

# Planning Committee Meeting

15<sup>th</sup> June 2017

## Agenda Item 17

SDNP/17/02057/ADV

SDNP/17/02058/ADV

SDNP/17/02059/ADV

SDNP/17/02060/ADV

Various Locations across the South Downs National Park

Display a total of 19 non-illuminated boundary markers.



# Overview – 19 boundary markers across the Park (4 separate advertisement consent applications)



Planning Application Number: PP-05903826 **Hampshire**

| Sign Ref No. | Location                                   | Size        | Materials |
|--------------|--|-------------|-----------|
| HCC1/1       | Land adjacent to A31 Chilcomb              | 2.8m x 1.8m | Metal     |
| HCC2/3a      | Land adjacent to Hambledon Road, Clanfield | 2.8m x 1.8m | Hybrid    |
| HCC3/4       | Land adjacent to A32 Chawton               | 1.7m x 1.2m | Metal     |
| HCC4/5       | Land adjacent to B3006 Seabrook            | 1m x 1.9m   | Hybrid    |
| HCC5/7       | Land adjacent to A325 Iphoe/Bordon         | 2.8m x 1.8m | Metal     |
| HCC6/2       | Land adjacent to A32 Wickham               | 1.7m x 1.2m | Hybrid    |

SDNP/17/02059/ADV

Planning Application Number: PP-05903820 **West Sussex**

| Sign Ref No. | Location                              | Size        | Materials |
|--------------|---------------------------------------|-------------|-----------|
| WSCC1/10     | Land adjacent to A272 Woborough Green | 2.8m x 1.8m | Metal     |
| WSCC2/6c     | Land adjacent to A2148 Hares Lane     | 1m x 1.4m   | Metal     |
| WSCC3/8      | Land adjacent to A286 Cameledale      | 1.7m x 1.2m | Metal     |
| WSCC4/9      | Land adjacent to A286 Lavant          | 1m x 1.4m   | Metal     |
| WSCC5/11     | Land adjacent to A283 Stopham Road    | 1m x 1.3m   | Metal     |
| WSCC6/12     | Land adjacent to A29 Puborough        | 1m x 1.9m   | Metal     |
| WSCC7/13     | Land adjacent to A29 Slindon          | 1m x 1.8m   | Hybrid    |
| WSCC8/15     | Land adjacent to A283 Shoreham        | 1.7m x 1.2m | Metal     |

SDNP/17/02058/ADV

Planning Application Number: PP-05983802 **Brighton & Hove**

| Sign Ref No. | Location  | Size        | Materials |
|--------------|---|-------------|-----------|
| B&HCC1/16    | Land adjacent to Ditching Road, Hollinbury Hill | 2.8m x 1.8m | Hybrid    |

SDNP/17/02057/ADV

Planning Application Number: PP-05983838 **East Sussex**

| Sign Ref No. | Location                         | Size        | Materials |
|--------------|----------------------------------|-------------|-----------|
| ESCC1/17     | Land adjacent to B2112 Ditching  | 1.7m x 1.2m | Metal     |
| ESCC2/18     | Land adjacent to A275 Cookbridge | 1.7m x 1.2m | Metal     |
| ESCC3/19     | Land adjacent to A259 Seaford    | 1m x 1.4m   | Hybrid    |
| ESCC4/20     | Land adjacent to A259 Eastbourne | 1.7m x 1.2m | Hybrid    |

