



WESTCOTT VILLAGE ASSOCIATION

Westcott Village Association
Westcott
Dorking
Surrey
contact@westcottvillage.com

Planning Department
Mole Valley District Council
Pippbrook
Dorking
Surrey, RH4 1SJ

6 January 2025

Dear Sirs

MO/2024/2023/ADV

Westcott Newsagents, Guildford Road, Westcott, Dorking, Surrey, RH4 3NG

Erection of 1 No. internally illuminated fascia sign and 1 No. non-illuminated projecting sign

We refer to the above application and write in our capacity as a consultee in relation to planning matters on behalf Westcott Village Association (WVA).

Although efforts to tidy up the signage are very welcome we do not believe that an internally lit shop frontage fascia sign is appropriate in the Conservation Area.

To put matters in context WVA is fully supportive of Westcott's small businesses, the majority of which sit in Westcott Conservation Area (WCA). Policy WNDP 6 of the Westcott Neighbourhood Development Plan confirms our position to protect Westcott business. However, WVA has increasingly been asked by residents to address concerns about inappropriate or excessive advertising in recent years. In the majority of cases a constructive conversation has led to a satisfactory outcome.

1. The Fascia - we would suggest that some bracket lights to illuminate the signage from above during hours of darkness and whilst the shop is open would be more appropriate in the WCA. This is what was there before.
2. Non-illuminated projecting sign - it is also proposed to move this sign (which does not have consent) further up the building. We do not think this increased prominence is necessary but would have no objection to it being consented to remain in its current position.
3. Other non-consented projecting signs - we also believe that the applicant should make a retrospective application for the four projecting signs which have been installed in the last year or so but are not subject of this application.

See Google Street View images below which compare May 2024 to June 2023.

June 2023 – vacant - note top lit fascia and no projecting signs.



May 2024 – this is how it looks at the time of writing.



Our comments are made in the context of:-

- Policy EN4 – Character & Design – part 6 of the new MVDC Local Plan
- Policy EN6 – Heritage – part 14 of the new MVDC Local Plan (adverts in Conservation Areas)
- Regulation 21 of Town and Country Planning (Control of Advertisements) (ENGLAND) Regulations 2007

Please consider these comments when making your decision.

Yours sincerely,

James Leaver

Planning lead for Westcott Village Association