1 Purpose of Report

(a) The purpose of this report is to inform the Committee of the proposed use of an Area of Special Control of Advertisements to enable the delivery of the Town Centre Heritage Grant Scheme. To further seek its approval to consult affected parties to ultimately add this to the measures used to preserve the heritage of Wellingborough. The aim of adding an Area of Special Control of Advertisements is to add further control of advertising on commercial properties within the town’s Conservation Area.

(b) This proposal helps to achieve the following Council priorities;

- Promoting High Quality Growth
- Enhancing the Environment

2 Executive Summary

In order to preserve the visual amenity of an area it can be necessary to impose stricter controls on advertising than are normally available. One such power is the designation of an “Area of Special Control of Advertisements” (ASCA). The introduction of an ASCA would serve as a useful complement to the Shop Fronts and Advertisement Design Guide SPD and the shop front grant scheme in the interests of systematically reinstating and reinforcing the town centre’s historic fabric.

The need to bring forward an Area of Special Control of Advertisements has been triggered by its requirement as part of the Townscape Heritage Initiative that Wellingborough is bidding for funding of £1.425m from the Heritage Lottery Fund.

If the Area of Special Control of Advertisements is approved then it will need to go to public consultation and be approved by the Secretary of State before it can be adopted and implemented.

3 Appendices

Appendix A  A list of the affected roads.

Appendix B  Full ASCA report including schedule of controls

Appendix C  Plan of the roads included
5 Background

5.1 Wellingborough’s proposal for an Area of Special Control of Advertisements applied to specific Streets within the town centre supports the Council’s heritage and conservation ambitions and directly relates to the delivery and funding of the Townscape Heritage Initiative. This is specified within the Conservation Area Appraisal (CAA) part 8 of the Conservation Management Plan as adopted in 2009 and Town Centre Area Action Plan (TCAAP) as adopted also in 2009. Without the adoption of this further control the delivery of the Townscape Heritage Initiative and the ability to secure the HLF funding would be in doubt.

The introduction of an ASCA would serve as a useful complement to the Shop Fronts and Advertisement Design Guide SPD in the interests of systematically reinstating and reinforcing the town centre’s historic fabric. The due conservation of the built heritage in the town centre comprises Objective 4 of the AAP and is reflected in the associated heritage Policy WTC12.

The design and placement of signage and advertisements influence the overall impression of the town. Therefore, it is crucial that a high standard is set for the use of all promotional material.

6 Discussion

6.1 As some places in our towns and cities and many parts of the countryside in England are especially vulnerable to the visual effects of outdoor advertisements, planning authorities have special powers which enable them to achieve a stricter control over advertisements than can be achieved under the customary Town and Country Planning (Control of Advertisement) Regulations 2007.

One such power is the designation of an “Area of Special Control of Advertisements” (ASCA). This is an area specifically defined by the planning authority because it considers that its scenic, historical, architectural or cultural features are so significant that a stricter degree of advertisement control is justified in order to conserve visual amenity.

6.2 It is therefore proposed that an Area of Special Control of Advertisements is
introduced within the Conservation Area only on those streets that contain properties of Townscape Merit. This affects twelve Streets and the spread of these properties can be seen in Appendix A.

6.3 Appendix B sets out the schedule the proposed control criteria verses the current control criteria

6.4 An Article Area of Special Control of Advertisements needs to have formal public consultation with those affected by the proposals. Subject to member’s agreement this would take place and then the results of this would be reported back to a future Development Committee before final adoption and implementation. The action of commencing the consultation on the Area of Special Control of Advertisements should be sufficient to allow further progress with the second stage application for the Heritage Lottery Fund grant.

7 Legal Powers
The restrictions proposed are in-line with what a Area of Special Control of Advertisements can cover, this means that it is required that the Secretary of State consents to approve the proposal. A consultation with residents of the specified properties would be required before the Area of Special Control of Advertisements could be adopted.

