

# SIGN & DISPLAY PROJECTS

Design Development / Project Management / Implementation

3 Sharps Court, Exmouth, Devon EX8 1DT

Tel/Fax: 01395 276281 Email: r.fay@signanddisplayprojects.co.uk

Web: [www.signanddisplayprojects.co.uk](http://www.signanddisplayprojects.co.uk)

Council of the Isles of Scilly

18/07/2014

Reference: Advertisement & Listed Building Applications P/014/017LNC & P/14/018/ADV.,  
The Atlantic Hotel, Hugh Town, St Mary's TR21 OPL

Revised Application detail

We refer to the council's letter of the 24<sup>th</sup>. May, regarding the above applications.

We have consulted with our client & prepared revised drawings for the Council's consideration. Our client has agreed to concede on most requests made & has indeed exceeded those requests in part.

We would however make the following point:

The original application submitted was prepared after receiving comments from the planning office on our preliminary proposals, but after changing details to fall in line with comments received further changes were still requested by the committee and the decision was deferred, thus delaying a final decision to beyond the statutory time period.

Our client however is keen to arrive at a scheme that is acceptable to both parties so has made the following amendments to the scheme:

## **Front Elevation, above doors**

Both of these signs have been significantly reduced in size & the wording amended to both take on board the request by the council to reconsider some of the wordage [although we could argue if actual wording falls within the remit of the planning committee] and to give a one line message allowing a reduction in height of the signs, the signs also now being the same [shortest] length.

## **Front Elevation, hanging signs.**

We would ask the committee to bear in mind the fact that the proposed scheme reduces the number of hanging signs on the frontage from two to one, this reducing clutter on the frontage.

## **Front Elevation, Main Sign Panel**

The original proposal was for a panel smaller than the existing panel; our client would like to retain this sign at the same size as originally proposed, the main letter height being only 225mm, which is certainly not excessive considering the large frontage of the building. We would ask the committee to bear in mind that this is one fascia panel serving in reality, two premises, it being conceivable that my client could have wanted a fascia panel for each of the buildings.

## **Main Frontage – Side Elevation**

The panel size has been reduced from 2400mm x 1800mm to 2400mm x 900mm, significantly reducing the relative proportions of the sign to the building, but preserving the length of the

sign allowing the height of the main letters to be maintained at 195mm, which again is not excessive.

### **Rear Elevations**

There are two existing signs on the rear elevation of the building which my client wishes to replace & would request are added to the application.

The proposed signs are direct replacements of the existing, the construction, colours etc., matching the proposed signs on the frontage.

I have included photographs of the existing signs within our scheme drawing for the rear elevation.

### **Conclusion**

It is hoped that the Council agrees that our client has been extremely cooperative in reconsidering the proposals very carefully, taking on board the Council's concerns & agrees that the revised & reduced proportions of signs to the frontage & main side elevation do result in a more balanced scheme overall.

I trust the revised proposals are now acceptable to the Council, should you require any further information please do not hesitate to contact me.

Yours sincerely

Ron Fay

MOB: 07814 010951

# THE COMPLETE SOLUTION