



Carol Wallis  
Development Management  
Braintree District Council  
Causeway House  
Bocking End  
Braintree  
CM7 9HB

Your Reference: 22/01445/ADV  
Today's date: 30 June 2022

### **West Suffolk Council's Consultation Response**

**Proposal: 22/01445/ADV | Installation of internally-illuminated freestanding totem sign**

**Location: Land At Haverhill Business Park Phoenix Road Helions Bumpstead Essex**

Dear Carol

Thank you for consulting with West Suffolk Council regarding the above planning application. Whilst the application site is within the District of Braintree, it is adjacent to the boundary with West Suffolk.

West Suffolk objects to the proposal due to the adverse impacts on the character and appearance of the surrounding area. The height of the proposed totem pole is 12m, this is excessive, both when considering the surrounding context and the height of the proposed McDonalds building which is less than half this at 5.83m. The excessive height is further exacerbated due to the topography of the site which is on higher ground compared to surrounding areas and the adverse impacts on the character and appearance of the area are further compounded by the proposed illumination.

The proposed totem sign would present a prominent, jarring beacon on an important gateway into Haverhill and the adverse visual impacts would be unacceptable.

Thank you for your consideration of the above points. We would welcome a re-consultation if any further relevant information is received by Braintree District Council.

If you have any queries, please do not hesitate to contact me.

Yours sincerely,

*Amy Murray*

Amy Murray

Senior Planning Officer

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