

Tendring
District Council



Town Hall
Station Road
Clacton on Sea
Essex CO15 1SE

AGENT: Mr Ralph Elliott –
Carter Jonas
One Chapel Place
London
W1G 0BG

APPLICANT: Wildstone Estates Limited
1 Bartholomew Lane
London
EC2N 2AX

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

APPLICATION NO: 24/00995/ADV

DATE REGISTERED: 2nd July 2024

Proposed Development and Location of Land:

**Application for Advertisement Consent - erection of a D6 small format Advertising Display.
Colchester Road Weeley Clacton On Sea Essex**

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 proposed signage by virtue of its illuminated design and positioning close to the highway would appear as a prominent and intrusive feature which would result in a cluttered appearance, to the significant detriment of the visual amenity of the site and surrounding locale.

The proposed development therefore fails to accord with paragraphs 116, 131 and 141 of the National Planning Policy Framework (2023), and Policies SP7 and SPL3 of the Tendring District Local Plan 2013-2033 and Beyond.

- 2 The proposal will be situated in close proximity to the footpath preventing pedestrians from safely accessing the site acting as a significant obstruction and resulting in significant harm to highway safety.

The proposed development therefore fails to accord with paragraphs 114, 116 and 141 of the National Planning Policy Framework (2023), and Policy CP1 of the Tendring District Local Plan 2013-2033 and Beyond.

DATED: 9th August 2024

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:

National:

National Planning Policy Framework 2023 (NPPF)
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)

SPL3 Sustainable Design

CP1 Sustainable Transport and Accessibility

CP2 Improving the Transport Network

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):

DIGITAL DISPLAY SPECIFICATIONS - REC 02/07/2024

EXISTING AND PROPOSED ELEVATIONS - REC 02/07/2024

EXISTING BLOCK PLAN - REC'D 02.07.24

PROPOSED BLOCK PLAN - REC'D 02.07.24

PROPOSED BLOCK PLAN - REC'D 02.07.24

SITE PLAN - REC'D 02.07.24

EXISTING AND PROPOSED SITE PHOTOS - REC 02/07/2024

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) at least 10 days before submitting the appeal. [Further details are on GOV.UK.](#)