

Haverhill High Street Enhancement Scheme

Planning, Heritage and Advertisement Statement

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Haverhill High Street Enhancement Scheme

Planning, Heritage and Advertisement Statement

1 Introduction and Proposal

This Planning, Heritage and Advertisement Statement supports an application for a coordinated wayfinding scheme in Haverhill town centre. The scheme forms part of the wider High Street Enhancement Programme and is intended to improve legibility, accessibility and visitor experience within the town centre.

The proposals comprise three, non-luminated, freestanding pedestrian wayfinding totems and five fingerpost signs at key arrival points, pedestrian routes and destinations. The signs will include town centre mapping, directional information, interpretation panels, local branding and decorative motifs that reflect Haverhill's heritage and cultural identity. The scheme has been developed with engagement from local community groups.

The design approach is based on a coordinated palette of materials, colours and graphic treatments that complement the town centre setting and support wider public realm improvements. The scheme would reduce reliance on ad-hoc signage and help rationalise existing street clutter where redundant signs can be removed.

The scheme includes minor localised groundworks associated with the installation and foundation for each sign. The proposals do not involve alterations to listed buildings, demolition of historic fabric or changes to historic structures.

2 Planning Policy Context

This statement has been prepared with regard to the National Planning Policy Framework and relevant West Suffolk Local Plan policies, including;

- SP30 Historic Environment,
- LP31 Public Realm Improvements,
- LP32 Shopfronts and Advertisements,
- LP35 Listed Buildings,
- LP36 Non-Designated Heritage Assets,
- LP37 Conservation Areas and LP39 Archaeology.

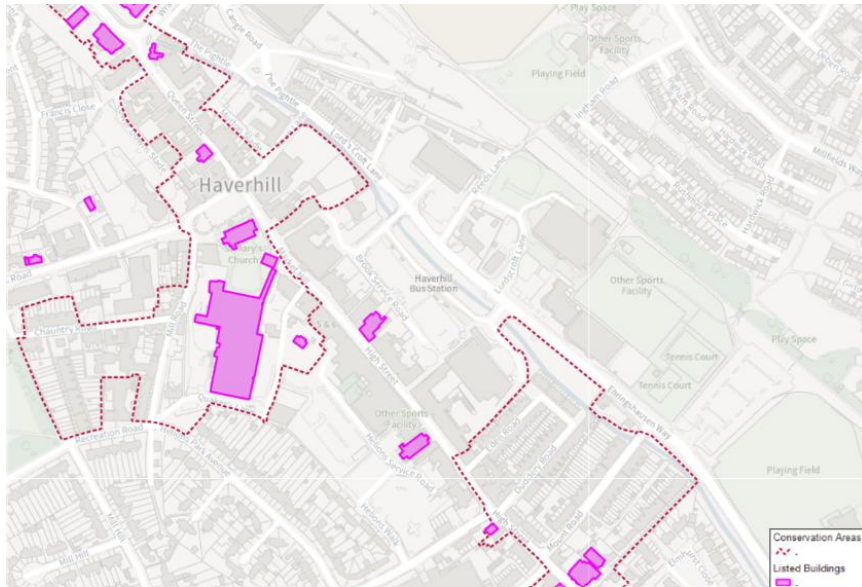
The assessment is proportionate to the scale and nature of the works, which are limited to freestanding directional and interpretive signage within the existing public realm.

3 Historic Context and Heritage Assets

Haverhill has a long history, with origins recorded in 1086 and a medieval settlement focused around St Mary's Parish Church. By the seventeenth century it was established as a market town.

The town centre still contains evidence of this historic development, including the medieval street pattern, historic property plots, traditional commercial frontages, St Mary's Church and churchyard, historic routes and areas of archaeological potential.

Haverhill expanded significantly during the latter half of the twentieth century, particularly through the London County Council overspill programme shaped by the Gibberd Masterplan which was adopted in 1971. This document laid the foundations for the town's expansion however; its historic core remains legible within the town centre (HVV 067).



Haverhill Town Centre Conservation Areas (Red dotted) and Listed Building (Pink)

4 Heritage Assets and Significance

The wayfinding scheme has the potential to affect the setting of heritage assets within the town centre, including the Queen Street Conservation Area, Hamlet Road Conservation Area, listed buildings and non-designated heritage assets. The Queen Street and Hamlet Road Conservation Areas were designated in 2002 because of their special architectural and historic interest.

Their significance derives from the historic street pattern, surviving historic buildings, traditional scale and grain of development, historic public spaces, and views towards landmark buildings including St Mary's Church and Haverhill Arts Centre.

Relevant listed buildings include:

- Haverhill Arts Centre - Former Town Hall (Grade II Listing 1375521)
- Former Barclays Bank (Grade II Listing 1375517)
- Chantry Mill (Grade II Listing 1375519)
- 2-4 High Street (Grade II Listing 1375516)
- St Mary's Church including church yard (Grade II* Listing 1375520)
- Queens Head Public House (Grade II Listing 1375525)
- The Woolpack Inn (Grade II Listing 1375523)
- Rose and Crown Public Hotel (Grade II Listing 1375532)
- The former Cangle County Primary School (Grade II Listing 1375533)

Relevant non-designated heritage assets include:

- Historic streetscape features,
- Historic routes and spaces,
- Locally significant buildings and features recorded within the Suffolk Historic Environment Record (HER).

5 Heritage Impact Assessment

The proposed signs would be located within the existing public realm, on established pedestrian routes and in areas that already contain street furniture, lighting columns, information boards and other municipal infrastructure. No works are proposed to listed buildings or within their curtilage.

Particular consideration has been given to views towards St Mary's Church, the principal landmark within the historic town centre, and to the setting of nearby listed commercial and civic buildings.

The signs have been designed to be modest in scale, visually unobtrusive and carefully sited to avoid interrupting key views, landmark sightlines or important architectural features. As a result, the proposals would preserve the setting of heritage assets and would not detract from the ability to appreciate their significance.

