

SUPPLEMENTARY PLANNING GUIDANCE

ADVERTISEMENTS

ARUN DISTRICT COUNCIL



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1. INTRODUCTION

- 1.1 This is one in a series of Supplementary Planning Guidance Notes (SPG) prepared by the Local Planning Authority, to provide applicants with clear advice on the planning issues involved when proposing advertising that requires permission. The SPG is non-statutory, but it is a material consideration the Council will take into account when considering an application.
- 1.2 This guidance should be read in conjunction with POLICY GEN7 of the Arun District Local Plan 2003 “The Form of New Development”.
- 1.3 Paragraph 1.42 of GEN7 explains that “Applications for Advertisement Consent will be assessed against the criteria in the Supplementary Planning Guidance ‘Advertisements’.”
- 1.4 This SPG explains in paragraph 2.2 how to determine when advertisement consent is required and Appendix 1 lists those which may be displayed with ‘deemed consent’.

2. PLANNING POLICY CONTEXT

- 2.1 Current legislation covering virtually all outdoor advertisements is set out in the Town and Country Planning Act 1990 and in the Town and Country Planning (Control of Advertisements) Regulations 1992. Government Guidance is also provided in Planning Policy Guidance note (PPG) 19 'Outdoor Advertisement Control' (March 1992) and Circular 5/92. A good summary of the complex legislation surrounding advertising is provided in the free booklet '*Outdoor Advertisements and Signs*', prepared by the Office of the Deputy Prime Minister (ODPM).
- 2.2 The regulations specify a number of types of advertisements which are exempt from control and those which may be displayed with 'deemed consent', i.e. without the need for an Authority's express consent, (see Appendix 1). All other advertisements require the consent of the Local Planning Authority.

3. CONTROL OF ADVERTISEMENTS

- 3.1 The display of outdoor advertisements can only be controlled in the interests of 'amenity' and 'public safety'. The control system in place for advertising is concerned with the visual effect on its surroundings of an advertisement. The subject matter of the advertisement may not be controlled by us, the Local Planning Authority, though it may sometimes be regulated by other means.

AMENITY

- 3.2 PPG19 states that when assessing an advertisement's impact on 'amenity', the Council should have regard to "*its effect on the appearance of the building or on visual amenity in the immediate neighbourhood where it is to be displayed.*" (paragraph 11). The Council will therefore look at how the advertisement impacts on its locality. The relevant considerations are scenic, historic, architectural or cultural features, which contribute to the distinctive

character of the locality and how the advertisement relates to these. The Council will also consider the design and location of the proposed advertisement.

3.3 Consideration will be given as to whether an advertisement will result in a proliferation of advertisements in an area. The Council will seek to avoid advertising creating or contributing to visual clutter in an area.

3.4 When considering an advertisement, account will be taken not only of the factors that may be to the advantage of the amenity of a locality, such as adding appropriate colour and interest to a drab area, or screening an eyesore. Consideration will also be made so as to avoid a detrimental impact on the environment.

PUBLIC SAFETY

3.5 When assessing the impact of an advertisement in terms of public safety the vital consideration is whether the advertisement itself or its location is likely to be so distracting or so confusing, that it creates a hazard, or endangers people in the vicinity who are taking reasonable care for their own, or others, safety.

3.6 This is particularly important when locating advertisements in the vicinity of busy or high speed roads. The aim is to ensure that advertisements are not positioned where they are distracting to road users, or interfere with the interpretation of road signs or traffic lights.

4. LOCATION AND DESIGN GUIDANCE

4.1 Locating advertisements correctly is of utmost importance. Too often outdoor advertisements seem to have been added to buildings as an after thought, appearing over-dominant and inappropriately sited.

4.2 When considering the erection of adverts and signs, the following principles should be applied:

- Scale and Proportion – This should be an appropriate scale and size for the building on which they are displayed and should not seek to dominate or visually detract from those buildings. They should respect the scale of their surrounding location; street furniture and adjacent buildings and should not adversely affect the street scene.
- Detailing – The proposed advertisement should not detract from the quality of the building. All details should be constructed in materials sympathetic to those of the building on which it is to be located.
- Visual clutter of a mixture of sizes and styles of signs and advertisement boards must be avoided.
- The main advertisements and signs for a commercial property should normally be located on the most prominent frontage of the premises.

4.3 **Residential Areas** - Advertising is generally considered to be out of place in any predominantly residential location and will not normally be allowed.

4.4 **Listed Buildings** - A proposal to attach an advertisement to a listed building will almost certainly require listed building consent, whether or not it requires planning consent under the Control of Advertisement Regulations.

4.5 **Conservation Areas and Areas of Special Advertisement Control -**

Within certain areas of particular character, there are stricter controls over the display of advertisements, namely the areas designated as an Area of Special Control for Advertisements. Specific advice regarding advertisements in Conservation Areas is set out in Appendix 2.

