

Signs and Advertisements





Signs and Advertisements

This guide is one of a series of leaflets that will provide information and advice on the services offered by the Directorate of Development and Renewal. In addition the Directorate offers a wide range of other services from Building Control, Access to Employment, Inward Investment and Major Projects including Transport Infrastructure. Housing services are also now part of Development and Renewal. For an introduction to these services please access the Council's website (address on back of leaflet). This guide covers the following:

1. Use of advertisements in the built environment.
2. Why is advertisement control needed?
3. Advertising on shopfronts.
4. Shop signs in Conservation Areas.
5. Shop signs in less sensitive areas.
6. Controls over illumination.
7. Poster panels and free standing advertisements.
8. Enforcement.
9. Further information.

This guide is intended to provide general information only and does not represent the Council's detailed planning policies. These are contained within the legal planning framework, which provides detailed policies upon which applications for advertisement consent will be considered.

1. Use of Advertisements in the Built Environment

Advertisements have become a very important and significant part of the built environment. They are found everywhere, from signs above shops to advertisements on large poster hoardings, and their effect on the built environment is substantial.

Good quality signs and advertisements can have a major effect on the character of an area and quality of the public realm. They can provide important information and particularly in shopping areas can be an important tool for business in attracting customers. By contrast, too much advertising or poorly designed displays may have a negative impact on the environment. It can cause confusion, detract from the appearance of buildings, affect residential outlook, contributing to urban decay.

2. Why is Advertisement Control Needed?

The basic purpose of policies relating to the control of signs and advertisements is to improve the quality and general appearance of the built environment. The extent to which the Council will seek to control the size, location and quality of an advertisement or sign depends upon its location. In particular, Conservation Areas will be of particular importance and the Council will be keen to discourage inappropriate displays in these areas, as well as on or near historic and Listed Buildings, parks and other public spaces.



As well as protecting the character and appearance of the Borough, the Council's policies are designed to ensure that the amenity and safety of the public is protected. Consent would not normally be granted where an advertisement or sign would:

- Be located on a residential building, or where it would, by reason of its size and design be visually obtrusive to local residents.
- Be located at a high level where it would detract from the appearance or historic feature of a building.
- Be harmful to the appearance of an area or other public space.
- Be dangerous either due to it being free standing on the pavement or too low, causing potential injury or would block an important feature in the street such as a pedestrian crossing.
- Result in an unreasonably high number of displays, causing visual clutter and confusion.

3. Advertising on Shopfronts



The design of shopfronts plays an important part in giving character to a building and the street locality. The type of shopfront have a great influence on the type of sign that is placed on it. Advice on shopfronts is given separately in an accompanying information guide.

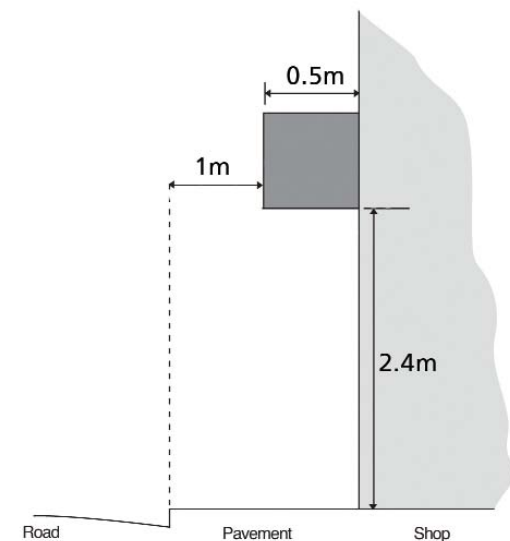
4. Shop Signs in Conservation Areas

In Conservation Areas, fascia signs should be:

- Sign written painted timber.
- Externally illuminated with a sensitive light source.
- Limited to fascia level only. High levels signs are not normally considered to be traditional or in keeping with the historic character of an area and will not normally be permitted.



