

Report to	Planning Committee
Date	14 November 2019
By	Director of Planning
Local Authority	South Downs National Park Authority
Application Number	SDNP/19/04600/ADV, SDNP/19/04601/ADV, SDNP/19/04602/ADV and SDNP/19/04603/ADV
Applicant	South Downs National Park Authority
Application	Display 32 non-illuminated boundary markers
Address	Various locations across the South Downs National Park

Recommendation:

- 1) That advertisement consent be granted for applications SDNP/19/04600/ADV, SDNP/19/04601/ADV, SDNP/19/04602/ADV and SDNP/19/04603/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 non-illuminated boundary markers at various locations across the National Park, these applications are seeking consent for 32 boundary markers albeit the applicant is intending to only install 31 (this is explained further in the report).

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' only.

It is considered that the proposed boundary markers, fall within the legal definition of advertisement, 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 32 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. Whilst the list below refers to 32 signs, for one sign (ESCC6-a and ESSC6-b) the applicant is seeking permission for two possible locations, however it is their intention to only install one (ESCC6-a or ESSC6-b, not both). The final location of this sign will be agreed with the Local Highway Authority as part of the licence application process (this is separate to the advertisement consent process).

1.2 The location of each of the markers has been chosen using the ‘location principles’ agreed by National Park Authority (NPA) at their 29 November 2016 meeting and follows on from the installation of the Phase 1 signs (approved at Planning Committee on 15 June 2017). The principles were:

- *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 carriageways and / or footways.

Table 1 – Boundary Marker Locations

Application Reference Number	Marker Reference Number	Location	Highway Authority	District Council	Parish / Town Council
SDNP/19/04600/ADV	B&HCC2	B2123 - Woodingdean	Brighton & Hove City Council	Brighton & Hove City Council	unparished
	B&HCC4	Devil's Dyke Road, Brighton	Brighton & Hove City Council	Brighton & Hove City Council	unparished
SDNP/19/04601/ADV	HCC7	A325 - Alice Holt	Hampshire County Council	East Hampshire	Binsted
	HCC8	B2150 - Hambledon	Hampshire County Council	Winchester City Council	Hambledon
	HCC9	B3035 - Bishop's Waltham	Hampshire County Council	Winchester City Council	Bishop's Waltham
	HCC10	Bottom of Catherington Down	Hampshire County Council	East Hampshire	Horndean
	HCC11 ¹	Woodberry Lane heading to Rowlands Castle	West Sussex County Council	Chichester	Westbourne
	HCC12	B2070 - Liphook	Hampshire County Council	East Hampshire	Bramshott and Liphook

¹The administrative boundary between Hampshire County Council and West Sussex County Council runs along the road. HCC11 was incorrectly listed as being in Hampshire, it is in West Sussex.

Application Reference Number	Marker Reference Number	Location	Highway Authority	District Council	Parish / Town Council
	HCCI3	B3047 - Alresford Rd junction for Itchen Stoke	Hampshire County Council	Winchester City Council	Tichborne
	HCCI4	Shawford, Winchester	Hampshire County Council	Winchester City Council	Compton and Shawford
	HCCI5	Shipwright's Way, Rowlands Castle	Hampshire County Council	East Hampshire	Rowlands Castle
	HCCI6	Bar Gate End/Tun Bridge, Winchester	Hampshire County Council	Winchester City Council	unparished
	HCCI7	West Tisted	Hampshire County Council	Winchester City Council	West Tisted
	HCCI8	B2177 - Lower Upham	Hampshire County Council	Winchester City Council	Upham
SDNP/19/04602/ADV	WSCC10	A283 - Haslemere	West Sussex County Council	Chichester	Northchapel
	WSCC11	A283 - Chanctonbury Ring	West Sussex County Council	Horsham	Wiston
	WSCC12	A284 - Arundel	West Sussex County Council	Arun	Arundel
	WSCC13	A285 - Halnaker	West Sussex County Council	Chichester	Boxgrove
	WSCC14	B2178 - East Ashling	West Sussex County Council	Chichester	Funtington
	WSCC17	Highdown Hill, Goring	West Sussex County Council	Worthing	unparished
	WSCC18	A24 - Washington	West Sussex County Council	Horsham	Washington