Overall, the scheme would result in no physical harm to designated or non-designated heritage assets. Its effect on heritage setting is assessed as neutral to moderately positive because it would improve legibility, support heritage interpretation and enhance the coherence of the public realm.

6 Heritage Interpretation and Public Benefits

The scheme would provide clear public benefits by improving town centre navigation, encouraging walking between key destinations and helping residents and visitors understand Haverhill's historic development. Interpretation panels and directional information would highlight heritage assets, local landmarks, cultural facilities, public spaces and transport links.

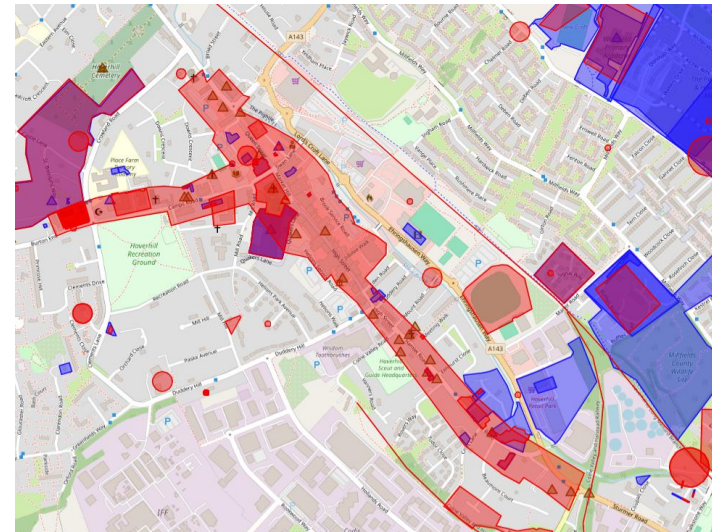
7 Archaeological Considerations

The Suffolk Historic Environment Record identifies archaeological potential within Haverhill's historic core, associated with medieval and post-medieval occupation.

The proposed works would involve only small, localised excavations for sign foundations, generally within existing paved footways and public realm areas that have previously been affected by utilities, resurfacing or other interventions.

Given the limited scale and extent of excavation, the potential impact on buried archaeological remains is considered low.

Where signs are proposed in areas of archaeological sensitivity, foundation design can minimise disturbance. If the Local Planning Authority or Suffolk County Council Archaeological Service considers further work necessary an appropriate programme of archaeological monitoring or recording could be secured by planning condition.



Extract from Suffolk Heritage Explorer
- Copyright Suffolk County Council

8 Public Realm, Accessibility and Safety

The scheme supports Policy LP31 by delivering a coordinated public realm improvement that enhances the legibility, accessibility and usability of Haverhill town centre.

Sign locations have been selected to help residents and visitors move between key destinations, including heritage assets, community facilities, public spaces and transport connections.

The signs have been sited to maintain adequate footway widths, avoid obstructing pedestrian routes, crossing points, building entrances and emergency access routes, and minimise conflict with existing street furniture or public realm infrastructure.

Final sign locations will be subject to the appropriate Suffolk County Council highways licensing and permitting processes, including review of pedestrian accessibility, visibility, highway safety, street clutter and public realm impacts.



Siting of signage to maintain pedestrian accessibility, preserve highway safety and avoid obstructions

9 Signage and Advertisement Considerations

Although the scheme is civic wayfinding infrastructure rather than commercial advertising, the principles of Policy LP32 have informed its design. The signs are modest in scale, carefully positioned and use a consistent palette of materials, colours and graphic treatments that are appropriate to the town centre setting. The signs are non-illuminated.

They have been designed to avoid visual clutter, preserve important views and ensure that heritage assets remain the primary features within the streetscape. The scheme will therefore contribute positively to the visual quality and coherence of the public realm.



Interpretation panels and directional information highlight heritage assets, local landmarks, cultural facilities, and public spaces

10 LPA Policy Compliance

The proposed wayfinding scheme has been developed in accordance with the heritage, public realm, advertisement and archaeology objectives of the West Suffolk Local Plan.

In summary, the scheme:

- Conserves the significance of designated and non-designated heritage assets.
- Preserves the setting of listed buildings.
- Preserves and enhances the character of both town centre conservation areas.
- Respects archaeological potential through the use of limited and proportionate excavation works.
- Promotes the understanding, appreciation, and enjoyment of the historic environment.
- Supports high quality public realm improvements.
- Reinforces local distinctiveness and sense of place.

The proposals therefore accord with policies SP30 Historic Environment, LP31 Public Realm Improvements, LP32 Shopfronts and Advertisements, LP35 Listed Buildings, LP36 Non-Designated Heritage Assets, LP37 Conservation Areas and LP39 Archaeology.

11 Conclusion

The proposed wayfinding scheme is a proportionate public realm enhancement that will improve navigation, accessibility and visitor experience in Haverhill town centre.

The scheme would not result in the loss of historic fabric and would preserve the character, appearance and setting of the Queen Street and Hamlet Road Conservation Areas, nearby listed buildings and relevant non-designated heritage assets.

Through sensitive design, careful siting and heritage interpretation, the scheme will enhance the legibility of the historic town centre, support appreciation of local heritage and contribute positively to the quality and coherence of the public realm.

For these reasons, the proposals are considered to accord with the relevant provisions of the National Planning Policy Framework and the West Suffolk Local Plan.

