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# Appeal Decision

Site visit made on 30 October 2025

by **C Hall BSc MPhil MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 12 November 2025

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**Appeal Ref: APP/M1595/Z/25/3373140**

**Walton Hall Farm, Waltons Hall Road, Linford, Thurrock SS17 0RH**

- The appeal is made under Regulation 17 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Mr Michael Annis (on behalf of Walton Hall Country Park Limited) against the decision of Thurrock Council.
  - The application Ref. Is 25/00786/ADV.
  - The advertisement proposed is for 1 no. totem and 4 no. flag pole signs.
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## Decision

1. The appeal is allowed and express consent is granted for 1 no. totem and 4 no. flagpole signs at Walton Hall Farm, Waltons Hall Road, Linford, Thurrock SS17 0RH in accordance with the terms of the application Ref. 25/00786/ADV. The consent is until 23 May 2027 and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations.

## Main Issues

2. The main issues in the determination of this appeal are the effect of the proposals on visual amenity and public safety.

## Reasons

### *Visual amenity*

3. Amenity is not defined within the Regulations, nonetheless relevant factors include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest. In assessing amenity, it is reasonable to consider characteristics of the neighbourhood.
4. The appeal site comprises of residential park homes and associated buildings and operations within wider rural environs. The signs the subject of this appeal are in two separate locations on the site boundary with Walton Hall Road.
5. At the southwestern end, I observed that the three flag pole and single totem signs are already in place. They are positioned behind a brick wall, in close proximity to a tall and established roadside hedgerow, and are primarily visible as the site is approached from the southwest. To my mind, the flag poles are of a noticeably slender form and appear well-proportioned, such that overall they sit comfortably within the general setting.
6. I appreciate that the totem is larger and has an impact upon its surroundings by virtue of its visual presence and materials; nonetheless it is of simple design and form and set slightly further back from the highway to reduce its dominance. On balance, it does not appear incongruous within the wider locale.

7. To the other end of the site, a single flag pole has been added to a group of signs that are already in place, two of which are of identical flag-style and scale. For similar reasons to those I have outlined above, I find that the addition of this advert assimilates with their slimline form and would not be detrimental to the area. I am also mindful that the proposals are for a temporary period only, which further mitigates the long-term impacts.
8. In accordance with the Regulations, I have taken into account the provisions of the development plan insofar as they are applicable. Policies CSSP4, CSTEP22, PMD2 and PM6 of the Thurrock Core Strategy and Policies for Management of Development 2015 (CS) seek high quality design that responds positively to the character of a locality. As such, this is deemed a material consideration insofar as it is relevant to visual amenity.
9. I conclude, therefore, that the advertisements would not have a harmful effect on the visual amenity of the area. The scheme would meet with the objectives of the above policies.

#### *Public safety*

10. The Planning Practice Guidance states that all advertisements are intended to attract attention, with those proposed at points where drivers need to take more care are more likely to affect public safety. Furthermore, it advises that the main types of advertisement which may cause danger to road users are those which, because of their size or siting, would obstruct or confuse a road user's view, or reduce the clarity or effectiveness of a traffic sign or signal can also pose a risk to highway safety.
11. The new advertisements at the southwestern end are primarily orientated towards motorists travelling in a broadly northeasterly direction along Walton Hall Road; other views would be more oblique in nature. Nonetheless, being relatively clear stretches of highway, such road conditions allow drivers time to register the new form of advertising at the site.
12. To my mind, within this context the style of the advertising is neither distracting, nor in a position where motorists meeting other road users would be prevented the opportunity to register the signs in advance when travelling along the highway.
13. Moreover, the signs are non-illuminated and I have not been provided with any accident traffic data to suggest that there are significant public safety matters locally. Taken in the round, I am satisfied that the scheme would not materially reduce drivers' attention, thus avoiding conflict with other road users.
14. I conclude, therefore, that the advertisements would not have a harmful effect on public safety in the area. The scheme would comply with Policies PMD2 and PMD9 of the CS in relation to the safety of the transport network.

#### **Conclusion**

15. For the reasons given above I find that the appeal should be allowed subject to the five standard conditions. I have specified the temporary period of consent, which reflects the time sought in the application.

*C Hall*

INSPECTOR