



SUPPLEMENTARY PLANNING DOCUMENT (SPD) ADVERTISEMENTS

STATEMENT OF SUSTAINABILITY ISSUES

This statement has been published in order to comply with the guidance given in paragraph 10.1 of 'Creating Local Development Frameworks: A Companion Guide to PPS12' (November 2004).

How Sustainability Issues have been integrated into the SPD

- The introduction to the SPD notes that advertising is important to the viability of commercial enterprises and to the health of the local economy.
- The SPD gives specific advice on how commercial advertising should be displayed so as to preserve and enhance historic assets (listed buildings, conservation areas and listed parks and gardens). Section 3 of the SPD (headed General Policy Advice) contains policy advice on Conservation Areas and Listed Buildings.
- A paragraph on Resource Use and Waste Minimisation is included in Section 3.
- Encouragement of the use of energy efficient lighting is included in the advice on illumination in Section 3.
- Encouragement of the re-use of existing timber shop fascias, where they are in sound condition, is included in Section 4A of the SPD.
- The Further Information section at the end of the SPD includes links to further sources of information on sustainable and recycled materials and on energy efficiency.

How the Sustainability Appraisal and consultation has been taken into account

No comments were received on the draft Sustainability Appraisal during the formal consultation period.

No significant changes were made to the SPD as a result of the Sustainability Appraisal. The majority of the recommendations of the Sustainability Appraisal had already been incorporated into the draft SPD. The SPD contains detailed advice on the preservation and enhancement of conservation areas and brief guidance on: community safety; waste minimisation; use or reuse of sustainable materials; energy efficiency with regards to illumination; and the use of locally sourced materials and labour. In view of the statutory limitations on the determination of advertisement applications (to amenity and public safety matters), it is not considered that the SPD should provide more detailed guidance on these issues. However, sources of further information on environmental sustainability have been added under the heading Further Information at the end of the SPD.

The reasons for choosing the SPD as adopted

The Sustainability Appraisal considered the adoption of the SPD in the light of other reasonable alternatives and concluded that the option of producing an SPD was the preferred choice of the three possible options put forward, as it performs positively against the relevant sustainability objectives.

Monitoring arrangements

The four agreed monitoring indicators for the Advertisements SPD are:

1. How many planning applications have been received annually for advertisements?
2. How many applications are approved annually?
3. Do advertisement boards/bus shelters/other illuminated signs use renewable energy?
4. How many complaints does Brighton & Hove City Council receive about advertisements each year?

The above four indicators will be included in the council's Annual Monitoring Report of the Local Development Framework.

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