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## Introduction

- 6.1. This chapter contains those policies relating to town centres, shopping and the control of advertisements.
- 6.2. A high percentage of retail expenditure is lost from the Borough to neighbouring areas due to a lack of adequate shopping facilities, particularly on Canvey Island. The following policies seek to protect the role of existing town centres and to redress the current deficiencies in terms of retail facilities.

## Objectives

1. To maintain and enhance the vitality and viability of town centres.
2. To encourage the provision of a range of shopping facilities to meet the needs of local residents and to reduce the levels of retail expenditure occurring beyond the Borough.
3. To control the location and design of advertisements in the interests of amenity and public safety.

## The Shopping Strategy

### *Location Of Retail Development*

- 6.3. It is the policy of both this Council and the County Council in accordance with Government advice as set out in Planning Policy Guidance Note 6 and Planning Policy Guidance Note 13, to concentrate retail development in existing town centres in order to maintain and enhance their vitality and viability, to secure the best use of existing resources and infrastructure and to maintain these areas as focal activity points. Such centres are also important in terms of meeting local shopping needs. Retail development will therefore normally be concentrated within the boundaries of existing town centres at Canvey Island, Hadleigh, South Benfleet, and at Tarpots, as defined on the relevant Proposal Map Insets. Primary shopping frontages have been designated within town centres in order to control the number and type of non-retail uses permitted in core shopping locations (see **Policy S3**).
- 6.4. Beyond town centres, large scale retail development proposals will only be permitted where they can be accommodated without detriment to the vitality and viability of any existing town centre. In such circumstances, large new stores may be considered acceptable outside existing town centres, subject to **Policies S2, S10, and S11**.
- 6.5. Small scale shopping facilities will not normally be permitted outside town centres unless situated in an existing local shopping parade (see **Policy S9**) or in the case of corner or farm shops where they are small scale, and meet local needs.

### **POLICY S1 - LOCATION OF RETAIL DEVELOPMENT**

RETAIL DEVELOPMENT WILL BE PERMITTED WITHIN THE DEFINED BOUNDARIES OF THE TOWN CENTRES AND LOCAL SHOPPING PARADES, SUBJECT TO ANY OTHER RELEVANT POLICIES IN THE LOCAL PLAN.

(Contd)

RETAIL DEVELOPMENT MAY EXCEPTIONALLY BE PERMITTED IN OTHER LOCATIONS, SUCH AS THOSE IDENTIFIED IN **POLICIES S2, S10 AND S11** OR ON SITES IMMEDIATELY ADJACENT TO EXISTING TOWN CENTRES.

### ***Shopping Facilities At Rayleigh Weir***

- 6.6. In recent years, the western part of Rayleigh Weir Industrial Estate has developed as a retail park. It would be impracticable for those uses already established to relocate to traditional shopping frontages and unrealistic to attempt to resist new retail development or redevelopment proposals on the existing site, provided that satisfactory car parking and servicing provision is achieved and that, in accordance with **Policy S11**, no adverse effect on the vitality and viability of an existing centre would result. In accordance with **Policy ED3** (Protection of Employment Areas) the expansion of retail facilities onto the adjoining Employment Area will not be permitted, and it is not therefore envisaged that any major expansion of retailing on this site will occur. Within that area of Rayleigh Weir shown on the Proposals Map for retail purposes, the following policy will apply:

#### **POLICY S2 - SHOPPING FACILITIES AT RAYLEIGH WEIR**

LARGE SCALE RETAIL FACILITIES WILL BE PERMITTED WITHIN THAT AREA OF RAYLEIGH WEIR INDUSTRIAL ESTATE SHOWN ON THE PROPOSALS MAP FOR RETAIL PURPOSES, PROVIDED THAT:

- (i) INDIVIDUALLY OR CUMULATIVELY WITH OTHER EXISTING OR PROPOSED LARGE SCALE OUT OF TOWN CENTRE RETAIL DEVELOPMENT, ANY PROPOSAL SHOULD NOT MATERIALLY DETRACT FROM THE VITALITY OR VIABILITY OF ANY EXISTING TOWN CENTRE AS A WHOLE; AND,
- (ii) IT SHOULD ACCORD WITH ALL OTHER RELEVANT POLICIES CONTAINED IN THE LOCAL PLAN.

