

Dear Sirs,

Planning Application: 4no internally illuminated SMD LED Digital Displays and 2no static fascia displays located at 66-74 Promenade, Blackpool.

I am instructed by my client as agent for the above-mentioned application, which I am pleased to submit via the Planning Portal.

Included within the application is the following supporting information: -

- Application Form
- Location Plan
- Elevations
- Artist's Impression
- Lighting Assessment
- Fee payment

Once an early appraisal has been undertaken I look forward to hearing from you with a view to addressing any queries or concerns you may have, as the applicant is willing to negotiate any variables of the proposal in order to reach a mutually agreeable outcome, as is the intention and requirement set out in paragraph 38 of the NPPF. In particular, if there are other policies or material considerations that you consider we have not addressed in this submission that may be of significance, we would welcome the opportunity to do so at your earliest convenience in order to ensure a positive and productive outcome to this application.

I trust this will assist and look forward to hearing from you.

Yours faithfully,

Michelle Williamson

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