From: Peter Barnett
Sent: 20 November 2009 16:14
To: 'deborah.pitt@sign-specialists.co.uk'
Subject: ADC/0421/09 - Boots, 40 High St, Shoreham

Dear Mrs Pitt

I am writing with reference to your recent application for advertisement consent for a fascia sign at the above property.

I wish to advise you that the proposed fascia, which would extend the full width of the premises, would emphasise the wider than average proportions of this unit compared to most others in the High Street. Previous proposals by Boots for large fascia signs such as this have been refused or negotiated away, such as in 2003 and 2006. The site lies within a Conservation Area and less obtrusive, more traditional signage is therefore expected.

I shall be grateful if you would amend the application by removing the fascia and replacing it with lettering applied direct to the front wall of the premises and a small 'lozenge' sign as currently exists.

Please ensure that amended plans are received by 11 December at the latest. Please contact me if you would like to discuss the matter further.

Yours sincerely

Peter Barnett

Peter Barnett – **Principal Planning Officer** | Planning Regeneration and Wellbeing, Adur District Council
Location: Civic Centre, Ham Road, Shoreham-by-Sea, West Sussex BN43 6PR
Internal: 63233 | External: 01273 263233 | E-mail: peter.barnett@adur.gov.uk

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