

Camden Planning Guidance

# Advertisements

March 2018



## 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 its surroundings
- the external fabric of the host building.

- 1.1 We have prepared this Camden Planning Guidance to support the policies in the Camden Local Plan 2017. This guidance forms a Supplementary Planning Document (SPD) which is an additional 'material consideration' in planning decisions.
- 1.2 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. This guidance was formally adopted March 2018 and replaces the guidance in CPG1 Design (adopted July 2015). All advertisements affect the appearance of the building, structure or place where they are displayed, and can at times can be a dominant feature in their setting.
- 1.3 This guidance relates to Camden Local Plan policy D4 on Advertisements.
- When advertising consent is required,
  - What types of advertisements will be acceptable,
  - Advertising on street furniture,
  - Illumination of advertisements,
  - Guidance on hoardings, shroud, banner, and digital advertisements.
- 1.4 This guidance applies to all advertisements requiring advertisement consent, i.e. those which do not have "deemed consent" under the regulations<sup>1</sup>. In accordance with the advertisement regulations, advertisements are only controlled in respect to their effect on amenity and public safety.

### Deemed consent

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

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<sup>1</sup> Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

1.5 Guidance on advertisements is also contained within Outdoor advertisements and signs: A guide for advertisers (CLG, 2007, [www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements](http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements)).

1.6 Where advertisements have deemed consent and do not require formal advertisement consent the guidance in this Camden Planning Guidance document should still be applied as a matter of good practice. Reference should also be made to guidance on shopfronts in Camden Planning Guidance on Design .

### **What advertisements and signs are acceptable?**

1.7 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 host building as little as possible. Advertisements will not be considered acceptable where they adversely impact upon amenity and public safety.

### **All advertisements**

1.8 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.

1.9 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**

Fascia within this guidance refers to the signboard on the upper part of a shopfront showing the name of the shop.

1.10 Advertisements will not be considered acceptable where they impact upon public safety, such as being hazardous to vehicular traffic (e.g. block sight lines, are more visible than traffic signals, emit glare) or pedestrian traffic (e.g. disrupt the free flow of pedestrian movement).

### Conservation Areas and Listed Buildings

- 1.11 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, of whatever type, 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 and bus stops.

- 1.12 Free-standing signs and signs on street furniture will only be accepted where they would not create or contribute to visual and physical clutter or hinder movement along the pavement or pedestrian footway.

#### Illumination

- 1.13 The illumination levels of advertisements should be in accordance with the guidance set by the Institute of Lighting Engineers PLG05 The Brightness of Illuminated Advertisements

- 1.14 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.

- 1.15 Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible to avoid light pollution. 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.

- 1.16 When considering the level of illumination on advertisements the following should be taken into account:

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

- 1.17 Applicants should ensure that an advertisement does not become unduly dominant in the street scene, disturb adjoining residents at night, or cause safety hazards to drivers.

- 1.18 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**

<p><b>Hoarding</b></p>
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<p>A billboard or large outdoor signboard.</p>
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- 1.19 Where advertisement consent is required for the display of hoardings, the following guidance will be applicable:
- 1.20 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.
- 1.21 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 project 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.
- 1.22 The Council will resist the illumination of hoardings where it is a nuisance or out of character with the area.
- 1.23 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.

## Shroud advertisements

### Shroud advertisement

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

- 1.24 Shroud advertisements come in a range of forms but are generally large-scale and can cover the entire elevation of a building. They can help to shield unsightly construction work, reducing visual impact. However, as a result of the scale and size of shroud advertisements their appearance can create a conflict with the surrounding environment and the street scene and, where the advertisement partially obscures a building, the visual appearance of the building itself.
- 1.25 Conservation areas and listed buildings are particularly sensitive to shroud 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.
- 1.26 Shrouds on scaffolding (erected for the purposes of carrying out building works and removed upon completion), will only be permitted where the:
- scaffolding covers the entire elevation of the building and the netting on the scaffolding depicts a true 1:1 image of the completed building which is undergoing construction work;
  - shroud does not exceed the height and length of the completed building (the 1:1 image should also not be extended where scaffolding stretches around a corner); and the
  - advertisement on the shroud covers no more than 20% of the shroud on 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 on the shroud should not cover more than 10% of the shroud on each elevation and is not 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.
- 1.27 Please note that permission is unlikely to be granted unless the proposed duration of works can be verified at application stage. Any departure from the end period will require further advertisement consent. The erection of a shroud advertisement may also require a specific licence from the Council's Highways Management Team or TfL. If advertisement consent is granted for a banner or shroud, this



