

CS/P23-0893

7 November 2023

South Norfolk Council  
The Horizon Centre  
Broadland Business Park  
Peachman Way  
Norwich  
NR7 0WF

Dear Sir/Madam,

**Town and Country Planning (Control of Advertisements) (England) Regulations 2003**  
**Application for Advertisement Consent for the Installation of Externally Illuminated Signage**  
**27 Mere Street, Diss, Norfolk, IP22 4AD**  
**Planning Portal Reference: PP- 12577709**

Pegasus Group is instructed by DPSK Limited (the 'applicant') to submit an application for Advertisement Consent for the installation of signage in connection with a new Domino's takeaway at 27 Mere Street, Diss, IP22 4AD which was approved through planning permission ref. 2023/1589 and Listed Building Consent ref. 2023/1588.

A separate application for Listed Building Consent for the installation of the signs has been submitted. Both applications should be considered together.

The following documents have been submitted online via the Planning Portal (ref. PP- 12577709);

1. Completed Application Forms;
2. Site Location Plan (Drg no. CT334-LP08);
3. Block Plan (Drg no. C5334-BP10);
4. Proposed Signage Elevations (Drg no. C5334-S07); and
5. Planning, Heritage, Design and Access Statement (contained within this letter).

Payment of the application fee will be made via the Planning Portal on submission of the application

**Planning, Heritage, Design and Access Statement**

**Site and Surroundings**

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Offices throughout the UK.

Pegasus Group is a trading name of Pegasus Planning Group Limited (07277000) registered in England and Wales.  
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DESIGN | ECONOMICS | ENVIRONMENT | HERITAGE | LAND & PROPERTY | PLANNING | TRANSPORT & INFRASTRUCTURE

The application site comprises of a detached two storey building. It was most recently occupied by a charity shop in the historic town of Diss within its designated Primary Shopping Area. It is in close proximity to other retail, food and service outlets. The building is Grade II listed and located in the Conservation Area covering Diss town centre.

The previous occupier had a non-illuminated wooden fascia sign on the principal, Mere street elevation. A search of the Council's online planning records does not return any Advertisement Consent or Listed Building Consent applications associated with this signage.



Figure 1: Former charity shop (Google street view July 2023)

There is a variety of signage on display in the Primary Shopping Area including: signs with built up lettering; timber signs and projecting signs. Signage at Pizza Time, 33 Mere Street is externally illuminated and the Aldi opposite the site has an internally illuminated logo at high level along with other signs approved through application ref. 2014/1909.

A recent application was approved for the change of use of the building from a shop (class E) to hot food takeaway (Sui Generis), single storey rear extension and associated internal and external alterations (ref. 2023/1589). Associated Listed Building Consent (ref. 2023/1588) was approved in October 2023. This signage application will support occupation of the unit as a hot food takeaway.

## The Proposal

This statement supports an application seeking Advertisement Consent for the installation of signage at 27 Mere Street, Diss. The proposed signs are detailed in the elevation plan (drg. no. C5334- S07) and include the following:

1 no. externally illuminated fascia sign on a folded aluminium backed tray finished in RAL 7043 (traffic grey) with built up lettering and logo;

1 no. externally illuminated hanging board sign. This will be a double-sided projecting sign comprising of aluminium panels, decorative timber framework and wrought iron bracket; and

Where required window manifestations on glazed windows and doors.



Front Elevation (Mere Street)

All proposed illumination is external by way of LED trough- lights at a luminance no greater than 580 cd/m<sup>2</sup> (below the industry standard). The trough lights will only provide illumination to the lettering and logos.

Both signs will be installed on the principal elevation within the approved signage zones illustrated in plans submitted in support of planning permission ref 2023/1589.

### Planning Policy

**National Planning Policy Framework (NPPF)** guidance was published in September 2023. The NPPF intends to promote the delivery of sustainable development. In paragraph 136 it states that:

*“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient*



*and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

The term ‘amenity’ is not definitively explained within regulations but is a term up for interpretation by local planning authorities on a case- by- case basis.

### **The Local Development Plan**

The Local Development Plan comprises of the Joint Core Strategy for Broadlands, Norwich and South Norfolk (Adopted March 2011); the Site- Specific Allocations & Policies Document (Adopted October 2015); and the Development Management Policies Document (Adopted October 2015).

