



South Downs

National Park Authority

Agenda Item 17

Report PC42/17

Report to	Planning Committee
Date	15 June 2017
By	Director of Planning
Local Authority	SDNPA
Application Number	SDNP/17/02057/ADV, SDNP/17/02058/ADV, SDNP/17/02059/ADV and SDNP/17/02060/ADV
Applicant	South Downs National Park Authority
Application	Display a total of 19 non-illuminated boundary markers
Address	Various locations across the South Downs National Park

Recommendation:

- 1) 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 this report.**
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Executive Summary

Advertisement consent is required to display a total of 19 non-illuminated boundary markers at various locations across the National Park. As outlined in the Town and Country Planning (Control of Advertisement) Regulations 2007 (Advertisement Regulations), a Local Planning Authority is able to control advertisements, in respect of their impact on 'amenity' and 'public safety'.

It is considered that the proposed boundary markers are well-designed, would have a positive impact on the local landscape character and 'sense of place', and where relevant, they would continue to preserve the character and appearance of the surrounding Conservation Area. In addition, it is considered that they would not have a detrimental impact on public safety. Therefore, the applications are recommended for approval.

The applications are placed before Committee due to the applicant being the South Downs National Park Authority.

I Site Description

- 1.1. The 19 sites are various 'entry' / 'exit' points across the National Park. Table 1 below sets out the detailed location for each of the proposed boundary markers (also see Appendix 1 for a plan showing the locations), the relevant Highway Authority, District Council and Parish / Town Council.
- 1.2. The location of each of the markers has been chosen using the 'location principles' agreed by National Park Authority (NPA) at their 29th November 2016 meeting. The principles were:
- *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.

1.3. All of the markers would be positioned within landscaped verges adjacent to the highway.

Table 1 – Boundary Marker Locations

Application Reference Number	Marker Reference Number	Location	Highway Authority	District Council	Parish / Town Council
SDNP/17/02057/ADV	B&HCC1/16	Land adj to Ditchling Road, Hollinbury Hill	Brighton & Hove City Council	Brighton & Hove City Council	unparished
SDNP/17/02058/ADV	WSCC1/10	Land adj to A272 Wisborough Green	West Sussex County Council	Chichester	Kirdford
	WSCC2/6c	Land adj to B2146 Hares Lane, Funtington	West Sussex County Council	Chichester	Stoughton
	WSCC3/8	Land adj to A286 Camelsdale	West Sussex County Council	Chichester	Fernhurst
	WSCC4/9	Land adj to A286 Lavant	West Sussex County Council	Chichester	Lavant
	WSCC5/11	Land adj to A283 Stopham Road, between Stopham and Pulborough	West Sussex County Council	Horsham	Pulborough
	WSCC6/12	Land adj to A29 Pulborough	West Sussex County Council	Horsham	Coldwaltham
	WSCC7/13	Land adj to A29 Slindon	West Sussex County Council	Arun	Slindon
	WSCC8/15	Land adj to A283 Shoreham	West Sussex County Council	Adur	unparished
SDNP/17/02059/ADV	HCC1/1	Land adj to A31 Chilcomb	Hampshire County Council	Winchester City Council	Chilcomb
	HCC2/3a	Land adj to Hambledon Road, Clanfield	Hampshire County Council	East Hampshire	Clanfield & Horndean
	HCC3/4	Land adj to A32 Chawton	Hampshire County Council	East Hampshire	Chawton
	HCC4/5	Land adj to B3006 Selborne	Hampshire County Council	East Hampshire	Selborne

Application Reference Number	Marker Reference Number	Location	Highway Authority	District Council	Parish / Town Council
	HCC5/7	Land adj to A325 Liphook / Bordon	Hampshire County Council	East Hampshire	Whitehill
	HCC6/2	Land adj to A32 Wickham	Hampshire County Council	Winchester City Council	Wickham
SDNP/17/02060/ADV	ESCC1/17	Land adj to B2112 Ditchling	East Sussex County Council	Lewes	Ditchling
	ESCC2/18	Land adj to A275 Cooksbridge	East Sussex County Council	Lewes	Hamsey
	ESCC3/19	Land adj to A259 Seaford	East Sussex County Council	Lewes	Seaford
	ESCC4/20	Land adj to A275 Eastbourne	East Sussex County Council	Eastbourne	unparished

