

Membership as from May 2024

Councillor Berry
Councillor Drummond
Councillor Harvey (Vice)
Councillor Hood (Chair)
Councillor Hulbert
Councillor Jarvis
Councillor Jones
Councillor McHugh
Councillor Nobbs
Councillor Perry

Members = 10

Quorum = 3



Newmarket
T O W N C O U N C I L

The Memorial Hall, High Street, Newmarket Suffolk CB8 8JP

TEL: 01638 667227

You are hereby summoned to attend a meeting of the
Development and Planning Committee
to be held at

Memorial Hall, High Street, Newmarket, CB8 8JP

Monday 16th December 2024 at 6.15pm

A G E N D A

The meeting is held in public and the public are encouraged to attend and participate. Just occasionally matters such as contractual or staffing matters do have to be held in the confidential part of the meeting.

Members of the public and press may not orally report or comment about a meeting as it takes place if present at a meeting of the Council, but otherwise may:

- film, photograph or make an audio recording of the meeting;
- use any other means for enabling persons not present to see or hear proceedings at a meeting as it takes place or later;
- Report or comment on the proceedings in writing, during or after a meeting or orally after the meeting.

The Council will where possible facilitate such recording unless it is being disruptive. It will also take steps to ensure that children, the vulnerable and members of the public who object to being filmed are protected without undermining the broader purpose of the meeting

- 1. Chair to read** fire safety notice and announce that proceedings may be filmed or recorded and ask if anyone present intends to record the meeting.
- 2. Apologies** - To receive and accept apologies for absence
- 3. Declaration of interests**
 - Councillors are invited to raise any declarations of interest concerning items on the agenda
 - To consider any requests for dispensation
- 4. Minutes of previous meeting held 2nd December 2024**
 - To consider and adopt the minutes, as a true record of the proceedings
 - To consider any matters arising
- 5. Public participation** – an invitation to members of the public to make representations to Councillors. Resolutions can only be made on items on the agenda
Rules of public participation: no person may speak for longer than 3 minutes in total. The maximum time permitted for this item is 15 minutes. This is the only opportunity during the meeting for members of the public to address Councillors
- 6. Planning applications** – West Suffolk Council, weeks commencing 25/11/24, 02/12/24
- 7. Planning applications** – Amended and Deferred Plans
 - DC/24/1518/FUL – 8 Park Lane** – to receive further information regarding NTC planning response
- 8. Planning Appeals** – to discuss any notified appeals and receive any appeal updates or results
 - AP/24/0019/STAND Garage at Nowell Lodge, Fordham Road** – appeal in progress
- 9. Planning applications** – East Cambs
- 10. Planning decisions and plans withdrawn** – West Suffolk Council, weeks commencing 25/11/24, 02/12/24
- 11. Delegation Panel decisions** - To discuss any decisions by Delegation Panel
- 12. Licensing** - To discuss any Licensing applications, including pavement licence applications
 - NSDA Sports Club** – premises licence application
- 13. Enforcement** – to discuss any enforcement issues – to form a Task & Finish Working Group
- 14. Five Bells** – to discuss the original planning consent
- 15. West Suffolk Council Shopfront Policy** – to discuss enforcement
- 16. Correspondence**
- 17. Date of next meeting** – 6th January 2025

Signed: *CE Whitaker* Cathy Whitaker, Town Clerk

Date: 10th December 2024

To: Chair & Members of D&P Committee, Other Council Members, Press & the Public

Material Planning Considerations	
Site specific issues	• adequacy for turning, loading • availability/capacity of local infrastructure (e.g. public drainage or water systems) • car parking • deficiencies in community/social facilities (e.g. spaces in schools) • design, appearance and materials • layout and density of building(s) • road access • traffic generation
Environmental effects	• effect on street scene • hazardous materials, contaminated land • landscaping • light (including overshadowing) • loss of trees • nature conservation & biodiversity issues • noise & disturbance resulting from use • overlooking/loss of privacy • smells and fumes • visual amenity
Listed buildings/conservation areas	• The need to preserve or enhance the special character or appearance of designated conservation areas and protect listed buildings • Effect on archaeological interest
Usage	• Incompatible or unacceptable uses • Desire to retain and promote certain uses e.g. stables in Newmarket.
Previous decisions	• Previous planning decisions, including appeal decisions
Policies	• Statutory provisions contained in planning acts, statutory regulations & planning case law • Central Government planning policy and advice • National Planning Policy Framework (NPPF) • Supplementary planning guidance/documents e.g. Affordable Housing SPD, Master plans, development briefs • WSC Local Plan policies • Newmarket Neighbourhood Plan • Newmarket Conservation Area Appraisal (adopted September 2009)
Key principle of the NPPF – presumption in favour of sustainable development. For decision-taking this means granting permission unless: • the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or • <i>any adverse impacts of doing so would significantly and demonstrably outweigh the benefits</i>	
Matters which are not material planning considerations	
<i>Greater weight is attached to issues raised which are supported by evidence rather than solely by assertion.</i>	
Competition (unless in relation to adverse effects on a town centre as a whole)	Moral and religious issues
Breach of private covenants or other private property or access rights, including boundary disputes	Council interests (e.g. land ownership or contractual matters)
Devaluation of property	Identity or motives of an applicant or occupier
Protection of a private view	Private disputes between neighbours
Impact of construction work	

Parking Guidance for Use Classes C3 and C4: Dwelling houses and houses in multiple occupation

Family houses, or house occupied by up to six residents living together as a single household, or Houses in Multiple Occupation (HMO)¹³, including a household where care is provided for residents.

Standard: Flats and Houses are to be treated the same.

Use	Vehicle	Cycle	PTW	Disabled
	Minimum*	Minimum	Minimum	Minimum
1 bedroom	1 space per dwelling	2 secure covered spaces per dwelling. (Satisfied if garage or secure area is provided within curtilage of dwelling to minimum dimensions)	N/A	N/A if parking is in curtilage of dwelling, otherwise as Visitor/unallocated
2 bedrooms	2 spaces per dwelling**			
3 bedrooms	2 spaces per dwelling			
4+ bedrooms	3 spaces per dwelling			
Retirement developments e.g., warden assisted independent living accommodation)	1 space per dwelling	2 spaces per 8 units (visitors)	2 PTW spaces and 1 space per 2 dwellings for mobility scooters	
Visitor/unallocated	0.25 spaces per dwelling (unallocated)	If no garage or secure area is provided within curtilage of dwelling, then 2 covered & secure spaces per dwelling in a communal area for residents plus 2 spaces^ per 8 dwellings for visitors	1 space + 1 per 20 car spaces (for 1 st 100 car spaces), then 1 space per 30 car spaces (over 100 car spaces)	

¹³ Houses in multiple occupation (Class C4) are defined in The Town and Country Planning (Use Classes) Order 1987 (as amended) as 'small shared houses occupied by between three and six unrelated individuals, as their only or main residence, who share basic amenities such as a kitchen or bathroom'.

Informative notes:

*Standards exclude garages under 6m x 3m (internal dimension) as a parking space but can include undercroft parking and car ports providing, they have no other current or potential use.

**Reduction in this figure may be considered with robust and degraded highway mitigation

^Mobility vehicle spaces should be secure and covered with charging facilities.

Visitor/unallocated vehicle parking can, subject to appropriate design, be located on street.

Unallocated cycle parking for residents to be secure and covered, located in easily accessible locations throughout the development. These guidelines will be applied to all development (including infill developments, extension applications and change of use).

Where grouped, unassigned parking is proposed, more flexible and efficient use of the parking may be achieved than with allocated parking. Subject to discussion with the Highway Authority this may potentially reduce the nominal on-street parking provision standards required by up to 25%.

Where an individual dwelling may require more than two spaces these additional spaces may be provided as part of unallocated on street parking, providing this is designed in.

An allowance will be required for visitor cycle and car parking, refer para 3.2 and 4.5.

Suffolk Guidance for Parking 2019 {excerpt}

Car clubs should be promoted in low provision/car free residential developments and car club spaces provided. Electric vehicle charging infrastructure should also be provided in new developments.

Research was undertaken to derive the residential parking guidance for Suffolk. The research included a questionnaire survey to approximately 9000 dwellings. The results of the survey and the 2001 and 2011 Census data for Suffolk car ownership can be found in Appendix 1.

Electric Vehicle recharging points to be provided to support the use of low emission vehicles. See EV Parking Guidance table within this document for further guidance.