SDNP/17/02060/ADV



# Overview - On 29<sup>th</sup> November 2016, NPA agreed:



## Location Principles

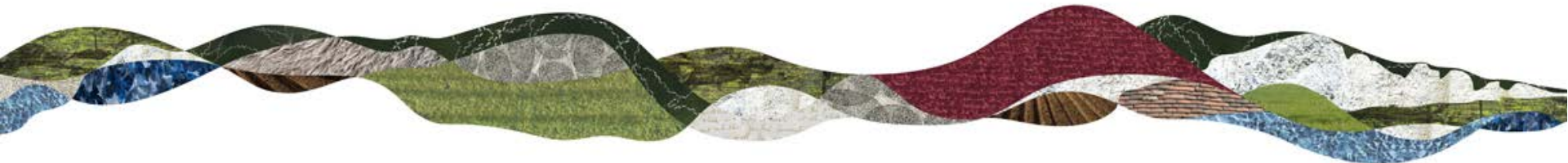
- **Limited number** – no more than 20 sites in the initial phase.
- **Exemplar sites** – sites chosen should say something, for example where people emerge from urban areas into breath-taking views of the South Downs. This means that the sites do not need to be on the precise line of the boundary of the National Park.
- **Inspiring** – to create a sense of arrival and place to ensure that the signage inspires those who see it.
- **Balance** – ensure that there is a good geographic spread.

## Decluttering

- to actively pursue principle of decluttering with the relevant Local Highway Authority when rolling out the boundary markers across the SDNP.

## Design Principles

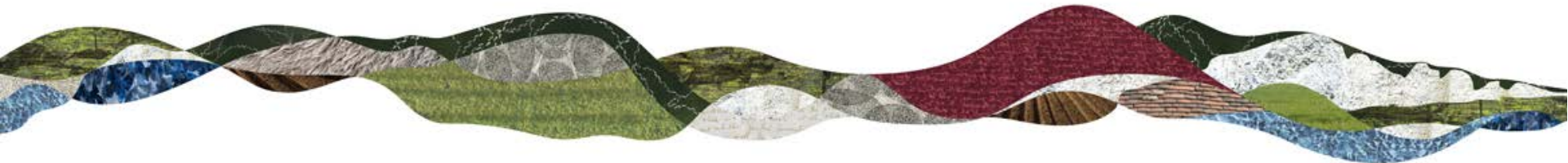
- **SDNPA shared identity at its core** – all signage to be based around the shared identity and / or the shared identity to provide the unifying feature to connect any different styles of signs.
- **Fit with the landscape** – a signage language or hierarchy to be created with a suite of options depending on the location.
- Where possible, to **use local materials and craftspeople**.
- **Clear and accessible design** – safeguarding against weather etc to ensure signs are always legible and a positive reflection on the National Park and the SDNPA.
- **Cost effective and maintainable** - maintenance plans for ongoing upkeep of the signage to be developed in conjunction with the relevant Highway Authority.



# Project development and consultation:



- Liaison with the highway authorities, parish councils, private landowners and commonland landowners has been undertaken to discuss the proposed locations for the markers, and other issues such as passive safety issues, maintenance arrangements, licencing requirements and decluttering.
- All of the highway authorities, in discussions about this project, have been positive about working with SDNPA on decluttering which will be developed going forward. The following examples have been developed as part of this project and link into other projects that the SDNPA are partners for:
- The Drusillas/Cuckmere valley roundabout on the A27 (east of Lewes) was originally identified as a possible location for an SDNP boundary marker but was ruled out due to the degree of clutter already present - there are currently more than 40 signs on the roundabout;
- Highways England have agreed to look at decluttering as part of the proposed A27 improvements to enhance the SDNP and in particular at the Drusillas roundabout.
- Clanfield PC have been in discussion with SDNPA about minimising additional signage in the village through doubling up on existing sign posts. The PCC are also interested in submitting for funding from HCC Community road scheme fund for a decluttering scheme in partnership with SDNPA.
- WSCC have removed a new beacon light in Lavant in liaison with SDNPA and are positive about decluttering as part of a wider approach to road schemes in the SDNP – eg A285 safety improvements.

