

Application for Consent to Display an Advertisement(s)

OFFICER'S REPORT AND RECOMMENDATION

CASE OFFICER: Vincent Pearce

CASE REFERENCE: DC/25/01674

The Openness of Local Government Bodies Regulations 2014

The national regulations on openness and transparency in local government require certain decisions to be recorded where they are taken by officers acting under powers delegated to them by a council. The written record should include the following: The decision taken and the date the decision was taken; the reason/s for the decision; any alternative options considered and rejected; and any other background documents. When read as a whole, this report and recommendation, alongside the accompanying decision notice, constitute the written record for the purposes of the regulations.

PROPOSAL: 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.

LOCATION: Land South West Of Beyton Road, Thurston, Suffolk

PARISH: Thurston.

WARD: Thurston.

APPLICANT: Bloor Homes Eastern

PLANS, DOCUMENTS AND SUPPORTING INFORMATION

The application, plans and documents submitted by the applicant can be viewed online at:
<https://www.midsuffolk.gov.uk/w/application-search-and-comment>

SUMMARY OF CONSULTATIONS

Thurston Parish Clerk Comments Received - 22/04/2025

Approval.

SUMMARY OF REPRESENTATIONS

No representations were received.

PLANNING POLICIES

Babergh and Mid Suffolk Joint Local Plan (JLP)

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 (2019)

NPPF - National Planning Policy Framework 2026

PPG - Planning Practice Guidance

PLANNING HISTORY

REF: DC/19/03486	Outline Planning Application (some matters reserved - access to be considered) - Erection of up to 210 dwellings, means of access, open space and associated infrastructure, including junction improvements (with all proposed development located within Mid Suffolk District, with the exception of proposed improvements to Fishwick Corner being within West Suffolk).	DECISION: GTD 23.12.2020
REF: DC/19/05180	Other Districts Development - Outline Planning Application (means of access to be considered) - (i) proposed improvement to Fishwick Corner in West Suffolk Council and (ii) 210no. dwellings means of access, open space and associated infrastructure, including junction improvements with all proposed development located within Mid Suffolk District Council.	DECISION: RNO 29.01.2020
REF: DC/20/01574	Consultation on Application received by West Suffolk Council - Highway Improvements to the Crossroads known as Fishwick Corner through the Creation of a Staggered Junction with associated Landscaping, Drainage and Infrastructure	DECISION: DEC 14.07.2020
REF: DC/20/05894	Submission of Details (Reserved Matters) for Outline Planning Permission DC/19/03486. Layout, Scale, Appearance and Landscaping to be considered for the construction of 210no dwellings, public open space, play area, sustainable drainage features and associated infrastructure including foul sewerage pumping station.	DECISION: GTD 22.06.2023
REF: DC/21/00301	Discharge of Conditions Application for DC/19/03486 - Condition 14 (Construction Management)	DECISION: GTD 18.12.2023
REF: DC/21/00302	Discharge of Conditions Application for DC/19/03486 - Condition 22 (Water and Efficiency Measures)	DECISION: GTD 12.03.2021
REF: DC/21/00418	Discharge of Conditions Application for DC/19/03486- Condition 15 (Tree Protection Measures)	DECISION: GTD 29.01.2021
REF: DC/21/00974	Discharge of Conditions Application for DC/19/03486- Condition 11 (Estate Roads and Footpaths), Condition 12 (Loading/Unloading, Manoeuvring, Parking and Cycle Storage) and Condition 13 (Refuse/Recycling Bins)	DECISION: GTD 31.10.2023

