

PLANNING STATEMENT

IN RESPECT OF:

APPLICATION FOR ADVERTISEMENT CONSENT TO DISPLAY PAINTED WALL
SIGNAGE TO THE FRONT ELEVATION AND SIDE ELEVATION (IN
SUBSTITUTION OF THE EXISTING PAINTED SIGN)

AT:

23-25 HIGH STREET, SHOREHAM-BY-SEA,
ADUR, WEST SUSSEX, BN43 5EE

ON BEHALF OF:

ERIC ROBINSON SOLICITORS

BY:

DAMES A+P

PLANNING STATEMENT

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SUBSTITUTION OF THE EXISTING PAINTED SIGN)

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APPENDICIES

Appendix 1: Images 1 and 2 of the existing signage



1.0 PRELIMINARY MATTERS

- 1.1 This Planning Statement has been prepared by Dames Architecture + Planning on behalf of Eric Robinson's Solicitors in support of an application for advertisement consent for a new logo.
- 1.2 Advertisement consent was granted on 28 October 1986 (ref. SU/166/86/TP/14999) for the display of two painted signs on the front and east side elevations of the building at first-floor level. The existing signs are shown on photographs 1 and 2 in **Appendix 1**.
- 1.3 The signage approved under this consent establishes the principle of painted advertisements in these locations, including their scale, siting and overall presence within the street scene.
- 1.4 The current application seeks to replace the existing painted signage on a like-for-like basis, with broadly no change to the established positions, proportions or method of application. The proposals are therefore directly comparable to, and consistent with, the form of advertisement previously approved.
- 1.5 This fallback position is an important material consideration in the assessment of the application. It demonstrates that signage of this nature, scale, and location has already been accepted as appropriate for visual amenity.
- 1.6 The current proposals do not introduce any additional advertising structures, an increase in scale, or intensification of display. The changes are limited to updated wording and branding.
- 1.7 In this context, the application should be considered as a continuation of an established and lawful form of advertisement, rather than the introduction of new or materially different signage.



2.0 INTRODUCTION

- 2.1 This Planning Statement has been prepared by Dames A+P on behalf of Eric Robinson Solicitors in support of an application for Advertisement Consent at 23–25 High Street, Shoreham-by-Sea.
- 2.2 The application seeks consent for the display of replacement painted signage on the front and east side elevations of the building.
- 2.3 The proposals arise from Eric Robinson’s acquisition of the property as part of its purchase of Fitzhugh Gates Solicitors and the subsequent integration of that business into the Eric Robinson brand. The application, therefore, seeks to update the existing painted signage to reflect the current occupier’s name and branding.
- 2.4 The proposals are limited in scope and consist of a like-for-like replacement of existing signage, with broadly no change to the established scale, siting or method of application.
- 2.5 This application is submitted alongside a concurrent application for Listed Building Consent in respect of the same works.
- 2.6 This statement sets out the relevant legislative context and provides an assessment of the proposals in relation to the statutory considerations of visual amenity and public safety.



3.0 SITE AND SURROUNDINGS

- 3.1 A review of the adopted proposals map confirms that the site lies within the built-up area boundary, the defined town centre, and the Primary Shopping Area. It also falls within a designated Conservation Area and lies outside the South Downs National Park.
- 3.2 The application site comprises a commercial property located at 23–25 High Street.
- 3.3 The building is in active commercial use and occupies a prominent position within the High Street frontage. The surrounding area is characterised by a mix of retail, professional services and other town centre uses, typical of a historic high street environment.
- 3.4 The streetscape is defined by a varied but coherent range of building types, many of which display signage associated with their commercial use. This includes a mix of painted signage, fascia signs and other forms of advertisement at ground and upper levels.
- 3.5 Painted signage, in particular, forms an established and characteristic feature of the area, contributing to the visual identity of the High Street and reflecting traditional approaches to commercial display.
- 3.6 The building currently displays painted signage on the front and east side elevations at the first-floor level, consistent with the historic advertisement consent granted in 1986. The signage is applied directly to the building façade and is of a scale and position typical of commercial properties along the High Street. It forms part of the building's established visual context and its contribution to the wider street scene.
- 3.7 In this context, the presence of signage on the building is both established and typical of the surrounding area, and forms part of the expected character of the commercial environment.



