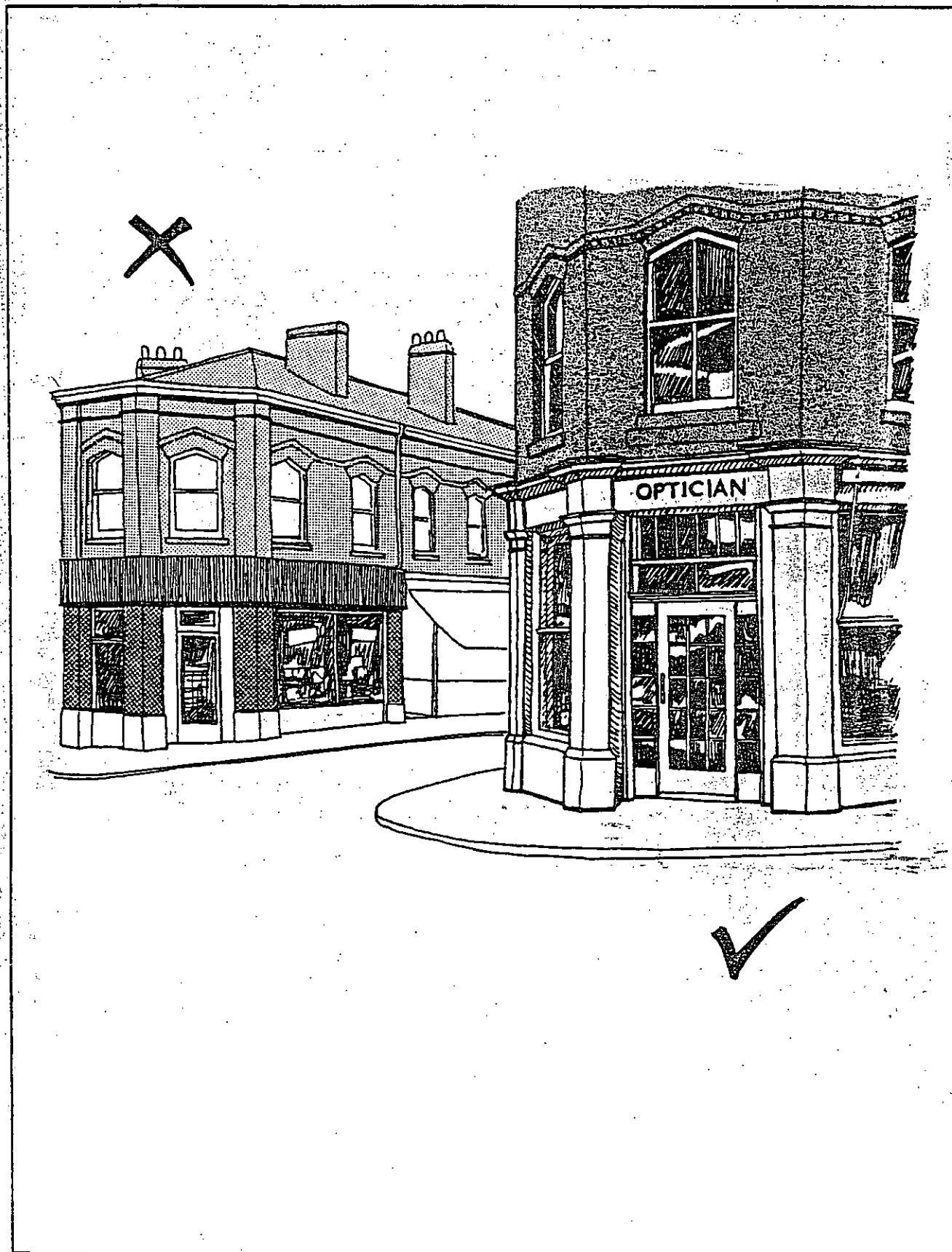


PLANNING GUIDELINES

Advertisements



1. INTRODUCTION

- 1.1 The purpose of an advertisement is to inform. To do this it needs to catch the eye. This can be achieved in a variety of ways, for example, by location, size, colour, design, illumination or movement.
- 1.2 "Catching the eye" is relatively easy. The advertiser's skill comes into conveying the message without the sign resulting in visual intrusion. "The main purpose of the advertisement control system is to help everyone involved in the display of outdoor advertising to contribute positively to the appearance of an attractive and cared for environment". (Department of the Environment).
- 1.3 This document gives information and advice to assist those contemplating applying for advertisement consent. Whilst the guidelines indicate what the Council normally regard as desirable, they are guidelines only and every advertisement application will be dealt with on its merits.
- 1.4 Part of the Borough is covered by the Trafford Park Development Corporation. Until 1997 the Corporation is the Development Control Planning Authority for its area, but Trafford Borough Council acts as the Corporation's agent for handling planning applications; therefore planning applications and queries regarding the part of the Corporation's area within Trafford should still be made to Trafford Town Hall in the first instance. These guidelines apply to the part of the Corporation's area within Trafford as well as the rest of the Borough.
- 1.5 These guidelines supersede the Council's previous guidelines 'Policy for Advertisements in Trafford' approved in 1985, 'Petrol Filling Station Advertisements (1991)' and 'Canopies' (1991).



Fig. 1 Well chosen signs can contribute to a lively and varied street scene, as here, created by the buildings.

2. THE NEED FOR ADVERTISEMENT CONSENT

2.1 There are three different group of outdoor advertisement and only category (iii) requires the Local Planning Authority's express consent:-

i) advertisements that do not require consent (for example, advertisements displayed on vehicles);

ii) advertisements that may be displayed with deemed consent: (for example some advertisements on business premises subject to various limitations including size);

iii) advertisements that need the planning authority's express consent (all other advertisements).

2.2 The display of outdoor advertisements requiring express consent can only be controlled in the interests of 'amenity' and 'public safety'.

2.3 The advertisement control system is set out in the Town and Country Planning (Control of Advertisements) Regulations. These are a highly detailed and complex set of rules and for this reason are not set out or summarised in this document. Advice on specific proposals can be obtained from the Development Control Section of Trafford's Engineering and Planning Directorate. Also available is a simplified illustrated guide for advertisers prepared by the Department of the Environment and the Welsh Office (current version 1989); copies are available from the Engineering and Planning reception desk at Trafford Town Hall.

