From: Kim Webster <Kim.Webster@crestnicholson.com>
Sent: 30 March 2010 12:35
To: Hannah Barker
Subject: RE: Elmcroft applications
Attachments: img-330120249-0001.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Dear Hannah,
Regarding ADC/0054/10 I have spoken with the Sales and Marketing Manager, who accepts your comments, however as a compromise would suggest the following:

3no. flag poles
1 no 900x900mm sign (not illuminated)

This would mean removing one of the flag poles and removing the illuminated gantry sign

This is pretty much as per the drawing attached and submitted 12 March, but obviously this plan has an additional flag pole, the 900mm x 900mm will remain in the same location and the flag poles will be distributed evenly across the site.

If you are happy in principle with this I will formally write and amend the attached plan.

I look forward to hearing from you

Kind Regards
Kim

From: Hannah Barker [mailto:Hannah.Barker@adur.gov.uk]
Sent: 24 March 2010 17:01
To: Kim Webster
Subject: Elmcroft applications

Dear Kim,

I have had a look through the 3 applications for the signage and sales office. ADC/0052/10, ADC/0054/10 and ADC/0053/10

ADC/0053/10 – Temp sales centre- I note that this is already at the side, it is considered that this is acceptable in principle however I would be looking to restrict the temporary permission to a maximum of 1 year (tbc after discussion with my team) and to also restrict its use and hours of use.

ADC/0052/10 – non-illuminated sign Manor House Rest Garden -there are no significant issues with the sign itself although a reduction in time limit in line with the sales centre is likely. (You are also advised to take care when erecting the signage in relation to the adjacent flint wall – please advise contractors accordingly)

ADC/0054/10 - sign boards and flags -the plans submitted are unclear – the site plan SO-14247-P06 Rev A shows 4 flag poles and one sign – the description and further sign details refer to 5 different signs – please could you provide more details as to the siting of the signage. However from the information submitted it does appear that the signage, flags and sales office and associated signage to the frontage of the site are excessive, this is a residential area and it is accepted that there is a need for a sign on Southwick Street directing customers to the site however the signage (including illumination) and flags will need to be revised. The illumination must be removed and as a minimum flags reduced to one and signage also reduced.

I look forward to receiving revised plans and details in relation to the above for further consideration. Once received I will discuss the proposals with my team and let you know the outcome. You are advised that none of the above signage shall be erected without formal consent being granted.

Thanks
Hannah

Hannah Barker - Planning Officer BA (Hons) MATP MRTPI | Development Control,
Adur District Council
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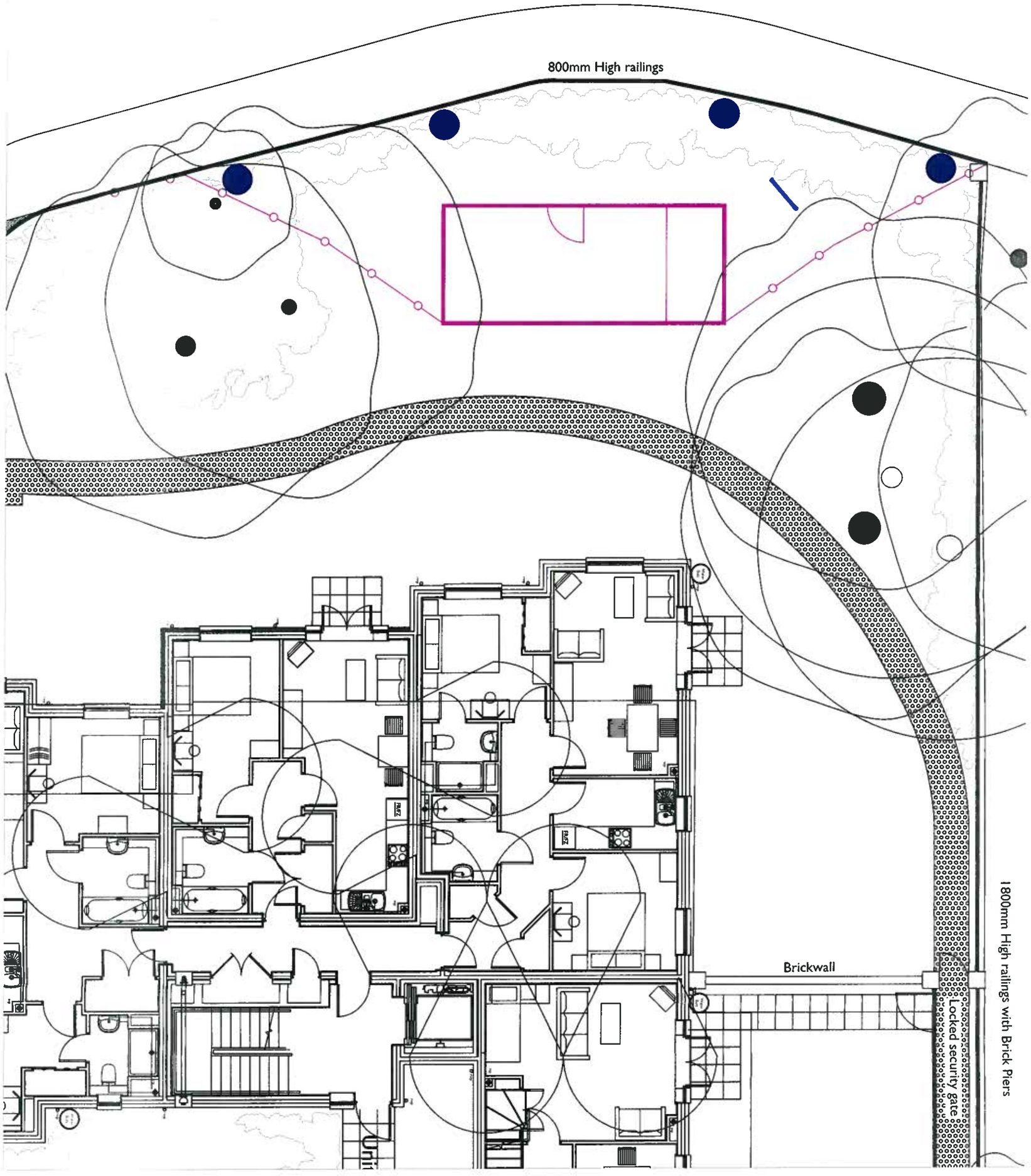
Key:
Flag Pole

900x900mm sign



Site	Elmcroft, Southwick
Client	Crest Nicholson South
Drwg Title	Block Plan
Drwg No.	SO-14247-P06
Date	Mar-10
Scale	1:100
Revision	A