

Chesterfield Borough
Local Development Framework

**SUSTAINABILITY APPRAISAL OF THE
DESIGN GUIDE FOR DISPLAY OF
ADVERTISEMENTS IN THE BOROUGH OF
CHESTERFIELD FINAL SUSTAINABILITY
REPORT**



May 2007



INVESTORS IN PEOPLE

ARE WE ACCESSIBLE TO YOU? IF NOT ASK US!

کیا ہم تک آپ کی رسائی ہے؟ اگر نہیں تو ہمیں بتائیے!

你可覺得易於與我們接觸？若不的話，請提出要求。

Czy łatwo jest skontaktować się z nami? Jeżeli nie, powiedz nam o tym!

Siamo accessibili nei vostri riguardi? In caso contrario rivolgetevi a noi!

- 我們想人人能夠明白我們。
- 我們想人人能夠讀給我們聽、與我們交談和寫信給我們。
- 若有提出要求，我們將會免費提供：* 語言傳譯，包括手語傳譯 * 翻譯成其他語言 * 以盲人點字、大字體印刷及錄音帶供給訊息。

請與我們聯絡

請翻閱

請與我們聯絡 -

一般查詢	01246 345345	手機傳文	079609 10264
傳真	01246 345252	環境查詢	01246 345734
房屋查詢	01246 345177	文康設施	01246 345096

- ہم چاہتے ہیں کہ ہر شخص ہمارے بارے میں جان سکے۔
- ہم چاہتے ہیں کہ ہر شخص پڑھ سکے، منگوا سکے اور ہمیں لکھ سکے۔
- چنانچہ درخواست کرنے پر ہم یہ چیزیں مفت فراہم کریں گے: • اشاروں کی زبان سمیت مختلف زبان کے مترجم
- دیگر زبانوں میں تحریری مواد کے ترجمے • بریل، بڑے پرنٹ اور ٹیپ پر تحریری مواد

براہ کرم ہم سے رابطہ کریں

براہ کرم صفحہ 11

براہ کرم ہم سے رابطہ کریں۔

079609 10264	موبائل ایکسٹ فون	01246 345345	عام قسم کے سوالات کے لیے
01246 345734	ماحولیات کے متعلق سوالات	01246 345252	ٹیکس
01246 345096	تفریحی سرگرمیوں کے متعلق سوالات	01246 345177	ہاؤسنگ کے متعلق سوالات

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Table of components

This section indicates the components of this Final Sustainability Report that make up the Environmental Report for the purposes of the SEA Directive (2001/42/EC).

The following (a to j) covers the requirements of the SEA Directive, as referred to in Article 5(1) and where met in this Final Sustainability Report

a) An outline of the contents, main objectives of the plan or programme, and relationship with other relevant plans and programmes.

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5.10 – 5.26

Appendix 3

e) The environmental protection objectives established at international, Community or national level, which are relevant to the plan or programme and the way those objectives and any environmental considerations have been taken into account during its preparation.

5.19 – 5.26

6.2 – 6.6

Appendix 4

f) The likely significant effects on the environment, including on issues such as biodiversity, population, human health, fauna, flora, soil, water, air, climatic factors, material assets, cultural heritage including architectural and archaeological heritage, landscape and the interrelationship between the above factors. (Footnote: These

effects should include secondary, cumulative, synergistic, short, medium and long-term permanent and temporary, positive and negative effects).

5.24

6.2 – 6.4

g) The measures envisaged to prevent, reduce and as fully as possible offset any significant adverse effects on the environment of implementing the plan or programme.

Appendix 4

h) An outline of the reasons for selecting the alternatives dealt with, and a description of how the assessment was undertaken including any difficulties (such as technical deficiencies) encountered in compiling the required information.

6.1, 6.14

3.1 – 3.3

5.9

i) A description of measures envisaged concerning monitoring in accordance with Article.

10.

7.5 – 7.7

j) A non-technical summary of the information provided under the above headings.

1.1 – 1.12

1 Non-technical summary

Introduction

1.1 Chesterfield Borough Council is working towards producing a Local Development Framework - the Chesterfield Borough Development Framework. This framework will contain a range of Local Development Documents setting out the planning policies for the Borough. This document is concerned with the Advertisement Design Guide throughout the Borough and within the Borough's Conservation Areas - a Supplementary Planning Document within the Chesterfield Borough Development Framework.

1.2 One of the aims of the Chesterfield Borough Development Framework is to ensure that it contributes to sustainable development. This means balancing social, environmental and economic needs both now and in the future. To help ensure that the Advertisements Design Guide is sustainable a process called Sustainability Appraisal has been undertaken. This has incorporated the requirements of the "Environmental Assessment of Plans and Programmes Regulations 2004" which implements European Directive 2001/42/EC on the assessment of the environmental effects of certain plans and policies. This non-technical summary sets out a summary of the findings.

Advertisement Design Guide

1.3 The Advertisement Design Guide has been developed taking into account the requirements of a wide range of documents, including the Government's national guidance (Planning Policy Guidance and Statements) and guidance. It also reflects local needs and requirements. As a result, the following objectives have been devised for the Advertisements Design Guide:–

- To inform and assist potential applicants in understanding what type of advertisements are considered acceptable by the Local Planning Authority.
- To ensure that new advertisements in are sympathetic to the character of the area and amenity of the locality.

Baseline information and scope.

1.4 There is limited baseline data relating to advertisements within and out of conservation areas in the Borough. The preliminary consideration of matters for inclusion in the Sustainability Report identified two areas where some data was gathered, a report using the Local Planning Authorities database analysing

approvals and refusals on a Ward by Ward basis throughout the Borough and analysis of signage as detailed at 5.9 to 5.15 and Appendix 3..

1.5 A scoping document and scoping sustainability appraisal were prepared and subject of wide consultation from 20th November 2006 for a period of 4 weeks. This included a questionnaire on the scope and sustainability appraisal as well as a workshop on the documents on 6th December 2006. The document, responses and summary of changes are at appendix 1.

1.6 In order to assess how the Advertisements Design Guide contributes to sustainability, a set of sustainability objectives and indicators was developed. The objectives and indicators are as follows:

The Sustainability Framework

1.7 In order to assess the impact of the SPD on issues of environmental, economic and social importance a set of objectives are established, against which the SPD can be tested. Objectives formed the basis of the Sustainability Appraisal of the Local Plan and continue to be refined in accordance with the Regional Spatial Strategy for the East Midlands Sustainable Appraisal framework as outlined in September 2006.

1.8 The study work and objectives formed the basis of the sustainability appraisal for consultation on the draft documents between 22nd January 2007 and 5th March 2007. This included a questionnaire on the Draft Design Guide and Draft Sustainability Appraisal. The document, responses and summary of changes are at appendix 5. The objectives presented below are therefore considered to represent the key sustainability issues in Chesterfield.

Sustainability objectives

1.9 The sustainability objectives were compared with those of the Advertisement Design Guide to determine whether there are any areas where the objectives conflict. The results from this assessment showed that there are no potential conflicts. See part 6.

Assessment of options

1.10 As part of the preparation of the Advertisement Design Guide, the option of preparing the Guide was compared with the 'do-nothing' option of not preparing the Guide. The results of the appraisal of the 'do nothing' option showed that this option has negative and neutral effects. To reduce the neutral effects, special consideration would have to be given to measures to improve the standard of advertisements in particular in conservation areas. The most effective means of doing this is through a specific design guide.

Assessment of preferred option

1.11 The preferred option therefore is to proceed with the adoption of the Advertisement Design Guide as a supplementary planning document. The results of the appraisal of this option showed that it would only have positive effects. There would be no negative effects. It is concluded therefore that the Design Guide will enhance sustainability.

Monitoring

1.12 It is important to monitor the Design Guide in order to identify any unforeseen effects on sustainability and to enable appropriate remedial action to be taken. Monitoring allows the actual effects of the Design Guide to be tested against those predicted in the sustainability appraisal. It is intended that the sustainability monitoring will be incorporated into existing monitoring arrangements and be included in the Annual Monitoring Report.

2 Introduction

2.1 The purpose of the sustainability appraisal is to promote sustainable development through better integration of sustainability considerations into the preparation of a Plan. It can be used to highlight problem areas where a Plan may not contribute to sustainable development. By identifying these problems at an early stage as part of preparation of the Plan, it can be changed to make it as sustainable as possible.

