

Adur District Council

**Shoreham-by-Sea
Conservation Area
Character Appraisal & Management
Strategy**



Approved 18 March 2008

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PART 1 CHARACTER APPRAISAL

1. INTRODUCTION

1.1 What is a Conservation Area?

Conservation areas are designated under the provisions of the Planning (Listed Buildings and Conservation Areas) Act 1990 (“the Act”). Section 69 of the Act imposes a duty on local planning authorities to designate as conservation areas any 'areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance'. Designation introduces a general control over the demolition of unlisted buildings and provides the basis for policies designed to preserve or enhance all the aspects of character or appearance that define an area's special interest.

The Shoreham-by-Sea Conservation Area was originally designated in May 1971 covering an area encompassing the shopping areas of High Street, East Street and Brunswick Road; the areas surrounding St Mary's Church; and the adjoining residential areas. In 1993 the conservation area was extended to infill the remaining areas south of the railway line and to encompass two further streets north of the railway line, Southdown Road and Queens Place. The boundary was also extended southwards to the high water mark of the River Adur in recognition of the importance of the riverside setting of the town.

1.2 What is a Character Appraisal and Why is One Needed?

Section 71 of the Act requires that local authorities shall formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas. Section 72 also specifies that, in making a decision on an application for development within a conservation area, special attention must be paid to the desirability of preserving or enhancing the character or appearance of that area.

The Character Appraisal gives an overview of the history and development of the conservation area and defines what it is that makes it special. It identifies elements of the area's character and appearance which make it special today and highlights where harm has occurred, identifying future opportunities for improvement or enhancement. It should be noted that no appraisal can ever be completely comprehensive and omission of any particular building, feature or space should not be taken to imply that it is of no interest.

The Character Appraisal supports policies of the saved Local Plan and accords with the emerging Core Strategy.

This document therefore seeks to:

- Define the special interest of the conservation area and identify any issues which may threaten its special qualities (forming Part 1: Character Appraisal);
- Provide guidelines to prevent harm and achieve enhancement (forming Part 2: Management Strategy); and
- Provide Adur District Council with a valuable tool with which to inform its planning practice and policies for the area.

2. COMMUNITY INVOLVEMENT

The English Heritage guidance notes that over the past thirty years, the approach to designating conservation areas has changed significantly and much greater emphasis is now placed on involving the community in evaluating what makes an area 'special', whether it should be designated and where boundaries should be drawn.

The guidance recommends that once an appraisal has been completed in a draft form, it should be issued for public comment. A wide public debate should be encouraged, drawing together local people, residents groups, amenity groups, businesses and other community organisations, in a discussion about the issues facing the area and how these might be addressed.

Consultation with the public and interested parties has been undertaken in accordance with the Council's adopted Statement of Community Involvement (SCI) and in two stages:

- Stakeholder Pre-Consultation (16 August – 26 September 2007). A copy of the draft document was sent to interested stakeholder groups (e.g. Shoreham Society, West Sussex County Council, Highways Agency) for initial feedback. Stakeholders were also invited to an exhibition event at the Civic Centre to discuss any issues with officers prior to making their response. Comments were received from nine different groups and these were incorporated into the draft document approved for full public consultation.
- Public Consultation (29 October – 10 December 2007). Copies of the document were made available on the Council's website, in the Civic Centre and in the Shoreham Library. Questionnaires were available to focus respondents towards the key issues. The process was advertised through an exhibition display and plasma screen presentation in the Civic Centre main foyer, on the website, through leaflets and with a news release. Residents affected by possible boundary changes or identification of key unlisted buildings were sent a letter informing them of the document and its potential implications. As a result of this consultation, 33 written responses were received and these comments incorporated into the final document as appropriate.

3. THE PLANNING POLICY CONTEXT

3.1 National Planning Policy

Government advice on the control of conservation areas and historic buildings is set out in Planning Policy Guidance Note 15 (PPG15) "Planning and the Historic Environment" (September 1994). This states that the more clearly the special architectural or historic interest that justifies designation is defined and recorded, the sounder will be the basis for local plan policies and development control decisions, as well as for the formulation of proposals for the preservation and enhancement of the character or appearance of an area. The definition of an area's special interest should derive from an assessment of the elements that contribute to (and detract from) it. Further advice about conservation area control, including the preparation of conservation area appraisals and management proposals, has also been produced by English Heritage (February 2006).

3.2 County and Regional Policy

Policy CH4 of the adopted West Sussex Structure Plan 2001-16 requires new development to preserve and, where possible, enhance conservation areas and for local plans to contain policies to protect character and appearance. The narrative accompanying the policy requires district planning authorities to assess existing conservation areas (including a review of their boundaries) and formulate proposals to preserve or enhance their character or appearance; designate new conservation areas where it is desirable to preserve or enhance areas of special architectural or historic interest and formulate proposals to preserve or enhance their character or appearance; assess the character of historic towns and villages and identify important features or characteristics which need to be protected.

The draft South East Plan contains Policy BE7, relating to Management of the Historic Environment, which requires local authorities to adopt policies and proposals which support the conservation and enhancement of the historic environment and to encourage the use and regeneration of historic assets.

3.3 Local Policy

The Adur District Local Plan (1993-2006) contains policies AB3, AB4, AB5, and AB6 which aim to preserve and enhance historical and architectural qualities while allowing sympathetic new development and redevelopment so that conservation areas remain 'alive' and prosperous whilst retaining the special features and character which make them worthy of designation. Policy AB16 seeks to protect and enhance the amenity value of the river and the views along and across it.

Other Local Plan policies of specific relevance to conservation areas are AB19 (Advertisements) and AB21 (Shopfront Design). The streets adjacent to the churchyard have also been designated as an “Area of Special Advertisement Control”. In these areas those advertisements with deemed consent and the powers of the local authority to grant express consent are more limited.

3.4 Other Guidance

In 2006 a document was produced called ‘A Strategy for Shoreham Renaissance’ which aims to “regenerate Shoreham town centre as a sustainable community possessing economic, social and environmental diversity”. The strategy recognises that the rich history and historic character is part of what makes the town special.

4. LOCATION AND LANDSCAPE SETTING

4.1 Location

Shoreham-by-Sea is located in Adur District, West Sussex, lying within urban development along the south coast between Brighton and Hove to the east and Worthing to the west. The conservation area covers 29 hectares and is located generally around the built up central historic core of the town.

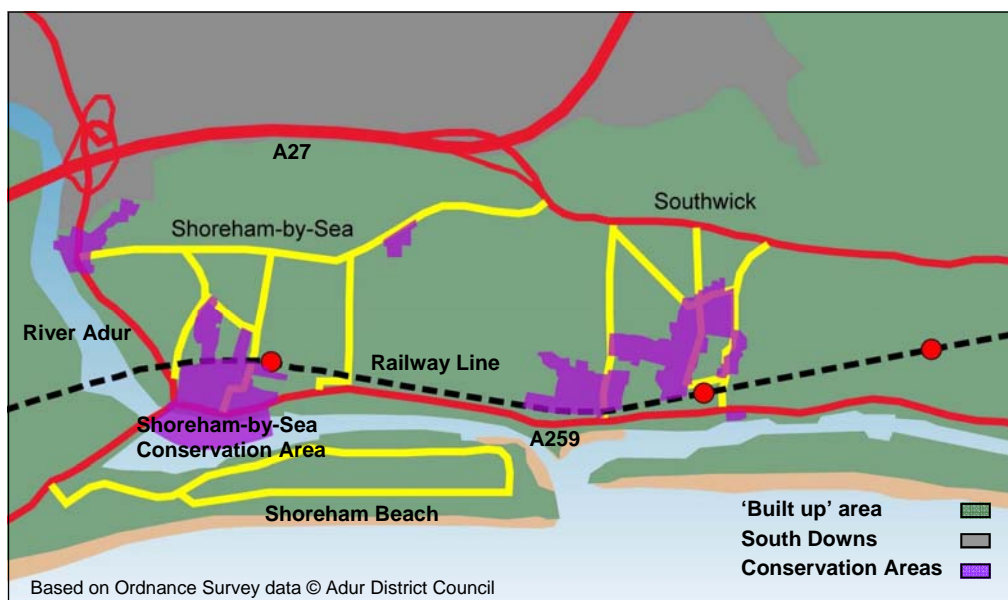


Fig. 1: Location

4.2 Landscape Setting

The conservation area is located on flat low land, set on the north bank of the River Adur and extending as far south as the high water mark of the river. The historic core of the town is surrounded to the east, north and west by further built development, generally comprising of riverside industry to the east and residential and commercial development to the north and west.

The A259 coast road runs in an east – west direction alongside the river and through the High Street and crosses the river via the Norfolk Bridge at the western edge of the conservation area. The West Coastway railway line also runs east – west through the northern part of the area.

4.3 Biodiversity

The conservation area is close to the River Adur which is a Site of Special Scientific Interest and supports a diverse wildlife flora and fauna. The mudflats support wading birds and gulls, including the Ringed Plover which attempts to breed on the coastal shingle. The Pied Wagtail is common in the town in the winter months. Insect fauna includes dragonflies over the flood plains of the river. The conservation area also includes a number of open spaces and gardens which support flora and fauna.

5. HISTORIC DEVELOPMENT AND ARCHAEOLOGY

5.1 Historical Development

Old Shoreham dates back to pre-Roman times. The name of the town has a Saxon origin, meaning "the dwelling on the shore" from the Saxon "Score" (Shore) and "ham" (a dwelling). The town and port (referred to as New Shoreham) was established by the Norman conquerors towards the end of the 11th Century. The church of St Mary de Haura was built in the decade around 1103.

The significant influences on the later development of New Shoreham are the layout of the medieval streets which still partially exist, the influence on the town of waterside frontage to the south (the harbour) and west (the River Adur), the effect at a later date of the construction of the railway to the north of the centre and the recent increase in volumes of traffic along the coast passing through the original High Street.

The High Street is likely to be the surviving part of a road which followed the coast line from the east in the Middle Ages, with land both to the north and

south laid out in long narrow acres for the purpose of cultivation. The High Street, being the major road, therefore became the commercial centre for the town and was widened as late as the 1930s. Damage from waves from the south west eroded much of the east end of town south of the High Street and the roads, which formerly continued across the High Street, have been truncated and are evident by gaps in the development to the south. Shop development took place along the main road leading to the church and was later extended northwards as far as the railway. Other significant development took place around and leading to the western end of the church.