In these areas stringent control will be maintained over advertisements. An application will only be permitted if:

- The size, colouring and layout of the advertisement does not detract from the appearance of the building to which it is attached or from the character or appearance of its surroundings;
- The signs are not internally illuminated, or backlit so as to create a halo effect;
- The materials are visually sympathetic to their surroundings; preference will be given to hand painted signs;

4.6 In Arun District, the Areas of Special Control of Advertisements are generally found outside the built up areas and cover the South Downs Area of Outstanding Natural Beauty, including Findon village. A map illustrating the Areas of Special Control for Advertisements is available upon request from the Planning Services Department.

5. SPECIFIC TYPES OF OUTDOOR ADVERTISEMENTS

ILLUMINATED SIGNS

- 5.1 Illuminated advertisements have an increased potential to distract, they can be detrimental to the amenity of an area and intrusive to any adjoining residential areas or properties.
- 5.2 Applications for illuminated advertisements will be assessed by Arun District Council's Environmental Health Department to ensure that no light pollution will be created. Assessment will be in accordance with Policy GEN33 of the Arun District Local Plan 2003, Light Pollution. Conditions may be imposed on planning consents to restrict the hours of illumination where it is considered lighting would be a nuisance. This is particularly relevant for neighbourhood parades located close to predominantly residential areas.
- 5.3 The following guidelines apply to illuminated advertisements:

- Intermittent (flashing) signs and very brightly lit advertisements will not be acceptable.
- Illuminated advertisements should not generally be located above ground floor level,
- Moving parts or features (e.g. with holographic images) have an increased potential to distract, and are generally not accepted.
- Illumination of advertisements should not create a glare for road users.

Within a Conservation Area or Area of Special Control for Advertising illuminated advertisements will not be permitted.

HIGH LEVEL SIGNS

- 5.4 High level signs are potentially visually intrusive. Signs which would face directly onto residential areas will not be allowed where they detract significantly from the character of, or outlook from those areas.
- 5.5 Non-illuminated, high level signs will generally be accepted in the industrial and commercial areas of the district, providing that they are designed to complement the building on which they are displayed.
- 5.6 Only advertisements referring to the business or activity at the particular premises are permitted to be displayed.
- 5.7 Within shopping areas signs will not normally be approved above the ground floor level.

ADVERTISEMENTS ON BUILDINGS

- 5.8 Many advertisements are attached to buildings, and it is possible to design and place advertising in a way that does not detract from a building's appearance. Therefore;

- Advertisements should be restricted to areas below the fascia level and below the sill of the first floor windows.
- When displayed on buildings they should be related to the scale of their surroundings and have regard to the architectural features of the locality.
- Signs and advertisements should not obscure or damage existing architectural features.
- Advertisements will not be supported on buildings used for residential purposes.
- Listed building consent will be required to attach an advertisement to a listed building whether or not it requires consent under the Control of Advertisement Regulations.

HOARDINGS – FREE STANDING

- 5.9 Freestanding signs such as poster panels provide information and can break up the expanse of large flat areas. Such displays should respect the scale and building style of the surrounding location. When displayed on a paved forecourt or in a pedestrianised area, their dimensions should be in scale with the existing street furniture.
- 5.10 Advertising on street furniture (for example: bus shelters, lamp posts, litter bins and poster/ advertising drums) presents a highly visible opportunity for advertising. Care should be taken to reduce visual clutter.
- 5.11 Free standing advertisements have the potential to contribute to visual and physical clutter of the streetscape, as well as create a hindrance to movement along the pavements.
- 5.12 Free standing advertisements displayed on business forecourts are permitted for the goods or services available at the particular premises. These signs must be at ground level. However the total permitted area for all forecourt

advertisements must not exceed 4.5 square metres on each forecourt frontage to the premises.

- 5.13 Advertisements will not be supported where they are distracting to road users, or interfere with the interpretation of road signs or traffic lights. Advertisements within an adopted highway will not be permitted.

FASCIA SIGNS

- 5.14 Fascia signs should be in proportion to the design of the shop front as a whole. They should not be over dominant, extend above first floor window sills or run across more than one unit.
- 5.15 Fascias should be aligned as much as possible throughout the street, keeping a standard depth which creates a more attractive street scene and also ensures that each shop front retains its original balanced proportions.
- 5.16 Fascias on commercial buildings should be integrated with the whole building. Space for signage should be encouraged from the outset when designing a building.

SHOP FRONTS

- 5.17 Shop fronts are increasingly used to display multiple advertisements, often in bright colours and large font type in an attempt to be eye catching. This can detract considerably from the character of some streets and locations; therefore it will not normally be acceptable.
- 5.18 In Conservation Areas and on listed buildings, signs in traditional materials and designs are required e.g. sign-written painted timber fascias. Fixtures and signs must not damage or hide architectural features of the building. Further guidance is given in Appendix 2.
- 5.19 Hanging signs or projecting signs should be positioned so they are generally in line with the fascia, and should not be below the fascia level or above first floor sill height.

Where signs either hang over or project over the public highway, the underside of that sign shall be a minimum of 2.1 metres above ground level and the outer edge of that sign shall not be less than 0.5 metres from the vertical projection of the edge of carriageway of the highway over which it hangs or projects.

