

Advertisement Guidelines for East Hampshire

March 2000



ADVERTISEMENT GUIDELINES FOR EAST HAMPSHIRE

The booklet "Outdoor Advertisements and Signs: A Guide for Advertisers", published by the Department of the Environment, Transport and the Regions, aims to explain to everyone who wants to display an outdoor advertisement how the system of advertisement control works. Copies of this booklet are available at the District Council's Planning Reception.

The following additional guidelines are intended for those wishing to display outdoor advertisements within East Hampshire. In addition to the controls exercised by the Local Planning Authority under the Town and Country Planning (Control of Advertisements) Regulations, the display of advertisements in East Hampshire will be subject to the following criteria:-

General Guidelines

- i. The display of advertisements will be the subject of strict control to ensure that the quality of the built and rural environment is maintained and wherever possible enhanced.
- ii. Advertisements should be appropriate in size, scale, colour and materials to the building on which they are affixed and the area in which they are to be displayed.
- iii. Signs should be sited so as not to endanger public safety.
- iv. Wherever possible all information necessary to advertise the business carried out should be incorporated on one sign, clutter should be avoided.

In addition to the General Guidelines the following more detailed criteria will be taken into consideration:-

1. Specific Guidelines for Shopping Areas

- i. Wherever possible signs should be displayed at fascia level and should preferably be simple hand painted signs on a fascia of traditional materials or individual letters of an appropriate style applied directly to the wall.
- ii. Oversized or overdeep fascia signs out of scale with the building on which they are affixed will not normally be accepted. The top of the fascia sign should not reach the case of the first floor windows, and the sign should not cover up any architectural detail of the building on which it is to be affixed. The lettering on fascia signs should be in proportion to the size of the fascia.
- iii. Illuminated signs should only be used to identify premises open after 6 PM and providing essential services, and there should be no illumination of any premises outside hours of opening. Certain types of illuminated signs can have a detrimental effect on both the building on which they are affixed and the area in which they are sited. Internally illuminated box fascia and projecting box signs should be avoided, as should external illumination by rows of large spotlights or cowl lamps, or a downlighter fixed as an

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afterthought. In certain circumstances the external illumination of signs by concealed top light tubes or carefully positioned spotlights may be acceptable. The internal illumination of individual letters may also be acceptable. The intensity of illumination will be considered having regard to the character of the area.

- iv. Only projecting signs which relate specifically to the business being carried on in the premises are considered to be appropriate and there should be no more than one hanging sign on each premises. Projecting signs should be suspended from an appropriately designed bracket and will only normally be permitted at or below fascia level. The bottom of the hanging sign should be a minimum of 2.4 metres (8 ft) above pavement level. These signs should preferably be hand painted and constructed of traditional materials.
- v. Where businesses are carried out at or above first floor level they should be advertised by simple hand painted signs, in subdued colours, applied directly to the window pane and should relate to the use being carried out on that floor only.
- vi. Window displays should not detract from the character of the building and area in which they are situated, posters and other window sticker displays should be restrained in size, colour and appearance and should not cover more than one third of the window display.

Note :

a. For more detailed guidelines on shopfronts refer to "Shopfronts Design Guide for East Hampshire 1997."

b. Applicants' attention is drawn to the need to ensure that national shop chains should not, especially in Conservation Areas, assume that their standard corporate signage is necessarily acceptable.

2. Specific Guidelines for Conservation Areas

In addition to the specific guidelines for Conservation Areas additional special control will be exercised over the display of advertisements in East Hampshire's Conservation Areas and will be subject to the following criteria:-

- i. The Council are particularly concerned to ensure that all new signs within East Hampshire's Conservation Areas either preserve or enhance their character.
- ii. The lettering on fascia signs should be in proportion to the size of the fascia sign and should reflect the architectural style of the building. Such signs should preferably be sign written or individually applied letters onto a contrasting dark background. Materials such as plastic and coloured glass will not normally be acceptable.
- iii. The Local Planning Authority will exert very strict control over the appearance, size and position of illuminated signs in Conservation Areas, and any illumination should generally be by appropriate external means.

