



Dwell Architecture & Design Ltd.

The Old Post Office

Installation of fascia signage

The Old Post Office, Lewes Road,

Scaynes Hill, RH17 7PG

February 2026



1. Introduction

This brief statement has been prepared in support of an application for full planning & display of advertisements at the premises occupied by Dwell Architecture and Design Ltd. The application seeks permission for the installation of new fascia signage to the building frontage.

The property was formerly used as a Post Office and historically displayed fascia signage at first-floor level within the established fascia zone (Figure 1). The proposed signage will replace the previous signage in the same location, reflecting the building's continued commercial use.



Figure 1 – Scaynes Hill Post Office c.1910 with original signage

2. Site Context

The building houses both commercial and residential uses and is located within a built-up area. The proposed fascia signage is positioned over the entrance to the commercial office and retail space fronting the A272. It retains the proportions and architectural character of the original Post Office, including a defined fascia panel above the ground floor glazing.

3. The Proposal

The proposal includes the installation of new fascia signage fixed to a painted timber fascia board. The signage will consist of individually fabricated steel letters spelling “Dwell Architecture and Design” as well as the three-dimensional logo.



The letters will incorporate back-channel halo LED illumination, creating a subtle glow behind each letter. This indirect lighting approach provides a restrained and high-quality appearance, avoiding the visual impact of a standard internally illuminated box sign.

The lettering will be mounted proud of the fascia surface by approximately 0.1m. The signage will be positioned within the same fascia zone on the front and side elevations as the former Post Office signage, maintaining the established arrangement of the building frontage.

4. Design Considerations

The design approach is simple, reflecting the professional nature of the business while respecting the scale and proportions of the building and its traditional aesthetic.

The use of steel lettering ensures a durable and high-quality finish. The halo illumination is discreet and designed to provide gentle background lighting without excessive brightness, glare or light spill. The signage will sit comfortably within the architectural framework of the façade and will not appear visually dominant.

5. Amenity

The proposal will not harm visual amenity. It represents the replacement of fascia signage in a location historically used for this purpose and is proportionate to the scale of the building frontage.

The illumination is subtle and indirect, ensuring there is no adverse impact on neighbouring properties. The signage will be securely fixed to the fascia and will not project over the highway or obstruct pedestrian or vehicular movement.

6. Conclusion

The proposed fascia signage is appropriate in scale, design and illumination and reflects the established commercial use of the premises. It replaces historic signage in the same location and has been carefully designed to provide a high-quality and understated addition to the building frontage, whilst maintaining the traditional Victorian aesthetic.

The proposal complies with the principles of advertisement control in respect of visual amenity and public safety and is eminently suitable for approval. As such the LPA is respectfully requested to grant advertisement consent.