Appendix A – Haverhill Wayfinding Totem – General Design Information



Concept Visualisation – generic high street

Aluminium shaped top panel painted RAL 9005 Matt Black with applied vinyl graphics – Town Centre Logo tbc

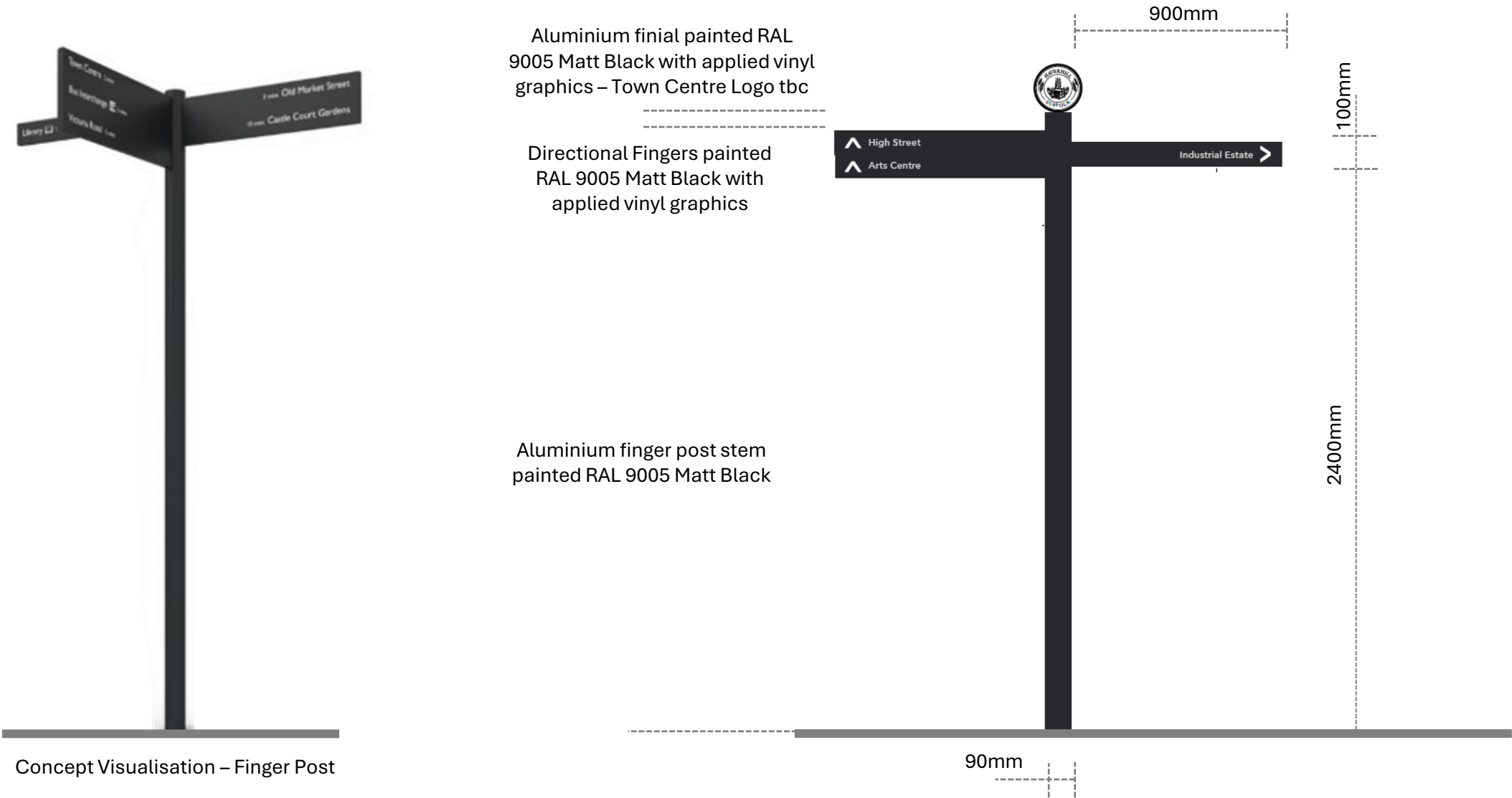
Directional Information Panel

3mm Durapanel full colour Local Heritage Interpretation Panel (text and photographs tbc)

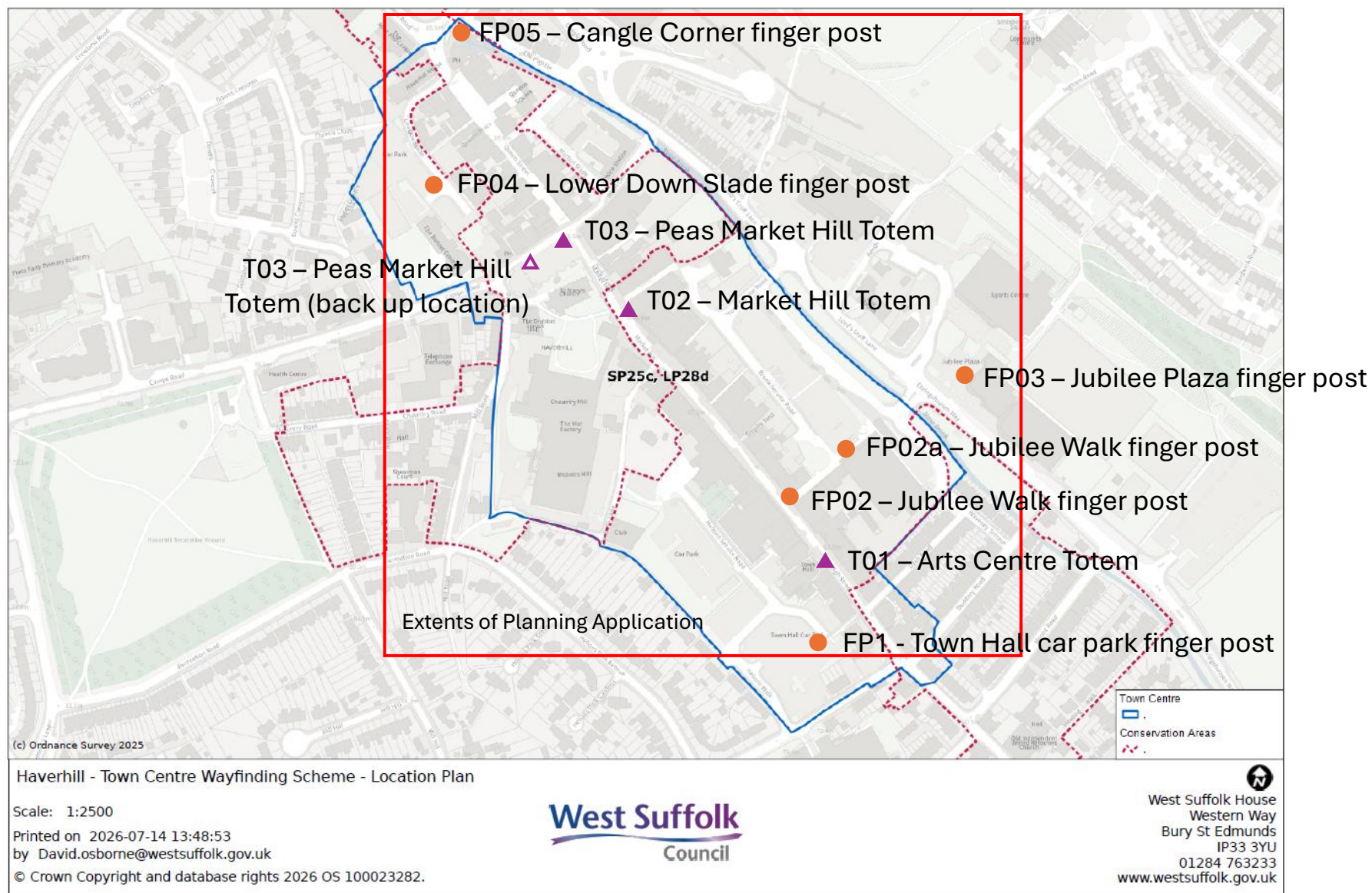
Aluminium bottom panel painted RAL 9005 with bonded backing panel and applied colour film (tbc) Motif inspired by Weaving Industry



