

DELEGATED DECISION OFFICER REPORT

| AUTHORISATION | INITIALS | DATE |
|---|----------|------------|
| File completed and officer recommendation: | NH | 08/02/2022 |
| Planning Development Manager authorisation: | AN | 09/02/2022 |
| Admin checks / despatch completed | ER | 09/02/2022 |
| Technician Final Checks/ Scanned / LC Notified / UU Emails: | CC | 09.02.2022 |

Application: 21/02106/ADV **Town / Parish:** Clacton Non Parished

Applicant: McLagan Investments Ltd

Address: Asda Oxford Road Clacton On Sea

Development: Proposed advert consent for retail pod.

1. Town / Parish Council

Clacton is non parished.

2. Consultation Responses

ECC Highways Dept
07.02.2022

The information that was submitted in association with the application has been fully considered by the Highway Authority. No site visit was undertaken in conjunction with this planning application. The information submitted with the application has been thoroughly assessed and conclusions have been drawn from a desktop study.

From a highway and transportation perspective the impact of the proposal is acceptable to Highway Authority.

Informative

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

3. Planning History

| | | | |
|--------------|--|----------|------------|
| 01/00096/FUL | Installation of 1.0m diameter satellite antenna wall mounted on side elevation | Approved | 28.02.2001 |
| 91/00568/ADV | Illuminated signage. | Approved | 02.07.1991 |
| 92/00757/ADV | (Bull Hill Road, Clacton on Sea) | Approved | 30.07.1992 |

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|-----------------|--|----------|------------|
| | Balloon advertisement | | |
| 94/01240/ADV | Shop sign | Approved | 30.11.1994 |
| 98/01225/ADV | Internally illuminated sign boxes | Approved | 12.10.1998 |
| 99/00932/ADV | ATM surround sign and ATM projecting sign | Approved | 05.08.1999 |
| 99/00933/FUL | Installation of Automated Teller Machine (ATM) | Approved | 05.08.1999 |
| 99/01157/FUL | New entrance lobby | Approved | 28.09.1999 |
| 05/01061/TPO | 30% Crown reduction of Oak tree on eastern side of car park | Approved | 11.07.2005 |
| 07/01320/TPO | 1 No Oak tree - reduce by 30% (TPO 97/15) | Approved | 11.09.2007 |
| 07/01321/TPO | 1 No. Oak and 1 No. Beech - cut back to clear floodlight pole in car park area. | Approved | 16.08.2007 |
| 10/00240/TPO | 1 x Oak in car park - reduce by 25%. | Approved | 09.04.2010 |
| 11/00615/ADV | Replacement 3no. forecourt hanging signs, 4no. forecourt canopy fascia signage, 1no. forecourt shop fascia sign, 3no. carwash fascia signs and 1no. pole (flag type) sign. | Approved | 26.07.2011 |
| 14/00537/FUL | Redevelopment and regeneration of site through demolition of existing buildings and construction of replacement foodstore, petrol filling station, together with associated car parking and landscaping. | Approved | 12.12.2014 |
| 15/01005/DISCON | Discharge of condition 21 (construction method statement) and 26 (contamination and remediation) of planning permission 15/01161/FUL. | Approved | 20.09.2016 |
| 15/01161/FUL | Variation of condition 2 of planning application 14/00537/FUL to vary the orientation of the approved food store. | Approved | 06.11.2015 |
| 15/01430/DISCON | Discharge of condition 22 & 23 (archaeology) of planning permission 15/01161/FUL. | Approved | 23.12.2015 |

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| 15/01711/DISCON | Discharge of Condition 3 (materials), 4 (click and collect details), 7 (local recruitment strategy), 8 (landscaping), 10 (landscape management plan), 12 (surface water management) and 25 (site levels) of planning permission 15/01161/FUL. | Approved | 20.09.2016 |
| 16/00447/NMA | Non material amendment to planning application 15/01161/FUL for the below changes; 1) Main store building moved 600mm north. 2) Reconfiguration of plant area. 3) Alteration to design of service yard. 4) Additional landscaping areas. 5) Alteration to tree planting areas. 6) Change in location to petrol filling station. 7) Removal of trees along northern boundary and access road to car park moved. 8) Minor changes to west elevation. 9) Rationalisation of timber panelling to north elevation. 10) Minor changes to service yard and wall to east elevation. 11) Minor changes to service yard and wall to south elevation. | Approved | 30.08.2016 |
| 16/00476/DISCON | Discharge of conditions 08 (Landscaping scheme), 11 (Scheme detailing CCTV, external lighting, plant and machinery, implementation of water, energy and resource efficiency measures, boundary treatments, recycling collection point and a service management plan), 12 (Surface water management strategy), 13 (Acoustic screens), 14 (Vehicular accesses), 16 (staff travel plan) and 25 (details of existing and proposed levels) of planning permission 15/01161/FUL. | Approved | 20.09.2016 |
| 16/00657/ADV | Proposed 2 no. fascia signs and 26 no. other signs. | Approved | 04.08.2016 |
| 16/01708/NMA | Non-material amendment to planning permission 15/01161/FUL to change the car parking spaces layout and include a screen for the staff smoking area. | Approved | 23.12.2016 |
| 21/02107/FUL | Construction of retail pod adjacent to ASDA store. | Current | |

