

ADVERTISEMENT CONTROL

8.29 In order to protect the environment from clutter, the District Council has power to restrict and regulate the display of advertisements.

8.30 The Town and Country Planning (Control of Advertisement) Regulations 1992 defines advertisements and provides for control of their dimensions, position and siting. The regulations set out when express consent is required from the Council before an advertisement may be displayed. Some advertisements are granted deemed consent by these regulations and may be displayed without the consent of the Council, but subject to the power of the Council to require discontinuance of the display. In addition, any advertisement which affects the character of a listed building will require listed building consent, and will be considered in the light of Policy 86. Where an advertisement is displayed without consent, the Council has the power to prosecute both the person benefiting from the display and the owner of the land. Fly-posting (the display of advertisements without the consent of the owner or occupier) and signs placed on the highway are both types of illegal advertisement which can attract prosecution.

8.31 In those parts of the District which require special protection on amenity grounds, mainly the rural/Green Belt areas, the Council imposes more stringent control over advertisement displays by making Areas of Special Control, subject to the confirmation of the Secretary of State for the Environment. The Council is required to periodically review the boundaries of such areas. Maps showing



The Cock - St. Albans

the areas involved are available for inspection at the Council offices. The general extent of the Area of Special Control is indicated in Figure 10A.

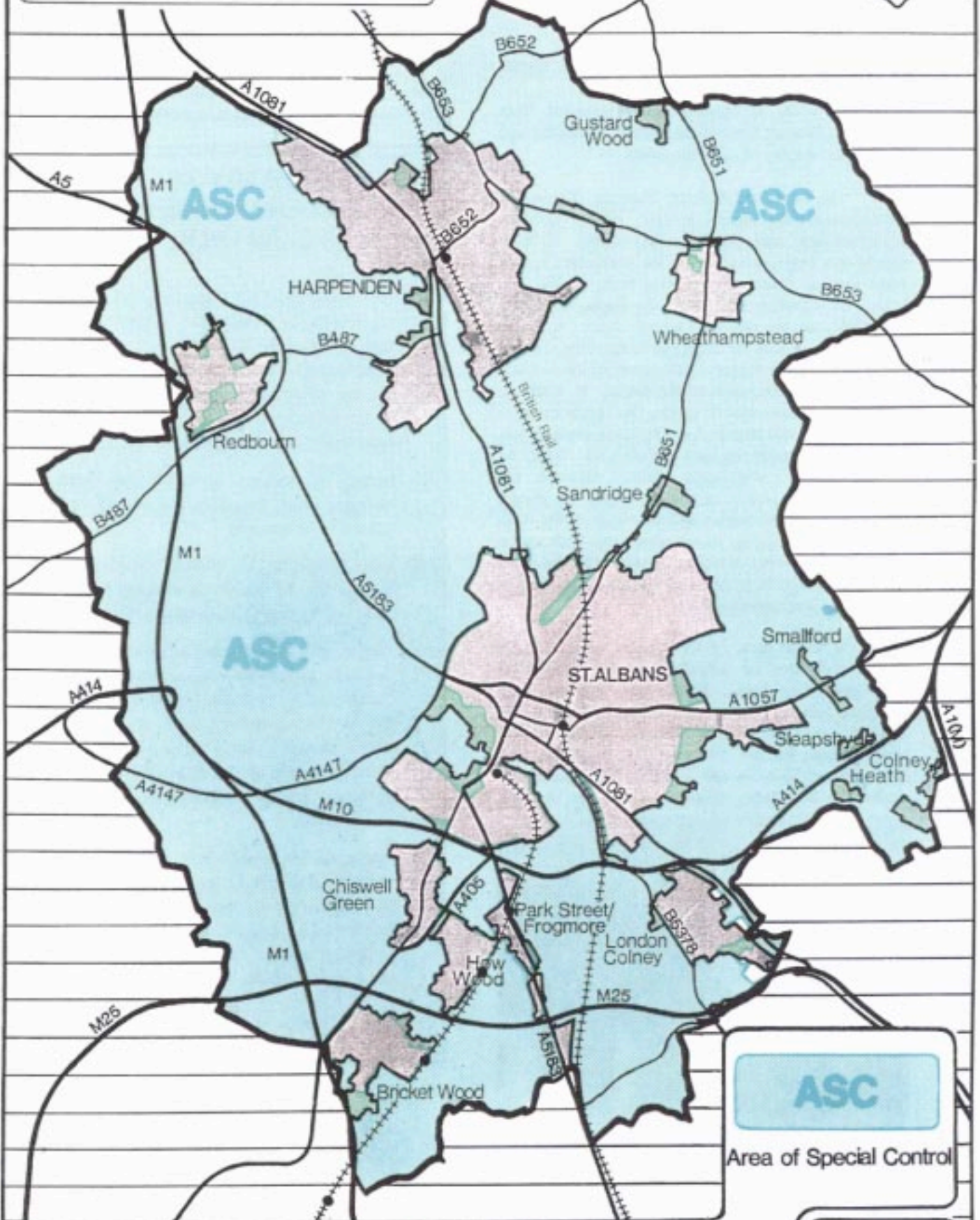
8.32 The District Council will continue to exercise strict control of advertisements in residential areas.

POLICY 78 ADVERTISEMENT CONTROL

- (i) In determining applications for advertisement consent, the District Council will consider the effect of the proposal on local amenity and public safety, as required by the advertisement regulations. Within conservation areas they will also be assessed in the light of Policies 85 and 90;
- (ii) poster advertising in residential areas, villages and conservation areas will normally be refused;
- (iii) advertisements which would be detrimental to the special character of the Areas of Special Control will be refused;
- (iv) where an advertisement benefits from deemed advertisement consent, but is considered by the Council to be a danger to the public or substantially injurious to visual amenity, the Council will serve a discontinuance notice under Regulation 8 of the Advertisement Regulations requiring its removal;
- (v) where an advertisement is being displayed without consent and the person displaying the advertisement fails to respond to an invitation, by the Council, to remove it or apply for consent, the Council will normally pursue prosecution.

Policy Intention 15 Areas of Special Control

The District Council will keep under regular review those areas within the District which may require special protection from advertisement displays on amenity grounds.



AREA OF SPECIAL CONTROL OF ADVERTISEMENTS

Figure 10A