Reductions to the minimum parking guidance

This advisory residential parking guidance is the minimum required; however a range of factors will be taken into account. For main urban areas a reduction to the parking guidance may be considered where a proposal has been designed to be exceptionally sustainable in transport terms and which effectively promotes an overall reduction in the use of high emission vehicles and avoids the provision of car parking adjacent or close to dwellings within the main layout.

Main urban areas are defined as those having frequent and extensive opportunities for public transport and cycling and walking links; close proximity to local services (including accessing education, healthcare, food shopping and employment); and on street parking controls at all times e.g. double yellow lines. Where there is evidence that these factors are in place, local planning authorities may, after consultation with the Highway Authority, bring forward local parking policies to limit the scale of parking in specific areas.

When making their recommendation to local planning authorities considering reduced parking proposals for residential development, the Highway Authority must be:

- able to recommend a condition for suitable cycle storage and secure parking facilities;
- satisfied that servicing vehicles would be able to operate efficiently i.e. not restricted by loading restrictions or road layout;
- able to determine how highly sustainable the location is in terms of proximity to services, shops etc. and public transport (high frequency and wide ranging) and suitable cycling and walking routes;
- made aware of the likelihood of a viable Car Club (the provision of a car club would need to be secured through a Planning Obligation on Condition);
- able to determine the possible impact that a single application may have in setting a precedent in an area;
- satisfied by the availability of visitor parking (off street public car parks may be acceptable for visitor use); and
- satisfied that the likely impact of additional road parking in the vicinity would not cause inconsiderate and unsafe obstructions to the surrounding road or footpath network or add pressure onto an already densely utilised parking network.

If all the above criteria are satisfied on a site by site basis then the Highways Authority would be more likely to approve of reduced parking proposals.

However, it is not possible to make the assumption that occupiers will be car free; although it may be possible to accept this to some degree where the units are single bed. Furthermore, if the neighbouring streets are controlled by Residents Parking then any new development is prohibited from joining the scheme.

The presumption that occupiers are required to use off road public car parks for parking of their vehicles is not generally supported. The Highways Authority will only consider any identified use of off-road public car parks as a means of resident parking in exceptionally sustainable developments that are located in main urban areas (as defined above). In such cases, the Highway Authority must first be satisfied that the car park/s in question are viable long-term parking options for affected residents and that the development has been designed to be extremely sustainable in transport terms.

To summarise, the key questions the Highways Authority will seek to address when considering proposals for reduced parking are:

- Where might residents park?
- What real harm would these vehicles cause?
- Are the roads heavily regulated in terms of prohibition of parking?
- Are the streets already under significant pressure?



Newmarket

TOWN COUNCIL

Minutes of a Meeting of the Development & Planning Committee Held on Monday 2nd December 2024 at 6.15pm

Attendance:

Councillor R Hood (Chair)
Councillor J Berry (from 6.17pm)
Councillor A Drummond

Councillor P Hulbert
Councillor R Nobbs
Councillor S Perry (from 6.16pm)

Also Present: C Whitaker – Town Clerk, N – Alecock - Deputy Town Clerk, J Ashton – Minute Assistant, Cllr Winter as an observer and 1 Member of the Press (from 6.16pm).

	Minute	Action by
D/24/12/1	<u>Chair to Read the Fire Safety Notice and Announce that Proceedings May be Filmed or Recorded</u> The Chair welcomed everyone, opened the meeting, and announced that the Fire Safety Notice was not required.	
D/24/12/2	<u>Apologies</u> Apologies were received from Cllrs, Harvey, Jarvis and McHugh. Cllr Jones was absent.	
D/24/12/3	<u>Declaration of Members Interests & to Remind Councillors of the need to keep up to date their Register of Member's Interests and to Consider any Requests Received for Member's Dispensation</u> None noted. There were no requests for dispensation.	
D/24/12/4	<u>To Confirm the Minutes of the Meeting Held on 18th November 2024 and any Matters Arising</u> The Chair presented the minutes of the Development & Planning Committee held on 18th November 2024 and the following was agreed: <u>D/24/12/4.01 Resolved</u> That the minutes of the Development & Planning Committee held on 18th November 2024 be adopted and were signed as a true record by the Chair of the Development & Planning Committee. There were no matters arising.	
D/24/12/5	<u>Public Open Session</u> No members of the public were present.	
D/24/12/6	<u>Impact of Newmarket Neighbourhood Plan Policies on Applications Being Considered</u> Policy 14 – Trees and Policy 1 – Conservation Area Policy.	

D/24/12/7 Planning Applications

Week Commencing 11/11/2024 & 18/11/2024.

D/24/12/7/1 DCON(H)/13/0408/OUT - Application to discharge conditions 17 (construction method statement) and condition 22 (construction waste) OF DC/13/0408/out Hatchfield Farm, Fordham Road, Newmarket, Suffolk.

The application was noted.

D/24/12/7/2 DC/24/1524/FUL - Planning application- internal alterations to existing three flats to create an additional flat 5A, 5B, 5C, and - Flat 1 Wellington Street, Newmarket, Suffolk.

D/24/12/7.02 Resolved

The Committee voiced no objection subject to the approval of the WSC Listed Buildings Officer and fully supported the recommendations of the Fire Officer.

D/24/12/7/3 DC/24/1525/LB - Application for listed building consent- internal alterations to existing three flats to create an additional flat 5A, 5B, 5C and - Flat 1 Wellington Street, Newmarket, Suffolk.

D/24/12/7.03 Resolved

The Committee voiced no objections subject to the approval of the WSC Listed Buildings Officer and fully supported the recommendations of the Fire Officer.

D/24/12/7/4 DC/24/1467/HH - Householder planning application- a. entrance canopy b. single storey side and rear extension (following demolition of existing utility) c. render to all elevations - 28 Rowley Drive, Newmarket, Suffolk.

D/24/12/7.04 Resolved

The Committee voiced no objection subject to no objections from neighbours and would be extra supportive if the rendering were to add insulation to the property.

Cllr Nobbs declared an 'other interest' in the following application and left the meeting.

D/24/12/8 Amended and Deferred Plans

D/24/12/8/1 DC/24/1518/FUL – 8 Park Lane – owing to the fact that the existing property will be demolished, a site visit was not deemed necessary as the site could be fully viewed from the street, and the plans were revisited. The following was agreed:

Cllr Winter joined the meeting as an observer.

D/24/12/8.01 Resolved

That delegated powers be given to the Town Clerk, Deputy Town Clerk and Chair of this Committee to draft the wording of this objection and circulate to members for comment and approval before submission.

Cllr Nobbs returned to the meeting.

D/24/12/9 Planning Appeals

D/24/12/9/1 AP/24/0019/STAND Garage at Nowell Lodge, Fordham Road – appeal in progress.

D/24/12/10 East Cambs Planning Applications
The East Cambs Weekly Lists were noted.

D/24/12/11 To Receive Results of Applications as Determined by West Suffolk and Plans Withdrawn
West Suffolk Planning Determinations received during week commencing 11/11/2024 & 18/11/2024.

Applications	Description	Address	WS Decision	NTC Decision
DCON(A)/23/1989	Application to discharge condition 3 (main building later approval of details) of application DC/23/1989	LB 43 High Street, Newmarket, Suffolk	Approved	No objection
DC/24/0983/HH	Householder planning application- two storey extension	18A Lisburn Road, Newmarket, Suffolk	Refused	Objected
DC/24/1458/FUL	Planning application- a. external alterations to building including external doors and windows b. amended location of proposed parking space	The Old Courts, 147 All Saints Road, Newmarket, Suffolk	Approved	Objected
DC/24/1431/FUL	Planning application- conversion of existing hayloft for staff accommodation	Somerville Lodge, Fordham Road, Newmarket, Suffolk	Approved	No objection
DCON(A)/21/1580	Application to discharge condition 8 (construction management strategy), 9 (remediation strategy), and 11 (surface water disposal) of DC/21/1580/FUL	Unit 4 Albion Court, 9 Studlands Park Avenue, Newmarket, Suffolk	Approved	No objection
DC/24/1388/HH	Householder planning application- conversion of garage to habitable space and first floor side extension	11 Drinkwater Close, Newmarket, Suffolk	Approved	No objection
DC/24/0965/TPO	TPO 04 (2012) tree preservation order- one Conifer (T1 on plan T25 on TPO order)- Cut back branches to south to bring in line with existing hedge	5 Mill Reef, Newmarket, Suffolk	Approved	No objection

DC/24/0983/HH WSC refusal was noted. As the extension has already been built, Cllr Hood to contact Planning Officer to request an update on the way forward with this application and will revert to the next Planning Committee meeting.