2.4 Advertisements on Listed Buildings require Listed Building Consent in addition to Advertisement Consent.

3. AREA OF SPECIAL CONTROL

3.1 Trafford has an 'Area of Special Control' that covers predominantly the open countryside and the Conservation Areas of The Devisdale, Bowdon, Ashley Heath and South Hale. (see Appendix 1 for map).

3.2 Stricter advertisement controls apply in these areas. There is a lower maximum height limit and a smaller maximum size of letters or characters on all advertisements displayed with "deemed consent". Some classes of advertisement, in particular general poster hoardings, may not be displayed at all.

4. GOVERNMENT POLICY

- 4.1 Government policy with regard to advertisements is set out in the Department of the Environment's Planning Policy Guidance Note PPG 19 "Outdoor Advertisement Control" and in DOE Circular 5/92. The Council will have regard to these when considering applications for advertisement consent.

5. COUNCIL POLICY

- 5.1 The Council's main planning policies are set out in the Unitary Development Plan (UDP). Proposal D11 relates to advertisements (see copy at Appendix 2 of this document).
- 5.2 The guidelines in this document act as supplementary guidance to the Policies and Proposals in the U.D.P. and explain in more detail how the U.D.P. Policies and Proposals will be applied.

6. ENFORCEMENT

- 6.1 The display of an advertisement without express or deemed consent is illegal, and any person displaying an advertisement in contravention of the Advertisement Regulations is liable to prosecution and a fine.
- 6.2 The Local Planning Authority may also seek the discontinuance of advertisements with deemed consent by serving a "discontinuance notice" on the person concerned. This discretionary power may be used only where the Planning Authority consider that an advertisement, or the use of an advertisement site, is causing substantial injury to amenity or endangering public safety. The advertisement must be removed within eight weeks, but there is a right of appeal within that period.
- 6.3 Unauthorised advertisements on the public highways, including sandwich boards on the footways, are illegal and the Council may take action to secure their removal.

7. FLYPOSTING

- 7.1 The Local Planning Authority has the power to remove or obliterate placards and posters displayed in contravention of the Advertisement Regulations. It is a contravention of the Regulations not to obtain consent for the sign from the owner of the land. If the name and address of the advertiser is shown on the sign, notice must be given of removal or obliteration but this notice need not be longer than two days.

8. GUIDELINES

8.1 General

In considering proposals for advertisements the Local Planning Authority will judge each application on its own merits. Sections 8.2 to 8.10 provide advice on specific types of advertisements such as shop fascia signs, projecting signs, hoardings etc. Advertisers should aim to follow those Guidelines when applying for advertisement consent. Advice on things to avoid is included in the following Guidelines and summarised in Section 9.

8.2 Shop Fascia Signs

- a) Fascia signs should normally be compatible with neighbouring fascias in their position, height and depth and should not extend to the bottom of any first floor window sill (Fig.3).
- b) The depth of fascia signs should be less than 20% of the total shop front height; signs over 20% will usually look too deep and so will not normally be acceptable.
- c) The fascia sign should be in the same plane as the main part of the shop front and should not come forward of any side pillar or pilaster.
- d) Signs that would remove or cover over features of the original detail and style of the building should be avoided, especially where the premises form part of a block or terrace of related or similar design (Fig. 2).

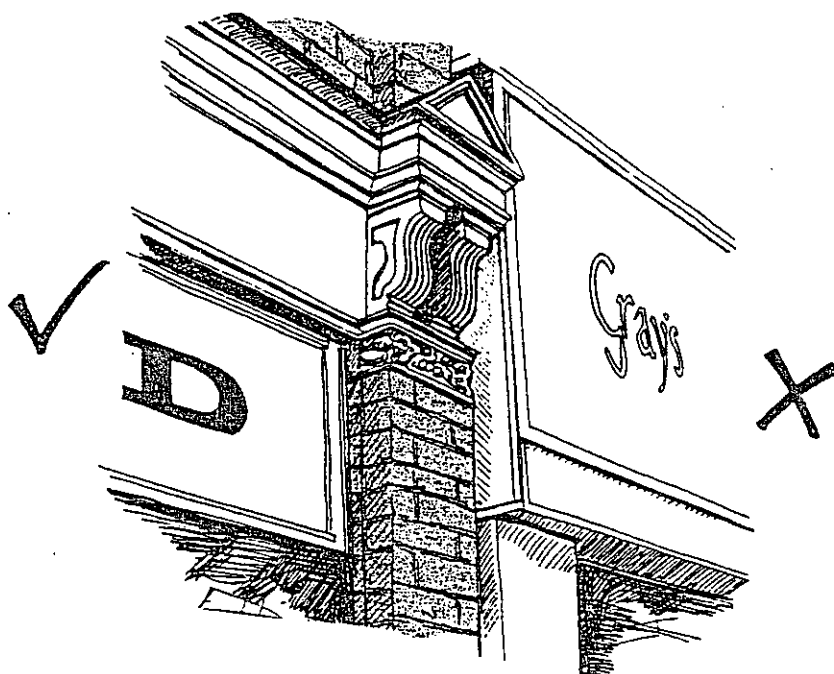


Fig. 2 Required signage can be successfully integrated within the old surrounds (as on left), rather than boxing-in (right) which destroys and obscures fine details of traditional shop fronts.

e) A proposed fascia sign should normally relate to only one shop or business unit; signs linking across two or more shop fronts that are likely to obscure building features or to inappropriately link buildings of different character will not normally be allowed (Fig. 4).

f) Advice relating specifically to the design of shop fronts can be found in the Council's Planning Guidelines "Shop Fronts" approved in November 1993. The above guidelines (a) to (e) supersede those referred to in Section 8.4 of the "Shop Fronts" Guidelines.



Fig. 3 Shop Fascia signs look excessive and inappropriate if they extend above the bottom of the first window sills.

Fig. 4 An example of a sign not in keeping with the buildings design and where the sign joins buildings of different character.

