

POSTERS & SIGNS POLICY

**1. Introduction**

- 1.1. The Parish Council acknowledges the importance of advertising signs for village businesses and event organisers, but must also consider the impact upon the appearance of a rural village environment, wholly within the Chiltern's Area of Outstanding Natural Beauty.
- 1.2. This policy sets out the general principles and approach that the Parish Council will follow in respect of posters and signs in the Parish.

**2. Scope of the policy**

- 2.1.1. There are several areas of advertising which the Parish Council seek to monitor for the benefit of the whole village: fly posting, 'A' Boards, signs on premises, signage in public spaces.
- 2.2. To restrict sizes as permitted by Class 3(D); must not exceed 0.6 m<sup>2</sup> (for reference, A1 size is 594mm x 841mm = 0.499sq.m).
- 2.3. Larger banners may be allowed for specific events, but only if pre-authorized by the Clerk of the Parish Council.

**3. Removal of posters and signs**

- 3.1. The Parish Council will generally adopt a pro-active policy of removing fly posting, in particular in the following circumstances:-
  - 3.1.1. Any fly posting on trees will be removed immediately
  - 3.1.2. Advertisements for any events to be held outside of the Local Area (defined as Goring, Streatley, South Stoke, and Moulsoford) will be removed immediately
  - 3.1.3. To remove posters for one-off events due to be held in the Local Area that are:-
    - 3.1.3.1. attached to telegraph poles, other structures, etc. more than 2 weeks prior to the event, or one week after the event
    - 3.1.3.2. not taken down by the organisers within 7 days after the event
    - 3.1.3.3. any posters that are up more than 21 days
  - 3.1.4. To remove any commercial posters, though sponsored boards are allowed if advertising charitable events and subject to the time limitations in 3.1.3.
  - 3.1.5. To remove any signs that the Parish Council deems are considered to be a hazard or distraction to road users, specifically any at the cross roads of Wallingford Road with Reading Road, High Street and Elvendon Road.
  - 3.1.6. To remove any out of date posters or posters that are up for more than 21 days.

NB: Non-compliance with the Conditions 3.1.3 above will mean that posters displayed by those organisations may on subsequent occasions be removed immediately by the Parish Council. Organisers of events are also reminded of the need to obtain the prior permission of the owners of relevant telegraph poles, other structures etc.

## **8. Review of the policy**

8.1. This policy will be reviewed annually.

Reviewed 09 January 2022

Chair B Urbick

## **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 2 m<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 0.1 m<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** – An 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