

APPENDIX 1

REVISED DRAFT ADVERTISEMENTS POLICY

Advertisements

Not all advertisements are regulated by the Council and others benefit from deemed consent, which means that ~~planning permission~~ **express advertisement consent** is not needed. This will depend on factors including the size, position and illumination of the advert.

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.

Policy xx Advertisements	
(1)	The display of advertisements must not compromise amenity and highway safety.
(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: <ul style="list-style-type: none">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; andf) Respect local context, including listed buildings and Conservation Areas.

Reasoned Justification

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.

In addition to other more general policies within the Local Plan, Policy xx identifies specific criteria which will be taken into account when considering amenity and public safety of advertisements in Three Rivers to ensure that the quality and character of the District and places is not adversely affected.

The Council recognises the value of informing and directing the public through the use of Advertisement signage. However, it also recognises that signs both individually and cumulatively can cause visual harm to the area and overly distract drivers. In considering applications for advertisement consent the Council will take into account the likely impact of the sign on visual amenity and on road safety. The nature of material advertised is not a planning matter.