

LONG MELFORD – LIME TREE HOUSE, HALL STREET

Application for Advertisement Consent – Retention of hanging sign  
Application for Listed Building Consent – Retention of hanging sign

Applicant: Lime Tree Gallery

Case Officer: Gemma Pannell

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**The application is brought to Committee as a Local Member is the landowner of the site.**

SITE

1. The application site comprises a white brick property which is Grade II Listed and is located within the Long Melford Conservation Area and the built up area boundary of the village. There are no other constraints affecting the site.

PROPOSAL

2. The two applications seek Listed Building and Advertisement Consents to retain a hanging sign displayed at the property, which advertises Lime Tree Gallery. The sign is located to the left hand side of the building adjacent to the first floor window.
3. Amended plans have been sought to show the sign that has been erected, as the plans submitted do not accurately portray the sign displayed.

HISTORY

4. 1971 – Planning permission granted for a change of use to sale of toys, crafts and furniture (S/71/00618/M refers).
5. 1972 – Outline planning permission granted for use of building for office purposes. (S/72/01503/M refers)
6. 1973 – Planning permission granted for the change of use from dwelling to shop (S/73/01244/M refers)
7. 1975 – Planning permission refused for the conversion of 1<sup>st</sup> floor residential accommodation to individual bed-sits.(B/75/00392/FUL refers).
8. 1977 – Planning permission granted for the erection of change of use of 1<sup>st</sup> floor office to gents hairdressers. (B/77/00652/FUL refers)

POLICY

9. Babergh Local Plan Alteration No. 2 (2006)
  - CN06 – Listed Buildings

- CN08 – Conservation Areas
- CN12 – Shopfronts and Advertisements
- CN13 - Advertisements

### OBSERVATIONS

10. PC – Recommend approval of 2 signs only. Members felt 3 signs were excessive given the number of signs advertising other businesses on the premises already displayed on the property.

### ASSESSMENT

11. The lead policy in considering the application for advertisement consent is policy CN13 which states that all applications for express consent for the display of advertisements will be considered against the need to preserve and enhance the character of the Conservation Area and the setting of Listed Buildings. It is considered that the proposed hanging sign is of an appropriate size and materials (wood). The position of the sign is also considered acceptable.
12. The lead policy in considering the application for listed building consent is CN06 which states that proposals for alterations to Listed Buildings should be of an appropriate scale, form and siting and detailed design to harmonise with the existing building and its setting. It should also use materials and components, which complement or harmonise with those on the building and the area. It is considered that the proposed sign is of appropriate materials and does not detract from the existing building and its setting.
13. The Parish Council’s comments refer to the other signs that are detailed on the submitted plans. These include a sign above the door which is an existing sign which has been repainted and a sign which refers to a business which operates at first floor. It is considered that it is not expedient to pursue an application for the retention of these signs as they have in place for some time. An additional sign which is beside the door is still subject to negotiation between the applicant and the Local Planning Authority to secure its removal and does not form part of this application.

### REASON FOR APPROVAL (LBC only)

Listed Building Consent is granted because the proposal is in accordance with PPG15: Planning and the Historic Environment, policies CN01, CN06 of the Babergh Local Plan Alteration No. 2 (2006) having had regard for other material considerations.

### RECOMMENDATIONS

Subject to receipt of amended plans to accurately portray the sign to be retained the Chief Planning Officer be authorised to grant:

- (i) Listed Building Consent
- (ii) Advertisement Consent subject to following conditions: -
  - Standard advertisement conditions

### DECISION