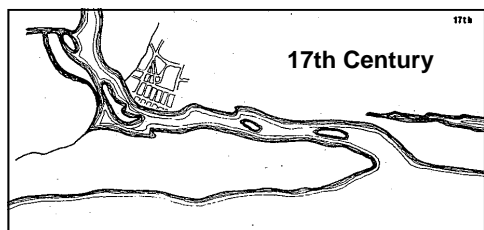
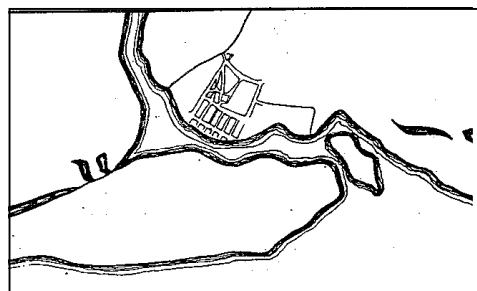
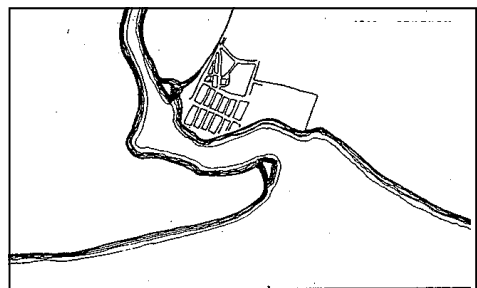
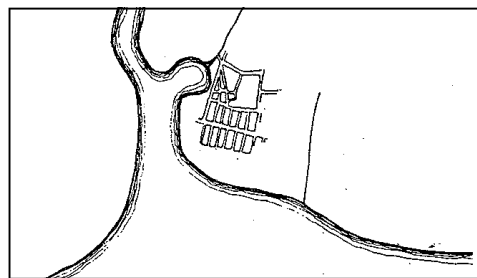
In the latter part of the 16th century a spit of land from the west side of the river mouth had formed and stretched further and further east until it protected the whole frontage of the town. While the prosperity of the town as a port therefore declined, a flourishing ship building industry developed. However, the port facilities and their influence on the town were revived with the construction of the cut, which formed the present channel opposite Kingston, at the beginning of the 19th century. The more recent 20th century developments to the east have had their effect on the town, especially as regards traffic.

With the construction of the railway to the north, the town centre has been enclosed. Although the larger residential areas lie to the north, no major commercial developments have taken place. The railway has thus formed an effective barrier, and this, together with the sea and the river, has controlled the form of development.

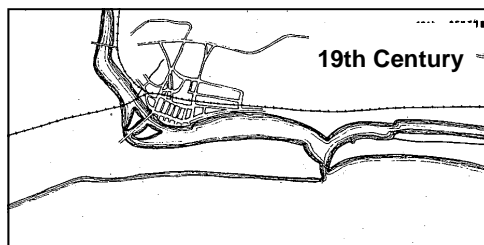
Traffic from the extensive port area has resulted in a large number of heavy commercial vehicles passing through the town. The High Street is also the only through route for vehicles travelling along the coast via the Norfolk Bridge south of the railway. The next major crossing of the river is the Adur Bridge development to the north of Old Shoreham.

5.2 Archaeology

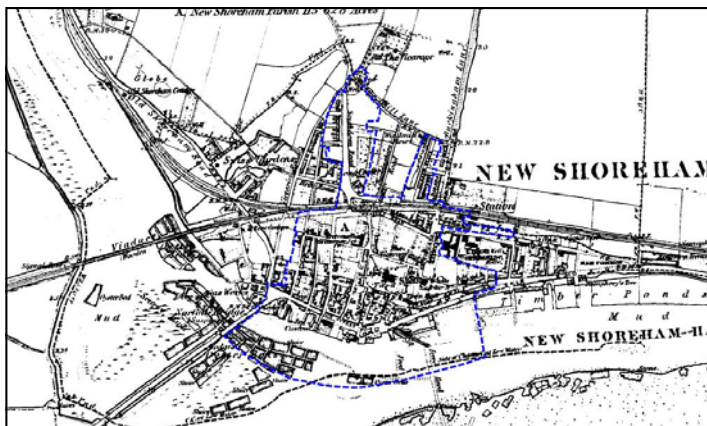
The conservation area encompasses the historic core of Shoreham and as such the potential for medieval deposits and features is high. The West Sussex County Council maintains a Historic Environment Record (HER), a county wide database of historic environmental information. The Marlipins Museum is also listed as a Scheduled Ancient Monument.



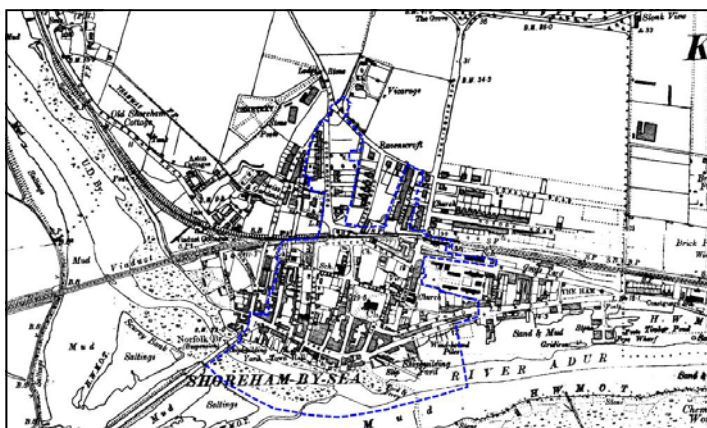
17th Century



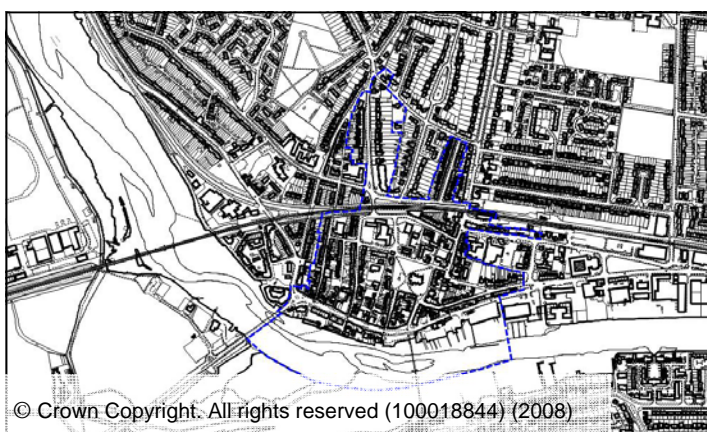
19th Century



Late 19th Century



Early 20th Century



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21st Century

Fig. 2: Historical Evolution of Shoreham-by-Sea

[Drawings: WSCC, 1971; Cheal, 1971]

6. SPATIAL & CHARACTER ANALYSIS

6.1 Character Areas

The Shoreham-by-Sea Conservation Area is 29 hectares in area and encompasses a wide range of uses and buildings. As such, it is difficult to assess the character of the area as a whole. The original character assessment undertaken in 1971 identified the three main character areas as follows:

- The shopping areas around High Street, the southern end of East Street and Brunswick Road;
- The areas related to the precincts of the church, including the northern end of East Street, Church Street and St Mary's Road; and
- The primarily residential areas of Middle Street, John Street, Ship Street, West Street and New Road.

As a result of change in the intervening period and the extension of the conservation area in 1993, the areas of different "character" within the town are now considered to be as follows:

- The Shopping Areas (High Street, southern end of East Street and Brunswick Road)
General character: busy commercial area, significant traffic and on-street parking, mix of building styles and scales.
- The Church Precinct (Church Street, northern end of East Street and St Mary's Road)
General character: close knit commercial and residential development centred on the Grade I listed church, public open space, trees.
- Residential Areas within the Historic Core (Middle Street, John Street, Ship Street, West Street and New Road)
General character: close knit residential development, historic terraces and cottages, narrow streets, few vehicle movements, significant use of flint.
- The Riverfront
General character: clustered development around riverside setting, yacht club, boats on river.
- The Pond Road Complex
General character: large scale 1960s functional development, community uses.
- Residential Areas North of the Historic Core (Southdown Road, Mill Lane, Queens Place, Ham Road)
General character: mix of terraced houses on small plots and larger semi-detached and detached houses on larger plots.

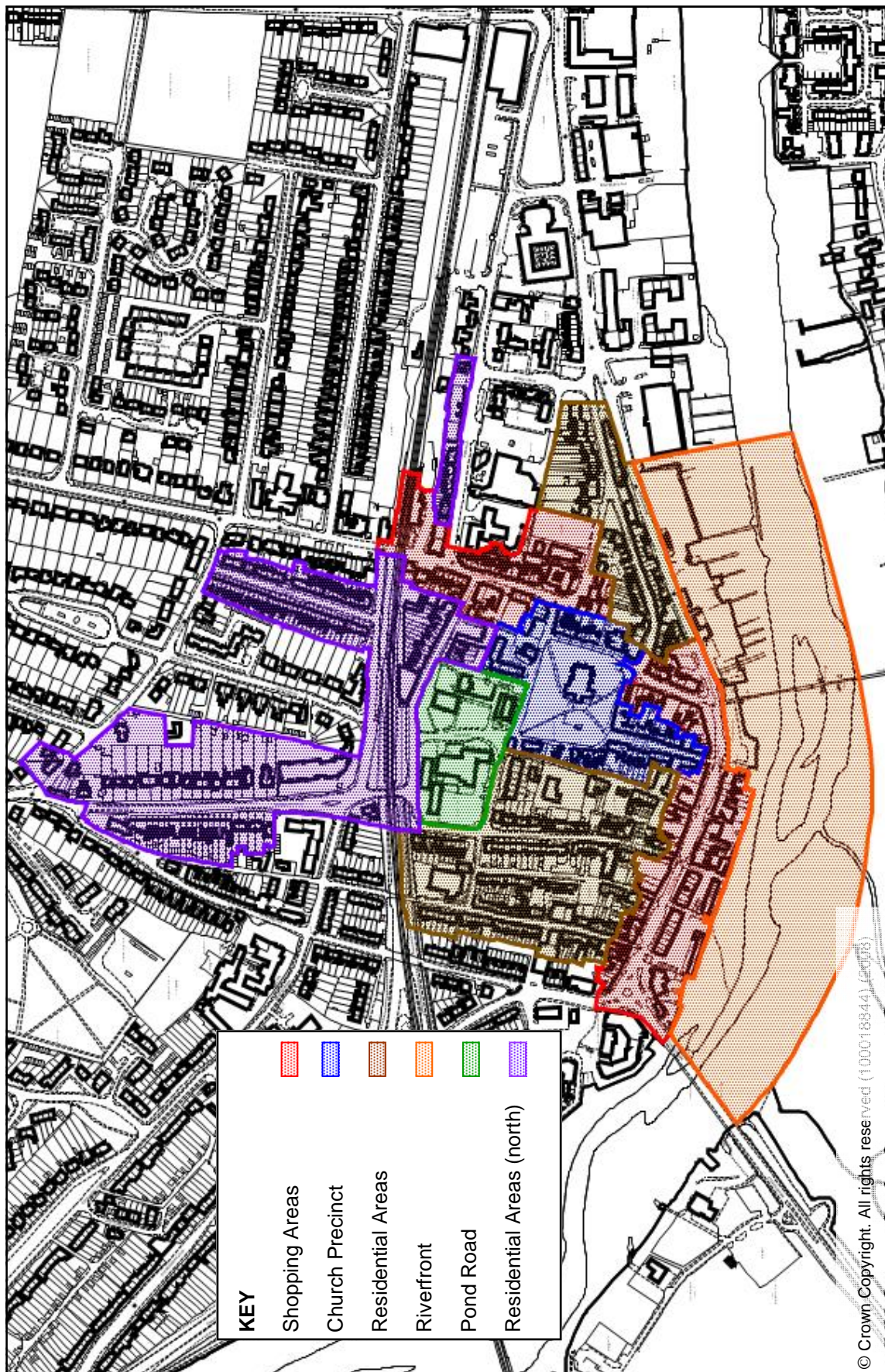


Fig. 3: General Character Areas

6.2 Plan Form and Layout

Street Pattern

The core of the conservation area retains the original medieval grid pattern street layout, with side streets running in a general north-south direction off the High Street. The side streets are generally very narrow, capable of accommodating one lane of traffic. They are also relatively straight, with the exception of Church and East Streets, which both divert around the edges of the church grounds. The historic maps of the town show that this layout of the surviving streets is generally unchanged.