D/24/12/12 Delegation Panel Decisions
The following applications were granted by the WSC Delegation Panel.

DC/23/1182/FUL – Planning application - a. Installation of compressor units to rear external wall - 128 High Street Newmarket.

DC/24/1458/UL - Planning application - a. external alterations to building including external doors and windows b. amended location of proposed parking space - The Old Courts, 147 All Saints Road, Newmarket, Suffolk.

The Committee were disappointed that the views of NTC were ignored by the Delegation Panel.

D/24/12/13 Licensing
Club Premises Certificate – NSDA Sports Club – Sports Pavilion Elizabeth Avenue Newmarket.

D/24/12/13.01 Resolved

That the application be deferred to the meeting of 16th December to make further enquiries.

D/24/12/14 Enforcement

No further information received. Any new issues will be added accordingly. The list of ongoing and outstanding issues included the following and the Clerk, Deputy Clerk will liaise with Committee members to form a plan for tracking, reporting and updating enforcement matters.

Planning

Mill Hill - Air B&B

Bury Road - Windows in Conservation Area

Former McColls - Listed Building

Highways (traffic/parking, speeding)

Exning Road - Bollards on grass verges - Awaiting permission from SCC.

High Street/Conservation Area

128 High Street - Licencing and planning non-compliance

Market Square - Shopfront breach

New Vape Shop High St - Shopfront breach.

Pavement Licences

Shops with illuminated signs without permission

Barbers

A member of the WSC enforcement team will be invited to a site visit around the Town and to report back to a D&P meeting.

Additions

11 St Mary's Square - no planning permission

Moons property - signage

18A Lisburn Road

128 High Street

Enforcement of the Shopfront policy – to be added to the next agenda

Flashing lights on signs

Silks development

Pavement Parking

Rutland Chambers – air con unit

St Mary's Square (3 properties)

St Mary's Square - bins

The Events Manager and Cllr Borda joined the meeting as observers.

D/24/12/15 Fitzroy Street

An update was given and a speed survey will be carried out from 18/11/24 to 17/12/2024 and a report will be presented in the New Year, funded by Cllr Hood's SCC Highway budget.

D/24/12/16 Five Bells

Town Clerk reported that a response is awaited from WSC.

D/24/12/17 St Mary's Square

Town Clerk reported that the bins that were not being taken in are being investigated by WSC and further enquiries will be made regarding the available storage for the bins.

D/24/12/18 Correspondence

None noted.

D/24/12/19 Date of Next Meeting

Monday 16th December 2024 at the Memorial Hall.

Meeting closed at 7:18pm.

Signed _____ Date _____

Summary of Resolutions/Recommendations

Resolution/Recommendation	Resolution/Recommendation Wording
<u>D/24/12/7.02 Resolved</u>	The Committee voiced no objection subject to the approval of the WSC Listed Buildings Officer and fully supported the recommendations of the Fire Officer.
<u>D/24/12/7.03 Resolved</u>	The Committee voiced no objection subject to the approval of the WSC Listed Buildings Officer
<u>D/24/12/7.04 Resolved</u>	The Committee voiced no objection, and would extra supportive if the rendering were to add insultation to the property.
<u>D/24/11/8.01 Resolved</u>	That delegated powers be given to the Town Clerk, Deputy Town Clerk and Chair of this Committee to draft the wording of this objection and be circulated to members for comment and approval before submission.
<u>D/24/12/13.01 Resolved</u>	That the application be deferred to make further enquiries.

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Item 6

Development and Planning Committee
Planning Applications – West Suffolk Council

Weeks commencing 25 th November ~& 2 nd December				
Application	Constraints/ Neighbourhood Plan Policies	Case Officer	Applicant name	Consultation expiry date
<u>DC/24/1745/HH</u> Householder planning application- single storey extension to the rear of dwelling 17 Abernant Drive, Newmarket, Suffolk, CB8 0FH	Conservation area NKT1 NKT2	Philip Crutchlow	Mr Julian Thorpe	Thurs 2 nd Jan
<u>DC/24/1683/LB</u> Application for listed building consent- a. replacement shop front b. internal frosting to the first and second floor windows on front elevation c. installation of plant d. one Panel e. one box fascia sign f. one projecting sign g. two vinyl signs 84 High Street, Newmarket, Suffolk, CB8 8JX	Conservation area NKT1 NKT2 NKT5 NKT30	Gregory McGarr	Tescos Ltd	Tue 24 th Dec
<u>DC/24/1772/TCA</u> Trees in Conservation Area Notification- one Thuja (circled orange on plan) fell Boyarin Lodge, 30 Bury Road, Newmarket, Suffolk, CB8 7BT	Conservation area NKT2 NKT14	Daniel Gospel	Ms Dorota Bak	Fri 27 th Dec

NKT1 – Traditional Features and Materials for Developments within the Conservation Area

NKT2 – Key Views

NKT5 – Provision for New and Growing Businesses

NKT14 - Trees

NKT30 – Shop Fronts

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EAST CAMBRIDGESHIRE DISTRICT COUNCIL
WEEKLY LIST OF PLANNING APPLICATIONS
(Alphabetically by Parish)



List produced on 6th December 2024

Reference: 24/01253/FUL

Officer: Olivia Roberts

Location: 213 High Street Cheveley Newmarket Suffolk CB8 9RH

Date application valid:

29th November 2024

Parish:

Cheveley

Proposal: 1.5 storey rear extension, additional shop floor space with separate first floor Flat

Applicant:

Mr H Singh Sidhu, S Singh & P Kaur
213 High Street
Cheveley
Newmarket
Suffolk
CB8 9RH

Agent:

Lynwood Associates Ltd
FAO Mr Dennis Brocklesby
Lynwood House
Murray Park
Newmarket
CB8 9BU

Grid Reference: 568452 260350

Reference: 24/01256/FUL

Officer: Lisa Moden

Location: 14 Meadow Lane Newmarket Suffolk CB8 8FZ

Date application valid:

2nd December 2024

Parish:

Cheveley

Proposal: Removal of existing structure and construction of single storey rear extension and associated works

Applicant:

Mr & Mrs Cutting
14 Meadow Lane
Suffolk
CB8 8FZ

Agent:

AJS Architecture Ltd
FAO Mr Anthony Smith
Cleveland House
Old Station Road
Newmarket
CB8 8QE

Grid Reference: 566099 262208

Reference: 24/01126/OUM

Officer: Rachel Gordon

Date application valid: 27th November 2024

Parish: Soham

Location: Mereside Works 25 Mereside Soham Ely Cambridgeshire

Proposal: Erection of a residential led mixed use development comprising up to 99 units; provision of a commercial building (Class E) measuring 450 sqm; and creation of cycle and pedestrian links, a biodiversity wetland corridor with ponds/waterways and amenity and play space. All matters reserved except for access

Applicant:

Butler Walsall Ltd And H P (Soham) Ltd
Mereside Works
25 Mereside
Soham
Ely
Cambridgeshire
CB7 5EE

Agent:

Total Planning
FAO Mr Richard Conroy
37 Beresford Avenue
Hanwell
London
W7 3AJ

Grid Reference: 558838 273381

Decision List

Weeks commencing 25 th November & 2 nd December	NTC Comments
DC/24/1441/HH Householder planning application- a. conversion of existing garage into garden room b. single storey rear garage extension following demolition of existing summer house 10 Duchess Drive, Newmarket, Suffolk, CB8 8AQ Decided-Approve application	The committee voiced no objection 
DC/21/0461/P3OPA Prior Approval Application under Part 3 of the Town and Country Planning (General Permitted Development) (Amendment and Consequential Provisions) (England) Order 2015- Change of use from Office (Class B1 (A)) to Dwellinghouse(s) (Class C3) to create 3 flats Landing Suite Rutland Chambers, 19 High Street, Newmarket, Suffolk, CB8 8LX Application withdrawn	The Committee voiced no objections. 
DC/24/1576/TCA Trees in a conservation area notification- one Horse Chestnut and one Yew (T1,T2 on plan) fell 16 The Severals, Newmarket, Suffolk, CB8 7YN Decided- No objections	The Committee actively encourages responsible tree management and object to the felling of healthy trees. The Committee objected to this application due to the lack of information regarding the trees to be felled; with no evidence regarding the dead tree being provided and no consideration of pollarding the tree to reduce shade cover. The Committee requested that the application be submitted to the Tree Officer for consideration and a full report. If the trees are to be felled, that they be felled outside of the bird nesting season and the Committee requests that suitable replacements be planted. 
DC/24/1558/TCA Trees in a conservation area notification- one Acacia (T1 on plan) crown lift to 4.5 metres above ground level reduce crown by up to two metres 1 Balaton Place, Snailwell Road, Newmarket, Suffolk, CB8 7YP Decided- No objections	The Committee actively encourages responsible tree management and does not object to this application, subject to the Tree Officers approval. 
DC/24/0945/FUL Planning application- change of use from betting shop and office (sui generis) to restaurant (class E commercial, business and service) 107 High Street, Newmarket, Suffolk, CB8 8JH Decided- Approve application	The Committee voiced no objection subject to all of the conditions being met and signed off regarding the odour and noise controls as set out in the Private Sector Housing and Environmental Health report. 

