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Directorate of Environment and Regeneration • Planning Services

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## LOCAL PLANNING GUIDANCE NOTE NO.16

### ADVERTISEMENTS

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#### Background

Unlike most proposals with which the British town and country planning system deals, advertisements do not fall within the statutory definition of “development”. The system of **advertisement control** in England and Wales is embodied in the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) made under Section 220 of the Town and Country Planning Act 1990, although the same basic system has been in force since 1947 under earlier legislation and regulations. In order to understand whether consent is needed from the local planning authority (LPA) to display advertisements, there are **three main groups** to be considered:

- **Excluded advertisements**, 10 classes which can be displayed without the LPA’s consent.
- Advertisements for which the rules give a ‘**deemed consent**’ so that the LPA’s consent is not needed provided that the advertisement is within the rules, for example in terms of size. There are 14 such classes.
- Advertisements for which the LPA’s ‘**express consent**’ is always needed.

Under the Regulations, **it is unlawful to display advertisements without deemed consent, or otherwise, without express consent. Appendix 1 gives more details of these groups and classes.**

This Local Planning Guidance Note (LPG) sets out advice and policies for controlling signs which are not excluded from or have deemed consent under the Regulations.

It should be noted that this LPG does not relate to traffic signs erected on highway land.

#### Policy

The Welsh Assembly Government (WAG) produced “**Planning Policy Wales**” (PPW) in March 2002, which sets the scene with regard to national planning policy. It states that those classes of advertisements subject to control must be evaluated in terms of public safety and amenity, as explained in greater detail below, but this does not allow the LPA, that is Flintshire County Council, to censor the subject matter of any advertisement. “**No advertisement sign should be displayed without the consent of the landowner**, and it is an offence to erect or paint signs on any part of a public highway. Unless applicants are able to demonstrate prior highway authority authorisation for the proposed sign(s), then applications to display advertisements on (or overhanging) highway land should be refused automatically.”

Advice on how Welsh LPAs should exercise their control of advertisement powers is given in WAG’s **Technical Advice Note 7 (TAN7)** of 1996, and which is taken into account in the advice contained in this LPG.

A helpful booklet entitled “**Outdoor Advertisements and Signs – A Guide for Advertisers**”, reprinted by the DETR/National Assembly of Wales in 2000, is freely available from Planning Services in County Hall, Mold.

At the local level, the Flintshire **Unitary Development Plan (UDP)** contains one specific policy on advertisements, **D8 Outdoor Advertisements**. In addition, policies **STR9 Welsh Language and Culture**, **HE1 Development Affecting Conservation Areas** and **S2 Shop Front Design** have some relevance, and all are reproduced in **Appendix 2**.

On 28th September 1999 the Council’s Transportation and Planning Services Committee approved a document entitled “**Supplementary Planning Guidance – Advertisement Control**” for development control purposes, following a public consultation exercise. The full Council approved it on 9th November 1999. The policies within it were designed to provide a framework for the equitable and consistent consideration of advertisement consent applications in Flintshire, and are included here as **Appendix 3**. They are still valid. However, the introductory and background sections of the document now need revision and have therefore been omitted from the Appendix. They are superseded by this LPG.

The County Council adopted a **policy for highway tourism signs** in March 1997. This provides for a wide range of tourist attractions to have “white on brown” highway signs. That policy was produced following the publication of **Welsh Office Circular 3/96** relating to traffic signs to tourist facilities in Wales, and the Traffic Signs (Amendment) Regulations 1995 which redefined a “tourist attraction”. The main purpose of the Circular was to give traffic authorities more flexibility to respond to all factors. There are a number of criteria which have to be met to qualify for a sign including the type of facility provided, the number of visitors per annum, recognition by the Wales Tourist Board, period of opening, and satisfactory car parking provision. It is hoped that growing numbers of operators will apply for such signs to ensure a consistent approach to tourism signing. The policy will be monitored to ensure that it is operating satisfactorily. (More recently, the Department of Transport has issued detailed guidance in

England, which has not led to specific Welsh versions but has been adopted by WAG.) Applicants who want further information about tourist signs can find it via Flintshire's website.

