Adur District Council

Planning, Regeneration and Wellbeing

Ms R East
Southdowns Veterinary Group
203 Old Shoreham Road,
Southwick
BN43 4LS

Our Ref: ADC/0302/09
Your Ref:

Date: 12 August 2009

Dear Ms East,

RE: Proposed signage, 61 West Street, Shoreham.

In reference to the above planning application.

I have now had the opportunity to visit the site to view it with respect to the submitted proposals, and I feel that changes will be required to enable me to make a positive recommendation on the proposals.

The site has a history of being a veterinary practice since 1972, and a previous planning application for suignage was made in 2001 when the premises occupied by a different practice. The former application SU/197/01/TP was approved after negotiation had taken place regarding the size and overall scale of the proposals. As a consequence the proposed projecting sign was omitted from the final scheme.

Having looked at the site it is clear that the use of the former dwellinghouse as a veterinary practice does appear to be an anomaly in West Street, where there are very few commercial premises present. Further to the High Street there is a Chartered Surveyor, however the signage on this dwelling is far more discrete.

The premises are within a residential part of Shoreham Conservation Area, and it is considered that the projecting sign would not be acceptable for the reason that it would be out of character with the surrounding Conservation Area and due to it not respecting the character, proportions and design of the host building. The main front sign is also considered to be overly large and should be reduced in scale, particularly as the proposed materials are not considered to be sympathetic or traditional. The application as it currently stands is considered to be contrary to policy AB19 of the Adur District Local Plan.

My advice would be to omit the projecting sign completely from the proposals, and reduce the scale of the front elevation sign to one that respects the residential character of the

building and surrounding area, for example a sign that would be 25cm wide by 30cm in height.

I would be grateful if could consider my comments, and if you are minded to make some amendments to the submitted planning application then please forward two copies of the plans for my attention no later than 01.09.09, after which time if none have been received the application will be determined on its current submission.

Yours sincerely,

Carlos Hone
Planning Officer