Decision List

DC/24/1474/P3CMA

[Prior approval application under Part3 of the Town and Country Planning \(General Permitted Development\) Order 2015- change of use from class E \(commercial, business and service\) to class C3 \(dwellinghouses\) to form two dwellings](#)

1 Rous Road, Newmarket, Suffolk, CB8 8DH

Decided-Approve application

The Committee objected on the basis that of overdevelopment of the site and the lack of designated parking provision. The standard wording for transport and parking objections will be submitted. The Committee would normally welcome the development of small starter flats however, in light of the number of these developments that are constantly being approved in Newmarket, there is now a parking crisis and this application would further exacerbate the situation. Newmarket Town Council (NTC) takes serious issue with any view that considers that the town has good, or even adequate, public transport. For the reasons listed below, public transport does not meet the Suffolk County Council (SCC) guidance criteria as it is neither frequent nor wide ranging. There is no direct bus service into Bury St Edmunds, which is a major destination for work, education and leisure. The most frequent services (bus and train) run hourly. There is no bus service on a Sunday. Bus services stop running early evening / late afternoon. There is no bus service to / from the railway station¹, 2 There is no bus service covering the South side of the town. Most local amenities are situated either in the High Street, which bisects the town East to West, or to the North of the town. Many bus routes are dependent on short term funding by Cambridge and Peterborough Combined Authority (CPCA) and hence cannot be guaranteed in the long term. The railways station is on a branch line and there is poor connectivity to mainline services. Cycle lane provision is limited. There is no cycle lane running from Newmarket to Cambridge, although the Cambridge end of the route does have a cycle lane in place. 1 The proposed service linking Newmarket and Haverhill will include the railway station but only runs every two hours. The last bus is several hours before the last train. Therefore, it cannot be considered a connecting service. 2 A privately funded shuttle bus links Newmarket Railway Station with the racecourse on race days. This is particularly relevant to any car free application when there are also potentially significant impacts due to current on-street parking stress and very limited ready access to off-street parking. There is a clear indication that there is a lack of parking and this should be evidence for future planning applications. NTC will continue to press SCC Highways to update their information regarding both Newmarket public transport and parking provision to ensure accurate advice is provided to West Suffolk Planning Authority.

APPROVED

**Application to vary a club premises certificate to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS BEFORE COMPLETING APPLICATION

Before completing this form please read the guidance notes at the end of the form.

If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

NSDA Sports Club

(Insert name of club)

club applies for a club premises certificate under section 84 of the Licensing Act 2003 for the premises named in Part 1 below

Club premises certificate number CP013

Part 1 – Club premises details

Name of club NSDA Sports Club			
Postal address of premises, if any, or if none ordnance survey map reference or description Sports Pavilion, Elizabeth Avenue, Ordnance Survey Map Reference: E,N			
Post town	Newmarket	Postcode	CB8 0DJ
Telephone number (if any)			
E-mail address (optional)			

Name of person performing duties of a secretary to the club

Do you want the proposed variation to have effect as soon as possible? ☒ Yes

If not, from what date do you want the variation to take effect?

DD	MM	YYYY

Do you want the proposed variation to have effect in relation to the introduction of the late night levy?
(Please see guidance note 1) ☒ No

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

Details of proposed variation(s) (Please see Guidance Note 4)

Newmarket Rugby Union Football Club, an affiliated member of the NSDA Sports Club, have recently added a ladies playing section. In order to avoid clashes with the male teams, their matches will be played on a Sunday Afternoon. Currently, our Club Premises Certificate requires a break Sunday trading between the hours of 2pm and 4pm, in accordance with the superseded licencing act of 1964. This is a restriction in the supply of alcohol to club members and their guests, resulting in a sub-standard offering to the female section. For this reason, we would request the following amendments:

Current:

Sunday, Good Friday, Christmas Day: 12:00 > 14:00, then 16:00 to 22:30

New:

Sunday, 11:00 > 19:30

Good Friday, Christmas Day: 12:00 > 19:30

This applies to supply of alcohol on behalf of the club, for consumption on the premises, and the sale by retail alcohol to a guest of a member of the club, for consumption on the premises.

All other times for Monday to Friday, and Saturday, to remain as per the existing Club Premises Certificate. For the avoidance of doubt, these are:

Monday > Friday 18:00 > 23:00

Saturday 12:00 > 23:00

These remain unchanged, and apply to both the supply of alcohol on behalf of the club, for consumption on the premises, and the sale by retail alcohol to a guest of a member of the club, for consumption on the premises.

In summary, the overall licenced activities, for the supply and sale of alcohol are as follows:

Monday > Friday 18:00 > 23:00

Saturday 12:00 > 23:00

Sunday 11:00 > 19:30

Good Friday 12:00 > 19:30

Christmas Day 12:00 > 19:30

If the club's proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number

N/A

PUBLIC NOTICE
Application
Club Premises Certificate – variation (full)

Name of Applicant: NSDA Sports Club		Name of Premises: NSDA Sports Club	
Postal Address of Premises (or description of premises): NSDA Sports Club Sports Pavilion Elizabeth Avenue Newmarket CB8 0DJ		This application may be viewed at: West Suffolk Council West Suffolk House Western Way Bury St Edmunds IP33 3YU	
Proposed Licensable Activities: to Include On/Off Sales of Alcohol			
Activity	Day/s	Times	
Alcohol Sales ON Premises	Sundays	11:00-19:30	
	Good Friday	12:00-19:30	
	Christmas Day	12:00-19:30	

Date by which representations may be made to the Licensing Authority:

End Date: 19/12/2024

Representations must be made in writing to West Suffolk Council (as the Licensing Authority) at the above address, or by e-mail to licensing@westsuffolk.gov.uk.

It is an offence knowingly or recklessly to make a false statement in connection with an application and the maximum fine for which a person is liable on summary conviction for the offence is unlimited.

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Shopfront and Advertisement Design Guidance

February 2015





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1. Introduction

- 1.1. This supplementary planning document provides guidance to improve the general standard of shopfront design and advertisements throughout West Suffolk. It aims to provide an understanding of design of shopfronts and advertisements that the local planning authority in West Suffolk will support when reaching a decision on any planning application or application for advertisement consent.
- 1.2. A shopfront is a retailer's window to present the best possible advertisement for their business. It creates the first impression of the trade with potential customers. A good shopfront should add interest to the street scene, attracting shoppers and encouraging them to stay and spend. This guidance offers advice on appropriate alterations to traditional shopfronts in West Suffolk's historic retail areas whilst not stifling modern innovative designs where suitable.
- 1.3. Good design and high quality environment go hand in hand. A carefully designed and eye-catching shopfront is good for business and can make a positive contribution to the character of the street and the vitality of our retail areas. Conversely, a poorly designed shopfront can be visually intrusive and harm the retail area. An attractive shopping street is good for all.
- 1.4. In this guide the term 'shop' is defined as any commercial premises having a fascia sign or display window, including non-retail premises such as banks, public houses, betting offices, amusement centres, restaurants, takeaways, estate agents, building societies and other businesses in a shopping area.
- 1.5. This guide was adopted in February 2015 as a Supplementary Planning Document (SPD). It forms part of the council's planning policy framework, supplementing the design and conservation policies of the Core Strategy and the Joint Development Management Policies Local Plan Document as detailed in section 2 below. As such, it is a material consideration in the determination of planning and advertisement applications.



