



Appeal Decision

Site visit made on 29 October 2025

by **Victor Callister BA(Hons) PGC(Oxon) DipTP MRTPI**

an Inspector appointed by the Secretary of State

Decision date: 13 November 2025

Appeal Ref: APP/P1560/Z/25/3373132

Clacton & District Indoor Bowls Club, Clayhall Road, Clacton-on-Sea CO15 6NA

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Wildstone Estates Limited against the decision of Tendring District Council.
 - The application Ref is 25/00812/ADV.
 - The advertisement proposed is the installation of 2 x D48 advertising displays.
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Decision

1. The appeal is allowed and express consent is granted for the display of the 2 x D48 advertising displays at Clacton & District Indoor Bowls Club, Clayhall Road, Clacton-on-Sea CO15 6NA in accordance with the terms of the application, Ref 25/00812/ADV, dated 23 May 2025. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the 2007 Regulations and the conditions in the attached schedule.

Main Issue

2. The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) sets out that powers under those Regulations shall be exercised only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors.
3. From the material submitted for the purposes of this appeal the main issues are the effect on the character and appearance of the local area.

Reasons

4. The appeal site is a grass area on Valley Road, between the wall of the bowls club and the footway. On the opposite side of the road is a large carparking area, with mid-box retail units it serves beyond. The club is made up of a low brick built element and a significantly taller metal clad element, with an entrance sitting between the two.
5. The character and appearance of the local area is that of a busy out of centre retail and commercial park with metal clad retail and commercial buildings. The larger element of the club reflects this character and appearance. This retail and commercial area is surrounded by housing but, given the local tree cover and distances involved, this plays a minimal role in the character and appearance of the local area of the appeal site.

6. The proposed advertisement installation would be positioned in front of the windowless brick built part of the club, to the back of the grass area between the club and the highway. This would take the form of two digital advertising screens in a shallow 'V' arrangement, to angle them to favour viewing from along the road in both directions. The screens would be approximately 6 x 3 metres, in a landscape format. These would be mounted approximately 1.5 metres above the ground on support frame with a solid panel infilling the space before each screen.
7. The proposal is for the internally illuminated digital screens that would show static advertisements on rotation every 10 seconds, with immediate transition between. The illumination would be controlled by timers and sensors, adjusting for daytime/nighttime and ambient light conditions. The appellant has stated that this would be controlled to never exceed the Institute of Lighting Professionals recommended guidelines limit for illumination at night or day.
8. The grass area of the appeal site forms part of a verge that starts at the railway bridge and that continues to the area of housing at the junction with Mountview Road. This verge is reflected on the other side of Valley Road. On both sides of the road this verge is interrupted by road junctions, vehicular entrances, street furniture and a number of non-illuminated advertisements associated with nearby of adjacent retail and commercial units.
9. As such the verge does not appear as a singular element of the streetscape nor as a particularly notable feature. Rather, it appears as the usual grass surrounds to units in an out of centre retail or commercial park. As such the positioning of the proposal within the verge would not result in it appearing to detract from the streetscape of the local area.
10. The height and scale of the proposal would reflect the height and scale of the larger metal clad part of the club and the retail and commercial units that make up the local area. The illuminated nature of the proposed screens would not be a feature that would be out of keeping with the retail and commercial units or the character local area, which would be busy into the night. Consequently, the proposal would appear to reflect and accord with the character and appearance of the local area as an out of centre retail/commercial park.
11. For these reasons, I find that the proposal would not appear as an incongruous and visually intrusive feature and would not result in any significant harm to the visual amenity of the local area. This would accord with Policy SPL7 of the Tendring District Local Plan 2013 -2033 Section 1 (2021) and Policy SPL3 of the Tendring District Local Plan 2013 -2033 Section 2 (2022). Collectively these seek new structures that are of a high standard of urban design, which relate well to its site and surroundings, responds to local character and context and that maintains local distinctiveness.

Conditions

12. Along with the 5 standards conditions for advertisements, I have had regard to the conditions proposed by the Council should I be minded allow the appeal. I have not included the condition requiring liaison with the Council's Development Management Team regarding works on the highway. This is a matter of highways management that is handled separately by the Highway Authority and does not require the submission and approval of any details by the planning authority. I have not included the condition regarding visibility splays, as there are no vehicular

entrances that would be affected by the proposal that would require such a splay, such a condition is therefore unnecessary.

13. I have also had regard to the appellants suggested conditions regarding digital displays and in the interests of highway safety and amenity have included conditions regarding the display of only static advertisements, their duration, transition and light levels and that they shall not resemble highway signs or traffic control infrastructure. In the interests of amenity and certainty I have also included a condition requiring compliance with approved plans.
14. I have not attached the informatives suggested by the Council, as the appellant is now aware of these through the information provided for the purpose of this appeal.

Conclusion

15. The appeal is allowed.

V Callister

INSPECTOR

Schedule of Conditions

- 1) The development hereby permitted shall be carried out in accordance with the following approved plans: 25695/PA/03, 25695/PA/04 and 25695/PA/05.
- 2) The intensity of the luminance of the LCD display screens hereby granted consent shall be no greater than 300 candela per square metre during night-time hours and during daylight hours shall be controlled to accord with ambient light conditions and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' or its equivalent in a replacement guide
- 3) The advertisement displayed on the approved LCD display screens shall be a series of static images that shall not feature any flashing moving or apparently moving images of any kind.
- 4) Images displayed on the approved digital screens shall not change more frequently than once every 10 seconds and shall not include any feature that would result in any interactive messages or advertisements being displayed.
- 5) The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without a transition effect.

The display to include a mechanism to default to a blank or black screen in the event of malfunction or if the advertisement is not in use.

- 6) No Images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.

End of Schedule