

Your Ref: **PP-12728110**
Our Ref: HPD/CD/CM/20/014
Date: 15 January 2024

Tendring District Council
Planning Services
Town Hall
Station Road
Clacton-on-Sea
Essex
CO15 1SE



Hybrid Planning & Development Limited
The Old Vyner Street Gallery
23 Vyner Street
London
E2 9DG

www.hpduk.com



Dear Sir/Madam,

RE: UNIT G, CLACTON TRADE AND LEISURE PARK, OLD ROAD, CLACTON ON SEA, CO15 1HX

On behalf of our client, Screwfix Direct Limited, we are instructed to submit an application for advertisement consent for the display of 1 no. externally illuminated fascia sign, at the abovementioned premises.

Accordingly, please find enclosed the following documents which comprise in addition to this letter, the application:

- Duly completed Advertisement Application Form;
- Site Location Plan at scale 1:1250 with the site edged in red;
- Existing Elevations (Dwg. no. 0026-EX_ELEV-P3); and
- Proposed Elevations (Dwg. no. 0027-ELEV-P3).

The statutory application fee of £165.00 has been paid electronically by card following submission of this application via the Planning Portal.

SCREWFIX DIRECT LIMITED

Screwfix Direct Limited comprises a B8 trade counter operation supplying local building companies. Their products are also sold over the internet, via a catalogue, over the telephone as well as over the trade counter; with any individual unit servicing its own local area for each of these methods of purchase. Screwfix brands and products are formulated for the trade professional in terms of quantity and type of goods.

THE APPLICATION PROPOSALS

The application seeks consent for the display of 1 no. externally illuminated fascia sign. The proposed elevations, Drawing No. 0027-ELEV-P3, provides further details relating to design, size and siting.

PLANNING POLICY

National Planning Policy Framework (2023)

Current national guidance on advertisement control is set out in the National Planning Policy Framework

(NPPF), which recognises that the control over outdoor advertisements should be efficient, effective, and simple in concept and operation. The NPPF clarifies (at Paragraph 141) that the display of outdoor advertisements can only be controlled in the interests of “amenity” and “public safety”, taking account of cumulative impacts.

Local Planning Policy

The Local Development Plan for Tendring comprises the Tendring District Local Plan 2013-2033 and Beyond North Essex Authorities' Shared Strategic Section 1 (January 2021) and the Tendring District Local Plan 2013-2033 and Beyond Section 2 (January 2022), together with the accompanying Policies Map.

Due regard has been given to the following pertinent planning policies:

- SP1 – Presumption in Favour of Sustainable Development;
- SP7 – Place Shaping Principles;
- SPL1 – Managing Growth;
- SPL2 – Settlement Development Boundaries;
- SPL3 – Sustainable Design; and
- PP14 – Priority Areas for Regeneration; and
- CP2 – Improving the Transport Network.

The premises in question are located towards the west of Old Road, forming part of the extension to the existing well-established Waterglade Retail Park, which is accessed from a dedicated access road from Old Road, which itself; leads to the A133, a main arterial route leading directly to the A120 and A12, and to the M4 and beyond. The area surrounding the application site is predominantly characterised by commercial uses, and thus the advertisements within the area are of various size, scale, design, and form. Advertisements are a common form of paraphernalia within a commercial area as they are an integral element to the success of commercial activity.

The advertisement by virtue of its size, scale and siting will be proportionate to the size and scale of the building and will not result in a proliferation of signage to the detriment of the character and appearance of the building or the surrounding area. The advertisement will create a lively atmosphere of colour, variety and interest and thus make a positive contribution to the visual environment.

The 1 no. fascia sign will be externally illuminated by discreet and simple trough lighting to respect the simplistic design of the building, and to ensure that the means of illumination (318 cd/m²), is not unduly visible and prominent.

Furthermore, it is considered that the graphics will not cause a distraction to pedestrians, cyclists, or traffic, and thus highway safety. The advertisement will contain a very simple text, and as set out above, the fascia sign will be illuminated at a low level (such that the overhead lighting will not shine brightly even during the hours of darkness), to allow the advertisement to be read and easily assimilated, and to ensure that the proposal does not result in a detrimental impact on amenity and highway safety.

By virtue of the relationship between the unit and the surrounding street scene, the form of development within the surrounding area, and the size, scale, and design of the advertisement, the proposal will not appear incongruous or unduly prominent, and will not result in a detrimental visual impact on the character and appearance of the unit, nor on the surrounding area. It is therefore considered that the advertisement will wholly comply with the National Planning Policy Framework (2023), and the policies of the Tendring District Local Plan 2013-2033 and Beyond North Essex Authorities' Shared Strategic Sections 1 & 2.

Screwfix Direct Limited will make a positive contribution to the commercial and community life of the area and provide essential trade counter services to local businesses and large organisations. However, in order to promote the branch, an effective advertisement scheme is required which not only conveys the brand to members of the trade but also contributes to the appearance of the unit and its surroundings.

We look forward to receiving your confirmation that the application has been registered. Should you require

any further information in the interim, please do not hesitate to contact me on the above number.

Yours faithfully,



Charlotte Mills
SENIOR PLANNER

Encs.