

8 Advertisements, signs and hoardings

KEY MESSAGES

In general, the most satisfactory advertisements are those which take into account:

- the character and design of the property;
- the appearance of the surroundings; and
- the external fabric of the building.

- 8.1 The purpose of this guidance is to provide advice on the design and siting of advertisements so that they contribute positively to the appearance and character of an area. All advertisements affect the appearance of the building, structure or place where they are displayed, to the extent that they can sometimes be the most dominant feature in an urban setting.
- 8.2 This guidance relates to Core Strategy Policy CS14 Promoting high quality places and conserving our heritage and Development Policies DP24 Securing high quality design and DP30 Shopfronts.
- 8.3 This guidance applies to all advertisements requiring advertisement consent, i.e. those which do not have “deemed consent” under the regulations.

DEEMED CONSENT

This allows the display of certain "specified classes" of advertisement without first having to make an application to the local planning authority

- 8.4 Guidance on advertisements is also contained within Outdoor advertisements and signs: A guide for advertisers (CLG, 2007, www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements). Where advertisements have deemed consent and do not require formal advertisement consent the guidance in this document should still be applied as a matter of good practice. Reference should also be made to chapter 7 Shopfronts, in this guidance, and the Fact Sheet on Estate agent boards.

What advertisements and signs are acceptable?

- 8.5 Good quality advertisements respect the architectural features of the host building and the character and appearance of the surrounding area. As a general guide, the most satisfactory advertisements are those which take into account the character and design of the property, its surroundings and alter the external fabric of the building as little as possible.

All advertisements

- 8.6 Advertisements and signs should respect the form, fabric, design and scale of the host building and setting. All signs should serve as an

integral part of the immediate surroundings and be constructed of materials that are sympathetic to the host building and the surrounding area. Interesting and unique styles of advertisements and signs will be considered acceptable where they are compatible with the host buildings and surrounding environment.

- 8.7 Generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties. If an advertisement is required at high level for a specific business use then this will usually be restricted to non illuminated images on windows.

Fascia

Runs horizontally across the ends of the roof rafters, below the lower edge of the roof.

- 8.8 Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).
- 8.9 Advertisements in conservation areas and on or near listed buildings require detailed consideration given the sensitivity and historic nature of these areas or buildings. Any advertisements on or near a listed building or in a conservation area must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Advertising on street furniture

Street furniture

A collective term for objects on streets and roads, including benches, bollards, post boxes, phone boxes, streetlamps, traffic lights, traffic signs, bus stops etc

- 8.10 Free standing signs and signs on street furniture will not normally be accepted where they contribute to visual and physical clutter and create a hindrance to movement along the pavement or pedestrian footway.

Illumination

- 8.11 The illumination levels of advertisements should be in accordance with the standards set by the Institute of Lighting Engineers Technical Report Number 5 (Second Edition).
- 8.12 The type and appearance of illuminated signs should be sympathetic to the design of the building on which it is located. The method of illumination (internal, external, lettering, neon, etc) should be determined by the design of the building. Illuminated signs should not be flashing or intermittent, whether internal or external.

- 8.13 Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible. Corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable, especially in residential areas, or conservation areas, or on listed buildings.

Trough lighting

An enclosed sign lighting unit using high powered fluorescent tubes.

- 8.14 To ensure that an advertisement does not become unduly dominant in the streetscene, disturb adjoining residents at night, or cause safety hazards to drivers, consideration should be given to the:

- intensity of illumination;
- surface area to be illuminated; and
- positioning and colours.

- 8.15 Internally illuminated box signs are discouraged. Generally, the internal illumination of individual letters, rather than the whole fascia or projecting sign on a shopfront, will be more appropriate.

Hoardings

Hoarding

A billboard or large outdoor signboard.

- 8.16 Where advertisement consent is required for the display of hoardings, the following guidance will be applicable:
- 8.17 Advertisement hoardings or posters will not usually be acceptable in predominantly residential areas and will be carefully controlled in conservation areas and on or near listed buildings to ensure that they do not detract from the area's and building's character and appearance. However, if an area has a mix of uses or is predominantly in commercial use some poster or hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. They should be designed and positioned as an integral feature of the building. Some guidelines on when hoardings will not be considered acceptable include:
- in locations where they may prevent or significantly damage views or obscure light;
 - where they are forward of the face of adjoining buildings;
 - where they project above roof ridge/eaves level;
 - where they obscure architectural features or landmarks (including windows or window recesses); and
 - on side walls where they would be unduly dominant.
- 8.18 Temporary poster hoardings used to screen buildings or construction sites while work is being carried out have deemed consent under the 2007 Regulations (please refer to Class 8 in the regulations for specific

details) for commercial, industrial or business uses only. This deemed consent is not available for any residential development and is also not available in conservation areas.

- 8.19 The impact of illumination will be taken into consideration and where it is considered to be a nuisance or out of character with the area then it will not be considered acceptable.

Shroud / banner advertisements

Shroud advertisement

Large scale advert, covering an entire building elevation, often used to shield construction work.

- 8.20 Shroud advertisements come in a range of forms but are generally large-scale and can cover the entire elevation of a building. As a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the streetscene and, where the advertisement partially obscures a building, the visual appearance of the building itself. However, they can help to shield unsightly construction work.
- 8.21 Conservation areas and listed buildings are particularly sensitive to these types of advertisements as they can appear overwhelming, and disrupt the appearance of a high quality built environment. Therefore, given the scale and size of shroud advertisements these types of advertisement proposals will only be considered acceptable primarily in commercial areas and only where they screen buildings under construction, alteration or refurbishment. If considered acceptable they will be allowed for a temporary period and should be removed on completion of the works should they be sooner than the approved period. Longer consents will require additional advertisement consent.
- 8.22 Shroud on scaffolding will only be permitted where:
- The scaffolding covers the entire elevation of the building and the netting on the scaffolding contains a 1:1 image of the completed building which is undergoing construction work (scaffolding is only to be erected for the purposes of carrying out building works and will be removed upon completion of the works); and
 - The advertisement covers no more than 20% of each elevation and is not fragmented. The advertisement must also respect the architectural form and scale of the host building. Where shroud and banner advertisements are considered acceptable on listed buildings or in conservation areas the advertisement should not cover more than 10% of each elevation and should not be fragmented. The location of the advertisement on the shroud will depend on the character of the local built form and the nature of views within it.
 - In some highly sensitive locations or where the building plays a particularly important role in the appearance of the area, a visual representation of the building that is shrouded may be considered necessary to mitigate any harm to the appearance of the area.

- 8.23 Banner advertisements on buildings will only be permitted where:
- They relate to landmark or unique buildings, such as festival venues, museums, and do not detract from the appearance and form of the host building or the surrounding environment.
 - In some commercial areas flags or banners may be considered a suitable form of display. Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.
- 8.24 NB: The erection of a banner or shroud advertisement may require a specific licence from our Highways Management Team. If advertisement consent is granted for a banner or shroud, this does not indicate that a licence will also be granted. The Highways Management Team should be contacted for more information. For information on licences please contact the Camden Highways Management Team.