### **Development Within Town Centres**

#### ***Primary Shopping Frontages***

- 6.7. A survey of residents of Canvey Island undertaken in 1991 revealed that many shoppers felt that service uses had become overdominant within the town. Whilst it is recognised that service uses are an important element of a healthy centre, a proliferation of such uses should be avoided in order to safeguard the primary retail function of these areas and in order to maintain their form, character and viability.
- 6.8. In order to strengthen retail uses in town centres, the Council has identified Primary Shopping Frontages within the general boundaries of each centre. These frontages relate to ground floor premises within the core of the town centres, and with the exception of the southernmost Tarpots frontage, are dominated by retail uses and have relatively high pedestrian flows.
- 6.9. When surveyed in 1993, the southernmost Primary Shopping frontage at Tarpots was not dominated by retail uses, However, this area is considered to be particularly important in serving local shopping needs and has been identified as a Primary Shopping Frontage, within which the Council will resist any intensification of non-retail uses.
- 6.10. Within the defined Primary Shopping Frontages (as shown on the Proposals Map Insets, and defined in **Appendix 16**), retail uses will be encouraged. Shop uses (Class A1 of the Town and Country Planning Use Classes Order 1987 - see **Appendix 15**) will be permitted. Financial and professional services, (Class A2), and food and drink uses, (Class A3), will be permitted where they would not result in the loss of the dominant retail element. Such uses should not therefore exceed 45% of the total length of the frontage. Development falling outside these classes will not be permitted unless it is considered that the provision of such uses would positively enhance the shopping function of the town centre.

**POLICY S3 - PRIMARY SHOPPING FRONTAGES**

WITHIN PRIMARY SHOPPING FRONTAGES, DEVELOPMENT FALLING WITHIN CLASSES A2 OR A3 OF THE TOWN AND COUNTRY PLANNING (USE CLASSES) ORDER 1987 OR ANY SUBSEQUENT AMENDMENT OF THAT ORDER, WILL BE PERMITTED PROVIDED THAT:-

- i. THE DEVELOPMENT PROPOSED WOULD NOT RESULT IN THE LOSS OF THE DOMINANT RETAIL ELEMENT OF THAT FRONTAGE; AND
- ii. IT WOULD ACCORD WITH ALL OTHER RELEVANT POLICIES IN THE LOCAL PLAN.

DEVELOPMENT FALLING OUTSIDE CLASS A OF THAT ORDER WILL NOT BE PERMITTED.

***Non-Retail Development***

- 6.11. Banks and Building Societies, cafés and fast food establishments, facilities such as health clinics, libraries, places of education and those connected with leisure and employment such as offices, can be important in achieving a balance of uses, supporting the shopping function of the town centre and extending the period of activity within the centre.
- 6.12. Beyond Primary Shopping Frontages (including the first floor of premises in the Primary Shopping Frontages), in addition to retail uses, the development of certain non-retail uses may be considered acceptable, subject to satisfactory on site car parking and servicing provision, and any other relevant policy in the plan.
- 6.13. When considering proposals for uses falling within Class A2 (Financial and Professional Services), Class A3 (Food and Drink), Class B1 (Business), D1 (Non-Residential Institutions) and D2 (Assembly and Leisure) of the Town and Country Planning (Use Classes) Order, 1987 or any subsequent amendment of that Order, the Council will apply the following policy:-

**POLICY S4 - NON-RETAIL DEVELOPMENT**

PROPOSALS FOR NON-RETAIL DEVELOPMENT FALLING WITHIN CLASSES A2, A3, B1, D1 AND D2 OF THE TOWN AND COUNTRY PLANNING (USE CLASSES) ORDER 1987, OR ANY SUBSEQUENT AMENDMENT OF THAT ORDER, WILL BE PERMITTED WITHIN TOWN CENTRES, OUTSIDE PRIMARY SHOPPING FRONTAGES, SUBJECT TO ANY OTHER RELEVANT POLICIES IN THE LOCAL PLAN. WITH THE EXCEPTION OF DEVELOPMENT THAT ACCORDS WITH POLICY H15, DEVELOPMENT FALLING OUTSIDE THESE CLASSES WILL BE REFUSED.

