



# Advertisements



## Advice Note for the Planning and Sustainability Service

Wycombe District Council  
Planning and Sustainability

<b>CONTENTS</b>	<b>PAGE</b>
<b>1. INTRODUCTION</b>	<b>4</b>
<b>Purpose of Advice Note</b>	
<b>Objectives of Advice Note</b>	
<b>2. LEGISLATION</b>	<b>4</b>
<b>3. WHAT ARE ADVERTISEMENTS?</b>	<b>5</b>
<b>4. WHEN IS ADVERTISEMENT CONSENT REQUIRED?</b>	<b>5</b>
<b>5. ADVERTISEMENTS AND THE CONSIDERATION OF PLANNING APPLICATIONS</b>	<b>5</b>
<b>Amenity &amp; Public Safety</b>	
<b>6. ADVICE TO APPLICANTS</b>	<b>6</b>
<b>General Principles</b>	
<b>Character and Appearance of the Area</b>	
<b>Position on the Building or Street</b>	
<b>Signage Clutter</b>	
<b>Materials, Illumination and Detailed Design</b>	
<b>7. ENFORCEMENT OF UNAUTHORISED ADVERTISEMENTS</b>	<b>8</b>
<b>8. PLANNING APPLICATION REQUIREMENTS</b>	<b>8</b>
<b>9. REFERENCES</b>	<b>8</b>
<b>APPENDICES</b>	

**APPENDIX 1**

## Specific Signage Issues

1. Fascia Signs.....	9
2. Projecting Signs.....	10
3. Free Standing Advertisements.....	10
4. Advance Directional/Promotional Signs (Urban/Rural) .....	10
5. Signage in Business Areas and Trading Estates.....	12
6. Advertisements in Residential Areas.....	12
7. Visual interpretation Boards.....	13
8. Temporary and Promotional Advertisements (including banner signs).....	13
9. Advertisements on Roundabouts.....	14
10. Hoardings and Poster Sites.....	14
11. Flags and Balloons.....	15
12. Public Houses. ....	15
13. Petrol Stations. ....	15
14. Advertisements on Blinds and Awning. ....	15
15. Advertisements on Street Furniture. ....	16
16. Estate Agents and Similar Boards. ....	16
17. Fly-posting.....	16

## 1. INTRODUCTION

**1.1** The Council accepts that outdoor advertising is essential to commercial activity in a free and diverse economy and is often an important feature in the street scene of many parts of the District, especially in the more commercial areas. In addition advertising has the practical purpose of providing information about businesses, goods, events and other matters and its presence is often a great influence on the appearance of a street as seen by the passer-by. A balance has to be struck between protecting areas of visual/heritage significance on the one hand and the importance of advertisements to the local and national economy on the other.

**1.2** The overall design of individual advertisements, their size, what they are made of, whether they are illuminated, the type of building they are on, their position on the building, the appearance of surrounding buildings and their cumulative effect, are all important factors in assessing the impact of a single advertisement on the street scene. A particular design may be appropriate in one location, on a particular building, but the same design may appear discordant on a different building or in a different place.

**1.3** Wycombe District Council is principally concerned to ensure that all outdoor advertising (where express consent is required) is of high quality, well suited to the building or street for which it is proposed and makes a positive contribution to the character and appearance of an area.

### *Purpose of Advice Note*

**1.4** This Advice Note sets out how the Council will assess the impact of advertisements on amenity in line with policies G25, HE13 and HE14 of the Adopted Wycombe District Local Plan to 2011 (as saved, extended and partially replaced), policy CS19 of the adopted Core Strategy and the NPPF<sup>1</sup> and ensure that the Council adopts a consistent approach to decision making.

**1.5** This Advice Note has been published to assist property owners who are considering displaying advertisements. It is based on the Development Plan policies but is not statutory advice; however, it is considered to represent a material consideration in the assessment of all advertisement related planning applications determined by the Council on or after the date of publication.

**1.6** This advice note is not intended to replace, but rather be read alongside, an earlier advice note entitled 'Shop Fronts and Shop Signs – A Guide to their role in the Conservation of Historic Character in Town Centres'.

## 2. LEGISLATION

**2.1** Advertisements have been the subject of planning control since 1948. The regulations were most recently revised in 2007 and are currently controlled by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Authorisation for making the regulations is to be found in Sec 220-225 of the Town and Country Planning Act 1990. The legislation appears complex, especially on first reading; however, additional guidance is available in Circular 03/07 (Town and Country Planning (Control of Advertisements) (England) Regulations 2007) and a good free summary, 'Outdoor Advertising and Signs: a Guide for Advertisers' was published by the Department for Communities and Local Government in 2007.

**2.2** Additional considerations relating to listed buildings and conservation areas are contained in the Planning (Listed Buildings and Conservation Areas) Act 1990.

