Debbie Johnson

From:	Planning
Sent:	19 January 2015 16:12
To:	Planning
Subject:	Comments for Planning Application AWDM/1750/14

Planning Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 4:14 PM on 19 Jan 2015 from Mr Andy Horton.

Application Summary

Address:	Basepoint Business Centre Little High Street Shoreham-By-Sea West Sussex BN43 5EG
Proposal:	Application for advertisement consent to display "Ropetackle" lettering in addition to "Basepoint" lettering on east, north and south elevations
Case Officer:	Peter Barnett

Click for further information

Customer Details

Name:	Mr Andy Horton
Email:	[redacted]
Address:	14 Corbyn Crescent Shoreham-by-Sea

Comments Details

Commenter Type:	Member of the Public
Stance:	Customer objects to the Planning Application
Reasons for comment:	- Design - Loss of General Amenity - Overdevelopment
Comments:	A strong objection is still lodged to the amended design with addition as the objection still stands with the large Basepoint lettering is too large an advertisement and is misleading to the importance to the character of the building and reflection on the rest of the town and Conservation Area. Note that the objection is not to the Ropetackle component. My collaborative view (dispute resolution creative thinking) and analysis of visitors to Shoreham-by-Sea is that the best design would be large sign saying Shoreham-by-Sea to replace Basepoint as despite the river and the bridge means that the nature of the conurbation, first time visitors do not actually know they are in Shoreham (my local observations over 50 years). An artistic and historical design would include a large Borough Seal (a picture of a hulc which is a type of medieval ship) to accompany the Shoreham-by-Sea sign to give a sense of place and history at the focal point in the High Street as viewed from the east. Note this does exclude and it would be preferable if you used your

green corporate design logo (tasteful and acceptable to me) on a smaller scale in keeping in size with the rest of the High Street advertisements (as used on your Exeter building). This would be easier to read and not offensive by large scale. The exact specifications of the Shoreham-by-Sea sign must be left to the design architect. I would not like to interfere with his taste (Shoreham-by-Sea has lots of letters and might not fit in quite so clearly.) Or the Ropetackle banner could have the Shoreham hulc symbol. The suggested amended plan is a compromise and all parties would be unhappy.