2.2 Sustainability appraisal has been built-in to the process of preparing the Advertisement Design Guide. A preliminary scoping exercise for inclusion in the Sustainability Report was published for consultation as part of the process of informing and preparing the sustainability appraisal of the scope of the Design Guide.

2.3 Subsequent to that exercise a further consultation was undertaken from 22nd January 2006 to 5th March 2006. This examined the options of either preparing or not preparing a Guide, appraised them and made recommendations on their overall sustainability effects. The Planning Team took these recommendations into account when preparing the Design Guide. The Draft Sustainability Appraisal Report was published for consultation and used to inform this 'Final Sustainability Report' following the public consultation.

3 Appraisal Methodology

3.1 The approach that has been followed in undertaking this sustainability appraisal has been in three stages –

- Preliminary consultation and consideration on the scope of matters for inclusion in the Sustainability Report and Guide
- Preparation of the draft Design Guide and consultation with its draft Sustainability Report
- Final Sustainability Report.

3.2 The first stage was the preliminary consideration of matters for inclusion in the Sustainability Report, which set out some baseline information, and the objectives and indicators for the sustainability appraisal. Consultation was undertaken between from 20th November 2006 for 4 weeks including a workshop on 6th December 2006. The Scoping Document, results of this exercise and responses are set out at appendix 1.

3.3 The preparation of the draft Design Guide set out the results of the appraisal of Advertisement Design Guide options and made recommendations on their overall sustainability effects. The 'Draft Sustainability Report' was prepared to appraise the draft Design Guide. Consultation was undertaken from 22nd January 2007 for 6 weeks ending on the 5th March 2007. Results of this exercise and responses are set out at appendix 5.

4 Background

The concept of sustainable development

4.1 The concept of sustainable development has been widely used since the Earth Summit at Rio de Janeiro in 1992 and is commonly defined as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs' (Brundtland Report, 1987). It seeks to achieve a better quality of life for everyone, now and in the future, while protecting and where possible enhancing the environment. This requires an integrated approach to deliver social progress and economic growth and maintain the quality of our natural environment. The Government has produced a new Sustainable Development Strategy (March 2005), which sets out their guiding principles as being:

- Living within Environmental Limits
- Ensuring a Strong, Healthy and Just Society
- Achieving a Sustainable Economy
- Promoting Good Governance
- Using Sound Science Responsibly.

Sustainability Appraisal and Strategic Environmental Assessment

4.2 There is now an international and national commitment to achieving sustainable development, and this has been incorporated into laws, guidance and advice. One of the means by which sustainable development can be achieved is through the planning process. In line with the Planning and Compulsory Purchase Act 2004, Local Development Frameworks (LDFs) containing a number of Local Development Documents (LDDs) are being produced which set out plans, policies and guidance in relation to the type of development that can take place in an area. These plans and policies can help to achieve sustainable development as they aim to ensure that development meets the needs of people living and working in an area, whilst at the same time ensuring that it is sited in such a way as to protect the environment.

4.3 As economic, social and environmental needs may conflict, it can sometimes be hard to balance all of these issues. In response, the Government has set out a requirement for a 'sustainability appraisal' of emerging Local Development Documents to be undertaken, to ensure that this balance of issues is achieved as far as possible.

4.4 In addition to the Government's requirement for a sustainability appraisal, EU legislation (SEA Directive 2001/42/EC) requires that an assessment of the

environmental effects of certain plans and policies (including planning documents) is undertaken. There is a large amount of overlap between the EU 'strategic environmental assessment' (SEA) and the UK sustainability appraisal process, and the Government has produced guidance (*Sustainability Appraisal of Regional Spatial Strategies and Local Development Frameworks*, ODPM 2005) on how the SEA requirements can be met whilst undertaking a sustainability appraisal. Unless otherwise stated in this document it should be assumed that references to sustainability appraisal (SA) incorporate the requirements of SEA.

What does the Sustainability Appraisal process achieve?

4.5 By undertaking a sustainability appraisal it is possible to look at the range of policies and plans contained in the Local Development Documents and examine how they contribute to the aim of sustainable development. By looking at every LDD in this manner it is possible to identify areas where plans may not contribute to sustainable development. By identifying these problems at an early stage, plans can be changed to make them as sustainable as possible, although other priorities may limit what can be achieved.

What is the process of Sustainability Appraisal?

4.6 The sustainability appraisal requires an examination of the state of the plan area as it is today and how it may change in the future, together with an identification of the key issues that could affect the sustainability of the area. Using this information it is possible to develop sustainability objectives and indicators against which the LDD can be measured to decide how it contributes to sustainable development and enable appropriate amendments to be made to policies. The objectives and indicators also enable the success of the plan to be tested once the plan is adopted.

4.7 There are several documents that will be contained within Chesterfield's Development Framework - the Chesterfield Borough Development Framework. At this stage the sustainability appraisal will focus on Advertisement Design Guide Supplementary Planning Document for the Chesterfield Borough Development Framework. Other documents within the Chesterfield Borough Development Framework will also require sustainability appraisals.

Design Guide objectives and outline of contents

4.8 The draft Guide was adopted on 30th April 2007 as a Supplementary Planning Document, supplementary to saved policy EVR 24 of the Chesterfield Borough Local Plan.

4.9 The Chesterfield Borough Local Plan was adopted in June 2006. It contains the following aims:

“to improve the quality of life for people in Chesterfield borough so that residents, workers and visitors can benefit from what the area has to offer”

The implementation of the plan will provide for the development needs of the borough up to 2016 to achieve this vision by:

- **promoting economic prosperity** through developing a vibrant, diverse and sustainable economy;
- **encouraging a more cohesive and inclusive society** by promoting safe communities, sustainable development, healthy living, tackling deprivation and poverty, eliminating discrimination and inequality and encouraging life-long learning, enjoyable use of leisure time and active citizenship;
- **creating a high quality environment** by improving the quality of homes and neighbourhoods and protecting and caring for the environment.

The council is committed to sustainable development throughout this vision. Sustainability is also one of the five guiding principles in the Community Strategy which sets out seven community themes. These themes form the basis for establishing community priorities and creating action plans to deliver real changes that will improve quality of life. The themes are:

- Crime and community safety
- Economic regeneration
- Environment and transport
- Healthy communities and well-being
- Homes and neighbourhoods
- Leisure and culture
- Lifelong learning

The borough also has an important historical and architectural heritage. There are a number of conservation areas, buildings of architectural or historic interest, archaeological sites and historic parks and gardens which form an important part of the borough’s built environment and make a significant contribution to its character. The local plan sets out policies to ensure that all of these areas are protected.

The indiscriminate siting of advertisement hoardings and the inappropriate use of illuminated signs and fascias can detract from the quality of Chesterfield’s streets and can be highly intrusive to the settings of public spaces.

Whilst recognising the needs of business to advertise, it is important to ensure that the size, form and design of advertisements does not lead to a reduction in visual amenity. It is especially important to protect the character of Conservation

Areas, the setting of listed buildings and residential areas. The safety of drivers, cyclists and pedestrians must also be taken into account.

The erection of permanent poster display boards is not generally compatible with the borough council's aim to improve the quality of the town's built environment. However, there may be particular instances where they can be used to screen sites which are likely to remain unsightly or derelict for some time. In such cases associated landscaping will be required.

4.10 **POLICY EVR 24** states –

ADVERTISEMENT CONSENT WILL ONLY BE GRANTED PROVIDED THAT THE ADVERTISEMENT:

(a) DOES NOT HARM THE APPEARANCE, CHARACTER OR SETTING OF ITS SITE OR SURROUNDINGS BY REASON OF ITS SCALE, DETAIL OR DESIGN; AND

(b) PRESERVES OR ENHANCES THE SPECIAL CHARACTER OF CONSERVATION AREAS AND DOES NOT HAVE AN ADVERSE EFFECT ON THE SETTING OF LISTED BUILDINGS; AND

(c) DOES NOT HAVE AN ADVERSE EFFECT ON PEDESTRIAN, CYCLIST OR VEHICLE TRAFFIC SAFETY; AND

(d) IF SITED ON A BUILDING, IS PLACED SYMMETRICALLY ON THE BUILDING AND DOES NOT CUT ACROSS ARCHITECTURAL FEATURES; AND

(e) IS ACCOMPANIED WITH LANDSCAPING, FENCING AND SCREENING DETAILS ON ASSOCIATED LAND WHERE APPROPRIATE.

