

VIA PLANNING PORTAL: PP-14867733

Adur District Council
The Shoreham Centre
2 Pond Road
Shoreham-by-Sea
BN43 5WU

22 April 2026
Project Number: DAP-C26-11

Dear Sir/Madam

**DISPLAY OF REPLACEMENT PAINTED WALL SIGNAGE TO THE FRONT ELEVATION AND
SIDE ELEVATION (IN SUBSTITUTION OF THE EXISTING PAINTED SIGN) AT NUMBERS 23-25
HIGH STREET, SHOREHAM-BY-SEA, ADUR, WEST SUSSEX, BN43 5EE**

Dames A+P has been instructed by Eric Robinson Solicitors (ERS) to submit an application for Advertisement Consent for the removal of the existing painted signage on the front and side elevations of the property, and its replacement with updated painted signage displaying the Eric Robinson name and logo.

This proposal follows Eric Robinson Solicitors' acquisition of Fitzhugh Gates Solicitors in August 2024 and its merger into ERS in October 2025. The application therefore seeks to update the two existing painted signs (as shown in the submitted photographs) to reflect the current occupier's name and branding.

This application is submitted alongside a concurrent application for Listed Building Consent for the proposed signage. The two applications relate to the same works and are intrinsically linked, and it is therefore requested that they be considered in parallel and determined consistently.

The proposed works comprise the removal of the existing painted signage and the application of replacement painted signage in the same locations on the front and side elevations. The new signage will replicate the established scale, proportions and positioning of the existing signage, with changes limited to the wording and logo only. No illumination or additional advertisement structures are proposed.

W: www.dames-ap.com E: enquiries@dames-ap.com

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The proposals represent a like-for-like replacement of existing signage and will not result in any material change to the building's visual amenity or the wider street scene. The scale, siting and method of application are consistent with the existing arrangement and with the character of the area, which includes traditionally painted signage on commercial frontages.

The application has been prepared having regard to the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. In this context, we respectfully contend that the proposed signage raises no concerns regarding visual amenity or public safety. The signage is modest in scale, non-illuminated, and positioned in established locations, and will not give rise to clutter, distraction, or obstruction.

A full assessment of the building's significance and the impact of the proposals is provided within the accompanying Planning and Heritage Statement, which should be read in support of this application.

To assist the Council in its consideration of the application, the submission is supported by the following documentation:

- Completed application forms.
- Covering letter prepared by Dames A+P dated 22 April 2026.
- Heritage and Planning Statement prepared by Dames A+P dated 22 April 2026.
- Images of the building.
- Application drawings as follows:
 - Site location plan: drawing number DAP-C26-11-A-100.
 - Existing site block plan: drawing number DAP-C26-11-A-101.
 - Existing topographical survey: drawing number: DAP-C26-11-A-102.
 - Existing elevations: drawing number: DAP-C26-11-A-103.
 - Proposed elevations: drawing number DAP-C26-11-A-104.

The extent of supporting information reflects the limited scope of the proposals, which are confined to replacing existing painted signage.

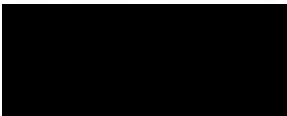


On the basis of the above, we respectfully contend that the proposals should be considered acceptable with respect to visual amenity and public safety, and that Advertisement Consent should be granted.

Should any additional information be required, or if the Case Officer would like to visit the site or discuss the proposals, please do not hesitate to contact me via email at kerry@dames-ap.com or by telephone on 07921 211386.

Kind regards

Yours faithfully



KERRY DAMES

DIRECTOR

For and on behalf of Dames A+P

