

HERITAGE AND PLANNING STATEMENT

IN RESPECT OF:

REMOVAL OF EXISTING PAINTED SIGNAGE AND APPLICATION OF REPLACEMENT
PAINTED SIGNAGE ON THE FRONT AND SIDE ELEVATIONS

AT:

23-25 HIGH STREET, SHOREHAM-BY-SEA,
ADUR, WEST SUSSEX, BN43 5EE

ON BEHALF OF:

ERIC ROBINSON SOLICITORS

BY:

DAMES A+P

HERITAGE AND PLANNING STATEMENT

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Appendix 1: Photographs 1 and 2 of the existing signage



1.0 PRELIMINARY MATTERS

- 1.1 This Planning Statement has been prepared by Dames Architecture + Planning on behalf of Eric Robinson's Solicitors in support of an application for Listed Building Consent (LBC).
- 1.2 This application relates to the removal of existing painted signage and its replacement with updated painted signage on the front and east side elevations of the building.
- 1.3 Consent was granted on 28 October 1986 (ref. SU/166/86/TP/14999) for the display of two painted signs on the front and east side elevations of the building at the first-floor level. This establishes the principle, scale, and siting of signage in these locations and confirms the longstanding presence and acceptability of painted signage there. The existing signs are shown on photographs 1 and 2 in **Appendix 1**.
- 1.3 The current proposals seek a replacement signage of equivalent scale, positioning and method of application, with no material change to the established size, positioning, or method of application.
- 1.4 This application is submitted in parallel with a concurrent application for Advertisement Consent, which relates to the same works. The two applications are intrinsically linked and should be read together.



2.0 INTRODUCTION

- 2.1 This Planning Statement has been prepared by Dames A+P on behalf of Eric Robinson Solicitors in support of an application for LBC at 23–25 High Street, Shoreham-by-Sea.
- 2.2 LBC is required for the proposed works as they affect the external appearance of a designated heritage asset, namely the removal and replacement of painted signage applied to the building façade.
- 2.3 The application seeks consent for the replacement of existing painted signage on the front and east side elevations of the building. The proposals are limited in scope and comprise a like-for-like replacement, with no material change to the established scale, siting, or method of application.
- 2.4 The application will be determined in accordance with the statutory duties set out in the Planning (Listed Buildings and Conservation Areas) Act 1990, together with the provisions of the Development Plan and other material considerations.
- 2.5 In respect of decision-making, section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that decisions be made in accordance with the Development Plan unless material considerations indicate otherwise; and the National Planning Policy Framework (“NPPF”) is a material consideration of significant weight in this context.
- 2.6 Notwithstanding the above, applications for LBC are subject to a separate and overriding statutory duty under Section 16(2) of the Act, which requires that special regard be had to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.
- 2.7 This duty carries considerable importance and weight in decision-making and must be given considerable importance and weight in the decision-making process
- 2.8 Chapter 16 of the NPPF establishes the national policy framework for conserving and enhancing the historic environment.
- 2.9 Paragraph 200 of the NPPF requires that applicants describe the significance of heritage assets affected, including any contribution made by their setting. It states: “the level of detail should be proportionate to the assets’ importance and



no more than is sufficient to understand the potential impact of the proposal on their significance.”

- 2.10 Paragraph 208 requires the LPA to identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset), taking account of the available evidence and any necessary expertise.
- 2.11 Paragraph 210 requires that, “In determining applications, local planning authorities take account of:
- a) The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
 - b) The positive contribution that conservation of heritage assets can make to sustainable communities, including their economic vitality, and
 - c) The desirability of new development making a positive contribution to local character and distinctiveness.”
- 2.12 The proposed development is considered to accord with these objectives. The replacement signage supports the continued viable commercial use of the building, reflecting its function within the High Street and contributing to the area’s economic vitality. The use of traditionally applied painted signage maintains and reinforces the established character of the building and wider streetscape. The proposals therefore sustain the significance of the heritage asset and make a positive contribution to local character and distinctiveness.
- 2.13 Paragraph 212 of the NPPF requires that, when considering the impact of a proposal on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. This applies irrespective of whether any potential harm would amount to substantial, total loss or less than substantial harm to its significance.
- 2.14 Paragraphs 214 and 215 of the NPPF set out the policy tests for proposals which result in substantial harm or less than substantial harm to the significance of a designated heritage asset.



