



Hull Local Plan: 2016 to 2032

Advertisement Design Guidance Supplementary Planning Document 8

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SPD 8: Advertisement Design Guidance

Introduction

- 8.1 Advertisements and signs are part of the built environment. Businesses make use of them to sell their goods and services. However, care needs to be taken with regards to their siting, size and illumination. Interesting or innovatively designed signage is to be encouraged. The local plan highlights that consent should be determined on the grounds of safety and amenity. Advertisements should not unduly distract drivers or hinder views of road signs. They should not pose a danger to pedestrians or obstruct the views of CCTV cameras. In addition advertisements should also have an acceptable impact on the amenity of the surrounding area. As adverts are often located on buildings, they should be well related to the proportions of the building, particularly in Conservation Areas and near heritage assets. It is important that there are not too many adverts in any given area, creating advertisement clutter.
- 8.2 This Document presents detailed design guidance for advertisements as considered within policy 20.

Policy 20

Advertisements

Advertisements should have an acceptable impact on public safety and amenity. Assessment of impact will have particular regard to:

- a. the impact of the advertisement on the safe movement of vehicles and pedestrians;
- b. the impact of the advertisement on CCTV coverage;
- c. the relationship of the advertisement to the features of the building it is placed on;
- d. the character of the surrounding area, particularly in Conservation Areas and proximity to heritage assets; and
- e. advertisement clutter.

8.3 An advertisement is defined as: “*any word, letter, model, sign, placard, 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 (without prejudice to the previous provisions of this definition) includes and hoarding or similar structure used or designed, or adapted principally for use, for the display of advertisements.*”

(Town and Country Planning Act 1990 as amended)

8.4 The City Council control the display of an advertisement or sign by the provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as amended and in the interests of:-

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

ADVICE

Amenity

Shop signs

8.5 Signs are a crucial element of shop fronts and can contribute to the attractiveness of shopping areas. The following considerations should be made in respect of signs to be displayed on new and existing buildings;

- consider signs as part of the shop front design;
- signs should be in character with the existing shop front, the building and the area as a whole. Their character is determined by their size, shape, position, materials, colour, and type and the extent of illumination;

- signs should not obscure architectural features or detail, or form an over-dominant feature;
- 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;
- should be safe and not conflict with traffic signs or signals, CCTV or speed cameras;
- should have an acceptable impact on the amenity of the surrounding area;
- should be considered with regards the 'overall' impact on an area as too many adverts within an area could lead to adverse impacts on amenity such as clutter.



Lighting

- 8.6 Illuminated signs externally, such as by spotlights or floodlights, are preferable to illuminated signs. In particular locations such as a Conservation Area, and near heritage

assets light fittings should be as unobtrusive as possible. Lighting should not have a detrimental impact on pedestrians or road users. Cable runs should be internally located or be unobtrusive and painted to blend with the background.

8.7 Internally illuminated signs should be set back within the fascia so that they do not protrude forward of the shop fascia. They should avoid distracting occupiers of nearby properties by providing an area of even illumination. Neon signs do not need bulky boxed light fittings. Simple neon lettering or a 'halo' effect can look attractive particularly on a plain background with concealed fixings. 'Ticker tape' style advertisements should be avoided particularly within Conservation Areas, or near heritage assets.

8.8 Internally illuminated signs should:

- avoid large areas of illumination, especially with white or light coloured back grounds;
- should be safe and not conflict with traffic signs or signals, CCTV or speed cameras;
- should not be detrimental to residential amenity by elements such as flashing lights or neon tubing;
- use matt materials; and
- conceal wiring and junction boxes.

Fascia signs

8.9 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 separate buildings.



Projecting and hanging signs

8.10 Projecting and hanging signs should:

- be related in style and character of the building or area;
- be at fascia level and be positioned so as not to be a danger to pedestrians and vehicles;
- be limited to one for each building; and
- not be larger than the fascia sign.

8.11 Hanging signs should also:

- be used on buildings or in areas of traditional character; and

- only use illumination if considered acceptable.



Upper level uses

8.12 Many shopping street buildings have upper floor uses without ground floor frontages. Signs relating to such uses should normally be located at ground floor access level and not above fascia level.



Signs on industrial type buildings

8.13 Industrial type buildings include premises for employment, storage and distribution and large shopping outlets. The signs displayed on them will identify the company name and business activity. When designing such signs attention should be made to the size, position and illumination of signs, and they should:

- be in suitable proportion with the scale of elevation of that part of the building;
- ideally comprise one sign for each elevation; and
- be designed and positioned as an integral feature of the building.



