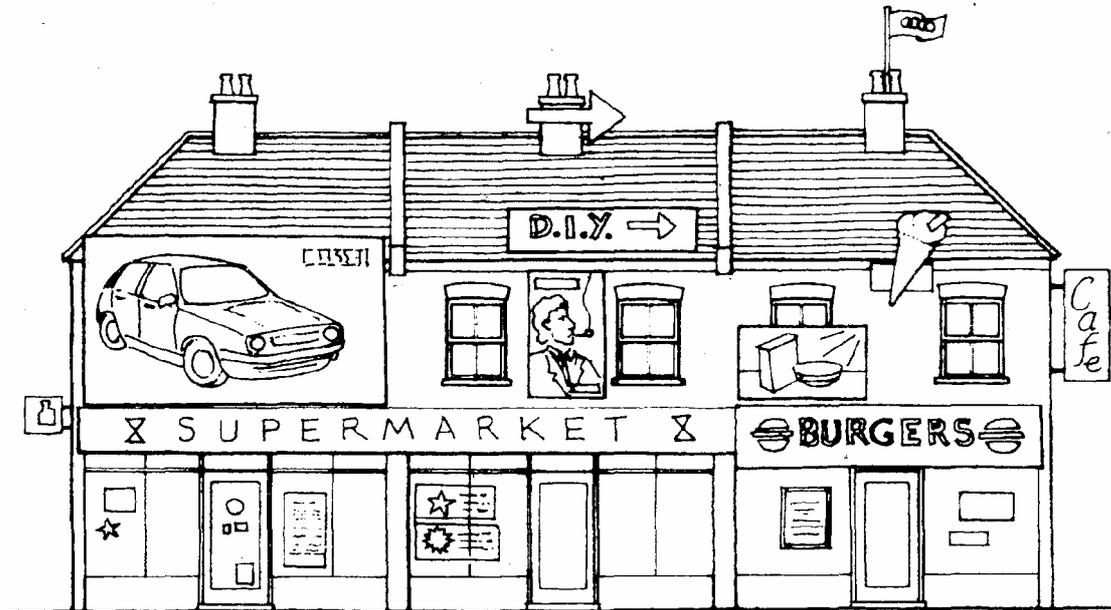


# BARNET

LONDON BOROUGH

## DESIGN GUIDANCE NOTE NO:1 ADVERTISING AND SIGNS



This guidance note is one of a series which provides design advice on various matters. The guidance is aimed primarily at businesses intending to display advertisements and/or signs. It is not intended to inhibit imaginative or sensitive solutions or new display techniques, but to offer general advice on solutions which have been found to be acceptable.

The guidance covers all types of permanent or temporary external advertising and signs including hoardings, estate agents boards and advertisements on business premises including supermarkets and retail warehouses. It does not deal with advertisements on shop premises which are covered in the guidance note on shopfronts.

The statutory definition of an advertisement is much wider than generally understood and is defined in legislation as:

*“any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of or employed wholly or partly*

*for the purposes of advertisement, announcement or direction, and...includes any hoarding or similar structure used or designed or adapted for use, and anything else principally used or designed or adapted principally for use for the display of advertisements...”*

(Town & Country Planning Act 1990 S.336 as amended)

Advertising and signs are an integral part of everyday life and affect the appearance of the building, structure or place in which they are displayed. They are needed to promote and facilitate business activity, to show where goods and services are available and to help us find our way around.

Carefully designed advertisements and signs can enhance the quality of our surroundings and contribute colour and variety to the environment. However, if poorly designed or sited, they can reduce environmental quality and detract from the appearance of buildings and the street scene.

Protecting and enhancing the visual quality of the borough will benefit not only businesses but also residents by making Barnet a more attractive place in which to live and work.

In those areas of the borough which are particularly sensitive, such as conservation areas and areas of open land, special care is needed to ensure that advertisements and signs do not detract from the character of the area.

In recognition of this, the Council has declared these as “Areas of Special Advertisement Control” where additional restrictions apply on the types and sizes of advertisement that can usually be displayed without the Council’s consent. The controls restrict the height at which an advertisement can be displayed, impose a smaller maximum size on letters or characters and prohibit the display of some types of advertisements such as poster hoardings. The areas subject to these controls are shown on the plan towards the end of this leaflet.