2 Proposal

- 2.1 The applications are for advertisement consent to display a total of 19 non-illuminated boundary markers at various locations across the National Park.
- 2.2 The boundary markers form part of the South Downs National Park Authority's (SDNPA) wider package of brand and identity policies. It is intended that the markers would:
- raise awareness / profile of the National Park as a place of national and international importance;
 - create a strong and positive sense of arrival;
 - support the duty of the SDNPA to foster the economic and social well-being of local communities within the National Park;
 - enhance the 'sense of place' and understanding of the National Park and its special qualities;
 - encourage positive attitudes towards the National Park;
 - influence expectations and behaviour, and
 - underpin the wider income generation work of the SDNPA.
- 2.3 As with the 'location principles' referred to in paragraph 1.2, the NPA also agreed a set of 'design principles' which have informed the detailed design of the boundary markers. The principles were:
- to have the 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.
 - to 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.
 - to have a 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.

- to be cost effective and maintainable. Maintenance plans for ongoing upkeep of the signage to be developed in conjunction with the relevant Highway Authority.
- 2.4 The advertisement applications as submitted have a 'suite' of boundary markers, which vary in terms of size (there are four different sizes) and material (there are two different types of material) to respect the landscape character of the specific location where the markers would be positioned. For example, in more open / exposed locations the markers are proposed to be low and wide, in more enclosed locations the markers are proposed to be tall and thin.
- 2.5 The overall design of the markers share the same elements, they are broadly rectangular in shape (either in landscape or portrait style depending upon the size), they contain simple white lettering identifying the South Downs National Park and the feature on the top of each marker reflects the image of the SDNPA shared identity. The design of the shared identity element would be in the form of fretwork reflecting the rolling Downs or waves of the sea, which would enable glimpses through to surrounding landscape and wider views.
- 2.6 The proposed material would either be a metal cladding (Corten) to reflect the long history of ironworking in the region or a 'hybrid', the main body of the marker would be clad in wood with the shared identity fretwork made of metal.
- 2.7 The front of the boundary marker would have the lettering 'South Downs National Park'. Given the location and orientation of some of the markers, it is proposed that some would be 'double sided' i.e. lettering on both sides. For these signs it is intended that both sides would have the lettering of the 'South Downs National Park' and on the back it is proposed to have 'Thank you for visiting' above the lettering of the South Downs National Park.
- 2.8 Table 2 sets out the proposed size, material and whether it is proposed to be double sided for each of the boundary markers.

Table 2 – Boundary Marker Size, Material and Double Sided

Application Reference Number	Marker Reference Number	Location	Size (height, width)	Material	Double sided
SDNP/17/02057/ADV	B&HCC1/16	Land adj to Ditchling Road, Hollinbury Hill	1.8m x 2.8m	Hybrid	Yes
SDNP/17/02058/ADV	WSCC1/10	Land adj to A272 Wisborough Green	1.8m x 2.8m	Metal	No
	WSCC2/6c	Land adj to B2146 Hares Lane	1.4m x 1m	Metal	No
	WSCC3/8	Land adj to A286 Camelsdale	1.2m x 1.7m	Metal	Yes
	WSCC4/9	Land adj to A286 Lavant	1.4m x 1m	Metal	No
	WSCC5/11	Land adj to A283 Stopham Road	1.9m x 1m	Metal	Yes
	WSCC6/12	Land adj to A29 Pulborough	1.9m x 1m	Metal	Yes

Application Reference Number	Marker Reference Number	Location	Size (height, width)	Material	Double sided
	WSCC7/13	Land adj to A29 Slindon	1.9m x 1m	Hybrid	Yes
	WSCC8/15	Land adj to A283 Shoreham	1.2m x 1.7m	Metal	Yes
SDNP/17/02059/ADV	HCC1/1	Land adj to A31 Chilcomb	1.8m x 2.8m	Metal	No
	HCC2/3a	Land adj to Hambledon Road, Clanfield	1.8m x 2.8m	Hybrid	Yes
	HCC3/4	Land adj to A32 Chawton	1.2m x 1.7m	Metal	No
	HCC4/5	Land adj to B3006 Selborne	1.9m x 1m	Hybrid	Yes
	HCC5/7	Land adj to A325 Liphook / Bordon	1.8m x 2.8m	Metal	No
	HCC6/2	Land adj to A32 Wickham	1.2m x 1.7m	Hybrid	No
SDNP/17/02060/ADV	ESCC1/17	Land adj to B2112 Ditchling	1.2m x 1.7m	Metal	No
	ESCC2/18	Land adj to A275 Cooksbridge	1.2m x 1.7m	Metal	Yes
	ESCC3/19	Land adj to A259 Seaford	1.4m x 1m	Hybrid	Yes
	ESCC4/20	Land adj to A275 Eastbourne	1.2m x 1.7m	Hybrid	Yes

