



## Committee Report

**Planning committee** - 12 July 2022

**Application no** DC/22/1581/ADN

**Location**

87 High Street  
Lowestoft  
Suffolk  
NR32 1XN

**Expiry date** 16 June 2022

**Application type** Non-Illuminated Advertisement Consent

**Applicant** Mrs Alyson Tipping

**Parish** Lowestoft

**Proposal** Non Illuminated Advertisement - A mural printed onto aluminium board and installed over the shopfront. The mural depicts a deli. Access to the shop will remain.

**Case Officer** Matthew Gee  
07901 517856  
matthew.gee@east Suffolk.gov.uk

### 1. Summary

- 1.1. Non Illuminated Advertisement consent is sought for the installation of a mural printed onto aluminium board across the vacant shopfront of 87 High Street, Lowestoft. The premises is currently vacant, and the proposed mural is of a stylised deli, which would maintain the existing shopfront behind. It is considered that the proposal preserves the character and appearance of the Conservation Area and would not adversely impact upon the amenity of neighbouring residents or on highway safety. It will bring a point of interest to this part of the Conservation Area and improve the appearance of the building. Therefore, it is recommended that Advertisement Consent be granted subject to conditions.
- 1.2. The application is referred direct to planning committee as the applicant and landowner is East Suffolk Council.

## 2. Site Description

- 2.1. The site is located within the Settlement Boundary for Lowestoft, the North Lowestoft Conservation Area, and the North Lowestoft Heritage Action Zone (HAZ). The site comprises a two storey mid-terrace building with a vacant commercial unit on the ground floor. The site fronts onto the High Street to the west and is bounded by development to the north and south.

## 3. Proposal

- 3.1. Non Illuminated Advertisement consent is sought for the installation of a mural printed onto aluminium board across the vacant shopfront of 87 High Street, Lowestoft. The proposed mural is of a stylised deli, which would maintain the existing shopfront behind.

## 4. Consultees

### Third Party Representations

- 4.1. No third-party letters of representation have been received.

### Parish/Town Council

Consultee	Date consulted	Date reply received
Lowestoft Town Council	10 May 2022	19 May 2022
<p>Summary of comments:</p> <p><i>The Planning Committee of Lowestoft Town Council considered this application at a meeting on 17 May 2022. It was agreed to recommend refusal of the application as presented. The property is within the Heritage Action Zone yet it appears that Historic England have not be consulted as they are not listed as a statutory consultee. The Town Council are against the artwork covering the shop front and concerned that there is no understanding of the history of the area portrayed in the artwork and for the cumulative impact of the loss of shop frontages. In an area such as this HAZ the emphasis should be to protect and restore heritage buildings not to cover them over. The application does not meet with the emerging Lowestoft Neighbourhood Plan which seeks to protect and regenerate retail at ground floor level. Furthermore, Waveney Local Plan policy WLP2.9 states changes to shop fronts should respect the historic character of the area and have regard to the guidance within the Built Heritage and Design Supplementary Planning Document and para 2.67 states explicitly states that Historic shop fronts are a key part of the character of the conservation area and these should be retained and enhanced as part of development.</i></p>		

### Non statutory consultees

Consultee	Date consulted	Date reply received
East Suffolk Design And Conservation	10 May 2022	No response
<p>Summary of comments:</p> <p>No comments received</p>		

Consultee	Date consulted	Date reply received
Economic Regeneration (Internal)	10 May 2022	No response
Summary of comments: No comments received		

Consultee	Date consulted	Date reply received
SCC County Archaeological Unit	10 May 2022	No response
Summary of comments: No comments received		

## 5. Planning policy

WLP8.29 - Design (East Suffolk Council - Waveney Local Plan, Adopted March 2019)

WLP8.37 - Historic Environment (East Suffolk Council - Waveney Local Plan, Adopted March 2019)

WLP8.39 - Conservation Areas (East Suffolk Council - Waveney Local Plan, Adopted March 2019)

