

Reference: 23/01452/ADV	Site: Land Adjacent 1 To 21 Kings Parade King Street Stanford Le Hope Essex
Ward: Stanford Le Hope West	Proposal: Installation of 1x electronic advertisement totem (Displaying travel information interspersed with adverts)

Plan Number(s):		
Reference	Name	Received
JCBD-22-240-13-1 REV 00 LCD	Proposed Plans	6th December 2023
(No Nos.)	Location Plan	6th December 2023
(No Nos.)	Site Layout	6th December 2023

The application is also accompanied by:	
<ul style="list-style-type: none"> - Application Form - Manufacturers specifications 65-inch totem. 	
Applicant: Mr Michael Boon	Validated: 6 December 2023 Date of expiry: 31 January 2024
Recommendation:	

This application is scheduled for determination by the Council’s Planning Committee because all applications by, or on behalf of, the Council are required to be considered by Committee (in accordance with Part 3 (b) Section 2 .1 (c) of the Council’s constitution).

1.0 DESCRIPTION OF PROPOSAL

- 1.1 The application proposes the erection of one internally illuminated two-sided travel information and advertising display unit.
- 1.2 The proposed totem would measure a maximum height of 2.0m, a width of 0.9m and a depth at the base of 0.5m and a depth of 0.18m for the actual signage.
- 1.3 The double-sided display would feature a light sensor which changes the brightness of the screen depending on the ambient lighting to ensure the most suitable brightness at any time.

- 1.4 The signage would display real time transport information for buses (and if required trains) to give accurate information to current bus passengers, it can also display messaging about delays / weather warnings / if and when required. The information displayed would provide a 50% split between travel information and advertising every minute.
- 1.5 Advertising local information on the signage would be encouraged.

2.0 SITE DESCRIPTION

- 2.1 The site lies within an existing Local Centre. The unit is to be located upon the public footpath located adjacent to no. 1 Kings Parade King Street, Stanford-Le-Hope.

3.0 RELEVANT PLANNING HISTORY

- 3.1 None that are relevant to this proposal.

4.0 CONSULTATIONS AND REPRESENTATIONS

- 4.1 Detailed below is a summary of the consultation responses received. The full version of each consultation response can be viewed on the Council's website via public access at the following link: www.thurrock.gov.uk/planning

4.2 PUBLICITY:

This application has been advertised by way of individual neighbour notification letters, and a public site notice which has been displayed nearby.

4.3 HIGHWAYS

No objections

5.0 POLICY CONTEXT

National Planning Policy Framework (NPPF) 2023

- 5.1 The revised NPPF was published in December 2023. The NPPF sets out the Government's planning policies. Paragraph 2 of the NPPF confirms the tests in s.38 (6) of the Planning and Compulsory Purchase Act 2004 and s.70 of the Town and Country Planning Act 1990 and that the Framework is a material consideration in

planning decisions. The following chapter headings and content of the NPPF are particularly relevant to the consideration of the current proposals:

11. Making effective use of land;
12. Achieving well-designed places.

5.2 National Planning Practice Guidance (NPPG)

In March 2014 the former Department for Communities and Local Government (DCLG) launched its planning practice guidance web-based resource. This was accompanied by a Written Ministerial Statement which includes a list of the previous planning policy guidance documents cancelled when the NPPF was launched. NPPG contains a range of subject areas, with each area containing several sub-topics. Those of particular relevance to the determination of this planning application include:

- Advertisements
- Design
- Determining a planning application
- Town centres and retail

5.3 Local Planning Policy: Thurrock Local Development Framework (2015)

The “Core Strategy and Policies for Management of Development” was adopted by Council on the 28 February 2015. The following policies apply to the proposals:

SPATIAL POLICIES

- CSSP2 (Sustainable Employment Growth)

THEMATIC POLICIES

- CSTP7 (Network of Centres)
- CSTP8 (Viability and Vitality of Existing Centres)
- CSTP22 (Thurrock Design)
- CSTP23 (Thurrock Character and Distinctiveness)

POLICIES FOR MANAGEMENT OF DEVELOPMENT

- PMD1 (Minimising Pollution and Impacts on Amenity)
- PMD2 (Design and Layout)

5.4 Thurrock Local Plan

In February 2014 the Council embarked on the preparation of a new Local Plan for the Borough. Between February and April 2016 the Council consulted formally on an 'Issues and Options (Stage 1)' document and simultaneously undertook a 'Call for Sites' exercise. In December 2018 the Council began consultation on an Issues and Options [Stage 2 Spatial Options and Sites] document, this consultation has now closed and the responses have been considered and reported to Council. On 23 October 2019 the Council agreed the publication of the Issues and Options 2 Report of Consultation on the Council's website and agreed the approach to preparing a new Local Plan.

5.5 Thurrock Design Strategy

In March 2017 the Council launched the Thurrock Design Strategy. The Design Strategy sets out the main design principles to be used by applicants for all new development in Thurrock. The Design Strategy is a supplementary planning document (SPD) which supports policies in the adopted Core Strategy.

6.0 **ASSESSMENT**

6.1 The assessment below covers the following areas:

- I. PRINCIPLE OF THE DEVELOPMENT
- II. DESIGN AND IMPACT ON THE AREA
- III. HIGHWAY SAFETY

- I. PRINCIPLE OF THE DEVELOPMENT

6.2 The site is located with the Stanford le Hope Town Centre and proposes a travel information display and advert and is therefore acceptable in principle.

- II. DESIGN AND LAYOUT AND IMPACT UPON THE AREA

6.3 By virtue of the modest size and scale of the totem, the proposal would pose a limited impact upon the visual amenity or character of the area and raise no concerns in relation to its overall appearance, according with Policies CSTP22, CSPTP23 and PMD2 of the Core Strategy.

- III. HIGHWAY SAFETY

- 6.4 The signage would occupy a small section of the pedestrian footpath and would not have any detrimental impact upon pedestrian movements, highway or public safety. Furthermore, Highways Officers have raised no objections. The proposal would therefore pose no impacts on highways safety, according with Policy PMD2 of the Core Strategy.

7.0 CONCLUSIONS AND REASON(S) FOR APPROVAL

- 7.1 The proposed signage is considered to be acceptable in terms of its impact on the character, visual amenities of the area and highways safety and therefore satisfactory in terms of Policy CSTP22, CSTP23, PMD2 of the Core Strategy and Policies for the Management of Development Plan (as amended) 2015:

8.0 RECOMMENDATION

- 8.1 Approve, subject to the following conditions:

- 1 The express consent hereby granted shall be for a period of 5 years beginning from the date of this decision.
- 2 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.
- 3 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 purposes of security or surveillance or for the measuring the speed of any vehicle.
- 4 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.
- 5 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.
- 6 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.

Reasons 1- 6: These conditions are imposed pursuant to Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Approved Plans

- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

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Reason: For the avoidance of doubt and to ensure the development accords with the approved plans with regard to policies PMD1 and PMD2 of the adopted Thurrock LDF Core Strategy and Policies for the Management of Development [2015].

Positive and Proactive Statement

1. Town and Country Planning (Development Management Procedure) (England) Order 2015 (as amended) –

Positive and Proactive Statement: The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant advertising consent in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Documents:

All background documents including application forms, drawings and other supporting documentation relating to this application can be viewed online:

www.thurrock.gov.uk/planning