Application Reference Number	Marker Reference Number	Location	Highway Authority	District Council	Parish / Town Council
	WSCC19	A280 - Angmering	West Sussex County Council	Arun	Angmering
	WSCC20	Woodmancote	West Sussex County Council	Horsham	Upper Beeding
	WSCC22	Tottington Manor Farm	West Sussex County Council	Horsham	Upper Beeding
	WSCC23	East Lavant	West Sussex County Council	Chichester	Lavant
SDNP/19/04603/ADV	ESCC5	Alfriston Road, Seaford	East Sussex County Council	Lewes	Seaford
	ESCC6-a	A27 - Drusillas-Option 1	East Sussex County Council	Wealden	Berwick
	ESCC6-b	A27 - Drusillas-Option 2	East Sussex County Council	Wealden	Berwick
	ESCC7	B2123 - Falmer	East Sussex County Council	Lewes	Falmer
	ESCC8	Jevington Road, Wannock	East Sussex County Council	Wealden	Willingdon and Jevington
	ESCC9	B2192 - Glynde/ Malling Hill	East Sussex County Council	Lewes	Ringmer
	ESCC12	Spatham Lane, Westmeston	East Sussex County Council	Lewes	Westmeston

2 Proposal

- 2.1 The applications are for advertisement consent to display 32 non-illuminated boundary markers at various locations across the National Park, albeit the applicant's intention is to only install 31 (as explained in paragraph 1.1).
- 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 three 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/19/04600/ADV	B&HCC2	B2123 - Woodingdean	1.9m x 1m	Hybrid	Yes

Application Reference Number	Marker Reference Number	Location	Size (height, width)	Material	Double sided
	B&HCC4	Devil's Dyke Road, Brighton	1.2m x 1.7m	Hybrid	Yes
SDNP/19/04601/ADV	HCC7	A325 - Alice Holt	1.9m x 1m	Hybrid	Yes
	HCC8	B2150 - Hambledon	1.9m x 1m	Hybrid	Yes
	HCC9	B3035 - Bishop's Waltham	1.9m x 1m	Hybrid	Yes
	HCC10	Bottom of Catherington Down	1.9m x 1m	Hybrid	Yes
	HCC11	Woodberry Lane heading to Rowlands Castle	1.9m x 1m	Hybrid	Yes
	HCC12	B2070 - Liphook	1.9m x 1m	Metal	No
	HCC13	B3047 - Alresford Rd junction for Itchen Stoke	1.8m x 2.8m	Metal	Yes
	HCC14	Shawford, Winchester	1.2m x 1.7m	Metal	Yes
	HCC15	Shipwright's Way, Rowlands Castle	1.9m x 1m	Hybrid	Yes
	HCC16	Bar Gate End/Tun Bridge, Winchester	1.9m x 1m	Metal	Yes
	HCC17	West Tisted	1.2m x 1.7m	Metal	No
	HCC18	B2177 - Lower Upham	1.9m x 1m	Hybrid	Yes
	SDNP/19/04602/ADV	WSCC10	A283 - Haslemere	1.9m x 1m	Metal
WSCC11		A283 - Chanctonbury Ring	1.9m x 1m	Hybrid	No
WSCC12		A284 - Arundel	1.8m x 2.8m	Hybrid	Yes
WSCC13		A285 - Halnaker	1.8m x 2.8m	Hybrid	Yes

