

PLANNING HERITAGE DESIGN AND ACCESS STATEMENT

*Retrospective application for the retention of white-painted faux-stone cladding to the ground-floor front
and side elevations and retractable fabric canopies above the ground-floor openings
(Enforcement reference: AWEN/0080/26)*



Site Location:	94 High Street, Shoreham-by-Sea, West Sussex, BN43 5DB
Date:	August 2026
Planning Authority:	Adur District Council

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1. Executive Summary and Introduction

- 1.1 This Planning and Heritage Statement has been prepared in support of a retrospective full planning application at 94 High Street, Shoreham-by-Sea. The application seeks permission to retain the white-painted faux-stone cladding applied to the ground-floor front and side elevations, together with the retractable fabric canopies installed above the ground-floor openings.
- 1.2 The following description of development is suggested:
‘Retrospective application for the retention of white-painted faux-stone cladding to the ground-floor front and side elevations and retractable fabric canopies above the ground-floor openings.’
- 1.3 The illuminated business sign does not form part of this application and will be addressed through a separate application for advertisement consent.
- 1.4 No. 94 is an established commercial property within Shoreham town centre and the Shoreham-by-Sea Conservation Area. It forms part of the group at Nos. 78–96 High Street identified in the Conservation Area Character Appraisal. The significance of this group derives principally from the modest scale of the buildings, their varied roofline and their collective contribution to the historic commercial character of the High Street.
- 1.5 The application is confined to works at ground-floor level. It does not affect the height, footprint, roof form, upper elevations or existing window and door openings of the building. The retractable canopies are positioned above the openings they serve and can be retracted against the elevation when not in use.
- 1.6 This statement assesses the completed works against the Adur Local Plan, the National Planning Policy Framework, the Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy and the Council’s Shopfront Design Bulletin. It concludes that, notwithstanding the non-traditional nature of the cladding, the works retain the established proportions and architectural hierarchy of the building and preserve the character and appearance of the conservation area.

2. Site and Surroundings

Site and conservation-area context

- 2.1 No. 94 occupies a prominent corner position within the High Street shopping area. The ground floor is occupied by a hair and beauty salon, with upper floors above. Its principal and side elevations are visible from the High Street and the adjoining side street.
- 2.2 The Conservation Area Character Appraisal describes the High Street and the southern parts of East Street and Brunswick Road as a busy commercial area containing buildings of different styles and scales. It identifies the High Street as a historic route which remains central to Shoreham's commercial activity.
- 2.3 Nos. 78–96 High Street are identified as an important unlisted group. The appraisal records that the individual buildings are of limited architectural significance but possess collective townscape value, particularly through their modest scale and irregular roofline. No. 94 contributes to this group through its scale, upper-floor form and position within the row.
- 2.4 The ground-floor street scene is varied and includes shopfronts of different dates, colours, materials and forms. This context does not remove the need for an appropriate response to the host building, but is relevant when assessing the effect of the completed works on the conservation area.

Recent history of the premises

- 2.5 The Council's correspondence under reference AWEN/0080/26 states that artificial green-wall panels were previously installed at the premises and would also have required planning permission. Their previous presence does not establish a lawful planning baseline or a precedent for the current works.

Comparable shopfronts and recent local decision

- 2.6 The immediate surroundings contain commercial frontages from different periods, with traditional shopfronts interspersed with later fascia treatments, extensive glazing, retractable canopies and a broad range of colours and materials. Photographs of comparable shopfronts in the vicinity are provided at Appendix 1. They are not relied upon as establishing the acceptability of any material or treatment, but demonstrate the varied commercial character within the locality in which the works at No. 94 are experienced.
- 2.7 Although the substantial mixed-use development on the opposite side of the High Street lies outside the conservation area, it directly abuts its boundary and forms a prominent part of the site's immediate visual setting. Its glazed commercial frontages, metal cladding, projecting

balconies and curved roof form are experienced in the same street-level views as No. 94. The site is therefore read within a visually continuous townscape containing both traditional buildings and development of contrasting architectural character.

