From: Peter Barnett
Sent: 01 July 2010 14:05
To: 'clive.west@insigniaprojects.co.uk'
Subject: ADC/0200/10 - Santander, 35 High Street, Shoreham-by-Sea

Dear Clive

I write with reference to your recent application for new signage at the above site.

I wish to advise you that the proposed fascia sign with its white lettering on a red background across the entire frontage is out of keeping with the Conservation Area and inappropriate.

I shall be grateful if you would therefore amend the design to have the logo and lettering applied as individual letters direct to the fascia. If you wish to have a red background this should be limited in area to that covered by the extent of the lettering only.

This would be more in keeping with its surroundings and would reflect the approach adopted by Boots opposite the site.

Please contact me if you would like to discuss the matter further.

Regards

Peter Barnett

Peter Barnett – **Principal Planning Officer** | Planning Regeneration and Wellbeing, Adur District Council
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