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<sup>1</sup> In particular paragraphs 67 and 68 of the National Planning Policy Framework

### 3. WHAT ARE ADVERTISEMENTS?

**3.1** For the purpose of the 1990 Act and these Regulations, the term “advertisement” has a wider than normally understood or dictionary meaning. Section 336(1) of the Town and Country Planning Act 1990 as amended by section 24 of the Planning and Compensation Act 1991, defines “advertisement” as: “any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and wholly or partly for the purposes of, advertisement, announcement or direction, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used, or designed or adapted for use, and anything else principally used, or designed or adapted principally for use, for the display of advertisements”.

**3.2** Regulation 2 (1) excludes from the definition of advertisement anything: “employed wholly as a memorial or as a railway signal” and any placard or object carried by, or attached to, an individual or an animal.

### 4. WHEN IS ADVERTISEMENT CONSENT REQUIRED?

**4.1** In order to determine whether consent is needed from the Local Planning Authority to display advertisements there are three main groups to be considered:

1. Excluded advertisements, 9 classes which can be displayed without the Local Planning Authorities consent (i.e. advertisements which are an integral part of a building fabric, national flags etc<sup>2</sup>).
2. Advertisements for which the rules give a ‘deemed consent’. In practical terms consent is not required provided that the advertisement falls within certain rules (i.e. set size dimensions etc.). There are 14 classes of advertisement with deemed consent. Deemed consent is comparable in many respects to permitted development entitlement for other forms of development.
3. Advertisements for which the Local Planning Authorities ‘express consent’ is always needed (i.e. a formal application is required).

Almost all advertisements on a listed building will require listed building consent as well as advertisement consent.

### 5. ADVERTISEMENTS AND THE CONSIDERATION OF PLANNING APPLICATIONS

#### *Amenity and Safety*

**5.1** Local planning authorities are required to exercise their powers under the Regulations with regard to amenity and public safety, taking into account relevant development plan policies in so far as they relate to amenity and public safety, and any other relevant factors. The definition of “amenity” in regulation 2(1) includes both visual and aural amenity (i.e. noise). There is no lawful category of “other material considerations” in addition to the interests of amenity and public safety that can be taken into consideration when determining applications for advertisement consent under the regulations. The principle or need for signage should not be challenged.

**5.2** The Planning Authority has almost no control over the subject matter of advertising. Advertisement consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary, or offensive to public morals. The Advertising Standards Authority is responsible for dealing with such issues. Advertisements can only be controlled in the interests of amenity and public safety.

**5.3** More detailed information on the definition of amenity and public safety is available at paragraph 98 and Annex B of Circular 03/2007. Additional information is available in paragraphs 11 – 16 of PPG 19, which may make useful background reading; however, please note that PPG 19 was deleted by the National Planning Policy Framework (NPPF).

<sup>2</sup> A comprehensive list of classes of advertisement for which consent is not required is listed in Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

## 6. ADVICE TO APPLICANTS

### General Principles

**6.1** A balance has to be struck between protecting areas of visual/heritage significance on the one hand and the importance of advertisements to the local and national economy on the other. The Council is fully aware that good design cannot always be achieved by following a simple set of rules, even if they are given in the form of general design principles. Success usually depends on the designer's ability to interpret and inter-relate such principles and to apply them to specific buildings and areas. Applicants for advertisement consent, or anyone who wants to display an advertisement, are encouraged to seek advice from specialist professional designers. The Council does not seek to stifle original designs and/or new display techniques where these respect amenity and public safety.

### Character and Appearance of the Area and Building

**6.2** Advertisements should respect the character or appearance of the local area. In predominantly residential areas advertisements will principally be restricted to business premises, and the minimum amount of advertising should be used. In the more commercial parts of the District, where there are already many advertisements and they are themselves often contribute to the character of the area, such as in High Wycombe Town Centre, the Council will use its powers flexibly, taking into account the principles listed in these guidelines.

**6.3** The Council will seek to ensure that advertisements, either individually or cumulatively, are not damaging to the character and appearance of individual buildings, streets or areas of the District.

**6.4** When assessing the impact of advertising on the character and appearance of buildings and the wider area particular consideration should be given to for the following factors:

- a) Size and Scale;
- b) Proportions/Dominance;
- c) Materials;
- d) Colour;

- e) Method of Display and Support;
- f) Method of Illumination (type and intensity);
- g) Compatibility with the style of the building to which it is attached, having particular regard to architectural, historic, cultural or other features of special interest;
- h) Positioning;
- i) Compatibility with existing advertising in the area;
- j) The use to which the building is being put<sup>3</sup>;
- k) Effect on Conservation Area or Listed Building.

**6.5** Within conservation areas, which includes much of the three principal town centres in the District (i.e. High Wycombe, Marlow and Princes Risborough), and on Listed Buildings the District Council has greater powers of control. Here all advertisements will be expected to preserve or enhance the character or appearance of their respective Conservation Areas and/or historic or architectural merit of listed buildings and a stricter line will be taken in respect of the above criteria. The Position on the Building or in the Street.

