

**ADC Planning Consultation
Conservation/Design Officer Response**

Application Number	AB/77/17/PL
Address	Blastreat & Greenhurst , 14 Fitzalan Road, Arundel
Description	Demolition and redevelopment of the site
Case Officer	David Easton
Date	6 September 2017

The site is on the edge of the Arundel conservation area and the eastern frontage building is an interesting survival of the demolished Swallow Brewery. Although the late 19th century structure does not merit formal Listing, Historic England confirms that it has 'clear local historic interest, as a link to a once major industry and ties to a prominent local family'. (Ref. Historic England Advice Report 13 April 2017; Case Number: 1444063) So while not formally designated, the frontage building is nevertheless a heritage asset and it makes a strong contribution to townscape character.

Para. 135 of the NPPF advises that the effect of a proposal on the significance of a non-designated heritage asset should be taken into account when determining an application. In this case, the harm to the significance of the heritage asset is absolute, as the proposal results in its total demolition. Industrial buildings such as this once typified the riverside area and their continual loss diminishes the locally distinctive qualities of the wider townscape.

Although not formally designated, the building is acknowledged as being of local historic interest and it complies with the Council's criteria for Local Listing. The fact that a building qualifies for inclusion on the list means that its conservation as a heritage asset is an objective of the NPPF and a material consideration in planning terms. The principles of Policy HER SP1 are thus relevant in this case and there is strong presumption towards retaining the heritage asset and sensitively adapting it to a sustainable new use.

The other buildings proposed for demolition are of no architectural or historic interest and there is no objection to their loss. However the eastern frontage building should be rehabilitated and adapted to sustainable use, with adjacent new development designed to respect and complement it.

The preceding fundamental objections to demolition of the heritage asset notwithstanding, there are also concerns about the design quality of the proposed development.

The importance of high quality, locally appropriate design is emphasized in Section 7 of the NPPF, with para. 58 advising that new development should establish a strong sense of place and para. 60 noting that it is proper to seek to promote or reinforce local distinctiveness.

The built form enclosing Fitzalan Road is eclectic, with no particular style or form predominating and an erratic building line. However, the urban grain is generally finely textured and buildings are well permeated with gaps. While it is acknowledged that occasional bulky, four storey buildings exist in the vicinity, they are not typical of the surrounding built form, which is usually between two and three storeys in height.

In this relatively finely grained and permeable context, the proposed monolithic structure - with its extended footprint and continuous, 'cliff-face' frontages - appears entirely alien.

While the new built form may have merit in functional terms, it is a bland, 'anywhere' development devoid of locally distinctive features. The new building fails to engender any sense of place and the proposal in the present form is therefore contrary to (saved) Policy GEN 7(ii). The design quality is also far from the 'exceptional' standard cited in Policy HERSP1 as essential to mitigate the harm caused by the total loss of a heritage asset.

Angela Haywood
Conservation/Design Officer