



Following public consultation, the following planning guidelines have been adopted by the Economic Development and Planning Committee to assist in the consideration of applications for Express Consent and for dealing with illegal advertisement displays and in relation to the discontinuance of existing lawful displays.

## Amenity

***For reasons of amenity, the following guidelines will apply to the display of outdoor advertisement poster panels.***

- 1.1 Green Belt locations, linear open spaces within the city and land adjacent to or forming part of public open space recreational areas will not normally be acceptable sites for the display of advertisement panels.
- 1.2 Conservation Areas, land adjacent to Conservation Areas, Listed Buildings and their curtilages and land adjacent to Listed Building will not be acceptable for the display of advertisement hoardings.
- 1.3 Freestanding advertisement hoardings of 4 sheet size will not normally be acceptable in predominantly residential areas.
- 1.4 Free standing advertisement hoardings of 48 sheet size or larger sited at the back edge of a public footpath on a main vehicular through fare or bus route maybe acceptable if the width of the road and pavement are such that the hoardings do not appear over dominant but such displays will usually be more acceptable if set back at least 2 metres (6.6 ft) from the back edge of the pavement.
- 1.5 Free standing hoarding sites of 32 sheet size and larger will be expected to incorporate a scheme of screen fencing, frontage fencing and forecourt landscaping (including tree and shrub planting) such as to make a positive visual contribution to the street scene.
- 1.6 In predominately commercial or industrial areas the display of posters on the gable walls of buildings will normally be acceptable where the display is generally centrally sited on that wall, does not occupy more than 40% of the surface area of that elevation and so long as significant architectural features on the building are not obscured (Note: see guideline 1.7 below, for houses).
- 1.7 Poster hoardings will generally not be considered to be acceptable features on wholly residential properties.
- 1.8 The display of 48 sheet posters one above another ("double deckers") will not generally be considered to be an acceptable feature on a building of less than 4 storeys in height.
- 1.9 The display of free standing hoardings will not normally be acceptable where the rear structural elements of the display will be readily visible to the occupiers of residential properties or to users of the public highway or from public footpaths, rights of way or public open space areas and public car parks. (Note; it may be possible to screen satisfactorily the rear of panels by means of tree planting or through the erection of screen fencing on the rear of a panel, in the form of a side screen wing or by fencing on adjacent land).

- 1.10 Proposed displays which, in themselves, create visual clutter by reason of the number of panels proposed, or which would create clutter by reason of addition to existing displays will not normally be acceptable. (Note; in most locations it would not normally be appropriate for more than a total of four 48 sheet panels, or equivalent units, to be displayed within a 200m (656ft) length of highway).
- 1.11 Illuminated poster advertisements will not be acceptable where the light source would be of such an intensity or in such a location as to create detriment to residential occupiers.

### **Public Safety**

***For reasons of public safety, the following guidelines will apply to the display of outdoor advertisement poster panels.***

- 2.1 Free standing poster panels displayed in pedestrian areas, like all other street furniture, should be sited in relation to other street furniture so as to provide unimpeded passage routes for pedestrians including wheelchair users and those with impaired vision.
- 2.2 The siting of advertisement posters will not normally be acceptable around the Inner Ring Road or on building or land adjacent thereto where the attention of drivers is likely to be distracted.
- 2.3 The siting of advertisement posters exceeding 4 sheet size near traffic light controlled junctions, pedestrian crossings, merging/diverging sections of main traffic routes or at traffic roundabouts or other priority junctions require special care; in particular good long range forward visibility needs to be provided to enable a driver to assimilate the content of the display before reaching a point in the highway network where further distraction would increase the risk of accidents.
- 2.4 Poster hoardings must be sited so as not to obstruct the minimum visibility sight lines as set out in Planning Policy Guidance Note 13.
- 2.5 Illuminated poster advertisements will not be acceptable where the light source would create glare and distraction to road users such as to create a traffic hazard.