

**Tendring**  
District Council



Town Hall  
Station Road  
Clacton on Sea  
Essex CO15 1SE

**APPLICANT:** Mr Sam Caslin - Taylor Wimpey  
London  
Ground Floor East Wing  
BT Brentwood  
Colchester  
Essex  
CO5 8BT

**AGENT:**

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

**APPLICATION NO:** 23/01476/ADV

**DATE REGISTERED:** 15th November 2023

Proposed Development and Location of Land:

**Two V formation non-illuminated sign boards installed outside the hedgeline  
facing the A133 next to entrance gates.  
Admirals Farm Heckfords Road Great Bentley Colchester**

THE TENDRING DISTRICT COUNCIL AS LOCAL PLANNING AUTHORITY **HEREBY**  
**REFUSE ADVERTISEMENT CONSENT** in accordance with the application form, supporting  
documents and plans submitted, for the following reason(s):

- 1 The sign is situated 2.7 metres from the edge of a Classified A road (A133) and before a bend to the northeast. The sign is 4 metres in height with a width and depth of 1.8 metres. The sign impedes the visibility from an adjacent field access onto the A road which has a de-restricted speed limit of 60mph. Furthermore, the sign is sited too close to the edge of the carriageway creating an unacceptable degree of hazard to all road users to the detriment of general highway safety.

The sign by virtue of its excessive size and siting results in an incongruous form of development thereby having a detrimental impact to visual amenity and the overall rural character of the area. The proposal is therefore contrary to paragraphs 141 and 135 of the National Planning Policy Framework and policies SP7, SPL3 and CP2 of the Adopted Local Plan 2013-2033 and Beyond.

**DATED:** 12th January 2024

**SIGNED:**

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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:

**National:**

National Planning Policy Framework December 2023 ([NPPE](#))

National Planning Practice Guidance ([NPPG](#))

**Local:**

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

SP1 Presumption in Favour of Sustainable Development

SP7 Place Shaping Principles

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

SPL1 Managing Growth

SPL3 Sustainable Design

PPL3 The Rural Landscape

CP2 Improving the Transport Network

Supplementary Planning Documents

[Essex Design Guide](#)

**INFORMATIVES:****Positive and Proactive Statement**

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and determining the application within a timely manner, clearly setting out the reason(s) for refusal, allowing the Applicant the opportunity to consider the harm caused and whether or not it can be remedied by a revision to the proposal. The Local Planning Authority is willing to meet with the Applicant to discuss the best course of action and is also willing to provide pre-application advice in respect of any future application for a revised development.

**Plans and Supporting Documents**

The Local Planning Authority has resolved to refuse the application for the reason(s) set out above. For clarity, the refusal is based upon the consideration of the plans and supporting documents accompanying the application as follows, (accounting for any updated or amended documents):

Drawing No.1464.313.1

**The attached notes explain the rights of appeal.**

## NOTES FOR GUIDANCE

### ABOUT ADVERTISEMENT APPEALS

- If an applicant is aggrieved by the decisions 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.

If you want to appeal then you must do so within eight weeks of receipt of the formal decision notice using an **Advertisement 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>. **Please note, only the applicant possesses the right of appeal.**

- 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](mailto:inquiryappeals@planninginspectorate.gov.uk)) at least 10 days before submitting the appeal. [Further details are on GOV.UK.](#)