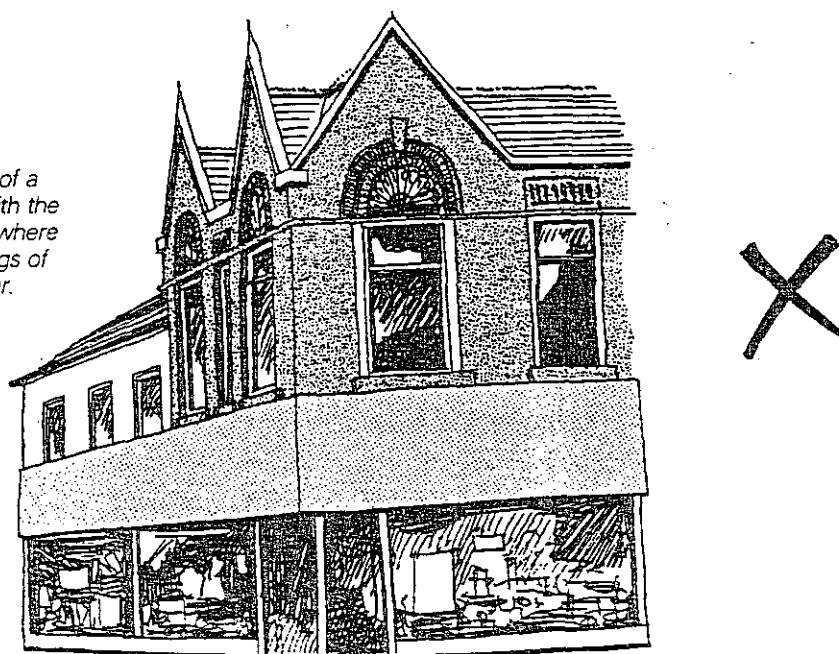




Fig. 5 One fascia sign (optician) carefully designed to retain the building details. In the other, opposite, all the details at the above ground floor have been obliterated by an oversized fascia and facing materials completely out of character with the building and the area.

8.3 Projecting Signs

- a) A projecting sign should normally be displayed at the same height as the fascia sign or its equivalent level unless there are special circumstances appropriate to the design, location or character of the building (Fig. 6).
- b) One projecting sign may be appropriate on each frontage of a commercial unit facing the public highway but more than one may be too many unless the frontage length is particularly extensive; too many signs on one building would give an impression of visual clutter (Fig. 7).
- c) Care should be taken to ensure that the sign is neighbourly and that the overall effect, if others were to have similar signs, would be acceptable.
- d) Hanging signs, with or without illumination, can be an appropriate method of signage, particularly in areas where there is a predominance of other small scale buildings (Fig. 14)
- e) If the sign projects over the public footway, adequate clearance underneath (at least 2.3 metres) is needed for the safe passage of pedestrians.

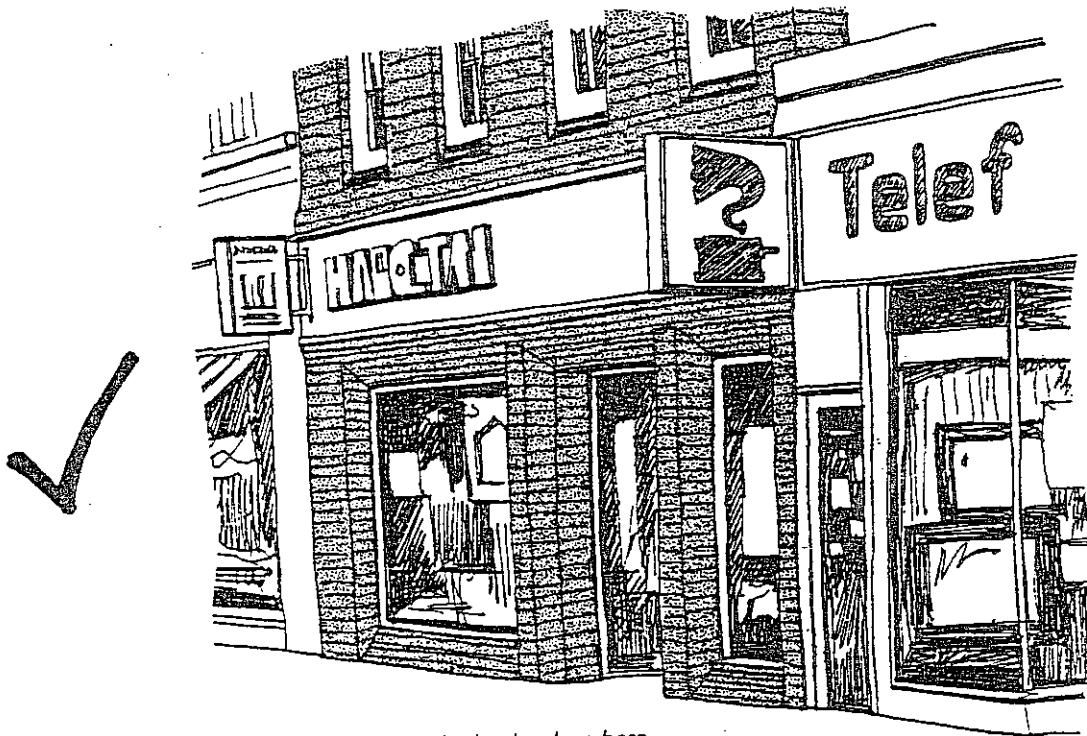


Fig. 6 Projecting signs should normally be at fascia sign level, as here.



Fig. 7 An example of projecting signs causing visual clutter.

8.4 Canopies

- a) Whilst sometimes individually of small effect, canopies are one of a number of features including shop front designs and advertisements, which make up the character of shopping centres. Without careful control of such items, the overall scene can readily become cluttered and reduce the attractiveness of areas which are important to the Borough as a whole. Modern canopies differ from the more traditional canvas retractable type shop blinds in that they are usually fixed, and the materials are different. A glossy plastic finish is often used. These guidelines apply to modern fixed canopies and not the retractable type.

- b) Canopies at ground floor level in shopping streets fronts are seen in the context of commercial activity including shop fronts, retractable blinds and fascia and projecting advertisements, and therefore generally look acceptable. Many of them do not need the Council's consent. Where they do, the main issues are size, design and clearance over a public footway. Canopies above ground floor level are likely to need the Council's consent.
- c) Canopies should normally be at ground floor level and not at first floor level or higher, where they would be likely to be too prominent and to detract from the design of the building.
- d) Canopies on shopping frontages should not project more than 3 feet from the fascia. More than this would tend to look obtrusive and unneighbourly.
- e) Canopies which overhang the footway should have a minimum height clearance of 2.3m to allow for the safe passage of pedestrians.
- f) Canopies should be designed to be in keeping with the building of which they are part, and garish colours should be avoided.
- g) Canopies together with other advertisements need to be limited in number and size so as not to constitute clutter or an excess of advertising.
- h) Canopies on premises in residential surroundings will normally be inappropriate.
- i) Special attention will need to be paid to design of canopies proposed in Conservation Areas: depending on circumstances they are likely to be refused as being out of place.
- j) Canopies are not likely to be appropriate on Listed Buildings.

