
THE HADLEIGH SOCIETY

Caring about Hadleigh - yesterday, today and tomorrow

Richard Fletcher,
on behalf of
The Hadleigh Society,
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Sustainable Communities,
Development Control Section,
Babergh and Mid-Suffolk District Councils,
Endeavour House,
8 Russell Road, Ipswich,
IP1 2BX

6 July 2026

Dear Sirs,

DC/26/02760 - Application for consent to display an Advertisement(s) for ;-
Non-illuminated lettering and a non-illuminated projection sign panel
at
73 - 75 High Street Hadleigh

These comments are submitted on behalf of the Hadleigh Society, one of whose aims is:-
"To protect and enhance Hadleigh's heritage and environment by supporting and promoting high standards in planning, conservation, regeneration and development of features deemed to be of historical or environmental significance in the town."

The property occupies an important central High Street and corner street location in the **Hadleigh Conservation Area**. The property is also a **Grade II Listed Building** and has recognised 'Group Value' as a listed building with Nos. 67,69 &71 High Street and forms part of a layout with Queen Street all built as a planned block circa 1838.

Whilst welcoming non-illuminated lettering and a non-illuminated projecting sign, The Hadleigh Society is extremely disappointed that the quality and materials proposed for the lettering are to be modern, stick-on acrylic lettering.

Such detailing for the fascia and projecting signs is wholly contrary to Policy HAD12 of the adopted Hadleigh Neighbourhood Plan, and Policy LP19 and LP24 of the Approved Part 1 of the Joint Babergh & MidSuffolk Local Plan.

As the property is a Listed Building of Group Value it is even more critical that the signs are refused on amenity grounds, and when subject to a Listed Building Application refused on grounds of harm to the special architectural and historic interest of the building and the Conservation Area.

As a reminder Policy HAD12 states ;-

*Proposals for new shopfronts, signage or advertising in Hadleigh Town Centre should demonstrate how they accord with the Hadleigh Advertising and Shopfront Design Code Document or any successor document. **The use of traditional materials such as timber with sign-written titles rather than plastic, externally illuminated signs will be supported for both shopfronts and protruding signs.** Security grilles and shutters should be internal wherever possible and the use of external solid security shutters is resisted.*

An extract of the Hadleigh NP Shopfront Design Codes concerning Advertisements are also set out below.

Yours faithfully,



Richard Fletcher, M.R.T.P.I.(Ret'd)

Chairman & Secretary of The Hadleigh Society

EXTRACT OF HADLEIGH NP Shopfront Design Codes - page 19

Design Guide for Advertisements in the Town Centre

In examining the character and styles of advertisements found in Hadleigh Town Centre guidelines for the display of signage in determining visual public amenity principles in allowing or refusing future advertisements to safeguard the historically important and visually attractive setting need to be devised. Without sensitive control of advertising material, new and replacement advertisements could easily destroy the special character of the town centre, therefore it is expected that any advertisements displayed in the area should comply with the guidelines set out below;-

1. The use of quality traditional materials will be expected, particularly for listed and traditional buildings
2. Fascia signs should preferably sit neatly within the fascia and clear of any framing detail.
3. Projecting box-like fascia signs should be avoided and will not normally be acceptable.
4. Over-large fascia or hanging signs or letters, that are out of scale and character with the property, with adjoining fascias or obscure the display windows will not normally be acceptable.
5. Plastic and plastic-coated or highly reflective materials and garish colours will not normally be acceptable, particularly for listed and traditional buildings - hand painted signs are a very effective and a traditional form of advertising in this historic setting.
6. Where separate buildings have been amalgamated at ground floor level into one unit, the fascias should be kept separate with strong vertical divisions between the buildings.
7. Where two or more shop units occupy the same building frontage, the signage and colour schemes should compliment one another and minimise any fragmentation of the otherwise unified building frontage.
8. Wall-mounted or hanging signs above fascia level are acceptable if they can be satisfactorily accommodated without obscuring architectural features and are of the high quality. Use of traditional decorative hanging brackets for signs are considered most suitable whilst bulky projecting box signs should always be avoided.
9. Internally illuminated signs whether fascia or hanging signs will not normally be acceptable.
10. External illumination of advertisements by subdued strip lighting are considered appropriate for use in the historic town centre but should take into account climate change measures such as energy saving lamps and use of LED.
11. Down lighting of shop frontage should be subdued, discreet and sympathetic to the building and the surroundings and take into account climate change measures such as energy saving lamps and use of LED.