Application Reference Number	Marker Reference Number	Location	Size (height, width)	Material	Double sided
	WSCC14	B2178 - East Ashling	1.8m x 2.8m	Hybrid	Yes
	WSCC17	Highdown Hill, Goring	1.9m x 1m	Hybrid	Yes
	WSCC18	A24 - Washington	1.8m x 2.8m	Metal	No
	WSCC19	A280 - Angmering	1.8m x 2.8m	Hybrid	Yes
	WSCC20	Woodmancote	1.2m x 1.7m	Hybrid	Yes
	WSCC22	Tottington Manor Farm	1.9m x 1m	Hybrid	Yes
	WSCC23	East Lavant	1.2m x 1.7m	Metal	Yes
SDNP/19/04603/ADV	ESCC5	Alfriston Road, Seaford	1.2m x 1.7m	Metal	No
	ESCC6-a	A27 - Drusillas- Option 1	1.8m x 2.8m	Hybrid	Yes
	ESCC6-b	A27 - Drusillas- Option 2	1.9m x 1m	Metal	No
	ESCC7	B2123 - Falmer	1.9m x 1m	Metal	Yes
	ESCC8	Jevington Road, Wannock	1.9m x 1m	Hybrid	Yes
	ESCC9	B2192 - Glynde/ Malling Hill	1.9m x 1m	Metal	No
	ESCC12	Spatham Lane, Westmeston	1.9m x 1m	Hybrid	Yes

3 Relevant Planning History

- 3.1 SDNP/17/02057/ADV, SDNP/17/02058/ADV, SDNP/17/02059/ADV and SDNP/17/02060/ADV – display a total of 19 non-illuminated boundary markers across the National Park. Granted advertisement consent 20 June 2017.

4 Consultations

4.1 Local Highway Authorities

Brighton & Hove City Council - at the time of writing this report, a formal response is still awaited.

West Sussex County Council – No objection in principle, however have requested further information regarding the orientation and precise location of specific signs.

Planning Officer Comment: At the time of writing this report, the applicant has offered to meet the Highway Authority on site to clarify the orientation and precise location of the signs. Members will be provided with an update at the Committee Meeting.

Hampshire County Council – No objection in principle.

East Sussex County Council – No objection subject to conditions.

- 4.2 **Conservation Officer** - No objection, for the most part they have negligible heritage impacts. Most would occupy roadside verge locations in rural or woodland settings.

There are concerns with two signs. WSCC17 could be perceived as having an impact on the Conservation Area as the small approach road and its verges make a positive contribution to the character of the tightly drawn Highdown Conservation Area. The other is WSCC23, however following pre-application discussions the size of the sign has been amended to overcome previous concerns.

- 4.3 **Design and Landscape Officers** - Support 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 **Parish / Town Councils**

Angmering - No comments received at time of writing of report.

Arundel – Object on the grounds of the disproportionate size of the sign, we would prefer a smaller sign (1.2m x 1.7m).

Berwick – No objection.

Binsted - No comments received at time of writing of report.

Bishop's Waltham – Welcomes the proposal as it will raise awareness of the entrance to the National Park.

Boxgrove – No comment.

Bramshott and Liphook – No objection but must ensure the sign does not obstruct the footpath (used by students on the way to and from school).

Compton and Shawford - No comments received at time of writing of report.

Falmer - No comments received at time of writing of report.

Funtington - No comments received at time of writing of report.

Hambledon – We have been in discussions with the applicant about possible relocation of the sign to the actual boundary of the National Park and concerns about visibility splays for traffic merging onto West Street.

Planning Officer Comment: *As set out in paragraph 1.2, following the location principles agreed by NPA means that signs will not necessarily be located on the actual boundary of the National Park. In this particular location for other reasons (such as highway safety, existing highway signs which cannot be removed and not adding to signage clutter) the sign cannot be located on the precise boundary of the National Park. The issue of highway safety is addressed within Section 7 of this report.*

Horndean – No objection.

Lavant - No comments received at time of writing of report.

Northchapel – No objection.

Ringmer – Supports the application.

Rowlands Castle – No objection to the proposed sign however we would object to the removal of any HGV and Deer Warning Signs at the junction with Emsworth Common Road.

Planning Officer Comment: *The applicant is not proposing to remove any HGV and Deer Warning Signs from the Emsworth Common Road.*

Seaford – Support the application.

Tichborne - No comments received at time of writing of report.

Upham - No comments received at time of writing of report.

Upper Beeding – No objection but are concerned about the costs and consider there may be better use of funds.

Washington - No comments received at time of writing of report.

