

Appendix B

Report of Consultation

Draft Supplementary Planning Guidance

Advertisements

1 Introduction

- 1.1 This report sets out the consultation that was undertaken on the draft Supplementary Planning Guidance Advertisements including a summary of the responses received and how they have been taken into account by the Council.
- 1.2 The Council consulted the general public on the proposed guidance note for a period of 10 weeks between 1st December 2014 and 13th February 2015. The consultation included press releases, and a letter to all people on the Local Development Plan database, including (but not limited to): City, Town and Community Councils; Councillors; Assembly Members; Members of Parliament; adjacent local authorities, and the general public informing them of the consultation and telling them how to respond. Copies of the document were made available on the Denbighshire website, in public libraries and Council One Stop Shops.

2 Responses received

- 2.1 4 organisations responded to the consultation,
- 2.2 Detailed consultation responses are included in Table A.
- 2.3 Further discussions with Head of Highways has resulted in a number of minor amendments being made to the final document, these are shown as track changes in the final report attached as Appendix A to the Committee Report.

Table A – Detailed Consultation responses

The Coal Authority	
Comments	Council Response
No specific comments to make	Noted, no change required.
AONB Interim Joint Advisory Committee	
Comments	Council Response
The IJAC welcomes the local planning authority's ambition to improve the design and quality of new advertisements, and supports the draft SPG in principle. The guidance on	Support welcomed, minor amendments made to reflect additional comments.

<p>amenity considerations (para 4.4) is also supported, particularly the requirement for particular care in 'sensitive areas', but the committee notes that only Listed Buildings and Conservation Areas appear to be highlighted in this context. The IJAC would suggest that specific reference should also be made to the AONB as a nationally protected landscape/sensitive area. Similar considerations also apply to the World Heritage Site. In addition, the <i>siting</i> of advertisements should also be referred to as a specific consideration alongside design and materials in such sensitive areas.</p>	
<p>Council for the Protection of Rural Wales (CPRW)</p>	
<p>No Comments</p>	<p>Noted</p>
<p>Natural Resources Wales</p>	
<p>No Comments</p>	<p>Noted</p>

3. Changes proposed

3.1 Officers propose several minor amendments to the SPG – these are included in the attached amended SPG at Appendix A. These are mainly factual or editing changes, or to provide additional clarification.