

**FIRST SUPPLEMENTARY REPORT**  
**TO THE PLANNING COMMITTEE**  
**5<sup>th</sup> December 2023**

**Agenda Item 7**

**Application Ref. 23/00882/ADV**

**23 - 25 Merrial Street, Newcastle**

Since the publication of the main agenda, amended plans have been received showing the addition of a back board to Sign 01 and the amendment of Sign 02 from a projecting sign with golf ball style light bulbs to an almost flat sign with integral lighting.

Further comments have been received from the Council's **Conservation Officer**. The comments are summarised as follows;

- The main fascia sign halo lit and the window vinyls are acceptable
- Sign 02 on the Fogg Street elevation no longer has a projection and the light elements are inlaid into the sign, which is an improvement and ensures a consistent approach in terms of decision making in the Town Centre Conservation Area
- The lights are inside the shop windows and the new signage and lighting will help to illuminate the relatively dark alleyway
- Subject to control of the luminance levels, the proposal will create a more vibrant appearance for the display which is not too garish
- Accordingly, no objections.

The **RECOMMENDATION** remains as set out in the main agenda report.