

applicants have therefore, for the last three years, displayed a sign on a frame in the field adjoining the A27 on the eastbound side.



Previous Sign

Following the removal of this sign at the request of the LPA, the Trust has investigated a brown sign on the eastbound carriageway but the cost is prohibitive. The Trust therefore seeks consent for a sign in the same location as previous but has taken on board the comments of the LPA and is proposing a sign which is lower in height and purely directional. This new sign is the subject of this application for express consent.

The current regulations on the display of advertisements is contained in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and advice is contained in Circular 03/07. Under regulation 3, advertisements are subject to control only in the interests of "amenity" and "public safety". It is not considered that the sign harms highway safety being located adjacent to a straight stretch of the carriageway where there are no junctions or other distractions. It is of a size and in a location where it can easily be seen without drivers needing to slow down and the content is clear and concise providing only directional information.

The main issue in this case is therefore the impact on the amenities of the locality, particularly having regard to its location in the countryside. The sign has been reduced in height so that it is closer in height to the existing hedgerow and is seen in the context of this landscape feature. Furthermore, regard should be had to paragraph 153 of the Circular states that:

"Local planning authorities in scenically attractive rural areas frequently have to decide advertisement applications for "advance signs", to be sited off highway land, directing potential customers to local farm outlets or local tourist facilities, e.g. a hotel, restaurant, or inn, or bed and breakfast accommodation, or a craft workshop, situated well away from any main road. This type of advertisement application may conflict with authorities' policy

statements for the display of outdoor advertisements. Nevertheless, in dealing with applications for "advance signs", to be sited off highway land, for farm outlets or local tourist facilities, local planning authorities should bear in mind that effective sign posting is often a vital way of attracting potential customers to such facilities and thus benefiting the local economy in their area."

It is therefore submitted that the role the Country Centre plays in the local economy should be a material consideration in the determination of this application. Furthermore, that economic role sustains the social role of the charity in training and support of adults with learning disabilities. It is submitted that there are no public safety or amenity issues which outweigh these benefits.

It is therefore requested that express consent is granted for the retention of this advertisement.

Yours sincerely