PROPOSALS FOR THE ERECTION OF ILLUMINATED ADVERTISEMENTS WILL BE GRANTED PROVIDED THAT ANY ILLUMINATION IS NOT DETRIMENTAL TO THE VISUAL AMENITY OF THE AREA AND DOES NOT HARM LIVING CONDITIONS BY REASON OF ITS SCALE, COLOUR, DIRECTION OR INTENSITY

4.11 The Guide has become the Local Planning Authority Advertisement Design Guidance for the first time.

Compliance with regulations

4.12 This final Sustainability Appraisal Report has been prepared in accordance with draft Government guidance. It meets the requirement of the Planning and Compulsory Purchase Act 2004 for the Plan to be subject to sustainability appraisal. It also meets the requirements of the SEA Directive 2001/42/EC for the Plan to be subject to an environmental assessment. (The way in which the specific requirements of the SEA Directive have been met in this document is sign posted in the Table of Components on page 1.)

5 Sustainability objectives, baseline and context

Links to other strategies, plans and programmes

5.1 As a supplementary planning document the Advertisement Design Guide is required to be supplementary to the Chesterfield Borough Local Plan and policy EVR 24 in particular. In addition, it must be in accordance with Government national guidance. It will also reflect local needs and requirements.

5.2 Appendix 2 provides a comprehensive outline of the plans that will influence the Advertisements Design Guide. A brief summary of the key documents is set out below.

5.3 There are different levels of plans and strategies that affect Advertisements Design Guide. Apart from relevant legislation, at a national level Planning Policy Guidance notes (PPG19 and PPG 15) set out the Government's policies on Outdoor Advertisement Control and development in Conservation areas.

5.4 Section 72, subs 1, of the Planning (Listed Buildings and Conservation Areas) Act 1990, places a general duty on local planning authorities as respects conservation areas in the exercise of their planning functions:

"In the exercise, with respect to any buildings or other land in a conservation area, of any [functions under or by virtue of]... special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the conservation area".

5.5 Section 3, subs (1) and (2), of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 reads:

*"A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material and any other relevant factors, –
Without prejudice to the generality of paragraph (1)(b) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding if they think fit, any advertisement being displayed there".*

5.6 Planning Policy Guidance Note 19 (Outdoor Advertisements) states: *Many LPAs have adopted (usually after public consultation) policies, often with associated design guidance, controlling outdoor advertisements in their area, or in particular parts of their area where the display of poorly designed*

advertisements will be especially harmful. Such policies and guidance can be helpful in advising prospective advertisers on the type of advertising displays that are likely to prove acceptable in the locality. The policies are sometimes associated with policies for the development of shop-fronts or commercial premises in High Street locations, or with policies for conservation areas. These policy statements will be a material factor in considering an advertisement application: as in other planning proceedings, those that are incorporated in a statutory development plan will be accorded greater weight as a material consideration. Policy statements should give clear guidance to prospective advertisers on the likely acceptability of their proposals and provide a basis for rational and consistent decisions on advertisement applications. Design guidance should allow for flexibility in design, avoiding excessive prescription and detail, and concentrating rather on the broad framework within which advertisement proposals will be considered. But even though advertisement control policies or design guidance may have been formulated having regard to matters of amenity and public safety, references to these policies and guidance cannot by themselves be the decisive factor in determining whether an advertisement is to be permitted. Because the Advertisements Regulations require that applications be considered only in the interests of amenity and public safety, taking account of any material factors, it will always be necessary to assess the specific amenity and public safety merits of the proposed advertisement display (including relevant factors mentioned in this Guidance) in relation to the particular application site.

5.7 Planning Policy Guidance Note 15: 'Planning and the Historic Environment', reaffirms the duty imposed on the local planning authority to ensure that development within conservation areas preserves or enhances their character. More specifically, it refers to advertisements in paras 4.31 – 4.37:

'Local planning authorities may wish to adopt advertisement control policies as part of their duty to formulate and publish proposals for the preservation and enhancement of conservation areas. Such policies can inform prospective advertisers about the type of displays likely to prove acceptable in an area'.

And

'Attention is drawn to the value of education and co-operation to help prevent unsympathetic advertisements'.

Baseline characteristics and issues

5.8 It is important to have an understanding of the state of the Borough today so that the effect of the Advertisement Design Guide can be measured over time. This 'baseline' information can also be used to help to identify sustainability issues and from this it is possible to devise 'sustainability objectives and indicators' against which policies can be tested to examine how they contribute to sustainable development.

5.9 The baseline information is summarised below but shown in detail at appendix 3. The discussion of each topic is followed by considering key issues and challenges that need to be taken into account when preparing the Design Guide. In collecting the baseline information a problem is data availability pre 2004. At present there is no readily available information prior to that.

5.10 Chesterfield Borough has an important historical and architectural heritage across its full expanse. There are a number of conservation areas, buildings of architectural or historic interest, archaeological sites and historic parks and gardens which form an important part of the borough's built environment, significantly contributing to its character. The Town Centre retains many small scale buildings which reflect its Market Town heritage as, similarly, do the Conservation Areas of Brimington and Staveley and the other District and Local Centres.

Environmental

5.11 Some data is available from the Local Planning Authority's database of applications. The database holds information on advertisement consent applied for. In each circumstance the application would have been approved or refused. Further data is collected in respect of investigations into advertisements displayed illegally. This information can be extracted for those applications and offences within all Wards and refined for conservation areas. The percentage of approvals versus refusals and awareness of illegal advertisements would indicate the general standard of applications being submitted to the council. As the standard of applications improves, one would expect the number of refusals to fall and the number of illegal advertisements to diminish as the environmental standards improve the culture within which some will continue to display advertisements illegally.

5.12 Formation of a report on this system would allow the Local Planning Authority to monitor this as a trend on a regular basis. This would allow some interpretation of the effect that the Advertisements Design Guide might have on the quality of applications being made.

5.13 Clearly there is a perceived problem with advertisements in the Borough, this is why such a Design Guide is being considered, however there has been no baseline information regarding the quality of the existing advertisements within or out of the Conservation areas. To remedy this deficiency, a study has been conducted in the following manner:

Conservation Areas Assessed:

- ◆ Chesterfield Town Centre Conservation Area (incorporates Church Close)
- ◆ Staveley Town Centre Conservation Area
- ◆ Brimington Conservation Area

Conservation Areas Not Assessed:

- ◆ Somersall Lane (non commercial)
- ◆ Old Whittington (non commercial)
- ◆ Queens Park (non commercial)
- ◆ Eyre Chapel (non commercial)
- ◆ Abercrombie Street
- ◆ Spencer Street

District Centres are generally located on arterial and main routes within the Borough and present a similar general mix of predominantly commercial uses. The area subject of the second highest number of applications for Advertisement Consent (18) is the Moor Ward which contains the Whittington Moor District Centre.

District Centre Assessed:

- ◆ Whittington Moor

5.14 This study involved analysing the quality of existing advertisements of all types whether benefiting from deemed consent, express consent or simply illegal, their relationship to the building on which they were situated, in relation to the effect on the street scene and local character. The study could be carried out again on the same basis at later intervals to assess trends. This could be used as an indicator for the second aim of the Design Guide, but will also address the environmental issues with respect to the sustainability objectives and indicators. However as the intention of the Guidance is to seek improvement, any view can be relative to the time at which it was given so the further reviews must take account of where we have come from. It is likely that the views of initial contributors to the process, revisited in the future, may present a valuable further perspective.

5.15 The results of the survey are reported in Appendix 3. In summary it appears that half of all advertisements displayed give cause for concern. This concern lessens on streets with a predominance of Listed Buildings or, indeed, within the modern Vicar Lane development. It is likely that the database report will provide a useful tool in monitoring trends at a later date.

Key issues and challenges

5.16 The Advertisement Design Guide will need to consider how the planning system can influence the design advertisements so as to improve the character and visual amenity of an area and the conservation areas.