**Parking and Servicing**

- 6.14. On-street car parking and servicing can have serious adverse effects on vehicle and pedestrian movement, particularly within busy shopping areas. In order for town centres to function effectively, it is essential that adequate car parking and servicing provision is made. The Council will therefore require the provision of appropriate car parking facilities in all new development proposals in accordance with its adopted car parking standards (see **Appendix 4**).
- 6.15. In determining the extent of customer car parking provision to be made available on the site, consideration will be given to the proximity of public car parks. Staff car parking facilities and service provision will be made on site.

- 6.16. Approximately 3% of the Borough's population are orange badge holders who require car parking facilities close to the services they wish to use, and have specific requirements in terms of the design of parking spaces and pay and display meters. Within all new development provision should be made to accommodate the requirements of this group. Advice on the appropriate design of such provision is contained within the Institute of Highways and Transportation's publication "*Reducing Mobility Handicaps - Towards a Barrier Free Environment*", a copy of which is available for inspection at the Council's Planning Department.

**POLICY S5 - PARKING AND SERVICING**

THE COUNCIL WILL REQUIRE THE PROVISION OF ADEQUATE CAR PARKING FACILITIES IN ALL NEW DEVELOPMENT PROPOSALS IN ACCORDANCE WITH ITS ADOPTED CAR PARKING STANDARDS. 3% OF CAR PARKING SPACES PROVIDED, WITH A MINIMUM OF 1 SPACE, SHALL BE ACCESSIBLE TO ORANGE BADGE HOLDERS. IN DETERMINING THE EXTENT OF CUSTOMER CAR PARKING PROVISION TO BE MADE ON THE SITE, CONSIDERATION WILL BE GIVEN TO THE PROXIMITY AND USAGE OF PUBLICLY ACCESSIBLE CAR PARKS. STAFF CAR PARKING FACILITIES AND SERVICING PROVISION WILL BE MADE ON SITE.

**Public Car Parks**

- 6.17. Land for the provision of additional car parking facilities to serve town centres is scarce. However, the Council has allocated land at Long Road, as shown on the Proposals Map Inset No.1 as a short stay car park. Appropriate screening will be carried out in association with the development of this land as a car park in order to protect the amenity of adjoining residents.

**POLICY S6 - LONG ROAD CAR PARK**

LAND IS ALLOCATED AT LONG ROAD, AS SHOWN ON THE PROPOSALS MAP INSET NO.1, FOR USE AS A SHORT STAY CAR PARK.

**Environmental Improvements**

- 6.18. The quality of the shopping environment can be a key factor influencing people's choices about where to shop. Canvey, Tarpots and Hadleigh Town Centres have all recently been the subject of pedestrian enhancement schemes which have been welcomed by shoppers and visitors to the area.
- 6.19. In accordance with **Policy CF9**, the Council will seek to ensure that such improvements incorporate improved access for all people with physical or mental disabilities.
- 6.20. Further environmental improvements will be undertaken within Town Centres in order to improve their attractiveness. These may be secured through public finance, or through private finance in association with development proposals.

**POLICY S7 - ENVIRONMENTAL IMPROVEMENTS**

THE COUNCIL WILL SEEK ENVIRONMENTAL IMPROVEMENTS WITHIN TOWN CENTRES IN ORDER TO IMPROVE THE QUALITY OF THE SHOPPING ENVIRONMENT.

**Vehicle And Plant Hire And Sales**

- 6.21. Hadleigh Town Centre is dominated by car sales, which may in part be responsible for the loss of traditional retail frontages and low employment levels. Vehicle and plant hire and sales can create significant highway and environmental problems, particularly where space

is inadequate to allow for self-contained operation, 'clustering' occurs, or where there is a close relationship with a sensitive form of development.

