

Planning
Brighton & Hove City Council
Hove Town Hall
Norton Road
Hove
BN3 3BQ.

9th October 2023.

Dear Sir/Madam,

Re: PP-12518345 - Temporary Advertising Banner on Scaffolding at 62-63 East Street, Brighton, BN1 1HQ.

Please find uploaded via the Planning Portal an application for consent to display an advertisement, on a works scaffolding at the above location for a temporary period commencing January 2024.

The property will be undergoing external alterations and refurbishment including repairs to the Stucco Facade and refurbishment of existing windows as detailed and granted under planning application reference BH2023/01782.

In line with Brighton and Hove City Council's Supplementary Planning Document for Advertisements Section 7 - Hoardings and Scaffolding Shrouds; the advertisement is in a commercial area, on a scaffolding that is being erected to facilitate bonafide building works and will be displayed during the course of the repair and refurbishment works. Furthermore, the advertisement will be incorporated within a full-scale HD printed reproduction of the building facade and does not exceed 50% of the elevation area.

The Illumination will be delivered by Low Energy LED lighting units. To mitigate any impact on the neighbourhood, the lights will be directed precisely on the advert with no sky-glow or light-spill, controlled in line with ambient lighting conditions by photocell technology and further limited by a timer mechanism set to provide an illumination curfew between the hours of 11pm and 7am. The maximum luminance level will be 300 cdm² as per the Institute of Lighting Professionals recommendation under PLG05/23 The Brightness of Illuminated Advertisements.

For ease of reference, in addition to the online planning application and this cover letter, the following documents have been uploaded via the Planning Portal:

MCoOOH 6001 Location Plan
MCoOOH 6002 Site Plan
MCoOOH 6003 Visualisation
MCoOOH 6004 Elevations
MCoOOH 6008 Schematic Advert Frame

Cont.

MCoOOH 6009 Lighting Detail
MCoOOH 6010 Banner Advert Material
MCoOOH 6011 TS62 Certificate
MCoOOH 6012 Advert Design Strategy

If you have any questions please do not hesitate to contact the undersigned, full details below.

Yours faithfully,



Joseph Arshed
Managing Partner
+44 (0) 7764 145 695