- 2.8 This context does not remove the statutory requirement to preserve or enhance the character or appearance of the conservation area. It does, however, demonstrate that this part of the High Street is not characterised by a uniform architectural or commercial treatment. Variation in shopfront design, fascia treatment, materials, colour and the use of canopies is an established feature of the street scene.
- 2.9 Planning permission was granted on 16 June 2026 under reference AWDM/0413/26 for a new shopfront at Unit 56, 56–58 High Street. Advertisement consent was granted under reference AWDM/0414/26 for 1 no. fascia sign and 1 no. internally illuminated projecting sign. The approved development is not directly comparable, as it involved a replacement shopfront rather than a surface treatment. It is nevertheless relevant as a recent decision within the same part of the conservation area, where the relationship between the commercial frontage and its host building was central to the assessment.
- 2.10 The decision for Unit 56 is cited for that general design approach rather than as a precedent for faux-stone cladding. At No. 94, the existing openings and subdivision of the frontage remain legible, while the ground-floor treatment remains subordinate to the balcony, upper elevations and roofline. Considered alongside the examples in Appendix 1, the decision demonstrates that present-day commercial alterations may be accommodated where the architectural hierarchy of the host building and the significance of the conservation area are preserved.

3. Completed Development

- 3.1 The works comprise the replacement of the former artificial green-wall panels with three-dimensional faux-stone panels and the installation of retractable fabric canopies above the ground-floor openings.
- 3.2 On the information presently available, the cladding comprises WallDec 'Stonehenge' style lightweight polyurethane panels, each approximately 1,200 mm by 600 mm and approximately 60 mm thick. The panels are surface-mounted using silicone adhesive and were painted matt white following installation.
- 3.3 The photographs show proprietary retractable awnings comprising pale pink-and-white striped, weather-resistant polyester canopies with scalloped valances and a UV-resistant protective coating, supported by lightweight aluminium brackets. Each canopy is positioned above an individual ground-floor opening, measures approximately 2.95 m in width and has a maximum projection of 2.0 m. The canopies are operated manually using a 1.5 m hand crank and chain-driven mechanism, allowing them to be extended smoothly when required and retracted against the elevation when not in use.
- 3.4 The works do not increase the floor area or footprint of the building. There is no change to the existing window and door openings, upper elevations or roof form.

4. Planning Policy Framework

Introduction

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the development plan unless material considerations indicate otherwise.
- 4.2 Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special attention to be paid to the desirability of preserving or enhancing the character or appearance of a conservation area.
- 4.3 The development plan relevant to this application comprises the Adur Local Plan, adopted in December 2017. The site lies outside the Shoreham Harbour Regeneration Area. The National Planning Policy Framework is a material consideration.

National Planning Policy Framework

- 4.4 The National Planning Policy Framework was revised in December 2024 and amended in February 2025. Paragraph 90 supports the role of town centres at the heart of local communities and promotes their long-term vitality and viability. Paragraph 131 identifies good design as a key aspect of sustainable development, while paragraph 135 requires development to function well over its lifetime, promote health and well-being, be visually attractive and respond sympathetically to local character and history. These considerations are relevant to the retractable canopies, which provide adaptable solar shading to the extensively glazed commercial frontage and improve internal comfort without permanently obscuring the shopfront or altering the composition of the building.
- 4.5 Paragraphs 207 and 208 require the significance of affected heritage assets, including any contribution made by their setting, to be described and assessed in a proportionate manner. Paragraph 210 requires account to be taken of the desirability of sustaining and enhancing heritage significance, putting heritage assets to viable uses consistent with their conservation, the positive contribution that conservation can make to sustainable communities and their economic vitality, and the desirability of development making a positive contribution to local character and distinctiveness.
- 4.6 Paragraph 212 requires great weight to be given to the conservation of a designated heritage asset, irrespective of whether any potential harm amounts to substantial or less than substantial harm. Paragraph 213 requires any harm to significance to be supported by clear and convincing justification. Where less than substantial harm is identified, paragraph 215 requires that harm to be weighed against the public benefits of the proposal.

- 4.7 Paragraph 219 encourages opportunities for development within conservation areas to enhance or better reveal their significance and states that proposals which preserve elements making a positive contribution should be treated favourably. Paragraph 220 confirms that not every element of a conservation area will necessarily contribute to its significance.