REF: DC/21/00975	Discharge of Conditions Application for DC/19/03486- Condition 10 (Details of Highway Improvements and Mitigation)	DECISION: GTD 31.10.2023
REF: DC/21/00976	Discharge of Conditions Application for DC/19/03486- Condition 23 (Electric Car Charging)	DECISION: GTD 31.10.2023
REF: DC/21/02407	Discharge of Conditions Application for DC/19/03486 - Condition 27 (Fire Hydrants)	DECISION: GTD 20.12.2023
REF: DC/21/02505	Discharge of Conditions Application for DC/19/03486- Condition 16 (Farmland Bird Mitigation Strategy)	DECISION: GTD 21.06.2021
REF: DC/21/02506	Discharge of Conditions Application for DC/19/03486- Condition 28 (Archaeology: Post Investigation)	DECISION: GTD 21.06.2021
REF: DC/21/02698	Discharge of Conditions Application for DC/19/03486- Condition 8 (Surface Water Drainage)	DECISION: GTD 02.08.2023
REF: DC/21/03228	Discharge of Conditions Application for DC/19/03486- Condition 21 (Materials)	DECISION: GTD 18.12.2023
REF: DC/21/06275	Duplicate Application:- Submission of Details (Reserved Matters) for Outline Planning Permission DC/19/03486. Layout, Scale, Appearance and Landscaping to be considered for the construction of 210no dwellings, public open space, play area, sustainable drainage features and associated infrastructure including foul sewerage pumping station.	DECISION: DIS 27.03.2024
REF: DC/23/03946	Discharge of Conditions Application for DC/19/03486 - Condition 24 (Landscape and Ecological Management Plan)	DECISION: GTD 26.01.2024
REF: DC/23/04402	Discharge of Conditions Application for DC/19/03486 - Condition 26 (Lighting)	DECISION: GTD 17.10.2023
REF: DC/23/04471	Discharge of Conditions Application for DC/20/05894 - Condition 11 (Play Area Advanced Information)	DECISION: GTD 03.11.2023
REF: DC/23/05776	Discharge of Conditions Application for DC/20/05894 - Condition 5 (Parish Council Liason Scheme) and Condition 17 (Construction Management Statement)	DECISION: GTD 09.02.2024
REF: DC/23/05777	Discharge of Conditions Application for DC/20/05894 - Condition 15 (Headwall Detail)	DECISION: GTD 08.01.2024
REF: DC/23/05778	Discharge of Conditions Application for DC/20/05894 - Condition 10 (Play Area and Gym Trail)	DECISION: GTD 12.01.2024

REF: DC/24/00991	Discharge of Conditions Application for DC/20/05894 - Condition 4 (Pumping Station)	DECISION: GTD 03.05.2024
REF: DC/24/01641	Discharge of Conditions Application DC/19/03486 - Condition 19 (Travel Plan) and Condition 20 (Travel Pack)	DECISION: GTD 16.05.2024
REF: DC/24/02224	Discharge of Conditions Application for DC/20/05894 - Condition 13 (Footpath/Cycleway)	DECISION: GTD 14.06.2024
REF: DC/24/02225	Discharge of Conditions Application for DC/20/05894 - Condition 8 (Solar Panels Option)	DECISION: GTD 14.05.2024
REF: DC/24/02230	Confirmation of Compliance with S106 Obligation dated 22nd December 2020 of DC/19/03486 - Schedule 4, Part 6, 1.1 - Farmland Bird Mitigation Scheme	DECISION: GTD 26.06.2024
REF: DC/24/02231	Confirmation of Compliance with S106 Obligation dated 22nd December 2020 for DC/19/03486 - Schedule 4, Part 1, 1 - Affordable Housing Scheme	DECISION: GTD 05.08.2024
REF: DC/24/02232	Confirmation of Compliance with S106 Obligation dated 22nd December 2020 for DC/19/03486 -Schedule 4, Part 4, Point 1 - Electric Vehicle Charging Point	DECISION: GTD 03.07.2024
REF: DC/24/02765	Confirmation of Compliance with a Section 106 Agreement relating to DC/19/03486 - Schedule 4, Part 2, 2 - Open Space Phasing Plan and Specification	DECISION: GTD 30.07.2024
REF: DC/24/03054	Application for a Non-material Amendment to Approval of Reserved Matters DC/20/05894 to enable Plots 80-81, 88-89 to be changed from Forbes house type to McQueen house type.	DECISION: GTD 22.07.2024
REF: DC/24/03304	Application for Advertisement Consent - Construction of 2 No. 'Coming Soon' Stack Sign V Boards and 4 No. flagpoles, (one sign located on the western boundary of the development, and the other on the northern boundary).	DECISION: GTD 23.10.2024
REF: DC/24/03857	Discharge of Conditions Application for DC/20/05894 - Condition 7 (Air Source Heat Pump Noise Attenuation)	DECISION: GTD 21.10.2024
REF: DC/24/04643	Discharge of Conditions Application for DC/19/03486 - Condition 15 (Tree Protection Measures)	DECISION: GTD 02.01.2025
REF: DC/25/02121	Application for a Non-Material Amendment relating to DC/20/05894 - Surfacing treatment change to the S278 Beyton Road tabletop junction at the northern access, from block paving to tarmac; Surfacing treatment change to	DECISION: GTD 19.11.2025

