

CC: (By email)

Director for
Highways and Transportation.

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Recommendation

Application No. 24/00116/ADV

Site Location Unit E Clacton Trade Park Old Road Clacton on Sea

Proposal One internally illuminated flex face, and three non-illuminated poster frames.

The information submitted with the application has been assessed by the Highway Authority and conclusions have been drawn from a desktop study with the observations below based on submitted material. No site visit was undertaken in conjunction with this planning application. It is noted that three of the proposed signs will be non-illuminated poster frames and the internally illuminated signage is set well back from the public highway, considering these factors:

From a highway and transportation perspective the impact of the proposal is acceptable to Highway Authority subject to the following mitigation and conditions:

1. The maximum luminance of the sign shall not at any time exceed the standards contained within the Institution of Lighting Professionals, Professional Lighting Guide, the brightness of illuminated advertisements which in this case is 300 Candelas per square metre (300 cd/m²).

Reason: To ensure that users of the highway are not subjected to glare and dazzle in the interest of highway safety and in accordance with Policy DM1.

2. Any proposed external lighting / floodlighting within the development site, the light source shall be so positioned and shielded, in perpetuity, to ensure that users of the highway are not affected by dazzle and/or glare, in accordance with details to be submitted to and approved in writing by the Local Planning Authority.

(Continued...)

Reason: To ensure that users of the highway are not subjected to glare and dazzle from lighting within the development in the interest of highway safety and in accordance with Policy DM1.

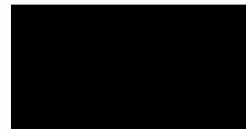
The above conditions are to ensure that the proposal conforms to the relevant policies contained within the County Highway Authority's Development Management Policies, adopted as County Council Supplementary Guidance in February 2011.

Informative:

1: All work within or affecting the highway is to be laid out and constructed by prior arrangement with and to the requirements and specifications of the Highway Authority; all details shall be agreed before the commencement of works.

The applicants should be advised to contact the Development Management Team by email at development.management@essexhighways.org

2: The Highway Authority cannot accept any liability for costs associated with a developer's improvement. This includes design check safety audits, site supervision, commuted sums for maintenance and any potential claims under Part 1 and Part 2 of the Land Compensation Act 1973. To protect the Highway Authority against such compensation claims a cash deposit or bond may be required.



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pp Executive Director for Customer Operations
Enquiries to Chris Stoneham

