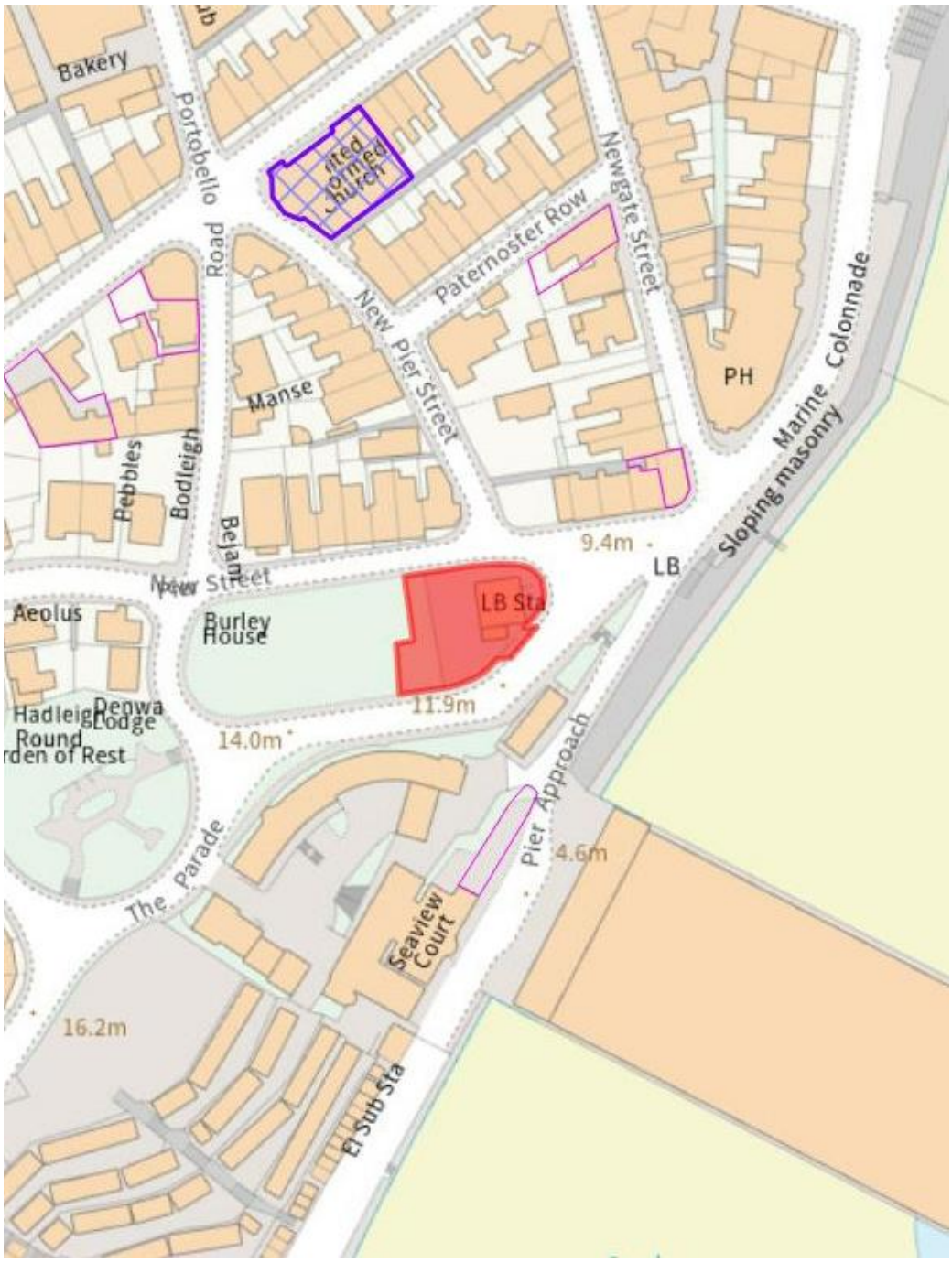
PLANNING COMMITTEE

26th NOVEMBER 2026

REPORT OF THE CORPORATE DIRECTOR OF PLANNING AND COMMUNITY

A.2 PLANNING APPLICATION – 26/01058/ADV – THE LIFEBOAT HOUSE THE PARADE WALTON ON THE NAZE CO14 8EA



DO NOT SCALE

© Crown Copyright and database right 2026. Ordnance Survey Licence No.100018684.