- 6.22. The nature of these uses demands a relatively high level of floorspace, not only for the display and sale of vehicles and plant, but also for their prior storage and preparation and the parking of customer's vehicles. Where insufficient space is available, these activities can spill onto the highway and adjoining residential streets. High concentrations of showrooms, or open sales/display areas may be unattractive in the street scene and vehicle and plant preparation may involve processes intrusive to neighbouring development. In order to ameliorate some of these problems and prevent similar problems in other town centres the following policy will apply:-

**POLICY S8 - VEHICLE AND PLANT HIRE AND SALES**

VEHICLE AND PLANT HIRE AND SALES WILL BE PERMITTED WITHIN ESTABLISHED TOWN CENTRES ONLY WHERE THE COUNCIL IS SATISFIED THAT:-

- i. THE VISUAL IMPACT OF THE PROPOSAL WOULD NOT BE HARMFUL TO THE STREET SCENE. PERMISSION WILL BE REFUSED FOR ADDITIONAL OR EXPANDED OPEN DISPLAY OR SALES AREAS;
- ii. ADEQUATE SPACE IS AVAILABLE FOR THE DISPLAY AND SALE OF VEHICLES, THEIR SEPARATE STORAGE AND PREPARATION, AND THE PARKING OF CUSTOMER VEHICLES; AND
- iii. ADEQUATE SEPARATION FROM NEIGHBOURING DEVELOPMENT IS PROVIDED, PARTICULARLY WITH REGARD TO REAR YARDS AND VEHICLE PREPARATION AREAS, WHERE BOUNDARY WALLS, OF A HEIGHT SUFFICIENT TO SCREEN THE ACTIVITIES WITHIN THESE YARDS FROM THEIR SURROUNDINGS, SHALL BE PROVIDED; THE USE OF RETURN FRONTAGES FOR THE STORAGE, PREPARATION OR DISPLAY OF VEHICLES OR PLANT WILL BE REFUSED.

- 6.23. In order to protect town centre environments and the vitality and viability of these areas the Council will endeavour to restrict uses involving the hire or sale of large or heavy machinery to designated employment areas.

**Local Shopping Parades**

- 6.24. Beyond the principal shopping locations defined in **Policy S1**, the Borough contains a number of local shopping facilities which the Council would wish to see retained due to their importance in meeting the day-to-day shopping requirements of local residents, particularly those without transport. The change of use of the ground floors of the existing shops to non-retail uses could lead to the undermining of the existing shopping function of those areas. However, a proportion of non-retail uses can be accommodated without threatening the ability of the parade to serve a local shopping need. Indeed, services such as banks and doctors surgeries can contribute towards local service provision and can increase activity in the parade. The ability of a local shopping parade to accommodate non-retail uses will largely be dependant upon the need to retain a dominant retail element to the parade.
- 6.25. In all cases, planning permission for non-retail uses at ground floor level in local shopping parades will not be permitted unless it can be demonstrated to the satisfaction of the Council that this would not result in the undermining of the existing shopping function of that area. Thus non-retail uses should not exceed 45% of the length of the frontage within the parade, so as to ensure that retail uses still predominate (see **Appendix 16** for the list of local shopping parade frontages). Where this proportion of non-retail uses is already

exceeded, the Council will resist any further intensification of such uses. Where permission is granted for non-retail uses, that consent will, in appropriate circumstances, be subject to a condition limiting the use permitted to that specified in the application.

- 6.26. The establishment of restaurants, take-aways or any other use that might cause loss of residential amenity will not normally be permitted within isolated shops or smaller parades in predominantly residential areas.
- 6.27. The change of use of one or more isolated units within a predominantly residential area to a residential use will not be resisted, but the change of use to residential of the ground floor of an existing unit in an established local shopping parade will not be considered acceptable.
- 6.28. Within the Conservation Area, the same principles will be applied, but a more flexible attitude towards the mix of uses allowed may be taken if this would lead to the primary goal of achieving the preservation or enhancement of that area.