### What is an advertisement?

The advertisement control system covers a wide range of advertisements and signs, which can include any word, letter, model, sign, placard, board, notice or device, whether illuminated or not.

Further information is given in "Types of advertisements" later.

### Obtaining advice about the need for permission

Given the many complications about advertisement control, such as size, location and type, it is always advisable to check with the Development Control Section of Planning Services in County Hall, Mold. The initial point of contact should be with a Planning Support Officer, telephone 01352 703234.

### The criteria against which applications are judged

According to TAN 7, it is accepted that anyone proposing to display an advertisement needs one in that particular location, whether for commercial or other reasons, except in Areas of Special Control where an applicant needs to show a reasonable requirement for an advertisement.

Advertisement applications are judged against **two criteria**:

#### Public safety

LPA's should consider the effect of an advertisement on all highway users, namely drivers, cyclists and pedestrians. Full account must be taken of possible hazards to less mobile and visually impaired people. The main considerations are whether the advertisement itself or the exact location proposed for its display might be so distracting or confusing that it creates a hazard to, or endangers, people in the vicinity, which clearly is not necessarily confined to the highway itself. Concern is centred on the possible distraction of drivers and the safety of pedestrians. Highway authorities must be consulted.

#### Amenity

The test here is whether the advertisement will adversely affect the appearance of the building or its immediate neighbourhood. LPA's should take into account the scenic, historic, architectural or cultural features.

Businesses located in the countryside expect to be able to advertise their whereabouts, especially to visitors, but care should be taken to ensure that signs are designed and sited to harmonise with their setting, and that a proliferation of individually acceptable advertisements does not spoil the appearance of the open countryside. Wherever possible, businesses in the same general location, or in by passed communities should be encouraged to combine their essential advertising needs so as to avoid a proliferation of advanced signs.

### Designated and special areas

In Areas of Outstanding Natural Beauty and conservation areas, applications need to be closely scrutinised and stricter advertisement controls apply to the display of advertisements which do not require the LPA's express consent. Applications for express consent will also need to be checked to ensure that the proposal does not compromise the aims of an area's designation. Within Flintshire considerable areas fall within one or more of these designations, which are described briefly below. Listed buildings are another special case.

#### Advertisement control area

A large part of Flintshire, particularly the rural areas, was designated as an "**Area of Special Control of Advertisements**", being approved by the then Minister of Housing and Local Government in 1960. Stricter advertisement controls apply, with a lower maximum height limit, and a smaller maximum size of letters or characters, on all advertisements displayed with deemed consent. Some classes of advertisement may not be displayed at all, such as general poster hoardings.

#### Area of Outstanding Natural Beauty (AONB)

The Clwydian Range AONB occupies most of the western side of Flintshire. The primary objective of its (national) designation is the conservation and enhancement of natural beauty.

#### Conservation areas

Flintshire has 32 conservation areas. LPG 7 in this series gives a fuller picture than it is possible to do here. The aim of designation is to preserve or enhance the character or appearance of the conservation area, which includes the control of outdoor advertisements. Many conservation areas are also commercial centres where the normal range of advertisements may be expected but they should not detract from visual amenity.

#### Listed buildings

Over 900 buildings in Flintshire are listed, and more can be found out about the subject by referring to LPG 6 in this series. **Almost all advertisements on a listed building will require listed building consent as well as advertisement consent.** Special care must be taken to protect the integrity of the building's design, architectural character or structure, and also its setting.

## Design

A balance has to be struck between protecting areas of visual/heritage significance on the one hand and the importance of advertisements to the national economy on the other, and it has to be acknowledged that original designs or new display techniques should not be stifled. **Corporate designs** should not be refused simply because the LPA dislikes the design, but - where it is unsuitable in a particular area - designers should be willing to compromise. For example, a modern style of design may look out of place in an historic town or village centre.