Application:	26/01058/ADV	**Expiry Date:**	3rd September 2026
Case Officer:	Alison Pope		
Town/ Parish:	Frinton & Walton Town Council		
Applicant:	Mr Gavin Bartley - Royal National Lifeboat Institution		
Address:	The Lifeboat House The Parade Walton On The Naze CO14 8EA		
Development:	Application for Advertisement Consent - signage associated with the erection of a single-storey boathouse for a D-Class lifeboat and tractor.		
Delegation Schedule:	D) Schedule 2 with own interest		
Referral Reason:	The application relates to Council-owned land and, following triage by the Chair of the Planning Committee and Head of Planning, has been referred to the Planning Committee for determination.		
Recommendation:	Approval of Advert Consent		

1. Executive Summary

1.1 The proposed non-illuminated signage is appropriately designed and positioned in relation to the new boathouse and would not result in harm to visual amenity, the Conservation Area or public safety.

2. Status of the Local Plan

Planning Policy Context

2.1 Planning law requires that decisions on applications must be taken in accordance with the development plan unless there are material considerations that indicate otherwise (Section 70(2) of the 1990 Town and Country Planning Act and Section 38(6) of the Planning and Compulsory Purchase Act 2004). This is set out in Paragraph 3 of the National Planning Policy Framework (the Framework). The 'development plan' for Tendring comprises, in part, Sections 1 and 2 of the Tendring District Local Plan 2013-33 and Beyond (adopted January 2021 and January 2022, respectively), supported by our suite of evidence base core documents (https://www.tendringdc.uk/content/evidence-base) together with any Neighbourhood Plans that have been made and the Minerals and Waste Local Plans adopted by Essex County Council.

Emerging Local Plan

2.2 The Regulation 19 Submission Version of the Tendring Local Plan Review (2026-2043) was published for consultation between September and October 2026. The emerging Local Plan is therefore at an advanced stage of preparation and represents the Council's most up-to-date expression of the spatial strategy and planning policies intended to guide development in the District.

2.3 Policy DM4 of the National Planning Policy Framework (2026) confirms that weight may be given to relevant policies in emerging plans. The weight to be afforded depends on the stage of preparation reached, the extent to which there are unresolved objections to the relevant policies, and the degree of consistency between those policies and national policy.

2.4 The emerging Local Plan is therefore a material consideration in the determination of this application. Given the advanced stage of plan preparation, increasing weight may be given to relevant emerging policies. However, the weight to be afforded to any individual policy will vary according to the nature and extent of any unresolved objections and its consistency with national policy. As the Local Plan has not yet been examined, the emerging policies do not carry the full weight afforded to adopted development plan policies.

Neighbourhood Plans

2.5 A neighbourhood plan introduced by the Localism Act that can be prepared by the local community and gives communities the power to develop a shared vision for their area. Neighbourhood plans can shape, direct and help to deliver sustainable development, by influencing local planning decisions as part of the statutory development plan to promote development and uphold the strategic policies as part of the Development Plan alongside the Local Plan. Further information on our Neighbourhood Plans and their progress can be found via our website https://www.tendringdc.uk/content/neighbourhood-plans

At the time of writing, there are no draft or adopted neighbourhood plans relevant to this site.

3. Planning Policy

3.1 The following Local and National Planning Policies are relevant to this planning application.

National:
National Planning Policy Framework 2026 (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)

SPL1	Managing Growth
SPL3	Sustainable Design
CP2	Improving the Transport Network

4. Relevant Planning History

97/00131/FUL	(RNLI Lifeboat Station, New Pier Street, Walton on Naze) Alteration and extension to provide improved facilities for lifeboat crew members and small souvenirs outlet	Approved	11.03.1997
97/00999/FUL	(RNLI Lifeboat Station, New Pier Street,) Temporary permission for 6 months for one accommodation cabin and one container unit - all in association with use as lifeboat station during construction works	Approved	10.09.1997
18/01435/FUL	Siting of temporary storage container to house T45 tractor and modified D-Class 6-man launch vessel.	Approved	19.10.2018

19/01127/FUL	Erection of temporary fencing and change of use of part of the land for temporary car park.	Approved	04.12.2019
21/00762/FUL	Proposed siting of temporary storage container to house T45 tractor and modified D-Class 6-man launch vessel	Approved	02.07.2021
23/00692/FUL	Proposed temporary fencing to car parking area (renewal of temporary planning permission 19/01127/FUL).	Approved	27.06.2023
25/00807/FUL	Planning Application - Temporary siting (five years) of timber clad storage container for lifeboat.	Approved	03.11.2025

5. Consultations

Below is a summary of the comments received from consultees relevant to this application proposal. Where amendments have been made to the application, or additional information has been submitted to address previous issues, only the latest comments are included below.