In addition, special care is needed in respect of signs and advertisements on or near to listed buildings where they could detract from the appearance of the building or its setting.

## LEGISLATION

The law relating to the display of advertisements is contained in the *Town & Country Planning (Control of Advertisement) Regulations 1992*. These control the types of advertisements that can be displayed, their size and whether or not they can be illuminated.

The Regulations divide advertisements into three classes;

- (a) those for which no consent is required (excepted classes);
- (b) those for which the regulations themselves grant consent (deemed consent);

(c) those that require consent from the Council (express consent).

Further information and a leaflet describing the various classes is available from the Planning Department.

It is an offence to display an advertisement in Contravention of the Regulations and the Council can take enforcement action. This may lead on conviction to a fine of £1000 and a further fine of £100 for every day that the advertisement continues to be displayed. In addition, the Council can take action to remove advertisements displayed without consent.

## PLANNING POLICIES

The Council’s policies and criteria for the display of advertisements are contained within the *Unitary Development Plan (UDP)* approved in November 1991 (Policies T7. 1 and T7.2). These can be summarised as a number of guiding Principles which should be taken into account whether or not express consent is required from the Council.

### *Advertisements and signs should, where appropriate:*

- be well related to their surroundings in terms of size, scale and siting;
- be located to avoid visual clutter;
- not conflict with traffic signs or signals or be likely to cause confusion or danger to road users;
- respect the character and architectural details of any building on which they are to be located;
- be carefully designed and controlled in sensitive areas such as conservation areas, in open countryside or on or near important buildings;

within Barnet. Pending the statutory review of the UDP, the policy context in these areas remains the relevant statutory development plan of the former local authority together with any design or other guidance prepared to supplement the plan's policies.

## SPECIFIC GUIDELINES

### 1. ADVERTISEMENTS ON BUILDINGS

Advertisements on buildings have a positive role to play in identifying the site and its use or the services available. Carefully designed, they can enhance the appearance of the building especially if they are designed from the outset as part of its fabric. They include:

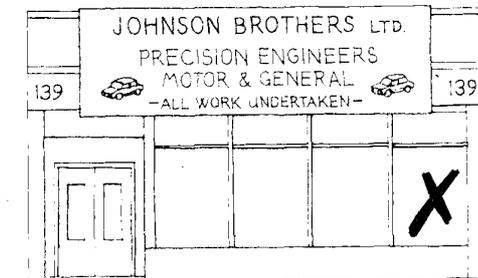
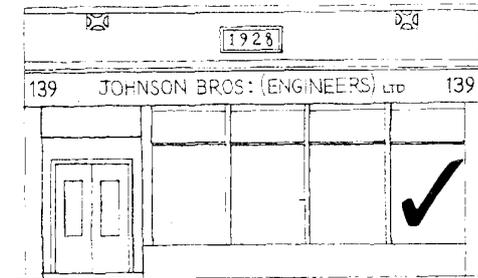
- fascia signs, which may be either painted and left non-illuminated, illuminated with spotlights, internally illuminated or comprise illuminated letters;
- projecting or hanging signs, again illuminated or non-illuminated;
- corporate identities designed as part of the buildings finishes;
- canopies displaying the name of the company or the product available;
- nameplates, such as those identifying a doctor or dentist who operates from the premises.

#### *Advertisements on buildings should therefore:*

- be designed and sited to take account of the building's architectural features;
- be in scale with the building and its surroundings;
- be located at fascia level;
- be considered at an early stage in the design process;

- in the case of projecting signs overhanging the highway, project no more than 1m (3ft 3ins) from the face of the building or have a depth greater than 0.75m (2ft 5ins)

However, poorly designed signs can detract from the appearance of a building and thereby the general street scene, and special care is needed where the building adjoins or is visible from a conservation area, residential area or open countryside.