#### **POLICY S9 - LOCAL SHOPPING PARADES**

THE COUNCIL WILL REFUSE THE CHANGE OF USE OF THE GROUND FLOOR OF AN EXISTING RETAIL UNIT WITHIN A LOCAL SHOPPING PARADE TO A USE FALLING OUTSIDE CLASS A1 OF THE TOWN AND COUNTRY PLANNING (USE CLASSES) ORDER 1987, OR ANY SUBSEQUENT AMENDMENT OF THAT ORDER. EXCEPTIONALLY, USES FALLING OUTSIDE CLASS A1 MAY BE PERMITTED WHERE IT CAN BE DEMONSTRATED THAT THIS WOULD:-

- (i) NOT RESULT IN THE UNDERMINING OR THE ESSENTIAL SHOPPING FUNCTION OF THE PARADE; AND
- (ii) ACCORD WITH ANY OTHER RELEVANT POLICIES IN THE LOCAL PLAN.

- 6.29. Local Shopping Parades are identified on the Proposals Map.

### **Supermarket And Retail Warehouse Development**

- 6.30. In recent years there has been a marked trend, in certain types of retailing, towards larger shops in order to increase efficiency and the range of goods available to the customer and to achieve economies of scale. Supermarkets and hypermarkets require a large floor area, ready access for trade vehicles and sufficient car parking close at hand. Similarly, retail warehouses selling "durable" goods such as carpets, furniture, electrical appliances and DIY products directly to visiting members of the public also require large sites with appropriate parking and servicing arrangements.
- 6.31. The extensive site requirements, volume of traffic movements generated, (less of a problem with retail warehouses, but particularly acute for large scale foodstore developments), and impact on the form and amenity of the built environment, can preclude the establishment of such uses in traditional town centres. Nevertheless, where suitable sites are available and where no serious traffic or environmental problems arise, town centres are the preferred location for such facilities, in accordance with **Policy S1**.
- 6.32. Where suitable town centre sites are not available, or where traffic or environmental considerations preclude the location of such development within town centres, new supermarket developments or retail warehouses may exceptionally be permitted elsewhere within the urban areas of the Borough provided that, either individually or cumulatively with other existing or proposed large scale out of town centre retail development, they would not materially detract from the vitality and viability of an existing town centre and hence



undermine the principles of the shopping strategy. Any development so permitted should not prejudice the provision of any other major land use, particularly the supply of land for employment, housing and open space, and will be subject to the provisions of any other policy contained in this plan. All proposals for supermarket and retail warehouse development will be subject to appropriate retail, traffic and environmental impact assessments and will be expected to satisfy the appropriate site and design requirements specified in the following policy:

**S10 - SUPERMARKET AND RETAIL WAREHOUSE DEVELOPMENT**

SUPERMARKET AND RETAIL WAREHOUSE DEVELOPMENT WILL BE PERMITTED IN EXISTING TOWN CENTRES SUBJECT TO ENVIRONMENTAL AND TRAFFIC CONSIDERATIONS. IF TOWN CENTRE SITES ARE NOT AVAILABLE THEN EDGE-OF-CENTRE LOCATIONS OR LOCAL SHOPPING PARADES MAY BE INVESTIGATED FOR SUPERMARKET AND RETAIL WAREHOUSE DEVELOPMENT, AND THESE WILL BE PERMITTED SUBJECT TO ENVIRONMENTAL AND TRAFFIC CONSIDERATIONS. IN THE ABSENCE OF ANY SUITABLE SITES BEING AVAILABLE IN TOWN CENTRES OR THEIR EDGES, OR IN LOCAL SHOPPING PARADES, SUPERMARKET AND RETAIL WAREHOUSE DEVELOPMENT MAY EXCEPTIONALLY BE PERMITTED ELSEWHERE WITHIN THE BUILT-UP AREA OF THE BOROUGH PROVIDING THIS DOES NOT CONFLICT WITH ANY OTHER RELEVANT POLICIES IN THE PLAN.