2. Planning Policy Context

- 2.1. The context for this design guide is set by policies in the Joint Development Management Policies Document (adopted February 2015). The following policies are of particular relevance:
- a. Policy DM38 (Shopfronts and advertisements) states: 'proposals to alter an existing shopfront or create a new shopfront, including the installation of external security measures, advertisements or canopies, or advertisements proposed in any other location of which it forms a part, and the street scene in which the proposal is located, and must not adversely affect amenity and/or public safety'.
 - b. Policy DM35 (Proposals for main town centre uses) requires in criteria (b) any proposal to retain or provide a shopfront with a display function and entrances which relate well to the design of the host building and the street scene and its setting in terms of materials, form and proportions.
 - c. Policy DM17 (Conservation Areas) states: 'New shopfronts, fascias, awnings, canopies, advertisements and other alterations to commercial premises must be of a high standard of design which respects the character of the Conservation Area and the building to which they relate. Standardised shopfronts, unsympathetic 'House' signs, projecting box signs, internally illuminated signs and externally lit signs will not normally be granted consents. Where it can
- be demonstrated that a premises relies principally on trading after dark, externally illuminated signs sympathetic to the character of the building and the surrounding area may be permissible'.
- 2.2. These policies seek to strike an appropriate balance between the need for development, the conservation of historic shopfronts and encouraging high quality inclusive design while not preventing appropriate innovation in accordance with national policy in the National Planning Policy Framework. This design guidance supplements these policies with advice and specific design principles. Proposals for new or altered shopfronts and advertisements are likely to meet the requirements of the Local Plan policies if they satisfy all of the design principles and accompanying guidance in this document.

3. The need for permission

- 3.1. Most alterations to shopfronts will require approval under the Planning Acts, Advertisement Regulations and Building Regulations. More than one type of consent may be required. Before making alterations, contact Planning Services to check if consent is required (see section 12).

Planning Permission

- 3.2. Planning permission will be required for any alteration that materially affect the external appearance of a shopfront, such as the replacement of the shopfront or frame, changes to the fascia, the installation of external security shutters and grilles, the installation of a canopy, blind or awning, or illuminated signs. Permission is also needed for changes to the materials used. Works that do not materially affect the appearance of the shopfront, such as repainting in an appropriate colour and maintenance, do not require planning permission.

Listed Building Consent

- 3.3. Any alterations to a listed building, both externally and internally, require listed building consent if the works affect the character and appearance of the building. This can include small changes to features such as doors, decorative details, and fire and burglar alarms. It is always advisable to contact our Conservation Team for advice on works to a listed building (see section 12).

Advertisement consent

- 3.4. Consent is required for most advertisement works, such as installing a new fascia or projecting sign, or changing the materials or colour of a sign. Most illuminated signs require advertisement consent. In conservation areas and on listed buildings all illuminated signs require consent.
- 3.5. The regulations can be complex and it is advisable to seek advice from the duty planning officer, Planning Services (see section 12).

Building Regulations

- 3.6. In addition to planning and advertisement consent, certain works to shopfronts need to comply with building regulations legislation – for example, if work involves structural alterations, alterations to access and approach, or if there are implications for fire escape.

Pre-application advice

- 3.7. It is recommended that before submitting any application to carry out works, you discuss your proposal with Planning Services. This will ensure that your proposal is appropriate and increase the chance of obtaining permission. Full details are available on our website: www.westsuffolk.gov.uk.

4. Parts of a shopfront

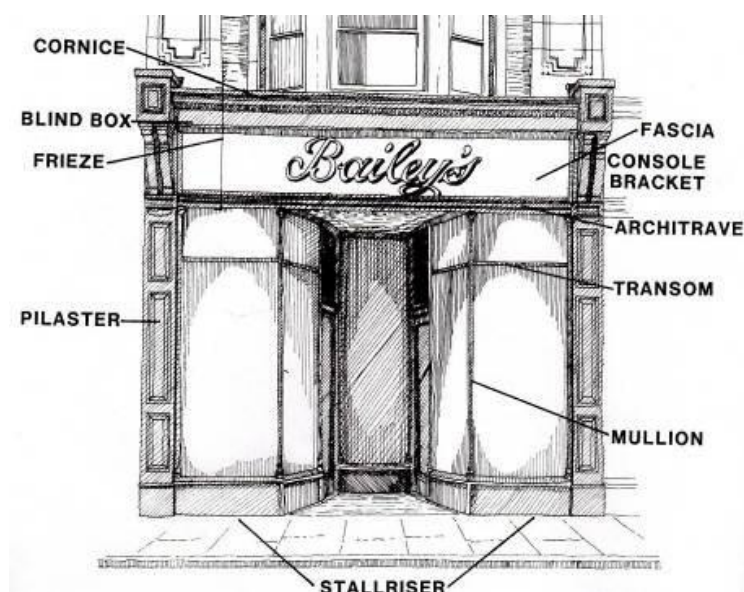
- 4.1. Shopfronts are composed of functional parts which together form a complete visual composition. Each part has a specific role. These apply equally to any period of construction, not just shopfronts on historic buildings or in conservation areas. They are a sound basis for designing a new shopfront, including a modern design. The key parts of a traditional shopfront are:

Cornice, frieze, fascia, architrave and console bracket (entablature)

- 4.2. The frieze or fascia board is located across the shop between the console brackets at the top of the pilasters. This is the place for the shop name and was traditionally angled towards the street to be easily read.
- 4.3. At the top is a cornice which provides a distinctive horizontal divide from the upper floors. A projecting moulded cornice protects the fascia and shop below from rainwater runoff. A horizontal moulding known as an architrave runs along the bottom of the fascia. Decorative carved console brackets form 'bookends' to the fascia between the cornice and pilaster. They help frame the fascia and add vertical rhythm to the shopfront. All these elements above the shop window are known as the entablature.

Pilasters and stall riser

- 4.4. Pilasters form the uprights either side of the shopfront, give vertical framing and visual support to the fascia and upper floors and help to visually frame the shopfront. They comprise a plinth, a column the height of the



window and a console bracket. A pilaster establishes a visual separation between neighbouring properties. The stall riser forms a solid visual base to the shopfront and gives protection to the glazed area above; it is often constructed of stone, brick, render or panelled timber.

Windows

- 4.5. Windows are subdivided by transoms and mullions to form horizontal and vertical divisions. Vertical divisions often reflect the vertical division of the upper floors. The cill supports windows and, like the stall riser, provides protection.

Entrance

- 4.6. The entrance is typically centrally located and from the late 19th century often became recessed to give visual interest, shelter and maximise display space.

5. Design Principles

- 5.1. A shopfront should project the best possible image of the business. It needs to display goods or services effectively and attract customers. It is in the shop owner's interest to make sure that the shopfront is well-designed and makes a positive contribution to the street. Attractive shopping streets that provide a pleasing shopping experience will lead to higher custom.
- 5.2. In the past, most shopfronts were designed as an integral part of the building and based on classical proportions, with the various elements forming a balanced composition with the building. While we have some excellent shopfronts in West Suffolk, others have been harmed by unsympathetic alterations and are out of keeping with the building and the street scene.
- 5.3. This guide does not set out to prescribe specific styles and is not intended to restrict ideas, but to encourage appropriate high quality sympathetic design. The style with a new shopfront should take will vary depending on the age and type of the building/ a well designed shopfront will complement the building and enhance the character of the street.
- 5.4. For a shopfront to be successfully integrated into its surrounding it is important to follow certain established design principles.

The Street Scene

- 5.5. Consider the impact of the design on the character of the street. Proportions, materials and details should maintain and reflect the variation of nearby buildings. The shopfront should not dominate its surroundings.

The building

- 5.6. Consider the shopfront as part of the whole building. A well designed shopfront will harmonise with the style and proportions of the building. Good guidance can be obtained from looking at the style and proportions off the building and any surviving fabric and historic photographs, looking at neighbouring buildings and other sympathetic shopfronts on similar buildings in the area.



6. Design approach

Design principle 1: Design

- a. Assess the appropriateness of repair and the opportunity for enhancement.
- b. If a new shopfront is required the design should take account of the architectural style of the building and the street scene and include:
 - Pilasters (for visual separations between shopfronts), a cornice (for visual support and enclosure) and a stall riser (for a visual base); and
 - a fascia which:
 - is in proportion to the building;
 - does not extend below the bottom of the console bracket or above the ground floor ceiling level;
 - does not obscure any architectural detailing;
 - aligns with adjacent fascias, if part of a group;
 - is not a projecting box design.

6.1 Having made an appraisal of the building and its surroundings, it is important to consider the design approach to follow.

6.2 The removal of a traditional shopfront that is part of a listed building or within a conservation area will not be permitted if it is appropriate to the building or is of architectural or historic interest in its own right.

6.3 Where an existing shopfront is sympathetic to the building or of historic interest it should be refurbished and repaired rather than replaced. Traditional detailing should be conserved. Where an original shopfront has been altered, much of the architectural framework, such as pilasters or fascias boxed in and hidden by later work, often survives and this can be revealed.

