

From: info <[REDACTED]>
Sent: Wednesday, February 21, 2024 2:57 PM
To: Rickard, Hayley <hayley.rickard@westsuffolk.gov.uk>
Subject: Re: Planning invalidity notification - DC/24/0234/ADV, Planning Portal No: PP-12756898, 19-20

Please see below my statement regarding Amenity and Safety.

Amenity: The building is in a Conservation Area, and so we have taken into account the visual and aural character of the area, and we are confident that our planned signage will not adversely effect the character being conserved. The signage will be of a size proportional to all the other shop/other signs within this conservation area. It will not cover or obscure any particular architectural features, the lettering being placed entirely within the fascia section, which was designed for shopfront lettering (the building was a purpose built Co-op). Our signage will replace an existing modern signage and the fonts and colours (black, white and red) will not detract from the character of the building or the area. There will be no illumination to the signage. There will be no audio element to the signage, and so there will be no aural effect on the area.

Safety: All of the signage, the lettering and the hanging sign, will be fixed securely by experienced professionals (Coastline Graphics), and so there will be no danger of them falling and hurting anyone, or obstructing the path. The signage will not be so distracting or so confusing that it creates a hazard for, or endangers, people who are taking reasonable care for their own and others' safety.

I hope that is helpful, if any further information is required from me, please do not hesitate to let me know.

Thanks and kind regards,

Ben

Ben Cunningham

The Evidence Room

