

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

91/01454/FUL	Extension to workshop to provide office showroom over	Approved	22.09.1992
94/00535/FUL	Proposed front entrance porch	Approved	10.06.1994
94/01355/FUL	Use workshop area extension for display and sale of cars (variation to permission TEN/93/0706 granted on appeal) and use of site for MOT facilities	Approved	10.01.1995
95/01434/FUL	(The Crown P.H., Ipswich Road, Ardleigh) Single storey extension to create additional dining, bar and function facilities and further ladies and gents toilets including disabled toilet	Approved	30.01.1996
96/00639/FUL	Extension to existing building	Approved	27.06.1996
96/01479/FUL	(The Crown Inn Public House, Ipswich Road, Ardleigh) Extension and alteration to existing premises to provide for improved trading and operational facilities	Approved	11.02.1997
97/00019/ADV	Display of advertisements on building and freestanding sign all externally floodlit/illuminated	Refused	25.03.1997
97/00554/ADV	Display of advertisements: two free standing post signs, two free standing twin post signs and six signs on the building	Approved	18.06.1997
97/00562/ADV	One free standing twin post sign - externally illuminated	Refused	18.06.1997
98/00183/FUL	(The Crown Public House, Ipswich Road, Ardleigh) Closure of existing crossover entrance to public house	Approved	16.06.1998

	overflow car park and reinstatement of former crossover entrance		
98/00184/ADV	(The Crown Public House, Ipswich Road, Ardleigh) 2 twin post signs (illuminated)	Refused	06.10.1998
98/00425/FUL	Proposed 45 bedroom Holiday Inn Express Hotel	Refused	02.06.1998
74/00939/OUT	Alterations and addition of music and dancing bar and use of meadow at rear as a golf driving range	Approved	06.03.1975
78/01440/FUL	Erection of boundary fence and tree planting scheme	Approved	05.12.1978
83/00725/FUL	Extn to provide gents toilet accommodation	Approved	22.07.1983
07/00567/ADV	Proposed illuminated and non-illuminated signage.	Approved	05.07.2007
18/02079/ADV	Proposed new signage.	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

TR1A Development Affecting Highways

EN18B Advertisement Control

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)

The application relates to The Crown, Old Ipswich Road, Ardleigh. The site is located on the south eastern side of Old Ipswich Road and is located outside the Ardleigh Settlement Development Boundary and as defined within both the adopted Tendring District Local Plan (2007) and the emerging Tendring District Local Plan 2013-2033 and Beyond Publication Draft (2017).

Description of Proposal

The application seeks advertisement consent for:

- Sign A - Two double sided timber post pictorials illuminated by bullet lights on 450mm arms
- Sign B - Two sets of individual locator fixed letters, illuminated by led trough flood lights.
- Sign C - One new Fascia panel complete with set of individual letters and 3D logo. Illuminated by LED trough light.
- Sign D - One new fascia panel complete with individual letters. Illuminated by LED trough light.
- Sign E - Existing double sided directional signs to be refurbished. Illuminated by LED trough lights.
- Sign F - One single sided aluminium car park disclaimer
- Sign G - One single sided aluminium garden disclaimer
- Sign H - One sign written logo
- Sign I - One black lantern.

Appraisal

With regard to outdoor advertisements, Paragraph 132 of the National Planning Policy Framework (2018) states that the quality and character of places can suffer when advertisements are poorly sited and designed. Such adverts should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Saved Policy EN18a states Applications within conservation areas for express consent made under the Town and Country Planning (Control of Advertisement) Regulations will only be permitted if the advertisement would have no adverse effect on amenity, public safety or highway

safety. Also when considering such applications special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the area and street scene.

Saved Policy QL9 and emerging Policy SPL3 state all new development must make a positive contribution to the quality of the local environment, and must relate well to its site and surroundings particularly in relation to its siting and scale.

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.

As a result the main considerations are the impact on public amenity and highway safety.

Public Amenity

The proposed signage will be located on the north and west facing elevations of the building facing Old Ipswich Road. The proposed signage is well designed with a clean and simple appearance combining traditional and modern colours and materials. The signage is modest in size, sympathetic and appropriate to the character and appearance of the area. Overall the signage will contribute positively to the street scene. Therefore, given the location of the site and the nature of the proposals it is considered that they would not cause harm to public amenity

Highway Safety

The Highways Authority raises no objection to the application subject to a condition regarding the light direction and shielding.

Other Considerations

Ardleigh Parish Council have not commented on this application.

No letters of representation have been received.

Conclusion

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

6. Recommendation

Approval - Advertisement Consent

7. Conditions / Reasons for Refusal

- 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 proposed light sources for all of 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
- 3 The maximum luminance of the internally illuminated sign (sign 9) shall not at any time exceed the standards contained within the Institution of Lighting Professionals, Professional Guide No. 5, which in this case is 600 Candelas per square metre (600cd/m²).
Reason: To ensure that glare and dazzle is not caused to traffic in the adjoining highway, in the interests of highway safety
- 4 The development hereby permitted shall be carried out in accordance with the following approved plans: Location Plan Scale 1:500 scanned 18th December 2018, Proposed signage positions scanned 18th December 2018, Signage A, B and C Details scale 1: 20 scanned 18th December 2018, Signage D - I scale 1:20 scanned 18th December 2018.

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

8. Informatives

Positive and Proactive Statement

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

The Highway Authority reserves the right under Section 152 of the Highways Act, 1980 to remove or alter any sign overhanging or adjacent to the highway which is considered to be an obstruction or a hazard to the safe and convenient passage of the public in the highway.

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.

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Are there any letters to be sent to applicant / agent with the decision? If so please specify:	YES	NO
Are there any third parties to be informed of the decision? If so, please specify:	YES	NO