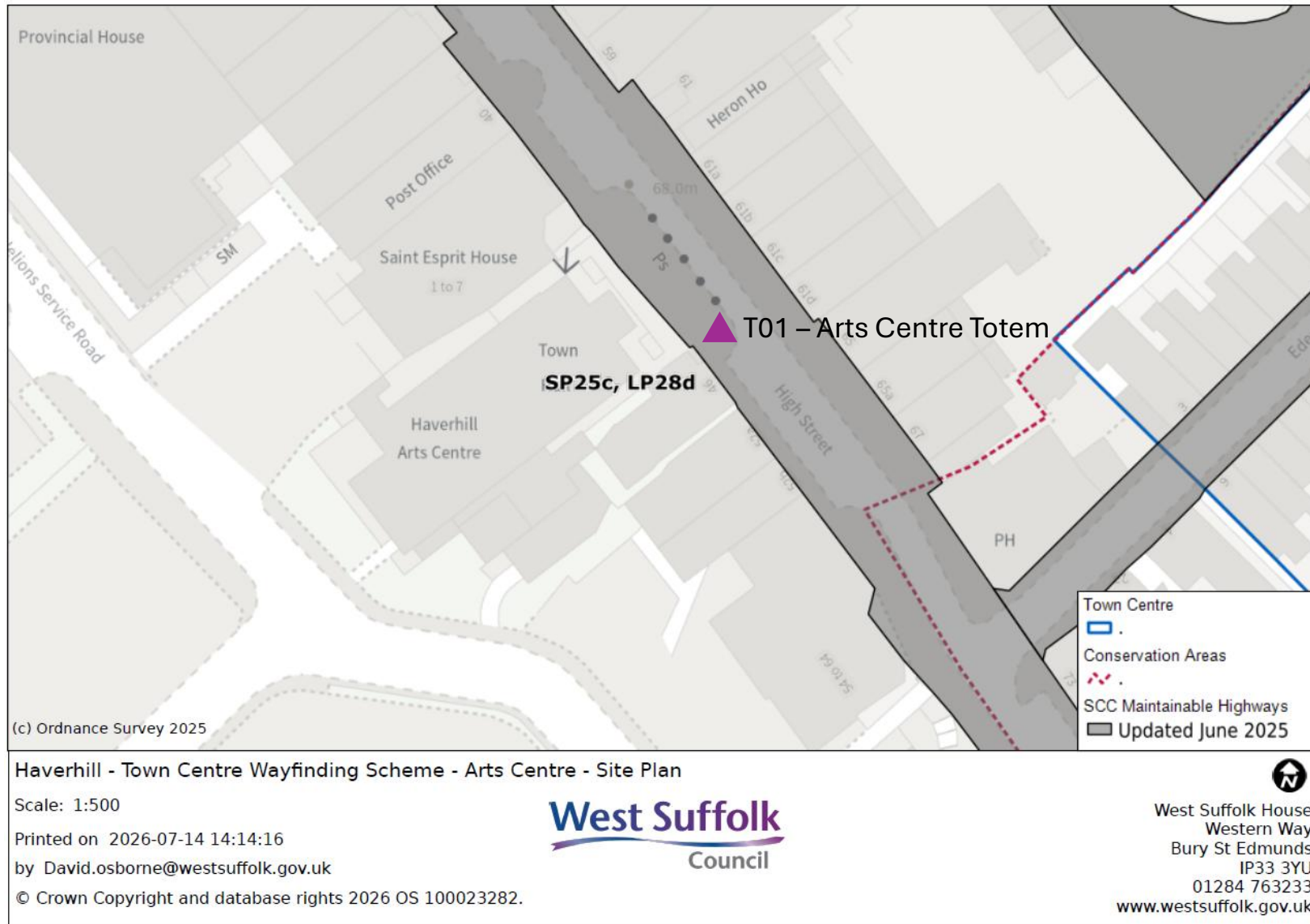
Appendix B – Haverhill Wayfinding Finger Post – General Design Information



