

21 April 2023

Mr Owen Fayers  
Babergh Mid Suffolk District Council  
Endeavour House  
8 Russell Rd  
Ipswich, IP1 2BX

Dear Mr Fayers

**DC/23/01715 Application for Advertisement Consent - Construct 3no. illuminated signs.  
17 Market Hill Sudbury Suffolk CO10 2EA**

I write on behalf of the Suffolk Preservation Society (SPS) to object to the proposed illuminated signs on the former WHSmith store in Market Hill, Sudbury. The property is a grade II listed building and forms part of a group with nos 18 and 18A, a late 18C building with 19<sup>th</sup> century alterations. The building is located within the heart of the Sudbury Conservation Area and immediately to the west of the grade I listed church. It forms part of the highly important architectural group within the historic high street together with nos. 1,2,2A,3,4,5,6,6A, 8, 10, 11 12, 13, 14 ,15 and 16 all of which are grade II listed, and of which it forms a part. The SPS considers that internally illuminated signage, including internally illuminated projecting signs are not appropriate on a listed building or in conservation areas and should not be permitted.

We are also surprised that the application is not accompanied by a listed building consent application or heritage impact assessment, and consider that this application should not have been validated.

It is notable that this stretch of the high street has resisted internally illuminated signs and illumination has been limited to external spotlights. Illuminated signage can often appear garish and inappropriate within a historic town centre. The proposed illuminated projecting sign (logo 1) is considered to be bulky however, it should be noted that no cross section has been submitted in support of the application, so it is impossible to accurately determine the dimensions of the sign. Furthermore, logo 2 includes LED strip lighting directly applied to the fascia sign, which appears incongruous and out of the character with this part of the historic high street.

As the advertisements are in a conservation area the local planning authority must pay special regard to the desirability of preserving or enhancing the special interest of the listed building and the character of appearance of the conservation area. It is considered that this form of advertising is inappropriate, unwelcome and would set a highly undesirable precedent. The most appropriate form of illumination would be an external picture light with a metal shade attached to the top of the sign or a discrete spot light attached to the host building.

Approval of this application would fundamentally undermine the character and appearance of the listed building, the group of which it forms a part including the setting of the church, and the wider conservation area, contrary to national and local policies, S72 of the P(LBCA) Act 1990 and saved local policies CN01, CN06 and CN08.

For these sound planning reasons we urge you to refuse this application. We hope that these comments are helpful in the consideration of this application and request that SPS is consulted on any amendments.

Yours sincerely,

**Fiona Cairns IHBC MRTPI**

**Director**

Ccs: Ward Councillors

Sudbury Town Council

Babergh Mid Suffolk Heritage Team

Sudbury Society