Adur Local Plan 2017

- 4.8 Policy 11 identifies Shoreham town centre as the main focus for development in Shoreham-by-Sea and seeks to reinforce and enhance its role as a shopping centre. Policy 27 supports appropriate town-centre uses within the defined town-centre boundary. These policies provide the local policy context for the continued occupation of the premises, while the contribution of the business to town-centre vitality is also relevant to paragraphs 90 and 210 of the Framework.
- 4.9 Policy 15 requires development to achieve a high standard of architectural and urban design which respects and enhances the character of the site, its surroundings and the wider area. The retractable canopies respond to these requirements by providing a practical solar-shading function while remaining aligned with the existing openings, subordinate to the upper elevation and capable of being drawn back when not required. Policies 16 and 17 establish the Council's approach to conserving and enhancing the historic environment and require development within conservation areas to be of a high standard of design and materials which respects, preserves and enhances their character and appearance.

Local heritage and shopfront guidance

- 4.10 The Shoreham-by-Sea Conservation Area Character Appraisal and Management Strategy identifies the historic and architectural interest of the conservation area and the particular townscape character of the High Street. It identifies Nos. 78–96 High Street as an important unlisted group whose collective townscape value derives principally from the modest scale of the buildings and their varied roofline.
- 4.11 4.11 The Council's Shopfront Design Bulletin advises that a shopfront should be considered as part of the building as a whole and within the wider street scene. Alterations should respect the scale and proportions of the host building, retain the established division of the frontage and respond appropriately to the upper-floor elevation. Materials and colours should be selected with regard to the character of the building and its surroundings. Blinds and canopies should relate to the openings they serve and should not obscure architectural features. These principles are relevant both to the appearance of the completed works and to the retractable canopies' ability to provide solar shading without permanently concealing the shopfront or upper elevation.

5. Heritage Significance and Impact

Significance

- 5.1 The designated heritage asset is the Shoreham-by-Sea Conservation Area. In this location, its significance is derived from the historic commercial route, the varied collection of buildings lining the High Street and the collective townscape contribution of identifiable groups, including Nos. 78–96.
- 5.2 The contribution made by No. 94 arises principally from its modest scale, upper-floor composition, roofline, corner position and relationship with adjoining buildings. The existing commercial frontage is of later date and is not identified in the appraisal as a feature of architectural or historic interest. Its heritage relevance lies in its visual relationship with the façade as a whole and the wider street scene.

Effect on the host building and conservation area

- 5.3 The development is confined to the ground-floor elevations and does not alter the building's scale, upper-floor composition, fenestration or roofline. No identified historic fabric has been removed, and the established plot pattern, building line and relationship between the property and the street remain unchanged. The characteristics identified in the appraisal as underpinning the townscape value of Nos. 78–96 therefore remain legible and unaffected.
- 5.4 The faux-stone cladding introduces a non-traditional, surface-applied material and this weighs against the development. It is not intended to replicate original or natural stonework. However, it is confined to the existing commercial frontage, does not conceal any opening or identified architectural feature and has been painted matt white. This moderates the embossed finish and reduces its contrast with the painted upper elevations. Although its texture is apparent at close range, it does not compete with the overall form of the building in longer street views.
- 5.5 The retractable canopies are positioned above and aligned with the individual openings, maintaining the established subdivision and rhythm of the frontage. Their modest scale and lightweight fabric construction ensure that they remain subordinate to the first-floor balcony, bay windows and upper elevations. They do not obscure those features and their visual presence is reduced when retracted.
- 5.6 No. 94 consequently continues to be read as part of the established row. The completed works are apparent at ground-floor level but do not interrupt the scale, roofline or overall composition of the group. The contribution made by the building to the conservation area is preserved.

Shopfront guidance and local context

- 5.7 The Shopfront Design Bulletin requires the commercial frontage to be considered as part of the building as a whole. The existing doors and windows, the width and subdivision of the frontage and the relationship with the upper floors are retained. The works do not merge separate units or extend into the upper elevation. The canopies relate directly to the openings they serve and do not conceal architectural features.
- 5.8 The material does not form part of the traditional palette identified in the appraisal or Bulletin. Nevertheless, its limited ground-floor extent, matt painted finish and relationship with the retained openings prevent it from dominating the façade. The works also sit within the varied commercial context described in Section 2 and illustrated in Appendix 1. This context confirms that a uniform historic shopfront composition is not a defining characteristic of this part of the High Street. The retention of the established openings and architectural hierarchy of the façade is therefore more important to the character of the conservation area than adherence to a single style or material palette. In this respect, the limited ground-floor treatment responds appropriately to the diverse character of the surrounding commercial frontages.
- 5.9 The former artificial green-wall treatment is not relied upon as a lawful baseline. As part of the premises' recent visual history, however, it assists in understanding the change in presentation. The white-painted panels provide a calmer and more consistent treatment across the front and side elevations while retaining the established architectural structure of the frontage.