**6.6** Advertisements on small scale shops should ordinarily be confined to the ground floor area of buildings. Projecting signs should be fixed to the pilasters or columns between buildings, or the fascia above the ground floor windows, if one exists.

**6.7** Advertisements fixed above the ground floor will not normally be allowed, unless they cannot reasonably be fixed at a lower level, or if it can be demonstrated that they make a positive contribution to the character of an area or a building.

**6.8** In respect of large buildings and large scale uses such as superstores, large department stores and institutions i.e. Bucks New University, Wycombe Hospital etc., a site specific assessment will need to be made having regard to the size of the building, nature of the use and architectural form of the building in question. However, as a general rule, larger buildings and uses can usually comfortably accommodate larger signs without detriment to public amenity.

<sup>3</sup> In the interests of legibility and therefore public amenity signage should be proportionate to the use to which it advertises. For example, it would be reasonable expect a B1 office use to have less signage relative to its size than a retail use.

## Signage Clutter

**6.9** Excessive numbers and unrelated positioning of advertisements creates visual clutter, disorder and confusion. Not only can it obstruct the visual appreciation of buildings but it can also defeat its own purpose, i.e. to attract attention to a particular building or shop. In considering applications for new advertisements, the Council will take into account the number of advertisements that already exist on the building or on adjacent buildings or land.

**6.10** The number of advertisements should be kept to the minimum necessary to convey essential information, even in commercial areas. Only one advertisement, or one projecting and one fascia sign on each principal frontage will normally be permitted. The appearance of a large number of advertisements on a building or in the streetscene is often counter-productive because it becomes difficult to pick out one individual advertisement and can be very disruptive to the appearance and architectural character of an area. When preparing designs for new advertisements, the opportunity should be taken to reduce the number of signs on the building or structure and remove those which are redundant.



## Materials, Illumination and Detailed Design

**6.11** In general, traditional materials such as painted timber, wrought iron, bronze and other alloys or ceramics will be more appropriate than acrylics and other plastics, especially within conservation areas and on listed buildings. Harsh and gaudy fluorescent colours, unsympathetic to the building, should be avoided.

**6.12** In considering applications for illuminated advertisements the Council will also be concerned to control any unreasonable intensity of light and its dazzling effect on drivers. Conditions may be

used to restrict hours of illumination, particularly in residential and rural areas.

**6.13** Within conservation areas and residential areas or on listed buildings, illuminated signs will only be permitted where their design is well related to the buildings on which they are to be fixed. Internally illuminated signs should take the form of individually mounted and lit letters or symbols on a background made of appropriate materials. External indirect illumination such as down lights is generally preferable; however, they should be discreetly fixed and provide the minimum level of illumination to allow the sign to be seen at night. The colour and brightness of the illumination and its ability to distract or confuse passing drivers will be taken into account. The size of lettering and logos should be in proportion to the detailing of the building.

**6.14** Discretion must be exercised in the application of a corporate image, especially within conservation areas and on listed buildings. It is usually possible to retain the graphic style, with careful use of materials, adaptation of size, and a flexible approach to location. The District Council accepts no obligation to perpetuate any corporate image, but rather encourages variations to corporate images to project the uniqueness of locations. The Council will expect retail chains and companies to adjust their corporate signs to suit the townscape and individual buildings.

**6.15** The two images below illustrate the variation in design that is possible within the parameters of a single corporate image.



*The signage, due to its form, scale and use of materials is considered to respect the character and appearance of the building to which it is attached, whilst retaining the corporate identity of the company to which it relates.*



*The signage dominates the building obliterating important architectural features. This undesirable impact on amenity is avoidable if the approach to the left had been adopted.*

## 7. ENFORCEMENT OF UNAUTHORISED ADVERTISEMENTS

**7.1** Any person who displays an advertisement in contravention of the Regulations is guilty of an offence under section 224(3) of the 1990 Act and liable to a fine on conviction of an amount not exceeding level 4 on the standard scale (currently £2500). In the case of a continuing offence, the maximum is £250 per day during which the offence continues after conviction.

**7.2** The District Council, in line with national guidance will normally invite a person who appears to be contravening the Advertisement Regulations to remove the advertisement, or to apply for consent, before prosecution is pursued. However, in cases of blatant, deliberate or repetitive displays of unauthorised advertisements, immediate prosecution may be the more appropriate course to secure the early removal of the advertisement. A continuing offence may be the subject of a further prosecution and on conviction will attract a daily fine.

**7.3** There is a right of appeal to the Secretary of State for the Environment in cases where advertisement consent has been refused by the District Council or if the District Council is taking 'discontinuance action' against an advertisement.

## 8. PLANNING APPLICATION REQUIREMENTS

**8.1** Applications should be made on the forms provided on the Council's website. The forms should be accompanied by scaled

drawings, preferably prepared by a specialist designer, showing the location of the proposed advertisement on the building or in the street, the method and type of fixing and illumination (if proposed) and the materials and colours to be used. Sections and elevational drawings will normally be required and the height of projecting signs from the pavement should be shown.