National Planning Policy Framework 2021 (NPPF)

## 6. Planning Considerations

### Conservation Area and Heritage Action Zone

- 6.1. Pursuant to section 38(6) of the Planning and Compulsory Purchase Act (2004), all applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. When considering development proposals that impact the Conservation Area, the Local Planning Authority has a statutory duty under s72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to make planning decisions that preserve or enhance that area.
- 6.2. Policy WLP8.39 sets out that "Development within conservation areas will be assessed against the relevant Conservation Area Appraisals and Management Plans and should be of a particularly high standard of design and materials in order to preserve or enhance the character or appearance of the area."
- 6.3. The Heritage Action Zones are heritage led regeneration schemes funded by East Suffolk Council and Historic England, delivered in partnership with Lowestoft Town Council, East Suffolk Building Preservation Trust and Lowestoft Vision. The Heritage Action Zones offer grants to priority building owners to reinstate lost architectural features, repair historic fabric and restore the appearance of original shopfronts, as well as deliver a programme of

cultural activity and events, promote community engagement and enhance the public realm to revitalise these areas. As part of this work, the Heritage Action Zones are developing an Art Trail where vacant shops and other underused assets can be used as a canvas for temporary artwork to brighten up the street scene as a meanwhile use whilst a permanent use or tenant for the building can be found. The applicant has advised that these artworks will be produced by local artists and will be a variety of mediums, depending on the artist's preferred approach and requirements of the site. Some of the artworks will be longer term, whilst others, such as 87 High Street, will be temporary until a use can be found. As well as improving the street scene by reducing the prominence of vacant shops, the artwork will also develop into a trail which will connect the two Heritage Action Zones from the historic high street down to London Road South and connect the seafront with the shopfront. The aim is therefore to also encourage footfall and movement around the town through the art trail. 87 High Street is the first of the art trail sites in the Heritage Action Zones to be submitted.

- 6.4. The proposed mural will cover the existing shopfront of no.87, which is currently vacant, with the mural being temporary in nature until such a time that the premises is occupied. The existing shopfront will be retained with no modifications to it, and as such it is not considered that the placement of the mural would have any long term impacts on the Conservation Area. Furthermore, the mural is considered to provide a short-term betterment to the Conservation Area given the existing premises is vacant. Therefore, overall, the proposal is considered to preserve the long-term character and appearance of the Conservation Area and may result in increased footfall as people traverse the Art Trail.
- 6.5. The comments from the Town Council are noted, but Historic England are not a statutory consultee for this development proposal, and decision-taking falls to the Local Planning Authority on the acceptability of the works. Given that the proposal is put forward by the Heritage Action Zone Team at East Suffolk Council, there is clearly an appreciation for the impact of works in the HAZ and that is indeed a driver behind the proposal, to improve the appearance of the building. For the reasons set out, officers support the proposal which will enhance the Conservation Area and by default, therefore, the Heritage Action Zone.

#### Other Matters

- 6.6. The proposed mural will be installed across the shopfront of the existing shopfront and as such it is considered to have no impacts on the amenity of neighbouring residents or any adjacent land uses.
- 6.7. In addition, the mural will not project out into the footpath and as such it is considered to have no impacts on pedestrian or highway safety.

### **7. Conclusion**

- 7.1. In conclusion, the proposed development is acceptable and in compliance with relevant development plan policies and the NPPF.

### **8. Recommendation**

- 8.1. It is recommended that advertisement consent be granted subject to the standard advert conditions set out below.

## **9. Conditions:**

1. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

2. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

Reason: as required by the Town and Country (Control of Advertisements) Regulations in force at this time.

3. Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

4. The development hereby permitted shall be completed in all respects strictly in accordance with:

- Site Location Plan, EX-001 Rev B, received 11/04/2022
- Proposed Elevations, received 11/04/2022
- Proposed Mural, received 11/04/2022

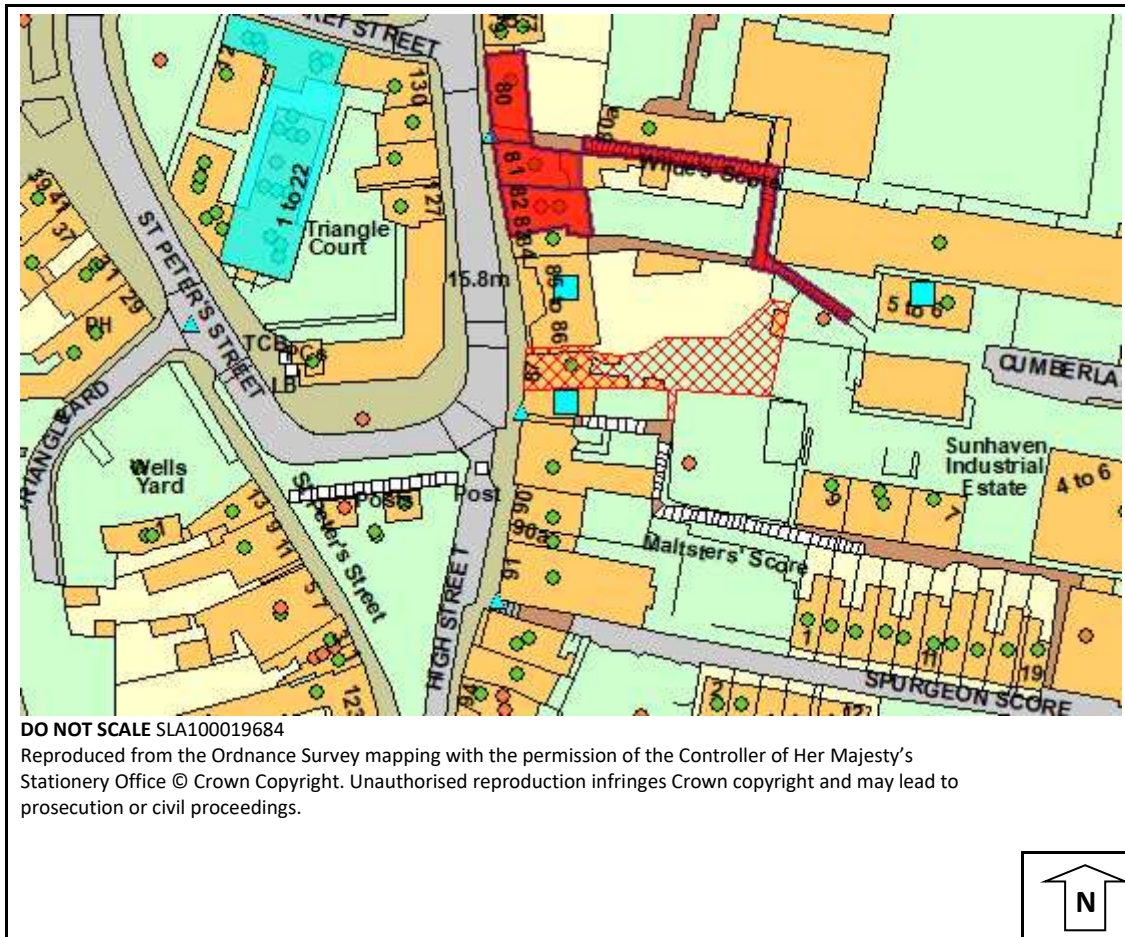
for which permission is hereby granted or which are subsequently submitted to and approved by the Local Planning Authority and in compliance with any conditions imposed by the Local Planning Authority.

Reason: For the avoidance of doubt as to what has been considered and approved.

## **Background Papers**

See application reference DC/22/1581/ADN on [Public Access](#)

## Map



## Key

- Notified, no comments received
- Objection
- Representation
- Support