

DELEGATED DECISION OFFICER REPORT

AUTHORISATION	INITIALS	DATE
File completed and officer recommendation:	NH	09/08/2018
Planning Development Manager authorisation:	SCE	10.08.18
Admin checks / despatch completed	AS	15/8/18

all

Application: 18/00999/ADV **Town / Parish:** Clacton Non Parished

Applicant: Mrs Sara Humphries - Greggs Plc

Address: Unit 2 Clacton Factory Shopping Village Stephenson Road West

Development: Two fascia signs (One illuminated and one non illuminated), one projecting sign (non illuminated), two internal posters (non illuminated).

1. Town / Parish Council

Clacton non parished

2. Consultation Responses

ECC Highways Dept

From a highway and transportation perspective the impact of the proposal is acceptable to Highway Authority subject to the following mitigation and conditions:

- 1 The proposed light sources for the externally illuminated signage shall be so positioned and shielded in perpetuity as to direct light towards the proposed advertisement sign.
Reason: To ensure that glare and dazzle is not caused to traffic in the adjoining highway, in the interests of highway safety and in accordance with Policy DM 1 of the Highway Authority's Development Management Policies February 2011.

Informative1: All work within or affecting the highway is to be laid out and constructed by prior arrangement with and to the requirements and specifications of the Highway Authority; all details shall be agreed before the commencement of works.

The applicants should be advised to contact the Development Management Team by email at development.management@essexhighways.org or by post to:

SMO1 - Essex Highways
Colchester Highways Depot,
653 The Crescent,
Colchester
CO4 9YQ

3. Planning History

17/02180/ADV	3no. fascia signs, one projecting sign, and 2no. parasols with bases.	Approved	21.02.2018
18/00037/FUL	The sub-division into 2no. units and part change of use (Unit 2B) from A1 to A3.	Approved	28.03.2018
18/00998/FUL	Two air conditioning condenser units and two extract vents.	Current	
18/00999/ADV	Two fascia signs (One illuminated and one non illuminated), one projecting sign (non illuminated), two internal posters (non illuminated).	Current	

4. Relevant Policies / Government Guidance

NPPF National Planning Policy Framework July 2018

National Planning Practice Guidance

Tendring District Local Plan 2007

QL9 Design of New Development

QL10 Designing New Development to Meet Functional Needs

QL11 Environmental Impacts and Compatibility of Uses

EN18 Fascia and Shopfront Signs in Conservation Areas

Tendring District Local Plan 2013-2033 and Beyond Publication Draft (June 2017)

SPL3 Sustainable Design

Status of the Local Plan

The 'development plan' for Tendring is the 2007 'adopted' Local Plan. Paragraph 213 of the NPPF (2018) allows local planning authorities to give due weight to adopted albeit outdated policies according to their degree of consistency with the policies in the NPPF. Paragraph 48 of the NPPF also allows weight to be given to policies in emerging plans according to their stage of preparation, the extent to which there are unresolved objections to relevant policies and the degree of consistency with national policy. As of 16th June 2017, the emerging Local Plan for Tendring is the Tendring District Local Plan 2013-2033 and Beyond Publication Draft.

Section 1 of the Local Plan (which sets out the strategy for growth across North Essex including Tendring, Colchester and Braintree) was examined in January and May 2018 and the Inspector's initial findings were published in June 2018. They raise concerns, very specifically, about the three 'Garden Communities' proposed in north Essex along the A120 designed to deliver longer-term sustainable growth in the latter half of the plan period and beyond 2033. Further work is required to address the Inspector's concerns and the North Essex Authorities are considering how best to proceed.

With more work required to demonstrate the soundness of the Local Plan, its policies cannot yet carry the full weight of adopted policy, however they can carry some weight in the determination of planning applications. The examination of Section 2 of the Local Plan will progress once matters in

relation to Section 1 have been resolved. Where emerging policies are particularly relevant to a planning application and can be given some weight in line with the principles set out in paragraph 48 of the NPPF, they will be considered and, where appropriate, referred to in decision notices. In general terms however, more weight will be given to policies in the NPPF and the adopted Local Plan.

5. Officer Appraisal (including Site Description and Proposal)

Site Description

The application relates to Unit 2 Clacton Factory Shopping Village, Stephenson Road West, Clacton on Sea which is a commercial unit located within Clacton Shopping Village.

Proposal

This application seeks advert consent for Two fascia signs (One illuminated and one non illuminated), one projecting sign (non illuminated), two internal posters (non illuminated).

History

A full application has previously been approved under reference 18/00037/FUL for the subdivision of the unit into 2 no. units and the change of use from A1 to A3.

Advertisement consent has also been approved for new unit to the south of the site for Costa under advert consent reference 17/02180/ADV.

Appraisal

The proposal includes new signage for a new company moving into one half of a previously divided commercial unit.

The proposed signage will display the new companies name and is of a similar scale to the existing signage within the area.

The new signage is considered appropriate to the existing building and area as it is located within the Clacton Factory Shopping Village is amongst many other commercial units which have a variety of illuminated and non-illuminated fascia and projecting signs of varying colours.

As the proposed signage will be set back from the highway and will be consistent with other signage within the area it is considered that the new signs would not result in an adverse impact to character of the area or public amenity.

Highway Safety

As the proposal incorporates illuminated signage the application documents have been sent to Essex County Council Highways for consultation.

Essex County Council highways have stated that the proposed signage is acceptable in terms of highway safety provided a condition is imposed upon the permission stating that the proposed illuminated signage should be positioned and shielded back onto the advertisement to prevent them from having an impact to vehicles on the highway.

Other Considerations

Clacton is non parished.

No letters of representation have been received.

Conclusion

In the absence of any material harm to public amenity, the character and appearance of the area or highway safety resulting from the development, this application for advertisement consent is recommended for approval.

6. Recommendation

Approval - Advertisement Consent

7. Conditions

- 1 All advertisement consents are subject to five standard conditions specified in Schedule 2 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 which are as follows: -

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

2. No advertisement shall be sited or displayed so as to

(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);

(b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Additionally all advertisement consents are for a fixed term of 5 years unless this period is varied on the formal decision notice.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans; RSOE/S5182/04.

Reason - For the avoidance of doubt and in the interests of proper planning.

- 3 The proposed light sources for the externally illuminated signage shall be so positioned and shielded in perpetuity as to direct light towards the proposed advertisement sign.

Reason - To ensure that glare and dazzle is not caused to traffic in the adjoining highway, in the interests of highway safety.

8. Informatives

Highway Works

All work within or affecting the highway is to be laid out and constructed by prior arrangement with, and to the requirements and satisfaction of, the Highway Authority, details to be agreed before the commencement of works.

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