8.5 Forecourt Signs

- a) Any forecourt sign should be of a size and height so as not to be unduly obtrusive in the street scene, and should be in keeping with the character of the surround area.
- b) There should not normally be more than one forecourt sign unless the frontage length is particularly extensive; two or more forecourt signs, together with signs on the building, will normally look cluttered and so would not normally be allowed.

- d) Pole/gantry signs on small sites where they would inevitably be viewed in close conjunction with two storey domestic scale properties, or on sites in mainly open or residential surroundings and not on a classified road, should normally not be higher than 4.5m.
- e) Pole/gantry signs on other sites should normally not exceed 5.5m but 6.0m may be acceptable on some larger sites on principal roads, and up to 7.0m may look acceptable in areas of large scale industrial buildings.
- f) There should normally be no more than one pole/gantry sign on any site; (unless a site has a frontage to more than one main road in which case an exception may sometimes be made. Pole/gantry signs and any other sizeable signs should normally be sited away from the side boundaries of the site, to avoid looking unneighbourly (Fig. 8).
- g) Canopies in residential or partly residential surroundings should normally not be illuminated and should preferably be finished in a neutral colour rather than a bright 'house style' colour. A limited amount of individually illuminated letters or symbols on canopies will normally be acceptable except where very close to residential property.
- h) Signs in or adjacent to a Conservation Area or a Listed Building must have a special regard to their situation; this will normally mean the use of neutral colours and matt finishes rather than glossy acrylic surfaces and 'house style' colours; canopy illumination should be avoided; any pole/gantry sign should be moderate in size.
- i) The total number of signs on the frontage of any site should be limited to avoid clutter; on smaller sites this would mean no frontage signs other than a pole/gantry sign (and any necessary small direction signs) (Fig. 9).
- j) The use of bunting or streamers of tinsel is unsightly and should be avoided.
- k) The intensity of illumination of signs must be appropriate to the type of surroundings and will be assessed against the recommended standards of the Institute of Lighting Engineering (see section 8.9). Full details of illumination must be supplied with any application for an illuminated sign.
- l) Signs will be assessed for their effects on public safety. In particular any frontage signs should not be within the necessary minimum sightlines for vehicles leaving the site or for vehicles using nearby road junctions. These sightlines vary according to the situation and the type of road. Advice may be obtained from the Traffic and Transportation Division of the Engineering and Planning Directorate.

c) On narrow fronted premises even the size and heights allowed under the 'deemed consent' provisions of the Advertisement Regulations can look excessive; if so the Council will consider whether discontinuance action is appropriate (see Section 6.2). Signs of moderate size and height will be preferred, sited parallel to the road, and with a dark background finish.

8.6 Petrol Filling Station Signs

a) Petrol filling stations are in a highly competitive business which depends on passing trade. In the past this has resulted in high levels of advertising on these premises, usually well in excess of that which would be considered appropriate on other commercial premises.

There has been an improvement in recent years in the appearance of some filling stations, but the amount of advertising can still be inappropriate. The main problems are:

- Unduly tall pole/gantry signs
- excessive total amount of illuminated signage
- unsightly clutter of signs on the frontage.

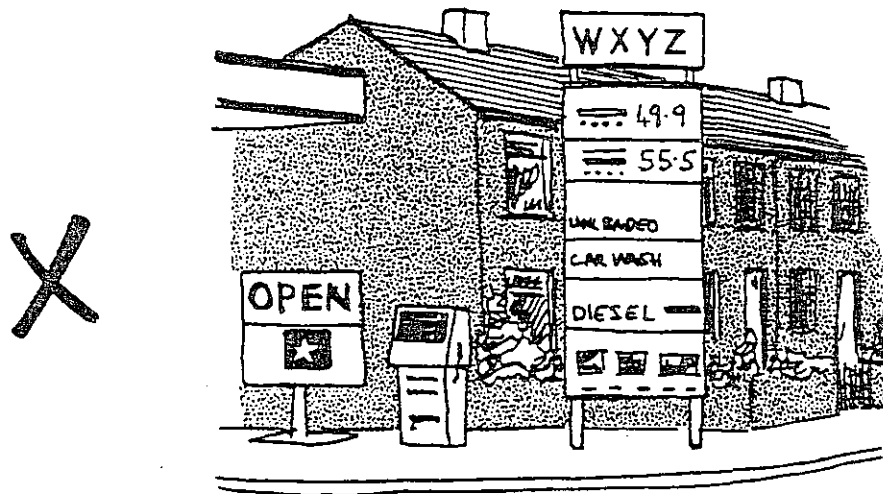


Fig. 8 A large sign unduly close to the boundary can appear unneighbourly and incongruous.

b) Pole or gantry signs vary in height from around 4 to 7 metres. Originally such signs used to consist of a company logo only but now they contain price and other information to form a solid block with an increased visual impact. The signs are usually close to the frontage and can be seen from a long way down the street. They need to be kept moderate in size if the visual impact is not to be obtrusive whilst at the same time serving their purpose of informing the motorists of the presence of the filling station.

c) For any site, the most appropriate arrangement is for the top of the pole/gantry sign to be similar in height to the top of the canopy (which is often around 4.5m), but on larger sites in commercial surroundings some additional height may be acceptable.

m) Moveable signs should not be placed on any part of the public highway (including footways) without consent as this is illegal and could lead to prosecution and/or the removal of the sign by the Council.

n) Filling stations are sometimes combined with other uses such as car sales which have their own advertising needs. This section applies to the filling station element only (although many of the same principles will apply to the other uses).

