

**FAKENHAM – ADV/26/0689 - Internally illuminated ATM Collar at 14 Market Place, Fakenham.**

**Applicant: Mr P Williams**

**Advertisement**

**Target Date: 26.06.2026**

**Extension of time 23.07.2026**

**Case Officer: Nicola Wray**

**RELEVANT SITE CONSTRAINTS:**

Within Settlement Boundary of Fakenham  
Town Centre Area (Fakenham)  
Grade II Listed Building  
Conservation Area - Fakenham  
Primary Shopping Area  
Primary Retail Frontage  
Within Settlement Boundary of Fakenham  
Town Centre Area (Fakenham)

**RELEVANT PLANNING HISTORY:**

|            |                                                                                                                                        |
|------------|----------------------------------------------------------------------------------------------------------------------------------------|
| PF/00/1548 | Refused – Refusal upheld at Appeal<br>Insertion of an Automatic Teller Machine                                                         |
| LA/00/1570 | Refused - upheld at Appeal<br>Insertion of an Automatic Teller Machine                                                                 |
| LA/26/0603 | Approved 12.05.2026<br>Installation of defibrillator and bleed kit cabinets to external wall of building                               |
| PF/26/0688 | Pending Consideration<br>Installation of new ATM in part of existing ground floor window opening, and accessible ramp with railings    |
| LA/26/0696 | Pending Consideration<br>Installation of ATM, accessible ramp with a railing, internally illuminated ATM signage, and associated works |

**THE APPLICATION**

14 Market Place is a Grade II Listed Building set within Fakenham Town Centre. The application seeks consent for an internally illuminated ATM collar

### **REASONS FOR REFERRAL TO COMMITTEE:**

Cllr Vickers and Cllr Punchard were contacted as the application's recommendation is contrary to the view of the Town Council. Cllr Vicker confirmed she would be bringing the application to Development Committee on the basis of public benefit and public support for the application and Cllr Punchard supports this stance.

### **REPRESENTATIONS:**

No representations have been received in regard to this application.

### **CONSULTATIONS:**

**Ward Councillors** – See above call-in request, Cllr Vickers and Cllr Punchard have voiced support for the proposal

#### **Fakenham Town Council – Support**

*A further statement was also submitted later by the Town Council requesting that its view as the democratically elected representative body for local residents, be given significant weight and that every effort be made to facilitate the installation of this important facility.*

#### **Conservation and Design – Objection**

*The previous scheme only involved installing an ATM, this revised scheme would be inherently more impactful and result in greater harm to the character and appearance of the listed heritage asset.*

#### **County Council Highways - No objection**

### **HUMAN RIGHTS IMPLICATIONS**

It is considered that the proposed development may raise issues relevant to

Article 8: The Right to respect for private and family life.

Article 1 of the First Protocol: The right to peaceful enjoyment of possessions.

Having considered the likely impact on an individual's Human Rights, and the general interest of the public, refusal of this application as recommended is considered to be justified, proportionate and in accordance with planning law.

### **CRIME AND DISORDER ACT 1998 - SECTION 17**

The application for advertisement consent raises no significant crime and disorder issues.

### **LOCAL FINANCE CONSIDERATIONS**

Under Section 70(2) of the Town and Country Planning Act 1990 the council is required when determining planning applications to have regard to any local finance considerations, so far as material to the application. Local finance considerations are not considered to be material to this case.

### **RELEVANT POLICIES:**

### **North Norfolk Local Plan**

Policy E5: Signage & Shopfronts

Policy ENV6: Protection of Amenity

Policy ENV7: Protecting & Enhancing the Historic Environment

Policy ENV8: High Quality Design

Policy HC7: Parking Provision

Policy CC9: Sustainable Transport

### Material Considerations

### **National Planning Policy Framework (NPPF):**

Chapter 2: Achieving sustainable development

Chapter 4: Decision-making

Chapter 7: Ensuring the vitality of town centres

Chapter 9: Promoting sustainable transport

Chapter 12: Achieving well-designed places

Chapter 16: Conserving and enhancing the historic environment

### **Supplementary Planning Documents and Guidance:**

North Norfolk Design Guide Supplementary Planning Document (SPD) (December 2008)

### **Other Material Considerations**

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

### **OFFICER ASSESSMENT:**

#### **Main issues for consideration:**

- 1. Background**
- 2. Amenity and Heritage**
- 3. Highways**

#### **1. Background**

This application seeks consent to install an internally illuminated ATM "Collar".