Compliance with Heritage Policy

- 5.10 The significance of the Shoreham-by-Sea Conservation Area and the contribution made by No. 94 have been assessed in a proportionate manner, having regard to the Conservation Area Character Appraisal and the townscape value of Nos. 78–96 High Street. This accords with paragraphs 207 and 208 of the National Planning Policy Framework.
- 5.11 The completed works preserve the character and appearance of the Shoreham-by-Sea Conservation Area, satisfying the statutory duty under section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. They accord with Policies 15, 16 and 17 of the Adur Local Plan, the relevant principles of the Shopfront Design Bulletin and paragraphs 210, 212, 219 and 220 of the Framework. As no harm to the significance of the designated heritage asset has been identified, the balancing exercise under paragraph 215 is not engaged.

6. Design and Other Planning Considerations

Design Quality and Townscape

- 6.1 The cladding and canopies use a limited palette of matt white and pale pink-and-white fabric. The existing shopfront openings and upper part of the building remain clearly visible. The canopies provide weather protection and solar shading and retract when not in use.
- 6.2 The Council's guidance does not require all shopfronts to adopt the same historic style. In this varied part of the High Street, the use of a contemporary material can be acceptable where the treatment respects the proportions of the building and does not dominate the street scene. For the reasons given above, the completed works meet those requirements.

Environmental Function of the Canopies

- 6.3 The retractable canopies also perform a practical environmental function by providing solar shading to the extensively glazed commercial frontage. They help to limit direct solar gain and reduce the risk of uncomfortable internal temperatures for customers and staff during warmer weather, particularly as the existing windows cannot be opened. Their retractable design allows the extent of shading to respond to weather conditions and enables the canopies to be drawn back against the elevation when they are not required. This functional benefit is achieved without altering the existing window openings or permanently obscuring the composition of the shopfront or the upper elevation.
- 6.4 The canopies therefore represent a proportionate and adaptable response to the operational needs of the premises. Their ability to provide shade while retaining the established openings and avoiding permanent intervention in the upper elevation is consistent with the requirement in paragraph 135 of the Framework for development to function well, respond appropriately to its context and support the health and well-being of users. It also accords with Policy 15 and the Shopfront Design Bulletin, which require canopies to relate to the openings they serve and avoid obscuring architectural features.

Town-centre Vitality

- 6.5 No. 94 comprises occupied commercial premises within the defined Shoreham town centre. The salon's continued occupation of and investment in the property contribute to the vitality and economic health of the centre. The works support the ongoing use and presentation of an established town-centre business without changing the use, extending the floorspace or displacing another commercial activity.

- 6.6 This contribution attracts some positive weight under Policy 11 of the Adur Local Plan and paragraphs 90 and 210 of the Framework. Policy 27 provides further support for the continued presence of an appropriate town-centre use within the defined centre.

Amenity

- 6.7 The external cladding and retractable canopies do not change the use or operating activity of the premises, increase its footprint or alter the position of its openings. The canopies provide solar shading which has the potential to improve internal comfort for customers and staff, without giving rise to noise, overlooking or any other material effect on the living conditions of nearby occupiers.

Flood Risk

- 6.8 The site is identified within an area shown as Flood Zones 2 and 3 on the Environment Agency mapping. The works create no additional floorspace, do not change the use or flood-risk vulnerability classification of the premises and do not alter ground levels, drainage, flood storage or flood-flow routes. They are confined to existing built elevations and would neither increase flood risk elsewhere nor make the premises materially more vulnerable to flooding.

Access and highway safety

- 6.9 The works do not alter customer access, the pedestrian route or the existing relationship between the premises and the highway. The canopies are installed above the ground-floor openings and, based on the available product information, have a maximum projection of approximately 2.0 m when fully extended. Their elevated and retractable form limits their presence within the street, and no evidence has been identified that the completed installation obstructs pedestrian movement or adversely affects highway safety.