Appendix C – Town Centre – Wayfinding Signage – Location Plan



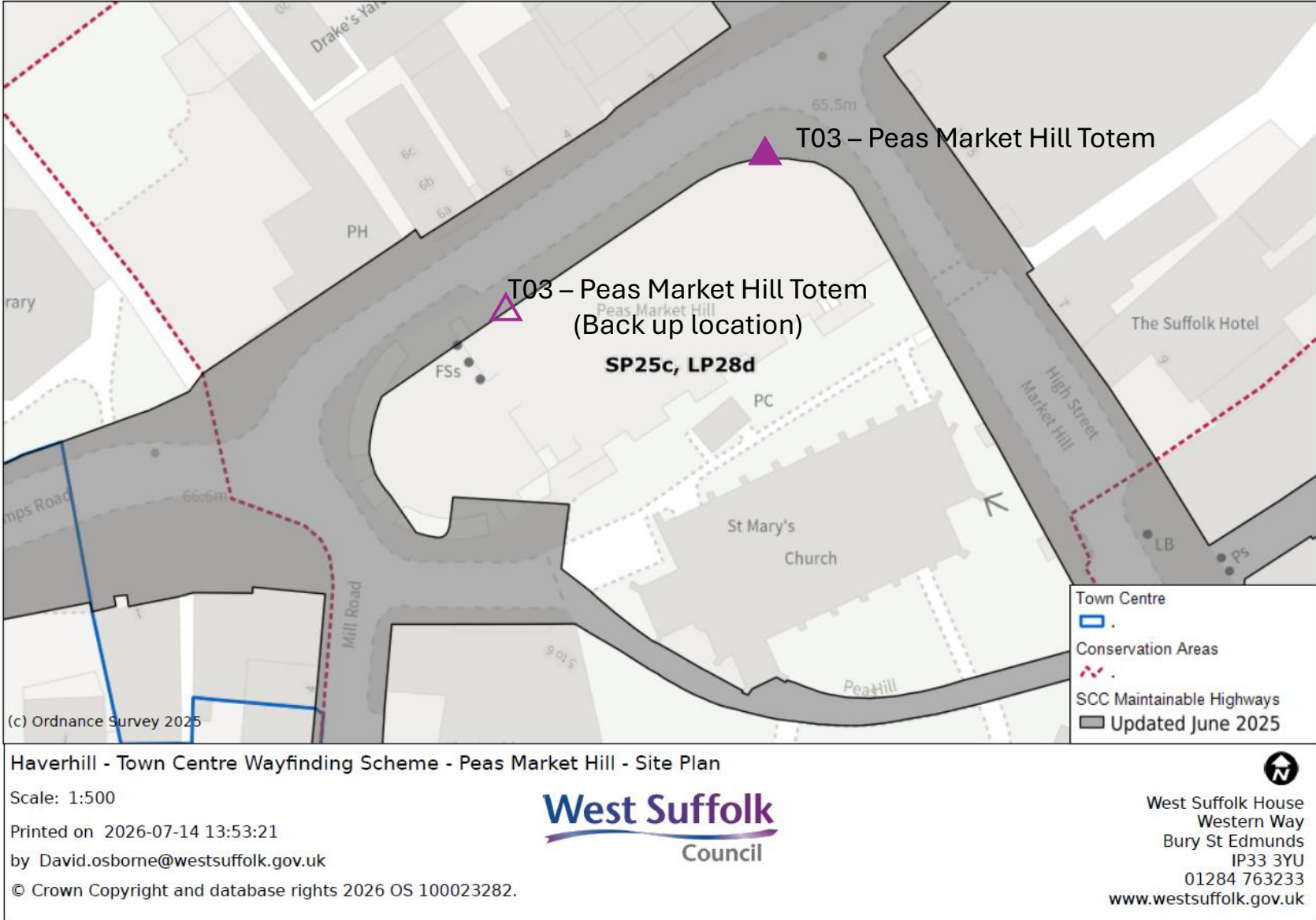
Appendix D – Arts Centre Totem T01 – Site Plan



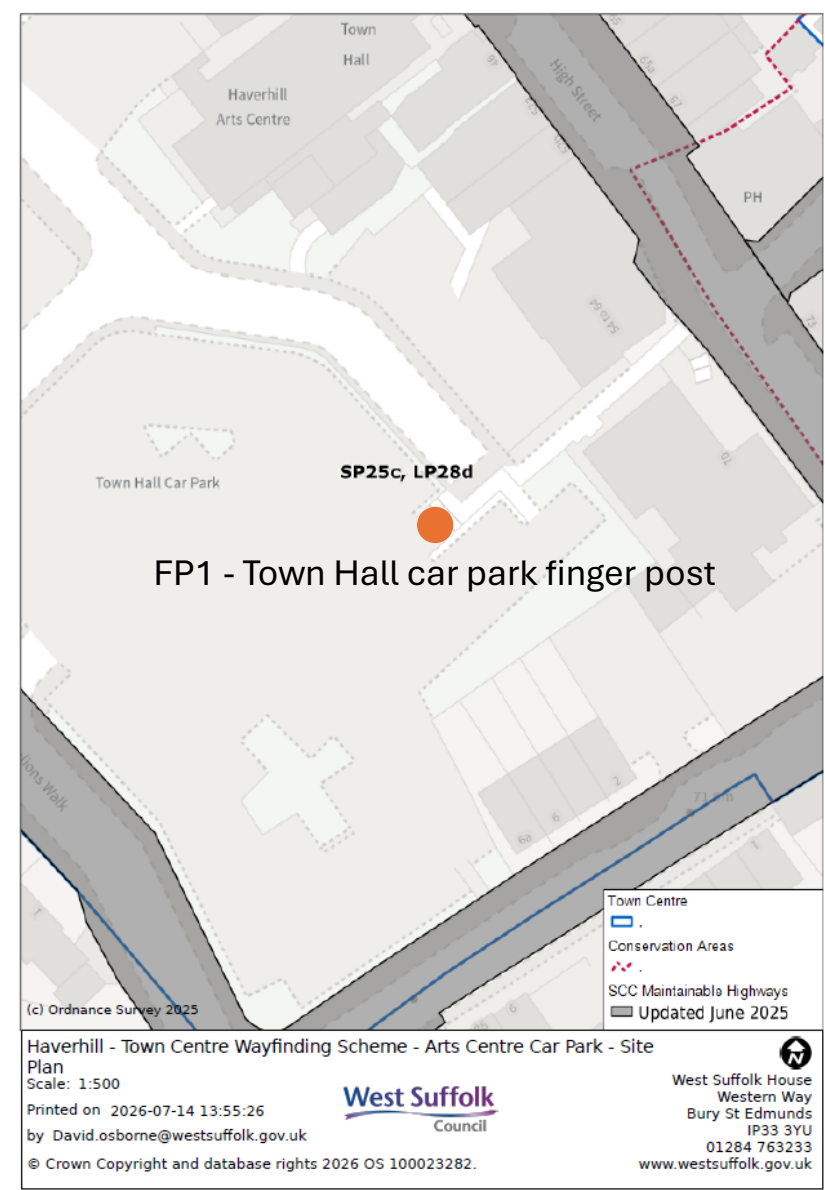
Appendix E – Market Hill Totem T02 – Site Plan