4. **Relevant Policies / Government Guidance**

NPPF National Planning Policy Framework July 2021

National Planning Practice Guidance

Tendring District Local Plan 2013-2033 and Beyond North Essex Authorities' Shared Strategic Section 1 Plan (adopted January 2021)

SP7 Place Shaping Principles

Tendring District Local Plan 2013-2033 and Beyond Section 2 (adopted January 2022)

SPL3 Sustainable Design

Status of the Local Plan

Planning law requires that decisions on applications must be taken in accordance with the development plan unless there are material considerations that indicate otherwise (Section 70(2) of the 1990 Town and Country Planning Act and Section 38(6) of the Planning and Compulsory Purchase Act 2004). This is set out in Paragraph 2 of the National Planning Policy Framework (the Framework). The 'development plan' for Tendring comprises, in part, Sections 1 and 2 of the Tendring District Council 2013-33 and Beyond Local Plan (adopted January 2021 and January 2022, respectively), together with any neighbourhood plans that have been brought into force.

5. **Officer Appraisal (including Site Description and Proposal)**

The Site

The advertisement relates to a freestanding Timpson shop located to the front of ASDA supermarket located off of Oxford Road, Clacton on Sea. The shop is rectangular in footprint and flat roofed.

Proposal

Advertisement consent is sought for Timpson corporate logo fascia signs to the front and either side elevation, and service offering advertisements either side of the shopfront and doorway and to each gable. Lettering is white on burgundy.

Summary of the proposed signs:

| Sign Number | Size | Specification |
|-------------|-----------------------|--|
| 1 | 6644mm x 350mm x 60mm | 2mm thick fabricated aluminium panel finished burgundy aluminium light box for internal illumination. Timpson – 5mm thick fret-cut opal acrylic pushed through face adhered to 3mm thick opal acrylic carrier panel C/W clamps |
| 2 | 2704mm x 350mm x 60mm | 2mm thick fabricated aluminium panel finished burgundy aluminium light box for internal illumination. Timpson – 5mm thick fret-cut opal acrylic pushed through face adhered to 3mm thick opal acrylic carrier panel C/W clamps |
| 3 | 2704mm x 350mm x 60mm | 2mm thick fabricated aluminium panel finished burgundy aluminium light box for internal illumination. Timpson – 5mm thick fret-cut opal |

| | | |
|---|------------------------|--|
| | | acrylic pushed through face adhered to 3mm thick opal acrylic carrier panel C/W clamps |
| 4 | 1649mm x 1990mm x 45mm | 2mm thick fabricated aluminium panel with vinyl graphics |
| 5 | 1649mm x 1990mm x 45mm | 2mm thick fabricated aluminium panel with vinyl graphics |
| 6 | Various | Frosted manifestation vinyl |
| 7 | 875mm x 1350mm x 30 mm | 2mm thick fabricated aluminium panels finished burgundy semi-gloss with vinyl graphics |
| 8 | 875mm x 1350mm x 30 mm | 2mm thick fabricated aluminium panels finished burgundy semi-gloss with vinyl graphics |

Appraisal

Policy Considerations

Paragraph 136 of the revised National Planning Policy Framework (NPPF) states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Policy SP7 of the 2013-33 Local Plan is relevant as it addresses place shaping principles and seeks to ensure that proposals respond positively to local character and context to preserve and enhance the quality of existing places and their environs.

The advertisements will be displayed on a small single storey building located to the front of the ASDA supermarket and it will not affect any residential properties. There are other examples of advertisements located within the application site for the supermarket. The proposed signage is well designed and in keeping with the character of the building and its use. Therefore it is considered that the proposals will not cause any significant harm to public amenity.

For the above reasons the proposal would not conflict with Policy SP7 or the NPPF.

Highway Safety

The Highway Authority have been consulted on this application and have stated that no site visit was undertaken in conjunction with this planning application. The information submitted with the application has been thoroughly assessed and conclusions have been drawn from a desktop study. From a highway and transportation perspective the impact of the proposal is acceptable to Highway Authority.

Other Considerations

Clacton is non parished.

No letters of representation have been received.

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: -
 - i) 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.
 - ii) 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.
 - iii) 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.
 - iv) 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.
 - v) 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:

- Job no. ASP3-6.65m XXXXX - dated 11 April 2018 and scanned 14 Dec 2021

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.

Highways

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

| | | |
|---|-----|----|
| 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 |