



# UPTON BY CHESTER AND DISTRICT PARISH COUNCIL

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## EXTERNAL BANNERS, SIGNS AND POSTERS PROTOCOL

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The purpose of the document is to:

- Ensure that Upton by Chester and District Parish Council has a clear and consistent policy for external advertising at the Pavilion and QE II Playing Field.
- Treat all requests for advertising space from other organisations fairly and consistently.
- Take into consideration the current Planning Authority regulations regarding advertising adjacent to the highway.

### **1. Displaying advertising material for Upton by Chester and District Parish Council and associated bodies.**

Advertising banners and posters for UPC and associated bodies (NDP) business and activities are permitted as follows:

- Within the bounds of the QE II playing field, car park and play area but not attached to the pavilion building.
- Attached to the railings on the playing field boundary.
- Must avoid creating a visual nuisance to neighbouring properties.

### **2. Responding to requests to display advertising materials from other organisations.**

Advertising banners and posters for other organisations are permitted as follows:

- Within the bounds of the QE II playing field, car park and play area but not attached to the pavilion building.
- Attached to the railings on the playing field boundary.
- For organisations and events permitted within Planning Authority Regulations 3D and 3F below.
- Limited to two banners located on the boundary railings at one time.
- Must avoid creating a visual nuisance to neighbouring properties.

### **3. Planning Authority Regulations.**

In order to avoid the necessity to apply for planning permission advertising banners displayed on the boundary fence or that may be clearly seen from the highway must comply with the following Planning Authority Regulations:

*Description:*

*3D. An advertisement:*

- (a) Announcing any local event of a religious, educational, cultural, political, social or recreational character, or*
- (b) Relating to any temporary matter in connection with an event or local activity of such a character, not being an event or activity promoted or carried for commercial purposes.*

*Conditions and Limitations:*

*3D*

- (1) No advertisement may exceed 0.6 square metres in area.*
- (2) No advertisement may be displayed earlier than 28 days before the first day on which the event or activity is due to take place.*
- (3) The advertisement shall be removed within 14 days after the end of the event or activity.*
- (4) Illumination is not permitted.*
- (5) No character or symbol on the advertisement may be more than 0.75m in height, or 0.3m in an area of special control.*
- (6) No part of the advertisement may be more than 4.6m above ground level, or 3.6m in an area of special control.*

*Description:*

*3F. An advertisement relating to the visit of a travelling circus, fair or similar travelling entertainment to any specified place in the locality.*

*Conditions and Limitations:*

*3F*

- (1) No advertisement may exceed 0.6 square metres in area.*
- (2) No advertisement may be displayed earlier than 14 days before the first performance or opening of the entertainment at the place specified.*

*(3) The advertisement shall be removed within 7 days after the last performance or closing of the specified entertainment.*

*(4) At least 14 days before the advertisement is first displayed, the local planning authority is to be notified in writing of the first date on which and of the site at which it is to be displayed.*

*(5) Illumination is not permitted.*

*(6) No part of the advertisement may be more than 4.6 m above ground level or 3.6m in an area of special control.*