

Philip Isbell – Chief Planning Officer
Planning – Place Directorate

Mid Suffolk District Council

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ADVERTISEMENT CONSENT

TOWN AND COUNTRY PLANNING ACT 1990

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007
THE TOWN AND COUNTRY PLANNING (DEVELOPMENT MANAGEMENT PROCEDURE) (ENGLAND)
ORDER 2015

Correspondence Address:

Bloor Homes Eastern
Marauder House
Skyliner Way
Bury St Edmunds
Suffolk
IP32 7YA

Applicant:

Bloor Homes Eastern
Marauder House
Skyliner Way
Bury St Edmunds
Suffolk
IP32 7YA

Date Application Received: 07-Apr-25
Date Registered: 07-Apr-25

Application Reference: DC/25/01674

Proposal & Location of Development:

Application for Consent for retention of Displayed Advertisements comprising 2 x Monolith signs each 3.5m high x 1.5m wide, and 15 x Flagpoles with flagpole height of 6m and flag itself 2m high x 1m wide.

Land South West Of, Beyton Road, Thurston, Suffolk

Section A – Plans & Documents:

This decision refers to drawing no./entitled EA128-SL-406 received 07/04/2025 as the defined red line plan with the site shown edged red. Any other drawing showing land edged red whether as part of another document or as a separate plan/drawing has not been accepted or treated as the defined application site for the purposes of this decision.

The plans and documents recorded below are those upon which this decision has been reached:

Defined Red Line Plan EA128-SL-406 - Received 07/04/2025
MONOLITH & FLAGPOLE SIGNS MD001 1500 - Received 07/04/2025

Section B:

Mid Suffolk District Council as Local Planning Authority, hereby give notice that

ADVERTISEMENT CONSENT HAS BEEN GRANTED for the display of advertisements in accordance with the application particulars and plans listed in section A subject to the Standard Conditions set out in the Town and Country Planning (Control of Advertisement) (England) Regulations 2007, which are as follows:

1. APPROVED PLANS & DOCUMENTS

The development hereby permitted shall be carried out in accordance with the drawings/documents listed under Section A above and/or such other drawings/documents as may be approved by the Local Planning Authority in writing pursuant to other conditions of this permission or such drawings/documents as may subsequently be approved in writing by the Local Planning Authority as a non-material amendment following an application in that regard. Such development hereby permitted shall be carried out in accordance with any Phasing Plan approved under Section A, or as necessary in accordance with any successive Phasing Plan as may subsequently be approved in writing by the Local Planning Authority prior to the commencement of development pursuant to this condition.

Reason - For the avoidance of doubt and in the interests of proper phased planning of the development.

2. COMPLIANCE REQUIRED: ADVERTISEMENT SCHEDULE 2 CONDITION 1

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.

Reason - All advertisements displayed with the (express) consent of the Local Planning Authority are subject to these standard conditions by virtue of Schedule 2 to the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 (as amended).

3. COMPLIANCE REQUIRED: ADVERTISEMENT SCHEDULE 2 CONDITION 2

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 purpose of security or surveillance or for measuring the speed of any vehicle.

4. COMPLIANCE REQUIRED: ADVERTISEMENT SCHEDULE 2 CONDITION 3

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.

Reason - All advertisements displayed with the (express) consent of the Local Planning Authority are subject to these standard conditions by virtue of Schedule 2 to the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 as amended.

5. COMPLIANCE REQUIRED: ADVERTISEMENT SCHEDULE 2 CONDITION 4

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.

Reason - All advertisements displayed with the (express) consent of the Local Planning Authority are subject to these standard conditions by virtue of Schedule 2 to the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 as amended.

6. COMPLIANCE REQUIRED: ADVERTISEMENT SCHEDULE 2 CONDITION 5

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.

Reason - All advertisements displayed with the (express) consent of the Local Planning Authority are subject to these standard conditions by virtue of Schedule 2 to the Town and Country Planning (Control of Advertisements)(England) Regulations 2007 as amended.

7. COMPLIANCE REQUIRED: SPECIFIC RESTRICTION ON ADVERTISEMENT:
ILLUMINATION

There shall be no flashing, intermittent or recurring form of illumination to take place at any time to highlight the advertisement.

Reason - These forms of illumination would cause harm because the intermittent display would distract drivers and pedestrians likely to result in detriment to highway safety.

8. COMPLIANCE REQUIRED: ADVERTISEMENT REMOVAL

The flags and freestanding advertisement signs hereby permitted shall be removed within three months of the occupation of the final dwelling within the residential development to which the advertisements relate, and the land upon which they are located shall be restored to its former condition.

Reason - The advertisements are associated with the marketing of the residential development and their continued display beyond the completion and occupation of the development would no longer serve that purpose. The condition is therefore necessary in the interests of visual amenity and to ensure that the advertisements do not result in an unacceptable level of visual clutter within the established residential environment, in accordance with Policy LP24 and Policies DP3 and P3 of the National Planning Policy Framework 2026.

