

DELEGATED DECISION OFFICER REPORT

AUTHORISATION	INITIALS	DATE
File completed and officer recommendation:	ER	20/03/2019
Planning Development Manager authorisation:	SCE	20.03.19
Admin checks / despatch completed	SB	25/03/19.

Application: 19/00238/ADV **Town / Parish:** Clacton Non Parished

Applicant: Mr Steve Rowe - Travis Perkins

Address: Travis Perkins Clacton On Sea Essex

Development: Provision of 2no (non illuminated) fascia signs.

1. Town / Parish Council

Clacton is non parished

2. Consultation Responses

Not applicable

3. Planning History

02/00718/FUL Demolition of existing dry store building and erection of new dry store for bag and board materials. Approved 19.09.2002

11/01352/FUL External alterations to buildings and site layout including demolition of timber outbuilding. Approved 12.01.2012

12/01180/ADV Retrospective application for erection of 4 no. fascia signs and 2 no. post signs. Approved 11.02.2013

04/01201/FUL Extension to existing timber material store Approved 10.08.2004

18/00772/FUL Sub-division of existing commercial premises into two A1 (non-food/trade counter) or B1 units, erection of four further commercial A1 (non-food/trade counter) or B1 units. Erection of 14 x 2 bed flats. Current

19/00238/ADV Provision of 2no (non illuminated) fascia signs. Current

4. Relevant Policies / Government Guidance

NPPF National Planning Policy Framework February 2019
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

EN18B Advertisement Control

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 Paragraph 213 of the NPPF (2018) allows local planning authorities to give due weight to adopted albeit outdated policies according to their degree of consistency with the policies in the NPPF.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)

Proposal

This application seeks consent for the provision of 2no non illuminated signs to a commercial unit within the development boundary of Clacton on Sea.

Appraisal

Public Amenity

The proposal includes new signage which will advertise additional services for the existing company.

There are a number of commercial units to the east and north of the site which comprise of a number of signs allowing the proposal to be consistent with other signage within the area.

The new design and size of the signage is considered appropriate to the premises and will not appear as a prominent feature.

The new signage is of a design which is inkeeping with the existing signs currently displayed on the building.

As the building is set back from Oxford Road the new signage will not appear prominently within the streetscene.

It is therefore considered as a result of the design, set back from highway and similar signage within the area that the new signs would not result in an adverse impact to public amenity.

The proposed signage is of a minor nature which will not be illuminated which will look out onto the car park and highway and would not have a harmful impact to any surrounding residential properties.

Other Considerations

Clacton is non parished and therefore no comments are required.
There have been no letters of representation received.

Conclusion

In the absence of any harm resulting from the proposed development the application 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: Block Plan (Scale 1:500) and details of proposed signage job no 21050 Rev 0.

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

8. Informatives

N/A