

Report To: Policy Planning Committee

Date of Meeting: 22nd October 2014

Lead Member / Officer: Cllr David Smith, Public Realm
Angela Loftus, Development Planning & Policy
Manager

Report Author: Lara Griffiths, Planning Officer

Title: Advertisements Supplementary Planning Guidance – Consultation draft

1. What is the report about?

- 1.1. This report accompanies a draft Supplementary Planning Guidance (SPG) document on advertisements which, if adopted, will be used in the determination of planning applications.

2. What is the reason for making this report?

- 2.1. Following the adoption of the Denbighshire Local Development Plan (LDP), an updated SPG on advertisements is required in order to provide further guidance for developers, Officers and Members. A draft SPG for public consultation is attached to this report.

3. What are the recommendations?

- 3.1. That Members agree the draft SPG on advertisements as a basis for public consultation.

4. Report details

- 4.1. Following the adoption of the LDP on 4th June 2013, Council agreed to carry forward the existing series of SPGs, including SPG 17 – Advertisements. The SPG has subsequently been revised to make guidance clearer and provide better illustrative material. When adopted, the SPG will be a material planning consideration when assessing planning applications.
- 4.2. The SPG supplements the national policies and regulations in relation to advertisements and Policy RD1 of the LDP by providing further detail and guidance on the various types of advertisements requiring consent and aspects to consider such as bilingual signage and appropriate lighting.
- 4.3. The public consultation period would be a minimum of 8 weeks and is anticipated to start in the first week of November 2014. All City, Town and Community Councils will be consulted along with people registered on the LDP database. Hard copies of documents will be available in all libraries and

one stop shops as well as on the Denbigshire web site. The results of the consultation will be reported back to Planning Committee with a final SPG for adoption.

5. How does the decision contribute to the Corporate Priorities?

5.1. *Corporate Priorities 2012-17*. The SPG will contribute positively to the following proposed corporate priority:

- Developing the local economy – Providing further guidance on sign design can help businesses to improve their appearance and generate additional custom.
- Clean and tidy streets – advice in relation to pavement mounted signs can help to ensure that streets are free from obstructions.

6. What will it cost and how will it affect other services?

6.1. Agreeing the SPG for consultation is not anticipated to create any additional cost.

7. What are the main conclusions of the Equality Impact Assessment (EqIA) undertaken on the decision? The completed EqIA template should be attached as an appendix to the report.

7.1 An EqIA is not considered necessary for this decision. The principle of advertisement consent has been established through national policies and adoption of the LDP. The LDP underwent a full EqIA in May 2011.

8. What consultations have been carried out with Scrutiny and others?

8.1 No formal consultation has been carried out, but internal consultation has been carried out with the LDP Members Steering Group, officers in the Development Control Section, County Conservation Officer, and amendments made.

9. Chief Finance Officer Statement

9.1 Any costs associated with the guidance should be contained within existing budgets and therefore there are no obvious financial implications contained in the report.

10. What risks are there and is there anything we can do to reduce them?

10.1 In the absence of up-to-date guidance there is a risk that businesses may come forward with inappropriate schemes which will be harmful to the vitality and vibrancy of our town centres.

11. Power to make the Decision

11.1 Planning & Compulsory Purchase Act (2004).