5.17 It is unlikely that the Advertisements Design Guide will have a direct impact on social matters. However there are links between good quality design and good quality environments, and the reduction of crime. These are not likely to be easily quantifiable.

Economic

5.18 There are no economic issues that would be directly affected by the Advertisement Design Guide. However there is research that suggests that good design increases the economic value of buildings and areas, as opposed to poor design, which can reduce values, particularly in town centres. This effect is difficult to quantify and a non-viable avenue to pursue. What is clear is that good and consistent advice should result in less waste in time and materials in advance of acceptable signage being finally fixed to a building.

The sustainability appraisal framework

5.19 One of the aims of the Local Development Framework is to improve the sustainability of the Borough and undertaking a sustainability appraisal is a means of helping achieve this. In order to help to assess the sustainability of the policies in Local Development Documents and to monitor their success in sustainability terms, it is helpful to identify sustainability objectives and indicators.

5.20 At the Rio de Janeiro Earth Summit in 1992, over 170 governments from around the world agreed to work towards a common goal - sustainable development. This agreement became known as Agenda 21. Included within the agreement every local authority had to develop a Local Agenda 21 Strategy by 1996, detailing how they would take action to:

- Reduce our use of energy and raw materials
- Reduce our production of pollution and wastes
- Protect fragile ecosystems
- Share wealth, opportunities and responsibilities globally, nationally and locally

The principles of Chesterfield's LA21 Strategy have now been subsumed into the Community Strategy.

In 2000, the Government introduced legislation to direct local authorities to develop Local Strategic Partnerships and Community Plans. The Local Government Act 2000 is intended to improve economic, social and environmental well-being in each local authority area. This act has made it a legal requirement

for all local authorities to consider all aspects of sustainable development in all its activities.

5.21 In 2002, Chesterfield Borough Council in conjunction with other local partners, published its first Community Strategy for Chesterfield and North East Derbyshire. There are five guiding principles to this strategy which underpin everything that the Council does. One of these principles is Sustainability. The Community Strategy states that the Council will find solutions to the challenges that face our communities that: Reduce any negative impact on the environment we live in; Develop long term solutions that will also provide short-term benefits; Ensure a better quality of life, both now and for future generations to come

5.22 The limited focus of Advertisement Design Guide means that it would be inappropriate to adopt all of these objectives in undertaking a sustainability appraisal of the Guide. This is because the Guide will not have any effect on most of these matters. Instead the sustainability objectives, identified in the scoping exercise and part 6 are proposed.

5.23 In addition to the objectives, a set of indicators has been set out which will enable the effect on sustainability to be measured.

5.24 By highlighting key aspects of environmental, social or economic performance, indicators can help with:

- assembling the evidence base for the appraisal process
- identifying important issues and problems that should be addressed in future Local Development Documents
- monitoring the effects of policies and proposals once they are implemented.

The list of indicators has been refined through consideration of their soundness, data availability and views of key stakeholders. Some of the indicators may be useful for more than one objective, however they are only given once to avoid duplication of information.

5.25 By definition, indicators are selective in the information they provide. While those chosen are reflective of the various appraisal objectives, it is inevitable that they capture only some dimensions of the area's environmental, social and economic conditions. In particular, an indicators based approach is not the best means of reporting qualitative information or spatial variations at the local level. For this reason the baseline assessment supplements the indicators with a broader discussion of the area's characteristics, providing a more rounded basis for identifying key issues and problems.

5.26 The sustainability objectives and related indicators are set out in part 6.

6 Issues, options and policies

Strategic options considered

6.1 The purpose of the Advertisements Design Guide is to provide guidance on matters relevant to new advertisements throughout the Borough and in conservation areas. It is supplementary to the saved Chesterfield Borough Local Plan Policy EVR 24. In addition to appraising the Guide, a 'do-nothing' alternative has also been appraised, in other words, an assessment of the effect of not producing the Guide.

SA Framework objectives

SA objective	Indicator – Further Source
Environmental issues	
A Create or enhance places and buildings that look and work well	Report from planning database on the Borough wide history on refusals and approvals of advertisements within and without conservation areas since 2004. Survey of existing advertisements. Comments from the scoping exercise and draft consultation.
B Make settlements more “Human” in scale and form	Survey of existing advertisements Comments from the scoping exercise and draft consultation.
C Value and protect the local distinctiveness of the Borough	Survey of existing advertisements. Comments from the scoping exercise and draft consultation.
D Strengthen the local community and cultural identity E Cultural Heritage (EMSA – To protect and enhance the rich diversity of the natural, cultural and built environment and archaeological assets of the “region”)	Survey of existing advertisements. Comments from the scoping exercise and draft consultation.
F Material Assets (EMSA – To protect and enhance the rich diversity of the natural, cultural and built environment and archaeological assets of the “region”)	Survey of existing advertisements. Comments from the scoping exercise and draft consultation.
G Landscape (EMSA – To protect and enhance the rich diversity of the natural, cultural and built environment	Survey of existing advertisements. Comments from the scoping exercise and draft consultation.

and archaeological assets of the “region”)	
Social issues	
None relevant to Advertisements Design Guide – Issues of morality are outside the direct controls which can be applied.	
Economic issues	
H There are no economic issues that would be directly affected by the Advertisement Design Guide, however research suggests that good design as opposed to poor design can have a positive economic effect.	Survey of existing advertisements. Comments from the scoping exercise and draft consultation.

6.2 Recommendations for increasing the positive effects on SA objectives, and reducing negative effects are provided throughout the SA process.

6.3 To provide further detail around these objectives, an appraisal matrix is framed to examine different aspects of the particular objectives which the limited scope of the SPD (Advertisement Design Guidance) incorporates, with a view to establishing how the SPD influences each objective. This gives a simple visual indication of the relative impacts of a policy or guidance.

SA Framework Objective Matrix.

6.4 The effects of the objectives A – H are assessed in a framework in the following manner and have been considered as only having positive or neutral effects:

Objective	Substantially Negative	Negative	Neutral	Positive	Substantially Positive
A					❖
B				❖	
C					❖
D			❖		
E				❖	
F				❖	
G				❖	
H			❖		

Comparison of the sustainability effects of the options

6.5 It is important that the objectives of the Advertisement Design Guide are in accordance with sustainability principles. In order to achieve this they have been tested for compatibility with the sustainability objectives.

Testing objectives

	Advertisement Design Guidance – Design Guidance Objectives	
Sustainability Objectives	Inform and assist potential applicants in understanding what type of advertisements are considered acceptable by the Local Planning Authority	Inform and assist potential applicants in understanding what type of advertisements are considered acceptable by the Local Planning Authority in Conservation Areas
A	Positive and compatible	Positive and compatible
B	Positive and compatible	Positive and compatible
C	Positive and compatible	Positive and compatible
D	Positive and compatible	Positive and compatible
E	Positive and compatible	Positive and compatible
F	Positive and compatible	Positive and compatible
G	Positive and compatible	Positive and compatible
H	Positive and compatible	Positive and compatible

6.6 A key element of sustainability appraisal is the consideration of alternative options. During the drafting of the SPD alternative ways of achieving the SPD's objectives are considered and assessed using the same criteria.

6.7 The appraisal evaluates the sustainability of these two options using the Sustainability Appraisal Framework. The alternatives are assessed to determine whether they support or conflict with each sustainability objective, the size of impact and how this may change over time. Each detailed assessment was supported by comments to explain or clarify the rating and a summary of its overall impact. See appendix 4.

6.8 In summary, the 'do-nothing' approach has negative and neutral effects. A negative effect arises because, without the guide, potential applicants remain unaware of the Local Planning Authority's stance on such matters, thus the quality of applications is unlikely to improve. Often this will lead to an increase in unauthorised advertisements. The quality of advertisements relies heavily on effective enforcement and continual negotiation by Local Planning Authority officers at application stage. Both actions are time consuming and less cost effective than the education of potential applicants prior to submission of applications. Neutral effects arise, because current considerations ensure that development proposals take into account matters such as the character of buildings and areas. However, special, and detailed consideration would have to be given to proposals for advertisements in Conservation areas. The most effective means of doing this is through a specific design guide.