## 9. REFERENCES

- National Planning Policy Framework (NPPF).
- The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)
- Circular 03/2007 Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 'Outdoor Advertisements and Signs: a Guide for Advertisers', Department for Communities and Local Government, June 2007.
- 'Shop Fronts and Shop Signs - A Guide to their role in the Conservation of Historic Character in Town Centres', Wycombe District Council,
- 'Advertisements', Chapter 30 in Development Control Practice Notes.
- 'Advertisements', Chapter 18 in Planning Controls and their Enforcement (June 2012).



## APPENDIX 1 SPECIFIC SIGNAGE ISSUES

### 1. Fascia Signs

**1.1** Fascia signs, subject to size and height restrictions, often do not require consent<sup>4</sup>. However, where they are located in Conservation Areas, the Chilterns AONB and are illuminated consent is often required.

**1.2** Fascia signs should be contained within the original architectural fascia of the building and only show the name/nature of the business. Fascia signs should not obliterate architectural features such as cornices, string courses or first floor window sills. Incorporating the street number in the fascia sign is desirable in all cases. Where excessively deep fascias have been introduced in the past, the overall height should be decreased in any replacement to expose the wall surface above. The existence of any former unsuitable fascia should not influence the design of a replacement. Shops and businesses on upper floors will not generally be permitted fascias above ground level. Lettering should generally be restricted to a maximum of 0.3 metres unless exceptional circumstances prevail i.e. large scale building. Where two or more shop units operate together the fascia sign should respect the design of the shop front and therefore a double-width fascia sign may not be appropriate and individual frontages should be retained. This is particularly important with historic buildings.

**1.3** The illumination of fascias requires careful consideration. Bulky, internally illuminated box signs constructed from non-traditional materials such as perspex, produce a crude effect and are unlikely to be allowed within conservation areas or on listed buildings. More subtle and acceptable solutions can be provided by fascias made from traditional materials such as painted timber, externally lit by carefully directed light beams or internally lit individually mounted letters standing proud of the fascia. This approach should also be taken outside conservation areas where possible.

**1.4** Well designed lettering on the windows or door may be an alternative to a fascia sign, but these

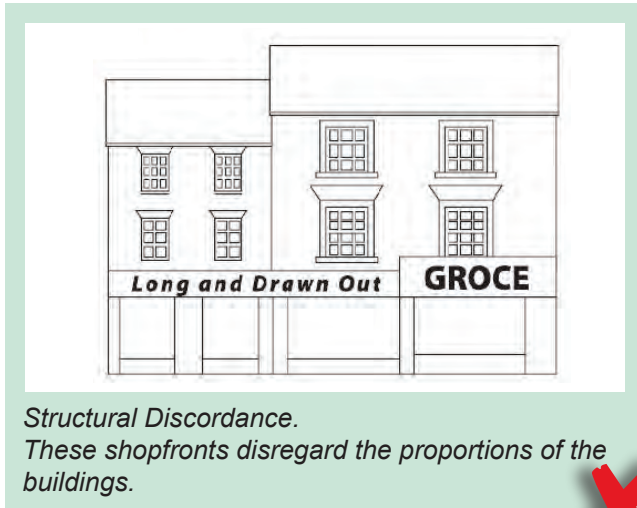
should not be automatically treated as an additional area for signage.

**1.5** Further advice on fascia signs is given in the Council's publication 'Shopfronts and Shop Signs Blinds and Signs'.

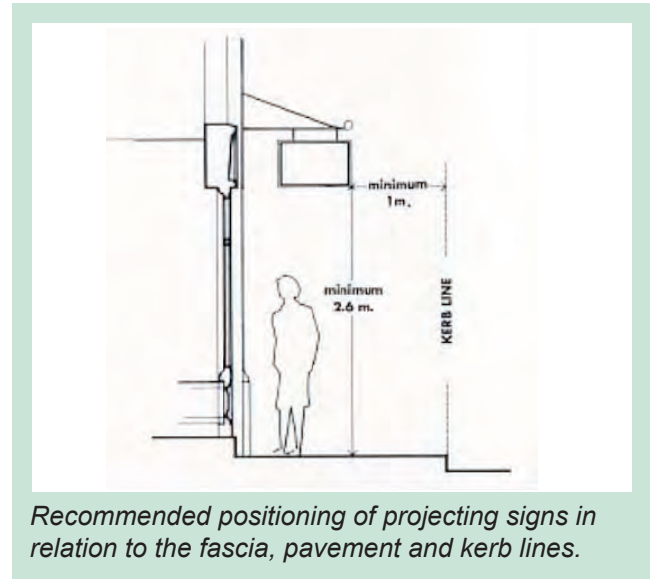
**1.6** Illustrated are a number of examples of acceptable and unacceptable fascia signs taken on a variety of building styles:



<sup>4</sup> Fascia signs can benefit from deemed consent under Classes 4 (Illuminated Advertisements on Business Premises) and 5 (Other Advertisements on Business Premises) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).