LPAs may produce design guidance for outdoor advertisements and shopfronts. “**Design Guide No.2 Shopfronts and their Advertisements**” produced by the former Delyn Borough Council provides detailed advice with illustrated examples, of particular relevance to the historic town centres of Mold and Holywell.

Advertisements should not obscure **architectural features** such as cornices and pilasters.

With regard to new build, **advertisements should be “designed-in” from the outset** so that they form an integral part of the development rather than appearing as an afterthought.

**Lighting** must be handled carefully, so as to avoid dominating – individually or cumulatively – in sensitive areas. Garish colours or high intensity lighting can have an adverse effect. Policy A8 in Appendix 3 gives the Council's position. Increasingly light pollution is seen as an environmental concern. Efforts should be made not to exacerbate the situation.

## Types of advertisements

- **Fascia signs** -These are usually found on the main elevation of the building, between ground and first floor level. They should be in keeping with the surroundings, with traditional materials like wood in historic town centres, and should not obliterate architectural features such as cornices and first floor level window cills. Policy A7 in Appendix 3 gives a fuller statement.
- **Projecting/hanging signs** -These are usually at fascia level, projecting at right angles from the building and normally supported by a bracket. Again, see Policy A7 in Appendix 3.
- **Poster hoardings** -These are the largest form of outdoor advertisement, and therefore need strict control. Policy A6 in Appendix 3 is applicable.
- **Sun blinds and canopies** - Traditionally made of wood and canvas, and intended to protect goods in the shop from sunlight, such features may be acceptable where they are a traditional feature of the particular locality. However, they are now commonly a fixed feature used as an additional form of advertising, and may detract from the street scene. They should not be a hazard to pedestrians.
- **Forecourt signs** - Either moveable A-boards or fixed structures on the commercial premises. The need for clear identification is recognised but the LPA will seek to avoid a proliferation of signs in an area and the creation of hazards for pedestrians. The public footway is part of the adopted highway, and therefore requires consent from the Highway Authority, which is will not be granted as they are classed as obstructions.
- **Flags** - Except for national flags, these are classed as advertisements. Outside of the AONB, conservation areas and on listed buildings, some temporary flag displays do not require consent.
- **Temporary banners** - Usually attached to a building, they are often used to advertise events and do not relate to the building on which they are located, and therefore not encouraged, and may only be accepted in limited circumstances.
- **Advance directional signs** - Where the site or event is not easily seen from the highway, advance signs give prior notice to drivers and pedestrians. If on highway land, consent from that authority will be required. The Council accepts the importance of such signs in connection with sizeable businesses like some tourist attractions, particularly in rural locations where they can be hard to find. Policies A2, A3, A4 and A5 in Appendix 3 explain the Council's approach.
- **Fly posting** - Often used to advertise forthcoming events, but any form of fly posting (that is, displaying advertisements without the owner's permission) is an offence which is immediately open to prosecution.

## The Welsh language

“**Technical Advice Note 20 The Welsh Language**” (TAN 20), published by the National Assembly in 2000, draws attention to the fact that (Welsh or bilingual) signs are “one method of promoting the distinctive culture of Wales, which is of significance both to the identity of individual communities as well as the tourism industry.” It refers to the possible role of UDPs in promoting the provision of Welsh signs. Flintshire's UDP Policy STR9 (see Appendix 3) is in line with this approach.

## Advertisement applications

When an advertisement does not qualify for deemed consent, an application must be made to the LPA for express consent before its display using a **specific form**, not a planning application form. The application should **show the location of the sign, and give sufficient information to allow its impact to be understood**, including its height, materials, design and colour.

When granting consent, the LPA may attach conditions, against which there is a right of appeal to the National Assembly for Wales (NAW). Consents usually last for five years, but the LPA may vary the period. Unless a condition requires removal after the expiration of the consent, its display can continue although the LPA could take **discontinuance action** where it has concerns.