- 2.15 In this instance, the proposals give rise to no harm to the significance of the listed building. Accordingly, these policy tests are not engaged.
- 2.16 Paragraph 219 of the NPPF requires local planning authorities to look for opportunities for development within Conservation Areas to enhance or better reveal their significance, and states that proposals which preserve those elements of the setting that make a positive contribution should be treated favourably.
- 2.17 The proposals, comprising the like-for-like replacement of traditionally applied painted signage, preserve the established character of the building and its contribution to the High Street. As such, they maintain and reinforce the qualities that underpin the significance of the Conservation Area and should be treated favourably under this policy.
- 2.18 Paragraph 220 confirms that the loss of elements which contribute positively to the significance of a Conservation Area should be assessed as harm. In this case, no such loss arises, as the proposals retain the established signage arrangement and therefore preserve the building's contribution to the Conservation Area.



3.0 SITE AND SURROUNDINGS

- 3.1 A review of the adopted proposals map confirms that the site lies within the built-up area boundary, the defined town centre and the Primary Shopping Area. The site is also located within a designated Conservation Area, where the character and appearance are shaped by a concentration of historic commercial buildings.
- 3.2 The application site comprises a listed building located at 23–25 High Street, currently in active commercial use.
- 3.3 The building is in active commercial use and occupies a prominent position within the High Street frontage. The surrounding area is characterised by a mix of retail, professional services and other town centre uses, typical of a historic high street environment.
- 3.4 The streetscape is defined by a varied but coherent range of historic buildings, many of which display signage associated with their commercial use. This includes a mix of painted signage, fascia signs, and other forms of advertising at both ground and upper levels, reflecting the area's long-established commercial function.
- 3.5 Painted signage, in particular, forms an established and characteristic feature of the Conservation Area, contributing to its visual identity and reflecting traditional approaches to commercial display.
- 3.6 The building currently displays painted signage on the front and east side elevations at the first-floor level, consistent with the historic advertisement consent granted in 1986. The signage is applied directly to the building façade and is of a scale and position typical of comparable historic commercial properties along the High Street.
- 3.7 The existing signage forms part of the building's established appearance and contributes to its role within the wider streetscape. In this context, the presence of painted signage is both characteristic of the building's use and reflective of the Conservation Area's prevailing character.



4.0 THE PROPOSAL

- 4.1 The application seeks LBC for the removal of the existing painted signage and its replacement with updated painted signage on the front and east side elevations of the building.
- 4.2 The proposed works comprise the careful removal of the existing signage and the application of replacement painted lettering directly onto the building façade in the same locations.
- 4.3 The replacement signage will reflect the established scale, proportions and alignment of the existing signage, with changes limited to updated wording and logo only, representing a replacement signage of equivalent scale, siting and visual presence.
- 4.4 The works are limited to surface treatment of the external finish and do not involve the removal or alteration of historic fabric
- 4.5 The works will be carried out using appropriate materials and methods to ensure compatibility with the existing substrate and to avoid damage to the underlying fabric.
- 4.6 No new fixtures, fixings, structures or projecting elements are proposed, and the signage will remain non-illuminated.
- 4.7 The proposals therefore represent a like-for-like replacement of existing painted signage, maintaining the established appearance of the building and its relationship with the wider streetscape.
- 4.8 Final dimensions are shown on the submitted drawings and reflect the established scale of the existing signage.



