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## Report of the Director of Development

### Executive Board

Date: 15 November 2006

Subject: Advertising Design Guide

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#### Electoral Wards Affected:

All

#### Specific Implications For:

Equality and Diversity

Community Cohesion

Narrowing the Gap

Eligible for Call In

Not Eligible for Call In  
(Details contained in the report)

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## EXECUTIVE SUMMARY

## **1.0 Purpose Of This Report**

1.1 The purpose of this report is to inform the Board of progress on the preparation of an Advertising Design Guide and seek approval to its adoption as a Supplementary Planning Document.

## **2.0 Background Information**

2.1 The purpose of the guide is to:

- Advise where advertising would and would not be generally acceptable
- Encourage design excellence, innovative ways of advertising and high standards of maintenance
- Provide the Development Department with the basis for assessing all advert consent applications

2.2. The draft guide has recently been out to public consultation and is ready for adoption as a Supplementary Planning Document. A copy of the guide and a table setting out the results of the public consultation are attached. Please note that the illustrations are currently being replaced with better examples and these will be available at the Board meeting. This still leaves the presentation work on the document to be undertaken, ready for publication.

## **3.0 Main Issues**

3.1 The main issue is whether the guide strikes an appropriate balance between the protection of visual amenity and the safety of motorists and pedestrians whilst allowing some advertising in accordance with the guidance set out in Planning Policy Guidance note 19 Outdoor Advertisement Control.

3.2. A number of respondents to the public consultation argued that the guide should be more restrictive and it has now been amended accordingly.

## **4.0 Implications For Council Policy And Governance**

4.1 The guide will provide supplementary planning guidance to the two policies on advertising within the Revised UDP and when adopted will form part of the Local Development Framework.

## **5.0 Legal And Resource Implications**

5.1 The Development Department has a contract for advertising on some of its sites and properties for which the Council receives an income. In addition City Services propose to provide some advertising on lampposts as part of the PFI project to replace the city's lampposts. This Advertising Design Guide will set the context for both of these contracts.

## **6.0 Conclusions**

6.1 The Advertising Design Guide is now ready for adoption subject to the views of Executive Board

## **7.0 Recommendations**

- 7.1 Executive Board is recommended to adopt the Advertising Design Guide as a Supplementary Planning Document.