

Central Lincolnshire Policy NS54 Advertisements Evidence Report

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1. Introduction

- 1.1. The Central Lincolnshire Local Plan is being updated since the first Local Plan for Central Lincolnshire, an area covering the districts of City of Lincoln, North Kesteven and West Lindsey, was adopted in April 2017.
- 1.2. This Evidence Report (which is one of a collection) provides background information and justification for Policy NS54, which relates to advertisements.

2. Policy Context

National Policy and Guidance

- 2.1. Since the Central Lincolnshire Plan was adopted the National Planning Policy Framework (NPPF) was updated in July 2018 with subsequent additional changes being published in February 2019.

- 2.2. Section 12 of the NPPF concerns “Achieving well-designed places” and the following is of particular relevance:

Paragraph 132 – The quality and character of place can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

- 2.3. The Planning Practice Guidance (PPG) was first introduced in 2014 and offers ‘live’ government guidance. The PPG provides guidance to help in the implementation of policy in the NPPF.
- 2.4. The PPG has a section on advertisements and includes advice on “considerations affecting public safety” including which advertisements are more likely to affect public safety on the roads and their location and how advertisements can affect railway, waterway and aircraft safety.
- 2.5. Paragraph: 079 (Reference ID: 18b-079-20140306) concerns “Considerations Affecting Amenity” and states that ““Amenity” is not defined exhaustively in the [Town and Country Planning \(Control of Advertisements\) \(England\) Regulations 2007](#). It includes aural and visual amenity ([regulation 2\(1\)](#)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest ([regulation 3\(2\)\(a\)](#)).” It then provides guidance on what ‘amenity’ is usually understood to mean and how this should be considered, stating that ...”in assessing amenity, the local planning authority would always consider the local characteristics of the neighbourhood: for example, if the locality where the advertisement is to be displayed has important scenic, historic, architectural or cultural features, the local planning authority would consider whether it is in scale and in keeping with these features.”

Local Policy

- 2.6. The adopted Local Plan includes Policy LP27: Main Town Centre Uses – Frontages and Advertisements. The policy seeks to offer detailed local guidance on safety and amenity matters.

3. Context and Evidence

- 3.1. The Central Lincolnshire Authorities recognise the need to maintain and enhance the built environment to a high standard in order to improve the quality of life for residents, attract visitors and investors and ensure public safety.
- 3.2. Some areas of Central Lincolnshire have rich street scenes due to high quality, considerate building design and the rich historic fabric of the locality. In contrast, some areas are in need of regeneration and better quality, more sympathetic design and advertisements could significantly contribute to the revitalisation of these areas.

4. Issues and Options Consultation

- 4.1. The Issues and Options consultation did not identify the existing policy, LP27: Main Town Centre Uses – Frontages and Advertisements as a policy was proposed to remain unchanged, but no specific questions were asked about it. One response was received that expressed concern that further details of how the policy was to change were not provided in the Issues and Options document.

5. Proposed Approach in Draft Local Plan

- 5.1. Although it is not intended to retain Policy LP27 in its original form, the discrete elements of the policy have been separated out and identified independently to avoid confusion. This is intended to clarify that policy relates to all advertisements that require consent and not just to those associated with main town centre uses and frontages. Other than this, the policy, as far as it relates to advertisements, is not proposed to be amended significantly.

6. Reasonable Alternative Options

- 6.1. The following alternative options have been considered for this policy (with Option 1 being the preferred policy in the Draft Local Plan).
- 6.2. Option 2: No local policy on advertisements, relying on national policy and guidance and other local plan policies. National policy is brief in some areas and advises interpretation by the local authority. Local Plan policies such as those for design and amenity and the historic environment whilst providing useful advice for all development, do not specifically refer to or necessarily relate to advertisement development. It is therefore felt that a specific advertisement policy would provide valuable additional guidance to supplement national policy and guidance and other local plan policies and so this option has been discounted.
- 6.3. Option 3: A policy combining guidance for advertisements with guidance for frontages and shutters for main town centre uses. Advertisements, shutters and frontages for main town centre uses are often closely related, but not all advertisements are necessarily linked to such uses. Therefore, whilst a single policy providing guidance for frontages and shutters and advertisements for main town centre uses could be worded in such a way as to separate the different elements, combining them into one policy may cause confusion and imply that the policy only related to those advertisements on main town centre uses. This

option has therefore been discounted with separate policies covering the different elements favoured as a less ambiguous approach.

7. Conclusion

- 7.1. This Evidence Report demonstrates the rationale for the proposed policy as contained in the Draft Central Lincolnshire Local Plan January 2021. This report will be updated following responses received during the Regulation 18 consultation prior to finalising the Local Plan for submission. This helps bring together relevant evidence that has informed this policy and how we have responded to comments received during the plan making process, as well as how the latest evidence and national guidance has been taken into account.