6.4 The local planning authority will encourage owners firstly to repair original shopfronts if they are sympathetic to the building; secondly to repair or re-establish the

traditional architectural frame of a shopfront if it has been concealed but still survives; and lastly to propose a well proportioned, high quality, modern design if repair, restoration or re-establishment are not feasible.

Traditional shopfronts

6.5 Where there is evidence of the original shopfront on older buildings, the reinstatement of a traditional design is encouraged. This approach is normally called for within conservation areas, on listed buildings or buildings of local interest.

6.6 A traditionally designed shopfront will have a timber architectural framework around the shopfront of pilasters, with capital and plinth, console bracket, cornice, fascia and stall riser framing the display windows and giving visual support to the upper floors. The shop window will typically include timber vertical mullions and a transom rail at door head height with transom lights above. The entrance door is normally set back from the edge of the pavement.



Traditionally designed shopfronts retaining original detail



A traditional designed shopfront retaining original detail



A badly designed shopfront with a poorly placed projecting box fascia

Modern shopfronts

6.7 In some locations a modern shopfront will be appropriate and new shopfronts of a high quality and innovative design are encouraged. Good modern designs are often based on the re-interpretation of traditional forms. A design could be developed within the traditional architectural framework or within a new shop frame that re-interprets the proportions of adjacent shopfronts in a contemporary way. The surround should look capable of supporting the upper floors and the design should add visual interest to the street.

6.8 A modern design can sometimes be successfully incorporated into traditional building facades where careful consideration is given to the age, style and proportions of the building, as well as materials and craftsmanship. A good modern design can be achieved by reinterpreting traditional shopfront features in a modern way to create a quality contemporary shopfront appropriate to both the street and the host building.



Examples of modern shopfronts



New shops

- 6.9 New shops and shopping centres give the opportunity to design a shopfront as an integral part of the street and new building. High quality, inclusive and innovative designs which respond to the local context raise the standard of design in the area are likely to be supported. Poorly designed new shops or centres that fail to take the opportunities available for improving the character and quality of an area and the way it functions are unlikely to gain permission. In new developments the shopfront should be a key element of a new buildings design. This should normally include a main frame, which is a fascia supported by pillars and stall riser to anchor the shopfront to the ground. Each of these traditional features can be interpreted in a contemporary way as part of a modern design solution. The proportions of the frame should relate to the whole building in which it is place and the adjacent buildings as it will contribute to the streets façade and rhythm. Attention to detail, a limited palette of materials and colours together with quiet, respectful and sympathetically proportioned advertising will normally help to create a quality in a shopping street.

Scale, height and proportions

- 6.10 The scale, height and proportions of a shopfront should be in proportion with the buildings as a whole. The shopfront and any upper floors should work together rather than separately.
- 6.11 Vertical sub-divisions should be used to retain the appearance of separate shops. This can be done by retaining dividing pilasters and respecting differences in adjacent fascias and stall risers. Individual fascias should be used.



New shopfronts sympathetic to historic buildings

6.12 Where a shopfront covers more than one building or façade, shopfronts should be individually designed for each unit of the façade. Where a shop straddles two different buildings, the shopfronts can abut on the line of the party wall with a double pilaster and use common colour schemes and materials (illustrated below).



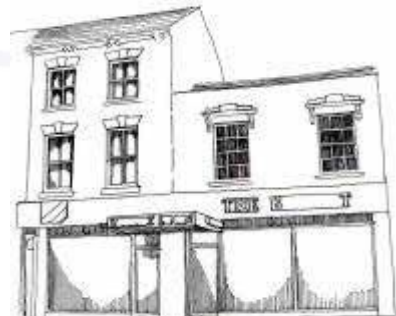
A shopfront straddling two buildings



6.13 Poor quality shopfronts can erode local character and provide an unattractive place for visitors to shop. Long unbroken shopfronts do not respect the character of the building and have little visual appeal.



Shopfronts designed in sympathy with the building



A shopfront unsympathetic to the building



Shopfronts in sympathy with the buildings above using a common colour scheme

6.14 Well-designed shopfronts improve the shopping experience and enhance their surroundings. A sympathetically-designed shopfront will enhance a building and restore its architectural unity.

Fascia and detailing

6.15 The fascia is the most important part of a shopfront as it provides the space for advertising. It should be well proportioned and typically be no deeper than $\frac{1}{5}$ th of the height of the shopfront. A fascia should not obscure any existing architectural features; extend above the ground floor ceiling level or across more than one building.

6.16 Oversized fascias have an unattractive, heavy and dominant appearance. They harm the proportions of a shopfront and are often used to conceal suspended ceilings within the shop. The change in level can be overcome through transom lights with opaque glass or setting the suspended ceiling back inside the shop and splayed.

6.17 Moulded cornices should have a detailed lead flashing for weather protection and, if appropriate with the Development Management Policies mentioned in section 2 and the projection is sufficient, can be used to incorporate discreet lighting.

6.18 Modern projecting box fascias detract from the appearance of a shopfront and are usually unsympathetic to the street scene. They are not permitted in conservation areas or on heritage buildings. If used on a modern building, they should be recessed behind the fascia.

6.19 Pilasters and console brackets should be used to provide vertical emphasis, give visual support to the fascia and upper floors and enclosure to the shopfront. They should project beyond the shopfront and be free of fixtures such as signs, alarm boxes and blind fittings



Inappropriate oversized fascias



Traditional style fascia



Contemporary style fascia

Stall risers

- 6.20 Stall risers are normally required to provide a visual base to the shopfront and support and protect the glazing. They also add a sense of security. Appropriate depth will be set by the design of the shopfront, although

typically a solid up-stand of at least 450mm is suitable. The materials used should respect and enhance the building and shopfront. Existing stall risers of quality should be retained. Contemporary designs should also include some form of stall riser.



Traditional stall risers

Doors and access

- 6.21 Access to shops must take into account the needs of all members of the public. A level access should be provided wherever possible. All work should be compliant with the Building Regulations 2010 as amended and the provisions of the Equality Act 2010. Advice is available from our Building Control Team (see section 12).
- 6.22 Doors should preferably be located centrally to give visual interest and clearly define the entrance. Recessed doorways are a common feature of traditional shopfronts and add interest. They provide an increased window display, protect customers from rain and provide a level access. An existing recessed entrance door opening should be retained.

- 6.23 Windows and doors should be made of the same material and painted the same colour. Fixtures and fittings should complement the style of the shopfront. The traditional door is normally part glazed. Door panels should match the height of the stall riser. Attractive paving or floor tiles in the recessed entrance can enhance the character of the shop.



Well designed entrance recessed, level access and outward opening door



Decorative mosaic tiles in recessed entrance

Windows and glazing

- 6.24 The size and style of shop windows, including mullions and transoms, should be in scale and proportion with the shopfront and the character of the building. Windows should be taken down to a cill and stall riser. Large single sheets of glass should be avoided on traditional shopfronts. Laminated glass should be used for public safety and as a security measure.

7. Material and colour

Design principle 2: Materials and colour

- a. The design should utilise high quality materials.
- b. Traditional materials will be expected on any listed building or building making a positive contribution to the character of a conservation area.
- c. The colour scheme should be in keeping with the colour scheme of the building itself and adjoining buildings in the area.
- d. The finish should enhance the shop front design.

Non-traditional materials may be used where it is demonstrated that they will respect the street scene and not harm the appearance of the building.

- 7.1 High quality materials and finish will be required in any shopfront design. These should harmonise with and complement the building.
- 7.2 Painted timber should be the basis of new designs in conservation areas and listed buildings. It is most adaptable and versatile and can be easily repaired. Non-traditional materials (such as plastics and plain aluminium) will not normally be permitted. Other materials, such as metal frames in a dark coated finish, bronze, stone and brick, may be appropriate if the host building's design and age lean towards the use of these materials.
- 7.3 The use of PVC should be avoided as this will normally detract from the architectural quality of the building and character of the area. This material typically has a shiny plastic like appearance, crude simple sections and is normally not as cost effective as timber or aluminium shopfronts and therefore is not encouraged.



Examples of shop fronts incorporating the basic elements of good shopfront design and quality materials



Shopfronts incorporating the basic elements of good shopfront design and quality materials

Colour

- 7.4 Colour is a very important considerations. Colour schemes should harmonise with the rest of the building and add to the street scene. Standard corporate colour schemes should be adapted to suit the character of the area. The range of colours used should generally be kept to a minimum. Timber shopfronts should be painted and not stained or varnished



Inappropriate use of visually dominant colours



Effective use of colour adding vibrancy to the street scene

- 7.5 A single colour should be used for all major elements, perhaps with a contrasting colour picking out key features to good effect. Bright, strident, fluorescent or clashing colours should be avoided.