3 Relevant Planning History

3.1 There is no relevant planning history.

4 Consultations

4.1 Local Highway Authorities

Brighton & Hove City Council - at the time of writing this report, a formal response is still awaited. As part of the pre-application discussions with the applicant team, the Head of Transport Policy and Strategy and the local Ranger at Brighton & Hove City Council together with the 'Friends of Hollinbury Hill' group have all indicated their support for the boundary marker. Members will be updated.

West Sussex County Council - No objection.

Hampshire County Council – at the time of writing this report, a formal response is still awaited. As part of the pre-application discussions with the applicant team, the Local Highway Authority has indicated their support for the principle of the boundary markers. Members will be updated.

East Sussex County Council - No objection provided the signage is in accordance with passive safety legislation and does not impact on visibility splays (as shown on the submitted plans and documents).

4.2 **Conservation Officer**

No conservation objection to the nature or location of the signage proposed on the corner of roadside verge at the A286 junction with Oldwick Meadows, Lavant (ref: WSCC4/9).

Oldwick Meadows is a suburban close, of no obvious heritage or architectural merit, but its junction with the main road appears to have been chosen as a convenient conclusion – or gateway, depending on your direction of travel – to the Lavant Conservation Area.

These signs are generally attractive and would incline towards the view that this example would add, rather than detract to the character of this otherwise unremarkable corner.

4.3 **Design Officer**

Supports the overall design suite for the boundary markers and the principle of the design option chosen for these applications was also supported by the Design Review Panel.

4.4 **Landscape Officers**

SDNP/17/02057/ADV – No comments with the exception of the following advice. The site lies within 'Wild Park' Local Nature Reserve (LNR). Management of the land around the sign should be compatible with the aspirations for the LNR.

SDNP/17/02058/ADV – No comments with the exception of the following:

- Land adjacent to A272 Wisborough Green lies within a Sussex Wildlife Trust Reserve. Management of the land around the sign should be compatible with the aspirations for the wider Reserve.
- Land adjacent to A286 Lavant lies within a Conservation Area, I have no concerns from a landscape point of view.

SDNP/17/02059/ADV – No comments.

SDNP/17/02060/ADV – Support the applications, the proposed signs would have a positive impact on local landscape character and sense of place and would not detract from the visual amenity of the areas selected.

4.5 **Parish/Town Councils (where no comments are received yet, Members will be updated)**

Kirdford – No comments received at time of writing of report.

Stoughton – No comments received at time of writing of report.

Fernhurst – The Parish Council has no objection in principle to WSCC3/8 (land adj to A286, Camelsdale) on condition that the sight lines turning out of Fernden Lane are not obscured. The council would also comment that the choice of material for the signs should be more appropriate for the natural environment i.e. wood.

Lavant – The Parish Council welcomes and supports the plan to erect signs on key gateway roads into the National Park, and supports the proposal designated WSCC4/9 in Lavant.

Pulborough – The Parish Council welcomes the signage which will be an attractive aid for visitors / tourism to the area.

Coldwaltham – No comments received at time of writing of report.

Slindon – No comments received at time of writing of report.

Chilcomb – No comments received at time of writing of report.

Clanfield & Horndean – Objects application SDNP/17/02059/ADV. There is a concern regarding the proliferation of signage (there are already quite a number of road signs) and it is considered undesirable to increase their impact yet further with another which will be of significant size. The Parish Council is also surprised at the location of HCC2/3a as that road is mainly used by local Clanfield / Hambledon people who do not necessarily need the Park's presence emphasised.

Chawton – No comments received at time of writing of report.

Selborne – No objection.

