



## Committee Report

**Planning Committee South – 22 November 2022**

**Application no** DC/22/2963/ADN

**Location**

Beach Village  
Sea Road  
Felixstowe  
Suffolk  
IP11 2BJ

**Expiry date** 11 October 2022

**Application type** Non-Illuminated Advertisement Consent

**Applicant** East Suffolk Council

**Parish** Felixstowe

**Proposal** Non Illuminated Advertisement - Totem pole sign 5.300m high approx

**Case Officer** Mark Brands  
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### 1. Summary

- 1.1 Advertisement Consent is sought for the erection of a totem pole sign at Beach Village Felixstowe (related to planning permission DC/21/2444/FUL).
- 1.2 As the applicant and landowner is East Suffolk Council, the proposal is to be determined at Planning Committee in accordance with the scheme of delegation.
- 1.3 The application is recommended for approval.

### 2. Site Description

- 2.1 The site comprises former lawn areas between the promenade (east) and Sea Road (west), which is within the Felixstowe South Conservation Area. The site received planning permission last year under DC/21/2444/FUL for the development of a 'beach village' area with 27 traditional wooden huts, accessible pods to hire and new public conveniences - plus movement of trim trail to new activity park area, comprising of three petanque rinks,

table tennis tables and exercise space'. Works are underway on the site to facilitate the development.

### **3. Proposal**

- 3.1 The proposal is for the installation of a non-illuminated sign for the beach village. The sign comprises a metal plate sign depicting a fish with 'Sea Shore Village' above and will be mounted on a hollow section metal post set within granite feature paving. The sign would have a height of approximately 5.3 metres.

### **4. Third Party Representations**

- 4.1 One objection has been received. It should be noted that the main concerns raised are in relation to the development approved under permission DC/21/2444/FUL and not specifically regarding the totem sign itself. The concerns raised are summarised below (see full comments on public access):

- Lack of consultation including regarding the contractors' compound for the beach village and trim trail works.
- Outlook will be blighted temporarily.
- Lack of information regarding construction working hours, lighting, noise, duration of works.
- Query whether there will be temporary structures and the need for permission for these.
- If any part of the heritage gardens are to be used these must be restored to their original style and condition.
- Should be using council car park hardstanding for contractors and storage etc.

### **5. Consultees**

#### **Parish/Town Council**

Consultee	Date consulted	Date reply received
Felixstowe Town Council	25 August 2022	8 September 2022
Summary of comments: Committee recommended APPROVAL.		

#### **Non statutory consultees**

Consultee	Date consulted	Date reply received
SCC Highways Department	25 August 2022	No response
Summary of comments: No response received; consultation period has expired.		

Consultee	Date consulted	Date reply received
East Suffolk Environmental Protection	25 August 2022	25 August 2022
Summary of comments: No comments.		

Consultee	Date consulted	Date reply received
Felixstowe Society	N/A	4 September 2022
Summary of comments: The Felixstowe Society has no objections to the proposal.		

### **Publicity**

None.

### **Site notices**

None.

## **6. Planning policy**

National Planning Policy Framework 2021 (NPPF)

SCLP11.1 - Design Quality (East Suffolk Council - Suffolk Coastal Local Plan, Adopted September 2020)

SCLP11.2 - Residential Amenity (East Suffolk Council - Suffolk Coastal Local Plan, Adopted September 2020)

SCLP11.5 - Conservation Areas (East Suffolk Council - Suffolk Coastal Local Plan, Adopted September 2020)

## **7. Planning Considerations**

- 7.1 Paragraph 136 of the NPPF highlights that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective.
- 7.2 Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

- 7.3 For the purposes of the above Regulations, 'amenity' includes aural and visual amenity and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. In practice this means the effect on visual amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement. In assessing amenity, consideration is given to the local characteristics of the neighbourhood, for example, whether the proposal is in keeping with important scenic, historic, architectural or cultural features.
- 7.4 Policy SCLP11.1 supports locally distinctive and high quality design that clearly demonstrates an understanding of the key features of local character and seeks to enhance these features through innovative and creative means. In addition, the proposed sign would be located within the Felixstowe South Conservation Area and Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a general duty to have special regard to the desirability of preserving or enhancing the character or appearance of conservation areas in the exercise of planning functions. The NPPF identifies the conservation and enhancement of the historic environment as an important element of sustainable development. The statutory duties of The Act and heritage objectives of the NPPF are also reflected in the Built and Historic Environment section of the Local Plan and the Historic Environment SPD.
- 7.5 The proposed sign relates to the beach village approved adjacent to the promenade and has been designed to reflect the theme and concept of that scheme and its location. The scale, visual appearance, and the materials to be used are considered appropriate given the context of the site and will preserve the character and appearance of the Conservation Area. The proposal is therefore acceptable in terms of amenity.
- 7.6 In terms of public safety, Regulation 3 sets out that factors relevant to public safety include: the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military); whether the display of the advertisement is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; and whether the display of the advertisement is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle. Given the siting, scale and nature of the sign in this case, the proposal does not raise any adverse issues in respect of the above public safety considerations and is therefore also acceptable in this regard.

