



AGENT: Mr Lee Ironmonger
Architecture Design Limited
Fitted Rigging House
The Historic Dockyard
Chatham
ME4 4TZ

APPLICANT: Mr Mark Hepburn
23.5 Degrees Limited
Unit 3 Hedge End Retail Park
Charles Watts Way
Hedge End
Southampton
Hampshire
SO30 4RT

**TOWN AND COUNTRY PLANNING ACT 1990, TOWN AND COUNTRY PLANNING
(CONTROL OF ADVERTISEMENTS) REGULATIONS 2007**

APPLICATION NO: 23/01355/ADV

DATE REGISTERED: 27th September 2023

Proposed Development and Location of the Land:

**Proposed Installation of site directional, totem and display signage.
Unit 1 Clacton Trade Park Old Road Clacton On Sea**

THE TENDRING DISTRICT COUNCIL AS LOCAL PLANNING AUTHORITY **HEREBY GRANT**
ADVERTISEMENT CONSENT in accordance with the application form, supporting documents
and plans submitted, subject to the following conditions:

1 ADVERTISEMENT CONSENT

CONDITION - 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 APPROVED PLANS & DOCUMENTS

CONDITION: The development hereby permitted shall be carried out in accordance with the drawings/documents listed below and/or such other drawings/documents as may be approved by the Local Planning Authority in writing pursuant to other conditions of this permission or such drawings/documents as may subsequently be approved in writing by the Local Planning Authority as a non-material amendment following an application in that regard (except for Listed Building Consents). Such development hereby permitted shall be carried out in accordance with any Phasing Plan approved, or as necessary in accordance with any successive Phasing Plan as may subsequently be approved in writing by the Local Planning Authority prior to the commencement of development pursuant to this condition.

Proposed Mechanical Layout Plan - Received 27.09.2023

Drawing No. 23-431 REV: 2 - Sign 1 - 9m Internally Illuminated Totem Pole Sign

Drawing No. 23-431 REV: 2 SIGN 10 - EVO 1 305MM WORDMARK - RACEWAY MOUNTED

Drawing No. 23-431 REV: 2 SIGN 11 - 750MM EXTERNAL SINGLE SIDED ROUNDEL

Drawing No. 23-431 REV: 2 SIGN 14 AND 15 - 2 LANDLORD TOTEM GRAPHICS

Drawing No. 23-431 REV: 2 SIGN 2 - DRIVE THRU DIRECTIONAL SIGN

Drawing No 23-431 REV: 2 SIGN 3 - OFF CLEARANCE BAR

Drawing No 23-431 REV: 2 SIGN 4 - PREVIEW MENU BOARD

Drawing No 23-431 REV: 2 SIGN 5 - STARBUCKS EG ORDER CANOPY

Drawing No 23-431 REV: 2 SIGN 6 - 5 PANEL MENU BOARDS

Drawing No 23-431 REV: 2 SIGN 7 - NO ENTRY/THANK YOU DIRECTIONAL SIGN

Drawing No 23-431 REV: 2 SIGN 8 AND 9 - 2 OFF 1500MM EXTERNAL SINGLE SIDED ROUNDEL

Drawing No 39.145/01.1 SITE AND BLOCK PLAN

Drawing No 39.145/02.1 PROPOSED BLOCK PLAN

Drawing No 39.145/02.2 PROPOSED FRONT AND REAR ELEVATIONS

Drawing No 39.145/02.3 PROPOSED SIDE ELEVATIONS

REASON: For the avoidance of doubt and in the interests of proper phased planning of the development.

NOTE/S FOR CONDITION:

The primary role of this condition is to confirm the approved plans and documents that form the planning decision. Any document or plan not listed in this condition is not approved, unless otherwise separately referenced in other conditions that also form this decision. The second role of this condition is to allow the potential process of Non Material Amendment if found necessary and such future applications shall be considered on their merits. Lastly, this condition also allows for a phasing plan to be submitted for consideration as a discharge of condition application should phasing be needed by the developer/s if not otherwise already approved as part of this permission. A phasing plan submission via this condition is optional and not a requirement.

Please note in the latest revision of the National Planning Policy Framework (NPPF) it provides that Local Planning Authorities should seek to ensure that the quality of approved development is not materially diminished between permission and completion,

as a result of changes being made to the permitted scheme (for example through changes to approved details such as the materials used). Accordingly, any future amendment of any kind will be considered in line with this paragraph, alongside the Development Plan and all other material considerations.

Any indication found on the approved plans and documents to describe the plans as approximate and/or not to be scaled and/or measurements to be checked on site or similar, will not be considered applicable and the scale and measurements shown shall be the approved details and used as necessary for compliance purposes and/or enforcement action.

DATED: 22nd November 2023

SIGNED:



John Pateman-Gee
Head of Planning and Building Control

IMPORTANT INFORMATION :-

The local planning authority considers that the following policies and proposals in the development plan are relevant to the above decision:

Highways Informatives

i. 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

ii. On the completion of the Development, all roads, footways/paths, cycle ways, covers, gratings, fences, barriers, grass verges, trees, and any other street furniture within the Site and in the area, it covers, and any neighbouring areas affected by it, must be left in a fully functional repaired/renovated state to a standard accepted by the appropriate statutory authority.

iii. The Highway Authority cannot accept any liability for costs associated with a developer's improvement. This includes design check safety audits, site supervision, commuted sums for maintenance and any potential claims under Part 1 and Part 2 of the Land Compensation Act 1973. To protect the Highway Authority against such compensation claims a cash deposit or bond may be required.

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 attached notes explain the rights of appeal.

NOTES FOR GUIDANCE

ABOUT ADVERTISEMENT APPEALS

- If you are aggrieved by the decision to refuse consent for the display of Advertisements, or to grant consent subject to conditions, an appeal can be made to the Secretary of State for Communities and Local Government under Section 78 of the Town and Country Planning Act 1990. **Please note, only the applicant possesses the right of appeal.**

If you want to appeal then you must do so within eight weeks of receipt of the formal decision notice using an **Advertisement Consent Appeal Form** which can be obtained from The Planning Inspector, Temple Quay House, 2 The Square, Temple Quay, Bristol BS1 6PN (Tel: 0303 444 5000) or online at <https://www.gov.uk/planning-inspectorate>.

- If you intend to submit an appeal that you would like examined by inquiry then you must notify the Local Planning Authority and Planning Inspectorate (inquiryappeals@planninginspectorate.gov.uk) at least 10 days before submitting the appeal. [Further details are on GOV.UK.](#)