

Application No. APP/12/00543

Address: 28a, West Street, Havant PO9 1PG

COMMENTS:

This shop unit forms one of a pair within the building – the other half being occupied by Superdrug. The principle of external illumination has to be accepted given similar units in the close vicinity – Costa, Nationwide, Scrivens, Right Move, Santander etc etc.

The fascia on these units (28a & Superdrug) is excessively deep. To offset this and to minimise the visual impact the current signage for Edins and Superdrug occupy only a portion of the overall depth. In the revised scheme the fascia sign is increased in depth by more than 50% which makes it overly dominant and out of character.

If the application is modified to replicate the current location and 0.9m depth for the new applied fascia, the illumination would be acceptable.

John Townsend
Conservation Consultant
8/6/12