8 Financial and Value For Money Implications
8.1 The cost of the necessary consultation can be paid for by the Heritage Lottery Fund administration costs. It is not anticipated that there would be further financial implications arising from this report.

9 Risk Analysis

<table>
<thead>
<tr>
<th>Nature of risk</th>
<th>Consequences if realised</th>
<th>Likelihood of occurrence</th>
<th>Control measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultees or the SoS could object to the Area of Special Control of Advertisements</td>
<td>Committee would have to decide whether to proceed. If they decide not to it will reduce powers to control, and could lead to the HLF grant being declined.</td>
<td>Med-High</td>
<td>The properties affected have been restricted to those within the town centre core only</td>
</tr>
</tbody>
</table>

10 Implications for Resources
10.1 There would be some increase to the potential workload to the planning
department. However, it is envisaged that this could be accommodated within the existing resources deployed for the service.

11 Implications for Stronger and Safer Communities

11.1 There are no foreseen implications to health improvement, community cohesion, and community safety matters under the local area agreement.

12 Author and Contact Officer

John Udall, Project Manager

13 Consultees

Alex Stevenson  Design and Conservation Officer
James Wilson  Corporate Director – Development
Terry Wright  Director of Services
Steven Wood  Head of Planning and Local Development

14 Background Papers

Heritage Lottery Fund – Townscape Heritage Initiative criteria
WBC Stage 1 HLF application
Appendix A

List of roads included in ASCA

It is proposed that the ASCA designation will cover the following streets, representing the town’s main shopping core:

Cambridge Street
Cannon Street (part)
Church Street
High Street
Market Street
Midland Road (west end)
Orient Way
Oxford Street (east end)
Park Road (part)
Pebble Lane
Sheep Street
Silver Street

This is based on the THI area, but with the addition of parts of Midland Road, Park Road, Cannon Street, Market Street and Oxford Street, as shown on the accompanying plan.
Appendix B

Full ASCA report

1. PROPOSED “AREA OF SPECIAL CONTROL OF ADVERTISEMENTS” FOR Wellingborough Town Centre Conservation Area.

2. Introduction/Legislative Background
As some places in our towns and cities and many parts of the countryside in England are especially vulnerable to the visual effects of outdoor advertisements, planning authorities have special powers which enable them to achieve a stricter control over advertisements than can be achieved under the customary Town and Country Planning (Control of Advertisement) Regulations 2007.

One such power is the designation of an “Area of Special Control of Advertisements” (ASCA). This is an area specifically defined by the planning authority because it considers that its scenic, historical, architectural or cultural features are so significant that a stricter degree of advertisement control is justified in order to conserve visual amenity.

Before an ASCA can be put into effect, the Secretary of State must approve it. This approval procedure ensures the use of nationally applicable standards.

In any Area of Special Control of Advertisements three main categories of outdoor advertising are permitted. They are:

- public notices;
- advertisements inside a building;
- advertisements for which there is deemed consent.

Additionally, the planning authority may give its specific consent in an Area of Special Control for:
- notices about local events or activities;
- advance signs or directional signs which are 'reasonably required' in order to direct people to the place identified by the sign;
- advertisements required for public safety reasons; and
- advertisements in any of the deemed consent classes if it is considered reasonable for the normal limits on that class to be exceeded.

The main consequence for advertisements which can be displayed with deemed consent in an Area of Special Control is that there are stricter limits on permitted height and size of the advertisement than elsewhere. These limits are explained below in relation to each class of deemed consent.

View more information at www.communities.gov.uk.
3. Wellingborough Town Centre Conservation Area

It was recognized in the Character Appraisal and the Management Plan associated with the Conservation Area that the poor quality of some of the frontages of shops and other business premises detracted from the character and appearance of the conservation area.

The introduction of an ASCA would serve as a useful complement to the Shop Fronts and Advertisement Design Guide SPD in the interests of systematically reinstating and reinforcing the town centre’s historic fabric. The due conservation of the built heritage in the town centre comprises Objective 4 of the AAP and is reflected in the associated heritage Policy WTC12.