Projecting or hanging signs will be restricted to one per frontage and will be erected using sympathetic supporting brackets that do not damage or hide original architectural features. Any projecting sign should be at least 2.4 metres above pavement level to avoid causing nuisance or harm to pedestrians, and should not normally project more than 500mm from the face of the building and no less than 1 metre from the kerb line.



5. Shop Signs in Less Sensitive Areas

In areas that are less sensitive, for example, main shopping areas that are not in designated Conservation Areas or close to historic buildings, the Council adopts a more flexible approach. In these areas modern fascia signs may be permitted. This includes Acrylic/Perspex externally or internally illuminated signs.



Modern displays can make a positive contribution and enliven the street scene. These should, however adopt the overriding principles that ensure that they are not overly large and dominant, and are sensitive to the character of the area generally.

6. Controls Over Illumination

To ensure that the Council can minimise nuisance that could be caused by bright advertisements, it will use the guidelines of the Institute of Lighting Engineers to determine appropriate levels of illumination. Flashing neon signs or displays with moving parts will not normally be permitted by the Council as these can distract pedestrians and motorists causing public safety concerns.

7. Poster Panels and Free Standing Advertisements



This type of advertisement can have a significant effect on the appearance of the street by generating visual clutter. They can also hinder pedestrians using footways. Poster panels can be large, detract from the appearance of buildings and be visually obtrusive and are not normally permitted by the Council. Please refer to the Council's detailed policy guidance for further information.

8. Enforcement

The Council is concerned that unauthorised advertisements can lead to visual clutter in the streetscape and compromise vehicle and pedestrian safety. The Council will therefore consider taking enforcement or legal action in appropriate circumstances, which could result in prosecution and a large fine.



For translation phone:

Albanian	Për përkthim, telefono:	Lithuanian	Vertimui, skambinkite:
Amharic	ለባዘው ለጽሁፍ ተተርጉሙ ለጽሁፍ ለጽሁፍ ይደውሉ	Malayalam	പരിഭാഷക്കായി വിളിക്കുക
Arabic	: للترجمة ، اتصل:	Polish	Po tłumaczenie, zadzwoń pod:
Bengali/Sylheti	অনুবাদের জন্য টেলিফোন করুন :	Portuguese	Para tradução, telefone:
Chinese	如欲索取翻譯，請致電：	Punjabi	ਤਰਜਮੇ ਲਈ ਫੋਨ ਕਰੋ:
Croatian/Serbian	Za prijevod, nazovite:	Russian	Для перевода, позвоните под номер:
Czech	Pro překlad volejte:	Somali	Wixii turjumid ah, wac:
Farsi	: برای ترجمه با تلفن زیر تماس بگیرید:	Spanish	Para traducción, telefonee:
French	Pour obtenir une traduction, veuillez appeler :	Swahili	Piga namba hii ili upate makaratasi yaliyotafsiriwa:
Greek	Για μετάφραση, τηλεφωνήστε	Turkish	Tercüme için, Telefon
Gujarati	તરજૂમા માટે ફોન કરો:	Twi	Se won te brofo na wo pe mboa, fre me
Hindi	अनुवाद के लिए फोन करें:	Urdu	: ترے کیلئے فون کریں:
Japanese	翻訳に関する電話は :	Vietnamese	Muốn bản phiên dịch, gọi số:
Kurdish	: تەلیفون بو تە رجومه	Yoruba	Fun itumo ede, e pewa si ẹrọ-ibanisọrọ yi:

020 7364 5009

Also for large print, audio or braille

9. Further Information

The Council encourages and welcomes pre-application discussions with the community and businesses and can provide further detailed guidance by contacting 020 7364 5009.

More details about this area is available on the Council's website at: www.towerhamlets.gov.uk/data/planning/data/generaladvice/data/ads-index.cfm

Further details are also available in the Council's supplementary planning guidance entitled Advertisements, available to download at: www.towerhamlets.gov.uk/data/planning/downloads/pdfs/spg-advertisements.pdf

Alternatively, you may wish to visit the Council's website www.towerhamlets.gov.uk for further general information.



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