Your pets • our priority

Mr Carlos Hone
Planning Officer
Adur District Council
Civic Centre
Ham Road
Shoreham by sea
West Sussex
BN43 6PR

18.08.09

Dear Mr Hone

Thank you for considering the planning application for proposed new signage at 61 West Street, Shoreham, your ref: ADC/0302/09. I understand that the original proposal may have been out of character with the surrounding conservation area and style of buildings, therefore I would like to amend the proposal to abolish the elevated 'swing sign' and reduce the size of the main front sign between the door and window, and have the design as such that it will fit with the 'antique' feel of the surrounding area.

Description of signs, size and illumination:
(Amendment to previous planning application for signage 18.08.09)

Sign A:

This is to be a box sign, which will be rectangular in shape, and mounted flush on the wall at face-height next to the main front door to the veterinary practice. It will project from the surface of the wall only as much as it needs to in the construction of the metal sign, which will be approximately 2 - 4cm.
The amended dimensions of the sign will be 25cm wide by 30 cm in height. The lowest border of the sign will be 140 cm from the ground.
The sign will be made of metal. The colour will be mostly cream, with lettering in blue and the company logo in grey and black. It will not be illuminated.
The style of the sign will be designed as such to be sympathetic with the historical nature of the street and surrounding houses.

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Sign B:

The ‘swing sign’ has now been omitted from the planning application.

I would be very grateful if you could re-consider this new planning proposal as an amendment to the one previously submitted. If you require any further information about the particulars of the building or proposed sign, then please do not hesitate to contact me at one of the branches below.

Many thanks,

Yours Sincerely,

Rebecca East.
Clinical director
Southdown Veterinary Group.

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