6.9 In conclusion, Advertisement Design Guide is more sustainable than a 'do-nothing' alternative.

Other options considered

6.10 No other options have been considered.

The consideration of the preferred option

6.11 The preferred option therefore is to adopt the Advertisement Design Guide as a supplementary planning document. The results of the appraisal of this option in Appendix 4 show that it would have entirely positive effects. There would be no negative effects. It is concluded therefore that the Design Guide will enhance sustainability.

6.12 The Design Guide addresses numerous matters relating to advertisements. Given the number of issues addressed in the guide and the level of detail contained within them it is not considered appropriate to individually appraise them here.

Proposed mitigation measures

6.13 As no negative effects have been predicted by the appraisal, no mitigation measures are necessary.

Uncertainties and risks

6.14 No uncertainties and risks have been identified.

7 Implementation

Links to other tiers of plans and programmes

7.1 It is a requirement that the Advertisements in Design Guide generally conforms to higher-level plans in the plan making hierarchy. In this case, the Guide is adopted as a Supplementary Planning Document, supplementary to saved policy EVR 24 of the Chesterfield Borough Local Plan. It is in conformity with the Local Plan generally and policy EVR 24 specifically.

7.2 It follows that, where the Advertisement Design Guide implements decisions already taken at the higher level, the sustainability appraisal will not need to look at these decisions again. Also, where the Advertisement Design Guide policies relate to those at the higher level, the sustainability appraisal of the higher-level plan may help to inform this sustainability appraisal.

7.3 In preparing the Chesterfield Borough Local Plan, a Sustainability Appraisal was carried out. Each of the policies was appraised against criteria and Policy EVR 24 (then EV 25) was assessed to have a beneficial impact on creating or protecting a high quality environment and promoting economic prosperity but have no relationship with the other criteria.

7.4 This reinforces the results of this appraisal that the Design Guide would have a positive effect on sustainability.

Proposals for monitoring

7.5 It is important to monitor the Design Guide in order to identify any unforeseen effects on sustainability and to enable appropriate remedial action to be taken. Monitoring allows the actual effects of the Design Guide to be tested against those predicted in the sustainability appraisal. It helps to ensure that problems that arise during implementation can be identified and future predictions made more accurate. It is important to distinguish the monitoring of the performance of the Design Guide against sustainability objectives and monitoring against the Design Guide's objectives. Both should be done but only the former is relevant to the sustainability appraisal process.

7.6 Monitoring will cover the indicators used herein and the baseline information in Appendix 3. It will be important to verify that the positive effects predicted actually do occur. Cumulative, secondary and synergistic effects should also be considered. Both change in the indicators for the Plan area and change relative to the wider area (Borough, County and National level where appropriate) should be monitored.

7.7 It is intended that the sustainability monitoring will be incorporated into existing monitoring arrangements and be included in the Annual Monitoring Report that the Council is required to produce. It is possible that existing monitoring arrangements will help provide relevant information. Where monitoring identifies unforeseen adverse effects, such as an increase in successful appeals (there have been none since 2004) it will be appropriate to consider in the Annual Monitoring Report whether remedial action is needed. This could include reviewing the Design Guide or making recommendations on the implementation of specific policies.

Appendix 1 - Responses to Scoping Document and Scoping Sustainability Appraisal

Summary of comments	Response and proposed change in Draft Sustainability Report
Countryside Agency	No comments. Noted. No change.
Mark Shewring (CBC)	<p><i>What lead us to identifying a need for guidance? Already covered. No change.</i></p> <p><i>Consistent approach toward consideration of advertisement applications...? Correct. No change.</i></p> <p><i>Have we decided not to do specific consultee at this stage? Incorrect observation. No change.</i></p> <p><i>At what point do we change the policy identifier? Legal advice sought. No change.</i></p> <p><i>I am not sure we can describe the process we went through as that required under SEAD I think the reason we got the CBLP through by July 06 was that we didn't have to comply with the need for SEAD. Incorrect. No change</i></p> <p><i>The large number of refusals in town centre are an indication of a lack of awareness of what the council expects of advertisement displays in the Conservation Area. Correct. No change</i></p> <p><i>The illegal displays are either a lack of awareness of the regs, an unwillingness to wait/ failure to prepare for consent or an expectation of refusal. The figures might show an increased level of enforcement activity on our part. Not the case in respect of enforcement. No change.</i></p> <p><i>First graph relates to St Leonards only? if so perhaps label graph accordingly. Minor change</i></p> <p><i>Second graph ? Could you label Lowgates and Woodthorpe and Middlecroft and Poolsbrook which contains the Staveley District Over detailed suggestion. No change.</i></p>
D & H International Signs	Unable to assist. Noted. No change.
National Trust	No comments – wished the Borough well! No change.
Mr R J Pounder	<p><i>Should consult the Fire Service and HSE “light pollution outside of Town Centres.”</i></p> <p>Public Safety is already a very limited consideration (not a fire issue) – HSE do not want consulting on adverts. No change.</p>
B Arrandale	<p><i>“Higher standards” must be included for the Conservation areas, whilst being mindful of the conflict as 3.6 of the SPD – Confirms position of SA Scope. No change.</i></p>
B Bingham	<p><i>Agreed Q1 – Enamelled signs should be considered. Agreed Q2 – ensure the signs do not look an eyesore. Consult the people who its going to effect. Later on consult business premises and householders living nearby. The type and design of the sign is very important and should not be considered lightly, although cost is an important factor. Would like to attend the meeting. No change.</i></p>
Sport England	No comment, No change.

Appendix 1 - Responses to Scoping Document and Scoping Sustainability Appraisal

<p>M Wrigglesworth</p>	<p><i>Guidance should be for longer than 3 years. It is. No change.</i> <i>1.Happy with current policy EV25 and consultation scope. Concerns over light pollution and poor address signing. Would like to attend the meeting. 2. Important to get it right first time because of length of time to remove unacceptable advertisements. Confirms position of SA Scope. No change. Keep it simple and if any guidelines get in the way of common sense, then common sense must prevail. This is a judgement issue which should be helped by the advice. No change.</i></p>
<p>Crime Prevention Officer</p>	<p><i>Potential problems with projecting signs obstructing CCTV, suggest consultation with CCTV department. This is a matter to be referred to in the “Designing out Crime” Local Development Document as it extends advertisement control beyond it’s current legal remit. No change.</i></p>
<p>Chris Thomas Ltd (Outdoor Advertising Association and British Sign & Graphics Association)</p>	<p><i>Agreed the proposed objectives. No change.</i> <i>Proposed Sec 7 better as Sec 3 – National Policies (15 & 19) should inform Local Policies so they follow and are consistent. Fuller expansion in draft.</i> <i>Should consult British Sign & Graphics Association (through writer) Added.</i> <i>Draws attention to PPG19 paragraph 17. To include in further detailed drafts.</i></p>
<p>Derbyshire County Council</p>	<p><i>No comments at this stage – will comment on LDF documents. No change.</i></p>
<p>Natural England</p>	<p><i>Supports the objectives as well as C & G in SA Framework (impact on local distinctiveness and landscape). No change.</i> <i>Introduction to include description of the Borough in terms of it’s special characteristics and features which make it distinctive – This will be included in more detailed draft documents.</i></p>
<p>Environment Agency</p>	<p><i>No comments. No change.</i></p>
<p>East Midlands Regional Assembly</p>	<p><i>RSS8 Policy 4 promotes better standards in design and construction, which includes taking account of local natural and historic character.</i> <i>RSS8 Policy 27, protection of regions natural and cultural assets.</i> <i>RSS8 Policy 31, protection of historic assets and their settings, retention of local distinctiveness.</i> <i>The 10 Regional core objectives are a comprehensive benchmark. For SA scope. Insofar as the derivation of the proposed document flows from National Guidance (PPG 19 and 15) EMSA, the saved Local Plan and Policy EV25, further reference to RSS in relation to Advertisements (which are not classed as “development”) are not needed. No change.</i></p>
<p>Derbyshire Directorate GOEM</p>	<p><i>Ensure document is linked to saved Local Plan and have regard to PPG19. No change.</i></p>
<p>Spectrum Sign & Display</p>	<p><i>Everything is covered. No change</i></p>