the S278 Pokeriage Corner tabletop; Chimney positions amended: Plots 208/209 Godden moved to Plot 44 Savage; Plots 32/33 to Plot 47 Savage; Plots 26/27 Godden to Plot 42 Winterson; Plots 37/38 Godden to Plot 40 Harwood; Plots 80/81 McQueen to Plot 78 Butler; Plots 88/89 McQueen to Plot 93 Lyford; Plots 96/97 Bacton to Plot 94 Lyford.

REF: DC/25/03216

Application for the Modification of a Section 106 Planning Obligation relating to DC/19/03486 dated 22nd December 2020 to enable a number of the Affordable Housing units to be changed to Discount Market Housing.

DECISION: GTD
14.10.2025

ASSESSMENT

Details of Amended Plans and Negotiations

The application was not subject to receipt of amended plans or other additional information during the course of determination.

Proposal

The application is retrospective, seeking to retain the following signage:

- 2 x Monolith signs located either side of Morland Road– 3.5m high x 1.5m wide. Materials: Sign – dibond. Posts – aluminium powdercoated.
- 15 x Flagpoles – flagpole height of 6m. Flag itself 2m high x 1m wide. Materials: Flag - 150GSM knitted polyester. Post - aluminium powder-coated. Of the 15 flagpoles, 11 are positioned along Beyton Road and Morland Road, and four are positioned adjacent Thurston Road.

Site and Surroundings

Thurston Grove is a developing residential estate extending to 7.9ha located on the southern fringe of Thurston. The development is well advanced, with internal roads constructed and many dwellings now occupied. The area subject of the application is confined to the estate's two main vehicle access points, on Beyton Rod and Thurston Road. The site is not in the vicinity of any designed heritage assets.

Development Plan and Advertisement Regulations

Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that if regard is to be had to the development plan for the purpose of any determination to be made under the Planning Acts, then that determination must be made in accordance with the development plan unless material considerations indicate otherwise.

An integral material consideration in the determination of all planning applications is the National Planning Policy Framework (NPPF) which contains the Government's planning policies for England and sets out how these are expected to be applied.

The NPPF is supported and complemented by the National Planning Practice Guidance (PPG). The PPG provides advice on procedure and elaboration of existing NPPF policies and can also provide statements of new national policy. It is an online reference as a living document and is a material consideration alongside the NPPF.

The assessment and balance made throughout this application is centred on the proposed development's level of accordance with the Development Plan, weighed against and relative to any material planning considerations.

The proposed development has been primarily assessed having had regard to the:

Babergh and Mid Suffolk Joint Local Plan (2023)
Thurston Neighbourhood Plan (2019)
National Planning Policy Framework (NPPF) (2026)

Regulation 3 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, requires applications for express consent to be assessed on their impact on amenity and public safety, taking into account the provisions of the Development Plan, in so far as they are relevant.

Amenity

In respect of policy LP24 and policies DP3 and P3 of the NPPF, advertisements must respect the character of the locality, including visual, landscape and historical dimensions, alongside protecting residential amenity. There are no specific sign-related policies in the Thurston Neighbourhood Plan.