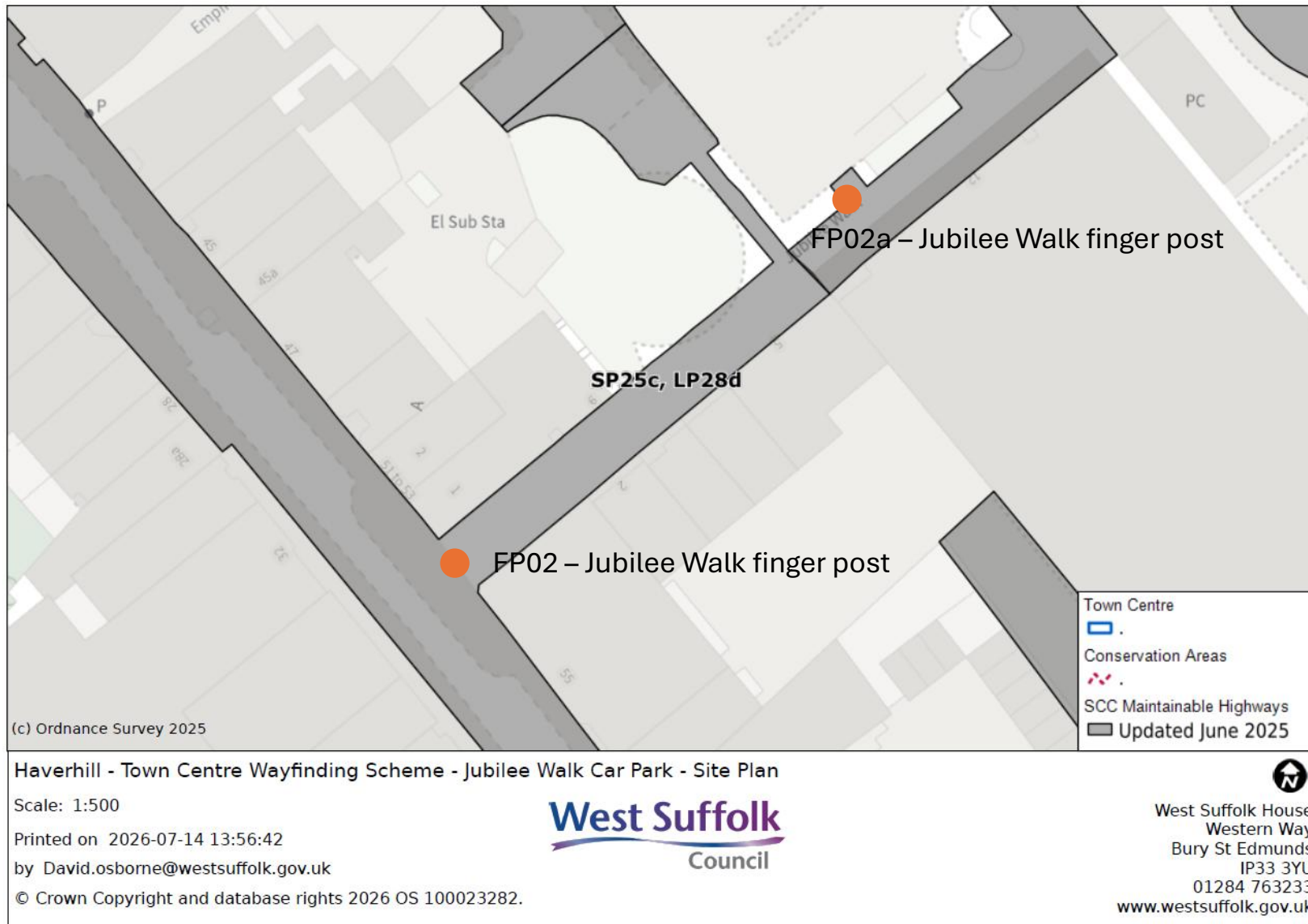
Appendix F – Peas Market Hill Totem T03 – Site Plan



