

APPENDIX 3

PREFERRED POLICY OPTION 24 – ADVERTISEMENTS

- (1) The display of advertisements must not compromise amenity and highway safety. Highways England should be consulted on applications for advertisements close to the Strategic Road Network.
- (2) Advertisements will only be permitted if the character or setting of a building would not be unduly affected due to inappropriate size, design, colour, materials or illumination; taking into account cumulative impacts.
- (3) Advertisements should generally be located within the curtilage of the premises to which they relate or at the site access.
- (4) Advertisements must:
- a) Be high quality in terms of visual appearance, and should not have flashing internal or external illumination;
 - b) Be sited to prevent visual intrusion by virtue of light pollution into adjoining sensitive land uses, including residential properties and wildlife habitats;
 - c) Not restrict pedestrian movements;
 - d) Contribute to a safe and attractive environment;
 - e) Not contribute to proliferation/clutter of signage in the vicinity; and
 - f) Respect local context, including listed buildings, Conservation Areas and other heritage assets

Reasoned Justification

11.22 The term ‘advertisement’ covers a very wide range of advertisements and signs, including hoardings, illumination of hoardings, illuminated fascia signs, free-standing display panels, and estate agent boards. Not all advertisements are regulated by the Council and others benefit from deemed consent, which means that permission is not needed; this will depend on the size, position and illumination of the advert.

11.23 The quality and character of places can be affected where advertisements are poorly sited or designed and where consent is required, the Council can have regard to considerations of amenity and public safety, as well as the Control of Advertisements Regulations. The nature of material advertised is not a planning matter.