

## **DESIGN SUPPLEMENTARY GUIDANCE – APPENDIX 4**

### **DISPLAY OF ADVERTISEMENTS**

#### **1. PURPOSE OF APPENDIX 4**

The purpose of this document is to provide guidance for the Display of Advertisements with a view to ensuring that adverts throughout East Ayrshire meet legislative and best practice requirements. Good design enhances and protects the quality of the built environment and ensures public safety and amenity. Applicants are strongly encouraged to take this guidance into account when preparing and formulating their signage proposals. Where the adverts are associated with shopfronts, this appendix should be read in conjunction with Appendix 3 of this document.

#### **2. POLICY CONTEXT**

Advertisements, whether attached to standalone structures or added to existing buildings, are part of the built environment. It is essential that the location and form of advertisements and signage do not negatively impact on the amenity or safety of the public. The design of advertisements is also important as this affects the overall appearance of places and can be particularly impactful (both positively and negatively) in areas with historical or natural settings.

This Supplementary Guidance advises applicants of the requirements for obtaining consent for advertisements and provides guidance which should be followed with regards to the location, placement, and design of advertisements.

The Guidance supplements the policies in the East Ayrshire Local Development Plan 2, particularly Policy DES1: Development Design (although all relevant policies will be applied in the assessment of any application). Policy DES1 requires all development proposals to demonstrate the Six Qualities of Successful Places:

- Distinctive – ensuring that all development contributes positively, creating a sense of place and reflects the character of the local area.
- Safe and Pleasant – contributing to public safety and accessibility whilst providing high quality public spaces.
- Connected – allowing pedestrians to move easily, maximizing the integration of street and path networks and supporting links between transport modes.
- Healthy – encouraging social interaction and modal shift towards active travel.
- Adaptable – facilitating future changes of use.
- Sustainable – encouraging energy efficiency and compact development whilst minimizing emissions and waste.

Well-designed advertisements can demonstrate the above qualities by ensuring that they enhance rather than detract from the character of the local area, help to keep public spaces active and well-lit, and are well-located so that they do not prevent the

safe use of roads and pavements or otherwise negatively impact on the safety of the public.

Development proposals in Conservation Areas, or which relate to a Listing Building (or its setting), will also need to comply with Policy HE1: Listed Buildings and Policy HE2: Conservation Areas.

### **3. WHAT IS AN ADVERTISEMENT?**

An advertisement is any sign, notice, placard, board, or any kind of display of letters or words, whether illuminated or not, that is used for the purpose of advertising or announcing a service/business/event or such like. It also includes any hoarding or balloon used specifically for the purpose of advertising.

The full definition of an advertisement can be found in The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

**Advertisements are controlled in respect of their effect on amenity and public safety only.** There are also specific circumstances under which the use (and appearance) of advertisements and other signage may be prohibited or controlled, such as in Conservation Areas.

### **4. WHAT REQUIRES CONSENT?**

For clarity, the display of advertisements and the need for consent, is underpinned by the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. Certain types of advertisements do not need consent, including:

- Adverts on enclosed land, that is not readily visible from land outside that enclosure
- Adverts on moving vehicles
- Adverts on goods, packaging or containers.

In addition, depending on their size and positioning, certain categories of advertisements benefit from 'deemed' consent, which essentially means they can be displayed without the need for consent from the planning authority. These include:

- Certain advertisements of a temporary nature
- Certain adverts within buildings
- Functional adverts of local authorities, community councils and statutory undertakers.

Relevant extracts from the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 are set out in the annex 1. The full regulations can be viewed here:

[The Town and Country Planning \(Control of Advertisements\) \(Scotland\) Regulations 1984 \(legislation.gov.uk\)](https://www.legislation.gov.uk)

## 5. DESIGN GUIDANCE FOR ADVERTISEMENTS

All signs should be designed and constructed to the highest possible standards. The Council has formulated the following guidance against which all proposals for advertisements will be assessed.