8. Signage and lighting

Design principle 3: Signage and lighting

Projecting or hanging signs should:

- a. not obscure architectural details;
- b. be located at fascia level;
- c. be clear of the highway by a minimum height of 2.4m;
- d. be a minimum distance of 60cm from the carriageway.

Lettering on signs and fascias should:

- a. be in proportion to the size of the fascia board;
- b. enhance the appearance of the shopfront and the surroundings.

Lighting a fascia, where it is not detrimental to the building and surroundings and complies with policies (see section 2), will be acceptable where the illumination is sensitively incorporated into the shopfront, is subdued and fixtures and fittings are discreetly concealed.

Signage lighting, where it is not detrimental to the building and surroundings and complies with policies (see section 2), will be acceptable where this takes the form of discreet/recessed LED trough lights in a cornice or a small number of spotlights or halo lighting behind individual letters and where the letters have a small projection.

- 8.1 The function of a shop sign is to advertise the shop and attract customers. It is important that signage is considered as an integral part of the design of a shopfront. Lettering, materials, size, colour, location and illumination all need to respect the character of the building and its surroundings. Good and effective signs are simple, uncomplicated and uncluttered.

written letters. High quality transfer lettering, if it is on a traditional appearance, may be a suitable alternative to hand painted lettering in some instances. Individual cut out lettering applied to a painted timber fascia may be acceptable where the letters project no more than 10mm off the fascia. Plastic letters or transfers on historic buildings or buildings within a conservation area are not supported.

Fascia signs and lettering

- 8.2 The content should be kept to a minimum and contain only essential information. Telephone numbers and website addresses can be positioned in a less obtrusive place, such as on a door or in a window. Signs above fascia level will not normally be permitted.

- 8.3 In conservation areas and on traditional shopfronts, fascias should be of timber, painted with sign-

- 8.4 Lettering and graphics should be clear and simple and not dominated, but relate to, the architectural style of the building. Good effect can be gained by shading letters. Letters should be in proportion to the size of the fascia board. As a guide lettering should not be more than 65% of the height or 75% of the width of the fascia and should be centrally placed.



Applied lettering



Hand painted lettering

- 8.5 The increased use of corporate styles has led to a loss of individual identity and harmed the character and appearance of many retail areas. There is a need to balance the requirements of national multiple retailers with a respect for the character of local areas. Standard house styles should be adapted where necessary to respect historic areas and buildings.
- 8.6 Where there is no proper shopfront, individual letters fixed directly to the wall without causing damage, or to window glass, can be used.
- 8.7 Window stickers/applied vinyl, poster displays and illuminated box signs in shop windows are often unsympathetic to the building and the area and will be discouraged. In unlisted buildings, window stickers/applied vinyl should be restrained and cover no more than 20% of the total window area. In listed buildings, window stickers are rarely appropriate and may need listed building consent. Window signs in upper floors will only be permitted for a business operating solely on the upper floors. Lettering on windows using gilded paint in an appropriate style and size is very appropriate.



Window sticker/applied vinyl can dominate and deaden a shop frontage



Gilded paint window lettering in an appropriate size and style for the building

- 8.8 Projecting box fascia signs (see page 7) are not appropriated on historic building and in conservation areas. They normally detract from the appearance of the shopfront and are over-dominant in the street scene. If used on a modern building, a single box should be fully recessed behind the fascia, with lettering flush or fret cut letters projecting slightly off panel. A moulded frame around the fascia gives the signage some depth and adds interest.

Projecting signs

- 8.9 Traditional style projecting or hanging signs on a decorative metal bracket can add interest to a building and the street scene. Where appropriate, these should be small and compact, made of wood or metal only and complement the business and shopfront. Only one hanging/projecting sign will be permitted per building and this should normally be positioned at fascia level. It may be appropriate to locate a sign above fascia level only if this is to avoid obscuring architectural detailing.

- 8.10 Projecting signs at fascia level should be a maximum of 0.2 sq. metres, for example 500mm x 400mm. hanging signs above fascia level where appropriate, should not exceed 800mm high x 600mm wide. The sign should be a minimum 2.4m above the footway and the outer edge should be a minimum distance of 60cm from the kerb. A well-designed, traditional symbol representing the business can be an eye-catching alternative. On more modern buildings, simple projecting signs may be acceptable.



Good examples of projecting and hanging signs

Lighting

- 8.11 Street lighting and lighting from window displays can effectively provide a visually interesting night time environment and is therefore often preferable to illuminating signage.
- 8.12 If acceptable in policy terms (see section 20, illumination of the fascia needs to be given careful thought and be sensitively incorporated into the shopfront composition. Where external lighting is proposed and appropriate, it should be subdued, discreet and sympathetic to the building and the surroundings. Full internal illuminations of fascia boxes and hanging signs will not be supported as this is almost always visually dominant.
- 8.13 Where lighting is appropriate, external lighting of the fascia is normally preferable. This should be by means of concealed lighting such as slim line LED trough lighting (preferably recessed into a projecting cornice). Carefully positioned small spotlights may be an alternative. Large spotlights, swan neck lamps or heavy canopy lights should be avoided, as they can clutter a building and be over-bright. Suffolk County Council should be consulted regarding luminance standards for lighting fronting the highway. In all situations, only the lettering to a sign, and not the whole fascia, should be illuminated. Outside conservation areas and not on listed buildings, individual halo lit letters can be a subtle form of lighting, providing the letters have a small projection off the fascia.



Example of halo style lighting



Cornice incorporating recessed lighting

- 8.14 On hanging signs, if illumination is appropriate for the building or area, this should be through discreet slim line LED lights attached a short distance (approximately 80mm) off the bracket arm.
- 8.15 Lit window displays can have a positive impact on the quality of the retail area and create a sense of security for users. Carefully illuminated window displays using discreet light fittings can be attractive outside trading hours. Where a shop is lit overnight for security, the shop window should be illuminated from inside and not from the fascia.

9. Blinds and canopies

Design principle 4: Blinds and canopies

A new blind or canopy should:

- a. cover the width of the shopfront fascia;
- b. be incorporated into the fascia, flush or behind the fascia, and not obscure any architectural detailing;
- c. be of materials and colour to complement the shopfront and building;
- d. have the outer edge a minimum of 61cm from the kerb and be no less than 2.4m above the pavement.

If the building is a heritage asset or is within a conservation area, only fully retractable canopies/blinds will be permitted.

9.1 Blinds and canopies are traditionally used to protect goods from damage by sunlight. Traditional retractable blinds were made of canvas, with a blind box incorporated into the fascia cornice. Blinds can provide colour and interest, although it is important that they are appropriate to the period of the building and are designed as an integral part of the shopfront.

9.2 Dutch blinds and similar non-retractable blinds are primarily used for advertising and are not traditional streetscape features and are often out of character with the area. They are generally inappropriate in conservation areas and on historic buildings because of their shape, shiny synthetic material and bright colours.

9.3 New blinds should be of a traditional design in canvas or similar non-reflective material. Blinds and canopies should cover the width of the shopfront fascia between the pilasters and be retractable into a blind box, preferably incorporated into the cornice, or fitted flush with the fascia. Any lettering should be minimal and the style should co-ordinate with the fascia sign.



Unsympathetic non-retractable Dutch canopy



Retractable cloth awning/roller blinds

9.4 Highway regulations required that all blinds and canopies should be a minimum 2.4m above the footway and a minimum distance of 60cm from the kerb. If the blind covers all or part of an area where smoking occurs then it should comply with the relevant smoking legislations. A blind or canopy will normally require planning permission and advertisement consent may also be required.

9.5 Local corner or village shops usually serve specific community needs and bring distinctiveness and vibrancy to an area. Where a local shop has a forecourt to the rear of the footway, it is often used for the display of goods. Free-standing or fixed forecourt canopies require planning permission and advertisement consent may also be required. Acceptable canopies are those which respect the character and architectural quality of the building and have limited impact on the street scene and the residential amenity of adjoining residents.



