

DERRY CITY AND STRABANE DISTRICT COUNCIL

LOCAL DEVELOPMENT PLAN (LDP) 2032



POLICY REVIEW

Planning Policy Statement 17: Control of Outdoor Advertisements (May 2017)

This Document is one in a series, which builds up to form the 'evidence base' that informs the preparation of the Local Development Plan (LDP).

The afore-mentioned evidence base will be continually updated, to additionally include the latest information, input from public engagement, statutory consultees, stakeholder groups, Sustainability Appraisal and from other Departments within the Council, including Community Planning.

The Evidence Base is published as a 'supporting document' in accordance with Article 10(a) and 15(a) of the Planning (LDP) Regulations (NI) 2015



- Purpose:** To consider existing planning policies relating to Advertisement Consent and to consider an alternative policy approach which will inform the forthcoming Preferred Options Paper (POP) as part of the preparation of the Local Development Plan (LDP).
- Content:** The paper will provide information on:
- (i)** The Context of Advertisement Consent within Derry City and Strabane District and existing plan policies;
 - (ii)** Derry City and Strabane District Council (DCSDC) objectives for Advertisement Consent and the linkages between DCSDC objectives, Regional Planning Policy and Strategic Planning Policy objectives;
 - (iii)** Consider existing policies and consider a preferred/alternative policy approach for Advertisements and good design within the Local Development Plan (LDP).
- Recommendation:** The findings shall be used to inform the Preferred Options Paper (POP) and strategic policies in the Local Development Plan (LDP).

1.0 Introduction

The purpose of this paper is to consider current planning policies associated with Advertisement Consent and to determine whether or not they are compatible with the Council's overall objectives for the District and whether they need to be amended to take account of local circumstances through the new Local Development Plan (LDP).

1.2 Legislative Context

Article 5 of the Planning Act (Northern Ireland) 2011 states that the creation of planning policy as part of the Plan Strategy must be done with the objective of furthering sustainable development and in doing so, must take account of policies and guidance issued by OFMDFM, DOE and DRD such as the Regional Development Strategy (RDS) 2035 and Strategic Planning Policy Statement (SPPS).

1.3 Section 25 of the Northern Ireland (Miscellaneous Provisions) Act 2006 requires all NI Departments and District Councils in exercising their functions, to act in a way they consider to be best calculated to contribute to the achievement of sustainable development.

1.4 The Planning (Control of Advertisements) Regulations (Northern Ireland) 2015 sets out the power the council shall exercise in the interests of amenity and public safety only.

2.0 Planning Policy Statement (PPS) Review Parameters

In preparing the new LDP, the Council will have regard to several existing plans and documents that set out the main legal and policy context and considerations of what the LDP is required to do and can include, in relation to Advertisements in the District.

2.1 The Regional Development Strategy 2035

The RDS provides an overarching strategic planning framework to facilitate and guide the public and private sectors. It addresses economic, social and environmental issues aimed at achieving sustainable development and social cohesion. One of the eight aims of the RDS is:

- To support strong, sustainable growth for the benefit of all parts of Northern Ireland.

The role of advertisements is not specifically referred to in the RDS but advertising, by its very nature, contributes to the creation of a vibrant and competitive economy.

2.2 Strategic Planning Policy Statement (SPPS) (September 2015). The recent SPPS is the single most important document in guiding the requirements/content of the LDP. It states that where appropriate, Councils should bring forward appropriate policies within the Local Development Plans for the control of outdoor advertisements, tailored to local circumstances. Local policies may also be brought forward for the control of advertisements which affect Listed Buildings, Conservation Areas and Areas of Townscape Character, and must be compatible with other policies set out within the SPPS.

The regional strategic objectives for the control of advertisements are to:

- Ensure that outdoor advertisements respect amenity and do not prejudice public safety, including road safety; and
- Help everyone involved in the display of outdoor advertisements contribute positively to the appearance of a well-cared for and attractive environment in our cities, towns, villages and the countywide.

2.3 Other policies set out in the SPPS which relate to the control of advertisements are:

- Consent for the display of advertisements or signs on a Listed Building should only be forthcoming where these are carefully designed and located to respect the architectural form and detailing of the building, and meet the requirements of strategic policy on the Control of Advertisements.
- Consent for the display of advertisements in or close to a Conservation Area should only be granted where they would not adversely affect the overall character, appearance or setting of the area.
- Consent for the display of advertisements in an Area of Townscape Character should only be granted where the overall character and appearance of the area will be maintained, and the proposal meets the requirements of strategic policy on the Control of Outdoor Advertisements.

2.4 The SPPS states that well designed advertising which respects the building or location where it is displayed and which contributes to a quality environment should be encouraged. Consent should be given for the display of an advertisement where it respects amenity, when assessed in the context of the general characteristics of the locality; and to ensure proposals do not prejudice safety, including road safety.

2.5 Care must be taken to ensure that all proposal will not detract from the place where advertising is to be displayed or its surroundings. In particular, it is important to prevent clutter, to adequately control signs involving illumination and to protect features such as Listed Buildings and Conservation Areas from the potential adverse effects of advertising. The subject matter of advertising is not normally a material planning consideration.

2.6 Particular care is also necessary to ensure that advertisements do not detract from the unique qualities and amenity of our countryside nor diminish our archaeology and built heritage.

2.7 **Draft Community Plan**

Under the Thematic Group Physical and Environmental Regeneration a principle action of the Community Plan is the Development of quality Public Realm in our City, Town and in our local areas that is attractive and accessible for citizens, visitors and businesses. Under this thematic group the control of advertisements will help achieve the goals of creating an attractive place for investments and tourism by both promoting business while maintain environmental quality.

2.8 **Workshop 2 Paper 2 Evaluation of Policies for inclusion in the LDP (July 2016).**

It was acknowledged in this paper that PPS 17 policy is province wide and it was considered that there was little scope to amend this policy.

2.9 Engagement Meeting with Development Management (March 2017)

Feedback from development management was that it was difficult to control advertisements outside the Conservation Areas and ATCs. Development management believe they should have more say over the design and materials and colours proposed in advertisement consents. In-keeping with the Place making theme, it was suggested that a template of suitable signage designs, including materials, positions on the building, lighting, colours etc should be created for buildings and sites inside the Conservation Areas and outside the Conservation Areas.

3.0 Existing Policy

Planning Policy Statement 17 'Control of Outdoor Advertisements' sets out planning policy and guidance for the display of outdoor advertisements. It complements the region commitment to secure a competitive economy whilst affording appropriate protection to amenity and public safety including road safety.

The policy in PPS17 should be read together with the following policies contained in PPS 6 'Planning Archaeology and the Built Heritage'

- Policy BH 9: The Control of Advertisements on a Listed Building;
- Policy BH 13: The Control of Advertisements in a Conservation Area;
- Policy ATC 3: The Control of Advertisements in Areas of Townscape Character.

Policy AD1 Amenity and Public Safety states that: Consent will be given for the display of an advertisement where:

- (i) It respects amenity, when assessed in the context of the general characteristics of the locality; and
- (ii) It does not prejudice public safety.

The guidance set out in Annex A for different categories of outdoor advertisements will be taken into account in assessing proposals.

4.0 Recommendation

Policy AD1 has been carried forward into the SPPS and is therefore covered in regional policy. However, more specific detailed policy is required to control advertisements at a local level. Further analysis and consultation would be required to update the existing guidance in Annex A of PPS17 for local level advertisement control with additional detail for the control of advertisements on buildings/land outside of Conservation Areas and ATC's.