Appendix 1 - Responses to Scoping Document and Scoping Sustainability Appraisal

WORKSHOP 6 TH DECEMBER	ISSUES & COMMENTS
<p>Barry Bingham</p>	<p><i>Advertise the town's local history more to sell Chesterfield.</i> This followed a suggestion that the Borough should advertise itself more and perhaps sell advertising space to supplement funds. View expressed by officers that any such application would be tested solely on the merits of visual amenity and public safety the same as a private advertiser.</p> <p>Repeated the view about enamel signs requiring less lighting and being more traditional. Concerned about too large and overly bright signs even in the town centre.</p>
<p>Margaret Wrigglesworth</p>	<p><i>Have a check list of guidance points to applicant.</i></p> <p><i>To promote a quieter atmosphere to bring forward historical and architectural features without detracting – illuminate the sign only.</i></p> <p><i>To limit illumination of the sky.</i></p> <p>Reaffirmed the need for individual street numbers on commercial properties – could this be required? View expressed by officers that this could not be required under advertisement applications but it could form part of an advisory note.</p> <p>Neighbours should be paid compensation when a very brightly illuminated advertisement is approved. Officers suggested that if the sign was so bright to warrant compensation it should not be approved in the first place.</p>
<p>Mary Cheetham</p>	<p><i>I feel a framework of the following items put into place would be a very constructive guideline to applicants for adverts and long term produce an attractive street scene which is acceptable to business and general public alike: Size of signs, Sympathetic lighting, ??out which blends into the building, Historic side.</i></p> <p>Concerned that some advertisers were erecting signs before approval and the need for consultations to be timely with sufficient information to give a detailed and considered comment. Officers are aware of illegal signs and there are prosecutions undertaken - the guidance should help inform and educate but enforcement policy is not a matter for the guidance. Issues about consultation noted and will be dealt with via another route.</p>
<p>Alan Crow</p>	<p>Concerned at the proportion of light, from a light source which is supposed to illuminate an advertisement, escaping to unnecessarily irradiate the surrounding building and night sky. Suggests that the combined effect of such excess is a major contributor to light pollution. In particular illuminated box signs and any lamp not angled below horizontal.</p> <p>Contended that buildings, which are painted inordinate colours, should be subject to advertisement control.</p>

Appendix 1 - Responses to Scoping Document and Scoping Sustainability Appraisal

Tony Rogers	Reinforced comments about light pollution, historic value of buildings in Chesterfield, Brimington and Staveley CA's as well as district centres. Agreed with all the objectives and that this would be a good starting point for a longer-term improvement to reflect the very special historical qualities displayed throughout the entire Borough.
Reg Londt	Concerned over the issue of "A" boards within the highway, in particular the Town Centre, causing obstruction to many but potentially highly dangerous to those with impaired sight or mobility. Officers confirmed that these are matters for the Highway Authority and had been referred on numerous occasions in the past. The matter would be referred to in the draft guidance and the Highway Authority will have an opportunity to comment.

Appendix 2: Outline of Plans and Strategies influencing the Advertisement Design Guidance.

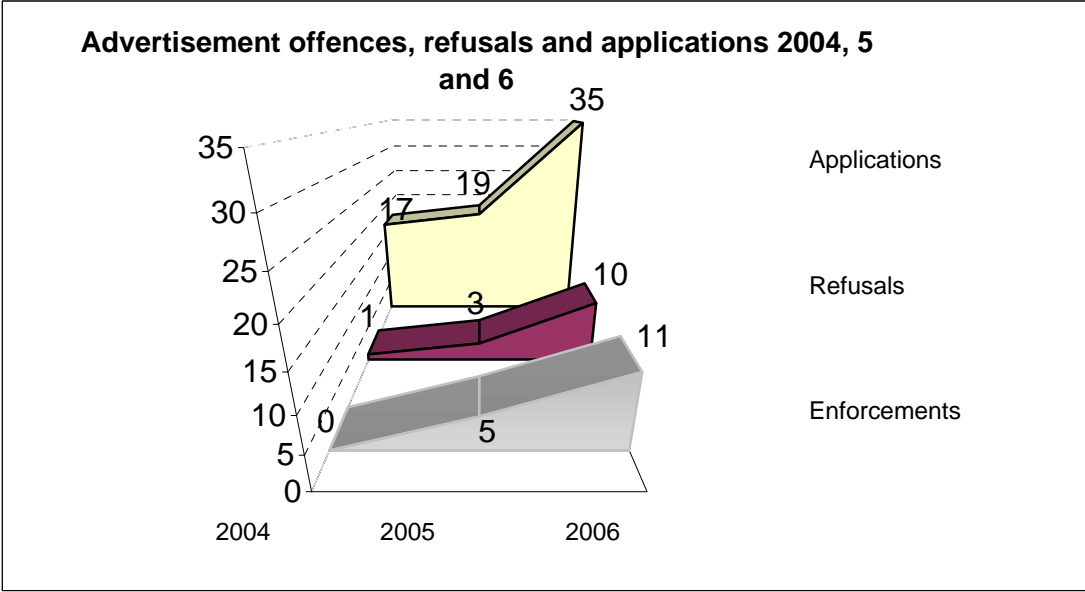
This appendix summarises the plans that will influence the nature of the policies and proposals contained within the Advertisement Design Guidance. The table outlines the level at which the plan has been prepared (National, Regional or Local) and provides an explanation of the aims and requirements of the plan in relation to the Advertisement Design Guide and the Sustainability Appraisal.

Key objectives relevant to Advertisement Design Guide and Sustainability Appraisal	Key targets and indicators relevant to Advertisement Design Guide and Sustainability Appraisal	Implications for Advertisement Design Guide	Implications for Sustainability Appraisal
Planning Policy Guidance 19 (PPG19) – National Level			
<p>Policies and guidance can be helpful in advising prospective advertisers on the type of advertising displays which are likely to prove acceptable in the locality. These policy statements will be a material factor in considering an advertisement application: as in other planning proceedings, those that are incorporated in a statutory development plan will be accorded greater weight as a material consideration. Policy statements should give clear guidance to prospective advertisers on the likely acceptability of their proposals and provide a basis for rational and consistent decisions on advertisement applications. Design guidance should allow for flexibility in design, avoiding excessive prescription and detail, and concentrating rather on the broad framework within which advertisement proposals will be considered. But even though advertisement control policies or design guidance may have been formulated having regard to matters of amenity and public safety, references to these policies and guidance cannot by themselves be the decisive factor in determining whether an advertisement is to be permitted.</p>	<p>Guidance seen as a necessity but no targets provided.</p>	<p>Needs to be clear and informative but allow innovation.</p> <p>Needs to be well publicised</p> <p>Needs to be a document useful to attain consistency</p>	<p>Leads to more sustainable development.</p> <p>Subject to widespread consultation</p> <p>Allow further reviews of baseline information</p>

<p>Because the Advertisements Regulations require that applications be considered only in the interests of amenity and public safety,</p> <p>taking account of any material factors, it will always be necessary to assess the specific amenity and public safety merits of the proposed advertisement display (including relevant factors mentioned in this Guidance) in relation to the particular application site.</p>			
<p>Planning Policy Guidance 15 (PPG15) – National Level</p>			
<p>Development within Conservation Areas should preserve or enhance their character Local planning authorities should consider the publication of a policy approach for advertisements in Conservation Areas</p>	<p>Guidance seen as a necessity but no targets provided.</p>	<p>Advocates more sympathetic development within Conservation Areas.</p> <p>Needs to be well publicised</p> <p>Needs to be a document useful to attain consistency</p>	<p>Leads to more sustainable development.</p> <p>Subject to widespread consultation</p> <p>Allow further reviews of baseline information</p>
<p>Planning Policy EV25 – Saved Local Plan</p>			
<p>See main document for full Policy text and supporting comments</p>	<p>No targets but supplementary guidance will clarify and assist in accordance with advice from PPG's 19 and 15</p>	<p>Advocates more sympathetic development within Conservation Areas.</p> <p>Needs to be well publicised</p> <p>Needs to be a document useful to attain consistency</p>	<p>Leads to more sustainable development.</p> <p>Subject to widespread consultation</p> <p>Allow further reviews of baseline information</p>