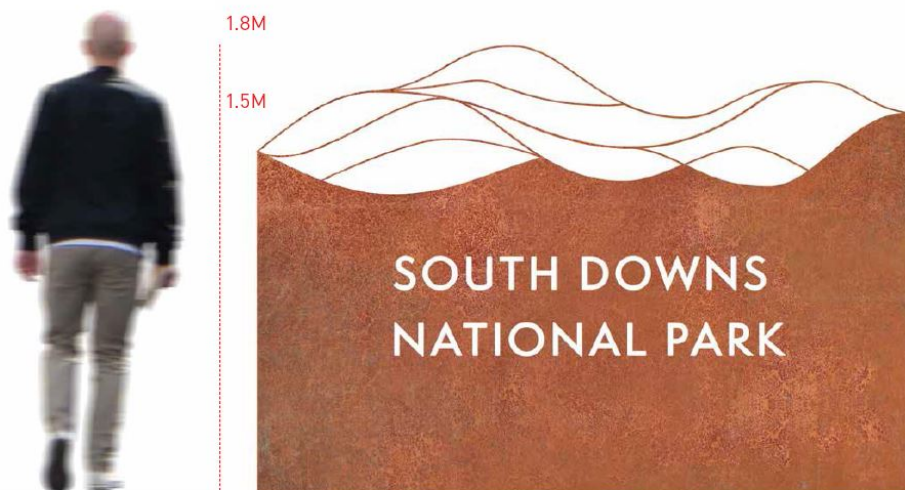


# Key considerations

## The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

- The display of advertisements is subject to a separate consent process within the planning system.
- Regulation 3 of the above mentioned Regulations requires that local planning authorities control the display of advertisements in the interests of **amenity and public safety only**, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- In addition, Schedule 2 of the Regulations stipulate that all advertisements are subject to ‘standard conditions’ as defined in the schedule. If a local planning authority decides to impose additional conditions, these must be supported by specific and relevant planning reasons.