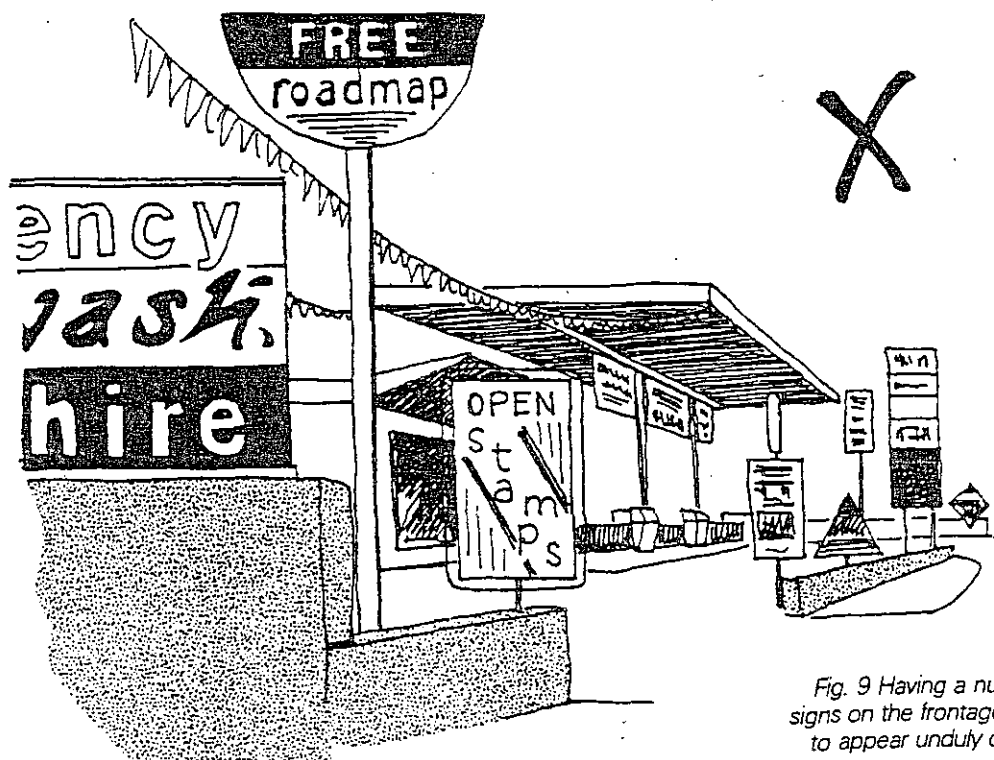


Fig. 9 Having a number of signs on the frontage is likely to appear unduly cluttered.

8.7 Other Business Signs

- a) The Council wish to support businesses in being able to advertise their presence appropriately and effectively. This can be done without the signs being unduly obtrusive or cluttered or otherwise harmful to amenity.
- b) Signs should generally be positioned at ground floor level and not at first floor level or above in shopping areas. Shop signs should be confined to the main display area on the ground floor. Where there are separate businesses on upper floors their signage should be restricted to their ground floor access. A discreet amount of lettering applied to the inside of upper floor windows can be acceptable.
- c) On large buildings in single occupation, e.g. in office or industrial areas, there is likely to be more latitude in where a sign can be positioned but even so high level signs are best avoided or restricted in size, e.g. to a logo. In particular, signs which project above parapet or roof level should normally be avoided.

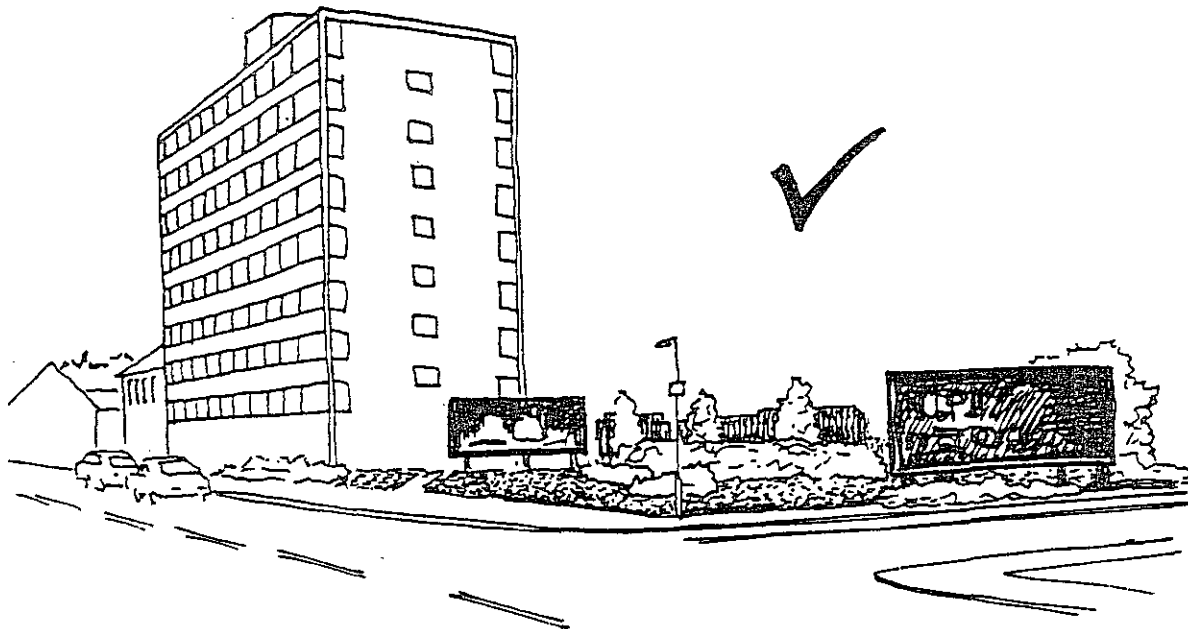


Fig. 11 Hoardings with carefully designed fencing and landscaping can provide an acceptable temporary frontage for a vacant site.

d) Hoardings which are visible from a long range are likely to look unduly obtrusive and so will normally be refused. A long range of visibility can arise for instance because of the height of the display, or a situation perpendicular to the road (particularly if forward of the buildings in the vicinity) or a situation adjoining open land. Hoardings at first floor level, because of their height and size, are likely to look unduly obtrusive and so will normally be refused (Fig. 12).

e) In and around predominantly residential areas and in areas of open landscape hoardings are likely to be out of character and harmful to amenity and so will not normally be allowed (Fig.13).

