

Durham County Council  
Planning Development  
County Hall  
Durham  
DH1 5UL

City of Durham Parish Council  
Office 3 D4.01d  
Clayport Library  
8 Millennium Place  
Durham  
DH1 1WA  
5 July 2019

Dear Mr Russell,

**Planning Application DM/19/01906/AD | Flat panel internally illuminated shopfront signs, 1 no projecting sign, 2 internally fixed non illuminated signs and SAV applied internally to existing windows | 16 High Street Durham DH1 3UJ**

This matter was considered by the Parish Planning Committee at its meeting on 5 July 2019.

The Parish very much welcomes that the anchor store recently vacated by M&Co is not to stand vacant but is being taken over by another retailer, TJ Hughes. These comments are offered in the hope that the signage can be improved.

We hope that the vivid red colour can be toned down to something more discreet. Some members recall that Woolworths in the Market Place were persuaded to reverse their national branding format by adopting a cream background with red lettering and we hope something similar may be possible here.

We feel that the window graphics, as shown in this mock-up from the planning application,



detract from the building, are intrusive, and are unlikely to be effective as advertising since they are so far above eye level. We hope they can be omitted.

Yours sincerely,

ADAM SHANLEY

Parish Clerk