

Appendix 4 - Advertisements

Advertisements

- 1) The display of advertisements must not compromise amenity and highway safety. The appropriate highways authority should be consulted on applications for advertisements close to the principal or Strategic Road Network.
- 2) Advertisements will only be permitted if the character or setting of an area or building would not be unduly affected due to inappropriate size, design, colour, or materials; taking into account cumulative impacts.
- 3) Advertisements and shop fronts must not contribute to excessive light pollution from flashing or illumination with impact on passers-by, highway users, nearby residential or wildlife habitats.
- 4) Advertisements should generally be located within the curtilage of the premises to which they relate or at the site access.
- 5) Advertisements, including shop fronts and displays must:
 - a) Be high quality in terms of visual appearance, and should not have flashing internal or external illumination;
 - b) Be sited to prevent visual intrusion by virtue of light pollution into adjoining sensitive land uses, including residential properties and wildlife habitats;
 - c) Not restrict pedestrian movements impact safety of pedestrians or road users;
 - d) Contribute to an attractive environment;
 - e) Not contribute to proliferation/clutter of signage in the vicinity; and
 - f) Respect local context, including listed buildings, Conservation Areas and other heritage assets

Reasoned Justification

4.1 The term 'advertisement' covers a very wide range of advertisements and signs, including hoardings, illumination of hoardings, illuminated fascia signs, free-standing display panels, and estate agent boards. Not all advertisements are regulated by the Council and others benefit from deemed consent, which means that permission is not needed; this will depend on the size, position and illumination of the advert.

4.2 The type of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon etc) should be determined by the design of the building.

4.3 The quality and character of places can be affected where advertisements are poorly sited or designed and where consent is required, the Council can have regard to considerations of amenity and public safety, as well as the Control of Advertisements Regulations. The nature of material advertised is not a planning matter.