West Tisted – Very supportive of the proposal at Smugglers Lane.

Westbourne – No objection.

Westmeston - No comments received at time of writing of report.

Willingdon and Jevington - No comments received at time of writing of report.

Wiston – Strongly objects, we strive to oppose unnecessary signage and the proposed sign would be a blot on the landscape.

5 Representations

5.1 At the time of writing the report, 2 letters of objection, 1 letter of support and one letter of general comment (neither supporting nor objecting) have been received. The comments are summarised below:

Letters of Objection

- Sign WSSC23 (Fordwater Road) – siting of sign is unclear, it might impede deliveries to Meadow Corner and wider road users and impede pedestrians who walk on the lower area.

Planning Officer Comment: Sign WSSC23 is proposed to be located on highway land at the edge of the land which is maintained by the adjacent landowner and the less maintained area – away from the junction with Lower Road.

Letter of Support

- WSSC14 – strongly support installation of sign in East Ashling, we are proud to be part of the National Park and having this sign will indicate this to drivers through the village.

General Comment

- Signs do not conform to BS EN 12767, the signs should be designed to meet appropriate safety standards, and
- There are no details on the sort of wood that will be used and aluminium is not local to the South Downs.

6 Planning Policy Context

6.1 The statutory development plan is the **South Downs Local Plan 2014-2033 (SDLP)**. The development plan policies and other material considerations considered relevant are set out below.

National Park Purposes

6.2 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.

6.3 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.

National Planning Policy Framework (NPPF) and Circular 2010

6.4 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 24 July 2018

and further amended in February 2019. The DEFRA Circular and NPPF confirm that National Parks have the highest status of protection and the NPPF states at paragraph 172 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.

6.5 The NPPF has been considered holistically in the determination of this application, although it is considered that the following sections are of particular relevance:

- Section 12: Achieving well-designed places
- Section 15: Conserving and enhancing the natural environment
- Section 16: Conserving and enhancing the historic environment

6.6 In addition, it is considered that paragraphs 132, 172, 175, 192, 196 and 200 of the NPPF are particularly relevant to the determination of these applications.

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

6.7 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)

6.8 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.

6.9 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.

Development Plan Policies

6.10 The following policies of the South Downs Local Plan are considered relevant to this application and these policies are considered to be compliant with the NPPF.

- SD2: Ecosystems Services;
- SD5: Design;
- SD9: Biodiversity and Geodiversity;
- SD15: Conservation Areas, and
- SD53: Advertisements.

6.11 In addition, some areas of the National Park are subject to further restrictions when it comes to advertisement control (known as Area of Special Advertisement Control), Table 3 below sets out which locations are subject to those further controls and whether the signs are located within a Conservation Area or a Site of Special Scientific Interest.

Table 3 – Additional Planning Policy Considerations

Application Reference Number	Marker Reference Number	Within an area of Special Advertisement Control	Within a Conservation Area	Within a Site of Special Scientific Interest (SSSI)
SDNP/19/04600/ADV	B&HCC2	No	No	No

Application Reference Number	Marker Reference Number	Within an area of Special Advertisement Control	Within a Conservation Area	Within a Site of Special Scientific Interest (SSSI)
	B&HCC4	No	No	No
SDNP/19/04601/ADV	HCC7	No	No	No
	HCC8	No	Yes – Hambledon Conservation Area	No
	HCC9	No	No	No
	HCC10	No	No	No
	HCC11	Yes	No	No
	HCC12	No	No	No
	HCC13	No	No	No
	HCC14	No	No	No
	HCC15	No	No	No
	HCC16	Yes	No	Yes – River Itchen SSSI
	HCC17	No	No	No
HCC18	No	No	No	
SDNP/19/04602/ADV	WSCC10	Yes	No	No
	WSCC11	Yes	No	No
	WSCC12	Yes	No	No
	WSCC13	Yes	No	No
	WSCC14	Yes	No	No
	WSCC17	No	Yes – Highdown Conservation Area	No
	WSCC18	Yes	No	No
	WSCC19	Yes	No	No
	WSCC20	Yes	No	No
	WSCC22	Yes	No	No