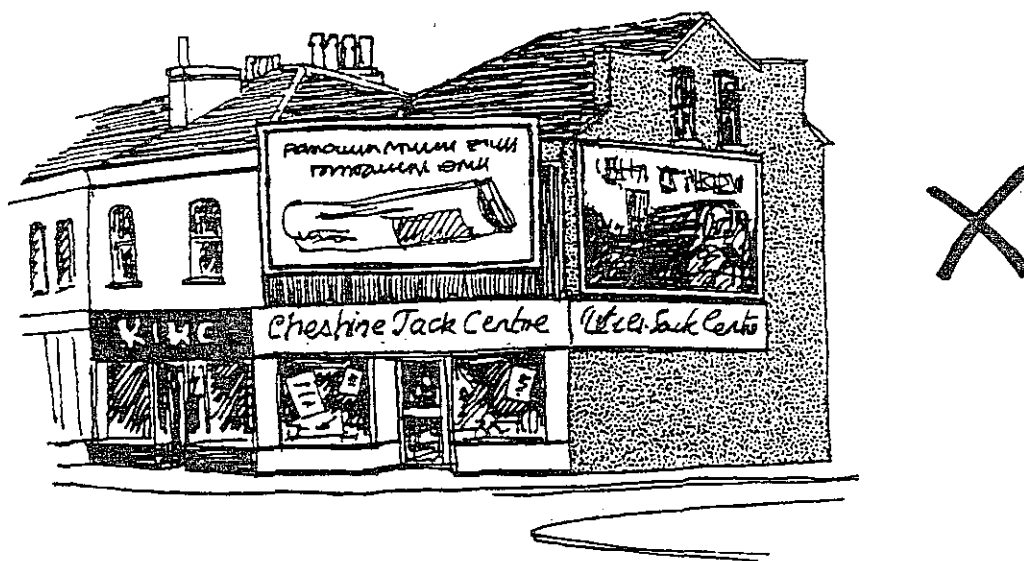


Fig. 12 Hoardings at first floor level are often unduly obtrusive.

- d) Signs which consist of individual letters applied to a building are encouraged in preference to the use of a continuous panel.
- e) The number of signs should be limited as too many signs on one building would look unduly cluttered especially if they are of varying shapes and sizes in close proximity (Fig. 10).



Too many signs on one premises can look unduly cluttered

8.8 Hoardings

- a) There has been extensive competition for many years by advertisers to find sites for hoardings in the most public places along main roads in the Borough. The number of suitable new sites for the larger hoardings is therefore likely to be very small, apart perhaps for temporary situations of the sort referred to in 8.8(c) below. Advertising contractors should be flexible in the use of the available standard sizes of hoardings and consider the smaller 12, 16 and 32 sheet displays (see Appendix 3) which in size are usually closer to the scale of the elements which make up a street scene.
- b) The larger hoardings are likely to need attention to design and siting to fit into their surroundings, including for instance the need for associated fencing and landscaping. They should normally be set back from the footway, to avoid being unduly dominant from a pedestrian's point of view.
- c) There may be opportunities for temporary displays of hoardings around building sites, to screen vacant sites awaiting development (Fig. 11), or to screen unsightly sites. There are deemed consent provisions under certain circumstances for hoardings around building sites.

- f) Although hoardings are inappropriate in residential areas this does not mean that they are necessarily appropriate in other types of area. There may be little scope for instance in office areas occupied by carefully designed buildings and landscaped frontages.
- g) In Trafford Park and other industrial areas of the Borough, development may consist of large scale buildings such that large hoardings would not necessarily be out of scale. Nevertheless too many hoardings, or badly located and designed ones, can still harm the appearance of such an area. Rather than concealing or distracting attention from an uncoordinated collection of buildings, large hoardings tend to add yet another unrelated shape to a cluttered scene and detract further from the appearance of the area.
- h) The existence of several hoardings in an area gives the impression that the area is not valued for anything else and this can be harmful to its character and to attempts to regenerate it. Great efforts are being made to improve the appearance of industrial areas (particularly Trafford Park) in order to maintain or improve their attractiveness to investors, and any hoardings which detract from those efforts will not be allowed. Any hoardings which are to be allowed will need to make a positive contribution by careful siting, design and landscaping.

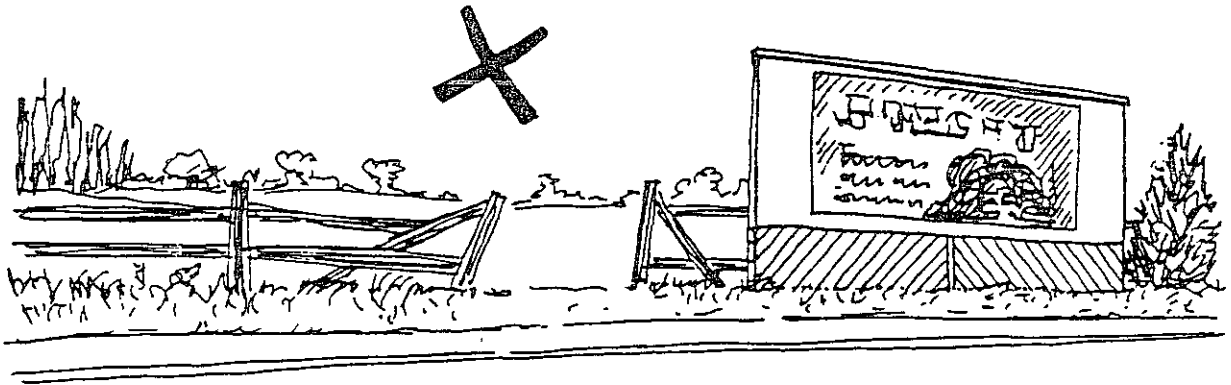


Fig. 13 Large signs are normally inappropriate in areas of open landscape.

8.9 Illuminated Signs

- a) Applicants proposing illuminated signs must submit information with the application containing details of the illumination proposed. There is a separate form available for this purpose.
- b) The brightness of signs will be assessed against the recommendations of the Institution of Lighting Engineers Technical Report Number 5 (Second Edition, 1991) and advertisers should keep their signs within these limits. Copies of the report can be obtained from the Institution at Lennox House, 9 Lawford Road, Rugby, Warwickshire, CY21 2DZ.

- c) Flashing signs will normally seem too obtrusive and should be avoided.
- d) Illuminated signs close to residential property can be harmful to residential amenity and look out of character and are best avoided.
- e) In Conservation Areas or on Listed Buildings, if illumination is to be included, reflective or floodlighting methods, or individually illuminated lettering, are the most appropriate methods.
- f) Illuminated displays at or near traffic light controlled road junctions will need to be carefully designed so as not to cause confusion for motorists.

