

Outdoor advertisements and signage

Supplementary Planning Guidance

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1.0 Aim

1.1 The aim of this Supplementary Planning Guidance (SPG) is to provide guidance for the appropriate location and style of outdoor advertisements and signage, in order to enhance the visual amenity of Southwark.

1.2 This SPG provides further guidance on Policy E.2.6 of the Adopted Southwark Unitary Development Plan (1995) and Policy 3.23 of the Second Deposit Draft Southwark Unitary Development Plan (2004) to guide development for outdoor advertising and signage.



2.0 Introduction

2.1 Good quality outdoor advertisements, shop and business signs can make a positive contribution to the urban environment, enhancing the appearance and vitality of the street. However, too often they can detract from the quality of the streetscape, creating clutter and disharmony and posing a threat to road safety.

2.2 In the past, advertisements have been installed that appear inappropriate within the street scene. Therefore, this guidance has been written to ensure that all new signs and advertisements are in harmony with their environment.

2.3 Virtually all-outdoor advertisements are within the scope of the control regime specified in the Town and Country Planning (Control of Advertisements) Regulations 1992. This regime allows local planning authorities to control advertisements in the interest of 'amenity' and 'public safety'.

2.4 The interests of 'amenity' and 'public safety' will depend upon each individual case. However, the Local Planning Authority (LPA) has general design guidance, which should be followed to devise acceptable proposals. These guidelines are not intended to be over-prescriptive or to suppress originality, but to advise those involved with outdoor advertising how to contribute positively to the appearance of the environment.



Street signs play an important role providing information and advertising for businesses and other uses

3.0 Policy background

National guidance

3.1 This SPG has been developed within the context of the national and regional planning framework including the Town and Country Planning (Control of Advertisements) Regulations 1992 and Planning Policy Guidance (PPG) 19 – Outdoor Advertisement Control 1992 (ODPM).

Policy framework

3.2 All decisions on planning applications should be made in accordance with the development plan unless material considerations indicate otherwise. The current development plan for Southwark is the adopted Unitary Development Plan (1995) and the London Plan (2004).

The Unitary Development Plan (1995)

3.3 This SPG will be adopted to Policy E.2.6 Advertising Hoardings and Panels of the Unitary Development Plan (UDP), which states:

Advertisement hoardings and panels will not normally receive advertisement consent, except as a security measure or for reasons of amenity, on the boundary of a vacant site or a vacant building and then only for the period of the vacancy.

Reason

There has been a great increase in poster advertising lately, often disfiguring the street scene. There are, however, a few locations in commercial areas where advertisement panels can add interest and colour.

The London Plan (2004)

3.4 The Mayor identifies several general design

policies within the London Plan that affect outdoor advertising and signage development.

3.5 Policy 4B.1 Design Principles for a Compact City, seeks to ensure that developments, create or enhance the public realm, are practical and legible, respect the local context, character and communities, respect the natural environment, respect London's built heritage, are attractive to look at and, where appropriate, inspire, excite and delight.

3.6 Policy 4B.7 Respect Local Context and Communities, ensures proposed developments preserve or enhance local social, physical, cultural, historical, environmental and economic characteristics.

Second Deposit Draft Southwark Plan (Emerging UDP 2004)

3.4 The 1995 Unitary Development Plan is currently under review, a second deposit draft Southwark Plan was placed on deposit in May 2004, and pre-inquiry changes were adopted for consultation on October 18 2004. Policy 3.23 Outdoor Advertisements and Signage of the plan outlines the council's commitment to the location and style of all outdoor advertisements and signage. Policy 3.23 states;

Outdoor advertisements will only be permitted where they do not harm amenity or compromise public safety, including security.

In all cases, signage must allow the free movement of all highway users and protect highway sightlines. The design of advertisements, and any illumination must be appropriate to their context and should not result in adverse light pollution.



Where appropriately located and designed, advertising hoardings can create interest on development sites.

Signage will only be permitted where it is designed to be an integral and unobtrusive part of the character and appearance of the site and surrounding area.

Large hoardings will only be permitted in appropriate locations around construction sites, on a temporary basis, where they make a positive contribution to the appearance of the site and surrounding area.

Reasons

Appropriate signage is essential to the economy, and often provides necessary and important information. Signage can have a disproportionate impact on the environment and must be carefully controlled to avoid detriment to the streetscape. As many signs are located within or beside the highway, care must also be taken to ensure that safety and free movement within the highway is protected.

