

## Appendix 8

# Advertisements Policy

### A. Explanation

- 1) The purpose of a Planning Policy is to steer development, in this case the display of signs and advertisements, in a preferred direction and to ensure consistency in decision making. Policies are not hard and fast rules and there will be times when it is appropriate to depart from them; but once adopted they should be the starting point for decisions and, to achieve consistency, they should be adhered to unless there are clear and compelling reasons to the contrary in a particular case.
- 2) In the Planning Ordinance “advertisement” is defined widely (in exactly the same manner as in the UK Planning Legislation) to include any sort of sign, device or representation. There is therefore no distinction made between a sign, such as a house name or the name of a shop, and an advertisement in its own right such as “Guinness is Good for You” or “Brasso”, displayed to promote a product. In practice it has proved over many years impossible to come up with a distinction between signs and advertisements that fits all cases, which is why the Ordinance and Regulations just use the word “advertisement”. That word is therefore used in this policy.
- 3) The Ordinance (and the UK legislation) also includes *hoardings* within the definition of advertisement, being structures specifically erected upon which to display advertisements. With the possible exception of such structures in connection with an airport there is unlikely to be a case for erecting hoardings on St Helena and they are therefore excluded under Paragraph 11.
- 4) Earlier attempts to produce an Advertisements Policy foundered, partly through the attempt for it to be based on UK policies which cover instances never likely to arise on St Helena and partly because they tried to be too complicated. The essence of a successful policy is that it should fit the circumstances and be readily understood by anyone to whom it has relevance. This policy therefore seeks to be as simple as possible and is applicable to the whole island without distinction between, for example, conservation areas and other areas. The airport may need separate policies and that can be addressed at a future date if this policy proves deficient.
- 5) The Advertisement Regulations deliberately “give away” control over many small advertisements provided they are not

- a) illuminated;
- b) most temporary advertisements; and all
- c) Statutory Advertisements.

This policy therefore relates only to those advertisements not automatically approved under the Regulations. The Regulations also include standard conditions applicable to all advertisements, whether permitted under the Regulations or granted by specific permission. These include that all advertisements are permitted for only three years, meaning that advertisements can remain being displayed after that time but they can be required by the Land Planning Development Control Board to be removed if appropriate. This follows the UK system and partly reflects the fact that advertisements can become dilapidated and an eyesore. A copy of the Advertisement Regulations is attached as an Annex to this Policy.

- 6) What do we want the policy to achieve? Advertisements are important to give information or direction, to let people know that a business or activity exists and to identify places and buildings. They can enliven a street scene – indeed they formed a significant part of the street scene of Georgian town centres in Britain with often huge signs on hanging brackets; or they can be an abomination, cluttering the landscape, defiling buildings and detracting from the character of a pleasant place. Illuminated advertisements are particularly likely to create problems. Finding the right balance in the context of St Helena is the aim.

In general, it is when there are:

- a) more advertisements than are necessary;
- b) advertisements that are larger or more prominent than they need to be;
- c) advertisements that do not respect the architecture of buildings to which they are attached; and
- d) advertisements that are sited remotely from buildings, that problems arise.

These are the issues therefore that are addressed in this draft policy. On the question of advertisements remote from buildings, it is often said that one of the few real successes of the UK planning system is that it has prevented the sprawl of signs in the countryside that one finds in continental Europe, such as in France: “Supermarche a 10kms”. On St Helena there can never be justification for such advertisements but there may be cases where a remote advertisement is justified because the premises themselves are hidden from view at the entrance.

- 7) For the avoidance of doubt, the paragraphs of this policy are to be read sequentially: anyone proposing to display advertisements should first consider the criteria in Section 9), then Section 10), then Section 11) and then Section 12) and comply with each section in order to achieve compliance with the whole policy.
- 8) This policy was agreed by the Land Planning and Development Control Board in

August 2009, amended in November 2009 for public consultation, after which it was formally adopted in 2010. Amendments have been made to the wording of the explanatory paragraphs (1 to 8) in April 2013, without alteration to the meaning of the policy, to reflect adoption of the new Land Development Control Plan in 2012.

## **B. Policy**

### **9) Avoid more Advertisements than are Necessary**

All business premises including shops, cafes and the like, shall be permitted to display:

- a) one advertisement on the principal elevation of the building, attached flat to that elevation, or one attached to each principal elevation if there is more than one; and
- b) one projecting hanging advertisement; or
- c) where a projecting hanging advertisement is not practicable, one free-standing advertisement or one attached to a fence, gate, railings or boundary wall, provided it is within 15m of the building to which it relates. In the case of an advertisement attached to a fence, gate or wall the advertisement shall not project above the top of the fence, gate or wall at the position of its attachment.
- d) in the case of an elevation containing a double shopfront, the single advertisement referred to under (a) above may be copied or extended to both parts of the shopfront.
- e) where premises contain 2 or more businesses served by a common entrance, the advertisements referred to above shall generally display only the name of the premises, with names of the individual businesses displayed in a multi-name advertisement adjoining or within the main entrance(s.) Where different businesses in the same premises are served by different entrances, in addition to the advertisements referred to above, the business(es) served by the secondary entrance shall be permitted to display a single advertisement attached flat to the elevation adjacent to that entrance.
- f) a projecting hanging advertisement under (b) above means a board hung from a projecting bracket attached to the principal elevation of the building and both bracket and board shall together constitute the advertisement.
- g) advertisements displayed on the roofs of buildings will not be permitted.