Whitehill – No objection to signage, but concerns were raised with regard to the position of new signage (ref HCC5/7) in relation to the current relief road redevelopment.

Planning Officer Comment: *The position of the proposed boundary marker does not interfere with the proposed layout and landscaping for the new relief road.*

Wickham – No comments received at time of writing of report.

Ditchling - Recommends approval. Ditchling is a gateway to the South Downs National Park and the Parish Council welcomes signage to highlight this feature to visitors. It is hoped that the signage may have a traffic calming effect.

Hamsey – No comments received at time of writing of report.

Seaford – The Planning and Highways Committee resolved unanimously to support the proposal (ESCC3/19) for signage on the A259 at Seaford.

5 Representations

- 5.1 At the time of writing the report, one letter of objection from a neighbouring landowner for marker HCC2/3A (at Clanfield) had been received questioning the precise location of the marker.

Planning Officer Comment: *Following discussions with the objector, it has been clarified that the position of the marker is within the adopted highway boundary. Therefore they have confirmed that provided the Local Highway Authority is satisfied then they would not have any objection to the boundary marker in this location.*

6 Planning Policy Context

National Park Purposes

- 6.1 The two statutory purposes of the SDNP designation are:

- To conserve and enhance the natural beauty, wildlife and cultural heritage,
- To promote opportunities for the public understanding and enjoyment of the special qualities of their areas.

If there is a conflict between these two purposes, conservation takes precedence. There is also a duty to foster the economic and social well-being of the local community in pursuit of these purposes.

Relevant Government Planning Policy and Guidance

- 6.2 Government policy relating to National Parks is set out in English National Parks and the Broads: UK Government Vision and Circular 2010 (DEFRA Circular) and The National Planning Policy Framework (NPPF) which was issued and came into effect on 27 March 2012. The DEFRA Circular and NPPF confirm that National Parks have the highest status of protection and the NPPF states at paragraph 115 that great weight should be given to conserving landscape and scenic beauty in the National Parks and that the conservation of wildlife and cultural heritage are important considerations and should also be given great weight in National Parks.

National Planning Policy Framework (NPPF)

6.3 The following National Planning Policy Framework sections have been considered in the assessment of these applications:

- NPPF - Requiring good design
- NPPF - Conserving and enhancing the natural environment
- NPPF - Conserving and enhancing the historic environment

6.4 In addition, it is considered that the following paragraphs of the NPPF are relevant to the determination of these applications: Paragraphs 67, 68, 115 and 138.

Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990

6.5 Section 72 of the Town and Country Planning (Listed Buildings and Conservation Areas) Act 1990 is also relevant. This section relates to the consideration of applications within a Conservation Area, it states that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the area.

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

6.6 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.

6.7 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.

Statutory Development Plans

6.8 Applications must be determined in accordance with the Development Plan unless material considerations indicate otherwise. The statutory development plans and relevant policies for each of the boundary markers are set out in Table 3 below. The development plan policies listed within the table have been assessed and are considered to be compliant with the NPPF.

Table 3 – Relevant Statutory Development Plan and policies

Application Reference Number	Marker Reference Number	Statutory Development Plan and relevant policies	Within an area of Special Advertisement Control	Within a Conservation Area
SDNP/17/02057/ADV	B&HCC1/16	Brighton & Hove Local Plan 2005 <i>Policy QD12</i>	No	No
SDNP/17/02058/ADV	WSCC1/10	Chichester Local Plan 1999 <i>Policy BE9</i>	Yes	No
	WSCC2/6c	Chichester Local Plan 1999 <i>Policy BE9</i>	Yes	No
	WSCC3/8	Chichester Local Plan 1999 <i>Policy BE9</i>	Yes	No