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- iv. Where acceptable projecting signs in Conservation Areas will normally be hung from a traditionally designed bracket and should be simple preferably sign written and constructed of traditional materials.

3. Specific Guidelines for Industrial Estates

- i. Signs at the entrance to industrial estates should refer to the name of the estate only. Signs advertising each individual premises on the estate entrance will not normally be permitted.
- ii. Within the site itself a single sign should be provided containing a map of the estate indicating the occupier of each premises. Directional signs to each individual premises will not normally be permitted.
- iii. The appropriate standards of advertisements on individual premises are covered by the general guidelines.

4. Specific Guidelines for Advertisement Signs for Public Houses within the Countryside

- i. Wherever possible signs should preferably be of a simple hand painted character of traditional materials or individual letters of an appropriate style applied directly to the wall.
- ii. Oversized signs out of scale with the building on which they are affixed will not normally be acceptable. Signs should not cover up any architectural detail of the building on which they are to be affixed.
- iii. Certain types of illuminated signs can have a detrimental effect on both the building on which they are affixed and the area in which they are sited. Internally illuminated signs should be avoided. The intensity of illumination will be considered having regard to the character of the area especially in Areas of Outstanding Natural Beauty.
- iv. Only projecting signs which relate specifically to the name of the public house are considered appropriate and there should be no more than one hanging sign on each road frontage. Projecting signs should be suspended from an appropriately designed bracket. These signs should preferably be hand painted and constructed of traditional materials.
- v. All directional signs should be simple hand painted signs of traditional materials indicating the name of the public house only and directional details. All such signs should be within the curtilage of the public house. Clutter should be avoided.
- vi. Only pole signs relating solely to the name of the public house are considered appropriate. These signs should be hand painted and constructed of traditional materials. There should be no more than one pole sign for any road frontage.

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5. Specific Guidelines for Advertisement Guidelines for Advertisement Signs for Garages within the Countryside

- i. Oversized or overdeep fascia of canopy signs out of scale with the building or structure on which they are affixed will not normally be acceptable. The lettering on fascia or canopy signs should be in proportion to the size of the fascia or canopy. In the Area of Outstanding Natural Beauty, additional attention will be paid to the size and appearance of any proposed signs.
- ii. Illuminated signs should only be used to identify premises open after lighting up hours and should be switched off when the premises is closed. Certain types of illuminated garage signs can have a detrimental effect on both the building on which they are affixed and the area in which they are sited. The height and size of illuminated pole signs shall be carefully considered especially in the Area of Outstanding Natural Beauty. The intensity of illumination will be considered having regard to the character of the area especially in the Area of Outstanding Natural Beauty.

6. Advanced Directional Signs within the Countryside

- i. Advanced directional signs will only be allowed where they do not result in unacceptable clutter in the countryside and:
 - a) they are required to ensure highway safety; or
 - b) the applicant has proven a genuine need to rely on the passing trade for the majority of the business; or
 - c) the premises are difficult for visitors to locate.
- ii. Advanced directional signs erected without consent tend to differ in their size, shape, material and colour. Many such signs are also oversized and obtrusive and contain excessive advertising. A uniform design of a specified size, shape, material and colour is desirable to improve the appearance of advanced directional signs and to reduce their harm to rural amenity.
- iii. Advanced directional signs should be simple, low-key and directional in nature indicating the name of the establishment, type of establishment and direction of the business premises. Such signs need to be readily seen by passing motorist but not unduly obtrusive in the environment. Signs shall be located only at or before critical road junctions. Siting of the signs should be on private land and not highway land. Signs on highway land are likely to be removed by the County Surveyor. To meet the above requirements the size, colour, materials and approved wording of advanced directional signs needs careful consideration. The recommended design is set out below:-

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iv. Size

A maximum of 225 mm depth by 610 mm length. The sign should be positioned on a post or fence. One end of the sign would be pointed to emphasise the direction of the business premises.

v. Colour

White lettering on a burgundy red background colour. The proposed colours do not conflict with other road signs although in style they match other formal road signs.

vi. Materials

Painted timber or aluminium.

For further information contact:

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