



SPG Note 14: Designing advertisements or signs

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INTRODUCTION

14.1 Advertisements or signs are part of the built environment. Many businesses rely on them to sell goods and services. However, care should be taken in their siting, size and illumination. Interesting or innovatively designed signage is encouraged.

14.2 This Note outlines detailed design guidelines for advertisements or signs considered in the Built Environment chapter. The relevant Policy is as follows:

BE35 An advertisement or sign will be allowed if it does not adversely affect:

(a) public safety;

(b) amenity, by reason of the following:

(i) it is well designed and sensitively located in relation to the surrounding area;

(ii) on a building, it relates to the scale, character and architectural details of the building;

(iii) it does not create clutter;

(iv) within a Conservation Area it preserves or enhances the character or appearance of the area; and

(v) on a Listed Building or within its setting, it does not adversely affect, or is in keeping with, its special architectural or historic character or appearance.

14.3 An advertisement is defined as:

“any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of advertisement, announcement or direction and ... includes any hoarding or similar structure ...”
(Town and Country Planning Act 1990 as

amended). They not only occur in shopping centres but also on or around a wide range of other buildings.

14.4 The City Council controls the display of an advertisement or sign by the Town and Country Planning (Control of Advertisements) Regulations 1992 in the interest of:

- amenity - the appearance, size and effect of signs on buildings and the effect upon the character or appearance of an area: and
- public safety - the safety of people using any form of travel likely to be affected by a sign.

ADVICE

Amenity

Shop signs

14.5 Signs are a crucial element of shopping centres and can positively contribute to the attractiveness of centres. The following points should be considered for shop signs on new and existing buildings:

- think of signs as part of the overall shop front design rather than as an afterthought (see also SPG Note 9 – designing a shop front);
- keep signs in character with the existing shop front, the building and the area as a whole. Their character is determined by such factors as size, shape, position, materials, colour and type and extent of illumination;
- signs should not obscure architectural features or detail, or form an over-dominant feature;
- a well designed sign achieves more impact than a number of signs competing for attention;
- siting a sign above fascia level is not normally acceptable; and
- the character of a building or area should not be prejudiced by inconsistent and competitive signs.

Lighting

14.6 Illuminating signs externally, such as by spotlights or floodlights, is preferred to internally illuminated signs. In certain locations, such as in a Conservation Area or on Listed Buildings, light fittings should be as unobtrusive as possible. Lighting should not dazzle road users or other passers-by. Cable runs should be internally located or be unobtrusive and painted to blend with the background.

14.7 Set internally illuminated signs into the fascia so they do not protrude forward of the shop fascia. Avoid distracting occupiers of other nearby property by providing an area of even illumination. A brightly lit fascia can distract potential customers from the display behind the window. Neon signs do not need bulky boxed light fittings. Simple neon lettering or a 'halo' effect can often look very effective, especially on a plain background with concealed fixings.

14.8 All internally illuminated signs should:

- avoid large areas of illumination, especially with white or light coloured backgrounds;
- use matt materials; and
- conceal wiring and junction boxes as much as possible.

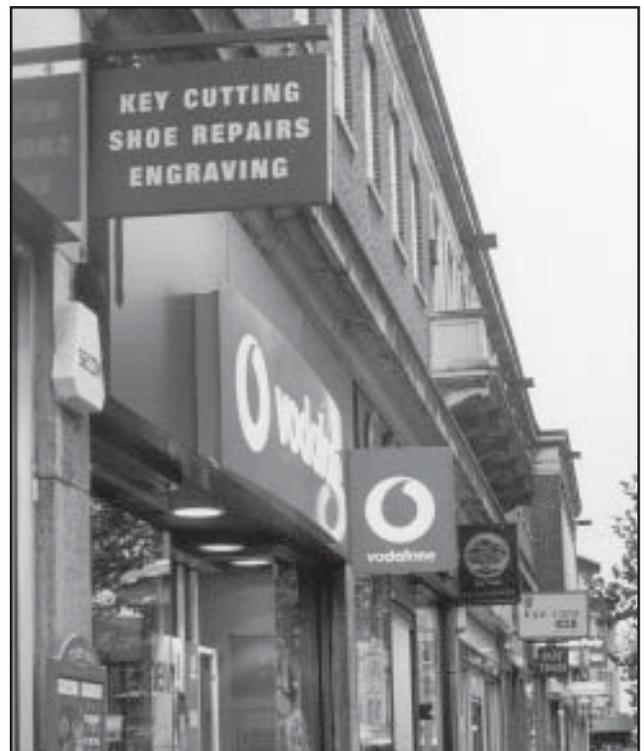


Shop fascia sign – Whitefriargate

Fascia signs

14.9 Fascia signs should:

- be designed as part of the building and not treated as an unrelated addition;
- be of an appropriate size and design;
- be sited sympathetically on the building;
- not obscure or remove traditional detailing;
- be recessed to prevent the side being visible; and
- not extend across two shop fronts or across separate buildings.



