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**Subject: APP/17/01191:
Conversion of Former Town Hall & Associated Works CH47 2AB**

26.02.18

For the Attention of Mrs J Storey

Dear Joanne,

This application has been formulated over a long period, is comprehensive and is very well researched by the raft of supporting documents.

The principles of the scheme have received wide public support with near unanimous approval 'in principle' by those attending the HCA AGMs in 2016 and 2017. This is an inspiring concept which deserves strong support. The former Town Hall is a significant Edwardian building at a prominent location at the gateway to the town. The Quadrant buildings, the former Town Hall and the adjacent Fire House are very important features which help define the town and contribute greatly to the dignity and character of the conservation area.

We are therefore delighted to see such an imaginative and sympathetic scheme setting out to conserve and enhance these iconic buildings and bring them back into community use.

The new build of artisanal units with accommodation above over five stories is contrastingly modern in design yet attempts to complement the older properties by its use of colour, materials and style of fenestration. In many other places, we see successful combinations of old and new buildings and this scheme stands to be in that category. With parking issues adequately addressed and provision in the commuter car park at the railway station, even at the density proposed this does not give general grounds for concern. There will no doubt be gainsayers about the scale and height of the proposed development but we believe that the benefits this exciting scheme could bring to Hoylake argue persuasively for its approval subject appropriate conditions.

HCA Association applauds and supports this application.

Yours sincerely

Christopher Moore
Chairman HCA Association