Application Reference Number	Marker Reference Number	Statutory Development Plan and relevant policies	Within an area of Special Advertisement Control	Within a Conservation Area
	WSCC4/9	Chichester Local Plan 1999 <i>Policy BE9</i>	Yes	Yes – Mid & East Lavant Conservation Area
	WSCC5/11	No relevant Local Plan policy	Yes	No
	WSCC6/12	No relevant Local Plan policy	Yes	No
	WSCC7/13	No relevant Local Plan policy	Yes	No
	WSCC8/15	Adur District Local Plan 1996 <i>Policy ABI 7</i>	No	No
SDNP/17/02059/ADV	HCC1/1	No relevant Local Plan policy	No	No
	HCC2/3a	No relevant Local Plan policy	No	No
	HCC3/4	No relevant Local Plan policy	No	No
	HCC4/5	No relevant Local Plan policy	No	No
	HCC5/7	No relevant Local Plan policy	No	No
	HCC6/2	No relevant Local Plan policy	No	No
SDNP/17/02060/ADV	ESCC1/17	No relevant Local Plan policy	No	No
	ESCC2/18	No relevant Local Plan policy	No	No
	ESCC3/19	No relevant Local Plan policy	No	No
	ESCC4/20	Eastbourne Local Plan 2003 <i>Policy UHT1 2</i>	No	No

South Downs Partnership Management Plan

6.9 The South Downs Partnership Management Plan (SDPMP) was adopted on 3 December 2013. It sets out a vision and long term outcomes for the National Park, as well as 5 year

policies and a continually updated Delivery Framework. The SDPMP is a material consideration in planning applications and has some weight pending adoption of the SDNP Local Plan.

- 6.10 The following Policies are of particular relevance to this case:
- General Policy 1 – conserve and enhance the natural beauty and special qualities of the landscape
 - General Policy 9 – the significance of the historic environment is protected from harm
 - General Policy 31 – raise awareness and understanding about the National Park
 - General Policy 42 – develop a consistent and co-ordinated approach to the promotion and marketing of the South Downs National Park
- 6.11 The outcomes of the SDPMP are also a material consideration. Relevant outcomes include 1, 4, 6 and 8.

South Downs Local Plan: Preferred Options

- 6.12 The South Downs Local Plan - Preferred Options was approved for consultation by the National Park Authority on 16th July 2015 to go out for public consultation under Regulation 18 of the Town and Country Planning (Local Planning) (England) Regulations 2012. The consultation period ran from 2nd September to 28th October 2015. The responses received are being considered by the Authority. The next stage in the plan preparation will be the publication and then submission of the Local Plan for independent examination. Until this time, the Preferred Options Local Plan is a modest material consideration in the assessment of these applications in accordance with paragraph 216 of the National Planning Policy Framework, which confirms that weight can be given to policies in emerging plans following publication. Based on the stage of preparation of the policies within the Preferred Options Local Plan, they are currently afforded limited weight and are not relied upon in the consideration of these applications.

7 Planning Assessment

- 7.1 The main issues for consideration with regard to these advertisement consent applications are:
- the principle of the proposal;
 - the impact on the amenity of the area, and
 - the impact on public safety.

Principle

- 7.2 For those locations which fall within areas of special advertisement control (see Table 3), the controls do not prohibit the display of advertisements, it is to ensure that in terms of their size, colouring and layout they would not detract from the appearance of the surroundings and wider landscape and / or heritage character.
- 7.3 Therefore, there is no objection to the principle of the advertisements proposed. The issue of the detailed design and its impact on amenity and public safety are addressed in the following paragraphs.

Amenity

- 7.4 It is considered that the overall design of the boundary markers is clean and simple and uses the SDNPA shared identity in a visually interesting way. In addition, due to the differing sizes (in terms of proportions and scale), proposed materials and the orientation / position on the ground, it is considered that the boundary markers are sensitive to, and respect, the landscape character of the particular individual locations.
- 7.5 It is considered that the proposed boundary markers would be visually sympathetic to their settings and would blend with, and not be a stark contrast to, the surrounding landscapes. For example, it is considered that the low and wide marker (1.2m x 1.7m) at Ditchling (ref: ESCC1/17) is appropriate for the more open nature of the landscape. Whereas in the more enclosed landscapes or narrow verges the tall and thin marker (1.9m x 1m), such as the

markers proposed at Stopham and Selbourne (ref: WSCC5/11 and HCC4/5), are more appropriate to their landscape context.

