



# Outdoor Advertisement Control

Mike Wilberforce

Thursday 11<sup>th</sup> July 2013

# What the Regulations Say

## Town and Country Planning (Control of Advertisements) (England) Regulations 2007

- Many types of advertisement don't need consent
- When they do, the council can consider:
  - Amenity
  - Public Safety
- Taking into account the provisions of the development plan "so far as they are material"

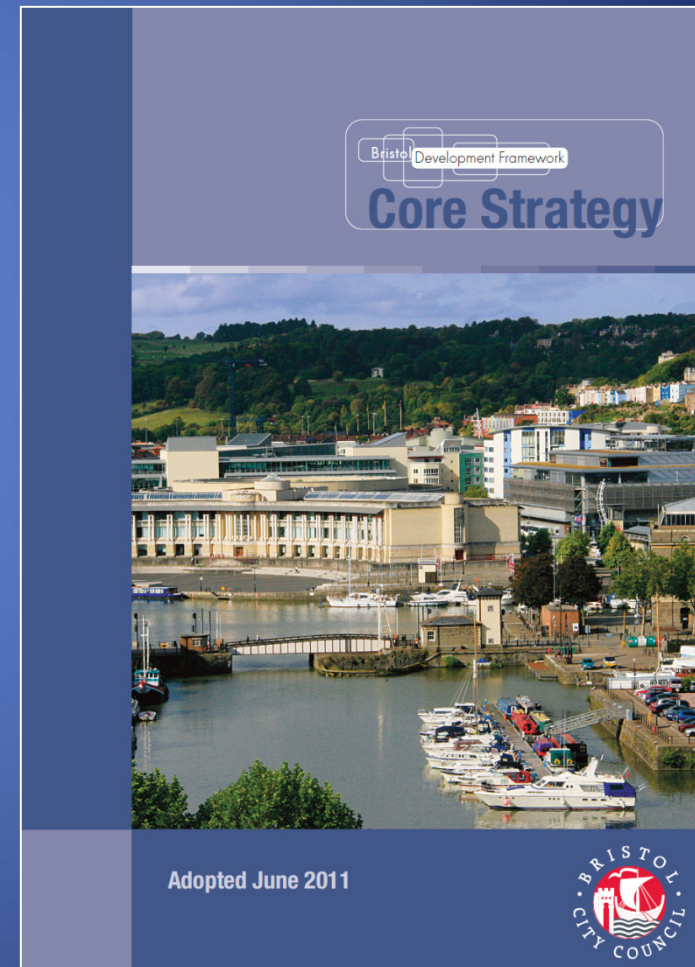
# National Planning Policy Framework

Paragraph 67:

“Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control... should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority’s detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”

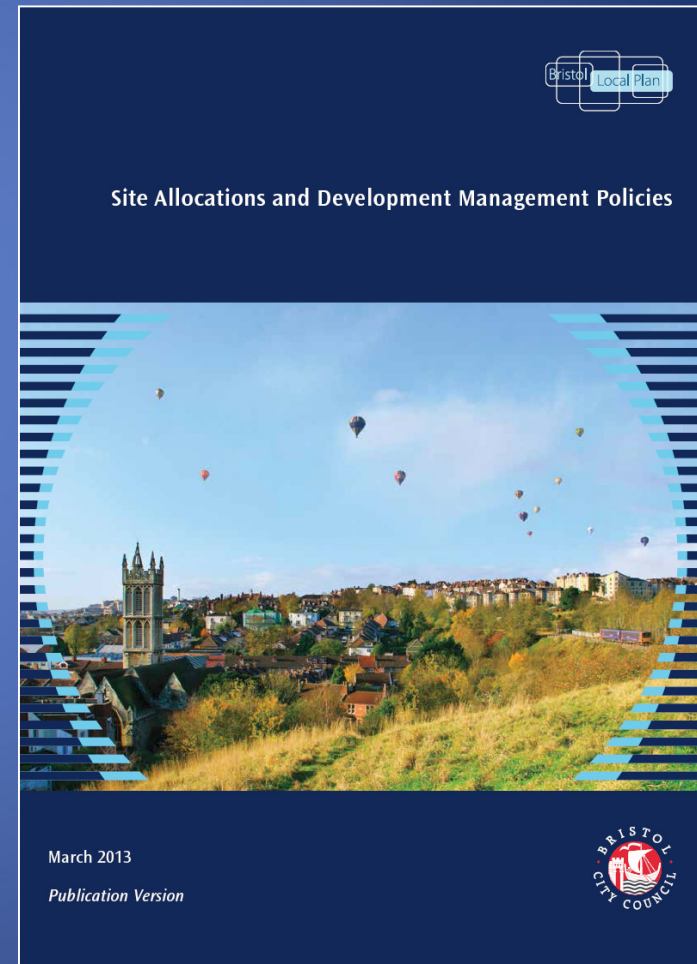
# Core Strategy

- Relevant policies:
  - BCS21 Quality Urban Design
  - BCS22 Conservation and the Historic Environment
  - BCS23 Pollution



# Development Management Policies

- Relevant policies:
  - DM26 Local Character and Distinctiveness
  - DM27 Layout and Form
  - DM28 Public Realm
  - DM29 Design of New Buildings
  - DM30 Alterations to Existing Buildings
  - DM31 Heritage Assets
  - DM33 Pollution Control, Air Quality and Water Quality



# DM26 Local Character and Distinctiveness

Several relevant considerations, including criteria related to:

- Response to land forms and historic features
- Retaining, enhancing and creating important views
- Making appropriate use of landmarks
- Response to the height, scale and massing of existing buildings including skylines and roofscapes

Development will not be permitted where it would be harmful to local character and distinctiveness.

# DM29 Design of New Buildings

- “External signage will be expected to adopt a scale, detail, siting and type of illumination appropriate to the character of the host building and the wider street scene.”

Amendment suggested by Bristol Civic Society:

- “External signage will be expected to adopt a scale, detail, siting and type of illumination appropriate to the character of the host building, the wider street scene *and longer distance views.*”

# DM33 Pollution Control, Air Quality and Water Quality

Development which has the potential for an unacceptable impact on environmental amenity must provide mitigation, taking account of (among others):

- Location, design and layout
- Measures to bring emissions to an acceptable level
- Hours of operation

Light pollution can be mitigated by reducing the overall levels of lighting and ensuring light is directed away from the sky and nearby light-sensitive development such as housing.



# Other important considerations

Additional protection provided:

- Conservation areas
- Listed buildings



# Planning Enforcement - Advertising

Steve Pearce – Service Manager

Thursday 11<sup>th</sup> July 2013

# Planning Enforcement

## The Team

- Planning enforcement 6.5 officers
- Independent team from the DM function
- Re active service to reports of breach
- Over 800 enforcement cases for 12-13
- Approx. 160 cases for potential advert breaches closed in this period

# Planning Enforcement

## Resolutions

- Options available
- Outcomes of the 12-13 work load
- Discontinuance Actions
- 1 served in this period not appealed
- 4 currently are work in progress

# Planning Enforcement

## Moving forward

- Continued reactive service to notifications
- Neighbourhood Working Partnerships (NWP)



Any questions?