5.0 LEGISLATIVE AND POLICY CONTEXT

- 5.1 The application is required to be determined in accordance with the statutory duties set out in the Planning (Listed Buildings and Conservation Areas) Act 1990.
- 5.2 Section 16(2) of the Act requires that, in considering whether to grant Listed Building Consent, special regard shall be had to the desirability of preserving the listed building, its setting, and any features of special architectural or historic interest.
- 5.3 This statutory duty carries considerable importance and weight in decision-making.
- 5.4 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 5.5 The Development Plan for the area includes the Adur Local Plan 2017, which provides the primary policy framework for determining applications.
- 5.6 The most relevant policies within the Adur Local Plan 2017 are set out below.
- 5.7 Policy 1 establishes a presumption in favour of sustainable development and confirms that proposals which accord with the Development Plan should be approved without delay, unless material considerations indicate otherwise.
- 5.8 Policy 11 supports development within Shoreham town centre that contributes to its vitality and viability, whilst requiring that development respects the setting of the historic town centre and the character of the surrounding area.
- 5.9 Policy 15 requires development to be of high architectural quality and to respect and enhance the character of the site and its surroundings, including in terms of scale, materials, detailing and overall design approach.
- 5.10 Policy 16 seeks to conserve and enhance the historic environment and recognises the importance of heritage assets in contributing to local character and sense of place.
- 5.11 Policy 17 provides detailed criteria for assessing development affecting heritage assets, including Listed Buildings and Conservation Areas. It requires that



proposals preserve the character and appearance of heritage assets and their setting, and that alterations do not adversely affect their historic or architectural significance.

5.12 These policies collectively require that development:

- Preserves the significance of heritage assets;
- Respects the character and appearance of the Conservation Area;
and
- Is of a high standard of design appropriate to its context.

5.13 The site lies within the Shoreham-by-Sea Conservation Area, for which a Character Appraisal and Management Strategy has been prepared by Adur District Council (2008). This document is a material consideration in determining applications affecting the Conservation Area.

5.14 The Appraisal identifies the High Street as forming part of a traditional and active commercial environment characterised by a mix of uses, varied building forms, and a range of signage associated with retail and professional services. The presence of signage is therefore an established and characteristic component of the streetscape.

5.15 The Appraisal confirms that the significance of the Conservation Area derives in part from its role as a vibrant town centre, with active frontages and commercial activity contributing positively to its character and appearance.

5.16 The NPPF is a material consideration in the determination of this application and sets out national policy for conserving and enhancing the historic environment.

5.17 Chapter 16 of the NPPF requires that the significance of heritage assets is identified and understood, and that great weight is given to their conservation when considering the impact of development.

5.18 Where development would result in harm to the significance of a designated heritage asset, this must be assessed in accordance with the policy tests set out in paragraphs 214 and 215 of the NPPF.

5.19 In this instance, the proposals give rise to no harm to the significance of the listed building or the character and appearance of the Conservation Area.



Accordingly, the balancing exercise set out in the NPPF, including consideration of public benefits, is not engaged.

- 5.20 In any event, and only in the unlikely scenario that any very low level of less than substantial harm were identified, the proposals would give rise to public benefits. These include supporting the continued viable commercial use of the building within the High Street, maintaining an active and legible frontage, and ensuring that the premises can be readily identified and accessed by members of the public seeking professional services.
- 5.21 Paragraph 210 of the NPPF also requires that development should sustain and enhance the significance of heritage assets and make a positive contribution to local character and distinctiveness. The proposals accord with this objective by maintaining the building's established appearance and its contribution to the wider streetscape.



6.0 HERITAGE IMPACT ASSESSMENT

Significance of the Listed Building

- 6.1 The application site comprises a designated listed building located within the Shoreham Conservation Area. The building derives its significance from its architectural form, historic fabric, and its contribution to the established High Street frontage.
- 6.2 The principal significance of the building lies in its overall form, proportions, materials, and detailing, which together contribute to its historic character and appearance. The building's significance is derived primarily from its architectural form and historic fabric rather than from applied signage.
- 6.3 The building's use as a commercial premises is consistent with the historic function of the High Street and forms part of its ongoing significance and contribution to the vitality and character of the area.
- 6.4 The presence of painted signage at high level reflects this commercial function and is characteristic of historic High Street buildings. While signage itself is not a primary element of the building's special interest, it forms part of its established appearance and its role within the streetscape.

Contribution to the Conservation Area

- 6.5 The site lies within a designated Conservation Area, the significance of which is derived from the collective value of its historic buildings, traditional street pattern, and active commercial frontage.
- 6.6 The High Street is characterised by a mix of historic buildings featuring a variety of signage, including painted wall signage, fascia signs, and shopfront lettering. This variety reflects the area's long-established commercial function.
- 6.7 Painted signage, in particular, is a traditional and sympathetic form of advertisement within historic environments and contributes positively to the character and visual identity of the Conservation Area.
- 6.8 The application building makes a positive contribution to the Conservation Area through its scale, form, and active frontage, and through its established signage arrangement, which reflects the prevailing character of the High Street.