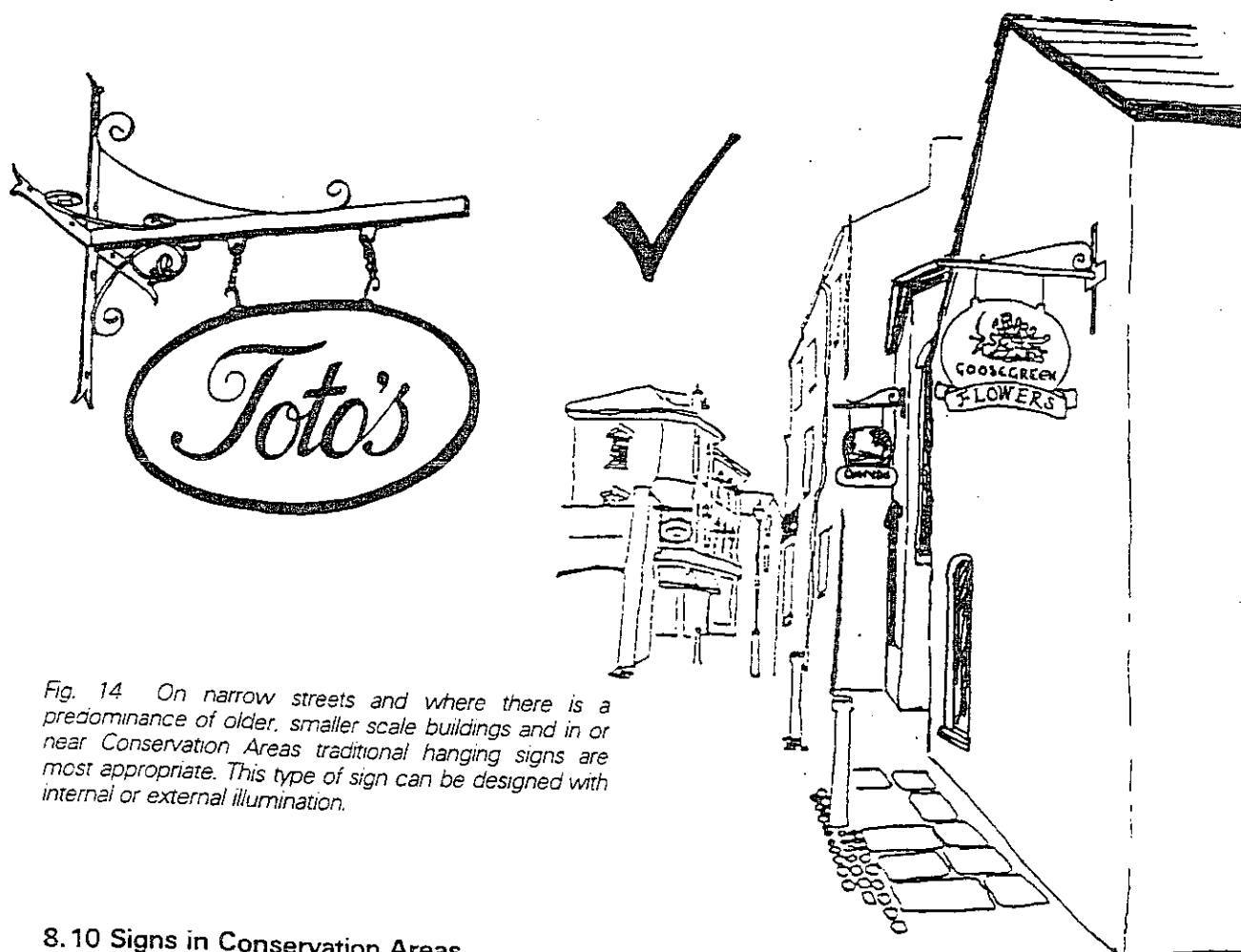


Fig. 14 On narrow streets and where there is a predominance of older, smaller scale buildings and in or near Conservation Areas traditional hanging signs are most appropriate. This type of sign can be designed with internal or external illumination.

8.10 Signs in Conservation Areas

Within Conservation Areas more exacting standards of advertisement control will apply, as Councils are required to have special regard to the need to preserve or enhance the character or appearance of the area when considering applications for advertisement consent. This will not prevent appropriate signs on commercial premises in these areas. However, those proposing signs will normally need to pay special attention to ensuring that the character of the building is not spoiled; that sizes of signs are moderate; that any illumination is appropriate (see Section 8.7); and that any obviously visually inappropriate materials or finishes are not used. Consideration should be given to use of individual letters rather than continuous panels, hanging signs rather than projecting box signs (Fig. 14).

8.11 Signs on Listed Buildings

- a) It is essential to show special care to ensure that any advertisement displayed on, or close to, a Listed Building should not detract from the integrity of the building's design, historical character or structure and should not spoil or compromise its setting. Advertisements that would remove any quality architectural features of a Listed Building that are worthy of retention will not normally be allowed.
- b) Advertisements on Listed Buildings will need Listed Building Consent in addition to Advertisement Consent.

8.12 Harm to Public Safety

- a) In assessing an advertisement's impact on 'public safety' the Local Planning Authority will have regard to its effect upon pedestrians and on the safe use and operation of any form of traffic or transport. When the Local Planning Authority are considering 'public safety' factors for advertisements they will normally consult other relevant bodies.
- b) Illuminated display at or near traffic light controlled road junctions will need to be carefully designed so as not to cause confusion for motorists.
- c) Signs should not be situated close to a vehicular access such that they would obstruct the necessary sight line for vehicles emerging from the access.
- d) Signs should not be situated where they would obstruct forward visibility along a road or visibility for an access on to a road.
- e) Signs should not be so distracting that they would cause a hazard to people taking reasonable care.
- f) Further advice on public safety is given in Department of the Environment Circular 5/92 (Appendix B).

9. CHECK LIST FOR ADVERTISERS

SUMMARY OF THINGS TO AVOID:

■ Signs that are too Obtrusive

Signs can appear to be obtrusive or visually intrusive due to being:

- too large;
- sited too prominently;
- positioned too high;
- sited where they are visible over a long range;
- too overbearing, out of keeping or unrelated to any nearby buildings or the area as a whole.

■ Visual Clutter

Too many signs on premises, particularly when they are of different shapes or design and in close proximity, will look unduly cluttered.

■ Harm to a Building

Any sign displayed on a building should be in keeping with the building's design and character, and should not remove or cover over any significant architectural features of the building.