4.0 THE PROPOSAL

- 4.1 The application seeks Advertisement Consent to remove the existing painted signage and to display replacement painted signage on the front and east side elevations of the building.
- 4.2 The proposed signage will be applied directly to the building façade in the same locations as the existing signage and will reflect the established scale, proportions and alignment.
- 4.3 The proposals are limited to updated wording and logo only, with no material change to the size, siting or overall visual presence of the signage.
- 4.4 The signage will be non-illuminated and will not involve the introduction of any additional structures, fixtures or projecting elements.
- 4.5 The proposals therefore represent a like-for-like replacement of the existing painted signage, maintaining the established form and appearance of advertisement at the site.
- 4.6 Final dimensions are shown on the submitted drawings; however, these reflect the established scale of the existing signage.



5.0 LEGISLATIVE CONTEXT

- 5.1 Advertisement Consent applications are assessed under the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 5.2 For the purposes of planning legislation, 'advertisement' is defined in Section 336(1) of the Town and Country Planning Act 1990 as any word, letter, sign, or representation used wholly or partly for the purposes of advertisement, announcement or direction, whether illuminated or not.
- 5.3 Regulation 3 of the Regulations requires that, in exercising its functions, the local planning authority shall have regard to the provisions of the development plan, so far as they are material, and to any other relevant factors.
- 5.4 In determining applications for Advertisement Consent, the local planning authority is required to consider the impact of the proposed advertisements on:
- Visual amenity; and
 - Public safety.
- 5.5 In this context, visual amenity relates to the effect of the advertisement on the appearance of the building on which it is displayed and the wider street scene, including its scale, siting, design and cumulative impact.
- 5.6 Public safety considerations relate to the effect of the advertisement on the safe operation of the highway, including whether it may obscure visibility, distract road users, or otherwise give rise to a hazard.
- 5.7 These matters form the basis of the assessment set out in the following section.



6.0 ASSESSMENT

Visual Amenity

- 6.1 The proposed development comprises the replacement of existing painted signage on a like-for-like basis, with no material change to its established scale, siting or method of application.
- 6.2 Advertisement consent was granted in 1986 for signage at these locations, establishing the principle of painted signage on the front and east side elevations at first-floor level. The existing signage forms part of the building's established visual character and contributes to the wider street scene.
- 6.3 The proposed signage will be applied in the same positions and will replicate the established proportions and alignment. The changes are limited to updated wording and branding only.
- 6.4 The surrounding area is characterised by a variety of commercial frontages, many of which incorporate signage, including traditionally painted forms. In this context, signage at the site is typical and expected.
- 6.5 The proposals do not introduce any increase in scale, additional signage, illumination, or new structures. As such, there is no intensification of advertising at the site.
- 6.6 The visual impact of the proposals will therefore be consistent with the existing situation and will not harm the appearance of the building or the wider street scene.
- 6.7 Accordingly, the proposals preserve visual amenity and will not harm the appearance of the building or the wider street scene, and are therefore acceptable in visual amenity terms.

Public Safety

- 6.8 The proposed signage is non-illuminated.
- 6.9 The signage will remain in the established position and will not project from the building or encroach into the public realm.



- 6.10 The proposals will not obscure visibility, interfere with traffic signs, or result in distraction to road users.
- 6.11 The development, therefore, raises no concerns in respect of public safety.



7.0 CONCLUSION

- 7.1 The application seeks consent for the replacement of existing painted signage on a like-for-like basis, with broadly no material change to its established scale, siting or method of application.
- 7.2 The proposals reflect an established and lawful form of advertisement at the site and do not introduce any increase in scale, additional signage, or intensification of display.
- 7.3 The development will not adversely affect visual amenity and raises no issues in respect of public safety.
- 7.4 The proposals therefore comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 7.5 It is respectfully requested that the Advertisement Consent be granted.



APPENDICIES

Appendix 1 - site photos, existing signage

