

Gareth Jones <gareth@gjheritageplanning.co.uk>

To: Jason Maddocks

Mon, 13 Dec at 11:00

Hi Jason

The fascia signage involves minimal alterations to the listed building, both the ground floor and basement level of which will be brought back into use as part of the dog grooming business, securing the upkeep of this part of the listed building. The sign occupies just over a third of the width of the fascia. The main letters are 250mm high. The logo, and integral part of the company's name, together with the lettering below is 510.36mm high at its tallest, for a width of approximately 280mm of the fascia. It does not breach the top nor the bottom of the fascia and will read as an addition that is reversible in the future as do the many other fascia signs and other signage along this vibrant retail street. The sign, a cut-out of the name and logo, is not too large or over prominent, and will not cause any harm to the significance of the listed building. Should others disagree, any harm caused can only be considered to be at the very low end of less than substantial and outweighed to a large degree by the heritage benefit of bringing this unit back into use and the wider public benefit of once again animating this section of the street frontage.

Kind regards

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