does not indicate that a licence will also be granted. Please contact the Highways Management Team or TfL for more information.

### **Banner advertisements**

#### **Banner advertisements**

A sign made of non rigid material such as canvas or vinyl, and typically having no enclosing or supporting framework. Often intended for temporary use, a banner sign can be screen printed or painted, and is commonly hung from a pole or mounted to the facade of a building.

- 1.28 Banner advertisements on buildings will only be permitted in the following circumstances:
- 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.
- 1.29 Please note that the erection of a banner advertisement may require a specific licence from the Council's Highways Management Team. If advertisement consent is granted for a banner or shroud, this does not indicate that a licence will also be granted. Please contact the Highways Management Team for more information.

### **Estate agent boards**

- 1.30 Estate agent boards of a certain number and size can be erected on properties without the benefit of advertisement consent. Typically only one, non-illuminated advertisement, of specified dimensions and height per property, has deemed consent. These details are set out in "Outdoor advertisements and signs: A guide for advertisers" (CLG, 2007, [www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements](http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements)).
- 1.31 Estate agent boards must be removed no later than 14 days after completion of the sale or granting of the tenancy.

- 1.32 A regulation which prohibits the display of estate agent boards is in place across seven of Camden's conservation areas:
- Hampstead,
  - South Hill Park,
  - South Hampstead,
  - Belsize Park,
  - Fitzjohn/Netherhall,
  - Redington/Frognaal, and
  - West End Lane (part).
- 1.33 In these areas, deemed consent for the display of estate agents boards does not apply. Advertisement consent is therefore required to display a board in these areas, however the council will strongly resist granting consent due to the impact the boards would have on visual amenity.
- Further details are available at:  
<https://www.camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-applications/before-you-apply/residential-and-business-projects/estate-agent-boards/>
- Digital advertisements**
- 1.34 Digital advertisements, which can also be referred to as digital screens or digital billboards, can project video but are often used to show a still image or to cycle through a number of still images. They have the advantage of being remotely controlled by computer and being illuminated. They can be large in size or smaller (e.g. screens integrated into bus shelters).
- 1.35 Digital billboards are an effective form of advertising, although generally more costly to rent compared to traditional billboards. There is pressure for development of various kinds of digital billboards and advertising in the borough.
- 1.36 Proposals for digital advertisements should adhere to the best practice guidance set out in the Transport for London Guidance for Digital Roadside Advertising and Proposed Best Practice (March 2003). This best practice guidance sets out detailed considerations and requirements including:
- Siting of adverts including proximity to traffic signals, hazards, and longitudinal spacing;
  - Position and orientation to the carriageway;
  - Message duration, transitions, and sequencing; and
  - Lighting levels.
- 1.37 The Council support the development of digital signboards provided they meet the criteria set out in Local Plan Policy D4 on advertisements, the



guidance set out in this document, TfL best practice, and where they are located in a suitable location.

1.38 Digital advertisements are by design visual prominent and attention grabbing with their illuminated images, especially when they are large in size. They are not suitable for locating in some areas. Factors which make a location less suitable for digital billboards include locations:

- Within conservation areas;
- Within predominantly residential areas;
  - With a uniform heritage character,
  - near listed buildings; and
  - where the advertisement could become the most prominent feature of the street scene.

Factors which make a location more suitable for digital billboards include locations:

- In predominantly commercial areas,
- Along major roads carrying high levels of traffic, and
- In areas with larger buildings where signage can be integrated into the architecture.