All outdoor advertisements must comply with the **five standard conditions** imposed by the 1992 Regulations, which are:

- Be kept clean and tidy
- Be kept in a safe condition
- Have the owner's permission, including the highway authority
- Not obscure or hinder the interpretation of official signs
- Be removed carefully where so required by the LPA.

Where their decision is a **refusal**, the LPA should give reasons which are clear and specific, setting out why the proposal is contrary to the interests of public amenity or prejudicial to public safety at the particular site. There is a right of appeal to the NAW.

### **Unauthorised signs**

The Council will take **action** where persuasion fails to remedy the problem of illegal advertisements. Policy A9 in Appendix 3 states the approach.

In general, prosecution proceedings may be taken against the landowner and/or those responsible for displaying a sign without consent or not in accordance with the Regulations, which is an offence. There is no right of appeal.

When a sign has been displayed with deemed consent, but fails the safety/amenity test then **discontinuance action** can be taken by serving a notice requiring the sign's removal. In this instance there is a right of appeal.

## Appendix 1: A summary of the categories in the Town and Country Planning (Control of Advertisements) Regulations of 1992

### 1. Classes of Advertisement excluded from Local Planning Authority control (from Schedule 2 of the Regulations)

- Class A Captive balloon advertisements
- Class B Advertisements displayed on enclosed land
- Class C Advertisements displayed on or in a vehicle.
- Class D Advertisements incorporated in the fabric of a building
- Class E Advertisements displayed on an article for sale or on its container
- Class F Advertisements relating to Parliamentary, European Parliamentary or Local Government elections
- Class G Advertisements required by any Parliamentary Order
- Class H A traffic sign
- Class I The national flag of any country
- Class J An advertisement displayed inside a building

### 2. Classes of Advertisement for which 'deemed consent' is given provided that the advertisement is within the specified conditions (from Schedule 3 of the Regulations)

- Class 1 Functional advertisements by public bodies
- Class 2 Miscellaneous advertisements relating to the premises on which they are displayed
- Class 3 Temporary advertisements
- Class 4 Illuminated advertisements on business premises
- Class 5 Advertisements on business premises
- Class 6 Advertisements on the forecourt of business premises
- Class 7 Flag advertisements
- Class 8 Advertisements on hoardings around temporary construction sites
- Class 9 Advertisements on highway structures
- Class 10 Advertisements for Neighbourhood Watch and similar schemes
- Class 11 Directional advertisements
- Class 12 Advertisements inside buildings
- Class 13 Sites used for displaying advertisements on 1st April 1974
- Class 14 Advertisements displayed after expiry of express consent

### 3. Classes of Advertisements for which the planning authority's 'express consent' is always needed

If the advertisement is not excluded from control and does not benefit from any of the provisions for deemed consent, the LPA's express consent is needed before it can be displayed. This would include:

- Virtually all posters
- Some illuminated signs
- Fascia signs and projecting signs on shop fronts and business premises where the top edge of the sign is more than 4.6 metres above ground level
- Most advertisements on gable ends

*N.B. These lists are a brief summary of the classes of advertisement but it should be noted that the position is complicated by the existence of many qualifying clauses, such as the areas to which they apply, the periods for which they may be displayed, and their size limits. Reference should be made to the Town and Country Planning (Control of Advertisements) Regulations 1992 for a full description. The publication "Outdoor Advertisements and Signs – A Guide for Advertisers" also provides more detailed information. Finally, if in doubt, seek advice from Flintshire Planning Services, as mentioned earlier.*

## **Appendix 2: The relevant UDP policies**

### **Policy STR9 Welsh Language and Culture**

Development proposals should have regard to and where appropriate reinforce the Welsh language and cultural identity of the community and area.

### **Policy D8 Outdoor Advertisements**

Outdoor advertisements requiring consent will be permitted where:

- a. they are sensitively designed and located in respect of amenity and public safety; and
- b. the applicant has provided sufficient information to demonstrate that they will not have a detrimental impact on:
  - i. the character or use of any building or the surrounding landscape/townscape;
  - ii. the safe operation of any form of transport; and
  - iii. the free passage of pedestrians.