Application Reference Number	Marker Reference Number	Within an area of Special Advertisement Control	Within a Conservation Area	Within a Site of Special Scientific Interest (SSSI)
	WSCC23	Yes	Yes – Mid & East Lavant Conservation Area	No
SDNP/19/04603/ADV	ESCC5	No	No	No
	ESCC6-a	No	No	No
	ESCC6-b	No	No	No
	ESCC7	No	No	No
	ESCC8	No	No	No
	ESCC9	No	No	No
	ESCC12	No	No	No

South Downs Partnership Management Plan

6.12 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 the consideration of these applications and set out below are the policies which are considered to be of particular relevance:

- 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

6.13 The outcomes of the SDPMP are also a material consideration. Relevant outcomes include 1, 4, 6 and 8.

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 Woodmancote (ref: WSCC20) and Seaford (ref: ESCC5) 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 Alice Holt (ref: HCC7), Haslemere (ref: WSCC10) and on the A283 at Chanctonbury Ring (ref: WSCC11 within Wiston Parish), are more appropriate to their landscape context.
- 7.6 On the specific concerns raised by Arundel Parish Council regarding the size of the proposed sign (ref: WSCC12). It is considered that the context of the site as a wide highway verge on the edge of the trees lining the A284 and within a verge that is deliberately kept more nature (i.e. not regularly maintained / mowed grass land) a slightly taller (1.8m) and wider (2.8m) sign is not disproportionate to its landscape setting.
- 7.7 In addition, the proposed boundary markers generally 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 of the areas nor would they have a detrimental impact on wider scenic beauty of the particular locations.
- 7.8 With regards to the marker proposed at Bar End Gate, Winchester (ref: HCC16), whilst it falls within the boundary of the River Itchen Site of Special Scientific Interest (SSSI), the proposed location of the sign is on the grass verge between the carriageway and footway, adjacent to the car parking area. In addition, the sign is designed to have minimal impact on / within the ground. Therefore, it is considered that the sign would not have any significant impact on the special features of the River Itchen SSSI.
- 7.9 With regard to the markers proposed within Conservation Areas (ref: HCC8, WSCC17 and WSCC23), it is considered that due to the relatively small size of the sizes (the two smallest sizes are proposed, 1m x 1.9m for HCC8 and WSCC17 and 1.7m x 1.2m for WSCC23) and material (hybrid) the designs are sympathetic to their settings and would cause less than substantial harm upon the character and appearance of the Conservation Areas. It is also considered that the less than substantial harm caused can be outweighed by the public benefit of providing the boundary markers.
- 7.10 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.
- 7.11 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'.

Public Safety

- 7.12 An assessment of the highway safety implications has been undertaken and the applications are accompanied by a Road Safety Audit (and associated Structural Safety Report and a Loading & Risk Assessment Schedule for the Phase I signs). 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.
- 7.13 In addition, the relevant Local Highway Authorities have raised no objection to the specific boundary markers, as set out in Section 4. Furthermore, the design (and manufacture) of the proposed signs are identical to the Phase I signs (granted permission in 2017) which have recently been installed across the National Park and where the necessary Highway Licence agreements have been successfully obtained by the applicant.
- 7.14 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, the South Downs Local Plan and the South Downs Partnership Management Plan.

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.

13 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
DIRECTOR OF PLANNING
South Downs National Park Authority