# SDNP/17/02059/ADV (Hampshire County Council) Boundary Marker HCC1/1 - Chilcomb

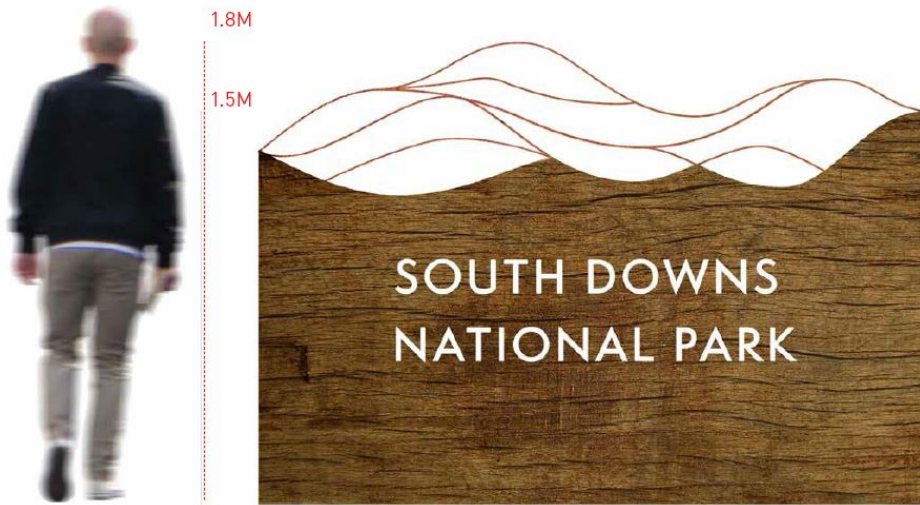


120mm depth

2.8M



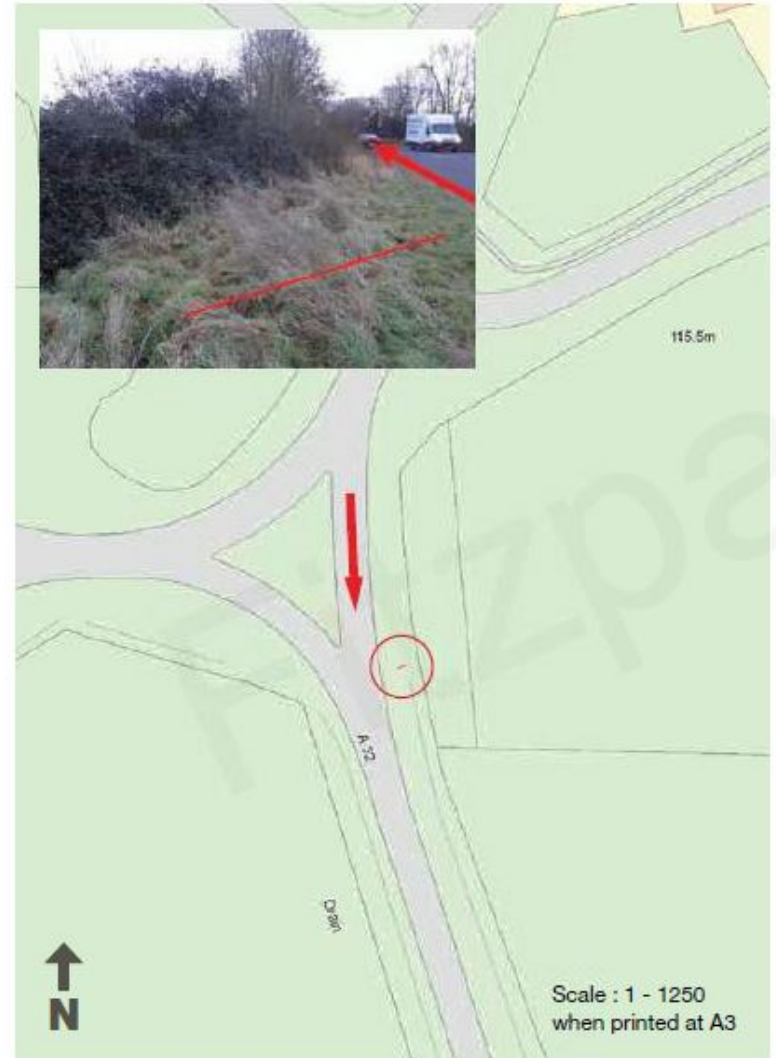
# SDNP/17/02059/ADV (Hampshire County Council) Boundary Marker HCC2/3a - Clanfield