Fig. 4: Narrow streets

The High Street is the main through route of the conservation area and is now located at its southern edge and separated from the river only by the line of buildings on its south side. The original grid pattern streets to the south of this street are no longer in existence due to the realignment of the river, although the gaps in the development show the locations of these streets. The glimpses through to the river are an important feature of the town's character which deserves to be protected.



Fig. 5: Glimpse to River

Southdown Road, Mill Lane and Queens Place are separated from the main core of the conservation area by the railway line. The original layouts of these roads have been retained but they do not have the same grid like character of the town centre. Southdown Road is now a wider and busier through street as it contains a railway underpass at its southern end which links it directly to the rest of the conservation area to the south.

Pedestrian circulation around the conservation area is relatively easy due to the pattern of interconnecting streets. The main shopping areas contain wide pavements on both sides of the road suitable for a reasonable amount of foot traffic. However, it is noted that there are limited opportunities for pedestrians to cross the High Street, particularly around the Ropetackle area. East Street is also an area where improvements could be made and the option of pedestrianisation is being considered.

The narrower side streets contain narrow pavements, often on one side of the street only. These are mostly continuous but in some areas there are no pavements at all, for example the western end of Mill Lane and the upper parts of Church Street. Off-street pedestrian walkways are not a dominant feature of

this conservation area but a small number of examples were noted (for example, between Middle Street and upper Church Street) and there are also established and well-utilised routes through the church grounds for pedestrian traffic.

Plot Characteristics

Other than the large church site and modern community centre sites, the plots within the core of the conservation area (and including Queens Place and Ham Road) are generally small and intimate in size. The majority of the buildings in these areas are contained in terraced groups and are set on narrow plots with small back gardens roughly the same length as the building (although this does vary between individual terrace groups). The plots are usually arranged so that dwellings face the road and the rear gardens back onto other rear gardens. There are some exceptions to this pattern, including the eastern side of John Street, the western side of Southdown Road and north side of New Road east of Tarmount Lane. These have longer plots and result in the road frontages to Ship Street and Ropewalk containing walls and accessory buildings associated with the rears of these sites. Despite this non-active frontage, the effect is an interesting mix of residential and rural elements.

The buildings within the conservation area are generally set forward on the sites, with a large number of terraced dwellings fronting directly onto the street and having front steps directly abutting the pavement. On other streets, the terraces are set back by a short distance and have small front fenced courtyards. The loss of small front gardens and fencing in favour of on site parking has the potential to cause significant damage to the appearance of these terraced properties. The western sides of Queens Place and Southdown Road are examples of terraced properties which have not lost their front gardens and walls and consequently appear very attractive.

An interesting feature noted was an undercroft between terraced houses on Middle Street providing access to the rear of the plots. The original entrance gate is still on site (although now rusted into a permanently open position) and the passage contained old pieces of tile. These undercrofts were a typical feature of fishing villages. It is also understood that there is the remains of old Custom House vaults under the terrace on the west side of Church Street, used as an air-raid shelter during the Second World War.

The plots on the eastern side of Southdown Road have a very different character than those in the rest of the conservation area. These plots are much larger in area and contain larger buildings of a different style and as such do not have the same 'close knit' character of the remainder of the conservation area. These areas were part of a later phase of development as the town began to expand northwards and designed to accommodate larger detached dwellings.

6.3 Activities and Uses

High Street, East Street and Brunswick Road are the heart of Shoreham's commercial activity. Retail is the most prevalent use within these streets, which accommodate a variety of shops and eating places. Interspersed with these retail uses are other services such as banks, a post office and estate agents. The Adur District Retail Study (March 2006) noted that there was only a limited number of vacant premises in the town centre area and concluded that Shoreham has a vital and viable town centre. A farmers market held once every month along East Street adds a further element and atmosphere to the area.

The conservation area is home to the notable Church of St Mary de Haura in Church Street. The church grounds also comprise the largest area of open space in the area and are widely used by the community as a pathway through to the centre of town or an area for quiet recreation. Other churches/religious centres in the area are St Peters Catholic Church in West Street and a Methodist Church in Brunswick Road. The former Church of St Peter in John Street has been converted, firstly to a nursing home, and later to residential flats.

The area north of the church around Pond Road accommodates a modern community complex, including a community centre, health care centre and library. The remainder of the built up conservation area is generally residential, with an occasional small scale commercial or community activity.

Transport is also an important use, with the conservation area containing major road and rail links, as well as providing opportunities for travel by water and foot. The A259 is a main south coast road and runs through the High Street carrying a large number of vehicles every day. The railway station is located on the north-eastern boundary of the conservation area and the West Coastway line crosses in an east-west direction, providing direct and regular rail links to Brighton, London and Portsmouth. The River Adur provides opportunities for transportation by water, although around the vicinity of the conservation area this is limited to small boats as the main part of the port area is now located over 3km to the east of the town centre. A footbridge over the river provides pedestrian links from the town centre to Shoreham Beach.

The conservation area contains four public car parks, located on Ship Street, Middle Street, Pond Road and Tarmount Lane. The Shoreham Renaissance Strategy noted that the smaller car parks in the town centre exacerbate the problem of "traffic churn" around the medieval streets. It was recommended that the two smaller car parks (Ship Street and Middle Street) be closed and freed for residential development and public car parking rationalised in the other locations. The Middle Street car park will be retained for car parking at this

stage but the Ship Street car park has received outline planning permission for four terraced houses (July 2007) and is to be closed. In line with the strategy, additional parking spaces will be provided at the Pond Road car park to replace those which have been lost.

6.4 Public Open Spaces

The St Mary's churchyard is a significant open space of approximately 7500m² centred around the church. It contains large trees and graves associated with the church. The area is slightly elevated above the surrounding streets and enclosed the whole way around by low flint walls. Public use is encouraged through the provision of permanent seating all around the site and pathways crossing through the site. The open space is situated close to the shopping areas providing a pleasant rest area for visitors to the town centre.

Coronation Green is a smaller area of open space on the river front directly to the south of East Street and adjacent to Sussex Yacht Club. This open space is approximately 1300m² in area and consists of a grassed area with a hard stand walkway around the edges. Permanent seating and safety rails have been established around the river side affording views across the River Adur to Shoreham Beach and the line of houseboats on the opposite bank. Some enhancement measures have been undertaken to improve the quality of the area, including a lighting scheme and public art features recessed into the pavements. The green is set at a lower level than the adjacent High Street and accessed at the eastern end by a series of steps and at the western end by a steep ramp.

Other, less formal, areas of open space within the conservation area include areas around the health centre/library (containing some seating), small verges of roadside land retained as open space and a widened pavement area around the War Memorial in East Street.



Figs. 6 & 7: Open Spaces - Coronation Green & East Street War Memorial

6.5 Trees

The conservation area contains many trees, most of which are located within private gardens in the residential areas. There are a total of 49 trees subject to

Tree Preservation Orders, all on private property and mostly single trees or in small groups. Two large groups are located at 21 Middle Street (21 trees being a mix of holly, sycamore, bay, silver birch, lime, chestnut, cherry, elder, oak and elm trees) and in the Mill Lane area where, of a group of 19 trees, four are located within the conservation area (being two sycamores, a yew and an araucaria tree).

The most prominent trees are those within the St Mary's church grounds which contribute positively to the setting of the listed building. These trees are not subject to a Tree Preservation Order but are subject to normal conservation area controls.

Southdown Road and Queens Place are both tree lined which adds to the character of these streets. A number of the trees on Southdown Road have been topped which has temporarily reduced their aesthetic value. The lime trees on Queens Place are attractive and an appropriate scale for the quaint street.

Whilst it would be desirable for roadside trees to be planted in other residential streets, this is not feasible in many locations due to the narrowness of the streets, locations of built development and absence of roadside verges. However, where there are suitable sites, these should be identified and appropriate planting carried out to enhance the environment.

There is a notable lack of trees in the High Street area, between the former Parcelforce site and the Norfolk Bridge, other than trees in planter boxes placed along the footpath. The former Parcelforce site (at the eastern entrance to the conservation area) contains 19 sycamore trees which, on the advice of an arboriculturalist, will be replaced as part of a major development now permitted on the site.

It is desirable that existing trees are retained as far as practicable and new trees are planted to ensure the area benefits from their amenity value.



Figs. 8 & 9: Trees in St Mary's Church Yard & Southdown Road

6.6 Landmarks and Views

The primary landmark of the conservation area is the Church of St Mary de Haura which rises to a height of 25 metres and towers to a significant extent over all other buildings in the town. The church is most prominently viewed in its entirety from its immediately adjacent streets, Church Street, St Mary's Road and East Street but its tower can be viewed above other buildings at key viewpoints (as below) and can be glimpsed at various points around the core of the conservation area. Protection of the landmark quality of this tower is a key issue in considering applications for new development in the area.

The original character appraisal noted two key points for viewing the town in its setting, being Shoreham Beach directly opposite the High Street and from the Norfolk Bridge. These two locations remain the most prominent for viewing the town as a compact riverside development. The river in the foreground with its associated nautical activity shows the natural setting of the town and also provides a natural border to the conservation area. The view of the town from the south side of the river and the perception of its mass, scale and landscape setting against the backdrop of the downland and with the wide sweep of the River Adur in the foreground is critical in protecting the character of the town in the future. The prominence of the outline of the Downs above the roofscape of the town is especially evident on a bright day with clear skies giving the illusion that it is closer to the town.

A third important outside viewing location is also noted, being from the South Downs located to the north of the built up area. From this location the tower of the St Mary's Church is a stand out feature above the roof tops of the smaller scale buildings within the conservation area.

Within the area itself, the close knit nature of the buildings reduces opportunities for significant views from any distance, although glimpses of development through narrow streets or between buildings is an important part of the area's charm.