Contact Officer: Kelly Porter

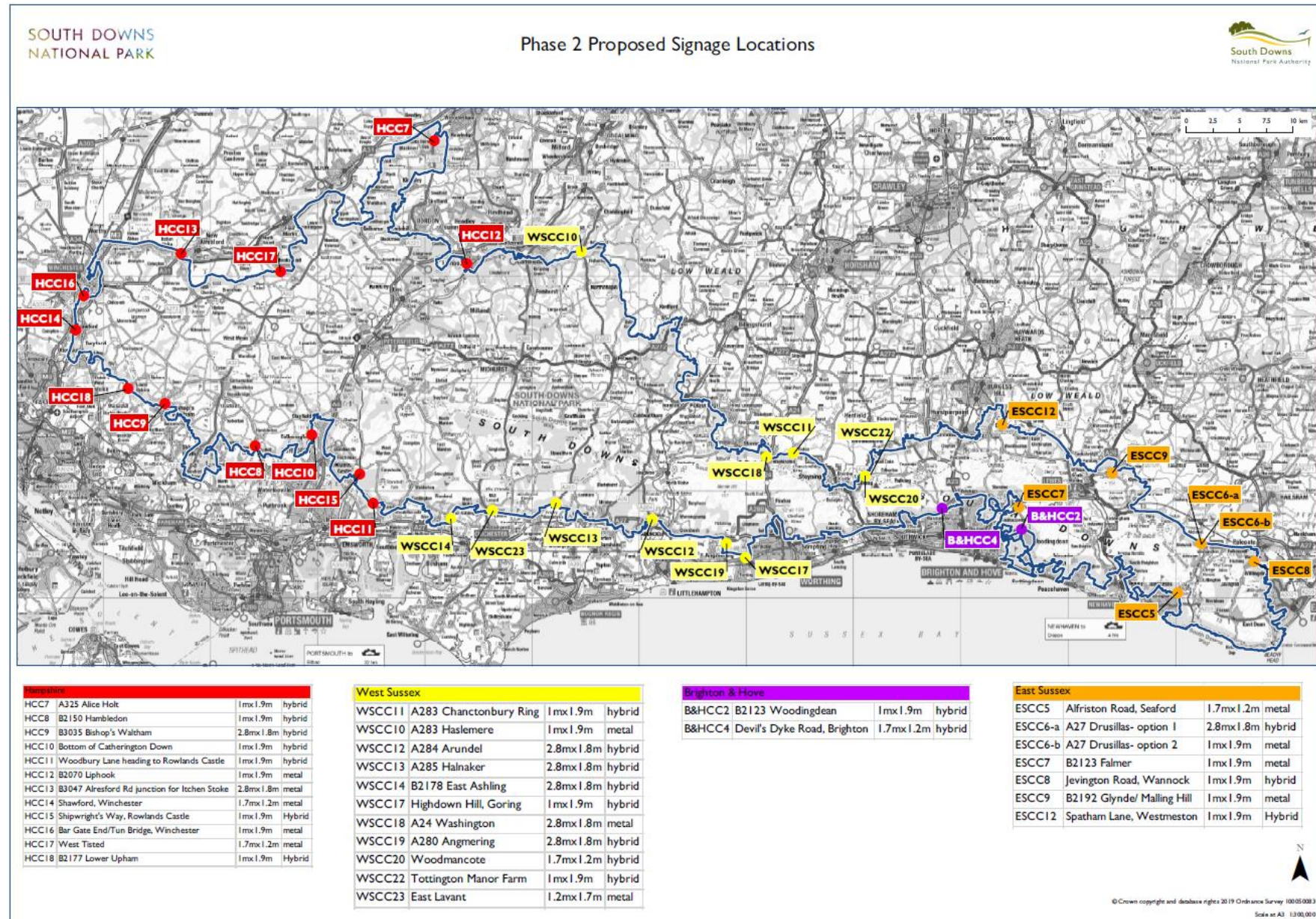
Tel: 01730 819314

email: kelly.porter@southdowns.gov.uk

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/19/04600/ADV](#)
[For SDNP/19/04601/ADV](#)
[For SDNP/17/04602/ADV](#)
[For SDNP/17/04603/ADV](#)
[South Downs Local Plan](#)
[South Downs National Park Partnership Management Plan 2014-2019](#)