■ Harm to the character of an area

Signs should have a scale of impact appropriate to the character of the areas they are in; thus

- signs in residential areas should not be of a scale designed to attract passing trade;
- signs in Conservation Areas should have special regard to the need to preserve or enhance the character of appearance of the area;
- signs in industrial areas should have regard to the need to enhance the landscaping and visual attractiveness of these areas for investment;
- signs in areas of open landscape should be particularly restricted in type and size.

■ Signs that are too bright

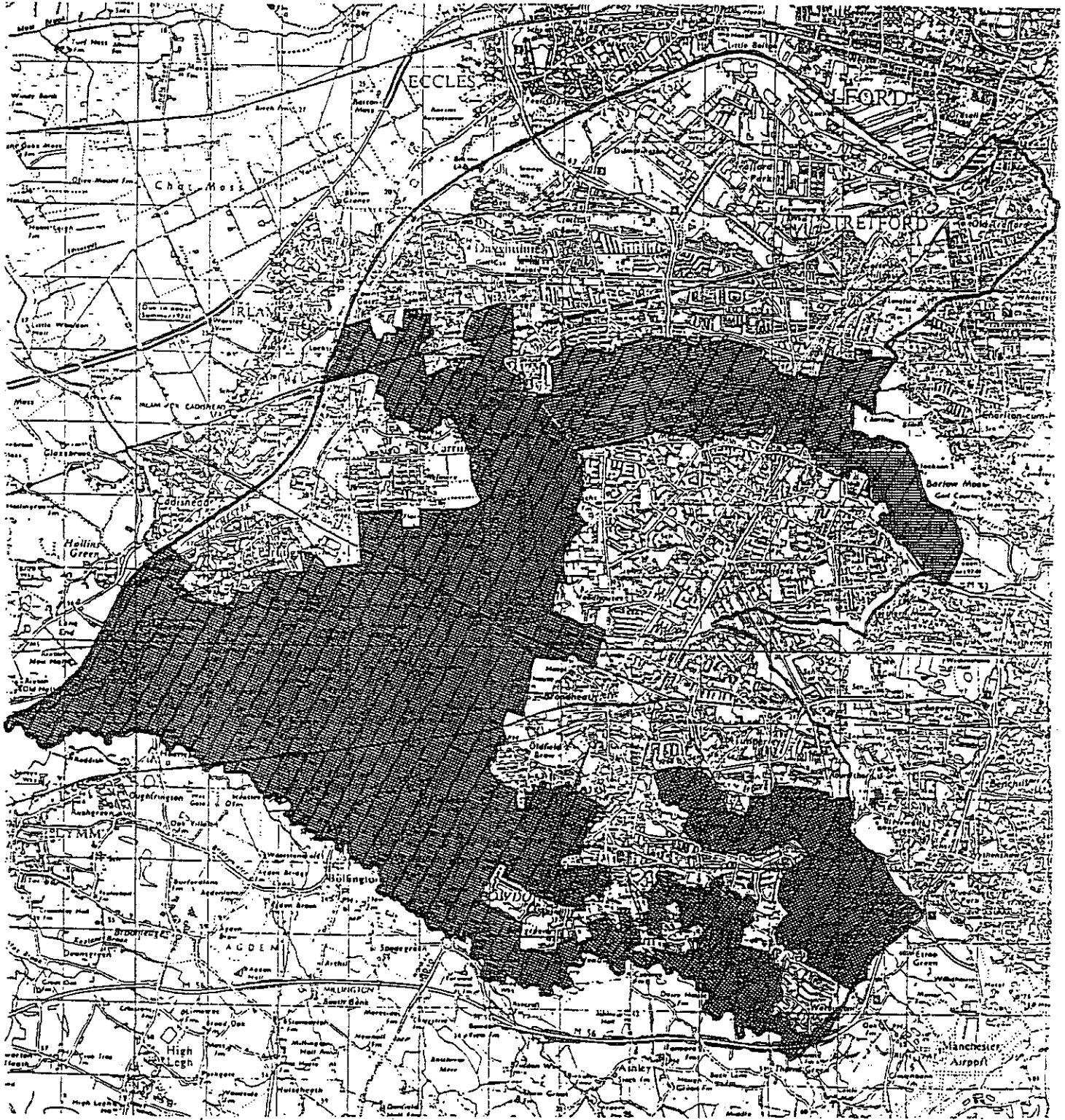
Guidance on illumination is given in Section 8.9.

■ Signs that harm public safety

Guidance on public safety is given in Section 8.12.

APPENDIX I

Area of Special Control of Advertisements As Approved - November 1994



Miles 0 1 2



Area of Special Control

APPENDIX 2

EXTRACT FROM TRAFFORD BOROUGH COUNCIL'S DEPOSIT DRAFT UNITARY DEVELOPMENT PLAN

D11. Advertisements

In considering proposals for advertisements the Council, will have regard particularly to the following :-

- (i) whether the proposal would be unduly obtrusive by reason of its size, height or long range of visibility;
- (ii) whether the proposal will be seen mainly from or against the background of open land or residential property;
- (iii) whether the proposal would have an excessive level of illumination having regard to the nature of the surroundings;
- (iv) whether the proposal together with any other advertisements on the property would constitute visual clutter;
- (v) whether the proposal would harm the appearance of the building on which it is proposed, for example by obscuring architectural features or by linking buildings of different character;
- (vi) whether the proposal would be visually harmful to the streetscene or the character of the area, or have any other effect on amenity;
- (vii) whether the proposal would have any harmful effect on public safety.

Justification

The Council is legally required to have regard to the interests of amenity and public safety when considering proposals for advertisements. This Proposal gives effect to that requirement.

The Council has produced a Policy for Advertisements in Trafford which explains how this Proposal will be applied in more detail. Supplementary guidance is also available for Canopies and for Petrol Filling Station Advertisements.

APPENDIX 3

HOARDING SIZES

The following is a list of sizes of various advertisement poster hoardings

	Imperial		Metric	
4 sheet	3'4"	5'	1.0	1.5
6 sheet	4'	6'	1.25	1.8
12 sheet	10'	5'	3.0	1.5
16 sheet	6'8"	10'	2.0	3.0
32 sheet	14'	10'	4.3	3.0
48 sheet	21'	10'	6.4	3.0
9 Panel	27'	10'	8.2	3.0
96 sheet	42'	10'	12.8	3.0