*Structural Discordance.*  
These shopfronts disregard the proportions of the buildings.



*Recommended positioning of projecting signs in relation to the fascia, pavement and kerb lines.*

## 2. Projecting Signs

**2.1** Projecting signs, subject to size and height restrictions, often do not require express consent<sup>5</sup> from the Local Planning Authority. However, where they are located in Conservation Areas, the Chilterns AONB and are illuminated, consent is often required.

**2.2** Signs on timber or metal hanging boards of modest size and good proportions are a traditional feature of commercial streets and, where possible, original brackets and boards should be retained. Hanging signs on wrought iron brackets are almost always preferable to solid projecting box signs, especially within conservation areas, but exceptions may be made on modern buildings. Projecting signs should normally be located at fascia height and preferably on the pilaster, unless this would damage important architectural features. The minimum height from the pavement and distance from the kerb line are shown in the diagram below. Internally illuminated projecting signs will not normally be allowed in conservation areas or on listed buildings. Hanging signs may be illuminated by a 'picture' strip-light fixed above the sign (down light) and covered by a metal cowl or by a single spot lights fixed to the sign.

**2.3** Additional guidance is given in the Council's guide 'Shop Fronts and Shop Signs'.

**2.4** Attention will be paid to the potential impact of the advertisement upon pedestrian and vehicular safety.

## 3. Free Standing Advertisements

**3.1** Non-illuminated signs on private forecourts (including A boards), subject to their size, positioning and number, often do not require consent<sup>6</sup>. It is not uncommon for the curtilage of shops to include the area immediately in front of the shop despite appearing to form part of the pavement. Free standing 'A' boards will very rarely be permitted on the public highway, beyond the curtilage of the shop, because of the obstruction they cause to pedestrians. Moreover, a separate consent is necessary under the Highways Act for the siting of a sign within the highway.

## 4. Advance Directional/promotional Signs

**4.1** The majority of advance directional/promotional signs require formal consent. Only in a very limited number of scenarios would express consent not be required, principally for house builders and temporary directional signs<sup>7</sup>. Also advertisement consent from the Planning Authority

<sup>5</sup> Projecting signs can benefit from deemed consent under Classes 4 (Illuminated Advertisements on Business Premises) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

<sup>6</sup> Forecourt signs, including A signs, often benefit from deemed consent under Class 6 (advertisements on forecourts of business premises) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

<sup>7</sup> Directional advertisements and temporary directional advertisements can benefit from deemed consent under Classes 3 (Temporary Advertisements) and 11 (Directional Advertisements) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

would not be required for formal County Council road signs (formal brown directional signs), which would be displayed under the Highways Act.

**4.2** In the most part advance directional/promotional signs, which are not located on land to which they relate and/or do not relate or to the main shop/business frontage, will not be permitted. Whilst many of these forms of signage are individually objectionable it is also important to consider the precedent that would be set by an individual permission, which may lead to signage clutter that would be detrimental to the character and appearance of the area. Moreover, the display of signage that is unrelated to the land on which it is sited is detrimental to urban legibility, which may also detract from public amenity.

### Advance Directional/promotional Signs in Urban Areas

**4.3** There are very few suitable locations available to provide advance signs in urban areas along main highways. For this reason advance signs need to be severely restricted to those that give notice of major enterprises, with significant traffic draw, that would not otherwise be readily apparent to motorists. Due to the large number of businesses, such as shops, public houses and hotels in urban areas, it would be unrealistic to allow all such business to have advance signs.

**4.4** Those signs that are permitted should be:

1. well designed and small in scale;
2. information on the sign should be limited to the name of the business, service offered and basic directional information
3. restricted to enterprises that generate significant yet irregular traffic flows i.e. shopping centres and town centre anchor stores, but should exclude supermarkets, which more commonly meet the day-to-day needs of local people.

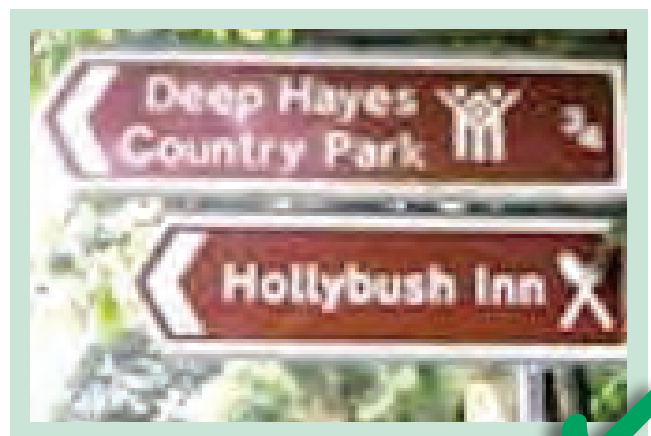
### Advance Directional/promotional Signs in Rural Areas

**4.5** In rural areas, advance directional signs will rarely be permitted due to the detrimental impact they would have on rural amenity, the special landscape qualities of the Chilterns AONB and/or openness of the Green Belt. Advance promotional signs will only be permitted where mitigating

circumstances exist, outweighing any harm to amenity i.e. need to attract passing trade for a secluded rural business.



