DMH Stallard

Peter Barnett
Adur & Worthing Councils
Portland House
44 Richmond Road
Worthing
West Sussex
BN11 1HS

Date 1 June 2021
Your ref
Our ref 0808/268425-35

Dear Peter

Erection of Signage at AEEFPC

We are writing on behalf of The Community Stadium Limited (TCSL) in support of an application that was submitted today seeking advertisement consent for the erection of signage at the American Express Elite Football Performance Centre (AEEFPC).

The proposal involves the erection of 6 no. signs as described below.

Club Hub South Elevation
- 1 no. internally lit fascia sign displaying 'American Express Elite Football Performance Centre' to southern elevation of Club Hub in central position.
- 1 no. halo lit roundel displaying Brighton & Hove Albion Football Club badge.

Club Hub West Elevation
- 1 no. internally lit fascia sign displaying 'American Express Elite Football Performance Centre' to west elevation of Club Hub.
- 1 no. halo lit roundel displaying Brighton & Hove Albion Football Club badge.

Training Centre East Elevation
- 1 no. internally lit fascia sign displaying 'American Express Elite Football Performance Centre' to east elevation of Training Centre extension.
- 1 no. halo lit roundel displaying Brighton & Hove Albion Football Club badge over doorway.

All of the proposed signs will be inward facing to the AEEFPC, they would have a simple colour palette and design to match existing signage and Club colours. They will

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otherwise be proportionate to the buildings. None of the signs will face directly outside of the AEEFPC and will be viewed internally or from longer distance views east and south of the AEEFPC. Whilst lit, the type of lighting will be of a high quality internal LED design or halo lighting with minimal illumination levels (approximately 300 cd/m) which is considered to be suitable given the context of the site adjacent to the built-up-area.

The proposed signs will have no direct or indirect impact on the safety of the local highway network as they do not front or face a highway. Given the contained nature of the signage within the grounds of the AEEFPC and distance from any sensitive public views, it is considered that the proposals will not have a significant impact on the appearance or character of the area. Consequently, we consider that the proposed signage represents a sensitive addition to the existing buildings and will help to identify the name and purpose of the facility. We trust that these details are acceptable but please do not hesitate to contact me if you wish to discuss any aspect of this application.

Yours sincerely



Daniel Frisby
Associate Planner
For and on behalf of DMH Stallard LLP