FLAG POLES

- 5.20 Advertising flags are permitted at housebuilding sites and where new homes remain for sale. The flags and flagstaffs must be removed at the end of one year after construction of the last house is completed. However, they will not be permitted in Areas of Special Control of Advertisements, Conservation Areas and Areas of Outstanding Natural Beauty.
- 5.21 An advertisement may be displayed as a flag, on one flag staff attached to the roof of a building. The flag itself may only have on it the name, emblem, device or trademark of the company or person occupying the building. Advertisements relating to specific products are not permitted to be displayed.

TEMPORARY ADVERTISEMENTS

- 5.22 Temporary advertisements displayed to publicise local, cultural, recreational, social or religious events are permitted under the Control of Advertisement Regulations, subject to provisions for deemed consent. For example:
- If an advertisement relates to a sale or event it must not be displayed more than 28 days before the sale or event begins and must be removed within 14 days after it ends.
 - Temporary advertising boards attached to buildings, for example estate agency boards, must not extend outwards by more than 1 metre. Removal of the boards must be no later than 14 days after completion of the sale or granting of the tenancy.

- Advertisement boards for building and construction sites may only be displayed during the time that building, engineering or construction works are actually taking place on site.
- Temporary advertisements must not be illuminated in any circumstances. The full list of deemed consent for temporary advertisements (Class 3), can be found in The Town and Country Planning (Control of Advertisements) Regulations 1992.

6. ADVERTISEMENT CONSENT

- 6.1 There are complex rules governing advertisements. It is advisable to contact the Planning Services Department before any structure is erected.
- 6.2 An outdoor advertisement is permitted without the consent of the local planning authority if it falls within one of the 14 classes of deemed consent specified. All other forms of advertisement must obtain consent from the planning authority.
- 6.3 When applying for advertisement consent, it is essential that scale drawings are provided showing the proposal in context of the complete elevation of the building and its relationship with the surrounding area. Full details of material and colours proposed will also be required.

7. USEFUL ADDRESSES

Advertising Standards Authority

Advertising Standards Authority
2 Torrington Place
London
WC1E 7HW

Internet: www.asa.org.uk
Telephone: 020 7580 5555
Fax: 020 8430 6676

To obtain a copy of the booklet 'Outdoor Advertisements and Signs: A Guide for Advertisers' prepared by the Department for Transport, Local Government and the Regions, contact:

ODPM Free Literature
PO BOX 236
Wetherby
West Yorkshire
LS23 7NB

Telephone: 0870 122 6236
Fax: 0870 122 6237
Internet: www.planning.odpm.gov.uk

Or, contact:

Planning Services
Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

Telephone: 01903 737500

Fax: 01903 716019

Internet: www.arun.gov.uk

CLASSES OF ADVERTISEMENTS BENEFITING FROM DEEMED CONSENT

- **Class 1:** 'functional advertisements' by public bodies
- **Class 2:** miscellaneous advertisements on any premises
- **Class 3:** temporary Advertisements
- **Class 4:** illuminated advertisements (restrictions apply)
- **Class 5:** advertisements on business premises
- **Class 6:** advertisements on forecourts of business premises
- **Class 7:** flag advertisements
- **Class 8:** poster-hoardings around temporary construction sites
- **Class 9:** four-sheet poster panels displayed on purpose-designed highway structures
- **Class 10:** properly authorised signs for approved Neighbourhood Watch and Similar schemes
- **Class 11:** directional advertisements
- **Class 12:** advertisements displayed inside buildings
- **Class 13:** sites used for displaying advertisements on 1 April 1974
- **Class 14:** advertisements displayed after the expiry of express consent

GUIDELINES FOR ADVERTISEMENTS IN CONSERVATION AREAS

- (1) Multiple retailers and other businesses will be required to tailor their shop fronts/signs to suit local conditions where their corporate image, signing and symbols are inappropriate in the context of a Conservation Area.
- (2) Internally illuminated fascia and projecting signs will not normally be acceptable; external illumination, where appropriate, may be permitted.
- (3) Names on signs should fit within existing horizontal spaces and not overlap moulding details, cornices, etc.
- (4) Secondary signs will be restricted - one projecting sign only will be permitted providing it does not adversely affect the character and appearance of the building or street scene.
- (5) Advertisements on awnings should not be too elaborate or bulky. Generally, they will be required to reflect the scale and proportion of the façade on which they are erected and should complement, in terms of size and design, other awnings in street frontage.
- (6) Fascia signs should take the form of painted letters on traditional wooden panels, or individual letters or symbols applied direct to a fascia or the building itself if acceptable; perspex fascias will be discouraged.
- (7) Fascia signs should be in proportion with the building as a whole and relate satisfactorily with any adjoining fascias.
- (8) Advertisements displayed under deemed consent, but in clear conflict with the principles contained in either the Council's Advertisement Control Policies or these guidelines and detracting from the quality and character of the area, may be subject to discontinuance action.