[redacted]

From: [redacted]
Sent: 25 January 2025 15:59
To: Marie Roseaman <Marie.Roseaman@huntingdonshire.gov.uk>
Subject: 24/02214/FUL and 24/02215/ADV
Importance: High

Dear Ms Roseaman,

I recently spoke at the SNTC planning committee meeting regarding the above application, hence the town council's comments regarding the proposed signage.

I have noticed an erosion of the St Neots' conservation area due to unsympathetic and or unauthorised signage within the conservation area and hence the attempt to stem this with current and future applications.

The Lloyds Bank building isn't a listed building, but does contribute positively to the Market Square urban space and should be considered within the wider conservation setting and I do not agree with the heritage statement supplied by the applicant. The full width aluminium signage would have a detrimental impact on the conservation area and more specifically the Market Square. The adjacent Ferro Lounge alterations shoew that the façade changes can and do play an important role. This historically had a contemporary full width aluminum sign (as Dorothy Perkins), but was updated to a more subtle version when this became Ferro Lounge.

I'm not against the application in principal, more the signage. This needs to be handled in a more sympathetic manner, to contribute rather than harm the conservation area.

Please find attached a sketch of the existing, the proposed and a possible more sympathetic version of the signage that does not add non existing materials, nor does it cover the existing brickwork. This would also be more inline with the HDC Landscape and Townscape SPD 2022 (chapter six, St Neots 'development proposals should...enhance the streetscape by improving the quality of modern infill and through controls on shop front design') and the Huntingdonshire Design Guide SPD (2017, pages 124 and 125)

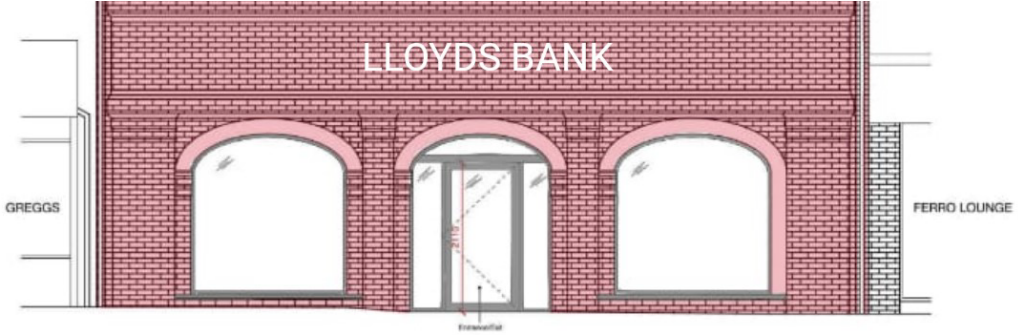
The current signage should reflect the more suitable previous application (1300194ADV) and the associated conditions which served to control signage on this property.

I note that the SNTC response has not been added to the related 24/02215/ADV application, surely this shoukd apply to both applications.

The above comments are submitted with respect to both 24/02214/FUL and 24/02215/ADV.

kind regards

[redacted]
No.2 Church Walk
St Neots



EXISTING FRONT ELEVATION A-A (1:50)



PROPOSED FRONT ELEVATION A-A (1:50)

