

Expiry: 19/6

Development Management – Delegated Officer Report

Application Number: A) AWDM/0498/26
B) AWDM/0501/26

Recommendation: Approve
Approve

Site: 23-25 High Street, Shoreham-by-Sea, BN43 5EE

Proposal: A) Advertisement Consent for replacement painted wall signage to the front elevation and side elevation (in substitution of the existing painted sign)

B) Listed Building Consent for removal of existing painted signage and replacement painted signage to front and side elevations.

Date of site visit: 5/6

Neighbours Checked: Y

Additional neighbour notification: N

Proposal, Site and Surroundings:

The application relates to this grade II Listed Building situated within the town centre. It was listed 28th September 1972 and the listing reads:-

“SHOREHAM-BY-SEA HIGH STREET TQ 20 NW 3/70 (south side No.'s 23-25 (odd) II House pair. Mid-C18. Plastered with bracketed eaves parapet to steep slate mansard roof with 2 large pediment-gabled dormers and end stacks. Two storeys and attic; 2 irregularly-placed early C19 2 storey octagonal bays, that to right with ground floor replaced by long C19 glazed extension the width of no. 25 with half glazed door to right flanked by wooden pilasters. Window off-centre to left. Mixture of glazing bar sashes, sashes and sashes without glazing bars. Entrance to no. 23 off-centre to left. Panelled doors in wooden architrave surround with flat hood on brackets over.”

The site lies within the Shoreham Conservation Area.

The property is being used is a solicitors office. The existing hand painted signage read 'fitzhugh gates solicitors' on the north and east elevations. A new firm of solicitors has taken over the site and wants similar hand painted signage on these same elevations. The signage is non-illuminated.

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Planning History:

SU/166/86/TP - Two No. signs painted onto front & east side elevations at first-floor level. Approved.

Consultations:

Heritage Consultant:

Comments: Both the existing and proposed relate to contemporary commercial signage. The existing and proposed signage is in the form of directly painted lettering/logo on to the surface finish of the building. It is assumed that handpainting will be employed to carry out the works and as such materials that could bring about harm to the conservation areas character will be avoided. It is considered that the proposed would preserve the character and appearance of the conservation area. Whilst not providing a clear enhancement, the proposed is a modern interpretation of traditional signwriting in terms of style, but the existing arrangement is also of a contemporary style. As such to harm can be apportioned to the proposed and its impact upon the conservation area subject to conditions. Having regard to Section 16 of the Planning (Listed Buildings and Conservation Areas) Act 1990, it is considered that the proposed works, by virtue of materials and appearance would not cause detriment to the setting and special architectural and historic character and interest of the listed building as a designated heritage asset, and as such would comply with policies 17 of the Adur Local Plan and paragraph 135 of the NPPF.

Conditions

1. Notwithstanding the approved details the signage hereby approved shall be hand painted directly onto the building elevation. The use of stick on decals, lettering and similar is not authorised. Reason: To ensure the aesthetic value and architectural interest of the Listed Building is preserved and the scheme is compliant with Local Policy 17.

Representations:

ADCAG : No objection.

Relevant Planning Policies:

Adur Local Plan 2017 Policy 15, 17
Shoreham Conservation Area
National Planning Policy Framework 2023

Policy 17:

“Listed Buildings: Planning permission and/or Listed Building consent will only be granted for internal or external alterations, changes of use or extensions to a Listed Building provided that the internal or external appearance or historic character of the building is not adversely affected. The reinstatement or replication of original features such as windows or doors will be supported. In the case of extensions and alterations, materials used must be consistent with those originally used or typical of the locality. New development which would adversely affect the setting of a Listed Building, in terms of design or materials, will not be permitted.”

Planning Assessment:

Principle:

Listed Building Consent applications are assessed in accordance with the effect of the works on the Listed Building. In this case the conservation area must also be preserved or enhanced

Impact on character of Listed Building and Conservation Area.

The agent has confirmed the signs are to be hand painted, as now. The signage will not be illuminated.

The signs will not be harmful to the fabric of the listed building or to the setting of the listed building and will preserve the appearance of the Shoreham conservation area.

Recommendation

A) APPROVE

Subject to Conditions:-

1. Approved Plans
- 2-7 standard conditions

B) APPROVE

Subject to Conditions:-

1. Approved Plans
2. Standard LB time
3. *Notwithstanding the approved details the signage hereby approved shall be hand painted directly onto the building elevation. The use of stick on decals, lettering and similar is not authorised.*

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Is recommendation contrary to letter(s) of representation N

Case Officer: MOK

Date: 5/6

Authorised by: Peter Barnett

Date: 5 June 2026