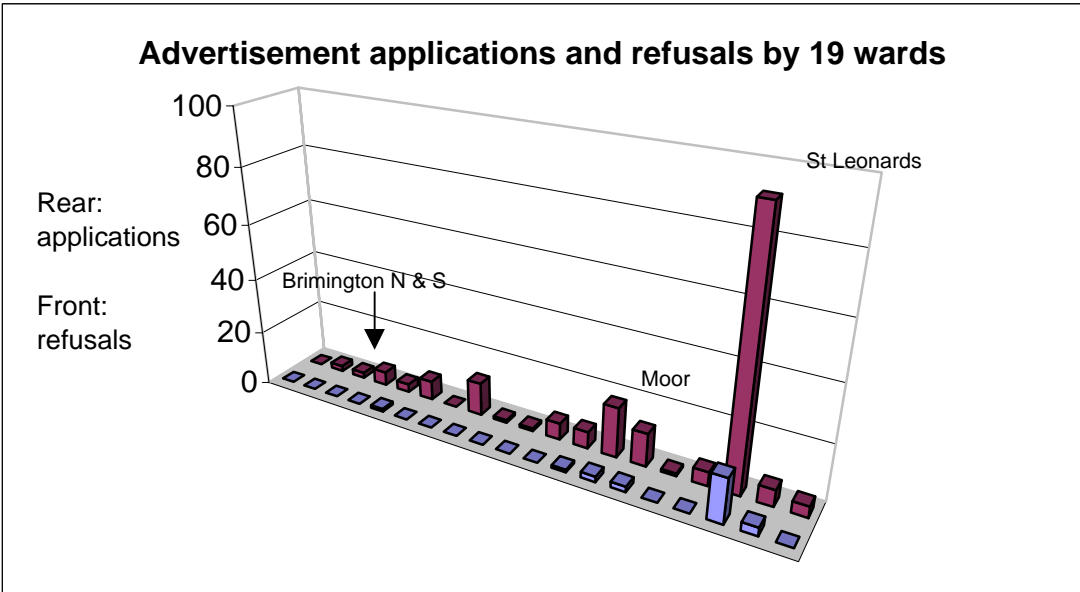
St Leonards Ward - Advertisements in the Chesterfield Town Centre Conservation Area

	2004	2005	2006
Enforcements	0	5	11
Refusals	1	3	10
Applications	17	19	35



All Wards in The Borough - Applications and Refusals - 2004 to 2006

A total of 183 applications were made of which 25 were refused. Outside the St Leonards Ward the refusal rate was 9.8%. In the St Leonards Ward the refusal rate was 17.3%. No other Ward presented an anomalous rate of refusal.



AREA/STREET	Analysis			
	Acceptable	Concern	Total	% concern
Chesterfield CA				
Saltergate	27	24	51	47
Holywell St & Corporation St	27	40	67	60
Stephenson Place	16	33	49	67
Cavendish Street	17	19	36	53
Broad Pavement	7	5	12	42
Knifesmithgate	27	25	52	48
Elder Way	4	7	11	64
Glumangate N	17	20	37	54
Glumangate S	8	4	12	33
New Square & Market Hall	18	12	30	40
Low Pavement	22	18	40	45
Market Place	16	7	23	30
Soresby St S	8	4	12	33
High Street	9	10	19	53
Burlington Street	19	20	39	51
Packers Row	16	11	27	41
Shambles/Central Pavement	28	12	40	30
Steeplegate	31	14	45	31
Vicar Lane	25	10	35	29
St Mary's Gate	14	16	30	53
South Street	11	3	14	21
Rose Hill	6	4	10	40
Chesterfield CA totals	373	318	691	46
Brimington CA				
Church Street	13	16	29	55
High Street	14	25	39	64
Ringwood Road	3	8	11	73
Brimington CA totals	30	49	79	62
Staveley CA				
High Street	14	23	37	62
Church Street	4	8	12	67
Duke Street	3	10	13	77
Staveley CA totals	21	41	62	66
Whittington Moor District	45	65	110	59
Cumulative Totals	893	881	1774	50
	Acceptable	Concern	Total	% concern

Comment: The analysis suggests that the streets which contain more Listed Buildings present less concern in respect of advertisements.

Appendix 4 Appraisal of Options against Sustainability Appraisal Framework Objectives

Appraisal of options - √ = Positive, 0 = Neutral, X = Negative

Option 1 – Prepare Advertisement Guidance					
SA Framework Objective	Indicator	Predicted effects	Period of predicted effect		
			Short	Medium	Long
A	Report from planning database on the Borough wide history on refusals and approvals of advertisements within and without conservation areas since 2004. Survey of existing advertisements. Comments from the scoping exercise.	1. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in the preservation and enhancement of those areas.	√	√	√
		2. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	√	√	√
B	Survey of existing advertisements. Comments from the scoping exercise.	3. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in the preservation and enhancement of those areas.	0	√	√
		4. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	0	√	√
C	Survey of existing advertisements. Comments from the	5. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher	√	√	√

Appendix 4 Appraisal of Options against Sustainability Appraisal Framework Objectives

	scoping exercise.	standards in the Conservation Areas will result in the preservation and enhancement of those areas. 6. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	√	√	√
D	Survey of existing advertisements. Comments from the scoping exercise.	7. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in the preservation and enhancement of those areas. 8. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	0	0	√
E	Survey of existing advertisements. Comments from the scoping exercise.	9. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in the preservation and enhancement of those areas. 10. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	√	√	√
F	Survey of existing advertisements. Comments from the scoping exercise.	11. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in	√	√	√

Appendix 4 Appraisal of Options against Sustainability Appraisal Framework Objectives

		the preservation and enhancement of those areas.			
		12. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	√	√	√
G	Survey of existing advertisements. Comments from the scoping exercise.	13. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in the preservation and enhancement of those areas.	0	√	√
		14. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	0	√	√
H	Survey of existing advertisements. Comments from the scoping exercise.	15. The design guide will educate and inform potential applicants to ensure that new advertisements are more sympathetic. Higher standards in the Conservation Areas will result in the preservation and enhancement of those areas.	0	0	√
		16. The design guide will produce greater consistency in giving advice and the making of decisions by the Planning Authority	0	0	√

Appendix 4 Appraisal of Options against Sustainability Appraisal Framework Objectives

Option 2 – Do nothing					
SA Framework Objective	Indicator	Predicted effects	Period of predicted effect		
			Short	Medium	Long
A	Report from planning database on the Borough wide history on refusals and approvals of advertisements within and without conservation areas since 2004. Survey of existing advertisements. Comments from the scoping exercise.	1. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	X	X	X
		2. Local Planning Authority fails in its obligation to preserve and enhance Conservation areas	X	X	X
		3. Advertisements continue to give cause for concern	O	X	X
B	Survey of existing advertisements. Comments from the scoping exercise.	4. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	X	X	X
		5. Local Planning Authority fails in its obligation to preserve and enhance Conservation areas	X	X	X
		6. Advertisements continue to give cause for concern	O	X	X
C	Survey of existing advertisements. Comments from the scoping exercise.	7. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	O	X	X
		8. Local Planning Authority fails in its obligation			

Appendix 4 Appraisal of Options against Sustainability Appraisal Framework Objectives

		to preserve and enhance Conservation areas	O	X	X
		9. Advertisements continue to give cause for concern	O	X	X
D	Survey of existing advertisements. Comments from the scoping exercise.	10. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	X	X	X
		11. Local Planning Authority fails in its obligation to preserve and enhance Conservation areas	O	X	X
		12. Advertisements continue to give cause for concern	O	X	X
E	Survey of existing advertisements. Comments from the scoping exercise.	13. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	O	X	X
		14. Local Planning Authority fails in its obligation to preserve and enhance Conservation areas	O	X	X
		15. Advertisements continue to give cause for concern	O	X	X
F	Survey of existing advertisements. Comments from the scoping exercise.	16. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	X	X	X
		17. Local Planning Authority fails in its obligation to preserve and enhance Conservation	O	X	X

Appendix 4 Appraisal of Options against Sustainability Appraisal Framework Objectives

		areas			
		18. Advertisements continue to give cause for concern	0	X	X
G	Survey of existing advertisements. Comments from the scoping exercise.	19. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	X	X	X
		20. Local Planning Authority fails in its obligation to preserve and enhance Conservation areas	0	X	X
		21. Advertisements continue to give cause for concern	0	X	X
H	Survey of existing advertisements. Comments from the scoping exercise.	22. Local Planning Authority and applicants would have no clear, consistent advice to rely on. No education of potential applicants.	X	X	X
		23. Local Planning Authority fails in its obligation to preserve and enhance Conservation areas	0	0	X
		24. Advertisements continue to give cause for concern	0	0	X

