

To be Retained by BSGA



BRITISH SIGN  
& GRAPHICS  
ASSOCIATION

**Consultation** 17/5/19

**To:** 28/6/19

**Period:**

**Development Plan:** Local Plan Part 2 - Land and Planning Policies – Post Inquiry  
Main Modifications

**District:** Nottingham CC

**Relevant Policies:** DE6

**Or Narrative (refs):** Paragraphs 4.107 – 4.108 & 4.111 - 4.111a

**Background:** We commented on the Preferred Options and first and revised Publication Drafts in October 2013, February 2016 and September 2017. The adverts policy DE6 remains mostly unchanged and is sensible. Adverts will be considered on scale, position, quality, character, illumination, design, clutter and public safety. The second part of the policy (dealing with unlawful and deemed consent adverts) was confused – but it has now been amended to be correct (vaguely). The supporting text was poor. It suggested that high level signs (on rooftops and fascia signs above first floor windows), fully illuminated fascias, signs which straddle buildings, "A" boards and permanent poster hoardings would normally be unacceptable. These paragraphs (4.109-4.110) have now been deleted.

The Council now seem to have acquired a fixation with “aural” impacts of digital screens and the impact this may have on the amenity and public safety of people living nearby and passers-by (including drivers). This is permitted by the Regulations and is a relevant consideration. The amended policy states that such impacts will be considered.

Paragraph 4.111a relates to "digital screens" in public spaces. The Council confirm that they have now issued informal guidance on the assessment of the amenity and safety impacts of such screens. This guidance is aimed at “large” digital advertising screens (presumably digital poster panels) and screens provided for specific events (eg football) where large numbers of people may congregate. It has no relevance to standard signs (even digital 6-sheet panels (bus shelter size) are not considered “large”.

**Comment:** No representations required.

**Date sent to Council:**

**Development Plan Monitoring**

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