## **8. Conclusion**

- 8.1 The proposed sign does not raise any adverse issues in terms of amenity or public safety and accords with the local plan policies listed above and the relevant provisions of the National Planning Policy Framework.

## **9. Recommendation**

- 9.1 Approve subject to conditions.

**Conditions:**

1. The development hereby permitted shall not be carried out other than in complete accordance with the Application Form and drawings 21105 67, 21105 12, and 21105 50 B all received 25 July 2022.

Reason: For avoidance of doubt as to what has been considered and approved.

2. This consent shall be for a period of five years.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

3. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

4. Any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Local Planning Authority.

Reason: as required by the Town and Country (Control of Advertisements) Regulations in force at this time.

5. Where any advertisement is required under these Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the Town and Country (Control of Advertisement) Regulations in force at this time.

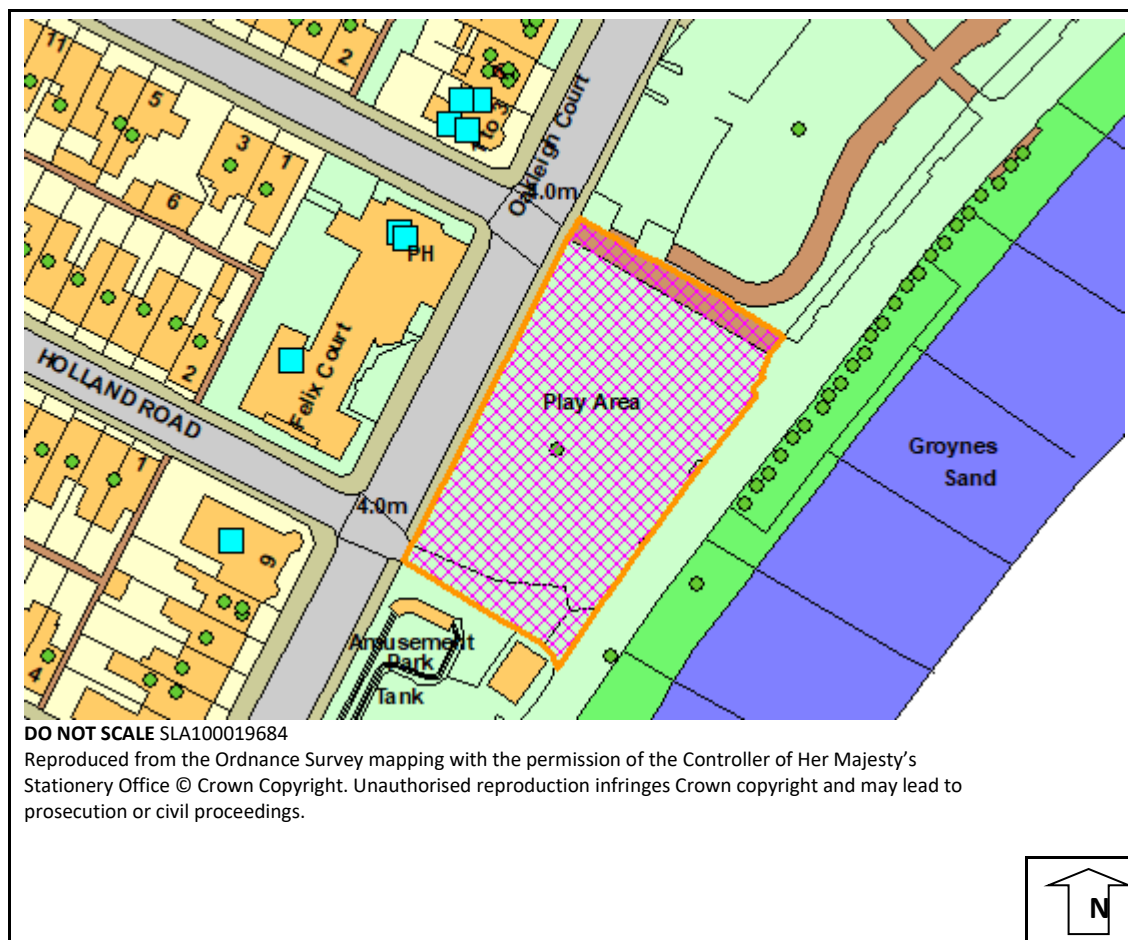
**Informatives:**

1. The Local Planning Authority has assessed the proposal against all material considerations including planning policies and any comments that may have been received. The planning application has been approved in accordance with the objectives of the National Planning Policy Framework and local plan to promote the delivery of sustainable development and to approach decision taking in a positive way.





**Background information**

See application reference DC/22/2963/ADN on [Public Access](#)

## Map



## Key

-  Notified, no comments received
-  Objection
-  Representation
-  Support