

**Report To:** Planning Committee

**Date of Meeting:** 18<sup>th</sup> March 2015

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

**Report Author:** Lara Griffiths, Senior Planning Officer

**Title:** Advertisements Supplementary Planning Guidance –  
Adoption of final document

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**1. What is the report about?**

- 1.1. This report summarises responses from the recent consultation on the draft Supplementary Planning Guidance (SPG) Advertisements and recommends adoption with modifications enabling the guidance to 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), a revised SPG on Advertisements is required in order to provide further guidance for developers, Officers and Members. A final copy of the SPG is attached to this report. Appendix A

**3. What are the recommendations?**

- 3.1. That Members adopt the final SPG on Advertisements for use in the determination of planning applications.

**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 SPG was subject to public consultation for 11 weeks between 1st December 2014 and 13<sup>th</sup> February 2015. A consultation report detailing the

results of the consultation and responses received is attached as Appendix B to this report. No major issues were raised but minor changes to include references to the work of the Highways department and to improve the layout are proposed. Proposed changes are shown as highlighted or ~~strike through~~ text in the revised SPG attached as Appendix A. The results of the consultation were reported to the LDP Members Steering Group on 16<sup>th</sup> February 2015.

## **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 adoption 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 requiring assessment of impact of development on Advertisements has been established through adoption of the LDP. The SPG provides further guidance on this. The LDP underwent a full EqIA in May 2011.

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

8.1 Internal consultation has been carried out with officers in Development Control Section, Head of Highways and Environmental Services and Conservation Project Officer.

8.2 Input on the content of the SPG has also been provided through a workshop session held with the LDP Members Steering Group. The draft document was also consulted with a range of stakeholders all City, Town and Community Councils, and the general public as detailed in the consultation report at Appendix B.

## **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).