

Planning Committee Meeting

10 August 2017

Agenda Item 13

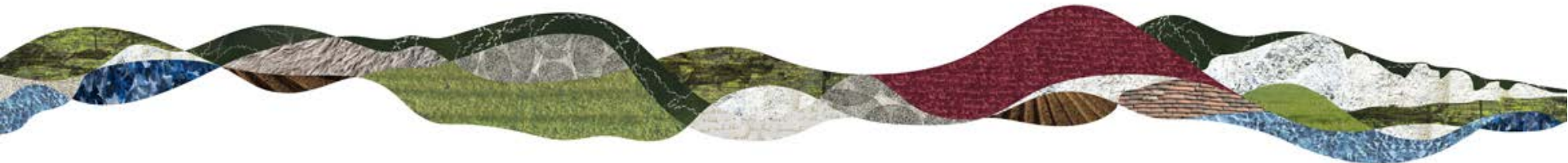
Display a non-illuminated sign
South Downs Centre, North Street, Midhurst



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.



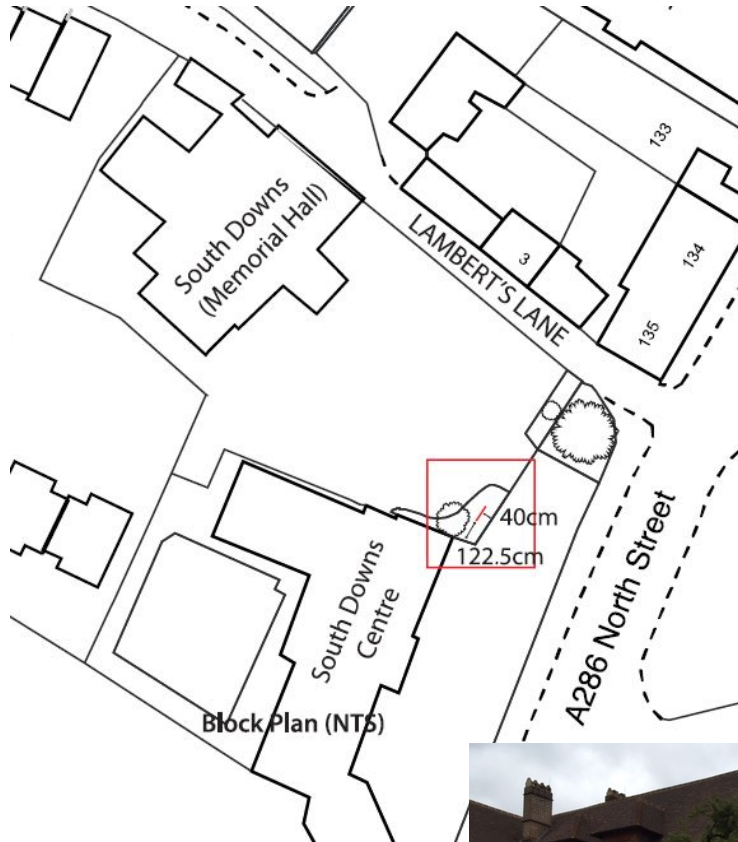
Overview - On 29th November 2016, NPA agreed:

Design Principles

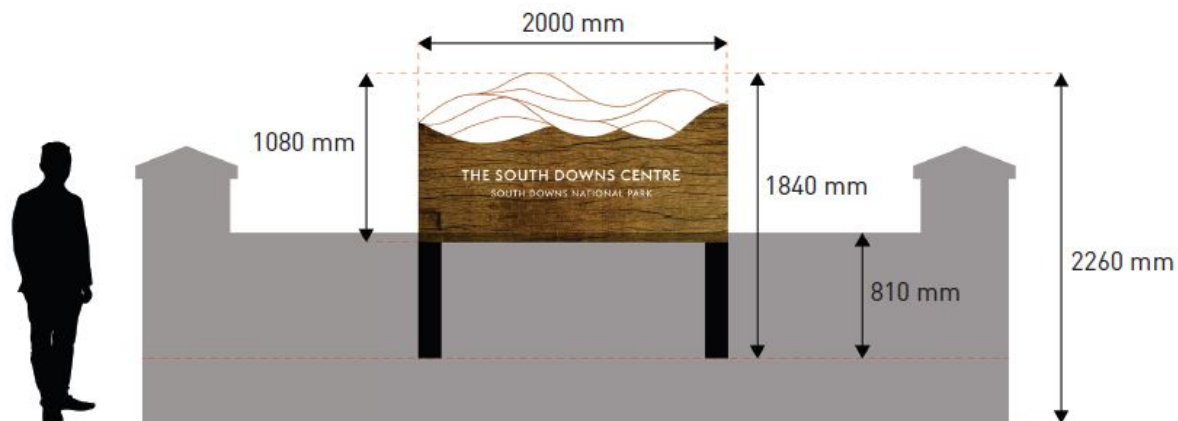
- ***SDNPA shared identity at its core*** – all signage to be based around the shared identity and / or the shared identity to provide the unifying feature to connect any different styles of signs.
- ***Fit with the landscape*** – a signage language or hierarchy to be created with a suite of options 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.