Some advertisements do not require planning permission. PPG 19 and a booklet called Outdoor Advertisements and Signs – A Guide for Advertisers provides further information about these advertisements.

Proposed Pre Inquiry Changes to the Second Deposit Draft Southwark Plan (Emerging UDP 2004)

3.5 Pre inquiry changes have been proposed to Policy 3.23 as follows, and will be part of the consideration at the inquiry on the draft Plan. Pre inquiry Policy 3.23 states;

Outdoor advertisements and signage (including all hoardings and shroud hoardings) will only be permitted where they:

- i. do not harm amenity or compromise public safety, including security

- ii. protect highway sightlines and allow the free movement of all highway users including the mobility impaired
- iii. their design (including size, type and any illumination) is appropriate within the context of the site and is an integral and unobtrusive part of the character and appearance of the site and surrounding area
- iv. do not result in adverse light pollution

Shroud hoardings and hoardings, will only be allowed where they make a positive contribution to the appearance of the site and surrounding area and are:

- i. installed around construction sites, on a temporary basis or temporary basis; or
- ii. less than or equal to 3.1 metres high, and 12.1 metres long, and within a protected shopping frontage and front onto a classified road

Reasons

Appropriate signage is essential to the economy, and often provides necessary and important information. Signage can have a disproportionate impact on the environment and must be carefully controlled to avoid detriment to the streetscape. The increasing use of hoardings can cause such adverse effects but in some circumstances, can be positively used around construction sites to add interest and colour on a temporary basis. As many signs are located within or beside the highway, care must also be taken to ensure that safety and free movement within the highway is protected.

Some advertisements do not require planning permission. PPG 19 and a booklet called Outdoor Advertisements and Signs – A Guide for Advertisers provides further information about these advertisements.

4.0 Policy guidance for outdoor advertisements and signage

4.1 All outdoor advertisements and signs:

- i. Advertisements should be of a high quality and of a suitable size, proportion and design in relation to the building or land upon which they are sited and the character of the surrounding streetscene;
- ii. Advertisements which clutter the streetscape or lead to a proliferation of advertisements on a particular building in a particular locality are unacceptable;
- iii. Advertisement panels and hoardings should generally not be located in a predominantly residential area or street, on a residential building, or on the residential part of a building;
- iv. Advertisement proposals affecting listed buildings or conservation areas or other areas of high amenity value require special consideration and sensitivity;
- v. Advertisements or signs should not obscure or damage existing architectural features. Surplus or redundant existing signs and brackets should be removed.

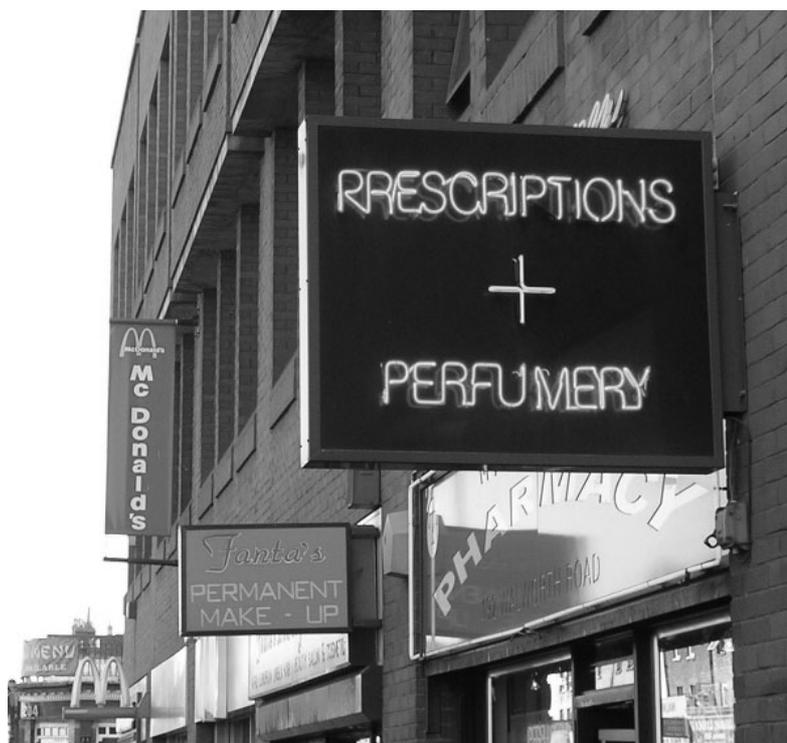
4.2 Fascia and projecting signs on shop fronts:

- i. New fascia and projecting signs should harmonise with and enhance the character of the streetscene as well as the buildings in which they are to be installed;
- ii. Advertisements should not generally be located above fascia level;

- iii. Fascia or projecting signs should best be designed to be part of the shop front;
- iv. Advertising for upper floor premises in commercial use should be limited to windows. Illuminated lettering is generally not appropriate;

4.3 Illuminated advertisements should not generally be located above ground floor level or its equivalent (i.e. up to approximately three metres above ground level) because of the potential of these development to adversely effect neighboring residential uses.

Where illuminated signage is used it is important that it will not adversely affect residential uses in the area or negatively impact on the streetscape.



5.0 Advertisement consent



Signs should be appropriate to their context

5.1 Not all adverts and signage require advertisement consent. Guidance in the Outdoor Advertisements and Signs: a guide for Advertisers outlines the type and characteristics of developments that qualify as 'deemed consent'.

5.2 Deemed consent allows a development without full advertisement consent provided the LPA is happy with the consideration of amenity and public safety in the development. Those developments that are not deemed consent require advertisement consent. Checks should be made with a planning officer to determine whether deemed consent or advertisement consent applies to a specific development.

6.0 Information required

on an application for advertisement consent

6.1 All developments should be discussed with the LPA to determine whether the development is deemed consent or will require advertisement consent.

6.2 In determining and assessing the degree and impact of any amenity and public safety issues of a development, it is important that the applicant provides the following information. The information includes that which is required on the advertising consent application Form 5. Information accompanying an application should include:

- A scale drawing outlining the dimensions of the sign and the building on which it is to be located. This should include the height, width and height above ground level of the advertisement or sign.
- Type and position of advertisement including size, colour and style of the sign
- If the sign is to be illuminated, and if so what is the type and colour of illumination and will it be static or intermittent
- Photo of the front of the building or site, and those neighboring it.

6.3 Those developments requiring advertisement consent may be required to provide additional information, as outlined by the LPA.



It is important that an application for an advert is accompanied by all necessary information needed to assess it, this includes size, design, style and location information

7.0 Sources of additional information

A copy of the adopted 1995 Unitary Development Plan, the Second Deposit Draft of the Southwark Plan and Supplementary Planning Guidance can be viewed on our website,

www.southwark.gov.uk/udp under the heading **planning policy publication**.

Additionally, Office of the Deputy Prime Minister (ODPM) guidance outlining the types and characteristics of development and the criteria for deemed developments can be accessed through the following link.

http://www.odpm.gov.uk/stellent/groups/odpm_planning/documents/pdf/odpm_plan_pdf_606218.pdf

List of other Supplementary Planning Guidance

The location and style of outdoor advertisements and signage may have broader implications relating to the design of buildings, existing streetscape, character and appearance of conservation areas and listed buildings. Where these, or any other issues may be of concern, relevant SPG's should be consulted.

The following SPG's should be read in conjunction with this guidance:

Clean and Green

- Design
- Heritage Conservation
- Shop Front Design and materials

Contact Information

For further information on this SPG or the Southwark UDP, please contact:

Hamish McGillivray

Planning policy and regeneration officer
Planning policy and research
Regeneration department
Chiltern, Portland Street
London
SE17 2ES

Tel: 020 7525 5418

E-mail: udp@southwark.gov.uk

For further information on development control and planning applications, please contact:

Duty planner

Development control
Regeneration department
Chiltern, Portland Street
London
SE17 2ES

Tel: 020 7525 5438

Office Hours: 10am – 4pm Mon-Fri

E-mail: planning@southwark.gov.uk



♥ **SALSA**
classes
MONDAY
FRIDAY
Venue:
THE CRYPT
St Jude Community Centre
St George's Road
London SE1 6EZ
♥
Cost: £3 per person
Beginners of all ages welcome!!!

Time:
7:00pm to 8:30 pm
020 773 6488

East Street
Post Office
Consumer Advice Centre

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