

SHROUD ADVERTISEMENTS

SUPPLEMENTARY PLANNING GUIDANCE

APPROVED 17. 12. 2003

SUPPLEMENTARY PLANNING GUIDANCE ON SHROUD ADVERTISEMENTS

1. INTRODUCTION

- 1.1 Draft supplementary planning guidance was prepared in May 2003 to clarify the implications of Policies A1 and A2 of the Nottingham Local Plan and Policy BE20 of the Nottingham Local Plan Review Revised Deposit Draft, as applied to shroud advertisements. Consultation took place during October 2003. Policy BE20 itself was considered during the Local Plan Inquiry held between 23 September and 19 November 2003.
- 1.2 The guidance has been revised in accordance with comments made by Development Control Committee in May 2003 and the results of the consultation process have been taken into account.
- 1.3 This Supplementary Planning Guidance was adopted by Development Control Committee on 17th December 2003.

2. BACKGROUND

- 2.1 Shroud (or banner) advertising is designed to have a dramatic impact on its surroundings. The large-scale advertisement can herald exciting change and regeneration but in sensitive areas it can overwhelm historic streetscape and detract from the appearance of the area and individual buildings. It is considered that specific guidance is required for this specialised form of advertising, particularly in view of the appeal decision in 2003 allowing temporary shroud advertising at Great Northern Plaza.
- 2.2 The timing of this Supplementary Planning Guidance in relation to the Review of the Local Plan means that the Guidance cannot be directly incorporated as a policy into the Local Plan. It is presented as Supplementary Planning Guidance alongside the specific advertisement policies contained in the 1997 adopted Local Plan and the Local Plan Review (which is likely to be adopted in late 2004).

3. NOTTINGHAM LOCAL PLAN POLICY FRAMEWORK

3.1 Nottingham Local Plan 1997

Policy A1 (Advertisements) states that:

Advertisement consent will be granted where:

- a) the sign is not detrimental to the visual amenity of the building or area by reason of its scale, detail, character or design;
- b) any illumination is not detrimental to the visual amenity of the area;
- c) the display of the sign would not result in clutter;
- d) the display of the sign would not prejudice highway safety.

Policy A2 (Advertisement Hoardings) states that:

Advertisement consent will be granted for hoardings which:

- a) would screen sites or premises which would otherwise be visually

- detrimental to the surrounding area;
- b) constitute part of a design scheme relating to the context and scale of their surroundings;
- c) would not result in clutter;
- d) would not detract from the character of the surrounding area;
- e) would not prejudice public safety.

3.2 Nottingham Local Plan Review, Revised Deposit Draft

Policy BE19 of the Nottingham Local Plan Review Revised Deposit Draft states that:

Advertisement consent will be granted where:

- a) the sign is not detrimental to the visual amenity of the building or area by reason of its scale, detail, character or design;
- b) any illumination is not detrimental to the visual amenity of the area;
- c) the display of the sign would not result in clutter; and
- d) the display of the sign would not prejudice highway safety.

4. SHROUD ADVERTISEMENT POLICY

- 4.1 When applications for advertisement consent for shroud advertisements are received by the City Council, they will be considered in the light of the above policies and the following guidance.

Advertisement consent is likely to be granted for shroud advertisements where:

- a) Planning permission has been granted for the redevelopment and/or the refurbishment of the site and a contract to implement the development has been entered into.**
- b) The shroud advertisement is located on the scaffolding relating to the above redevelopment and/or refurbishment.**
- c) The scale and illumination of the shroud advertisement is appropriate to the building and its context.**

- 4.2 Particular consideration will be given to shroud advertisements having an impact on the City's Conservation Areas and it is unlikely that consent will be granted for shroud advertisements located within Conservation Areas. It is extremely unlikely that consent will be granted for shroud advertisements on, or affecting the setting of, a listed building.

- 4.3 Shroud advertisements on scaffolding are considered to be acceptable where they screen buildings under construction and refurbishment. Their brash appearance is outweighed by interest generated in regeneration and change in the area. Screening provides a function for the advertisement, limits the time during which it can be displayed and avoids a proliferation of shrouds on vacant buildings. The guidance indicates that conditions will be imposed to ensure that the advertisements are not erected until redevelopment work is underway. Because of the significant impact their scale confers, shroud advertisements will be expected to respect the building and its surrounding area - illumination may be resisted in sensitive locations.

5. GOVERNMENT GUIDANCE

- 5.1 The guidance accords with Planning Policy Guidance Note No 12 (Development Plans and Regional Guidance) issued by the Office of the Deputy Prime Minister.

6. RESPONSE TO THE CONSULTATION EXERCISE

Nottingham City Centre Retail Association

Support permission for shroud adverts in development / refurbishment situations. Concerns about shrouds generally, particularly when illuminated.

Mega Profile Ltd

Support the policy “whole heartedly”.

Nottingham Civic Society

Consider that shroud adverts are not appropriate in Conservation Areas; can be garish and jarring in the streetscene. Shroud adverts may be a distraction to drivers and a danger to highway safety.

City Centre Manager

Considers that shroud adverts can be acceptable in Conservation Areas; would support shrouds around buildings under refurbishment, in the manner of European cities, but with no actual advertising. Supports banners at Boots and Post Office.