



Adverts and Signs

Policy BE4: Advertisements and Signage

- A. The Council will require all proposals involving advertisements and signage (including digital / electronic and illuminated) to be suitably located, well designed and responsibly managed. To ensure this proposals for advertisements and signage will be supported where they:
- i. Are appropriate, having regard to the character and appearance of the areas, the site and architectural features of the host building (or structure) in terms of siting, location, design, size, scale, number, colour and method of illumination;
 - ii. Would not create an excessive, visually cluttered or overbearing feature of any location;
 - iii. Would not interfere with public highway safety or management (including associated footpaths), cause light pollution or cause any other safety hazard;
 - iv. Would not have a detrimental impact on the amenity of nearby residents and / or occupiers of sensitive uses (for example schools, nurseries and care homes); and
 - v. Would not harm the significance of any listed building, conservation area or other heritage asset in accordance with Policy BE5: Heritage Assets.
- B. Where proposals include digital / electronic and / or illuminated advertisements or signage details must be submitted to the Council setting out the proposed method and level of luminosity and display type and functionality (e.g.. still, moving or changing images etc).
- C. The Council will not support advertisements on shopfronts that are above fascia level or ground floor level, except in exceptional circumstances.

Places for Everyone Links

JP-P1



Relevant Strategic Objectives

SO10

- 12.18. The policy sets clear criteria to enable adverts to be placed in suitable locations without detriment to the character and appearance of the surrounding area. It applies to all advertisements requiring advertisement consent under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 12.19. Advertisements and signage should be designed to be complementary to and preserve the character of the host building and local area. The size, location, materials, details and illumination of signs must be carefully considered. The Council will resist advertisements where they contribute to or constitute clutter or an unsightly proliferation of signage in the area.

Consultation Question 12-4

Do you support Policy BE4? Are there any changes required which would improve the policy? Please provide any supporting evidence which you think is relevant.