From: Paul Burgess
Sent: 15 June 2018 12:04
To: Peter Barnett
Cc: Kevin Dunks
Subject: 118 High Street - AWDM/0710/18
Attachments: 3d Visual.pdf

Flag Status: Flagged

Dear Mr Barnett,

We write on behalf of the applicant for advert application AWDM/0710 (Mr Kevin Dunks) and to respond to comments made by Mr Simon Forrest (Pets Corner).

The comments refer to discussions between Mr Forrest and Mr Dunks at the pre-application stage during which Mr Forrest objected to draft advert proposals. However, the proposals at that stage were for an illuminated wooden sign on the side of 118 High Street. The application proposal is for a more traditional painted advert without external lighting and will not therefore be intrusive or cluttered as suggested. The proposed advert would be seen amongst shop signs within the Primary Shopping Area (which includes Coastway Vets, Pets Corner, Asj Lashes, GSM Phone Centre, For U'R Convenience, Yasmin, Calcutta 16 & Giant) and would therefore be appropriately located. The attached 3d Visual demonstrates that the traditional style of the advert would respect the character of the town centre in accordance with Local Plan Policy 15.

The proposal is for a directional sign which provides clear information. As such, we do not agree that it would result in Number One Mortgages customers parking in the Pets Corner car park.

We trust you will agree that the advert will provide some visual interest to a large blank wall which at present does not positively contribute to the appearance of the Shopping Area.

Kind Regards

Paul Burgess BA(Hons) BPL MRTPI
Director
Lewis and Co Planning
2 Port Hall Road
Brighton
BN1 5PD

T: 01273 413700
M: 07595 947983
paul@lewisplanning.co.uk
www.lewisplanning.co.uk

