



# Posters and Signs Policy

## 1. Introduction

The Goring-on-Thames Parish Council (GPC) acknowledges the importance of advertising signs for village businesses and event organisers, but will also consider their impact upon the appearance of our rural village environment, wholly within the Chiltern's Area of Outstanding Natural Beauty.

At the end of this Policy is General background information on advertising regulations based on *The Town and Country Planning (Control of Advertisements) (England) Regulations 2007*. This policy sets out the general principles and approach GPC will follow in respect of posters and signs in the Parish. The areas GPC seeks to monitor are: fly posting, signs on premises, signage in public spaces, 'A Board' pavement signs.

## 2. Event organisers - permission and prompt removal

Organisers of all one-off events are to be held in the Local Area (defined as Goring, Streatley, South Stoke, and Moulsoford) are reminded of the need to obtain the prior permission of the owners of relevant telegraph poles, other structures etc.

The area of temporary notices for a local and charitable event – this does not include commercial events - must not be more than 0.6m<sup>2</sup> in area – see Class 3(D) below (for reference, A1 size is 594mm x 841mm = 0.499m<sup>2</sup>). Larger banners may be allowed for specific events, but these should first be discussed with the Clerk of the Parish Council.

## 3. Removal of posters and signs

Posters and signs should be promptly removed by organisers once the event is over. If this is not done posters displayed by those organisations are liable, on subsequent occasions, be removed without notice. In particular the following material is liable to removal:

- attached to telegraph poles, other structures, etc. more than 14 days prior, or 7 days after the event.
- any that are up more than 21 days, or otherwise out of date.

The Parish Council will generally seek removal of posters and signs from areas for which it, or SODC, or appropriate others, are responsible. The following are liable to be removed:

- posters/flyers/signs considered to be a hazard or distraction to road users, specifically any at the three crossroads of Wallingford Road with Reading Road, with High Street and with Elvendon Road.
- posters/flyers/signs on trees.
- posters/flyers/signs for events to be held outside of the Local Areal
- commercial posters, though sponsored boards are allowed if advertising charitable events and subject to the time limitations below.

## 4. Review of the policy

This policy will be reviewed annually.

Reviewed 11 March 2024

Signature  
Chair A Smith



## **GENERAL BACKGROUND INFORMATION ON ADVERTISING REGULATIONS**

*from The Town and Country Planning (Control of Advertisements) (England) Regulations 2007*

Outdoor advertisements are dealt with under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Local Planning Authority (South Oxfordshire District Council (SODC)) is responsible for deciding whether a particular advertisement should be permitted or not. The regulations cover the wide range of advertisements and signs which are commonly seen outdoors. Please see Appendix A below for the full list.

All advertisements, whether they require consent or not, are subject to the standard conditions in Schedule 2 to the Regulations. These are:

- no advertisement is to be displayed without the permission of the owner of the site on which they are displayed (this includes the highway authority, if the sign is to be placed on highway land);
- no advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- if an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

Under the Town & Country Planning Regulations 2007 there are 16 specified classes of advertisement that are 'deemed consent is granted' and that can be displayed without the need to make an application to SODC. These include the following that are relevant to our Parish.

**Class 1** – Functional advertisement by public bodies – this would include the Parish noticeboard.

**Class 2(c)** – Notices or signs relating to Public Houses which are displayed at the premises - only one sign is allowed, without Planning Permission, on each frontage and must not be more than 2m<sup>2</sup> in area.

**Class 3(d)** – Temporary notices for a local and charitable event– this does not include Commercial events. The advert must not be more than 0.6m<sup>2</sup> in area.

**Class 5** – Advertisement on business premises (not on public property) for goods or services - which are available at the premises. There are restrictions on the size of letters and location of the sign on the premises but these would not normally cause a problem for the business.

**Class 6** –Advertisements on forecourts of business premises–adverts allowed under Class 5



above are also allowed to be displayed on a private forecourt or boundary structure which encloses that forecourt.

There are also classes of advertisement to which certain restrictions do not apply though they may have specific conditions or limitations. Below are those that are most likely to be relevant for the Parish:-

**Class A** - An advertisement displayed on enclosed land is permitted without approval though it must not be visible from outside the enclosed land or from any place to which the public have right of access.

**Class B** - An advertisement displayed on or in a vehicle normally employed as a moving vehicle is permitted, as long as the vehicle is not used principally for the display of advertisements.

**Class D** - An advertisement displayed on an article for sale or on the container in, or from which an article is sold is permitted as long as 1) the advertisement refers only to the article for sale, 2) is not illuminated, and 3) does not exceed 0.1m<sup>2</sup>.

**Class E** – An advertisement relating specifically to a pending election or referendum. This advertisement must be removed within 14 days after the close of the poll.

**Class G** – A traffic sign, authorised by the local Highways Authority.

**Class H** – A country's national flag; the flag of the Commonwealth, the European Union or United Nations, any English County or of any saint - though neither the flag nor flagstaff may display any advertisement additional to the design of the flag.

**Class I** – An advertisement displayed inside a building as long as it is not illuminated and not within 1m of any external door, window or opening through which it would be visible from outside the building.

#### **APPENDIX A**

The advertising control system covers a wide range of advertisements and signs including:-

- Posters and notices
- Placards and boards
- Fascia signs and projecting signs
- Pole signs and canopy signs
- Models and devices
- Advance signs and directional signs
- Estate agents' boards
- Captive balloon advertising
- Flag advertisements
- Price markers and price displays
- Traffic signs
- Town and village name signs