

The proposed signage would not by virtue of their design, appearance, size, scale, visual dominance of the building preserve or enhance the character and appearance of the conservation area. They would severely harm the visual aesthetic of the building along with the rest in the group at 2-8 The Rock which are Non- Designated Heritage Assets causing a loss of architectural significance without any public benefit that would outweigh the harm identified. The signage would also cause harm to the setting of the Grade I listed St Mary's church opposite causing a loss of significance without any public benefit that would outweigh the harm identified (paragraphs 202 and 203 of the National Planning Policy Framework) (NPPF). As such the application should be refused.