- 7.6 In addition, the proposed boundary markers would not add to any existing street or visual clutter. Therefore, it is considered that the boundary markers would not detract from the visual amenity and scenic beauty of the particular locations.
- 7.7 With regard to the marker proposed at Lavant (ref: WSCC4/9), it is considered that due to the proposed size (1.4m x 1m) and material (metal) the design is sympathetic to its setting and would not have a detrimental impact upon the character and appearance of the surrounding Conservation Area.
- 7.8 In addition, the boundary markers have been designed in such a way to ensure they require limited maintenance and are easy to repair if necessary (through the choice of robust materials and use of anti-vandalism coating). Also due to the proposed scale and orientation / position of the markers the surrounding landscape / highway verges do not require any additional, or unnecessary, maintenance or clearance work. Therefore, it is considered that the boundary markers would not have a detrimental impact on landscape character of the differing locations.
- 7.9 Overall, it is considered that the boundary markers would not have any significant detrimental impacts on the visual amenity of the specific locations and any potential detrimental impacts are outweighed by providing greater awareness of the South Downs National Park and helping to create a 'sense of place'. Therefore, the proposed boundary markers would be in accordance with the policies in the NPPF, and where relevant the policies in the Brighton & Hove Local Plan 2005, Chichester District Local Plan 1999, Adur District Local Plan 1996 and Eastbourne Local Plan 2003.

Public Safety

- 7.10 An assessment of the highway safety implications has been undertaken and the applications are accompanied by a Road Safety Audit, a Structural Safety Report and a Loading & Risk Assessment Schedule. It is considered that as the markers are non-illuminated and have been orientated and positioned at least 1m away from the back edge of any carriageway / footway there would not be an obstruction to any visibility splays / sight lines or a distraction to motorists or cyclists. It is also considered that the markers would not be an obstruction to pedestrians.
- 7.11 In addition, West Sussex County Council as the Local Highway Authority have no objection to the specific boundary markers referred to in application SDNP/17/02058/ADV. The other individual Local Highway Authorities have informally indicated that they have no objection to the principle of boundary markers.
- 7.12 Therefore, it is concluded that the proposed boundary markers would not create a danger or hazard to public safety.

8 Conclusion

- 8.1 In summary, the proposed boundary markers are considered to be well designed, would respect and not detract from the visual amenity or landscape character of the particular locations. Nor would they have an adverse effect on the safety or function of the highway network. In addition, and where relevant, they would continue to preserve the character and appearance of the surrounding Conservation Area. As such, the advertisements are considered to be in accordance with the policies in the NPPF, and where relevant the policies in the Brighton & Hove Local Plan 2005, Chichester District Local Plan 1999, Adur District Local Plan 1996 and Eastbourne Local Plan 2003.

9 Reason for Recommendation and Conditions

9.1 It is recommended that advertisement consents be granted subject to the following conditions.

Conditions:

1. This consent shall expire at the end of the period of five years from the date of this Notice.

Reason: To comply with Regulation 14 (7) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2. The advertisements hereby permitted shall be carried out in accordance with the plans listed below under the heading 'Plans Referred to in Consideration of these Applications' (**Appendix 2** of this report).

Reason: For the avoidance of doubt and in the interests of proper planning.

3. No advertisement is to be displayed without the permission of the owner of the site or any other person within an interest in the site entitled to grant permission.

Reason: To comply with Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

4. 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: To comply with Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

5. 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: To comply with Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. 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: To comply with Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. 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: To comply with Schedule 2 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

10 Crime and Disorder Implications

10.1 It is considered that the proposal does not raise any crime and disorder implications.

11 Human Rights Implications

11.1 These applications have been considered in light of statute and case law and any interference with an individual's human rights is considered to be proportionate to the aims sought to be realised.

12 Equality Act 2010

12.1 Due regard has been taken of the South Downs National Park Authority's equality duty as contained within the Equality Act 2010.

I3 Proactive Working

- 13.1 In reaching this decision the Local Planning Authority has worked with the applicant in a positive and proactive way, in line with the NPPF. This has included the provision of pre-application advice to ensure the submission of additional information to overcome any technical issues and the opportunity to amend the proposal as identified by SDNPA Officers and consultees.

