



APPLICANT: Carly Soffe –
Cook Trading Ltd
The Cook Kitchen
Eurolink Way
Sittingbourne
Kent
ME10 3HH

AGENT:

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

APPLICATION NO: 24/01746/ADV

DATE REGISTERED: 2nd December 2024

Proposed Development and Location of Land:

**Application for Advertisement Consent - installation of two new signs.
139 - 141 Connaught Avenue Frinton On Sea Essex CO13 9PS**

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 new signage to the side wall of the existing building will make use of 3D lettering attached to the existing side wall and would be illuminated. This sign is large and faces outwards onto an area of public amenity and highway there by exacerbating its prominence within the public realm. The use of illumination within the signage will exude its impact further resulting in a detrimental impact to the overall appearance of the streetscene and the conservation area. The impact to the conservation area is considered less than substantial; however, there are no public benefits to outweigh this harm in this instance.

The proposal is therefore contrary to paragraphs 135, 141, 210, 212 and 215 of the National Planning Policy Framework and policies SP7, SPL3 and PPL8 of the Adopted Local Plan 2013-2033 and Beyond.

DATED: 23rd January 2025

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 2024 (NPPF)

National Planning Practice Guidance (NPPG)

LOCAL:

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

PPL8 Conservation Areas

CP1 Sustainable Transport and Accessibility

Supplementary Planning Guidance:

Frinton Shopfront 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 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):

- Site Plan - Rec'd 26.11.24
- Block Plan - Rec'd 02.12.24
- Existing Front Elevation - Rec'd 02.12.24
- Existing Side Elevation - Rec'd 02.12.24
- Proposed Signage - Front Elevation - Rec'd 02.12.24
- Proposed Signage - Side Elevation - Rec'd 02.12.24
- Signage And Advertisement Brief - Rec'd 26.11.24
- Site Photo - Clad - Rec'd 26.11.24
- Site Photo - Clad - Rec'd 26.11.24
- Site Photo - No Clad - Rec'd 26.11.24
- Site Photo - Rec'd 26.11.24
- Illuminated Sign Photo Taken In The Evening Rec'd 09.12.24

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.](#)