ALL LARGE SCALE OUT-OF-CENTRE RETAIL DEVELOPMENT PROPOSALS SHALL BE SUBJECT TO THE FOLLOWING CRITERIA:-

- (i) INDIVIDUALLY OR CUMULATIVELY WITH OTHER EXISTING OR PROPOSED LARGE SCALE OUT-OF-CENTRE RETAIL DEVELOPMENT, IT SHOULD NOT MATERIALLY DETRACT FROM THE VITALITY AND VIABILITY OF ANY EXISTING TOWN CENTRE AS A WHOLE, AND;
- (ii) IT SHOULD NOT PREJUDICE THE PROVISION OF OTHER MAJOR LAND USES, PARTICULARLY THE SUPPLY OF LAND FOR EMPLOYMENT, HOUSING AND COMMUNITY USES SUCH AS OPEN SPACE; AND
- (iii) IT SHOULD NOT GIVE RISE TO PROBLEMS OF ACCESS, ROAD SAFETY OR TRAFFIC CONGESTION; AND
- (iv) IT SHOULD BE ACCESSIBLE TO CAR-BORNE SHOPPERS, TO THOSE USING PUBLIC TRANSPORT, AND TO OTHER USERS; AND
- (v) IT SHOULD PROVIDE ADEQUATE CAR PARKING AND SERVICING ARRANGEMENTS; AND
- (vi) IT SHOULD NOT BE MATERIALLY HARMFUL TO THE VISUAL CHARACTER OF THE AREA OR CAUSE UNREASONABLE LOSS OF AMENITIES OF ADJOINING LAND USERS.

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THE COUNCIL WILL EXPECT PROVISION TO BE MADE FOR THE ESTABLISHMENT OF RECYCLING FACILITIES IN ALL LARGE-SCALE RETAIL DEVELOPMENT.

- 6.33. Where permission is granted for the establishment of a retail warehouse, that permission will be subject to a condition limiting the sale of goods to primarily non-food products, in order to protect the vitality and viability of existing town centres.

***Shopping Provision on Canvey Island***

- 6.34. In 1991 the Council undertook a shopping survey of residents on Canvey Island, the results of which suggested that a significantly high percentage of retail expenditure generated locally was spent in shopping centres on the mainland, both within the Borough and elsewhere, due to a lack of shopping facilities on the Island. In particular, a need for an additional major foodstore was identified, but a high level of expenditure 'leakage' for non-food products was also recorded. The findings were similar to those of a number of independent retail studies undertaken at that time.
- 6.35. It was considered that the provision of one additional major foodstore could be accommodated on the Island without prejudicing the vitality and viability of the existing town centre. The provision of such a facility would help to rectify the current deficiency perceived and would lead to a reduction in the level of expenditure loss from the Island.
- 6.36. As part of the Local Plan process a site for a new foodstore development has been identified on land to the south of Northwick Road, as shown on the Proposals Map. This new shopping area will comprises a major foodstore and limited retail warehouse facilities, with a retail area of approximately 11,612.5 square metres gross (125,000 square feet) .
- 6.37. Development of the site is subject to the revocation of the existing consents for Oil Refineries and associated development, and the removal of all structures from the site, with the exception of the jetty to the south of the site.

**POLICY S11 - FOOD SUPERSTORE AND RETAIL WAREHOUSE DEVELOPMENT**

LAND IS ALLOCATED TO THE SOUTH OF NORTHWICK ROAD, CANVEY ISLAND, AS SHOWN ON THE PROPOSALS MAP, FOR A FOOD SUPERSTORE AND RETAIL WAREHOUSE DEVELOPMENT WITH A COMBINED GROSS RETAIL FLOORSPACE OF APPROXIMATELY 11,612.5 SQ. M (125,000 SQ. FT).

- 6.38. Within the context of **policies S10 and S11** the developments described are defined by reference to Annex A of revised Planning Policy Guidance Note 6 issued June 1996 as follows:

Supermarkets - Single level, self service stores selling mainly food, with a trading floorspace of less than 2,500 square metres, often with car parking.