120mm depth

2.8M

# SDNP/17/02059/ADV (Hampshire County Council) Boundary Marker HCC3/4 - Chawton

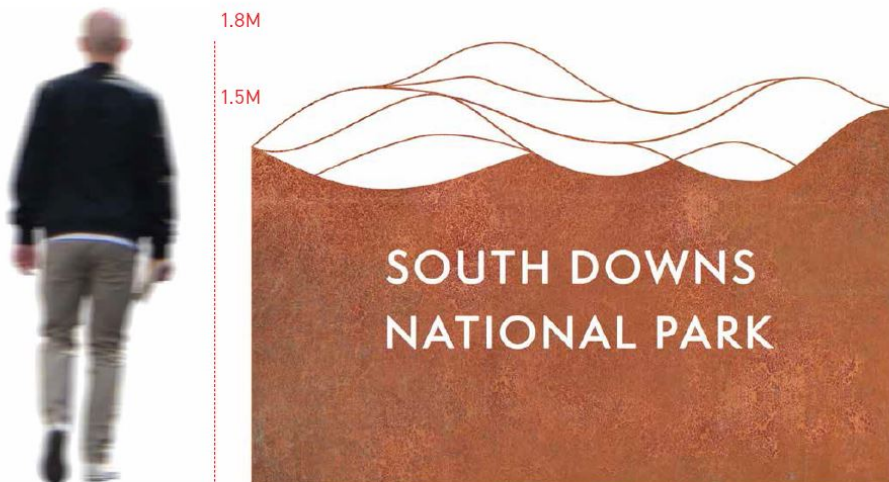




# SDNP/17/02059/ADV (Hampshire County Council) Boundary Marker HCC4/5 - Selbourne

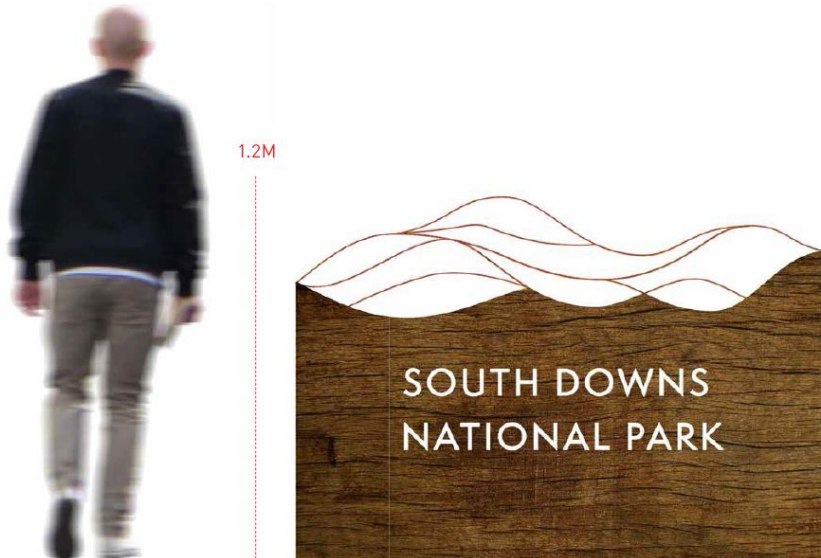


# SDNP/17/02059/ADV (Hampshire County Council) Boundary Marker HCC5/7 – Liphook / Bordon





# SDNP/17/02059/ADV (Hampshire County Council) Boundary Marker HCC6/2 - Wickham

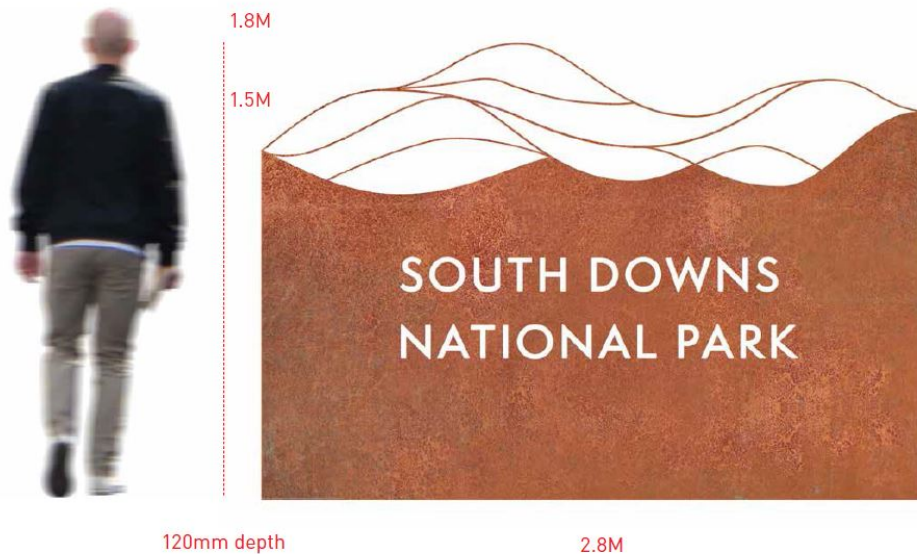


