

## QD12 Advertisements and signs

**Sensitively designed and located advertisements and / or signs, which contribute to the visual amenity of the area and do not prejudice public safety, will be permitted. Advertisements and signs, which are detrimental to visual amenity and / or would adversely affect public safety, will not be allowed.**

**The criteria used to determine an advertisement's or sign's suitability will include:**

- a. size;**
- b. design;**
- c. colour;**
- d. materials;**
- e. lettering;**
- f. illumination;**
- g. means of fixture;**
- h. location; and**
- i. overall impact, individually and cumulatively with existing advertisements / signs.**

**The planning authority will seek to reduce the number and / or size of existing advertisements and signs where these are considered to be detrimental to public safety and / or amenity. Advertisements and signs outside the built up area must be sensitively designed and be in keeping with the rural area and landscape.**

**Illuminated advertisements and / or signs will not be granted express consent outside the built up area.**

- 3.49 Advertising is important to the vitality of commercial enterprises but a proliferation of advertisements and signs of different sizes, colour, design etc. can create a cluttered appearance with no uniformity or cohesion. This can result in an adverse affect on the amenity of an area and be detrimental to public safety, which, in turn, can harm the vitality of the businesses in the area.
- 3.50 A good building can easily be spoiled by a poorly designed, insensitively placed or oversized sign or advertisement or by a poor choice of advertisement finishes; fixtures; materials; colour; or illumination which is alien to the building's design or fabric. The planning authority will seek to ensure that advertisements and signs are kept to a minimum and carefully designed so that the appearance and character of an area is not harmed. The appropriateness of each sign will therefore depend on the characteristics of the building and the locality within which the advertisement or sign is to be displayed. As a general rule, advertisements or signs above first floor window sill level will normally be considered out of keeping and harmful to the visual integrity of a building and will therefore be resisted.

- 3.51 Whilst many advertisements and signs can be displayed without the need to apply for express consent, care still needs to be taken to ensure they respect their surroundings. The planning authority can take discontinuance action against such signs in order to remedy substantial harm to amenity or danger to members of the public. The planning authority will seek the removal of adverts, signs, boards etc. on private forecourts and pavements in front of business premises by conditions attached to consents, or if an obstruction is created, through highways legislation.
- 3.52 Further guidance can be found in a booklet produced by the Department of the Environment, Transport and the Regions (DETR) entitled 'Outdoor Advertisements and Signs - A guide for advertisers'.
- 3.53 Policy QD12 has particular links with the following in this Plan: the policies relating to design; shopfronts; advertisements and signs within conservation areas and on, or in the vicinity of a listed building; advertisement hoardings; and, protection of amenities.

### QD13 Advertisement hoardings

**Consent will not be given where a hoarding will be detrimental to public safety and amenity, in particular the character and appearance of the surrounding area. Applicants will be expected to submit a written design statement to demonstrate that the proposed hoarding is acceptable in terms of amenity and public safety.**

**Hoardings will not be given consent in the following areas or within their settings: conservation areas; within the vicinity of a listed building; within the seafront area; or outside the built up area. Exceptions will only be made where the hoarding enhances the street scene and would not be detrimental to public safety or have an adverse impact on amenity, including views in and out of the area.**

- 3.54 Advertisement hoardings can be particularly intrusive in a locality because of their size and positioning. It is therefore important that careful attention is given to the impact of proposed hoardings to ensure that they do not harm the appearance of surrounding areas and buildings. A temporary solution for the security and amenity of a derelict / vacant site may be resolvable by the use of hoardings. However, the long term solution is the redevelopment of the site. Consent for hoardings around derelict / vacant sites will normally only be temporary for reasons of amenity.
- 3.55 Where hoardings may be appropriate, the council will seek to ensure that they are sensitively located and make a positive contribution to their locality. In some areas of Brighton & Hove, such as on the Downs, it is unlikely that any hoardings would be given consent. It will also continue to be important to ensure that hoardings do not adversely impact on road safety.
- 3.56 Policy QD13 has strong links with other policies in this Plan concerned with advertisement control; development in the countryside / downland; conservation areas; and listed buildings.