

## GUIDELINES FOR NEW DEVELOPMENT

### 2. ADVERTISEMENTS

2.1 **The detail contained in the following section expands on Landscape Proposal 8 contained in the Local Plan.** Advertisements can make a positive contribution to the appearance and liveliness of an area. But by their nature they can be visually intrusive. Advertisements should be appropriate in size, design and location having regard to the character and appearance of the surroundings in which they are to be displayed and to the buildings to which they are to be attached.

- Advertisements on buildings should not be unduly dominant or out of scale with their elevations. In general, a sign should be designed as an integral part of the building on which it is to be displayed.
- To achieve impact and avoid clutter, the amount of advertising material and numbers of individual signs should be limited to the minimum needed for an effective display.
- Usually signs on buildings should be restricted to ground floor fascias where they relate to ground floor uses. Advertisements identifying upper floor uses may be acceptable above ground level depending on the design of the building and the street, but these exceptions will only occur in commercial centres. Signs at, or above roof level, will not be acceptable.
- Advertisements, including hoardings should form part of an approved scheme which clearly improves the appearance of the district.
- Illumination of advertisements should be static and of a level appropriate to the surroundings in order to avoid disturbance and visual intrusion. To prevent signs from becoming too intrusive, the illumination should be restricted to either the letters or the background only. Proposals in locations adjoining traffic signals or pedestrian crossing beacons must not incorporate colours which could cause confusion.
- Hoardings and flank wall boards will not normally be acceptable on, adjacent to or opposite residential properties. In other locations the scale of the surrounding development, the character of the street scene, and the nature of existing development and the quality of any proposals will be taken into account when considering proposals.
- The height and proportions of flank wall boards should be carefully related to the scale and form of the flank wall and clutter should be avoided.
- In areas of open countryside or green wedges advertisements should relate to an existing use or are for a specific purpose i.e. advertising a particular event.
- Projecting signs should comply with the requirements of the Highway Authority. Their size should be carefully related to the scale of the building and should align with the fascia and their design should take account of canopies over shop fronts where these are present.
- Illuminated signs in residential areas should be extinguished when the premises on which they are displayed are closed, so as not to cause undue disturbance to the occupiers of surrounding residential properties.
- Any signs displayed on listed buildings should be in keeping with the age and architectural character of the building on which they are displayed.

- Where appropriate, advertisers will be encouraged to provide more adventurous and attractive displays. A greater variety would be appropriate in shopping centres and other commercial areas, including industrial estates, where the premises are not in close proximity to more sensitive uses such as residential properties.