The height and mass of new development on the edge of (or within) the conservation area should not upset the balance of these key views towards the historic core of the town. In some cases the north-south aligned streets running at right angles to the High Street benefit from a glimpse of downland in one direction and of the sea and river in the opposite direction. This juxtaposition deserves to be protected in considering the impact of new development on the conservation area's wider setting.



Fig. 10: Landmark quality of church as viewed from Shoreham Beach

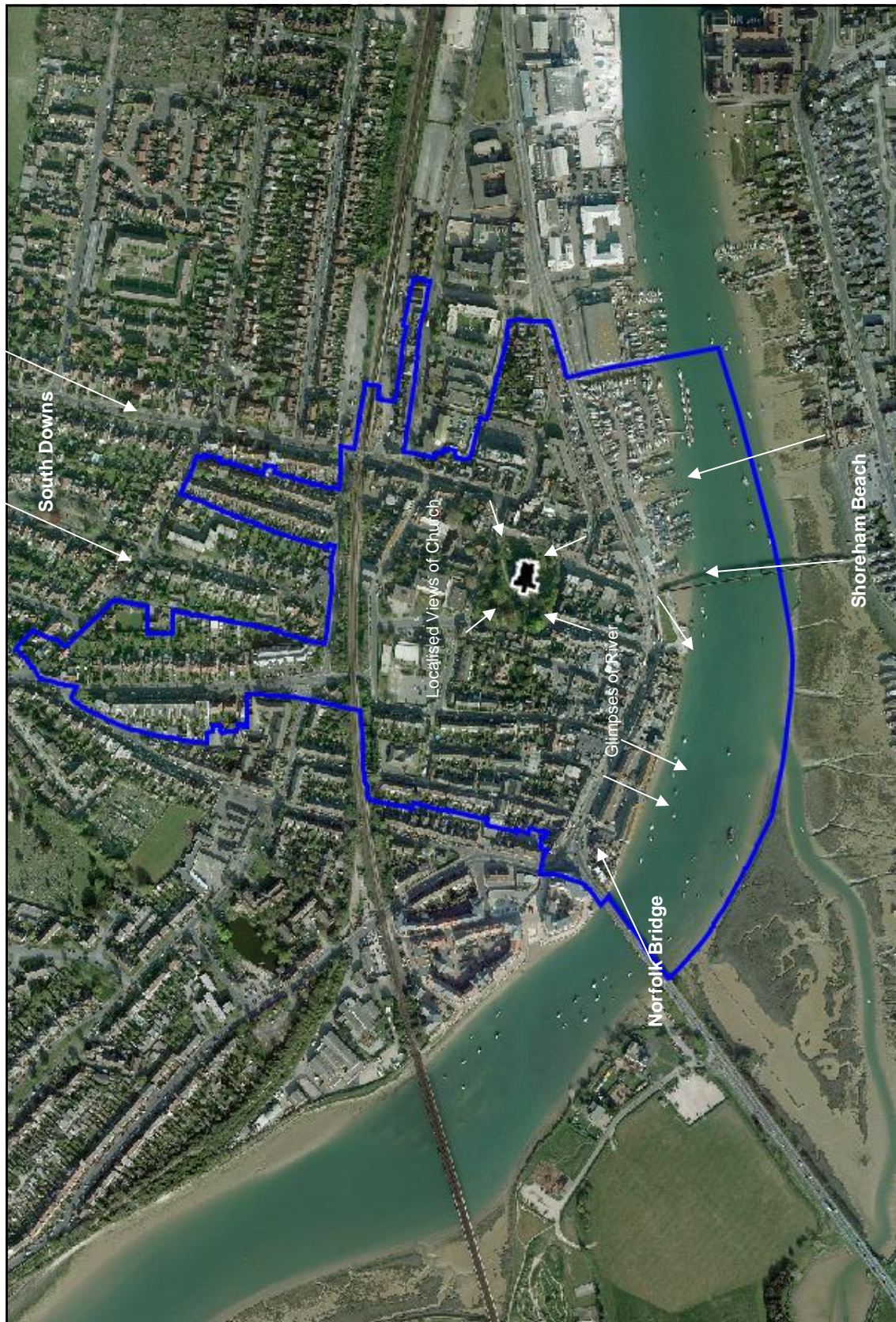


Fig. 11: Key Viewing Points

6.7 Entrances to the Conservation Area

From the West

The western entrance to the High Street provides the most immediate impact of arrival with the crossing of the bridge, roundabout and entrance to the main hub of the town. The Ropetackle development on the left hand side helps to enclose the views towards the conservation area. The tower of St Mary's Church can be seen above the roof lines of the near buildings, as can the former Church of St Peter on Ship Street which has been converted into residential flats.



Fig. 12: High Street Entrance

From the East



Fig. 13: Brighton Road Entrance

The eastern entrance of the conservation area on Brighton Road is of much poorer quality, marked by the large disused Parcelforce building, which is proposed for redevelopment, on the left hand side. Although this site is not within the designated conservation area, it is prominent and the development of the site will have a major impact on the appearance of the gateway into the area. The design of new development on the periphery of the conservation area should be of sufficient quality to enable the designated area to expand to include them. The other buildings in the gateway area, the yacht club on the left and row of terraced houses on the right, could generally benefit from maintenance. A prefabricated, flat roofed, bright yellow, commercial building marking the far eastern boundary further adds to the poor quality of the area. It is noted that this building is now vacant and represents a redevelopment opportunity which could significantly enhance this entrance, along with the Parcelforce development. Currently, the townscape quality does not significantly improve until around 200 metres to the west when the historic core is entered. At this point, the riverside setting and buildings of the High Street are brought into view. In particular, the prominent side gable on the Grade II listed building at 23-25 High Street acts to draw the eye down the High Street.

The eastern entrance on Ham Road is dominated by large scale modern 1970s development (the Somerfield Supermarket Complex and Police Station) on the left hand side of the road. Although it is recognised that such buildings are necessary to ensure the economic vitality of the town centre and they do require

a functional design, they do take focus away from the close knit character buildings on the opposite side of the road covered by the designation.



Fig. 14: Ham Road Entrance—Contrasting Styles of Development

From the North

The northern entrances to the conservation area are on Southdown Road and Buckingham Road. The entrance on Southdown Road is of good quality, delineated by a forked intersection with prominent listed buildings on either side of the road. The Buckingham/Brunswick Road entrance is delineated by the crossing of the railway line and the railway station site is immediately to the east. While this is a clear gateway point, some enhancements to this area would greatly benefit this entrance.

From the South

The entrance from the south is via the pedestrian footbridge which connects the town centre to Shoreham Beach. While the entrance is aesthetically of good quality due its location on the river, the bridge itself is in need of upgrade or replacement to improve its appearance and accessibility to all potential users (in particular cyclists).

6.8 Building Types

The conservation area contains a large mix of different types of building due to its mixed character. The most common type of building is the residential house or cottage with associated outbuildings. In the commercial areas, the buildings are used for shops, restaurants and services with a residential element on upper floors. While some of the more modern buildings have been purpose built for commercial use, a number of the older buildings were originally used for residential or other uses and have since been converted to commercial use (e.g. the Town Hall on High Street, Nos. 29 and 35-36 East Street and Nos. 23-25 and 74-76 High Street).

Other building types found in the area include ecclesiastical e.g. Church of St Mary de Haura and Church of St Peter (although this building has been converted to residential flats it retains its original façade), light industrial (e.g.

Ropewalk), community (e.g. the Pond Road community centre, health centre and library) and recreational (e.g. the Sussex Yacht Club).

6.9 Building Design

A significant number of the buildings within the residential areas are groups of two storey terraced houses, many dating from the Victorian period (e.g. Queens Place, Southdown Road (west side), Ham Road, New Road). These are former artisan's houses of a simple design with pitched roofs in a straight up and down configuration and full side gable ends. Other historic cottages and houses date from the 18th and 19th centuries and are of a similar small scale but vary in overall design, with a mix of roof styles and containing unique architectural features such as small, well proportioned dormer windows inserted into the roof space. The dwellings on the east side of Southdown Road are large scale Victorian style buildings dating from the late 19th or early 20th century.



Figs. 15 & 16: Residential Buildings

The predominant window styles are sliding sash windows and narrow top hung windows. In many of these cases, the original timber framing has been replaced by modern aluminium or UPVC frames. Although these are individually minor alterations, they cumulatively degrade the historic character of the houses. It is noted that many of these have aimed to retain the style of the original timber framing (e.g. including 'horns' on the frame to imply use of timber) and have also retained the size of the original window openings. Front roof dormer windows are relatively rare, but small pitched roof dormers do form interesting well proportioned features in a number of the unique historic buildings. In more uniform terraced development, roof lights have been inserted into many roof spaces as a less obtrusive feature than front dormer windows. Where modern flat roofed front dormers have been constructed (some examples being in New Road and Brighton Road), they are obtrusive and appear out of scale and character with the rest of the terrace.



Fig. 17: Sash windows

Within the commercial areas, there is significant variation in terms of the scale

and design of the buildings. This is particularly evident in the High Street, where the difference in roof lines is an obvious and unique feature. Although the design from building to building differs, most of the buildings on East Street and Brunswick Road are of a similar small scale character (2-3 storeys), which has not significantly changed over time. On the High Street, the buildings



Fig. 18: Roof Variation in High Street

range in size from a single storey flat roofed prefabricated building to a five storey commercial unit. Only a few buildings on this street are now of architectural importance but the retention of some small individual units (mainly of three storeys) and scattering of important listed buildings ensures that the character has not been entirely lost.

Developments from the later 20th century are interspersed throughout the conservation area. A number of standard 1960s and 1970s large scale developments have occurred, such as the shops at the western end of High Street, the community centre complex at Pond Road, the Somerfield supermarket and police station on Ham Road and various flatted developments. The design of these buildings is relatively bulky and uninteresting with long blank walls and flat roofs which do not contribute positively to the area or enhance the setting. It is noted, however, that opportunities for redevelopment have been identified in the Shoreham Renaissance Strategy. By contrast, other modern developments have occurred within and adjoining the area, which have had a positive effect due to their well integrated design and scale. Two examples of larger scale developments are a complex of 42 sheltered flats established at the southern end of Southdown Road in 2003 (on a site formerly occupied by the Convent of Mercy) and the Ropetackle mixed use development (late 1990s) at the western end of High Street which is prominent on the edge of the conservation area, forming a well defined and attractive development at the western end of the street, respectful to the character of the area. On a smaller scale, examples of modern respectful developments include Nos. 16a-16b Ham Road (a pair of semi detached houses) and No. 17 John Street (an end of terrace house).



Figs. 19 & 20: 20th Century Developments - Southdown Road and Pond Road

6.10 Building Materials and Colours

The building materials used in the earlier buildings in central parts of town include cobblestones, pebbles and flint with brick quoins (often painted) around openings and edges. Painted render or stucco is most popular on the groups of terraced houses, which gave the walls of buildings in this coastal village protection against the weather. Red brick is used as a common detailing material and is also used as the predominant wall facing on the large Victorian houses on the east side of Southdown Road.