4. Coverage

It is proposed that the ASCA designation will cover the following streets, representing the town’s main shopping core:

Cambridge Street
Cannon Street (part)
Church Street
High Street
Market Street
Midland Road (west end)
Orient Way
Oxford Street (east end)
Park Road (part)
Pebble Lane
Sheep Street
Silver Street

This is based on the THI area, but with the addition of parts of Midland Road, Park Road, Cannon Street, Market Street and Oxford Street, as shown on the accompanying plan.
5. ASCA Controls

The Town and Country Planning (Control of Advertisements) Regulations 2007 enables certain “specified classes” of advertisement to be displayed without application to the planning authority, provided the installation is within certain parameters. This process is known as “deemed consent”. There are 14 such classes of outdoor advertisement, each with its own particular conditions.

The introduction of an ASCA simply imposes stricter or more limited parameters for the display of deemed consent advertisements, the main examples of which are given below.

<table>
<thead>
<tr>
<th>Deemed Consent Control Criteria in Existing Advertisement Regulations</th>
<th>Control Criteria in an ASCA</th>
</tr>
</thead>
</table>
| *Class 2(C) Miscellaneous notices/signs for religious, cultural or similar institutions and for hotels, pubs, flats, clubs, boarding houses, etc.*  
No letters, figures, symbols or similar features included in the advertisement may be over 0.75m in height  
The highest part of the advertisement to be no more than 4.6m above ground level | No letters, figures, symbols or similar features included in the advertisement may be over 0.3m in height  
The highest part of the advertisement to be no more than 3.6m above ground level |
| *Class 3 Temporary Advertisements, usually displayed to publicise a forthcoming event or a short-term use of the advertisement site*  
No letters, figures, symbols or similar features included in the advertisement may be over 0.75m in height  
The highest part of the advertisement to be no more than 4.6m above ground level | No letters, figures, symbols or similar features included in the advertisement may be over 0.3m in height  
The highest part of the advertisement to be no more than 3.6m above ground level |
| *Class 4 Illuminated Advertisements*  
Permits the display of advertisements with either internally illuminated | Class 4 does not extend to any premises in an ASCA |
<table>
<thead>
<tr>
<th>Class 5 Advertisements on Business Premises. A wide variety of signs relating to commercial services including offices, banks, shops, theatres, factories and restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>No letters, figures, symbols or similar features included in the advertisement may be over 0.75m in height</td>
</tr>
<tr>
<td>The highest part of the advertisement to be no more than 4.6m above ground level</td>
</tr>
<tr>
<td>No external face “percentage” restriction</td>
</tr>
<tr>
<td>No letters, figures, symbols or similar features included in the advertisement may be over 0.3m in height</td>
</tr>
<tr>
<td>The highest part of the advertisement to be no more than 3.6m above ground level</td>
</tr>
<tr>
<td>The advertisement not to exceed in area 10% of the external face of the building, measured up to a height of 3.6m above ground level</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class 8. Advertisements on Hoardings Around Temporary Construction Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permits the display of poster-hoardings screening construction sites while work is in progress</td>
</tr>
<tr>
<td>Class 8 does not extend to any premises in an ASCA</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Class 11. Directional Advertisements. House-building firms may erect temporary directional signs showing where development is taking place.</th>
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<tbody>
<tr>
<td>Various stipulations attached, but specifically no sign may exceed 4.6m above ground level</td>
</tr>
<tr>
<td>No sign may exceed 3.6m above ground level</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Class 15. Captive Balloon Advertisements</th>
</tr>
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<tbody>
<tr>
<td><strong>One balloon advertisement is allowed provided it is not more than 60m above the ground and not displayed for more than 10 days in any calendar year</strong></td>
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<td>---</td>
</tr>
<tr>
<td><strong>Class 16. Advertisements on Telephone Kiosks</strong></td>
</tr>
<tr>
<td>An advertisement on the glazed surface of modern (i.e. not from the 1920s/30s) telephone kiosk is permitted</td>
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</tbody>
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