The prevailing character of the application site is defined by modern residential properties, estate roads, landscaping and associated development infrastructure. The flags and freestanding sales signs are located at the principal entrances to the development and are clearly associated with the ongoing marketing of the new dwellings. They have been in place for some time.

The signage is visually prominent but is of a scale, form and appearance that is characteristic of temporary sales and marketing signage associated with residential development. The flags are slender and vertically proportioned, whilst the freestanding signs are modest in scale and positioned within the landscaped site frontage. They are therefore read as ancillary features associated with the development rather than as unrelated advertisements within the wider streetscene.

Whilst the number of flags and signs results in some visual presence and a degree of visual clutter, the signage is concentrated at the entrances to the development and does not extend along the wider streetscene of either Beyton Road or Thurston Road. The established modern character of the development is also capable of accommodating a degree of signage associated with its construction and sale. There are no identified heritage, landscape or other sensitive visual characteristics within the immediate setting which would require a higher degree of visual restraint.

The signage would therefore not appear incongruous within its immediate context or result in unacceptable harm to the visual amenity of the locality. Given its siting and relationship with the development, it would

also not result in an unacceptable impact upon residential amenity. The proposal is therefore considered to accord with Policy LP24 and the relevant provisions of Policies DP3 and P3 of the NPPF.

Given that the advertisements are directly associated with the marketing of the residential development, their continued display is considered appropriate only for the duration of the development and sales period. Once the development is substantially complete and the dwellings have been occupied, the justification for the prominent marketing signage will fall away and its continued retention could result in unnecessary visual clutter within the established residential environment. It is therefore considered reasonable and necessary in the interests of visual amenity to limit the display of the advertisements to the period during which the development is being completed and marketed. A condition is recommended accordingly.

Public Safety

Policy LP29 and policies DP3, TR3 and P5 and of the NPPF seek to ensure there is no adverse impact on public safety, specifically arising from physical and visual distractions that could increase the risk of accidents.

The flags and freestanding sales signs are positioned within the site frontage, around the entrance to the residential development, and are set back from the carriageway. They do not obstruct visibility at the site access, impede visibility of highway signs or signals, or interfere with the safe movement of vehicles or pedestrians. The signs are static and are not flashing or otherwise designed to attract attention through moving or changing displays.

Whilst the flags are visually prominent and move in the wind, their form and siting are typical of development marketing signage and would not constitute an unusual or unexpected feature for drivers approaching the development. They do not resemble or compete with highway signage and would not reasonably be expected to distract drivers from the driving task.

Having regard to the siting, scale and nature of the signage, it is not considered that the retention of the flags and signs would result in an unacceptable distraction to highway users or otherwise prejudice highway safety. The proposal is therefore considered acceptable in respect of public safety and accords with Policy LP29 and the relevant provisions of Policies DP3, TR3 and P5 of the NPPF.

Ecology

Under Regulation 9(3) of the Conservation of Habitats and Species Regulations 2017, the Wildlife and Countryside Act 1981 (as amended) and section 40 of the Natural Environment and Rural Communities Act 2006, the Council has a statutory duty to have regard to protected and priority species, habitats and designated sites in all decisions taken.

By way of the site's location and nature of the development there would be no adverse impact on ecology arising from the proposed display of advertisements.

As this an application for express consent and is not a planning application it is exempt from providing 10% biodiversity net gain.

PLANNING AND BALANCE CONCLUSION

The proposed advertisements would not harm amenity or public safety and are therefore considered acceptable. The recommendation is therefore to grant express consent.

RECOMMENDED DECISION: Granted

I have considered Human Rights Act 1998 issues raised in relation to this proposal including matters under Article 8 and the First Protocol. I consider that a proper decision in this case may interfere with human rights under Article 8 and/or the First Protocol. I have taken account of exceptions to Article 8 regarding National Security, Public Safety, Economic and wellbeing of the Country, preventing Crime and Disorder, protection of Health and Morals, protecting the Rights and Freedoms of others. I confirm that the decision taken is necessary, not discriminatory and proportionate in all the circumstances of the case.

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.

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.

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.