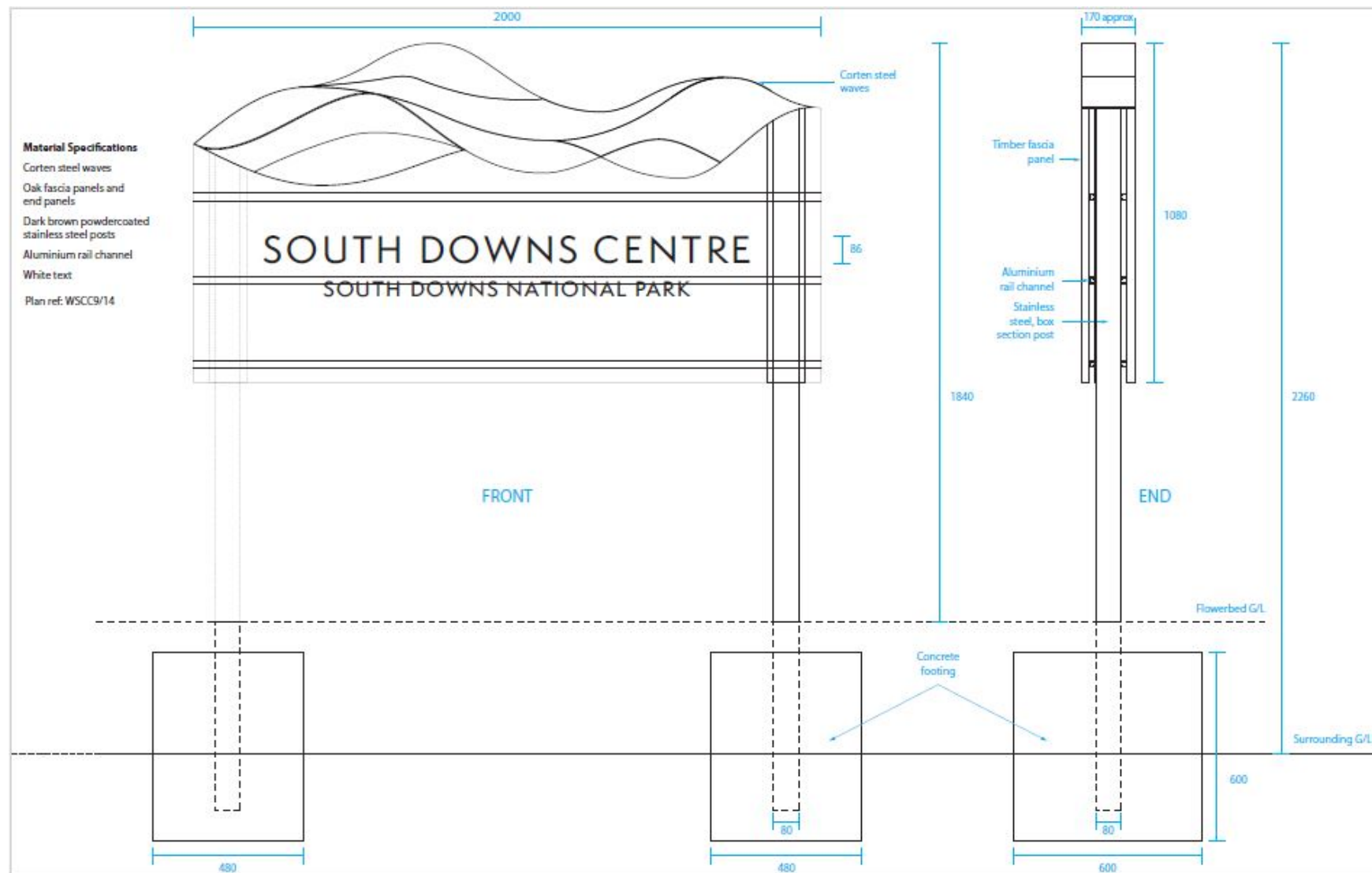
South Downs Centre Sign: Location and Site Photos



South Downs Centre Sign: Photomontage and Dimensions



South Downs Centre Sign: Dimensions and Design Information



Recommendation

That advertisement consent be granted for applications **SDNP/17/03355/ADV** subject to the conditions, set out in Paragraph 9.1 of the report and the August update sheet.