### **Policy HE1 Development Affecting Conservation Areas**

Development including changes of use in or affecting the setting of conservation areas will only be permitted if it enhances the character or appearance of the designated area.

### **Policy S2 Shop Front Design**

New or replacement frontages for all commercial premises and shops within town and district centre boundaries will be permitted only where the proposal is sensitive to the architectural design and style of the immediate and adjacent buildings or where these do not reflect good design, of those in the locality. In doing so it will also be expected that all proposals comply with the Council's Design guide "Shop-fronts and their Advertisements".

## **Appendix 3: Policies from the Council-approved Supplementary Planning Guidance of September 1999**

**“Supplementary Planning Guidance – Advertisement Control” (September 1999) is a material consideration, which has been through a process of public consultation and has received Council approval. Omitting the (outdated) early sections of the report, the (main) policy section is reproduced in full below.**

“All applications for advertisement consent will be considered against Policy A1 and where appropriate against the additional specific policies.

### **Policy A1 General Policy**

Outdoor advertisements requiring express consent will be permitted where:-

- a. they are sensitively designed and located in respect of amenity and public safety;
- b. and, the applicant has provided sufficient information to demonstrate that they will not have a detrimental impact on; the character or use of any building or surrounding area; the safe operation of any form of transport; the free passage of pedestrians; the character of designated conservation areas, a listed building, an Area of Outstanding Natural Beauty, Area of Special Control of Advertisements or area designated for special landscape protection;
- c. and, the sign is reasonably required in all other aspects.

### **Justification**

A1.1 Advertisements such as advance directional signs, hoardings, sandwich boards, shopfront signs, projecting signs on shops and signs on blinds, canopies and security shutters, may be subject to control. However, other forms of advertisement may be exempt or have deemed consent, provided that they conform to conditions set out in the Town and Country Planning (Control of Advertisements) Regulations 1992. This general policy seeks to provide a consistent basis for considering proposals, balancing the importance of the protection of local amenity and public safety with the requirements of local businesses. Advertisements should usually be restricted to the name and type of business being carried out.

A1.2 Normally, hoarding or poster advertising will be acceptable only in predominantly commercial or industrial areas, where the character and scale of the buildings will not be substantially affected by their display. However, in some cases, hoardings can help to brighten up a dilapidated area, or allow the temporary screening of unsightly buildings works.

A1.3 Within specially designated areas, such as the Clwydian Range AONB, conservation areas, Areas of Special Control of Advertisements, designated landscape protection areas, or on listed buildings, considerations of amenity will be given additional weight. In such circumstances, the granting of consent for an advertisement other than a fascia sign on a shop front will be the exception rather than the rule, and applicants will also need to prove a reasonable requirement either for safety or geographical reasons.

A1.4 Advertisements must always be designed and sited so as to harmonise with their setting and should convey the requisite information in a simple direct way. In order to assess the likely effect of proposals, the Council will require details of the size, materials, colour, illumination, position and number of proposed advertisements in any application submitted.

A1.5 Advertisements should not be of a format or design which conflicts with or is being capable of being confused with an authorised traffic sign. Any location which detracts from information contained in traffic signs or obscures signs and or traffic signals will not be allowed.

### **Policy A2 Advance Signs situated within an Area of Special Control of Advertisement relating to Tourist Facilities**

Applications for advance signs situated in an Area of Special Control of Advertisements and which relate to a tourist facility will be considered against, and should satisfy, all of the following criteria:-

1. The sign is to be located within 1 km on a direct highway route of the premises to which it relates;
2. The premises themselves nor their driveway entrance are readily visible from a main highway;
3. The sign is no larger than 0.6 sq. metres in area and has a maximum height above ground level of 2.4 metres;
4. The need for the sign could not be met by an appropriate combined advance sign.

