



AGENT: Mr Martin Brown –
Telent
Rutland House
5 Allen Road
Livingston
EH54 6TQ

APPLICANT: Simon Warner - BT Group
Plc
1 Braham Street
London
E1 8EE

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

APPLICATION NO: 25/00554/ADV

DATE REGISTERED: 31st March 2025

Proposed Development and Location of Land:

Application for Advertisement Consent - Installation of one BT Street Hub Unit and associated advertisement panels on either side of the unit.

Footpath outside Aldi Pier Avenue 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 Paragraph 135 of the National Planning Policy Framework 2025 (NPPF) requires that developments are visually attractive as a result of good architecture, are sympathetic to local character and history, including the surrounding built environment, function well and add to the overall quality of the area, and establish or maintain a strong sense of place.

Adopted Tendring District Local Plan Section 1 (TDLPS1) Policy SP7 seeks high standards of design that responds positively to local character and context. Policy SPL3 of the Tendring District Local Plan 2013-2033 and Beyond Publication states all new development must make a positive contribution to the quality of the local environment and must relate well to its site and surroundings particularly in relation to its siting, scale and form.

This section of the public pavement is open in character with a prominent piece of public artwork and very little street furniture within its vicinity. The introduction of this illuminated digital advertisement unit would therefore interrupt this open character which would further be exacerbated by virtue of its size and unsympathetic design in terms of its size and illumination appearing as a prominent and harmful feature detrimental to visual amenity and the character and appearance of the local area.

The proposal is therefore considered not to respond accordingly to the character and appearance of the streetscene and locale and would result in a significantly harmful impact in terms of visual amenity contrary to the above-mentioned policies of the Tendring District Local Plan 2013-33 and the relevant sections of the NPPF.

- 2 Paragraph 141 of the NPPF States that the quality and character of places can suffer when advertisements are poorly sited and designed. Local Policy CP2 of Part 2 of the Adopted Local Plan 2013-2033 and Beyond states that planning permission will not be granted if there would be an unacceptable impact on highway safety.

The unit is located on the inside of a bend adjacent to a busy pedestrian friendly location and it will impact on the width of the footway directly outside the store in the vicinity of a formal crossing point.

Due to the size and height of the unit it is unclear from the submitted information what impact the proposal will have on the visibility of the existing vehicular access to the Aldi Store, and the interference which this proposal would engender for both pedestrians and approaching vehicles, and vehicles exiting the store. It has not been demonstrated that obstruction of these visibility splays would not result in an unacceptable degree of hazard to all road users to the detriment of general highway safety.

The proposal therefore conflicts with the above policies resulting in a harmful impact to public and highway safety contrary to the above-mentioned policies of the Tendring District Local Plan 2013-33 and the relevant sections of the NPPF.

DATED: 16th May 2025

SIGNED:



John Pateman-Gee
Head of Planning and Building Control

NATIONAL & LOCAL PLAN POLICIES AND GUIDANCE RELEVANT TO THIS DECISION:

National:

National Planning Policy Framework 2025 (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):
SP7 Place Shaping Principles

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

SPL3 Sustainable Design
CP2 Improving the Transport Network

INFORMATIVES:

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):

Existing Site Plan And Block Plan

Proposed Site Plan And Block Plan
Existing Elevation
Proposed Elevation
Street Hub Elevations
Anti-Social Behaviour Management Plan
Developers Notice
Lighting Guidance
Noise Management Plan
Planning Statement
Street Hub Product Statement
Existing And Proposed Elevations

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.](#)