All consultation responses are available to view, in full (including all recommended conditions and informatives), on the planning file using the application reference number via the Council's Public Access system by following this link https://idox.tendringdc.gov.uk/online-applications/.

ECC Highways Dept **18.08.2026**

The Highway Authority raises no objection, confirming that the advertisement proposal is acceptable in highway and transportation terms. An informative is recommended advising that any works within or affecting the highway require prior agreement and the necessary approvals from the Highway Authority.

6. Representations

6.1 Parish / Town Council

Frinton and Walton Town Council support the application and recommend approval.

6.2 Neighbour / Local Representations

No representations received.

7. Assessment

Site Description and Context

7.1 The application site comprises the existing Walton and Frinton Lifeboat Station at the eastern end of New Pier Street, adjacent to The Parade and Walton Pier. The site occupies a prominent seafront location within the Frinton and Walton Conservation Area.

Description of Proposal

7.2 The application seeks advertisement consent for three non-illuminated, powder-coated aluminium

signs on the proposed boathouse. These comprise a principal fascia sign above the boathall door and two smaller RNLI Lifeboats signs on the south-west and north-east elevations as follows:

- Sign A – Principal Identifier: Positioned above the boathall door on the south-east elevation. The sign would be non-illuminated, powder-coated aluminium, with a depth of 50mm and positioned approximately 3.18m above finished floor level.
- Sign B – Engagement Window: Positioned adjacent to the engagement window on the south-west elevation. The sign would be non-illuminated, powder-coated aluminium, with a depth of 30mm and positioned approximately 1.92m above finished floor level.
- Sign C – Personnel Door: Positioned on the north-east elevation adjacent to the personnel door. The sign would be non-illuminated, powder-coated aluminium, with a depth of 30mm and positioned approximately 1.65m above finished floor level.

Assessment

7.3 Visual Amenity

7.4 Policy DP3 of the NPPF (2026) states that development proposals should respond to their context so that they integrate with and enhance their surroundings. To create well-designed places, proposals should support healthy, mixed, vibrant and integrated communities, incorporate and/or connect to a network of high quality, accessible, multi-functional green infrastructure to provide opportunities for recreation and healthy living, and create visually attractive, distinctive and characterful development to establish or maintain a strong sense of place and pride, including through the use of a coherent palette of materials, design features and planting.

7.5 Local Plan Section 1 Policy SP7 seeks high standards of design that responds positively to local character and context. Local plan Section 2 Policy SPL3 of the Tendring District state 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.

7.6 The proposed advertisements comprise three signs positioned on separate elevations of the proposed boathouse. All three signs would be non-illuminated and constructed from powder-coated aluminium. The signage would be closely associated with the operational use of the building and would identify the RNLI lifeboat facility.

7.7 The signs are modest in scale and would be appropriately positioned on the elevations of the proposed boathouse. Their design and appearance are considered proportionate to the building and would not result in excessive or visually intrusive signage within this prominent seafront location.

7.8 The site lies within the Frinton and Walton Conservation Area and therefore particular regard has been given to the effect of the advertisements upon its character and appearance. Given their modest scale, positioning on the building and non-illuminated nature, the advertisements would not appear unduly prominent or detract from the character and appearance of the Conservation Area.

7.9 Overall, the proposed advertisements are considered appropriate to the associated boathouse and would not result in unacceptable harm to visual amenity or the character and appearance of the surrounding area. The proposal is therefore considered acceptable in respect of visual amenity.

Highway and Public Safety

7.10 Policies TR3 (Locating development in sustainable locations) and TR4 (Street design, access and parking) of the NPPF 2026 seek to promote sustainable transport, ensure safe and suitable access for all users and avoid unacceptable impacts on highway safety and the operation of the road network. Policy DP3 (Key principles for well-designed places) further requires transport and parking

considerations to form part of good design.

7.11 Policy CP2 of Part 2 of the Adopted Local Plan 2013-2033 and Beyond, also states that planning permission will not be granted if there would be an unacceptable impact on highway safety.

7.12 The proposed advertisements would be attached to the elevations of the boathouse and would not project significantly from the building. None of the signs would be illuminated and, given their scale, siting and design, they would not cause distraction or otherwise adversely affect highway or public safety.

7.13 The Highway Authority raises no objection to the proposal. Accordingly, the advertisements are considered acceptable in respect of highway and public safety.

8. Conclusion

8.1 The proposed advertisements are modest in scale, non-illuminated and appropriately related to the associated boathouse. They would not result in unacceptable harm to visual amenity, including the character and appearance of the Conservation Area, or to highway and public safety. The proposal is therefore considered acceptable and advertisement consent is recommended for approval.