**4.6** Tourist related facilities, which includes restaurants, pubs etc. should apply to the Buckinghamshire County Council for formal brown directional tourist signs. Planning permission will not generally be granted for additional signs unless formal tourist signs are deemed to be impractical or are not available.



**4.7** Advance directional signage will only be considered where premises cannot be readily seen from the main road, passing trade is important to their business function and formal signage is not available. Repeater signs will only be permitted where the route to the business premises is particularly tortuous and should not be used simply to increase the sphere of advertising. In these circumstances any signage should not exceed 0.5 metres in area or be sited more than 2.5 metres above ground level. Background colours of beige, cream and greens are more likely to be appropriate in a rural setting. Signs will ideally be made of metal or wood, but in all circumstances must not have a reflective surface. Text on the signs should be limited to: Name, service offered and basic directional information. Separate to the need for advertisement consent, land owners consent will be required and the County Highway Authority is unlikely to grant consent for signs to be located on their land.

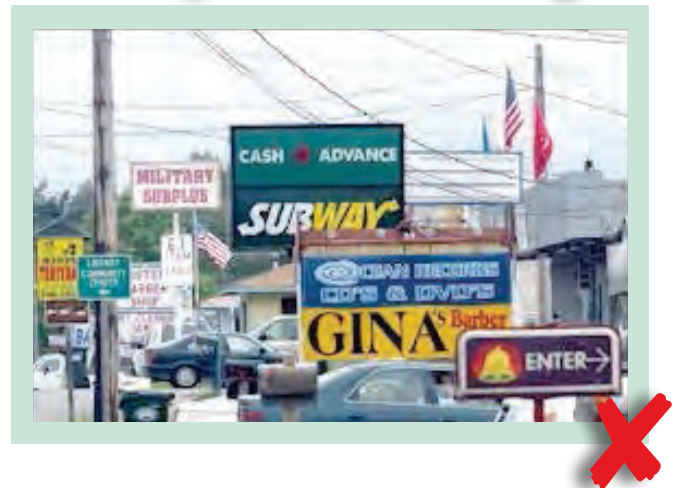
## 5. Signage in Business Areas and Trading Estates

**5.1** There is extensive entitlement to display signs on buildings in business areas without making a formal application for advertisement consent<sup>8</sup>. However, where signage is extensive or sited on land to which it does not relate consent may be required.

**5.2** Signage in business and trading estates will usually be viewed favourably provided it is of an appropriate scale and sited on the building or land to which it relates. Advance directional signage in connection with the estate as a whole may also be appropriate; however, this should in the first instance be provided with the use of formal Buckinghamshire County Council signage.



**5.3** Where signage proliferation, clutter or inflation<sup>9</sup> becomes a problem and where multiple occupiers have similar signage requirements, but there is only a limited road frontage, a comprehensive totem sign advertising multiple businesses should be used. The design of the totem should reflect the nature of the uses on the business park i.e. on a high tech business park a higher standard of design and materials would be expected.



## 6. Advertisements in Residential Areas

**6.1** Advertising in predominantly residential areas generally appears out of place and therefore should be avoided. It is advised that small business such as bed and breakfast accommodation, hotels, public houses, clubs etc., which commonly exist in residential areas, make use of deemed consent contained within Class 2 of the Advertisement Regulations, which makes provision for small scale advertisements<sup>10</sup>. Larger scale businesses in predominantly residential areas will need to be assessed on their individual merits.

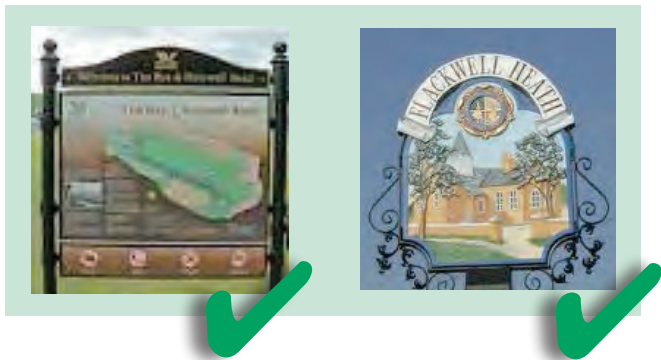
<sup>8</sup> Non-illuminated signage can be erected in business areas and trading estates under classes 5 (Other Advertisements on Business Premises) and 6 (An Advertisement on a Forecourt of Business Premises) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

<sup>9</sup> Where competing businesses display increasing scales of signage.

