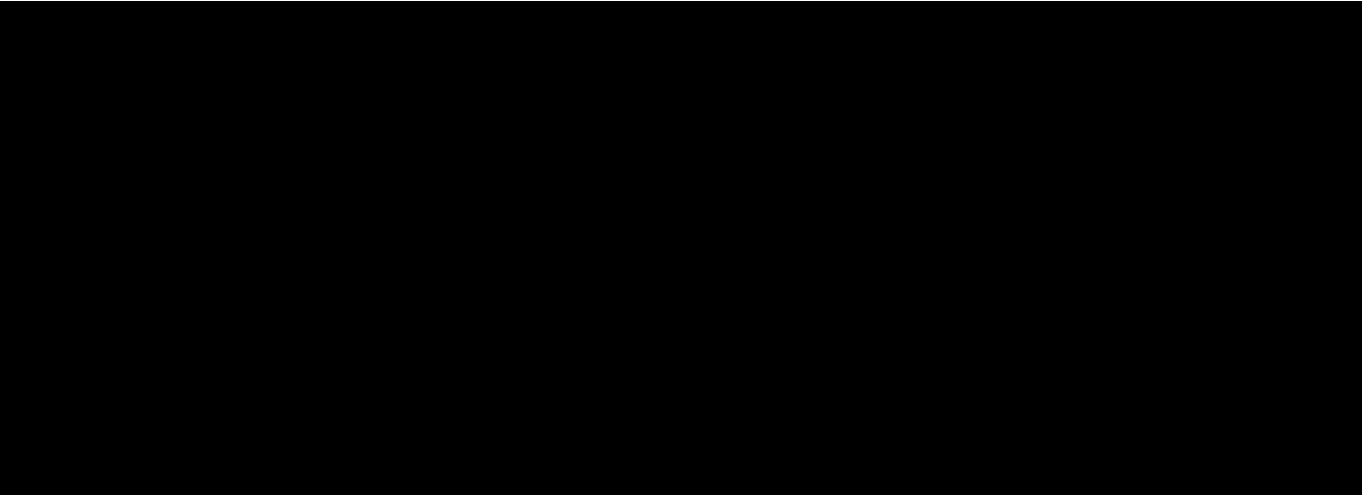






Arun District Council, Civic Centre, Maltravers Rd, Littlehampton, West Sussex, BN17 5LF
www.arun.gov.uk

From: Tom 
Sent: 24 May 2021 14:55
To: Maria Tomalova <Maria.Tomalova@arun.gov.uk>
Subject: Re: AW/105/21/A - 97 Aldwick Road Aldwick PO21 2NY

Hi Maria,

Please accept this email as our agreement of an extension of time to 25/05/2021.

Kind regards,

On Mon, 24 May 2021, 12:58 Maria Tomalova, <Maria.Tomalova@arun.gov.uk> wrote:

Good Afternoon Tom,

Thank you for amended drawings.

I hope there are no changes in colours or lettering (as described in your previous email.)

I would like to ask you for the last thing: the confirmation of EoT for the above application with a new deadline on 25/05/21.

Kind regards

Maria

Maria Tomalova

Senior Planning Officer

Directorate of Place



T: 01903 737510

E: maria.tomalova@arun.gov.uk

Arun District Council, Civic Centre, Maltravers Rd, Littlehampton, West Sussex, BN17 5LF
www.arun.gov.uk

From: Tom [REDACTED]
Sent: 24 May 2021 07:17
To: Maria Tomalova <Maria.Tomalova@arun.gov.uk>
Subject: Re: AW/105/21/A - 97 Aldwick Road Aldwick PO21 2NY

Good morning Maria,

I hope you had a good weekend, despite the weather and your workload.

As requested please find an attached drawing showing two fascia signs only.

I hope that this is all in order but please let me know if any further detail is required.

Kind regards,

Tom

Richard Meynell Ltd

On Fri, 21 May 2021 at 21:25, Maria Tomalova <Maria.Tomalova@arun.gov.uk> wrote:

Hi Tom,

I am going through Arun SUPPLEMENTARY PLANNING GUIDANCE ADVERTISEMENTS

and there is what I told you (not only in London).

'High level signs are potentially visually intrusive. Non-illuminated, high level signs will generally be accepted in the industrial areas. Advertisements should be restricted to areas below the fascia level and below the sill of the first floor windows.'

Tom, I would strongly advise to remove this above the first floor. Now sitting and looking at it closely and reading the instructions I have realised that it is entirely inappropriate.

This above the entrance is absolutely fine and it indicates the business. But above the first level, where is the flat it is odd and too much. Your client does not need to have it twice on the front.

He is positioned on the corner therefore it would be more effective on the side at the ground floor level where it is more considered than somewhere at the second floor.

Now I am not joking. I will finish it on Monday when you send me front elevation with 2 signs only.

It would come back from my manager if I leave it as you submit.

Maria Tomalova

Senior Planning Officer

Directorate of Place



T: 01903 737510

E: maria.tomalova@arun.gov.uk

Arun District Council, Civic Centre, Maltravers Rd, Littlehampton, West Sussex, BN17 5LF

From: Tom [REDACTED]
Sent: 21 May 2021 19:29
To: Maria Tomalova <Maria.Tomalova@arun.gov.uk>
Subject: AW/105/21/A - 97 Aldwick Road Aldwick PO21 2NY

Good evening Maria,

Good to talk earlier. [REDACTED]

Please see below the information as requested in relation to the advertisement application.

Description: 3 No. fascia boards to front elevation with shrouded lighting.

Sign Board 1 (over ground floor shop front)

Height from Ground: 2.6m

Projection (depth of sign): 100mm max. (but in-line with existing shop front)

Dimensions: 900mm (h) x 6200mm (w)

Material: Aluminium dibond board in matt finish with 5mm acrylic lettering over

Colours: Green with bronze lettering (photo for graphic only, colour not correct)

Illumination: Externally illuminated with LED lights set behind lettering and within profiled aluminium channel (all shrouded to illuminate signage only).

Illumination of 1200 cd/m² and static only.

Sign Board 2 (over ground floor office door)

Height from Ground: 2.6m

Projection (depth of sign): 100mm max. (but in-line with existing shop front)

Dimensions: 900mm (h) x 1600mm (w)

Material: Aluminium dibond board

Colours: Blue with white and orange lettering (see 'Delaney Plumbing' photo attached)

Illumination: None

Sign Board 3 (at first floor level)

Height from Ground: 5.8m

Projection (depth of sign): 25mm (in-line with existing shop front)

Dimensions: 900mm (h) x 1600mm (w)

Material: Aluminium dibond board

Colours: Blue with white and orange lettering (see 'Delaney Plumbing' photo attached)

Illumination: None

Do let me know if you require any further information (do call if needed).

Have a good weekend (if it makes you feel any better, I will be working also).

Kind regards,

Tom

Richard Meynell Ltd

<http://www.arun.gov.uk>

DX 57406 Littlehampton

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