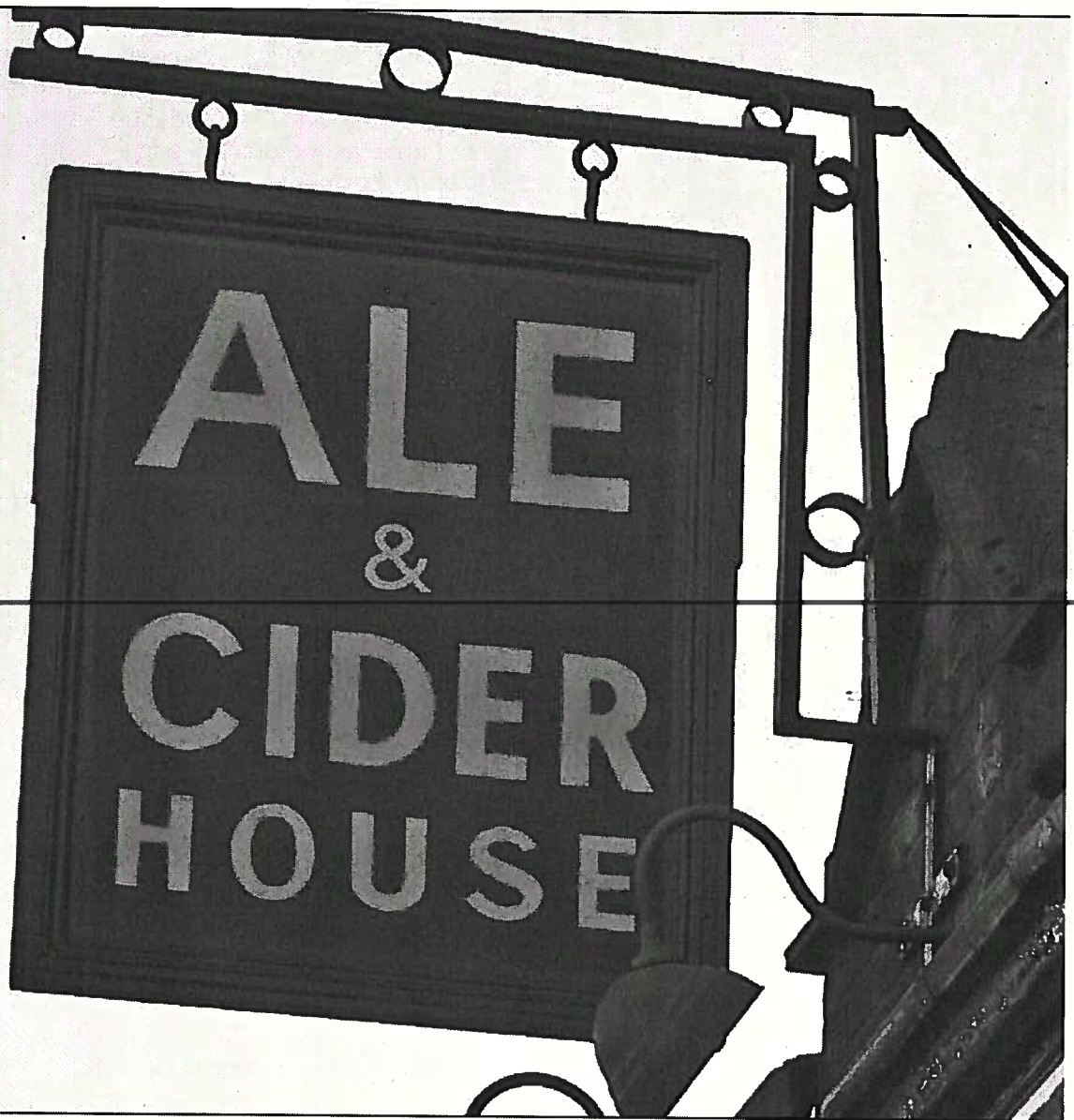


Camden Planning Guidance

Advertisements

March 2018



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).

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).

- 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

Hoarding

A billboard or large outdoor signboard.

- 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.

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).
- 1.31 Estate agent boards must be removed no later than 14 days after completion of the sale or granting of the tenancy.

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.
-