**Agenda Item 09 Report PCI9/20-25 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	Plan Title	Drawing Reference	Date Plan Received	Status
Plans	Site Name: B&HCC2 Location: B2123 Woodingdean		20.09.2019	Approved
Plans	Site Name: B&HCC4 Location: Devil's Dyke's Road, Brighton		20.09.2019	Approved
Plans	Site Name: HCC7 Location: A325 Alice Holt		20.09.2019	Approved
Plans	Site Name: HCC8 Location: B2150 Hambledon		20.09.2019	Approved
Plans	Site Name: HCC9 Location: B3035 Bishop's Waltham		20.09.2019	Approved
Plans	Site Name: HCC10 Location: Bottom of Catherington Down		20.09.2019	Approved
Plans	Site Name: HCC11 Location: Woodberry Lane		20.09.2019	Approved
Plans	Site Name: HCC12 Location: B2070 Liphook		20.09.2019	Approved
Plans	Site Name: HCC13 Location: B3047 Alresford Road		20.09.2019	Approved
Plans	Site Name: HCC14 Location: Shawford, Winchester		20.09.2019	Approved
Plans	Site Name: HCC15 Location: Shipwright's Way, Rowlands Castle		20.09.2019	Approved
Plans	Site Name: HCC16 Location: Bar Gate End, Winchester		20.09.2019	Approved
Plans	Site Name: HCC17 Location: West Tisted		20.09.2019	Approved
Plans	Site Name: HCC18 Location: B2177 Upham		20.09.2019	Approved
Plans	Site Name: WSCC10 Location: A283 Haslemere		20.09.2019	Approved
Plans	Site Name: WSCC11 Location: A283 Chanctonbury Ring		20.09.2019	Approved
Plans	Site Name: WSCC12 Location: A284 Arundel		20.09.2019	Approved
Plans	Site Name: WSCC13 Location: A285 Halnaker		20.09.2019	Approved
Plans	Site Name: WSCC14 Location: B2178 East Ashling		20.09.2019	Approved
Plans	Site Name: WSCC17 Location: Highdown Rise, Goring-by-Sea		20.09.2019	Approved
Plans	Site Name: WSCC18 Location: A24 Washington		20.09.2019	Approved

Plans	Site Name: WSCC19 Location: A280 Angmering		20.09.2019	Approved
Plans	Site Name: WSCC20 Location: Woodmancote A2037		20.09.2019	Approved
Plans	Site Name: WSCC22 Location: Tottington Manor Farm		20.09.2019	Approved
Plans	Site Name: WSCC23 Location: Fordwater Road, East Lavant		20.09.2019	Approved
Plans	Site Name: ESCC5 Location: Alfriston Road, Seaford		20.09.2019	Approved
Plans	Site Name: ESCC6-a Location: A27 Drusillas – Option 1		20.09.2019	Approved
Plans	Site Name: ESCC6-b Location: A27 Drusillas – Option 2		20.09.2019	Approved
Plans	Site Name: ESCC7 Location: B2123 Falmer		20.09.2019	Approved
Plans	Site Name: ESCC8 Location: Jevington Road, Wannock		20.09.2019	Approved
Plans	Site Name: ESCC9 Location: B2192 Glynde / Malling Hill		20.09.2019	Approved
Plans	Site Name: ESCC12 Location: Spatham Lane, Westmeston		20.09.2019	Approved
Plans	General Assembly - Sign Type 1 – Sheet 1 of 3	19445 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 1 – Sheet 2 of 3	19445 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 1 – Sheet 3 of 3	19445 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 2 – Sheet 1 of 3	19446 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 2 – Sheet 2 of 3	19446 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 2 – Sheet 3 of 3	19446 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 3 & 7 – Sheet 1 of 3	19447 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 3 & 7 – Sheet 2 of 3	19447 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 3 & 7 – Sheet 3 of 3	19447 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 4 – Sheet 1 of 3	19449 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 4 – Sheet 2 of 3	19449 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 4 – Sheet 3 of 3	19449 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 5 & 10 – Sheet 1 of 3	19448 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 5 & 10 – Sheet 2 of 3	19448 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 5 & 10 – Sheet 3 of 3	19448 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 8 – Sheet 1 of 3	19450 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 8 – Sheet 2 of 3	19450 Rev B	20.09.2019	Approved
Plans	General Assembly - Sign Type 8 – Sheet 3 of 3	19450 Rev B	20.09.2019	Approved

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