

PT16 ITEM 101



The Case Officer,
English Heritage S E Region,
Eastgate Court,
195/205 High Street
Guildford, GU1 3EH

27th November 2006

For the attention of Jane Stribling

Dear Ms Stribling,

Planning Application - RR/06/3214/P
Lloyds TSB Bank, 84 High Street, Rye, East Sussex
3 internally static illuminated mounted bank logos and letters and 2 internally static illuminated projecting signs

We would seek your urgent advice and action concerning the above application, currently before Rother District Council.

The Bank occupies a prominent site in Rye High Street and on the corner with West Street. Although not listed, it is a dignified and well-proportioned building. With its red brickwork and tile hanging, it is in keeping with the character of Rye and contributes much to the quality of the street-scene. The existing signage is modest and blends well into the street-scene.

It is proposed to replace this one sign by 5 new signs and no less than three sets of illuminated lettering, an exercise in overkill. We consider that this proposal seriously compromises the visual integrity of the High Street and introduces an alien element into the prevailing architectural character of the Town. It fails signally to enhance the Conservation Area and in its aggressive corporatism makes no concession to the context in which the building stands.

We enclose copies of the photographs submitted with the application, showing as existing and proposed, and further detailed information can be viewed on the Rother planning website under the above application no.

We have made objection to the Local Planning Authority on the above lines and would much appreciate your support.

Yours sincerely,

A handwritten signature in black ink, appearing to read "K R F Bird".

K R F Bird
Hon. Secretary