From: Carlos Hone
Sent: 01 July 2009 16:27
To: 'kathleen.pointon@darntonegs.com'
Subject: ADC/0216/09 - replacement of existing Co-op signage with Asda Signage.

Dear Ms Pointon,

RE: Replacement signage at Co-op Superstore South Street lancing.
Application Number: ADC/0216/09

I have made a visit to the site to view the proposals in the context of the surroundings, and in principle the proposals are acceptable as they appear to generally be like-for-like replacements in the main. However I would like some clarification regarding the size of the proposed signs as there appears to be a disparity between how the signs are scaling off of drawing No.7288 (SG) 01, and the dimensions which are actually written on the application form. Usually there would be a slight difference from the 1:20 / 1:50 drawings when scaling off due to the printing process which is understandable, but in this instance the difference makes me think there has been an error.

Sign C - main entrance fascia sign.
Clarification of height of main entrance fascia sign needed. Is it 1m or 1.2m?
Please can you provide the details of means of external illumination – otherwise it is likely that a permission will be subject to a planning condition requiring further info, which in turn will require an £85 fee to discharge.

Sign E1
Clarification of size of sign is needed.
As scaled off – 2.9m wide, by 4.6m in height, 1.25m off of the ground.
Or as written on application form 3.1m wide, by 5m in height, 1.4m off of the ground.
Also the means of illumination is stated as internal. Please clarify what parts of the sign will be illuminated and if any of it will be opaque. Also I would be grateful if you could let me know what will be on the reverse of the sign and whether any element will be illuminated.

Sign B
Clarification of size
As scaled it reads as 1.1m high, by 1.4m wide, by **1.9m** above ground
On application form 1.1m high, by 1.4m wide, 0.9m above ground. I assume this should read 1.9m

Sign J1 & G4
Clarification of size
Scaled off plan at 1:20 the signs are 0.4m in diameter, and 1.6m in total high (1.4m from ground).
As written on the application form 2m off ground and 0.64m in diameter.
Will G4 be illuminated?

So please can you clarify either by annotating drawing No.7288 (SG) 01 with the actual dimensions or writing to me with the actual proposed sizes of the signs, and other points raised above.

Having visited the site the existing sign in the front of the site for Co-op (yr sign E1) is approximately 1m wide by 4m in height, the smaller scaled off version of your proposed replacement is much larger than this and I have to say that I feel it will be too prominent at 2.9m wide by 4.6m in height (or even as written in yr forms 3.1m wide, by 5m in height). It is my opinion that the proposed replacement should not be so large, and that a reduction should be made. I would say to the same height as the existing sign and no wider than 1.5m.

I would be grateful if you could mention my comments to your client and if you propose to amend the scheme please forward to me three copies of the amended plans no later than 15 July 2009, if by which time none have been received the application will be determined on the basis of the current submission.

Yours sincerely

Carlos Hone
Planning Officer.