The texture created by the use of local building materials gives the conservation area based on the historic core a special feel. The contrast between knapped and dressed flint or tightly ordered courses of neat flint cobbles, graded to give a regular size, and brick window dressings is particularly attractive. In bright sunlight the texture of flint cobbles and brick dressings intensifies and reinforces the historic, maritime character of the settlement.



Fig. 21: Use of stucco and flint



Fig. 22: Slate roofing material

The earliest roofing tiles were Flemish Tiles sourced from Holland and brought in through the port. They are now very rare but an excellent example of a building still containing this roof covering is North Cottage on North Street (a Grade II Listed Building). Clay tiles were also manufactured in Sussex from Roman times due to the local fine clays. Slate roofs then became common in areas near the railway, with slate being brought in by train from Wales and many buildings do still retain their original slate roofs. Later buildings are roofed with 'Redland 49', an interlocking concrete tile and many buildings have had their original slate roofs replaced with these. These concrete tiles are now the most typical roof covering across the conservation area and generally have spoiled the appearance of the rooflines of terraces. Church Street is the most "intact" street in terms of the survival of original roof coverings, with only one house having been re-roofed.

The present day appearance of some of the listed buildings may have changed over the years as different materials became available to carry out repairs. For example, roofs formerly clad in red clay tiles may have been re-clad in Welsh slate as it became available.

In the residential areas, stucco terraces are generally painted in an assortment of colours, providing a bright and vibrant streetscape where the exteriors have been well maintained. Queens Place is a particular example. Closer to the town centre, the buildings are more muted in colour, generally whites, creams and browns. In most cases, the use of colour is appropriate to the particular setting of the building, although a small number of examples are noted where a change of colour would be more in keeping with the area.



Fig. 23: Vibrant colours in Queens Place

6.11 Article 4 Directions

Article 4 Directions are issued by the Council in circumstances where specific control over development is required, primarily where the character of an area of acknowledged importance would be threatened. They are therefore commonly applied to conservation areas.

There is one existing Article 4 Direction within this conservation area, applying to properties in Church Street, made in February 1996. This removes permitted development rights for extensions, alterations to roof slopes, porches, erection, alteration or removal of a chimney, new and improved fences, painting and demolition of fences when the proposed work fronts a highway, waterway or open space. Due to this direction, Church Street is the least 'altered' street within the conservation area.

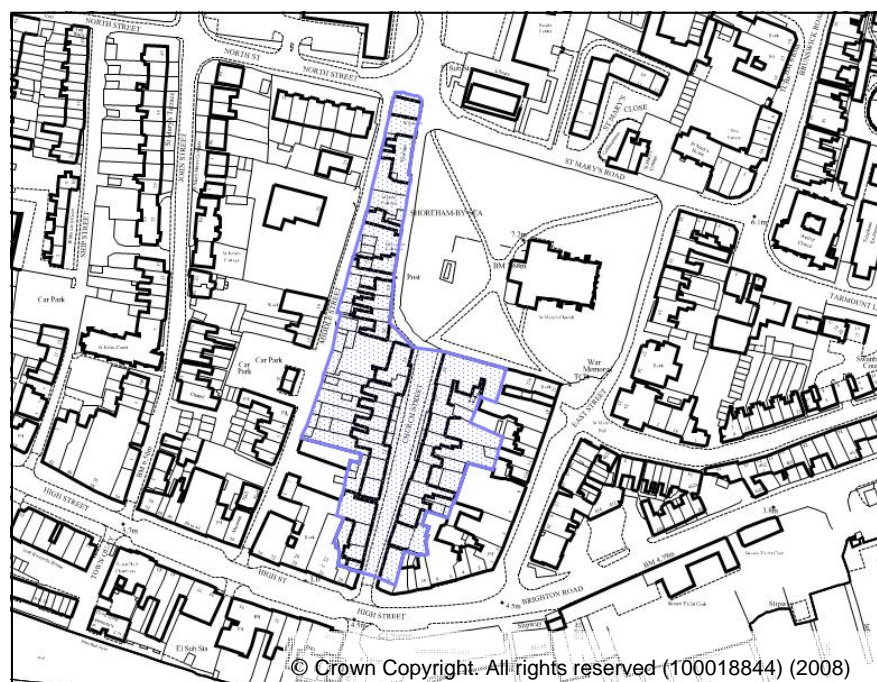


Fig. 24: Extent of Church Street Article 4 Direction

Consideration has been given to the extension of an Article 4 Direction across the whole conservation area (April 1996). Following consultation with residents, the Council resolved not to serve such a Direction as so many houses had already been altered (in terms of new windows and replacement roof materials) there was little point in trying to bring these under the scope of planning control.

6.12 Listed Buildings

A listed building is one that is included on the government's Statutory List of Buildings of Special Architectural or Historic Interest. These buildings are protected by law and listed building consent is required from the Council before any works of alteration, extension or demolition can be carried out which would affect the building's character as a building of special architectural or historic interest.

The conservation area currently contains 47 listed buildings, as listed in Appendix 1. The listed buildings are scattered throughout the conservation area, with the majority located within the central area bounded by West Street, North Street, East Street, and the River Adur.



The most prominent building in the conservation area is the Grade I listed Church of St Mary de Haura located in the centre of the town. This church dates from the 12th Century and is an excellent example of Norman architecture. The original tower and transepts have survived intact to the present day. The choir area was removed and replaced by the end of the 12th century and the nave fell into disrepair and was demolished in the early 18th century. The building has a flint and cobblestone exterior with stone dressings and Horsham slab roof.

Fig. 25: Church of St Mary de Haura

Fig. 26: Marlipins Museum

The Grade II* listed Marlipins Museum is an important feature on the north side of the High Street. This is a former store (now museum) from the 12th and 14th centuries constructed mainly of stone and flint with a distinctive chequered pattern on the street elevation. This building is also on the list of Scheduled Ancient Monuments. Planning permission was granted in 2001 to demolish an existing rear annex and to build a two storey rear extension to the building.



The majority of listed buildings within the conservation area are Grade II listed residential houses or cottages. Most of these are located within the narrow side streets running north-south from the High Street, in pairs or small groups, with the greatest concentration around the Church Street/St Mary's Road area in the vicinity of the church. These residential buildings are predominantly from the eighteenth century with a small number dating from the nineteenth century. It appears that many of the medieval buildings in the historic core were replaced and rebuilt during this time.

The remaining buildings are in commercial use, consisting of shops and offices in East Street, a public house ("Royal Sovereign") in Middle Street and restaurants in High Street. There is also a 'K6' Telephone Kiosk adjoining the war memorial in East Street included in the list.



Figs. 27 & 28: Listed Houses

6.13 Key Unlisted Buildings

In addition to listed buildings, the conservation area contains a large number of unlisted buildings that make a positive contribution to the character or appearance of the conservation area. These do not have the appropriate level of special architectural or historic interest to meet the criteria for statutory listing but are identified on the townscape appraisal map as 'positive buildings'. This follows advice provided in English Heritage guidance on conservation area character appraisals, and within Planning Policy Guidance Note 15 (PPG15), both of which stress the importance of identifying and protecting such buildings.

Those identified as 'positive buildings' are not afforded the same protection as listed buildings but their importance to the local area would be a material consideration in considering an application for demolition or redevelopment. They can be further protected through specific policies relating to local assets or by the imposition of Article 4(1) Directions restricting permitted development rights.

The full list of 'positive buildings' is included in Appendix 2. It encompasses a wide range of types of building including public houses, commercial premises, residential buildings, institutional buildings and the railway station.

Examples of Positive Buildings:

- *Buckingham Arms Public House*
Example of a 19th century public house at the northern entrance to conservation area. Front elevation is clad with finely modulated sea flint typical of the Sussex coast. Includes small pitched roof dormer windows in the roof.



Fig. 29: Buckingham Arms Public House

- *Railway Station*
Victorian railway station typical of those along the south coast. Includes cast iron cantilevers, windows, ticketing points, gates, fences, decorative frills and support poles and tongue and groove walls in a slightly art nouveau style. Original slate roof is retained on the main station building.



Fig. 30: Shoreham Railway Station

- *No. 7-9 New Road (P & A Quality Butchers)*
Located at the western end of a residential terrace, its interest comes from its shop front, which includes ceramic green tiling and detailed cut glass windows.



Fig. 31: Nos. 7-9 New Road

- *No. 21 West Street*
This is an industrial style building with gabled roof and large servicing doors on the front elevation. It has red brick cladding and flint detailing. Formerly used as a dairy, it is part of an important part of Shoreham's commercial life and is the only building of its type in town.



Fig. 32: No. 21 West Street

- *Nos. 78-96 High Street (north side west of West Street)*
This is a group of buildings which individually have little architectural significance but collectively provide visual interest due to their rooflines which are all of a consistent style but irregular in height.
- *Nos. 24-25 East Street (St Mary's Church Hall)*
Comprises a former town hall building built in 1829 and a recently redundant church hall. Located on a prominent corner location opposite the Church of St Mary de Haura, its interest derives from its scale and treatment of the corner rather than any outstanding architectural qualities. *This building has been targeted for redevelopment as part of the Shoreham Renaissance Strategy. Demolition of this building will only be acceptable if it is demonstrated that the proposed replacement/s are able to exhibit the same or greater qualities as the existing building does on this prominent corner site.*

6.14 Boundary Treatments

Around the centre of the conservation area, most buildings, commercial and residential, abut the footpath itself and do not contain any means of separation from the road frontage.

Where buildings are set back from the road frontage, and on side/rear boundaries, flint is the most common material used as a boundary treatment. Flint walls have been used to enclose the church grounds, residential houses, cottages and flats and the railway line. Notable features of the area are the classic roughcast walls consisting of a



Fig. 33: Flint wall in Mill Lane
 mix of nodules of sea flint, old brick pieces, coarse lime and sea sand (also known as 'bungaroosh'). These are typical of the Sussex coast. There are many examples of this type of wall around the town, including variations using more finely modulated sea flint or constructed using the "shuttered" technique.

There is significant variation in the height of such walls which affects the overall 'feel' of each street. The low flint walls surrounding the church and along the road frontage of terraced houses contribute to a sense of spaciousness. This is in contrast to the narrow side streets of Church, Ship, John and Middle Streets, where high walls surrounding the properties create a sense of enclosure and the perception of the street being a "back lane".

There is some use of vegetation in conjunction with boundary walls to separate public and private space, most commonly in the northern parts of the

conservation area (Southdown Road and Mill Lane), where the size of the sites allows space for the growth of such foliage without affecting the amenity of dwellings.

6.15 Public Realm

Streets & Pavements

The High Street is the main through route of the town with a two lane carriageway and wide footpaths on either side. The other streets are all narrower and vehicle egress is restricted by busy on street parking. The narrow side streets (West, John, Ship and Middle Streets) have narrow footpaths on one side of the street only or not at all in some sections.