Details of open traditional blinds which can be incorporated into the cornice above or below the fascia when closed

10. Security

Design principle 5: Security measures

The installation of an external security shutter will be acceptable if:

- the use of the shutter is supported by Suffolk Constabulary;
- the shutter box is concealed within, or recessed into, or level with, the fascia;
- the shutter does not cover pilasters, the stall rise or fascia when in the down position;
- the shutter allows high visibility into the shop when in the down position;
- the shutter is coloured to match the shopfront or compatible within its setting;
- the building is not located within a conservation area or is a heritage asset.

- 10.1 We understand the need for security. However, the risk must be balanced against an objective to ensure our streets are attractive, welcoming and safe places when shops are closed. Shop front security should be considered during the design stage and the physical solution should be restrained and unobtrusive. Any application to install external shutters or grilles will be expected to evidence the crime history or future crime risk assessment for the property.



Visually harsh and unsympathetic external roller security shutters

Shutters

- 10.2 Solid external shutters are visually intrusive, 'deaden' the street frontage and create an unwelcoming environment. They are vulnerable to graffiti and fly-posting. External shutters are only acceptable in special circumstances with the support of Suffolk Constabulary where there is a persistent problem of crime or vandalism which cannot be addressed by any other measures.



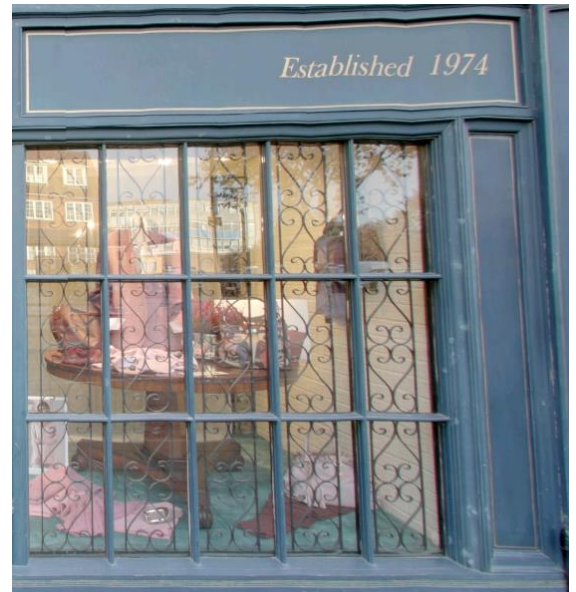
External brick bond lattice roller shutter with concealed housing

- 10.3 Where it is agreed that the use of an external shutter is acceptable, the shutter box should be concealed within the fascia or installed flush beneath it. The shutter should be of a letter box style, allowing high visibility into the shop when down, and be coloured to match the shop front. Uncoated or galvanised metal shutters are not acceptable. Side runners should be concealed or painted, or removed during the day. Across recessed entrances hinged and demountable gates or brick bond style external roller shutters, where the coil can be concealed behind or inside the fascia, are acceptable.

- 10.4 Internal lattice or brick bond roller type grilles are preferable to external shutters as they can be set between the display and the glass with the coil fitted in an existing false ceiling or the window soffit and not seen from outside.



Internal sliding grille



Permanently fixed internal scrollwork screen

- 10.5 As an alternative to solid roller shutters, external demountable mesh grilles painted in a dark colour and placed over windows, can be supported. Shutter guides should be removable or integrated into the pilasters or glazing bars and painted to match.
- 10.6 The use of laminated glass, internal brick bond style shutters and traditional stallrisers to improve the security of shop fronts are supported. The availability of closed circuit television (CCTV) cameras will also be taken into account when determining the degree and type of security measures considered appropriate.

11. Other fixtures

Name plates

- 11.1 Where the upper floor of a shop is in use by a separate business, the size of a name plate at the street entrance should be modest and not illuminated.

Alarm boxes, wires and cables

- 11.2 External wiring should be as discreet as possible and follow building edges; it should not cut across decorative features of the building. Burglar and fire alarms and CCTV should be sited sensitively, for example immediately below projecting eaves, within a recess or above a flat roofed porch or bay window. Alarm boxes should be of a colour that coordinates with the building and alarm company stickers restricted to rear elevations. Any redundant fixtures should be removed to avoid clutter. Listed building consent is likely to be required to fix alarm boxes or CCTV cameras to listed building and their location on prominent elevations will be discouraged.

ATM's (cash machines)

- 11.3 Where a new ATM is to be installed, it should be sensitively sited in a well lit area where the machine can be surveyed by passing pedestrians. It should be installed flush with the façade with a minimum amount of illumination necessary. New ATM's should have regard to the ATM Best Practice Guide document prepared by the ATM Security Working Group.



Sensitively sited and restrained ATM



Alarm boxes can be conspicuous and should be positioned as discreetly as possible

12. Contacts

West Suffolk Council Planning Services

Bury St Edmunds address:

Planning and Regulatory Services
West Suffolk House
Western Way
Bury St Edmunds
IP33 3YU

Telephone 01284 757675

Mildenhall address:

Planning and Regulatory Services
District Offices
College Heath Road
Mildenhall
IP28 7EY

Telephone 01638 719480

Email: planning.help@westsuffolk.gov.uk

Listed buildings and conservation areas

Telephone: 01284 757356 or 01284 757339

Planning Services operate a duty officer system from 9am to 1pm Monday to Friday.

The duty officer can provide general planning advice to customers by phone or email. You can also visit the above offices in person, although it is advisable to call 24 hours in advance to check that an officer will be available. This advice is oral and free, regardless of the type of proposal. Planning officers are unable to provide site-specific advice; this will be provided by the case officer dealing with your application.

13. Glossary

Architrave	The lowest part of an entablature, the lower edge of a fascia (or frieze).
Building of Local Interest	A building, structure or feature which, whilst not listed by the Secretary of State, we feel is an important part of West Suffolk's heritage due to its architectural, historic archaeological significance.
Capital	An ornamental feature at the top of a pilaster.
Cill/Sill	A horizontal, often projecting, member at the bottom of a window or door.
Clerestory	The high level glazed panel above the transom.
Conservation area	An area designated for protection because of its special historical or architectural interest.
Console/corbel	A decorated bracket to support a horizontal feature, may be carved.
Cornice	The upper projecting decorative portion of an entablature.
Downlights	Lighting typically recessed into a projecting cornice to light a fascia board.
Entablature	In the context of a shop this forms the top of the shop front and normally comprises three or four elements: cornice, fascia, architrave and console.
Facade	The exterior of a building.
Fanlight	A glazed panel over the door.
Fascia	The flat surface above a shop window and below the cornice.
Halo lighting	A glow of light around lettering by illuminating the fascia from behind the letters (back lit letters).
Heritage asset	A building, monument, site or area identified as having a degree of significance meriting consideration in planning decisions because of heritage interest (including listed buildings, conservation areas and locally listed buildings).
Listed Building	A listed building, in the United Kingdom, is a building that has been placed on the Statutory List of Buildings of Special Architectural or Historic Interest.
Moulding	A continuous projection or groove used decoratively to throw shadow or rainwater off a surface.
Mullion	The main vertical supports for glass dividing a window into sections.
Pilaster	A vertical rectangular column, projecting slightly from a wall forming division between bays of a building or a stop to a shop front.
Plinth	A moulded projecting base at the foot of a pilaster.
Stall riser	The area below the cill, provides protection and decoration.
Swan neck lighting	Individual spotlight style lights with a curved stem.
Transom	The main horizontal supports dividing a window into sections.
Trough lighting	An enclosed lighting unit that shines light onto a fascia board below

14. Bibliography, further reading and links

Bartram, Alan (1978) Fascia Lettering in the British Isles, Lund Humphries, London.

Department of Communities and Local Government (2007) Outdoor Advertisements and Signs: a Guide for Advertisers.

English Historic Towns Forum (1991) Shopfronts and Advertisements in Historic Towns.

English Historic Towns Forum (1993) Book of Details of Good Practice in Shopfront Design.

Historic Scotland (2010) Traditional Shopfronts - a Short Guide for Shop Owners.

Stewart, Bill (1984) Signwork A Craftsman's Manual, BSP Professional Books, Oxford.

Sutherland, W (1987) The Art and Craft of Signwriting Omega Books Ltd, London.

Wilkinson, Peter and Ashley, Peter (2009) The English Buildings Book - An Architectural Guide English Heritage (See chapter on Buildings for Commerce)

Peterborough City Council, Peterborough Shop Front Design Guidance (2014)

Cambridge City Council Shop Front Design Guide.

For further advice, refer to the Planning Act 1990, Planning (Listed Buildings and Conservation Areas) Act 1990, National Planning Policy Framework (March 2012), Control of Advertisement Regulations 1992 and the Building Regulations.





West Suffolk

Council