



“On Tuesday August 31, we had a visit from one of your enforcement officers informing us that our (and several other businesses on Upper North Street) swing signs on Western Road were an obstruction to the walkway and were told to remove them. This was done in response to a complaint by a Blind and Disabled Citizen Group.

In response to this decision, we have created a petition for the businesses of Upper North Street, Brighton BN1 3FG, stating that this would have a profound impact on our businesses. For small businesses, such as ours on Upper North Street, any help from the Council to keep our businesses above ground when so many are closing, would be greatly appreciated.

1.2(i) The wording of the petition is as follows:

“From the Traders of Upper North Street:

We have recently been advised that any remote advertising more than 5m from our shop front cannot be displayed. And this is mainly swing signs located on Western Road. The reason behind this new decision was from an Disabled Citizens group, saying that the swing signs were an obstruction for the blind and those in wheelchairs. Most of the signs are located in areas that are not obstructing the path, especially no more than any bike rack, remote vendors, sitting bench, bus stop or any other structures that are on Western Road.

Without such signs letting the public know that our businesses are up the hill from Western Road, this will greatly affect our business and in a time where economic stability is crucial, it is not something that we can afford.

We are asking that you reconsider this decision and think of the impact it would have on our businesses without this advertising for walk in traffic and helping our clients/customers know exactly where our location is.” (6 signatories).