<sup>10</sup> Small signs relating to residential compatible development may benefit from deemed consent under Class 2(C) (Miscellaneous advertisements relating to the premises on which they are displayed) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

## 7. Visual Interpretation Boards and Signs

**7.1** Visual interpretation boards and signs are advertisements that can add to people's enjoyment and understanding of an area. Applications for visual interpretation boards and signs in locations where they will not have an adverse effect on amenity or public safety will normally be supported. However, so as to avoid a clutter of such signs the Council would usually expect them to be proposed by a recognised responsible group or organisation such as a Parish Council or amenity group.



## 8. Temporary and Promotional Advertisements including Banner Signs

**8.1** The District Council receives many proposals for temporary advertisements, either announcing special events (school fetes, car boot sales etc.) or of a seasonal nature, such as the sale of Christmas trees, fire work displays etc. Temporary advertisements for the sale/let of large commercial

premises or dwellings may also be received. Many temporary advertisements do not require formal advertisement consent<sup>11</sup>.

**8.2** Applications for temporary advertisements will be considered on their individual merits, taking into account the number, size, form, period of display required, general location, position in the street and amount of 'commercial' advertising they show. Within conservation areas and on or close to listed buildings, as for any other type of advertisement, consent will normally only be granted where the proposal preserves or enhances the character or appearance of the area or building. Advertisements that would be unacceptable on a permanent basis may be acceptable on a temporary basis i.e. shop or facility opening event. However, temporary advertisements displaying sales or promotions, where those sales/promotions go on throughout the year, will not normally be considered appropriate.

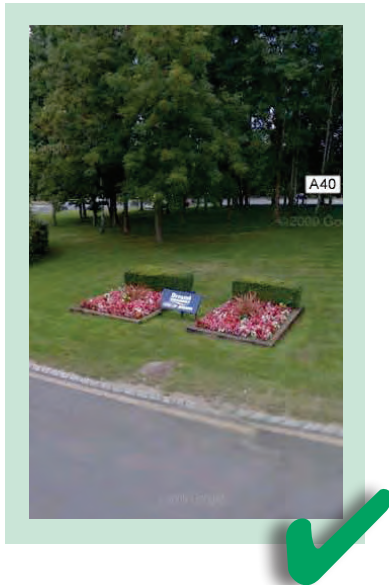
**8.3** Within the main town centres of High Wycombe, Marlow and Princes Risborough banners attached to specifically designed lampposts and hung across the street have been permitted or tolerated where they relate to educational, cultural and recreational or a similar character of use in the local area.



<sup>11</sup> Temporary Advertisements often benefit from deemed consent under Class 3 (Miscellaneous Temporary Advertisements) and/or Class 5 (other Advertisements on Business Premises) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

## 9. Advertisements on Roundabouts

**9.1** In urban areas, small scale advertisements on roundabouts, which do not detract from public amenities or highway safety will generally be accepted. Opportunities to secure soft landscaping in connection with the signage should be secured where appropriate. Conditions may be used where the provision of soft planting is pivotal to the grant of consent for the advertisement.



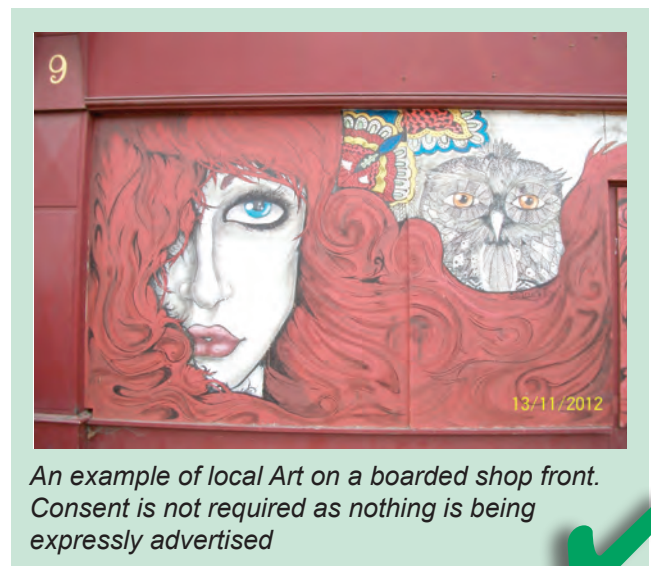
**9.2** In rural areas, advertisements on roundabouts will generally not be accepted as they represent an unwelcome and unnecessary urban feature, which generally detracts from rural amenity, openness of the Green Belt and special landscape qualities of the Chilterns AONB.

## 10. Hoardings and Poster Sites

**10.1** There are a limited number of permanent hoardings, either free standing or fixed to buildings in the District. Given the large number of advertisements relating to commercial activities within individual buildings, the District Council considered it to be appropriate to reduce additional advertisements to a minimum, especially in sensitive areas. Therefore, additional permanent hoardings will rarely be permitted by the Council, particularly in residential areas, conservation areas and on or close to listed buildings.