### **10) Avoid Advertisements than are Larger or More Prominent than Necessary**

- a) An **Advertisement on the Principal Elevation** of business premises under 9(a) above, shall be not wider than 1.2m. If it does not align with an architectural feature of the elevation (such as a window, door or shopfront), or may be as wide as that architectural feature if it does align with it; shall not be taller than 400mm and shall not contain lettering taller than 200mm or images taller than 300mm.
- b) A **Projecting Hanging** advertisement under 9(b) above shall project from the building to which it is attached not more than a total of 1.1m and the hanging board shall be

not more than 700mm wide and not more than 1m tall.

- c) A **Free Standing Advertisement** or one attached to a fence, gate, railings or boundary wall under 9(c) above shall not be wider than 1.0m and not taller than 750mm and not contain lettering or images taller than 150mm. In the case of a free-standing advertisement, that advertisement may be double-sided or may comprise two boards joined together in a vee and may be carried on legs or a post so that its overall height is not more than 750mm. above ground level except where, in the particular circumstances, it needs to be higher in order to be readily visible from normal viewing positions.
- d) Any **Advertisement that is Illuminated** shall generally only be illuminated externally and the light source shall be concealed from normal viewing positions and for the purposes of this policy the light source shall form part of the advertisement. Internally illuminated box signs, neon signs and flashing signs will not generally be permitted.

11) **Avoid Advertisements than do not Respect the Architecture of Buildings to which they Relate**

- a) An advertisement displayed on a building elevation or carried on a projecting bracket from an elevation shall:
  - i) not normally be sited above cill level of windows of any storey above the ground floor in the part of the building concerned;
  - ii) be aligned with the architectural feature(s) of the elevation or be placed symmetrically on that elevation;
  - iii) where the elevation contains a shopfront with a fascia above the glazing, consist solely of an advertisement painted or otherwise applied on that fascia and not extending beyond its length, or on an awning if fitted; and
  - iv) be of form, finish and contain lettering only of a style relevant to the architectural period of the elevation. In general, advertisements shall take the form of a painted or printed board with a raised frame, the apparent thickness of which does not exceed 40mm overall. Small advertisements, typically up to 350mm x 450mm, may be of slate, stone, timber or brass.
- b) Examples of lettering styles appropriate to various architectural periods are shown below for guidance:

**SHOP Restaurant** (Times New Roman) - All Architectural Periods

**SHOP Restaurant** (Gill Sans) - Pre-Georgian and 20<sup>th</sup> Century

**SHOP Restaurant** (Baskerville Old Face) - Late Victorian

**SHOP RESTAURANT** (Algerian) - Art Nouveau

12) **Control Advertisements than are Remote from Buildings**

An advertisement relating to premises that are not normally visible from the public road at the entrance to those premises will be permitted at that entrance and shall be of dimensions that do not exceed those stated for free-standing advertisements in paragraph 10(c) above. No other advertisements remote from the premises to which they relate will be permitted and advertisements that do not relate to premises will not be permitted.

**Approved by the Land Planning And Development Control Board – January 2010**

*Wording of explanatory paragraphs 1 to 8 revised April 2013 to reflect  
adoption of the revised Land development Control Plan in 2012*

**(Extract from Land Planning and development Control Regulations 2008) - Standard Conditions for all Advertisements**

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to:
  - (a) endanger persons using any highway, harbour or aerodrome;
  - (b) obscure, or hinder the ready interpretation of, any traffic sign or aid to navigation by water or air; or
  - (c) hinder any operation of any kind.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger any person, property, animal or thing.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
6. Development Permission for any advertisement shall lapse after a period of 3 years from the date on which permission has been granted and the advertisement shall then be removed if so required by the Board.

**Development Permission will not be required for the following types of non-illuminated advertisements**

1. An advertisement displayed on enclosed land or inside a building and not readily visible from outside the enclosed land or building or from any place to which the public have a right of access.
2. An advertisement displayed on or in a vehicle normally used as a moving vehicle provided that the vehicle is not used principally for the display of advertisements.
3. An advertisement not larger than 1.5m<sup>2</sup> in area displayed by a government department, or an agency on their behalf, for announcement or direction.
4. An advertisement required to be displayed by any law or any condition imposed by any law on the exercise of any function and removed as soon as the law permits.
5. A temporary advertisement relating specifically to an election and removed not later than 14 days after that election.
6. An advertisement not larger than 0.09 sq metre in area attached to the building to which it relates or displayed within its curtilage for the purpose of identification or direction.
7. A single temporary advertisement not larger than 0.5 sq metre in area and displayed not more than 4.5 metres above ground level relating to the sale or letting of the land or premises on which it is displayed and removed within 14 days after the completion of the transaction to which it relates.

8. A single temporary advertisement not larger than 1.5 sq metres in area and displayed not more than 4.5 metres above ground level relating to the carrying out of building or engineering works on the land on which it is displayed whilst those works are being carried out.
9. A single temporary advertisement not larger than 0.6 sq metre in area and displayed not more than 4.5 metres above ground level relating to a non-commercial local event or activity, displayed not more than 14 days before nor more than 14 days after the event or activity to which it relates.
10. The display of a single advertisement on or consisting of a tethered balloon not more than 60metres above ground level for not more than 10 days in total in any calendar year and not normally visible from a conservation area or a nationally protected area.