Improvements have been made in recent years to the pavements around the lower end of East Street, including the widening of the pavement at the south-east corner of the churchyard and at the intersection of East Street and High Street. These help facilitate pedestrian movement around the area and improve public safety. However, traffic congestion in this area has steadily increased and has had negative effects on the air quality and general ambience of the conservation area.

Generally, the materials used in the shopping areas and the streets surrounding the church are sympathetic to the conservation area. This includes use of paving stones along pedestrian pavements, although there is some variation in their size and type leading to an occasional mismatch. Recent paving of the narrow upper section of Church Street with 'tegulas' is an attractive feature of the area abutting the church grounds. Strips of cobblestones embedded into the carriageway as the High Street abuts the side streets are another traditional element. Elsewhere in the conservation area, materials used are relatively standard and do not provide a particular sense of place. In some locations, damage or patch repairs result in a less than attractive appearance.



Fig. 34: Tegula Paving in Church Street

Street Furniture

Street furniture is placed around the conservation area, generally in the most heavily frequented areas around High Street, Brunswick Road, East Street, the church grounds and the community centre sites. This includes black bollards placed around busy accessways and along the side of the pavement to prevent intrusion by vehicles into pedestrian areas; planter boxes containing small trees and flowers; hanging flower baskets on street lamps; the War Memorial; traditional red telephone kiosks, including the listed K6 Telephone Kiosk



adjoining the War Memorial; park benches around the church grounds and Coronation Green and in other locations along pedestrian routes or within small areas of open space; hand and cycle rails; bus shelters; and litter bins.

This use of street furniture helps to contribute to an attractive environment. However, some enhancement opportunities are recognised, such as rationalising street furniture in ‘cluttered’ areas, provision of additional public seating in appropriate locations, touching up tired paintwork, replacement of hand rails with a more in-keeping style, replacement of the rusting railings to the east of the footbridge, maintenance of planted areas and relocation of bus stops and shelters to better locations on the High Street.

Fig. 35: Street Furniture in High Street

Pedestrian Bridge

The pedestrian bridge across the River Adur provides a direct link between the town centre and Shoreham Beach and affords users with key views of the conservation area but has a poor physical appearance in a prominent location. The current footbridge is impractical for cyclists and costly to maintain. Replacement of this bridge, including widening and lighting, has been proposed as



Fig. 36: Pedestrian Bridge

part of the Shoreham Renaissance Strategy and will be provided with funding from a successful lottery win by Sustrans and match funded by West Sussex County Council. The proposed new bridge will form an important gateway into the conservation area.

Street & Other Lighting



Generally, the conservation area is well lit, with all streets containing street lighting. There is variation in the amount of street lighting from street to street, with a large number of lanterns in the main shopping areas and busier streets but only sparse lighting on the narrower residential streets.

Heritage style lanterns have been installed in some locations in the conservation area (the main shopping areas, Church Street and Southdown Road) but the remainder of the area retains standard street lanterns. A consistent use of heritage style lanterns across the whole conservation area would be a favoured option to enhance the area.

Fig. 37: Heritage Street Lanterns in Southdown Road

Spot lighting has been installed in the church grounds to light the church during the hours of darkness. The lighting boxes are an interesting feature, designed and positioned so that they blend in with the groups of gravestones around the grounds. There is currently a scheme proposed for additional lighting in the churchyard, designed to provide lighting of the paths crossing the grounds and improve floodlighting of the eastern elevation of the church. The columns proposed will be of a traditional period style and the floodlight will be encased in a lighting box matching those already on the site.

Traffic Islands

The conservation area contains one main traffic island, located at the western end of the High Street. This is a well maintained concrete island containing some planter boxes with flowers. There is a second, but more minor, brick traffic island located in Southdown Road which is unfortunately unkempt and damaged around the base. This island was formerly a small horse pond with concrete blocks replacing simple low painted railings in the 1950s. This traffic island would benefit from repair and improvement.

Signage

As a significant part of the conservation area is commercial in nature, there is a large amount of signage on display. The majority of signage is attached to the frontage of business premises. Some premises contain projecting signs, although these are not particularly common. The Council has adopted a design bulletin relating to shopfronts, which provides design guidance for appropriate shop front alterations and signs in the Shoreham town centre, and these aim to conserve and enhance its unique historic and townscape heritage. These guidelines help to prevent the establishment of inappropriate and out of character signs, particularly in the Area of Special Advertisement Control around the church precinct.

A number of premises have movable signs placed on pavements outside shops to encourage business from passing foot traffic. In most cases, these are located against the building but it is noted that there are a number of moveable signs located in the centre of footpaths where they can cause problems of clutter in the public realm as well as a safety hazard for pedestrians. There are also a large number 'for sale' signs around the conservation area which are an obtrusive feature, particularly in the residential areas. Large banner flags commonly attached to the railings in front of the river also do not contribute positively to the area.

Road signage is a necessary element in the area to provide information and direction to road users. While it is not identified as a significant problem at present, it is important that such signage is minimised as much as practicable, to ensure that clutter does not detract from the amenity of the area. The

Highway Authority recognises that street clutter can detract from the appearance of the streetscape, however a balance must be achieved to ensure that the correct information is transmitted.

Directional signage has been established on single poles at key locations around the town centre in an attractive uniform heritage design. A further historic feature of the conservation area is the retention of original street signs (showing original names) alongside the modern day street signs. However, it is noted that the conservation area does not contain any public information advertising its conservation area status, such as an information board relating to the history of the town, maps or signage at the entrance points to the conservation area.



Fig. 38: Directional Signage

6.16 Development Opportunities

The conservation area contains a number of sites which present opportunities for further development. While not a definitive list, the following sites have been identified:

- Land to the East of Caxton House, Ham Road – currently an open storage building, located at the eastern entrance to the conservation area. Opportunity for transition development between residential dwelling to east and large institutional building to west.
- Land adjacent to Shoreham Railway Station (south side of railway) – currently used for vehicle parking and open storage. This is an important gateway to the conservation area for both road and rail. Opportunity for enhancement of the whole area around the station.
- Warehouse, 21 West Street – a rundown semi-industrial building. Opportunity for possible conversion to flats. The site runs through to Old Shoreham Road and is a likely site for new housing.
- Ship Street Car Park, Ship Street – currently a public car park due to close. Outline planning permission granted for 4 terraced houses on this site.
- Middle Street Car Park, Middle Street – identified as a potential site for close knit, appropriately scaled residential development within the historic core by Shoreham Renaissance Strategy.
- Land to Rear of 32-34 High Street – small vacant site close to commercial premises.
- Land to West of 94-96 High Street – vacant corner site on the western edge of the conservation area. Planning permission granted for new building containing a shop with flat and maisonette above.
- Jet Garage site, Brighton Road – currently a service station in prominent

location near the entrance to High Street. Conservation area consent recently granted for demolition. Awaiting application for redevelopment.

- Land and buildings at East Street, New Road and Tarmount Lane - located immediately opposite the church grounds, identified as a key opportunity area by the Shoreham Renaissance Strategy.
- Pond Road Area – a redevelopment opportunity for a range of community uses, including community centre, Council information centre, library, health centre, accommodation for voluntary organisations, public open space, parking and public toilets, as well as residential development, identified by Shoreham Renaissance Strategy.
- Tarmount Lane Car Park – an opportunity for residential development and pedestrian links through to Ham Road, identified by the Shoreham Renaissance Strategy.
- West End of High Street (South Side) – two buildings of little aesthetic quality, representing an opportunity to provide a more positive frontage to and from the river, identified by the Shoreham Renaissance Strategy.
- McNeil's Builders Yard, John Street – site in town centre location currently used for storage.

This section is not promoting particular development on any of these sites, merely listing sites where proposals are likely to come forward. All proposals will be subject to the usual planning application processes and public consultation.

7. ISSUES

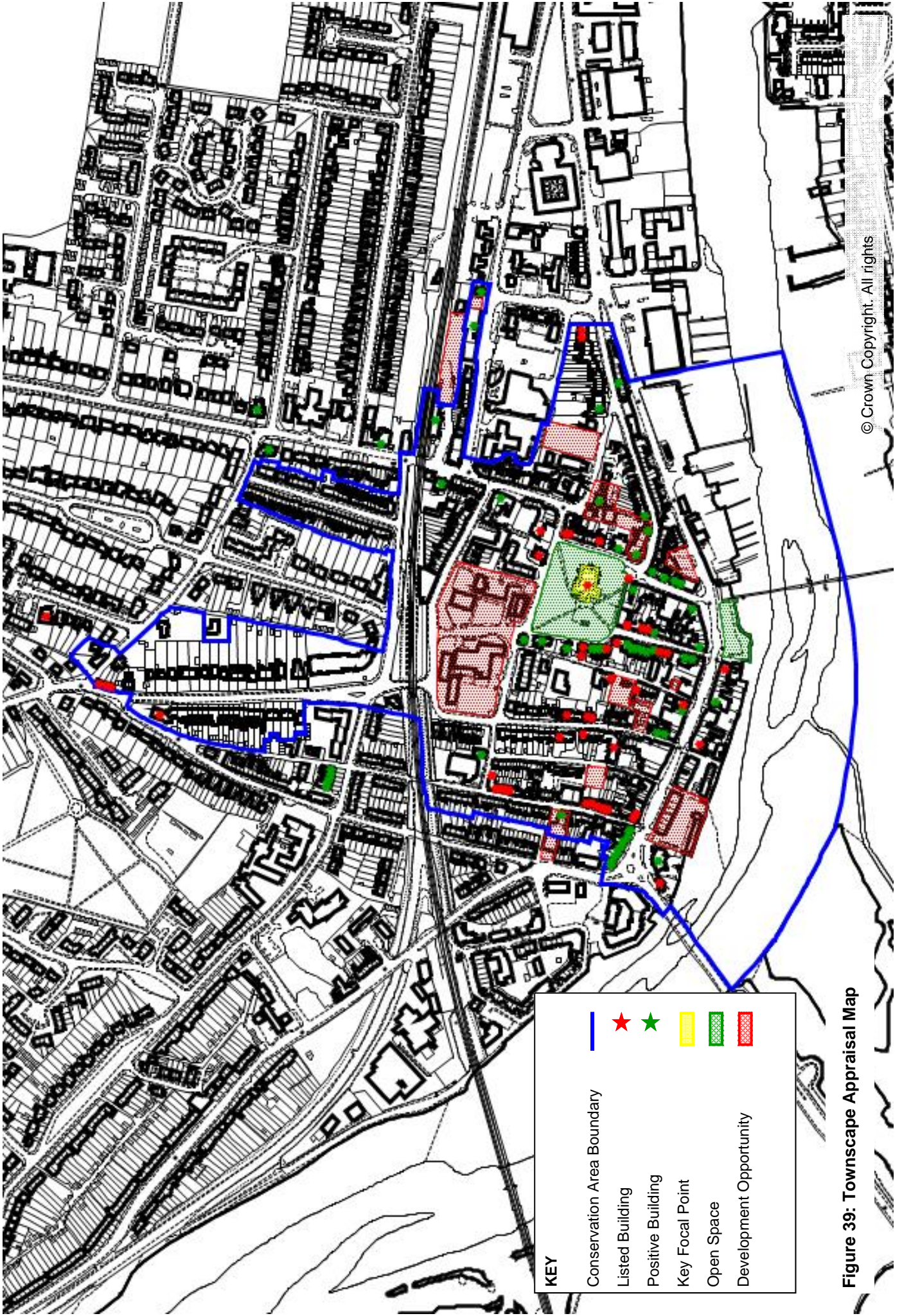
7.1 Positive Features

- Church of St Mary de Haura and its setting.
- Riverside setting.
- Retention of original medieval street pattern.
- Flint walls and sympathetic use of materials in general.
- Shopping areas vital and alive with a mix of uses.
- Historic cottages and houses.
- Well maintained terraced groups of dwellings.
- Use of colour to add interest.
- Retention of front gardens on some Victorian terraced houses.
- Narrow side lanes add interest and character.
- Western entrance into conservation area.
- Quiet ambience on side streets contrasting with the busier commercial areas.