Projecting signs – King Edward Street

Projecting and hanging signs

14.10 Projecting and hanging signs should:

- be related to the style and character of the building or area;
- be at fascia level;
- be limited to one for each building; and
- not be larger than the fascia sign.

14.11 Hanging signs should also:

- be used on buildings or in areas of traditional character; and
- only use illumination if the location is suitable.

Upper level uses

14.12 Many shopping street buildings have upper floor uses such as an office or hairdresser, without ground floor frontage. A sign relating to such uses should normally be at the ground floor access level and not above fascia level.

Signs on industrial type buildings

14.13 Industrial type buildings include premises for employment and storage and distribution uses and large shopping stores. Signage identifies the company name and business activity. However, signs on large shopping stores can cause problems as they sometimes have to compete with other signage. Careful attention should be given to the size, position and illumination of signs, and they should:

- be in suitable proportion with the scale of the elevation of that part of the building;



Sign on retail store – Kingston Park

- preferably comprise one sign for each elevation; and
- be designed and positioned as an integral feature of the building.

Forecourt or gantry signs

14.14 Forecourt or gantry signs are usually positioned at the front of a building and on road frontages to catch the attention of drivers or other passers-by. Petrol filling stations, public houses or shop outlets, such as superstores, use such signs and they are typically pole mounted. The design of forecourt or gantry signs should generally have regard to the following guidance:

- the height and width should not dominate the scale of existing or proposed buildings or be too big within the context of the space in front of the building (in case of a petrol filling station this may mean that a sign should be no higher than an existing forecourt canopy);
- there should be only one sign for each road frontage; and
- if there are a number of uses on one site (e.g. sub-letting of units) or brands and prices (in the case of petrol filling stations) or if there is other necessary information to display, it should be on a single gantry sign. This will reduce potential signage clutter.

Hoardings

14.15 In general, new, large poster hoardings are appropriate in predominantly employment areas, where the scale of buildings and character of the use may accommodate displays without them appearing incongruous and out of place. Landscaping and boundary treatment will usually be necessary to enhance the appearance of such an advertisement site.

14.16 Outdoor advertisement hoarding displays are not normally acceptable within a Conservation Area, on or near a Listed Building, on a house or within a



Hoardings – Anlaby Road

mainly housing area. If their location is acceptable in principle, hoardings should be designed:

- not to be over-dominant features in relation to pedestrians;
- to screen any related frontage fencing;
- to include forecourt landscaping; and
- not create clutter.

14.17 If a free standing hoarding is otherwise acceptable, the rear of the display structure should not be readily seen to users of the public highway, from public footpaths, rights of way or public open space areas and car parks. It may be possible to screen satisfactorily the rear of panels by means of tree planting or through the erection of screen fencing on the rear of a panel, in the form of a side screen wing or by fencing on adjacent land.

Flag advertisements

14.18 Flag advertisements are usually only acceptable in mainly employment areas or sites where the scale of buildings and character of use are large enough to accommodate their display without adversely affecting visual amenity.

Fly posting

14.19 Fly posting is illegal and can have serious harmful effects on amenity. Fly posting can be subject to prosecution.

Public safety

14.20 Signs should not obscure visibility, nor dazzle or distract the attention of road users. Pay particular attention to these matters near road junctions, pedestrian crossings or roundabouts. Signage should not impede passage for pedestrians.

Details required in any submission for advert consent

14.21 When making an application for an advertisement or sign, the following information should be provided:

- detailed scaled plans and elevations of the property showing the advertisement in relation to the whole of the relevant elevation upon which it is sited and if appropriate its relationship to existing adjoining shop fascias;
- details of materials and colours to be used;
- if it is to be illuminated, lighting equipment and positioning details should be given;
- a section through the sign side view;
- a detailed drawing showing dimensions, materials, colours, extent of illumination, symbols and lettering; and
- a location plan of the premises based on an Ordnance Survey extract, (scale 1:250) clearly identifying the site.