120mm depth

1.7M



# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC1/10 – Wisborough Green



# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC2/6c - Funtington





# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC3/8 - Camelsdale

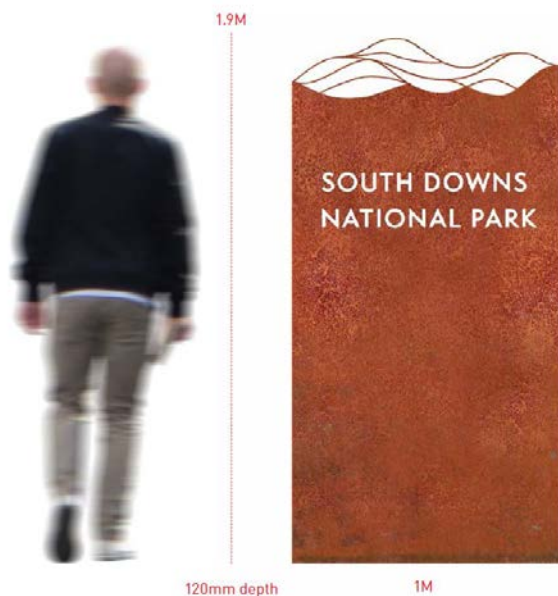




# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC4/9 - Lavant

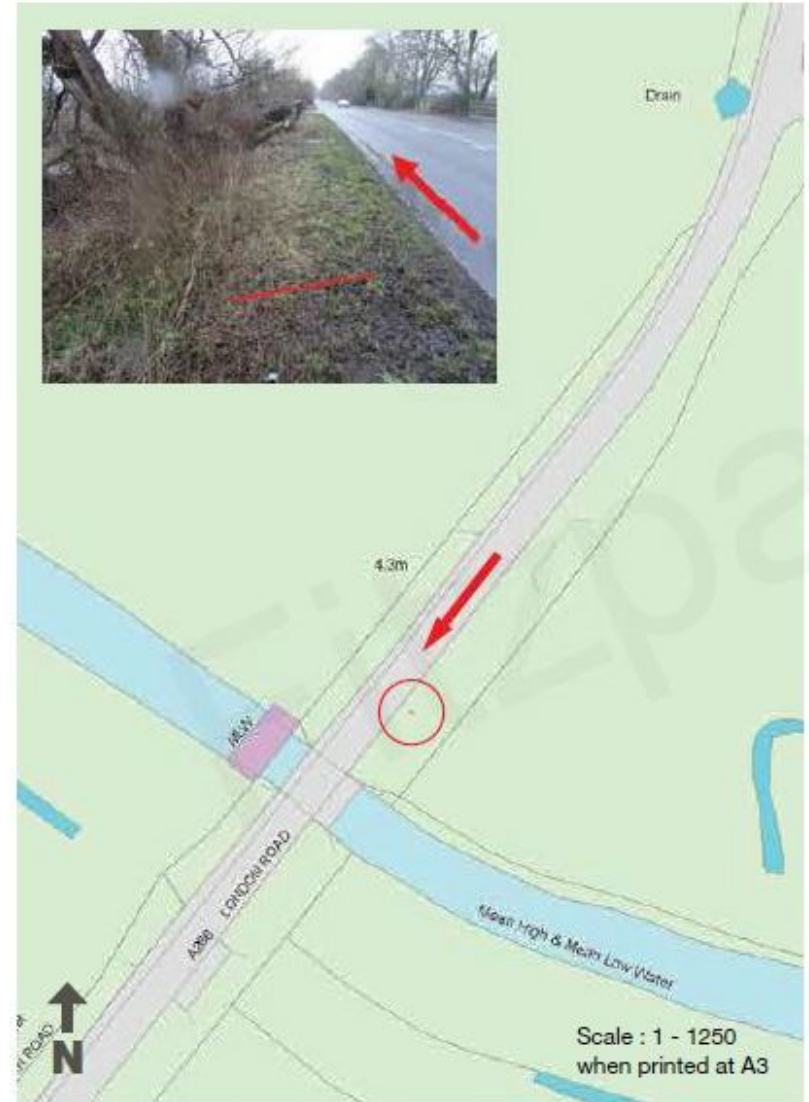
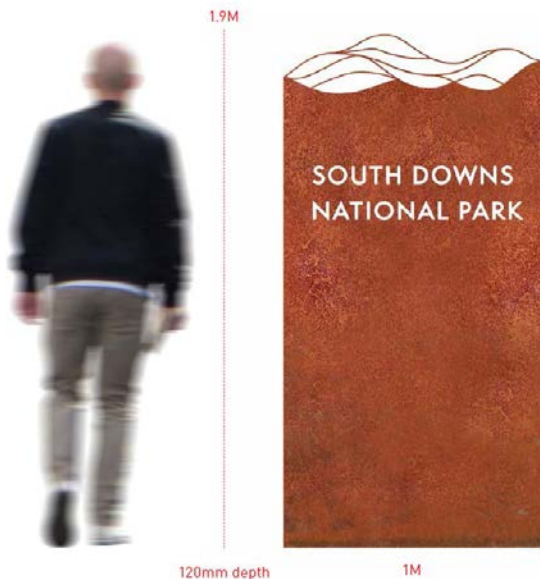


# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC5/11 – Stopham / Pulborough





# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC6/12 - Pulborough





SDNP/17/02058/ADV (West Sussex County Council)  
Boundary Marker WSCC7/13 - Slindon

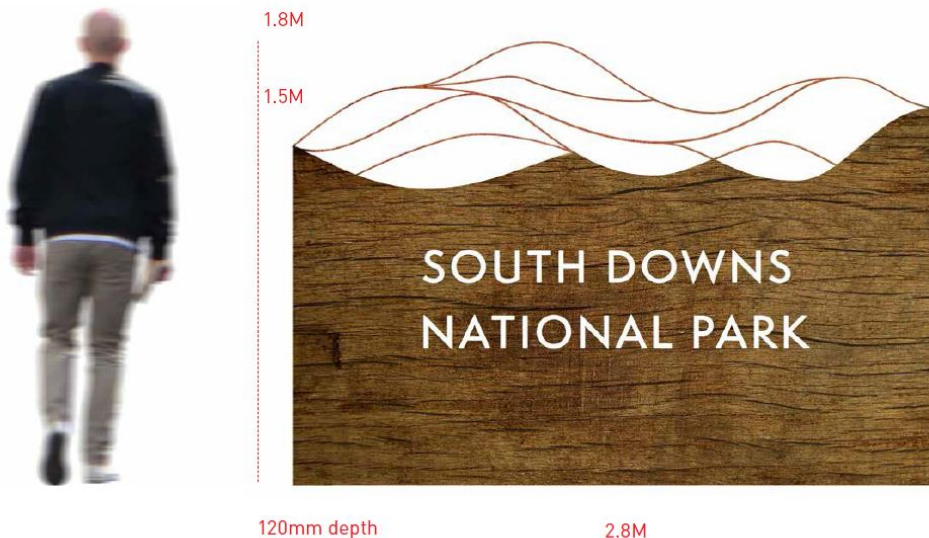


# SDNP/17/02058/ADV (West Sussex County Council) Boundary Marker WSCC8/15 - Shoreham





# SDNP/17/02057/ADV (Brighton & Hove City Council) Boundary Marker B&HCC1/16 – Hollinbury Hill





# SDNP/17/02060/ADV (East Sussex County Council) Boundary Marker ESCC1/17 - Ditchling



# SDNP/17/02060/ADV (East Sussex County Council) Boundary Marker ESCC2/18 - Cooksbridge





# SDNP/17/02060/ADV (East Sussex County Council) Boundary Marker ESCC3/19 - Seaford



# SDNP/17/02060/ADV (East Sussex County Council) Boundary Marker ESCC4/20 - Eastbourne



120mm depth

1.7M



# Recommendation

That advertisement consent be granted for applications **SDNP/17/02057/ADV**, **SDNP/17/02058/ADV**, **SDNP/17/02059/ADV** and **SDNP/17/02060/ADV** subject to the conditions, set out in Paragraph 9.1 of the report