- 6.9 This reflects the findings of the Shoreham Conservation Area Character Appraisal, which identifies signage as a characteristic feature of the High Street environment.

Description of the Impact of the Proposals

- 6.10 The proposed works comprise the removal of the existing painted signage and its replacement with updated painted signage in the same locations on the front and east side elevations.
- 6.11 The replacement signage will:
- Be applied directly to the existing façade;
 - Replicate the established scale, proportions and alignment;
 - Remain non-illuminated; and
 - Introduce no new fixtures, structures or projecting elements.
- 6.12 The proposals are limited to a change in wording and logo only. There will be no alteration to the architectural form of the building, its detailing, or its material composition beyond surface-level redecoration. The proposals represent a continuation of an established signage arrangement rather than the introduction of a new feature.
- 6.13 The works will not result in the removal or loss of historic fabric and are comparable in nature to routine maintenance and redecoration. The works are confined to surface redecoration and do not affect the building's underlying historic fabric.

Impact on Significance

- 6.14 The proposals retain the established signage arrangement in terms of location, scale, and method of application. The visual relationship between the signage and the building's architectural composition remains unchanged.
- 6.15 There will be no impact on the architectural features which contribute to the building's special interest, including its form, materials, or detailing.



- 6.16 The replacement signage reflects a continuation of the building's commercial use and maintains its contribution to the active High Street frontage.
- 6.17 In visual terms, the proposals will not alter the character or appearance of the building in any material way. The updated signage will sit comfortably within the established streetscape and will be consistent with the prevailing pattern of development within the Conservation Area.

Impact on the Conservation Area

- 6.18 The proposals preserve the building's contribution to the Conservation Area by maintaining its established appearance and commercial function.
- 6.19 The use of traditionally applied painted signage is consistent with the character of the High Street and reinforces the established visual qualities of the area.
- 6.20 The proposals therefore preserve the character and appearance of the Conservation Area and maintain the qualities which underpin its significance.

Assessment of Harm

- 6.21 The proposals result in:
- No loss of historic fabric;
 - No alteration to architectural features of significance;
 - No change to the established visual composition of the building; and
 - No adverse impact on the character or appearance of the Conservation Area.
- 6.22 Accordingly, the proposals give rise to no harm to the significance of the listed building, including its setting.
- 6.23 As no harm arises, the statutory duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to preserve the building and its setting is satisfied.
- 6.24 In addition, the proposals preserve the character and appearance of the Conservation Area.



- 6.25 As such, the policy tests within the NPPF relating to harm to heritage assets are not engaged.
- 6.26 In any event, and only in the unlikely scenario that any very low level of less than substantial harm were identified, the proposals would give rise to public benefits. These include supporting the continued viable commercial use of the building, maintaining an active and legible High Street frontage, and ensuring that the premises can be readily identified and accessed by members of the public.



7.0 CONCLUSION

- 7.1 This application seeks LBC for the removal of the existing painted signage and its replacement with updated painted signage in the same locations on the building.
- 7.2 The works comprise a replacement signage of equivalent scale, siting and method of application
- 7.3 The building is located within the Shoreham Conservation Area, where commercial activity and associated signage form an established and characteristic component of the High Street environment. The proposals reflect this context and maintain the building's contribution to the active and legible streetscape.
- 7.4 The assessment confirms that the proposals give rise to no harm to the significance of the listed building, its setting, or the character and appearance of the Conservation Area.
- 7.5 In accordance with Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, the proposals preserve the listed building and its features of special architectural and historic interest.
- 7.6 The proposals are fully in accordance with the relevant policies of the Adur Local Plan 2017 and the heritage objectives of the National Planning Policy Framework.
- 7.7 As no harm arises, the policy tests within the NPPF relating to harm to heritage assets are not engaged, and there is no requirement to undertake a balancing exercise.
- 7.8 The proposals therefore represent an appropriate and policy-compliant form of development which preserves both the listed building and the character and appearance of the Conservation Area.
- 7.9 It is respectfully requested that Listed Building Consent be granted.



APPENDICIES

Appendix 1 - site photos, existing signage