#### *Advertisements on buildings should not:*

- be of a size or location which obscures or conflicts with the building's proportions or architectural features;
- be sited so as to create imbalance or undue prominence when viewed as part of the general street scene;
- be displayed at a high level where they could be seen from parks, open spaces and nearby residential areas;

- be sited in such a position or be of a design or include colours which could distract road users or lead to confusion with traffic signs;

- include flashing or moving lights, or have a degree of illumination likely to adversely affect the occupiers of adjoining residential property or the character of the area.

## 2. ESTATE AGENTS/CONTRACTORS BOARDS



converted into flats and where a number are offered for sale concurrently. Generally, such boards should not be affixed to the building and must be removed within 14 days.

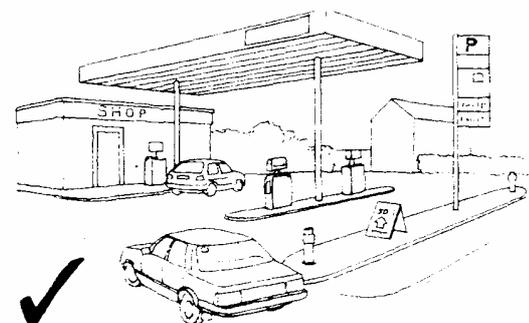
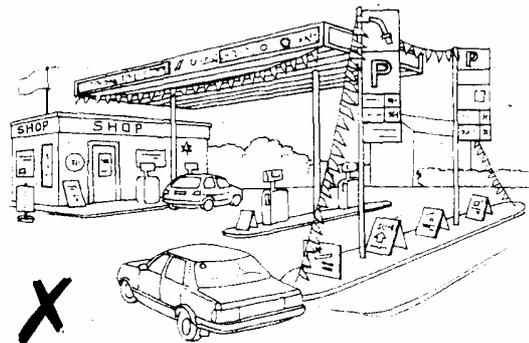
## 3. SIGNS ON PETROL FILLING STATIONS

Petrol filling stations are usually situated on main routes or in commercial areas where a degree of advertising is appropriate to inform motorists of the product on offer and

The Control of Advertisement Regulations 1992 grants deemed consent for a number of advertisements which are generally required for a limited period of time including those advertising land or buildings for sale or to let or to advertise the name of a contractor carrying out a building operation on a construction site.

In the case of estate agents boards, different restrictions apply depending on whether the property is a residential unit or in business use. In all cases, only one sign is allowed and this must be removed 14 days after the sale or grant of a tenancy.

Because such signs are only displayed for a limited period, they do not have a lasting effect on the character of an area except where properties have been



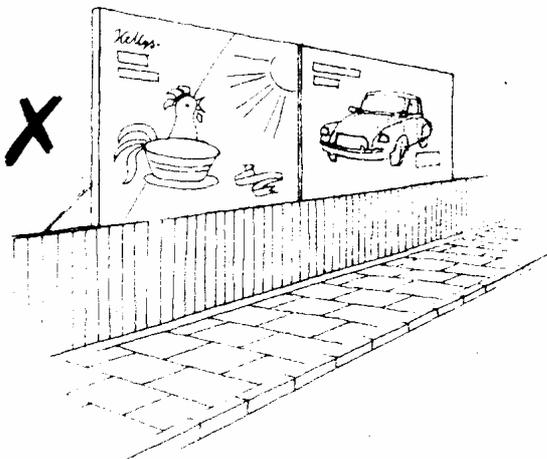
It's price. However they are also found in residential areas where an excessive level of advertising can detract from the appearance of the area and the amenities enjoyed by local residents. Such problems can be exacerbated if some or all of the signs are illuminated. Therefore, on petrol filling stations advertising (whether illuminated or not), should normally be limited to one forecourt sign, the name of the premises or proprietor and the name or trademark of the principal agency under which the premises function.

#### 4. HOARDINGS AND POSTER PANELS

Because of their visual impact, hoardings are generally not acceptable in the borough. However there may sometimes be occasions when they can perform a useful function in screening an untidy or vacant site or adding colour and interest to an otherwise drab environment. They may also have a role to play as part of a local environmental improvement scheme and when painted in the form of a mural or displayed as a 4-sheet poster display panel, perhaps with associated hard or soft landscaping, may contribute to an attractive street scene.

