

TP/6195/01(06November2023)AppSub



West Suffolk District Council
Planning
West Suffolk House
Western Way
Bury St Edmunds
Suffolk
IP33 3YU

06 November 2023

Dear Sir/Madam,

MORRISONS DAILY, 1 & 2 MARKET PL, MILDENHALL, BURY IP28 7EF – LISTED BUILDING AND ADVERTISEMENT CONSENT FOR SIGNAGE ON BEHALF OF WM MORRISONS SUPERMARKETS LTD

We have been instructed by our client, Wm Morrisons Supermarkets (Morrisons) to apply for listed building and advertisement consent at Morrisons Daily, 1 & 2 Market Place, Midenhall, Bury, IP28 7EF (PP-12559525 & PP-12559589) for the development of the following description:

Proposed Morrisons Daily signage on exiting store front, to replace existing signage, installation of various internal signs as well as works to exterior of building

Listed building consent is sought due to the Grade II listing of the property. The full listing (1037571) states the following:

Shop, with storage and dwelling above, late C16 with C17 and C20 alterations. 2 storeys. Timber-framed and rendered, underbuilt in C19 painted gault brick up to 1st floor level. Plain tiled roof with truncated axial chimneys of pink and gault brick; at the gable facing High Street are oak barge-boards of c. 1600 with billet carving and a drop-finial at the ridge. C20 casements and a pair of C20 bay shop-windows with fascia above. C20 half-glazed entrance door. Late C16 timber-framing exposed internally, with wind-braced clasped purlin roof. A C17 rear wing extends for 10 metres along the High Street frontage; timber-framed, encased in painted brick, plain tiled roof.

This planning application is accompanied by documents submitted via the Planning Portal and should be read in conjunction with this cover letter, which includes:

1. An application fee for the payment of £132;
2. Site Location Plan (ref: 230354 PL01);
3. Existing Site Plan ref: 230354 PL02);
4. Proposed Layout plan (ref: 230354 PL03);
5. Proposed Scope of Works;
6. Design and Access Statement;
7. Signage Specifications Document;

We hope the above ensures that the application can be validated, given we have reviewed the attached against the Council's validation checklist.

An application for Advertisement Consent under the Town and Country Planning (Control of Advertisement) Regulations 2007 (as amended) is also made as part of this application, for the associated ancillary pod.

The Site

The site is within Midenhall's Primary Shopping Area, Conservation Area and is Grade II listed and was formally used as McColl's. This application seeks to update and modernise the signage to reflect the new occupier of the store, as well as to ensure the signage better reflects the character and appearance of others in the area.

Proposed Works

The proposed works are as follows, are as listed on the proposed scope of works document:

- Remove existing plywood and sub frame, fit new sub frame to accommodate signage. New subframe, signage framing (inc soffits) to be painted grey.
- Existing overboard window to remain obscured. Overboarded signage to be updated (Please refer to signage specifications document for further information in this regard).
- ATM door to be repainted grey, with new mouldings fitted.
- Existing external door and frame to be removed to allow for chillers to be installed internally. Then reinstated and repainted grey. The existing threshold will also be repaired.
- All rainwater goods (i.e., down pipes) to be repainted black.
- Repaint all existing white brickwork the same as existing and render as required. The render will also be repaired as required.
- All existing Overboarded openings will be painted grey.
- All existing low level black plinths to be repainted black as existing.
- All existing external doors, frames and concrete cills will be repainted grey.
- All existing windows frames to be resealed and repaired as required, including caulking to all glazing. All windows will also be repainted to match the existing.

The existing signage and the works as described above will utilise the following colours, White, PMS 186 c, RAL 1003, RAL 6005. These colours have been selected in accordance with the design guide provided by the Client, to follow the colour scheme of Morrisons and the colour scheme of the existing building to ensure it will accord with the require.

Planning Policy

Section 66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires the decision maker to have special regard to the desirability of preserving or enhancing a listed building or its setting or any features of special architecture or historical interest which it possesses.

The proposal is supported by and does not conflict with a number of local and national policies. The National Planning Policy Framework (NPPF), as amended in September 2023, states in **Paragraph 11** that *plans and decisions should apply a presumption in favour of sustainable development and that approving development proposals that accord with an up-to-date development plan without delay.*

Paragraph 81 states that *planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt.*

Paragraph 119 states that *decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.*

Paragraph 120 states that decisions should *encourage multiple benefits from both urban and rural land.*

Statutory Development Plan

On 1 April 2019 Forest Heath District Council and St Edmundsbury Borough Council were replaced by a single authority, West Suffolk Council. The development plans for the previous local planning authorities were carried forward to the new council by regulation. The development plans remain in place for the new West Suffolk Council and, with the exception of the Joint Development Management Policies document (which had been adopted by both councils), set out policies for defined geographical areas within the new authority. It is therefore necessary to determine this application with reference to policies set out in the plans produced by the now dissolved Forest Heath District Council. These are:

- *Policy DM1 Presumption in Favour of Sustainable Development*
- *Policy DM2 Creating Places Development Principles and Local Distinctiveness*
- *Policy DM15 Listed Buildings*
- *Policy DM17 Conservation Areas*
- *Core Strategy Policy CS5 - Design quality and local distinctiveness*

Policy DM15 states that proposals to alter, extend or change the use of a listed building or development affecting its setting will be permitted where they are of an appropriate scale, form, height, massing and design which respects the existing building and its setting. In this case the building is Grade II listed.

Paragraph 202 of the National Planning Policy Framework (2023) states that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

The proposed scheme involves the removal of the existing signage on the external elevations of the building, following by the installation of various signs as shown on the signage specifications document and as set out above.

The proposed internal/external signage and works to the exterior of the building as listed above have been specifically designed with careful consideration given to the historic fabric, character and setting of the building and are mainly on a like for like basis. The impact on the building, and wider street scene will be a positive one. The current external signage looks quite old and in need of updating to better reflect the historic significance of the building.

The proposal is considered to cause no adverse harm to the Grade II listed property or the surrounding Conservation Area which would be preserved. The proposals are therefore considered to meet the objectives of the NPPF concerning development in an historic context and meet the requirements of relevant local planning policy in this regard.

It is therefore concluded that the proposed development is considered to be appropriate and sympathetic to the Grade II listed structure and its historic fabric and will not detract from the overall significance.

Summary

A fee of £132 has been paid via the Planning Portal to West Suffolk District Council and has been submitted along with this planning application. The application is compliant with the relevant policies in the Statutory Development Plan and there are no material considerations that would justify a decision contrary to the adopted policies. As such we respectfully request that this application be granted planning permission without delay.

Should you have any queries regarding this, please do not hesitate to contact Tom Procter on the number above. We look forward to your written confirmation of receipt of this submission, alongside confirmation of validation of this planning application.

Yours faithfully,

PEACOCK & SMITH