### **Justification**

A2.1 The rural areas of the County are predominantly located within an Area of Special Control of Advertisements where there is a need to control more stringently the display of any advertisements. Significant areas of the County are also designated as landscape protection areas such as the Clwydian Range Area of Outstanding Natural Beauty and the Special Landscape Area. Taking into account these designations it is necessary to equate any display of advertisements with the need to maintain and preserve the quality of the rural landscape. For this reason the granting of consent for an advance sign should be the exception rather than the rule and it should conform to the criteria contained in the above policy as well as Policy A1.

A2.2 It is particularly important to avoid the proliferation of advance signs. To this end, where signs to a number of businesses in one location are requested the Council will seek shared signage, and where appropriate, a rationalisation of existing signs will be sought. Applicants proposing signs for tourist facilities should, in the first instance, explore their possible qualification for a "white on brown" highway tourist sign.

A2.3 There is a danger that if advertisements are granted consent without a careful assessment of their need and design, the character and quality of the countryside will be eroded with an adverse effect on its tourism attraction. It is nevertheless recognised that in appropriate circumstances there may be a need for tourist facilities that are primarily reliant on passing trade to be able to advertise their presence where they are either not easily visible or not visible at all from a main highway. Main highways are defined as Trunk Roads and 'A' and 'B' class roads. Premises that are readily visible from a main highway will not normally be granted consent for advance signs since the view of the premises adequately conveys notification of its existence and services to the traveller.

A2.4 Commercial enterprises located over 1 km from a main highway are too distant to normally justify an advance advertisement on a main highway and consent would lead to a proliferation of signs if such businesses were allowed to display advance signs.

A2.5 The size and height of any sign will be restricted so that it is no larger than that required to adequately convey the necessary information. In this connection the use of standard symbols will be looked upon favourably and garish, strident designs will be resisted.

### **Policy A3 Advance Signs situated outside Areas of Special Control Advertisements relating to Tourist Facilities**

Applications for advance signs situated outside the Area of Special Advertisement Control and which relate to tourist facilities will be considered on their individual merits and against the background of the criteria of Policy A2.

#### **Justification**

A3.1 Whilst the majority of those areas outside of the Area of Special Control of Advertisements are urban areas, there are some rural areas which are attractive in their own right and where the control of advertisement displays is fully justified in order to protect the amenities of these localities. Nevertheless, within these areas in appropriate instances there may be scope for a more flexible approach than exercised within the Area of Special Control of Advertisements.

### **Policy A4 Advance Signs Situated Outside Areas of Special Control of Advertisements Relating to Commercial Premises**

Applications for advance signs situated outside Areas of Special Control of Advertisements and which relate to major commercial premises will be considered against, and should satisfy, all of the following criteria:-

1. The premises to which the sign relates are located in a predominantly commercial area;
2. The enterprise to be advertised generates significant traffic flows;
3. The proposed sign is no larger than 0.6 square metres and has a maximum height above ground level of 2.4 metres.

#### **Justification**

A4.1 There are very few suitable locations available to provide advance signs in urban situations alongside main highways. For this reason advance signs need to be severely restricted to those that give notice of major enterprises that would not otherwise be readily apparent to the motorist. Due to the larger number of businesses, such as public houses, hotels and shops in urban areas, in these areas it would be unrealistic to allow such businesses to have advance signs.

### **Policy A5 Combined Advance Signs Situated in Areas of Special Control of Advertisements and which Relate to Tourist Facilities**

Applications for combined advance signs situated in Areas of Special Control of Advertisements and which relate to tourist facilities, will be considered against, and should satisfy, all of the following criteria:-

1. The group of tourist facilities involved are on or within 1 km of a main highway and are not readily visible from a main highway.
2. The combined sign is designed as a single sign with the individual tourist facilities benefiting from an equal area of the overall sign.
3. The proposed sign has a maximum area of 3 sq. metres with no more than 0.5 sq. metres being available to any one tourist facility and the sign has a maximum height above ground of 3 metres.

#### **Justification**

A5.1 There could be cases where there are groups of tourist facilities on or close to main highways, but due to local physical conditions, are not apparent to motorists. If each facility were to display individual advance signs, the amenities of the areas involved would be seriously harmed. Accordingly, in some instances a group sign may be appropriate.



