

D11 – Signage

- Support - 6
- Neither support of object - 4
- Object - 1

The changes to the supporting text and the Local Plan policies have not only been informed by the responses to the Regulation 18 consultation but they have also taken on board any additional feedback that has come out of discussions/meetings with statutory consultees and members in order to improve the clarity and understanding of the contents of the Local Plan.

Comments in support of D11 – Signage		
Respondent number	Comment	Officer comment
ANON-KSAR-N8YF-P	Regulation on signage should be similar for all businesses in one area, eg one business should not be permitted bigger/more obtrusive signage than those adjacent - rules should apply to all	Noted. The emerging policy will apply to all planning applications.
BHLF-KSAR-N8BQ-A Historic Environment Link here	<p>We support inclusion of policy D11 and recognition of the contribution made by signage to the character of an area. We suggest a minor edit to make the policy clearer</p> <p><i>In order to maintain commercial and visual attractiveness, consent will be granted for advertisements and signs which respect the character and significance of <u>the local area</u> and conform to the guidance below and the city council's 'Design Guidance for the control of Shopfronts and Signs'.</i></p> <p>Full doc in SP for mark ups</p>	<p>Agree suggested amendment will improve legibility and clarity.</p> <p>Recommended Response: Amend Policy D11 to improve legibility.</p>

Comments which neither support nor object to D11 – Signage

Respondent number	Comment	Officer comment
ANON-KSAR-NKBJ-P Soberton Parish Council	D11 Internally illuminated signs will not be permitted within conservation areas. This should be extended to the countryside.	There may be instances where internally illuminated signs are appropriate in the countryside. The policy includes an assessment of the character of an area which is considered sufficient to address the impact of illuminated signs in the countryside policy area.
ANON-KSAR-N8GX-P	Should there be a specific policy with regard to A boards.	The placing of A boards is subject to the measures of the Highways Act 1980 and not a planning matter.
BHLF-KSAR-N8TG-J	Signage, like shopfronts, should be suitable for its environment. Similarly, road furniture must be kept to a minimum and not take away from the landscape and visual aspect of its surrounds. Observation: Inclusivity is not a situation that can be “created” by a Local Plan, but needs to be generated from the environmental opportunities, both urban and rural, that can be encouraged. The design concept looks for better dwellings and a better lifestyle for the inhabitants of Winchester. All good, except, in an AI controlled world where everything is computerised, life will be divided between those who embrace the lifestyle and those seeking something else from an historic city and its surrounding countryside. Will the inhabitants migrate to more rural areas seeking tranquillity, and be replaced by younger urbanites? What about charging	Comments are noted. The Local Plan Vision does set out the intended outcomes for the emerging development strategy , which addresses these aspects as far as it is able to in planning terms.

	our electric vehicles in pedestrian streets whilst living in high density dwellings? We will need transport to experience the benefits of our special countryside. Will we be installing electric car charging points in all Hampshire villages? Will broadband be available to all villages to encourage people to work from home? How do we make the countryside accessible to everyone? If the Plan cannot provide an acceptable solution then at least it can aim at conserving our heritage and environment at the status quo until it does.	
--	---	--

Comments which object to D11 – Signage		
Respondent number	Comment	Officer comment
ANON-KSAR-N8GP-E Denmead Parish Council	There should be a policy regarding A boards which should only be allowed directly outside of a shop on their own land	The placing of A boards is subject to the measures of the Highways Act 1980 and not a planning matter.

	Recommendations	Officer response
Comments from SA	None.	None
Comments from HRA	None	None

Policy D11 Signage

In order to maintain commercial and visual attractiveness, consent will be granted for advertisements and signs which respect the character and significance **of the local area** and conform to the guidance below and the city council's 'Design Guidance for the control of Shopfronts and Signs'.

Internally illuminated signs will not be permitted within conservation areas.

Where consent is required, hanging or projecting signs will only be permitted where they do not contribute to visual clutter or detract from significant architectural features on the building. These will be expected to be located at fascia level, unless replacing existing historic signs.

Signage and street furniture should be located so as to avoid obstruction to all users.

Signage in conservation areas should take into account identified features in conservation area appraisals