Appendix 5 - Responses to Draft Guidance and Draft Sustainability Appraisal

Summary of comments	Response, comments and proposed changes
Countryside Agency	No comments. Noted. No change.
Barrie Stevenson (Hasland & St Leonards)	<i>To add at para. 3.3 “and understandable by some foreign visitors.”</i> This does not fall within the prescribed criteria of either public safety or visual amenity. Public information signage provided by the Borough Council and/or the County Council can consider this at an extra layer of Policy which is not for this guidance. No change
CJG Bishop (Dunston, Moor & St Helens)	Q5 <i>A. Wondered whether commercially funded (advertisement) bus shelters fit into this system. Yes. No change.</i> <i>B. Raised the issue of the control of “offensive” advertisements and whether two recent instances in particular had “slipped through your net?”</i> Content of advertisements is not controlled by the Planning Authority unless there is damage to visual amenity or danger to public safety. If content is offensive in the context of morality, lies or in its expression of a point of view that is not a matter for planning control but is controlled by the Advertising Standards Authority. No change.
National Trust	<i>Sec 5. Policies 27 and 31 of the RSS should be applied.</i> These have already been considered. It is the case that an advertisement does not constitute development giving rise to the need to apply for planning permission (advertisement consent is deemed to grant development consent). The policies referred to relate to proposals for development requiring an application for planning permission, in particular the considerations which should be applied to Environmental and Green Infrastructure (27) and development which should promote sensitive change of the historic environment (31). Whilst these are matters applied to developments and are, therefore, unusable in respect of advertisement control, they are strongly reflected as closely as possible within the guidance which can only derive from PPG 19, PPG 15 and the advertisement policy in the adopted Local Plan. No change. <i>Sec 6. PPG 15 should be considered in its entirety.</i> Can only be considered insofar as it relates to advertisements but not in respect of “development” within the context of an advertisement guide only. No change.
Alan Crow	<i>#3.15 on illumination is too weak – uplighters should be forbidden everywhere.</i> As advised in PPG 19 this would be too proscriptive but the guide does reflect the need for illumination to be the minimum to illuminate the advertisement. No change.
Mary Ofield (Walton & West)	<i>There is no mention of size. Size is a relative consideration for each and every case and is covered in the Guide but is too site specific to be able to construct a single formula. Should consult Chamber of trade and shop keepers – Chamber has been consulted and all advertising agents (who act for most shop keepers). To consult all shop keepers is</i>

Appendix 5 - Responses to Draft Guidance and Draft Sustainability Appraisal

	financially prohibitive but advertisement has been undertaken in the Derbyshire Times. No change
W J Flanagan	<p><i>Free standing advertisements in the footpath (suggestion of illegality).</i> This is covered and is primarily for the County Council to consider. No change.</p> <p><i>What about window notices, cheapest fags, best sandwiches etc?</i> These are given deemed consent under the Outdoor Advertisement Regulations and are not subject to this guidance. No change.</p> <p><i>Who gets the standards? Referred to specific sites which have received support from "planners."</i> All applicants and planning officers will have the same guidance. It is accepted that some advertisements have been approved in the past which raise concern, as reflected in the base line assessment. No change.</p> <p><i>The "quirky" things add character.</i> Agreed, see comment on the "boot." No change.</p> <p><i>Far too much consulting of the Learned Bodies – All the towns will look like Bath, Norwich etc.</i> Consultation is a lawful requirement. No change. Norwich has some excellent and some poor advertising but is generally of a higher standard than the Borough, the guidance seeks an improvement here. No change.</p>
Sport England	No comment, No change.
English Heritage	No comment, No change.
Benson Signs (Ian Burgess)	<p>Q1</p> <p><i>More photographic and/or sketch examples of what is & what is not acceptable.</i> The guide contains examples of acceptable details only for two reasons. The provision of an unacceptable example would be considered to be the wrong approach and imply the need for future formal action by the Authority against an individual which should be subject to an appeal process. Secondly the guide is intended to be a positive tool. No change.</p>
Department for Transport	<p><i>"Advance Directional Signs" (frequently abbreviated to "ADS") is a term used particularly in relation to directional traffic signs. It would be helpful if this could be retitled "Advance Directional Advertisements" and if the word "advertisements" could be substituted for "signs" in lines 2 and 8.</i> Helpful comment on semantics. Changed</p> <p><i>It would also be helpful if after b), "they do not create a hazard to public safety by reason of distracting road users", you could add "they do not resemble, and are not likely to be confused with, traffic signs."</i> Whilst not essential, a clear amplification. Changed.</p>
Angela Pushouse	<p>Q1</p> <p><i>A "The guide should state that it will form part of the planning process and become an integral part of any planning approval."</i> As supplementary guidance adopted by the Planning Authority it will always form part of the advertisement application process. This</p>

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	<p>is implicit in its reason for existence and, when read in full, cannot be considered as anything other than forming the “integral part” of advertisement control. No change.</p> <p><i>B “Has any consideration been given to who will ‘Police’ transgressions and is funding available? Yes, outdoor advertisements, when illegally displayed or which need to be subject of discontinuance action, are already dealt with by Planning Enforcement officers and no funding issues arise. It is hoped that the guidance and its consequential effect will, in fact, reduce the numbers of such offences and actions over time. No change.</i></p> <p><i>Q2 “The guide needs to address the issues of development of greenfield sites (green wedges) not just Conservation Areas. See draft EMRP (RSS8) Part 2 para 4.13”</i> Potential application of RSS8 already considered. It is an absolutely fundamental point of planning law, however, that an advertisement does not constitute development requiring the submission of an application for planning permission. The policies referred to relate to proposals for development. Whilst these are to be applied to proposals for development they are unusable in respect of advertisement control. They are, however, strongly reflected as closely as possible within the draft guidance. Such guidance can only derive from PPG 19, PPG 15 and the advertisement policy in the adopted Local Plan. No change.</p>
<p>Chesterfield Civic Society</p>	<p>Q6 <i>“A wordy document of little value.” No change</i></p>
<p>Chris Thomas Ltd (Outdoor Advertising Association and British Sign & Graphics Association)</p>	<p>Q1 <i>Paragraph 3.14 is incorrect. Class 5 deemed consent permits illumination for medical or similar services within conservation areas.</i> This is a correct observation and the draft is altered to read: “3.14. Within Conservation Areas (except for medical or similar services displayed in a manner reasonably required to fulfil the purpose of the advertisement) and for any purpose when associated with a Listed Building consent is always required to display illuminated advertisements.” Changed.</p> <p>Q5 <i>Suggested re-draft of 3.8.</i> The draft altered to read, “The shop name alone will normally have most effect, and additional lettering may confuse or detract from the shopfront. Content may only be controlled if it affects amenity and will depend on individual circumstances.” Inclusion of the reference to PPG 19 para 10 is simple amplification of this point and not essential for the guide. Partial change.</p>
<p>Derbyshire County Council</p>	<p>No comments at this stage – will comment on LDF documents. No change.</p>

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Natural England	<i>Whilst natural materials are encouraged for CA's should this not be encouraged for the whole area in line with sustainable constructions/development objectives. It is felt that, as advertisements are not "development" giving rise to the need for an application for planning permission, then extension of encouragement for the use of natural materials beyond the existing Conservation Areas cannot be justified/rooted within the terms of PPG19, 15 and the Local Plan. No change. Pleased to see description of special characteristics of the Borough included after comments on scoping stage. Supports the Guide which will ensure that advertisements do not harm the appearance, character and setting of it's buildings and town centre/townscape. No change.</i>
Environment Agency	No comments in respect of either document. No change.
East Midlands Regional Assembly	
Derbyshire Directorate GOEM	SPD needs including in LDS list of documents (PPS 12 para. 4.39) . Done.
Spectrum Sign & Display	Comments that advice is correct and "nothing missing"
Michael Fermer 50+ inspired forum	<i>Fully supportive. Repeats "special" concern as an organisation for older members in respect of the "use of "A" boards which is here dealt with very adequately."</i> No change.