**10.2** Some types of advertising, particularly hoardings and advertising on the outside of scaffolding (called 'scaffolding'), can act as screening for 'eyesore' sites. Hoardings around sites that will be developed for commercial, industrial or business purposes can usually be erected without the need for a formal application<sup>12</sup>, but on residential development sites or sites where no development will be taking place, advertisement consent is often required. In certain locations, this type of advertising may be encouraged. The use of local art initiatives to decorate hoardings is also encouraged and provided it does not expressly advertise anything advertisement consent is not required.



*An example of local Art on a boarded shop front. Consent is not required as nothing is being expressly advertised*

<sup>12</sup> Advertisements on hoardings benefit from deemed consent under Class 8 (Advertisements on Hoardings Around Temporary Construction Sites) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

## 11. Flags and Balloons

**11.1** Flags<sup>13</sup> and Balloons<sup>14</sup> benefit from deemed consent in certain circumstances and therefore advertisement consent may not be required.

**11.2** In recent years flags and balloons have become an increasingly popular form of commercial advertising. In some commercial areas flags and balloons may represent a suitable form of display but within residential areas and conservation areas and/or on listed buildings, the District Council is principally concerned to safeguard the character and appearance of the area and individual buildings. With particular reference to balloons, they may only be appropriate for a limited period.

## 12. Public Houses

**12.1** Public houses have traditionally displayed a variety of advertisements which in some cases have not changed since the premises were first opened. The Council is keen to see traditional signs retained or restored and may permit a limited number of high level signs where these have previously existed or are a feature of public houses in the area. On Public Houses the Council will encourage high quality traditional advertising. Particular consideration should be given to retaining and/or devising an overall design scheme for the advertisements on a public house so that individual elements respect the architectural features and appear as a co-ordinated whole.



*The Bell Public House in Frogmoor due to the nature of its use, its historic character, location at a junction and unique architectural form with a blank gable on a corner plot, has been able to achieve a visually pleasing overall result, which adds to and does not detract from the buildings character or appearance, or that of the Conservation Area in which it is situated.*

## 13. Petrol Stations

**13.1** The operational requirements of petrol filling stations tend to demand well-lit advertising, which may conflict with other policies to protect residential, rural and/or conservation areas. The control of advertising on new rural stations and in residential areas is often closely bound up with the planning justification for the development in the first place. In residential and rural areas, the District Council will seek a relatively subdued display of advertisements and general illumination given the need for such enterprises to advertise their presence in advance of moving traffic. Time limits on illumination may be imposed via condition. When considering the overall impact of advertisements at petrol stations it is important to recognise that illumination, which does not principally serve an advertisement, may not require advertisement consent (i.e. the illumination of forecourt canopies where no advertisement is present).

## 14. Advertisements on Blinds and Awnings

**14.1** Canopies and blinds have a practical purpose in that they provide shelter and protect the shop display from damage due to direct sunshine. They should not be introduced as a form of advertising space.

**14.2** Blinds and awnings are seldom the best means for permanent display of advertisements, because they require permanent maintenance and tend to obscure the front of the building and other signs beneath them. A traditional fascia sign or hanging board is generally a more effective advertisement than one appearing on a blind or awning. Featured below are some examples of acceptable small scale awning signs:

*13* Flags often benefit from deemed consent under Class 7 (Flag Advertisements) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended 2012) (SI 2372).

*14* Balloons often benefit from deemed consent under Class 15 (Captive Balloon Advertisements) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).



## 16. Estate Agents and Similar Boards

**16.1** Temporary signs, announcing that a property is for sale or letting, within certain specified limits as set out in the Advertisements Regulations, can generally be erected without express consent from the Council, provided they are located on the land or building to which they relate<sup>16</sup>.

**16.2** Where there is a proliferation of 'for sale' signs, which are unrelated to the land or building to which they are attached the Council will normally take enforcement action to resolve the issue.



## 15. Advertisements on Street Furniture

**15.1** Wycombe District Council, where possible, seeks to reduce and rationalise the amount of unnecessary street furniture and visual clutter, especially in conservation areas. New, free standing structures to display advertisements will therefore rarely be allowed, particularly in sensitive locations such as conservation areas. Consent to display advertisements on existing or new street furniture, when it is required<sup>15</sup>, will rarely be granted.

## 17. Fly-posting

**17.1** Fly-posting is not considered to represent an acceptable form of advertising. Appropriate enforcement action will be pursued where fly posting occurs.

Author: RH 1/2/13

<sup>15</sup> Advertisements on Highway Structures and telephone kiosks benefit from deemed consent under Class 9 (Advertisements on Highway Structures) and Class 16 (Advertisements on Telephone Kiosks) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

<sup>16</sup> For Sale signs often benefit from deemed consent under Class 3(a) (Miscellaneous Temporary Advertisements) of Part 1, of Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).