## **Policy A6 Advertisement Hoardings and Poster Sites**

Advertisement hoardings and poster sites will not be considered favourably in residential or rural areas or where there is already a proliferation of such hoardings.

### **Justification**

A6.1 Due to their large size and impact, advertisement hoardings and poster sites are extremely difficult to integrate into small scale settings and are inappropriate in predominately residential and rural areas. Hoarding or poster advertisements will be acceptable only in predominantly commercial or industrial areas, where the character of the locality and scale of the buildings will not be substantially affected by their display. In some cases, hoardings can help brighten up a dilapidated area, or allow the temporary screening of unsightly building works but they will be resisted where there is already a proliferation of such advertisements.

## **Policy A7 Fascia Signs and Projecting Signs within Conservation Areas**

Fascia signs and projecting signs on buildings within or close to the edge of conservation areas will be considered against, and should satisfy, all of the following criteria:-

1. The sign is preferably non-illuminated or if it is illuminated this shall be achieved by external illumination or the illumination of individual letters only.
2. The size, design and placing of any fascia sign respects the architectural detailing, scale and character of the whole building and street scene.
3. Only one projecting sign will normally be allowed on a building, the size, design and placing of which shall respect the architectural detailing, scale and character of the whole building and street scene. The sign shall be located at fascia level or where this is not practicable it shall be located below the cill level of any first floor window.

### **Justification**

A7.1 Fascia and projecting signs should be carefully designed to form a natural, integral part of a shop front and standard designs should not be merely affixed to a building without regard to the character of that building. Attention needs to be paid to the size and position of such signs and the relationship with adjoining shopfront and fascias.

A7.2 The location and size of a sign will therefore need careful consideration; one that has too much depth, for example, can overwhelm a shopfront and its neighbours in a street scene. This may mean that the initial proposals of an individual or company may have to be modified to take into account the wider view of the environment and street scene.

A7.3 A well designed fascia sign can be quite properly and effectively convey its message without creating a strident or obtrusive feature; it can even contribute positively to the appearance of the building and the street scene.

A7.4 Within all conservation areas special consideration and attention needs to be paid to the design of fascia and projecting signs. A multiplicity of projecting signs will lead to the visual detriment of the conservation area. Projecting signs will normally be restricted to a maximum of one per building and should be of a traditional hanging design. Attention is drawn to the Council's Design Guide – "Shopfronts and their Advertisements".

## **Policy A8 Illumination of Advertisements**

The illumination of advertisements will be considered against, and should satisfy, all of the following criteria:-

1. The means of illumination respects the character of the building or immediate surroundings of the site;
2. The means of illumination is unobtrusive and discreet in its form and is of a quality that enhances the advertisement display;
3. The means of illumination is not internal if on a listed building or within or close to a conservation area.
4. The means of illumination does not detract from the visual amenities of the locality, especially if located within an Area of Special Control of Advertisement.

### **Justification**

A8.1 The County Council only wishes to encourage the use of unobtrusive and discreet illumination in the interests of amenity and public safety. The Council would not normally consider granting consent for moving signs, moving messages or intermittent lighting, laser lighting or projected lighting.

## **Policy A9 Unauthorised Advertisements**

The County Council will seek to discourage the unauthorised display of advertisements. However where appropriate it will use its enforcement powers and powers of prosecution to control and regularise the unauthorised display of advertisements.

### **Justification**

A9.1 It is the Council's policy to pursue effective and appropriate enforcement action to remedy the undesirable effects of unauthorised displays. The Council's officers will seek in the first instance to persuade those responsible for displaying unauthorised advertisements to have them removed. In order for the County Council to operate the

Advertisement Regulations fairly and effectively in the interests of amenity and public safety, it may become necessary from time to time to instigate prosecutions against those displaying unauthorised advertisements as the display of an unauthorised advertisement is a criminal offence. However such action will only be pursued as a last resort.”