

Supplementary Planning Guidance (SPG) Commercial Design

SPG 6b Advertisements

1. INTRODUCTION

1.1 In assessing advertisements the Council will have particular regard to the following: adopted Haringey Unitary Development Plan (1998) Policy DES 7.1 –7.5 (inclusive), Haringey UDP First Deposit Consultation Policies UD12, SPG 6a, and this supplementary guidance.

1.2. Supplementary guidance is provided below regarding the following:

- Style
- Illumination
- Amount
- Location
- Materials and finishes

2. STYLE

2.1. All adverts should be of a high quality design which is appropriate for the building and their setting. In particular adverts should:

- be constructed of materials, colour, size, proportion and scale which suit the building (e.g. particularly in conservation areas and on listed buildings, where sign-written painted timber fascias are likely to be required)
- be in harmony with adjacent buildings and the appearance of the local area
- if a fascia sign, be a simple flat panel, set within the original flat or angled fascia, and not deeper than the original fascia board, that is, it should not extend above or below the original fascia panel. (See accompanying Figure 1).
- if a fascia sign, have lettering written or made up of individual cut letters, stating the name and trade of the premises and the shop number, and should be in scale and proportion to the fascia.
- if a projecting box sign, should describe the name or trade of the shop, and be located at fascia sign level to the side of the pilaster consoles or on the pilaster shaft. Traditional hanging signs are the preferred alternative to box signs.

3. ILLUMINATION

3.1. Illuminated signs should be of a type and style not to cause visual nor hazard nuisance. Illuminated adverts should:

- cause no intrusion into any residential properties
- cause no glare, dazzle nor conflict with street or traffic lighting
- not be similar to traffic lights or the lights of emergency vehicles

3.2. In addition, the means of illumination should:

- be by a constant, non-intermittent light source (non flashing and non moving parts)
- if illuminated from the front, should not project more than 500mm from the advertisement
- cause minimal upward light spill
- be energy-efficient

4. **AMOUNT**

4.1. The amount of adverts on a building or site should not cause a visual clutter. In particular, there should be:

- no more than one projecting sign per fascia in any frontage
- not cause clutter on the facades of buildings nor on the forecourts of commercial premises nor any part of the streetscape

5. **LOCATION**

5.1. Adverts should be located so as not to be visually intrusive or cause hazard. In particular, adverts should:

- be in harmony with the character of the area (e.g. not intruding into residential areas)
- not be intrusive within or adjoining conservation areas or areas of open space
- if premises have a residential component, not be on that part of the building used for residential purposes
- not intrude into the outlook of nearby residents
- if projecting, be at fascia panel board height and thus not be below that height nor higher (first floor and above)
- not obscure or damage any architectural features (sign nor supporting fixtures)
- not protrude above the roofline or beyond the wall to which it is attached
- should not cause any obstruction along the footway especially for those with special mobility needs or visually impaired
- should not impair sight lines for vehicles

6. **MATERIALS AND FINISHES**

6.1. Adverts, where they can be easily reached, should preferably not facilitate flyposting and graffiti, as in inappropriate places, these can be eyesores causing visual intrusion. Where practicable, hoardings and signs should:

- be constructed of materials which are not easily flyposted. For example, incorporating slatted boarding in hoardings enables illegal posters to be easily ripped down
- be finished in anti-graffiti paint work.

This SPG has been consulted on as part of the Haringey UDP First Deposit Consultation. As such, it is a material consideration in determining planning applications.

Figure 1 Advertisement Fascia Signs