- Central public open space based on the church.
- Development of Ropetackle site improves the western edge of the conservation area.
- Use of street furniture to enhance area e.g. the shopping areas.
- Trees e.g. the Churchyard.
- Riverfront open space on Coronation Green.
- Tidy public realm with little evidence of litter, graffiti, vandalism etc.

7.2 Negative Factors

- Unattractive eastern entrances to conservation area (Brighton/New Road, Ham Road).
- Northern entrance to conservation area requires some environmental improvements (Brunswick Road, Shoreham Station).
- Poor linkages between river and conservation area for the public.
- Congested on-street parking, particularly around the town centre and railway station, and parking on pavements and grassed verges.
- Busy traffic on the A259 and associated noise and pollution.
- Unsympathetic extensions to buildings e.g. New Road, Brighton Road.
- Unsympathetic buildings e.g. High Street, Pond Road.
- Use of modern replacement building materials e.g. UPVC windows, concrete roof tiles and modern doors.
- Large modern buildings e.g. community centre sites and Somerfield/Police Station complex which are not sympathetic to the conservation area.
- Proliferation of advertising signage – moveable footpath signs, for sale signs, projecting signs, banners.
- No conservation area information board.
- Occasionally obtrusive overhead wires.
- Inconsistent street lighting design.
- Use of inappropriate colours for some buildings.
- General maintenance issues in the public realm e.g. untidy grass verges/ traffic islands, damage to street surfacing.



KEY

- Conservation Area Boundary
- ★ Listed Building
- ★ Positive Building
- ★ Key Focal Point
- ▨ Open Space
- ▨ Development Opportunity

Figure 39: Townscape Appraisal Map

PART 2 MANAGEMENT STRATEGY

1. INTRODUCTION

1.1 Format of the Management Strategy

The character appraisal undertaken in Part 1 of this document provides an assessment of the character of the conservation area and identifies the positive features which make it special. In undertaking this appraisal, the negative features and issues which detract from the appearance of the conservation area have also been identified.

The character appraisal forms the basis for developing management proposals as set out in Part 2 of this document. This presents proposals and recommendations aimed at the preservation and enhancement of the conservation area's character which are based on the issues identified in Part 1.

2. ISSUES AND RECOMMENDATIONS

2.1 Unattractive Entrances to Conservation Area

The entrances to the conservation area from the east (Brighton/New Road and Ham Road) are generally of a poor quality, affected by unattractive development and do not create any particular sense of "arrival" into an area of special character. The entrance from the north also requires some enhancements to improve the environmental quality, particularly around the railway station.

Recommendations:

- Undertake enhancement measures at the four key principal gateway sites: The Ham from the east, the pedestrian bridge from the south, the Norfolk Bridge and Ropetackle from the west and Brunswick Road from the north, to create a greater sense of arrival. Such enhancement measures could include planting/landscaping, use of street furniture or provision of signage advertising the entrance to a conservation area.
- Using the planning application process to take opportunities as they arise to ensure that proposed new developments or redevelopments on sites within these "gateway" areas are of the highest quality, sympathetic to the conservation area and able to create an effective and defined entranceway.

2.2 Poor Linkages between the River and Conservation Area

The riverside setting makes a valuable contribution to the character of the conservation area but the relationship between the river and the south side of the High Street is poor. While there are two formed streets linking the High Street to the riverbank, these streets are utilised by commercial operators rather than providing significant public access to the river and there is no walkway or public realm improvements along its edge to provide a pleasant recreational setting. The view of the area from the south is also poor, dominated by the rear elevations of commercial buildings, modern developments at the rear of High Street buildings and concrete retaining walls along the side of the river.

Recommendations:

- Provision of a riverside walk along the north bank of the river including the provision of street furniture, landscaping and lighting as appropriate to enhance the environment.
- Strengthen visual and access links between the High Street and river front by enhancing existing links and creating new links where practical.
- Use of the planning application and Local Development Framework processes to ensure access to river and provision for riverside recreation is incorporated into new developments.

2.3 Traffic Congestion and Noise

The heavy traffic along the A259 and through the core of the conservation area detracts from the general quality of the environment and the associated noise disrupts the ambience of the commercial areas and nearby residential properties. The Shoreham Renaissance document provided a number of recommendations for addressing these issues as part of its “movement strategy”. It is noted that traffic congestion is an issue to be dealt with through a variety of measures (involving different authorities) and not through specific conservation controls.



Fig. 40: Traffic Congestion on High Street

Recommendations:

Consideration of the following measures:

- Reduce through traffic on High Street through capacity reduction measures and improved signage. The provision of greater pedestrian priority at crossings, limiting turning movements along A259 and creating limited access areas and routes to encourage access to parking via signed routes would all contribute to a reduction in through

traffic in the town centre.

- Provision of traffic calming measures to reduce speeds e.g. traffic islands.
- Improvement of pedestrian facilities within the town centre to give pedestrians priority, such as providing more pedestrian crossings, wider footpaths, some form of pedestrianisation of key streets (East Street and St Mary's Road).
- Relocation of bus stops to more appropriate locations around High Street to reduce traffic congestion caused by stopping buses.
- Rationalising parking within the town centre to reduce 'traffic churn' i.e. closure of small central car parks with additional spaces being provided within the larger car parks.
- Travel and demand management measures including encouragement of greater public transport usage.
- Improved railway station and opportunities for transport interchange facilities.

2.4 On Street Parking

Due to the close knit nature of the development within the conservation area, few properties benefit from the provision of off street parking. As such, the appearance of many of the streets in the conservation area is degraded by the lines of parked cars. It is noted that on-street parking is also an issue to be dealt with through a variety of measures (involving different authorities) and not through specific conservation controls.



Fig. 41: Car Parking on New Road

Recommendations:

- Encourage use of, and enable better access to, sustainable transport.
- Use of restricted or controlled parking zones.

2.5 Unsympathetic Extensions, Alterations and Decoration to Buildings

While the majority of buildings within the conservation area are of high visual quality, some examples of unsympathetic extensions, alterations and decoration have been noted. The Council should aim to ensure that all new buildings and extensions in the area are in keeping with the character of the area.

Recommendations:

- Continued use of the planning application process to resist applications for extensions or new buildings which are unsympathetic to the character of the conservation area.
- Development of a 'Good Practice' guideline to provide advice on appropriate types of alterations for the conservation area. Such a document could provide guidance on matters such as appropriate materials to use for repairs or replacement of doors, windows, roofs and cladding, colours for painting of exterior surfaces, location of satellite dishes, cables, meter boxes, pipes etc.
- Undertake monitoring of the conservation area (using photographic records) and use of the planning enforcement process to take action against those who contravene regulations.
- Consider serving an Article 4 Direction removing permitted development rights for unlisted buildings which contribute positively to the conservation area.
- Use the provisions of Section 215 of the Town and Country Planning Act 1990 to require remediation of land which adversely affects the amenity of the conservation area.

2.6 Modern Developments

The conservation area contains many examples of modern development, some of which has been designed to be in keeping with the character of surrounding development and some which has not. Unsympathetic development can have adverse effects on the common building line and the density and scale of development in the area. The purpose of the conservation area designation is not to exclude all modern development but to ensure that all new development is sympathetic to its setting and incorporates with adjacent development.



Fig. 42: Modern Development adjacent to Conservation Area

Recommendations:

- Preparation of development briefs for key sites e.g. Tarmount Lane, St Mary's Church Hall and Pond Road.
- Incorporate advice for new developments into the 'Good Practice' guideline discussed in 2.5 above. Such advice could include appropriate design style, density, bulk and location, materials and colours, means of enclosure, landscaping, access.
- Encourage owners of unsightly buildings to undertake improvements to appearance.

2.7 Public Realm Enhancements

The public realm is an important contributing factor to the experience and appearance of the conservation area. English Heritage has produced a manual entitled “Streets for All” which sets out principles of good practice for street management - such as reducing clutter, coordinating design and reinforcing local character. The principles for the South-East England area provide inspiration and advice on street design which reflects the region’s local character and can be used by the Council in undertaking enhancement works to the street scene when necessary.

Recommendations:

- Investigate potential sources of funding (e.g. English Heritage grants) for improvements to the public realm to enhance the historic environment.
- Establishment of a code of materials to be used for future street paving, to be agreed with West Sussex County Council and undertake repairs to roads, pavements and traffic islands as necessary using these materials.
- Encouragement of utility companies to install new telephone and electricity cables underground and to replace those existing overhead cables with underground cables over a defined period (e.g. 5 years).
- Replace street lanterns as required over time across the whole area with a uniform ‘heritage style’ lantern.
- Encourage retention of flint walls, including repairs (when necessary).
- Replacement of the rusting railings to the east of the pedestrian bridge.
- Finishing of all bollards, sign posts, street lanterns, rails, bicycle stands etc with ‘hammerite’ of a standard colour (black is recommended) to ensure a fresh, consistent appearance to street furniture.
- Replacement of the pedestrian bridge between the town centre and Shoreham Beach in an in keeping design, including widening to effectively cater for cyclists and appropriate levels of safety lighting.
- Replacement of standard design bus shelters with a design more in keeping with the conservation area.
- Undertake a street audit of the entire conservation area to map and record the range of surfacing, kerbs, services, signage, street furniture, lighting etc which is present. The street audit would then be used as a single reference document to consult with stakeholders about a programme of removal of surplus items and strategy for new installations where required.
- Undertake other improvements to public realm as required in accordance with the principles in the English Heritage document

“Streets for All” for the South-East and Department for Transport/Communities and Local Government publication “Manual for Streets”.

2.8 Proliferation of Signage

Due to the nature of the area, there is a significant amount of commercial signage throughout the conservation area, some of which does not contribute positively to the area. While it is recognised that advertising signage is required in a commercial area, it should be rationalised so that only necessary, well integrated and non-hazardous signs are displayed and signage is not seen to over dominate the area.