Retail Warehouses - large single-level stores specialising in the sale of household goods (such as carpets, furniture and electrical goods ) and bulky DIY items, catering mainly for car borne customers and often in out-of-centre locations.

Superstores - Single level, self service stores selling mainly food or food and non-food goods, usually with more than 2,500 square metres trading floorspace with supporting car parking.

**Advertisements*****Siting And Design***

- 6.39. Advertisements are designed to have visual impact, but inappropriately designed and sited advertisements can have a detrimental impact on the street scene. To ensure that advertisements harmonise with and enhance the character of the street or area in which they are located the following policies will be applied:

**POLICY S12 - DESIGN, SITING AND ILLUMINATION OF ADVERTISEMENTS**

ADVERTISEMENTS SHALL BE WELL DESIGNED AND SITED AND RELATE TO THE CHARACTER OF THE BUILDING OR SITE ON WHICH THEY ARE TO BE DISPLAYED AS WELL AS THE SURROUNDING AREA. REGARD WILL BE HAD TO THE LOCATION,

SIZE, MATERIALS, DESIGN, INTENSITY OF ILLUMINATION AND RELATIONSHIP WITH THE BUILDING OR SITE CONCERNED.

**POLICY S13 - PROLIFERATION OF ADVERTISEMENTS**

THE COUNCIL WILL EXERCISE STRICT CONTROL TO PREVENT A PROLIFERATION OF ADVERTISEMENTS, ESPECIALLY ABOVE THE GROUND FLOOR OF RETAIL OR COMMERCIAL PREMISES AND AT PETROL FILLING STATIONS.

***Public Safety***

- 6.40. In order to protect public safety, the Council will not grant consent for advertisements which would have a detrimental effect on the safe operation of any form of traffic or transportation, whether on land, water or in the air. In particular, when considering the impact of a proposed advertisement sited in close proximity to a highway, the Council will take account of the likely effect the proposal would have on the behaviour of vehicle drivers who would see the advertisement, possible confusion that may be caused and the likely effect on pedestrian safety, particularly for the blind, partially sighted and people with physical disabilities.

**POLICY S14 - ADVERTISEMENTS AND PUBLIC SAFETY**

THE COUNCIL WILL NOT GRANT CONSENT FOR ADVERTISEMENTS WHICH WOULD HAVE AN ADVERSE EFFECT UPON THE SAFE OPERATION OF ANY FORM OF TRAFFIC OR TRANSPORTATION, OR UPON THE SAFETY OF PEDESTRIANS.

***Hoardings And Poster Panels***

- 6.41. Large advertisement hoardings and poster panels can be unattractive features in the street scene, out of scale with their surroundings and overdominant in character. Applications for such advertisements will be refused. However, when sited in a predominantly commercial area, hoardings and poster panels may exceptionally be permitted, provided the scale of the advertisement proposed reflects the scale of the building on which it is proposed, and is in keeping with the scale of the adjacent buildings, and the character of the surrounding area.

**POLICY S15 - HOARDINGS AND POSTER PANELS**

PROPOSALS FOR ADVERTISEMENT HOARDINGS AND POSTER PANELS MAY EXCEPTIONALLY BE GRANTED CONSENT WITHIN PREDOMINANTLY COMMERCIAL AND INDUSTRIAL AREAS SUBJECT TO THE FOLLOWING CRITERIA:

- (i) THE SCALE OF THE ADVERTISEMENT PROPOSED SHOULD BE IN ACCORDANCE WITH THE SCALE OF ADJACENT BUILDINGS AND THE CHARACTER OF THE SURROUNDING AREA.
- (ii) WHEN SITED UPON A BUILDING OR OTHER STRUCTURE, THE SCALE OF THE ADVERTISEMENT PROPOSED SHOULD REFLECT THE SCALE OF THAT BUILDING OR STRUCTURE AND ITS ARCHITECTURAL FEATURES.



