

ADVERTISEMENT CONTROL (SPECIAL LANDSCAPE AREAS AND CONSERVATION AREAS).

POLICY EN14

CONSENT WILL NOT NORMALLY BE GRANTED FOR ADVERTISEMENTS IN EXCESS OF THOSE PERMITTED BY DEEMED CONSENT, EXCEPT FOR PROPOSALS FOR EXTERNALLY ILLUMINATED ADVERTISEMENTS ON SHOPS AND OTHER COMMERCIAL PREMISES RELYING ON FREQUENT PATRONAGE WHICH WILL NORMALLY RECEIVE CONSENT, PROVIDED THAT THE ILLUMINATION IS DOWNWARD AND ORIGINATES FROM STRIP LIGHTS OR SPOTLIGHTS THAT HARMONISE WITH THE SPECIAL CHARACTER OF THE BUILDING AND AREA. INTERNALLY ILLUMINATED SIGNS WILL NOT NORMALLY RECEIVE CONSENT EXCEPT WHERE EXTERNAL ILLUMINATION IS IMPRACTICAL AND THE ILLUMINATION IS ONLY OF INDIVIDUAL LETTERS (NOT INCLUDING THEIR RETURNS).

- 3.38 The District Council is concerned to ensure that advertisement proposals have regard to two fundamental principles, namely:
- (a) The maintenance and improvement of local amenity,
 - (b) The interests of public safety.
- 3.39 In applying these criteria regard will be paid to the general characteristics of the locality including the presence of any feature of historic, architectural, cultural or similar interest. The second principle relates to the safety of any person who may use road, rail, waterways, docks, harbours or airfields and the effect of any advertisement which would obscure or hinder any traffic sign, railway signal or aid to navigation by water or air. Applicants are advised that the Council has issued supplementary planning guidance on shop front design in Conservation Areas. Whilst the policies of the Local Plan are overriding in determining applications, the guidance will be a material consideration and should be consulted.

Areas of Special Advertisement Control

- 3.40 The District Council will seek the Secretary of State's approval to the designation of Special Landscape Area as Areas of Special Control of Advertisements.
- 3.41 The District Council considers that the additional environmental protection represented by the designation of areas of special advertisement control should apply to those areas recognised in this Local Plan as Special Landscape Areas, which are indicated on the Proposals Map.
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