Recommendations:

- Continued use of the planning application process to resist applications for consent for signage which does not meet the recommended standards in Design Bulletin No. 2 ‘Shopfronts’ or is not considered to respect the character and appearance of the conservation area.
- Liaise with local shop owners to discuss appropriate placement of moveable signs on pavements outside shops to reduce clutter and avoid potential pedestrian hazards.
- Liaise with local estate agent companies to discuss informal means of reducing clutter caused by a proliferation of estate agent signs.
- Consider serving a Regulation 7 of the Town and Country Planning (Control of Advertisements) Regulations 1992, to require express consent to be obtained prior to displaying such advertisements where this is considered to be a significant problem.
- Support West Sussex County Council in a policy of minimisation of official road signage.
- Investigate the installation of lamp post banners.
- Include a review of signage in the area as part of the street audit described in 2.7 above.

2.9 Trees

Trees are recognised as an important contributor to the character of the conservation area and are found in private gardens, the churchyard and some streets. While these are all broadly protected by the conservation area designation, and some are protected by Tree Preservation Orders, there is no particular strategy in place for management and replacement. It is also noted that there are some areas which may benefit from the planting of new trees.

Recommendations:

- Preparation of a Tree Strategy document which will set out a tree

management and replacement plan in order to preserve the tree cover for future generations.

- Identify locations where it is appropriate to plant new trees.

3. BOUNDARY REVIEW

The existing boundaries of the conservation area were carefully reviewed during the survey work for this appraisal. Following consideration of various options for extension and removal, it is considered that the existing boundary reflects the area of special character adequately and no changes should be made.

A discussion of the options considered is included as Appendix 3.

4. MONITORING AND REVIEW

The guidance by English Heritage recommends that character appraisals of conservation areas are regularly reviewed, ideally every five years. The review should not repeat this process again from the beginning but use the existing character appraisal, management strategy and photographic records to:

- Record what has changed;
- Confirm or redefine the special interest that warrants designation;
- Assess the various recommendations in the management strategy, whether they have been acted upon and how successful they have been; and
- Identify any new issues which have been identified and set out any new recommendations in the management strategy.

APPENDIX 1 LISTED BUILDINGS

Church Street	Nos. 9-11 (odd)	II
	No. 25 (The Manor House)	II
	Old Scantlings	II
	Nos. 1 & 2 Old Swan Cottages	II
	No. 18	II
	No. 20	II
	No. 22	II
	No. 24	II
	Church of St Mary de Haura	I
East Street	K6 Telephone Kiosk	II
	No. 29 (Church House)	II
	Nos. 35-36	II
High Street	Marlipins Museum	II*
	Nos. 74-76 (even) (Queen Anne & Cuckoo Clock Restaurants)	II
	The Toll House	II
	Town Hall	II
	Nos. 23-25 (odd)	II
John Street	Nos. 30-32 (even)	II
	No. 34 (St Johns)	II
	No. 7 (former Church of St Peter)	II
	No. 17 (Shoreham House)	II
	No. 23	II
Middle Street	No. 15	II
	The Royal Sovereign Public House	II
Mill Lane	No. 9A (Corner Cottage)	II
New Road	Nos. 55-57 (odd)	II
North Street	North Cottage	II
St Mary's Road	Cobblestones	II
	St Mary's House	II

Southdown Road	No. 44 (Crispins) & No. 46 (Trinity Cottage)	II
	No. 53	II
West Street	Nos. 6-12 (even)	II
	No. 14 (Ramshackle Cottage)	II
	No. 16	II
	Nos. 46-54 (even)	II

APPENDIX 2 UNLISTED BUILDINGS MAKING A POSITIVE CONTRIBUTION TO THE TOWNSCAPE

Brunswick Road	Buckingham Arms Public House Nos. 15-19 (Post Office & Lloyds TSB Bank) Railway Station
Buckingham Road	Crabtree Inn Public House* No. 41 (Erringham Lodge)* Nos. 18-20 (even)*
Church Street	Myrtle Cottage Nos. 3-5 (odd) Nos. 13-23 (odd) No. 16 Nos. 27-29 (all) The Vicarage Westover
East Street	Ferry Inn Public House Nos. 10-18 (east side south of New Road) Nos. 19-21 (Shoreham Knitting & Needlecraft and NatWest Bank) No. 22 (La Galleria Restaurant) Nos. 24-25 (St Mary's Church Hall) Nos. 26-27 (Chantry House)
Ham Road	Caxton House Old School House
Hebe Road	Nos. 1-5 (all)*
High Street	Bridge Inn Public House Crown and Anchor Public House No. 16 (former Star Inn) Nos. 78-96 (north side west of West Street) The Marlipins Public House
John Street	Nos. 2-4 (even)

New Road	No. 3 Nos. 7-9 (P & A Quality Butchers) No. 52
North Street	No. 4 (The Beehive)
Tarmount Lane	No. 6 (former Police Station) No. 11 (Friar's Court)
West Street	No. 21

* Outside boundary of conservation area.

APPENDIX 3 BOUNDARY REVIEW

Possible Extensions to the Conservation Area

As part of the consultation process, respondents were asked to give their views on whether the conservation area should be extended. Comments were sought on the merits of two specific areas (Ropetackle and Buckingham Road/Windlesham Road/Windlesham Gardens) as well as whether any others should be included. Following analysis of the comments and suggestions received, the following areas have been considered as extensions to the conservation area:

Ropetackle

The Ropetackle site is located at the western end of the High Street, on the north bank of the river. The name of the area dates from medieval times and the site was originally located on the edge of the harbour. The site has an industrial history, including landfill, gas works and engineering works and was derelict for many years, providing the end of the High Street with an open character, affording views over the river and South Downs.

The site has recently undergone extensive redevelopment with a high quality mixed use development. Following this redevelopment, it now has a much smarter and more attractive appearance overall and the architectural quality has generated significant interest (both positive and negative). Its main building now forms a prominent landmark at the end of the High Street, which serves to enclose the western end of the conservation area. This building has the greatest impact on the setting and appearance of the existing conservation area as the residential part of the development is largely hidden behind it.

The site plays a major part in the visual approach to the town centre from the west and the north-west and, when the conservation area was first designated, it was noted as being “unrelated to the centre”.

The modern landmark building does provide a focal point at the end of the High Street. However, its scale, design features and materials are such that the character is completely different from the other buildings along the High Street and in the historic centre generally. As such, it is considered that, while the building fulfils the function of enclosing the end of the street, it is still not sufficiently related, architecturally or historically, to the character of the adjoining conservation area to justify inclusion.

Recommendation:

That the Ropetackle site is not added to the conservation area.

Ravens Road and 3 & 5 Mill Lane

Ravens Road runs in a north-south line from Hebe Road to Mill Lane and is bounded by the existing conservation area (Queens Place and Southdown Road) to the east and west.

The principal features of the street are four pairs of semi-detached dwellings dating from the late 19th century on the west side of the street and one pair (Nos. 3 and 5 Mill Lane) on the adjoining street. While these are remnants of the original development on the street, their aesthetic quality has been degraded by replacement materials (e.g. roof coverings and window frames), the filling of the space between the buildings with side extensions and garages and the removal of front gardens in favour of hard standing parking areas.

The remainder of the street does not possess any special architectural quality, comprising a 1960s block of flats and two storey townhouses at the northern end and post World War I semi-detached houses on the east side. The part of Mill Lane adjoining Ravens Road is of a similar architectural character.

Recommendation:

That Ravens Road and 3 & 5 Mill Lane are not added to the conservation area.

Buckingham Road (south end, west side)

This area is immediately north of the railway line and comprises pre-1880s terraced houses with pairs of semi-detached houses of a similar age at the northern end.

Most of the terraced houses are now in commercial use and have been modified externally with the addition of shopfronts and the replacement of original windows. A particularly degrading feature is the removal of front gardens and the addition of hard stand parking areas. This terrace compares poorly with the relatively intact terraced houses with front gardens in Queens Place and Southdown Road.

The buildings immediately to the north of this terrace do include individual buildings of townscape merit (e.g. Erringham Lodge) but the architectural quality of the area as a whole does not justify designation as a conservation area.

Recommendation:

That Buckingham Road (south end, west side) is not added to the conservation area.

Buckingham Road, Windlesham Road and Windlesham Gardens

In pre-consultation on the first draft of this document with stakeholder groups, the large villas in this area were suggested as being worthy of consideration.

These roads were developed from the 1920s and have little historical association with the medieval core of the town or the first developments north of the railway line. While the large villas are generally attractive, most do not possess any special architectural qualities worthy of conservation. The large plots and public realm features (e.g. trees and open space) contribute to a pleasant environment but the overall character of the area is typical of suburban England and not particularly unique.

The responses received on the merits of including these areas were mixed, with many noting that the area was very pleasant but not particularly distinctive in architectural style. Of those who considered that the addition should be made, many reasoned that conservation area status would prevent some types of development and external changes. This is neither the intention nor the effect of a conservation area designation.

Recommendation:

That Buckingham Road, Windlesham Road and Windlesham Gardens are not added to the conservation area.

Hebe Road

This short stretch of street is part of the early layout of roads north of the railway line.

The main interest is an original Victorian terrace of five dwellings located on the north side of the road with attractive rounded bay windows at ground and first floor level. The front gardens and boundary walls of these properties have also been preserved.

The architectural quality of the remaining buildings on the street however is lacking and the Victorian terrace isolated away from any other development of similar quality and interest. Immediately to the east is a 1970s flatted development ('Longcroft') on a large site also fronting Southdown Road and to the west is the former 'The Hebe' public house which has been converted into flats, including significant external alterations.

Recommendation:

That Hebe Road is not added to the conservation area.

Other Areas

In addition, respondents have suggested a number of other areas within the area between the railway line and Upper Shoreham Road. These areas have been assessed but are not considered to possess the requisite qualities to be included as part of the conservation area.

Deletions from the Conservation Area

In addition, a review has been undertaken of the current conservation area to assess whether there are any areas where the quality has degraded to such an extent that they should be removed from the conservation area. In the public consultation, only three respondents considered that changes should be made, two of which referred to the poor appearance of single buildings. In these cases, it is not appropriate to remove small isolated areas from the conservation area but rather note the opportunities for enhancement or redevelopment in the Management Strategy.

The Pond Road area has also been suggested for removal unless sympathetic redevelopment occurs. While the appraisal notes that this area is modern and functional in architectural form, it occupies a key site opposite St Mary's Church and retaining this in the conservation area ensures that, if redeveloped, it will be of the highest quality and befitting the position opposite the important listed building. In addition, retaining this area will ensure that there is not a "hole" within the core of the conservation area.

Recommendation:

That no areas are removed from the existing conservation area designation.

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Planning Policy Team
Adur District Council
Civic Centre, Ham Road
Shoreham-by-Sea BN43 6PR
Tel: (01273) 263 000