The application is to be determined in accordance with the Development Plan, the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and the requirements of the National Planning Policy Framework (NPPF). In this regard, paragraph 141 of the National Planning Policy Framework provides that "Advertisements should be subject to control only in the interests of **amenity** and **public safety**, taking account of cumulative impacts". The legislation also confirms that relevant factors to amenity "*include the presence of any feature of historical, architectural, cultural or similar interest*"

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 states that "amenity" includes both visual and aural amenity thus giving consideration to the effect of the advertisements upon the immediate neighbourhood. Furthermore, matters of 'public safety' concern the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians). This has regard to matters such as the behaviour of

drivers and possible confusion with, or obstruction of any traffic sign or signal. It is of course recognised that all advertisements are intended to attract people's attention, however what matters is whether the advertisement, or its siting would be so confusing or distracting so that it creates a hazard for, or endangers, people who are taking reasonable care for their own and others' safety. Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that Local Planning Authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

It should be noted that whilst the associated applications PF/26/0688 and LA/26/0696 are recommended for refusal, this application is to be determined on its own merit and in accordance with the legislation, policies and guidance listed above.

## **2. Amenity and Heritage**

Local Plan Policy E5 provides that *"the size, scale, material, colour scheme and any means of illumination selected should be sensitive and appropriate to the local area and wider amenity. In areas of historic value, such as Conservation Areas, particular regard should be had to any impact of the proposal on the character and appearance of the area. Proposals which obscure features of architectural or historical interest, or are uncharacteristic of a buildings design, will not be permitted."*

Local Plan Policy ENV 7 requires that proposals, including alterations and extensions, will conserve or where opportunities arise, enhance a designated heritage asset including any contribution to that significance by its setting. Harm should be avoided in the first instance. The purpose of Policy ENV7 is to protect and where possible, enhance the significance of heritage assets, whilst recognising the opportunities for sympathetic reuse and regeneration. The policy provides specific criteria for designated and non-designated heritage assets, conservation areas, archaeology and heritage at risk.

Paragraph 212 of the National Planning Policy Framework (NPPF) requires that great weight be attributed to the conservation of designated heritage assets,, irrespective of the level of harm.

Conservation and Design Officers have been consulted on the application and objected to the application stating that *"with the illuminated surround adding to the unwanted stark contrast with the other sash windows, we can only conclude that harm would be caused to the appearance and character of the host grade II listed building, and to the wider amenities and overall significance of the Fakenham Conservation Area"*.

When considering the frontage of 14 Market Place, the Grade II listed host building, there is a strong symmetry and balance across the front elevation, the previously approved adverts are non-illuminated, and the introduction of the illuminated ATM collar would clash with the existing signage on the front of the building. This is further true of the wider Conservation Area which predominantly shows non-illuminated signs.

The proposed illumination level is low at 300cd but. given that the proposal would add an illumination in place of an existing sash window and thereby damaging the architectural interest of the frontage of the building, the proposal is considered to be contrary to Policies E5 & ENV7.

### **3. Highways**

Highways Officers have been consulted and raised no objection to the proposal.

Arguably, the proposal would potentially reduce travel by providing an ATM within Market Place, thereby reducing the need for people to visit the nearby Tesco or the Morrisons which, depending on the route taken, is between 1.8 and 2.3 miles away.

With no other highway safety concerns raised, the application is considered to comply with Policy CC9.

#### **Planning Balance and Conclusion:**

The proposed internally illuminated advert is not considered to be in accordance with the aims of the key Local Plan Policies as set out above. There are no material considerations that indicate the application should be determined otherwise. Refusal is therefore recommended.

#### **RECOMMENDATION:**

**REFUSAL** for the following reason:

1. The illuminated surround is considered to result in harm to amenity through a notable clash with the other sash windows in the building, which contribute heavily to the building's architectural and historical interest. This harm to amenity is further considered to adversely impact the overall significance of the Fakenham Conservation Area and so is contrary to Policy ENV7 and E5.

**Final wording to be delegated to the Assistant Director – Planning**