**Policy 2** of the Joint Core Strategy sets out how development can promote good design. It states that “*all development will be designed to the highest possible standards, to create a strong sense of place.*” To achieve this, proposals should respect local distinctiveness, historical features and surrounding townscapes.

**Policy DM 3.9** of the South Norfolk Development Management Policies document relates to signage. Stating that Advertisement Consent will only be permitted when signage:

Is well designed and sympathetic to the character and appearance of its location and host building having regard to their size, materials, level of illumination and surroundings.

If illuminated, they will not be permitted where safety and amenity of the surrounding area is adversely affected.

**Policy DM 4.10** of the South Norfolk Development Management policies regards heritage assets . It aims to ensure that all development proposals have regard to the surrounding historic environment and account for their contribution to an area’s significance and sense of place.

### **Design**

The application site comprises of commercial premises in the Primary Shopping Area. Currently the shopfront displays a single fascia board similar to the proposed. Similar materials are proposed in this application including acrylic, metal and timber.

The proposed signage is within the established signage zone above the shopfront, the projecting sign will be located on the front elevation onto Mere street. Similar signage schemes have been approved in Mere Street, via Advertisement Consent see ref. 20 20/0 007, for the neighbouring property 26 Mere Street. The proposed signs have been scaled to suit the proportions of the host building and prevent historic features of the shopfront becoming obscured.

The proposed signs will serve to enhance the legibility of the site to passing pedestrian and vehicular traffic along the High Street. External illumination will have positive impacts on highway



safety, by ensuring drivers have advanced notice of the position of the site. Which can help to ensure that the Domino's takeaway can operate at its optimum level, providing a viable service.

The historical appearance of the building has been considered during design of the signage. The hanging sign will introduce a wrought iron bracket, which is traditional in design, complimenting the appearance of the host building and wider Conservation Area. This is in place of Domino's' standard approach to signage which is to provide internal illumination to the lettering and logos, and the provision of a projecting logo. The proposed external trough LED lights will provide illumination no greater than 580 cd/m<sup>2</sup> which is well within industry standards and will be static, removing any traffic distractions.

The proposed signage is therefore appropriate in this location in design terms as it will complement the existing building providing it with an active frontage.

### **Residential Amenity**

Although there are some residential dwellings in the surrounding area, the majority of these are situated to the rear of the site and at upper levels of adjacent sites. As signage will be located on the front elevation of the unit, there will be no intervisibility with these properties.

Directly opposite is a public open space and commercial property. Therefore, the front elevation faces other commercial units rather than residential units.

In terms of illumination the proposal will not cause harm to residential amenity or highway safety, by virtue of its brightness at 450 cd/m<sup>2</sup> for the projecting sign and 580 cd/m<sup>2</sup> for the fascia sign which is proportionate to industry standard. Their positioning within an external trough light will remove distractions to traffic and enable the site to be more easily located at peak times in the evening.

In light of the above, the proposed scheme fully accords with Local Plan Policy 2 and DM 3.9.

### **Heritage**

The introduction of traditional building materials and architectural features like the wrought iron bracket will enable historic character to be retained and enhanced.

No new or extended fascia boards are proposed, leaving the front elevation fundamentally unaltered. In line with policy DM4.10, high quality materials will be used to improve the visual appearance of the front elevation of the building. In addition, no important architectural features will be obscured or altered. As such, these minor changes will improve the application site's appearance and cause no harm to the primary shopping area, wider Conservation Area or Listed Building.

### **Access**



The signs are displayed at existing fascia board height (approximately 2.58m) and above in pre-existing signage zones. Both signs are at a height that will not cause obstruction or hazards to passing pedestrians or vehicles.

No internal illumination is proposed, removing the risk of distraction or dazzling impacts which may be caused by internally illuminated signage.

There are no concerns relating to access.

### **Summary**

In summary, the proposed signage at 27 Mere street has been shown to be appropriate in regard to heritage, amenity and access considerations. Similarly, its design is in proportion to the host building and wider character of the Conservation Area and Primary Shopping Area.

I trust that the above and enclosed are sufficient to allow the application to be validated, however, if you have any further queries, please do not hesitate to contact me.

Yours faithfully,

Chloe Smith

**Graduate Planner**

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