TIM SLANEY
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South Downs National Park Authority

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Appendices 1. Site Location Map
2. Plans Referred to in Consideration of these Applications

SDNPA Consultees Legal Services & Development Manger

Background Documents [All application plans, supporting documents, consultation and third party responses for SDNP/17/02057/ADV](#)
[For SDNP/17/02058/ADV](#)
[For SDNP/17/02059/ADV](#)
[For SDNP/17/02060/ADV](#)
[Brighton & Hove Local Plan 2005](#)
[Chichester Local Plan 1999](#)
[Adur District Local Plan 1996](#)
[Eastbourne Local Plan 2003](#)
[National Planning Policy Framework 2012](#)
[South Downs National Park Partnership Management Plan 2014-2019](#)

Agenda Item 17 Report PC42/17 Appendix I
Site Location Map

Fitzpatrick Woolmer

Client: HCC/17
 AS Number: HCC/17/2017/001
 Date: 15/07/17
 Drawing Title: Overall Application Pack List
 Drawing No.: Rev 7
 Project Name: 27th September 2016



Planning Application Number: PP-05803628 **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, Garfield	2.8m x 1.8m	Hybrid
HCC2/3b	Land adjacent to A30 Clewley	1.7m x 1.2m	Metal
HCC2/5	Land adjacent to B3076 Sackville	1m x 1.2m	Hybrid
HCC2/7	Land adjacent to A325 Ippock/Boston	2.8m x 1.8m	Metal
HCC2/2	Land adjacent to A32 Wickham	1.7m x 1.2m	Hybrid

Planning Application Number: PP-05803620 **West Sussex**

Sign Ref No.	Location	Size	Materials
WSCC1/10	Land adjacent to A272 Wisborough Green	2.8m x 1.8m	Metal
WSCC2/6c	Land adjacent to A2146 Hare Lane	1m x 1.4m	Metal
WSCC2/5	Land adjacent to A286 Carlesdale	1.7m x 1.2m	Metal
WSCC4/9	Land adjacent to A281 Eastcott	1m x 1.4m	Metal
WSCC5/11	Land adjacent to A269 Stephens Road	1m x 1.9m	Metal
WSCC6/12	Land adjacent to A29 P.borough	1m x 1.9m	Metal
WSCC7/13	Land adjacent to A29 Sinden	1m x 1.9m	Hybrid
WSCC8/15	Land adjacent to A283 Shoreham	1.7m x 1.2m	Metal

Planning Application Number: PP-05803602 **Brighton & Hove**

Sign Ref No.	Location	Size	Materials
B&HCC1/16	Land adjacent to Ditchling Road, Hollingbury Hill	2.8m x 1.8m	Hybrid

Planning Application Number: PP-05803638 **East Sussex**

Sign Ref No.	Location	Size	Materials
ESCC1/17	Land adjacent to B2112 Ditchling	1.7m x 1.2m	Metal
ESCC2/18	Land adjacent to A275 Cooksbridge	1.7m x 1.2m	Metal
ESCC3/19	Land adjacent to A259 Steepleton	1m x 1.4m	Hybrid
ESCC4/20	Land adjacent to A259 Eastbourne	1.7m x 1.2m	Hybrid

**Agenda Item 17 Report PC42/17 Appendix 2
Plans Referred to in Consideration of these Applications**

The applications have been assessed and recommendation is made on the basis of the following plans and documents submitted:

Plan Type	Reference	Date Plan Received	Status
Plans	PP-05983802 (B&HCC) – B&HCCI/16	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCCI/10	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC2/6c	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC3/8	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC4/9	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC5/11	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC6/12	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC7/13	08.05.2017	Approved
Plans	PP-05983820 (WSCC) – WSCC8/15	08.05.2017	Approved
Plans	PP-05983826 (HCC) – HCC1/1	08.05.2017	Approved
Plans	PP-05983826 (HCC) – HCC2/3a	08.05.2017	Approved
Plans	PP-05983826 (HCC) – HCC3/4	08.05.2017	Approved
Plans	PP-05983826 (HCC) – HCC4/5	08.05.2017	Approved
Plans	PP-05983826 (HCC) – HCC5/7	08.05.2017	Approved
Plans	PP-05983826 (HCC) – HCC6/2	08.05.2017	Approved
Plans	PP-05983838 (ESCC) – ESCCI/17	08.05.2017	Approved
Plans	PP-05983838 (ESCC) – ESCC2/18	08.05.2017	Approved
Plans	PP-05983838 (ESCC) – ESCC3/19	08.05.2017	Approved
Plans	PP-05983838 (ESCC) – ESCC4/20	08.05.2017	Approved

Reasons: For the avoidance of doubt and in the interests of proper planning.