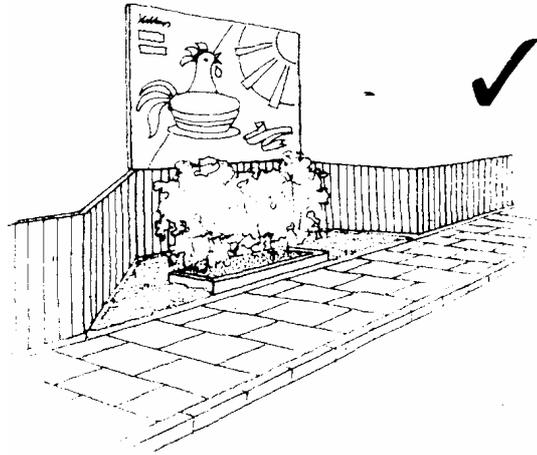
##### *Hoardings and Poster Panels should therefore:*

- respect the scale of their surroundings:



- respect the scale and architectural features of any building on which they are to be displayed;

- make use of opportunities to provide associated hard or soft landscaping.



However if displayed in inappropriate locations, they can have a detrimental effect on the environment.

##### *Inappropriate locations would include:*

- in a residential area, conservation area or area of high amenity value;
- at a high level where they could be seen from residential areas or open spaces;
- on parts of buildings not designed for this purpose where they are out of scale with their surroundings;
- in open countryside.

#### CONSERVATION AREAS AND LISTED BUILDINGS

##### *Conservation Areas*

The Council has designated areas of special architectural or historic interest as *conservation* areas where it has a duty to preserve and enhance the special character of the area.

In such areas, the council will exercise a stricter degree of control over advertisements which could adversely

affect the special character of such areas.

In addition, there are stricter controls on the display of advertisements which could otherwise be displayed without the Council's consent such as hoardings around temporary construction sites and certain types of illuminated advertisements.

Residents of the *Hampstead Garden Suburb Conservation Area*, excluding No 5 upwards (odds) and No 18 upwards (evens). The Bishops Avenue, will also need to apply to the New Hampstead Garden Suburb Trust for permission to display any advertisement or sign. The Council and the Trust have produced a design guidance leaflet for the Suburb. This is available from the Council.

### **Listed Buildings**

Some 750 buildings in the borough are listed as *buildings of architectural or historic interest*. Most proposals to display advertisements will affect the character of such buildings and will therefore require listed building consent in addition to any consent required under the Advertisement Regulations.

Because of the special nature of a listed building, care will be needed to ensure that advertisements do not adversely affect its character or if sited nearby, detract from its

setting.

Depending on the circumstances, a sign comprising a painted fascia or individual letters illuminated by spotlights may be appropriate on a listed building. However an internally illuminated box sign or illuminated plastic letters are likely to adversely affect its character and would therefore be unacceptable.

The Council has compiled *a list of buildings of local architectural or historic interest*. Particular care will be taken to ensure that development proposals affecting buildings included in the "Local List" comply with the advice contained in this leaflet.

### **HOW TO APPLY FOR CONSENT**

Where a proposed advertisement falls outside the "excepted classes" and does not benefit from "deemed consent" an application must be made on forms available from the Planning Department. A fee is payable and the application should be accompanied by 3 copies of a drawing showing the size of the advertisement, its position on the building or land in question and, if appropriate, the materials to be used, colours and details of illumination.

It is a requirement of any consent granted that the site is maintained in a clean and tidy condition and that the consent of the owner of the land is obtained.

This document supplements and expands upon the policies within the adopted Unitary Development Plan. The advice it contains is consistent with those policies and therefore has the status of supplementary planning guidance.

The document has benefited from Council resolution and a consultation exercise. This has enhanced its status and due weight will be accorded to it as a material consideration in the determination of development proposals.

Following boundary changes in April 1993 and April 1994, several small areas formerly within Hertsmere district and the London Boroughs of Camden, Enfield and Haringey are now included within Barnet. Pending the statutory review of the UDP, the policy context in these areas remains the relevant statutory development plan of the former local authority.

## Special Control of Advertisement Areas