SUMMARY OF POLICIES WHICH ARE RELEVANT TO THE DECISION:

SP03 - The sustainable location of new development
SP09 - Enhancement and Management of the Environment
LP24 - Design and Residential Amenity
LP29 - Safe, Sustainable and Active Transport
Thurston Neighbourhood Plan

This relates to document reference: DC/25/01674

Signed: Philip Isbell

Dated: 24th August 2026

Chief Planning Officer

Important Notes to be read in conjunction with your Decision Notice

Please read carefully

This decision notice refers only to the decision made by the Local Planning Authority under the Town and Country Planning Acts and DOES NOT include any other consent or approval required under enactment, bylaw, order or regulation.

Please note: depending upon what conditions have been attached to the decision, action may be required on your part before you can begin your development. Planning conditions usually require that you write to the Local Planning Authority and obtain confirmation that you have discharged your obligations. You should read your decision notice in detail and make a note of the requirements placed on you by any conditions. **If you proceed with your development without complying with these conditions you may invalidate your permission and put your development at risk.**

Discharging your obligations under a condition:

You should formally apply to discharge your conditions and the relevant application forms are available on the Council's website. The Local Planning Authority has 8 weeks to write to you after you submit the details to discharge your conditions. You should always account for this time in your schedule as the Local Planning Authority cannot guarantee that conditions can be discharged quicker than this. A fee is applicable for the discharge of planning conditions.

Building Control:

You are reminded that the carrying out of building works requires approval under the Building Regulations in many cases as well as a grant of planning permission. If you are in doubt as to whether or not the work, the subject of this planning permission, requires such approval, then you are invited to contact the Building Control Section of Babergh and Mid Suffolk District Councils.

Adverts:

The regulations provide that every grant of express consent shall be for a fixed period which shall not be longer than five years from the date of grant of consent without the approval of the Secretary of State and if no period is specified the consent shall have effect as consent for five years.

It is a condition of any consent to display advertisement that before any advertisement is displayed on land in pursuance of the consent granted, the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained. A person who displays an advertisement in contravention of the regulations will be liable on summary conviction to a fine and in the case of a continuing offence to a fine for each day during which the offence continues after conviction.

Appeals to the Secretary of State

1. If the applicant is aggrieved by the decision of the Local Planning Authority to refuse permission or consent, or to grant permission or consent subject to condition, they may appeal to the Secretary of State for Communities and Local Government. The applicant's right of appeal is in accordance with the appropriate statutory provisions which follow:

Planning Applications: Section 78 Town and Country Planning Act 1990

Listed Building Applications: Section 20 Planning (Listed Buildings and Conservation Areas) Act 1990

Advertisement Applications: Section 78 Town and Country Planning Act 1990
Regulation 15

Town and Country Planning (Control of Advertisements) Regulations 2007

Notice of appeal in the case of applications for advertisement consent must be served within eight weeks of receipt of this notice. Notice of Householder and Minor Commercial Appeals must be served within 12 weeks, in all other cases, notice of appeal must be served within six months of this notice. If this is a decision on a planning application relating to the same or substantially the same land and development as is already the subject of an enforcement notice, if you want to appeal against your local planning authority's decision on your application, then you must do so within 28 days of the date of this notice. If an enforcement notice is served relating to the same or substantially the same land and development as in your application and if you want to appeal against your local planning authority's decision on your application, then you must do so within: 28 days of the date of service of the enforcement notice, or within six months of the date of this notice, whichever period expires earlier.

Appeals must be made on a form which is obtainable from The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay, Bristol, BS1 6PN or online at <https://www.gov.uk/government/publications/modelnotification-notice-to-be-sent-to-an-applicant-when-permission-is-refused>

The Secretary of State has power to allow a longer period for the giving of a notice of appeal but he/she will not normally be prepared to exercise this power unless there are special circumstances which excuse the delay in giving notice of appeal. The Secretary of State is not required to entertain an appeal if it appears to him/her that permission for the proposed development could not have been granted by the Local Planning Authority, or could not have been so granted otherwise than subject to the conditions imposed by it, having regard to the statutory requirements*, to the provisions of the Development Order, and to any directions given under the Order. The Secretary of State does not in practice refuse to entertain appeals solely because the decision of the Local Planning Authority was based on a direction given by him/her.

2. If permission or consent to develop land or carry out works is refused or granted subject to conditions, whether by the Local Planning Authority or by the Secretary of State and the owner of the land claims that the land has become incapable of reasonable beneficial use by the carrying out of any development or works which has been or would be permitted they may serve on the Council of the district in which the land is situated, a purchase notice requiring the Council to purchase his interest in the land in accordance with the provisions of Section 137 of the Town and Country Planning Act 1990 or Section 32 Planning (Listed Buildings and Conservation Areas) Act 1990.

*The statutory requirements are those set out in Section 79(6) of the Town and Country Planning Act 1990, namely Sections 70 and 72(1) of the Act.

Babergh District Council

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