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From: Martyn White <Martyn.White@arun.gov.uk> **On Behalf Of** Conservation Officer

Sent: 24 June 2026 17:00

To: Planning.Responses <Planning.Responses@arun.gov.uk>

Cc: Rhiannon Lloyd <Rhiannon.Lloyd@arun.gov.uk>

Subject: AB/31/26/L

AB/31/26/L

Address: 53 High Street Arundel BN18 9AJ

Proposal: Listed building consent to change the shopfront colours and to add decals to window glazing to match the brand of St Wilfrids branches.

Heritage Statement

Unfortunately, a suitable heritage statement has been provided which identifies the significance of the various heritage assets affected by this proposal. What has been provided is not of an appropriate quality. However, following on from my own assessment, I have identified the following heritage assets:

- 53 High Street
- Arundel Conservation Area
- Neighbouring listed buildings

53 High Street

The building is dated to 1899-1900 and is known to have been designed by the architects Wheeler and Lodge of Horsham and London. It was originally a newspaper office. It is 3 storeys and attic.

On the ground floor is an attractive shop front, it is glazed with moulded wooden mullions with grotesque label stops, moulded wooden segment-arched transoms, and lead glazing bars. There are 2 twelve-panelled doors, with the central one with the upper 6 panels glazed, both with dentilled cornices and brass art nouveau handles. Projecting ashlar cornice with strapwork cartouche, giving date of establishment (1853).

The first floor has brick elevation with 2 bays with mullion and transom windows, casements with lead glazing bars, and a dentilled cornice. The second floor is jettied on elaborate consoles (diamond facets, strapwork, triglyphs and mutules all featured). This has close-spaced studs, with elaborate terms at either end, carrying 2 more consoles, identical to the others. It also has 3 projecting bays, central one segmental, flanking 2 canted, and taken on consoles, all with lead glazing bars and dentilled cornices. Both of the upper floors have pebbledash.

The attic storey is jettied with an embattled bressummer. Close studded, with central term, strapwork bargeboard and baluster finial. Pitched tile roof. 6 hexagonal red brick chimneys linked by an elaborate cornice.

The building forms a group with no's 51 to 67 (odd). It derives its significance from its architectural and historical interest.

Conservation area and neighbouring listed buildings

One of the principal attractions of Arundel is its wealth of buildings representing architectural form and style through progressive periods, which form a cohesive and contained hillside town. Although there are few buildings which at first sight date from earlier than the 18th Century, there is a good deal of concealed Tudor timber work and many of the present buildings have foundations which go back to medieval times, when the town grew as a market settlement.

The broad High Street once ran down to the river, but the lower part has long since been encroached upon by an island block of buildings, leaving two narrow streets on either side leading down to the Town Quay. Buildings in the High Street all front directly onto the pavement and are predominantly in some form of retail and restaurant/café use at ground floor level. As a result, there are a number of shop fronts with associated signage clearly visible from the street.

Comments

There are two elements to this application: change the shopfront colours and the addition of decals to window glazing.

The change in colour and finish of the existing shop front would lead to a permanent change to the building. The proposed works are to match the brand of St Wilfrid's branches as opposed to based on a thorough assessment of the building and conservation area.

The heritage statement identifies that the finish to the joinery on the ground floor is a dark brown wood stain treatment which is typical of its Victorian design and matches the exposed joinery and bay windows to the upper floor levels. It also clearly forms part of a comprehensive design and approach for the building. The change in colour would disrupt this cohesive appearance of the elevation and would detract from the building's planned composition and architectural integrity. The proposal would therefore result in harm to the significance of the listed building.

The introduction of decals to the windows is also not appropriate for a listed building as it would introduce additional visual clutter to the historic façade, further detracting from its architectural quality and legibility. An alternative, more sensitive approach is required.

Conclusion:

On balance, the proposal is considered to be out of character and harmful. The proposal is such that the impact can be described as causing less than substantial harm in accordance with paragraph 215 of the NPPF (2024). As such, you will also need to consider the public benefits that the development may achieve as part of your assessment of the application, along with the contents of section 16/66/72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended).

Martyn White
Principal Conservation Officer, Planning

T: 01903 737717

E: Martyn.white@arun.gov.uk

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www.arun.gov.uk



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