

From: McMurray, Rachael
Sent: 22 April 2020 11:03
To: Toole, Joseph <joseph.toole@havant.gov.uk>
Subject: RE: APP/20/00140 - 28 North Street

Hi Joe,

Thank you for forwarding this to me.

I have read through the agent's response and can provide the following further comments:

1. The response makes the point that the setting of the conservation area is already compromised by the road structure and surrounding development and that it does not affect any important views in the conservation area - It is recognised that the application site is close to nearby modern development (The Meridian Centre being one). However the sign is only visible when travelling north towards the train station, or east towards the roundabout, of which both views are in the context of the more historic buildings on North Street and not the modern development which lies to the south west of the existing advertisement.
2. It is a commercial area however, the majority of signs are limited to ground floor fascia signs. The advertisement would be on a larger scale and at an elevated height.
3. The upgrading and improvement of the signage itself, does not necessarily reflect onto the amenity of the surrounding area which in this case, is a conservation area, the test for which development must meet, is to preserve or enhance. The introduction of the LED screen, on such a prominent visual point, is deemed inappropriate and is not considered to preserve or enhance the conservation area.
4. Has the agent explored if there are any other areas of the town centre where such a screen may be more appropriate?

The heritage position is still therefore to object to the application as per the original response provided.

Please do not hesitate to contact me if you wish to discuss this further.

Kind regards

Rachael

Rachael McMurray

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Heritage Team,

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