Tom Foolery Coffee Company Sign - Supporting Statement

The carousel lighting on the sign was inspired by the lights spanning the new Adur Ferry Bridge. The bridge holds great sentimental meaning for us as we were the first people to 'officially' cross it (before it was open) after being granted special permission to cross on our wedding day last September.

As Tom Foolery Coffee Company is located opposite the bridge, we wanted to celebrate our connection with it by mirroring its lights to form the 'Tom' of Tom Foolery. The effect is very subtle in keeping with a conservation area as the lights are set in channels and have low illuminance levels.

As local residents as well as business owners, the local community is hugely important to us both personally and professionally. When we created the shop, we very much wanted to provide Shoreham with not only with a fantastic coffee house to call its own, but also somewhere that reflected the independent, creative and optimistic spirit of the town.

We want Tom Foolery to be more than just a coffee shop and play a real part in supporting our thriving artistic and business communities – we actively source from local producers where possible and have commissioned works from local artists for the shop, and organised our first exhibition which features a local photographer and links in with the WordFest festival. We feel that the Tom Foolery brand and facia sign reflect both the quality and value we add to the High Street and playful spirit enjoyed by our customers.

We are happy to provide any further information, should you require it.

Bob and Vanessa McCulloch
Directors
Tom Foolery Coffee Company Limited

ADUR & WORTHING
PLANNING SERVICES
PLAN AWDM/ 1065/14
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