Ecology and biodiversity

- 6.10 The works are confined to the existing elevations of a commercial building and have no effect on habitat. As this is a retrospective application under section 73A of the Town and Country Planning Act 1990, the biodiversity gain condition does not apply. No ecological effects arise from the development.

Advertisement Consent

- 6.11 The illuminated business sign is controlled separately under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Advertisement consent is not sought

through this application. A separate application will address the sign, including its dimensions, position and method of illumination.

7. Planning Balance and Conclusion

- 7.1 The application has been assessed with special attention to the desirability of preserving or enhancing the character or appearance of the Shoreham-by-Sea Conservation Area, in accordance with section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990. Great weight has also been given to the conservation of the designated heritage asset, as required by paragraph 212 of the National Planning Policy Framework.
- 7.2 The appraisal identifies Nos. 78–96 High Street as an important unlisted group whose townscape value derives principally from the modest scale of the buildings, their upper-floor composition and varied roofline. The completed development does not alter those characteristics. The established openings remain legible, no identified historic fabric has been removed or concealed, and the canopies remain subordinate to the balcony and upper elevations.
- 7.3 The cladding introduces a non-traditional material and texture. That consideration has been taken into account. However, the treatment is confined to the existing commercial frontage, has a matt white finish and is surface-applied. It does not change the overall form or architectural hierarchy of the building and could be removed, subject to appropriate making good of the underlying surface.
- 7.4 The works must also be understood within the varied commercial townscape described in Section 2. Nearby frontages display a range of materials, colours, fascia treatments and canopies, while development of contrasting architectural character immediately opposite forms part of the same visual setting. Against that context, the cladding and canopies do not appear isolated or interrupt the scale and composition of the established group.
- 7.5 The retractable canopies provide an additional functional benefit by limiting solar gain through the extensively glazed frontage and improving internal comfort for customers and staff during warmer weather. Their operation can respond to weather conditions, and they can be drawn back when shade is not required. This benefit is achieved without changing the existing openings or permanently obscuring the shopfront or upper elevation and is consistent with Policy 15, paragraph 135 of the Framework and the relevant canopy guidance in the Shopfront Design Bulletin.
- 7.6 The completed works also represent continued investment in an occupied commercial property within Shoreham town centre. The ongoing use of the premises makes a positive, although proportionate, contribution to the vitality and economic health of the centre. This attracts some

- weight under Policy 11 of the Adur Local Plan and paragraphs 90 and 210 of the Framework, while remaining secondary to the assessment of the development's design and heritage effects.
- 7.7 The development preserves the character and appearance of the Shoreham-by-Sea Conservation Area and accords with Policies 11, 15, 16 and 17 of the Adur Local Plan, the relevant principles of the Shopfront Design Bulletin and paragraphs 90, 131, 135, 210, 212, 219 and 220 of the Framework. It is also consistent with Policy 27 to that extent as it supports the continued occupation of an appropriate town-centre use within the defined centre. No harm to the significance of the designated heritage asset has been identified and the balancing exercise under paragraph 215 is not engaged.
- 7.8 If the Council reaches a different conclusion, any harm arising from the material and texture would be less than substantial and at the lower end of that range. That limited harm should be weighed against the improved and coordinated presentation of the premises, the solar-shading and internal-comfort benefits of the retractable canopies, the continued occupation of and investment in an established commercial property, the business's contribution to town-centre vitality, the limited and reversible nature of the surface treatment and the absence of any effect on the elements which underpin the significance of the conservation area.
- 7.9 The remaining planning considerations do not weigh against the application. The works have no material adverse effect on neighbouring amenity, flood risk or habitat, and no evidence has been identified of an adverse effect on access, pedestrian movement or highway safety. The illuminated sign will be addressed separately through an application for advertisement consent.
- 7.10 Retrospective planning permission should therefore be granted. If officers identify a specific concern which could be addressed through a limited amendment or appropriately worded condition, the applicant would welcome the opportunity to discuss this before the application is determined.

Appendix 1: Photographs of Comparable Shopfronts in the Vicinity of the Site