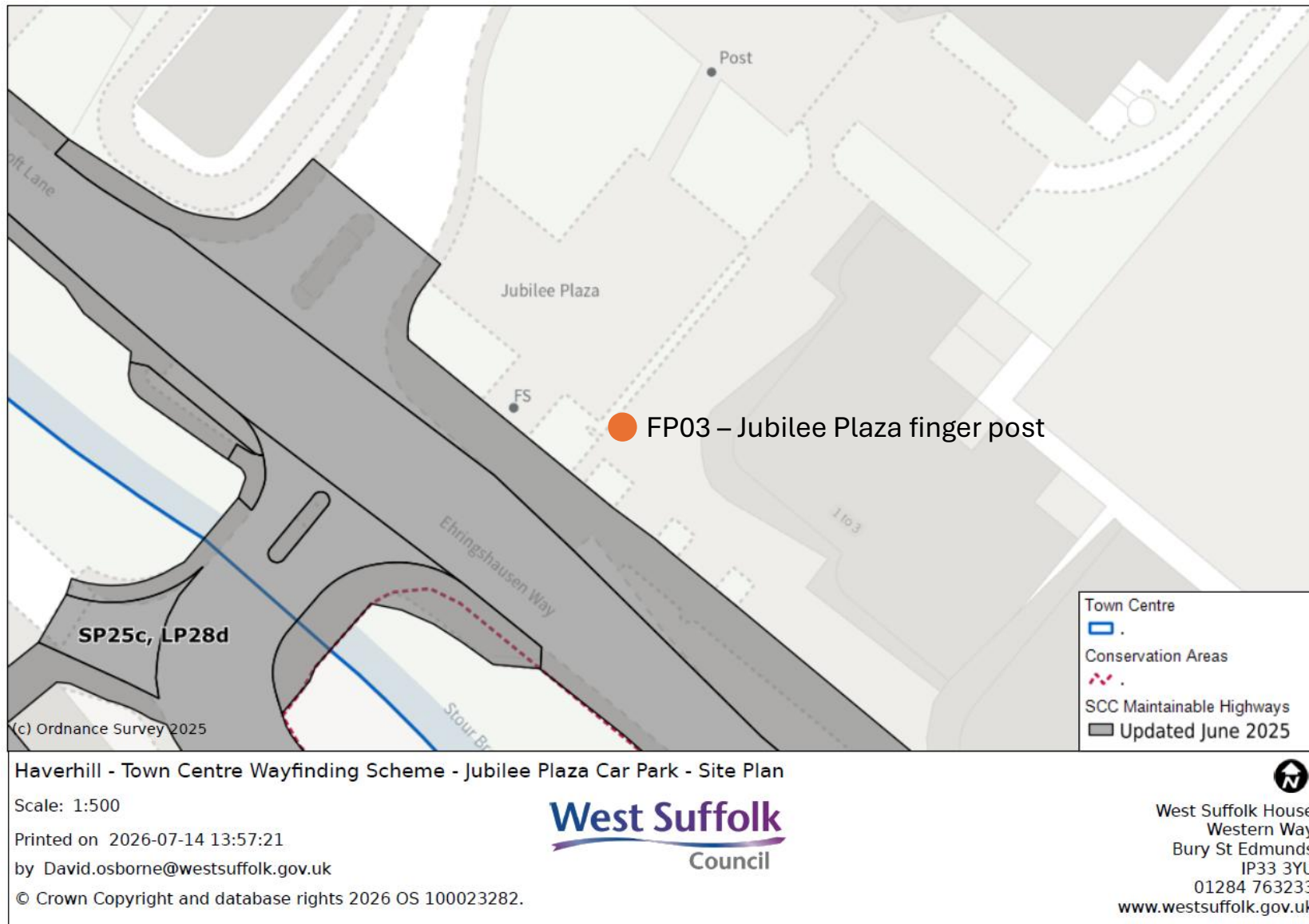
Appendix G – Arts Centre Finger Post – FP01 – Site Plan



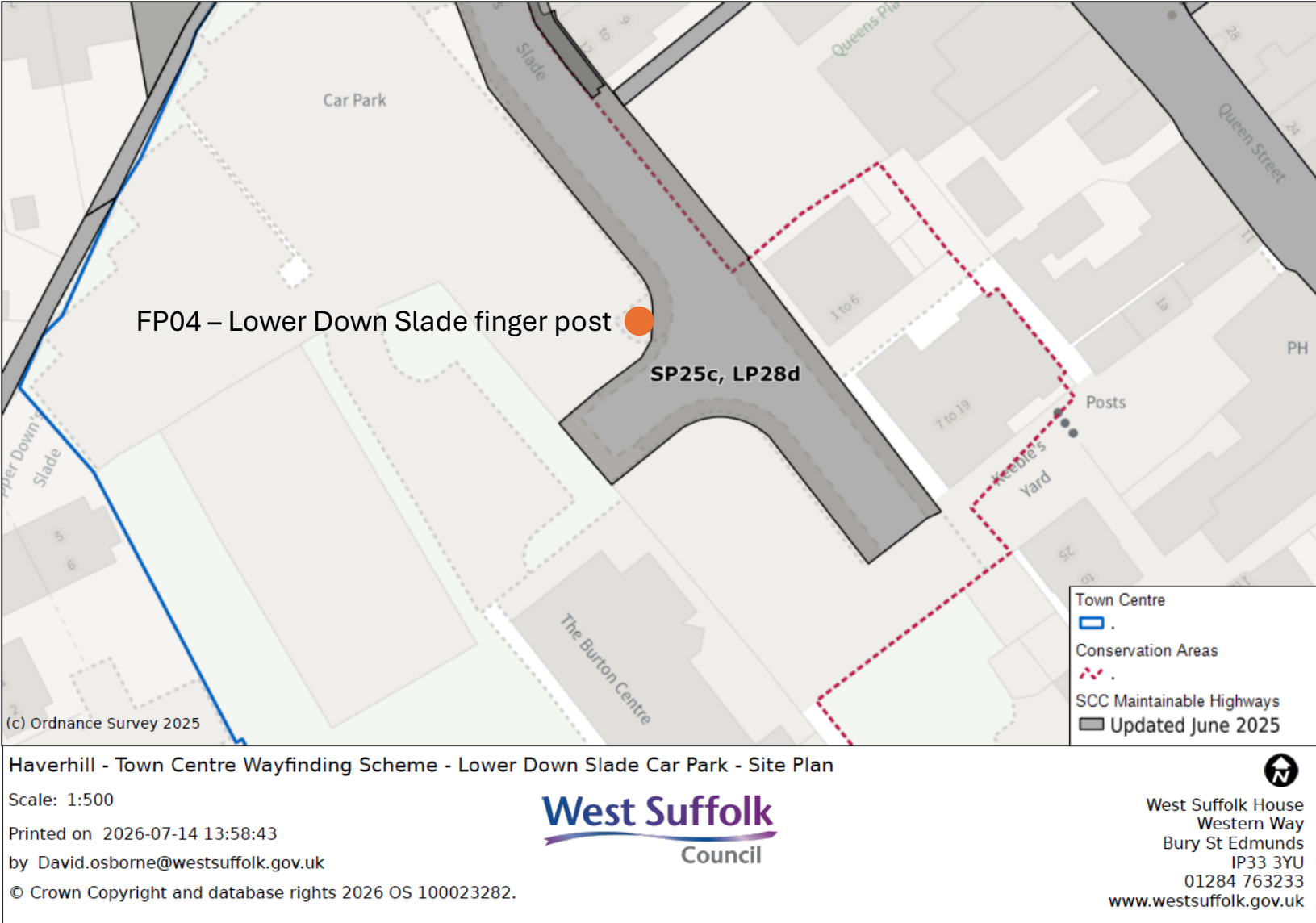
Appendix H – Jubilee Walk Finger Post – FP02 & 02a – Site Plan