9. Recommendation

9.1 Approval of advertisement consent (no S106 requirements)

Recommendation: Approval

That the Head of Planning and Building Control be authorised to grant advertisement consent subject to the conditions as stated at paragraph 9.2, or varied as is necessary to ensure the wording is enforceable, precise, and reasonable in all other respects, including appropriate updates, so long as the principle of the conditions as referenced is retained; and,

The informative notes as may be deemed necessary.

9.2 Conditions and Reasons

1 ADVERTISEMENT (SCHEDULE 2 CONDITIONS)

CONDITIONS:

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.

REASON: All advertisements displayed with the (express) consent of the Local Planning Authority are subject to these standard conditions by virtue of Schedule 2 to the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (as amended).

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.

The approved red line plan drawing is Drg No 01 Rev A received 9 July 2026
Drg No 12 Rev A

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.

Highways Informative

All work within, or affecting, the highway shall be laid out and constructed by prior arrangement with, and to the requirements and satisfaction of, the Highway Authority (Essex County Council), with all details being agreed before the commencement of any highway works. Failure to secure the necessary approvals and relevant permits for works within the highway may result in enforcement action by the Highway Authority against, but not limited to, the owner of the land or

the person causing, or responsible for, the damage to the Highway. To start the process to obtain the relevant permissions the applicant should contact the Essex Highways Development Management Team by email at development.management@essexhighways.org

10. Additional Considerations

Equality Impact Assessment

10.1 In making this recommendation/decision regard must be had to the public sector equality duty (PSED) under section 149 of the Equality Act 2010 (as amended). This means that the Council must have due regard to the need in discharging its functions that in summary include A) Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act; B. Advance equality of opportunity between people who share a protected characteristic* (See Table) and those who do not; C. Foster good relations between people who share a protected characteristic* and those who do not, including tackling prejudice and promoting understanding.

10.2 It is vital to note that the PSED and associated legislation are a significant consideration and material planning consideration in the decision-making process. This is applicable to all planning decisions including prior approvals, outline, full, adverts, listed buildings etc. It does not impose an obligation to achieve the outcomes outlined in Section 149. Section 149 represents just one of several factors to be weighed against other pertinent considerations.

10.3 In the present context, it has been carefully evaluated that the recommendation articulated in this report and the consequent decision are not expected to disproportionately affect any protected characteristic* adversely. The PSED has been duly considered and given the necessary regard, as explained below.

Protected Characteristics *	Analysis	Impact
Age	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Disability	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Gender Reassignment	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Marriage or Civil Partnership	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Pregnancy and Maternity	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Race (Including colour, nationality and ethnic or national origin)	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Sexual Orientation	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Sex (gender)	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral
Religion or Belief	The proposal put forward will not likely have direct equality impacts on this target group.	Neutral

Human Rights

10.4 In making your decision, you should be aware of and take into account any implications that may

arise from the Human Rights Act 1998 (as amended). Under the Act, it is unlawful for a public authority such as the Tendring District Council to act in a manner that is incompatible with the European Convention on Human Rights.

10.5 You are referred specifically to Article 8 (right to respect for private and family life), Article 1 of the First Protocol (protection of property) and Article 14 (right to freedom from discrimination).

10.6 It is not considered that the recommendation to grant permission in this case interferes with local residents' right to respect for their private and family life, home and correspondence or freedom from discrimination except insofar as it is necessary to protect the rights and freedoms of others (in this case, the rights of the applicant). The Council is also permitted to control the use of property in accordance with the general interest and the recommendation to grant permission is considered to be a proportionate response to the submitted application based on the considerations set out in this report.

Finance Implications

10.7 Local finance considerations are a matter to which local planning authorities are to have regard in determining planning applications, as far as they are material to the application.

10.8 The New Homes Bonus (NHB) is one local finance consideration capable of being a material consideration to which the weight given shall be determined by the decision maker. The NHB is a payment to local authorities to match the Council Tax of net new dwellings built, paid by Central Government over six consecutive years. In this instance, it is not considered to have any significant weight attached to it that would outweigh the other considerations.

11. Declaration of Interest

11.1 Please refer to the minutes of this meeting, which are typically available on the Council's website which will be published in due course following conclusion of this meeting.

12. Background Papers

12.1 In making this recommendation, officers have considered all plans, documents, reports and supporting information submitted with the application together with any amended documentation. Additional information considered relevant to the assessment of the application (as referenced within the report) also form background papers. All such information is available to view on the planning file using the application reference number via the Council's Public Access system by following this link https://idox.tendringdc.gov.uk/online-applications/.