Forecourt or gantry signs

8.14 Forecourt or gantry signs are usually positioned at the front of a building and on road frontages in order to gain the attention of 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 such signs should generally follow this 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.
- there should be only one sign for each road frontage, and
- if there are a number of uses on one site or brands and prices or if there is other necessary information to display, it should be on a single gantry sign. This is to avoid advertisement clutter.



Hoardings

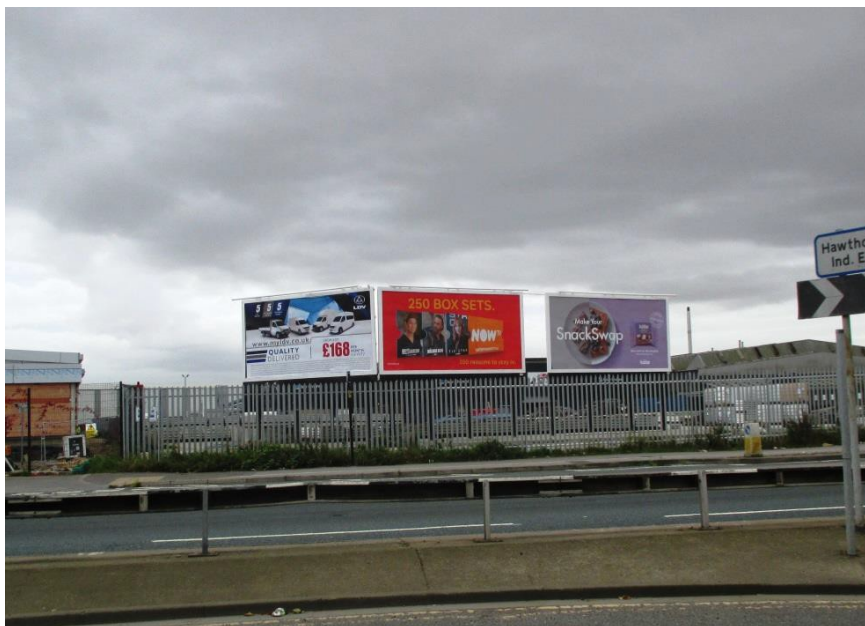
- 8.15 Generally large poster hoardings are appropriate in predominantly employment areas, where the scale of buildings and character of use may accommodate displays without them appearing incongruous and out of place.

Landscaping and boundary treatment will usually be necessary for new sites to enhance such a display.

8.16 Outdoor advertisement hoardings are not acceptable within a Conservation Area, or near heritage assets, or on a house or within a mainly residential 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.

8.17 If a free standing hoarding is otherwise acceptable, the rear of the display should not be seen to users of the public highway, from public footpaths, rights of way or public open spaces and car parks. It may be possible to screen satisfactorily the rear of the display 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

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

Fly posting

- 8.19 Fly posting is illegal and can have serious harmful effects on amenity. Fly posting may be subject to prosecution or the authority can obliterate or remove such unauthorised material. Advance notice of two days of the removal of the advertisement should be given if an advertiser is identified.

Public Safety

- 8.20 Signs should not obscure visibility, nor dazzle or distract the attention of road users. Particular attention should be made to these matters near road junctions, pedestrian crossings or roundabouts. Signage should not impede passage for pedestrians.

Moveable Advertisements

- 8.21 A-boards, placards and boards and models and devices are typically moveable and often create cluttered and untidy environments. Such items constitute a safety hazard for pedestrians and the visually impaired and often create an obstruction for people using mobility scooters or prams and will not other than exceptional circumstances (where the formal approval of the highway authority will be required) be permitted to be placed on the public highway. The preference would always be for well- designed permanent advertisements affixed to the premises.

Display of unauthorised advertisements

- 8.22 The display of an unauthorised advertisement is an offence and can result in prosecution being brought by the Local Planning Authority. The maximum penalty for the display the courts can impose is level 4 (£2,500) for a first offence

and 10% (£250) per day after conviction if the advertisement is not removed.

Legislation

8.23 The complete legislation relating to the control of advertisements is as follows:

- **Town and Country Planning (Control of Advertisements) Regulations 2007.**
- **Amendments to Advertisement Regulations in relation to flags (Statutory Instrument 2012-2372).**