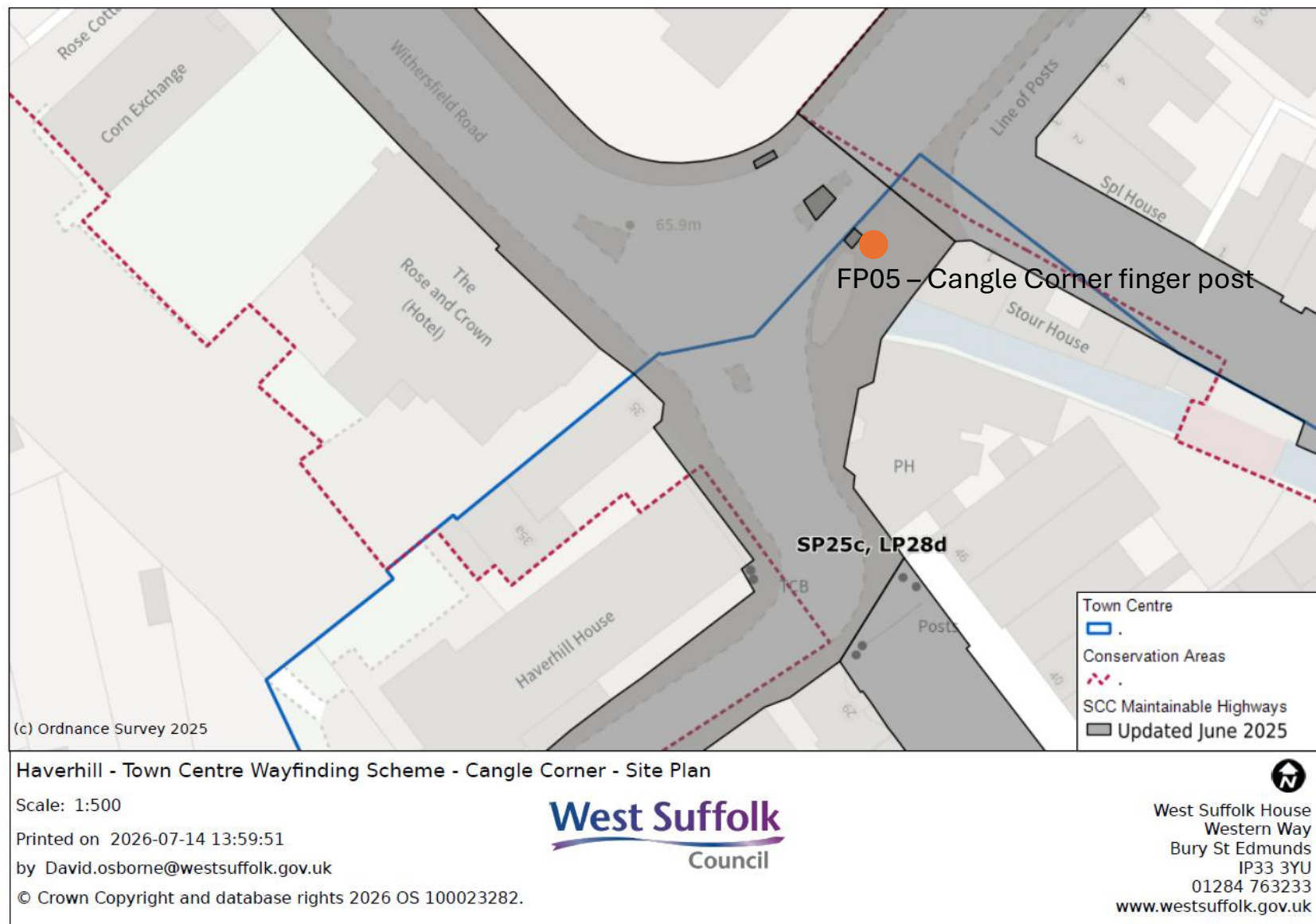
Appendix I – Jubilee Plaza Finger Post – FP03 – Site Plan



Appendix J – Lower Down Slade Finger Post – FP04 – Site Plan



Appendix K – Cangle Corner Finger Post – FP05 – Site Plan



Appendix L – Indicative Extents of Excavation Requirement