### 5.1 Advertisements in conservation areas and on listed buildings

Signs in conservation areas and on listed buildings should be sensitive to the character of the area or building in respect of their size, scale, location, materials, design and finish. All signs should be of timber construction or of other materials of traditional appearance, hand-painted in matching, or complimentary colours. The use of projecting individual letters of an appropriate design and finish may also be considered acceptable.

The display of insensitively designed or sited adverts can harm the appearance of a listed building, or detract from its setting. **The erection of a new sign or advert of any size on or attached to a listed building would almost always require listed building consent as it is very likely to be considered an alteration that affects its character as a building of special architectural or historic interest.**

Any advertisement should have a positive contribution to the visual amenity of the building and area and should be in keeping with the original design.

In three of East Ayrshire's Conservation Areas (Cumnock, Mauchline and John Finnie Street/Bank Street, Kilmarnock), certain classes of deemed advertisement consent have been removed, in order to protect the qualities of the conservation areas. **In these areas, therefore, advertisement consent is required for specific types of advertisements which would otherwise have been regarded as having 'deemed consent'.** Further information on each Conservation Area can be found on the Council website, here: [Article 4 Directions in Conservation Areas - East Ayrshire Council \(east-ayrshire.gov.uk\)](http://www.east-ayrshire.gov.uk)

### 5.2 Signage on Commercial Properties

Effective advertising is one of the most important aspects of successful retailing. The following guidance sets the basic standards for different types of signage that may be found on retail premises. **Some of this guidance is also included in Appendix 3. However, appendix 3 also provides more detailed information on wider shopfront considerations and best practice, which should be taken into account when considering any shopfront changes, including signage.**

#### 5.2.1 Fascia Signs

Fascia signs are the main signage for commercial premises and are traditionally located on the shop frontage, above the main window displays and shop entrance.

Early signs were substantial, painted wooden boards hung above shops, similar to

modern public house signs. These sign-written fascia's are encouraged, as is the use of individually applied raised- letters.

Fascia boards should sit as flush as possible with the external face of the building.

The sign should be of a material and colour that matches or compliments the design and colours of the shopfront. It should be sympathetic in scale to the rest of the shopfront, and in design to the character of the building and the area into which it is set.

Fascia signs should not be too large or obtrusive, project outwards (or take the form of a box sign), obscure windows, or hide architectural details of the building.

The lettering and graphics on the signage should not exceed more than two-thirds of the height of the fascia.

(Below) – An example of good traditional hand written lettering. Titchfield, Galston.



(Below) - Good hand written lettering in keeping with the character of the Conservation Area, Bank Street, Kilmarnock. Bank Street is also a specialised Shopping Hub, therefore having a good shopfront is extremely important. Poor designed shop frontages can have detrimental impacts on not just the streetscape and architectural integrity of the buildings but also on the vitality and viability of the area.



(BELOW) – An acceptable raised lettering sign, Bank Street, Kilmarnock



### 5.2.2 Sub-fascia Signage

Sub-fascia signage is any signage displayed beneath the building's original fascia level – this is discouraged as it tends to be out of keeping with the overall shop front design.

Shop windows provide an opportunity for potential customers to look in from the outside and see what the shop has to offer; if a large portion of this has been taken up

by advertising, this can have a detrimental effect on trade and the vitality of shopping areas. Discrete sub-fascia signage may be acceptable in limited circumstances depending upon the total amount of advertising on the shopfront.

Internally illuminated cabinet style signs are acceptable in some cases. This type of sign is a light box with 2 fluorescent bulbs that light up the slide-in advert face. These types of signs should only take up a small proportion of the total window space. They should not be excessive and should not add to visual clutter. Decisions on these types of internally mounted illuminated signs will be taken on a case-by-case basis, although they are unlikely to be deemed acceptable in Conservation Areas or on Listed Buildings.

Further details on acceptable styles of illuminated signage can be found in section 4.13 of this document. No more than one illuminated fascia sign and one illuminated projecting/hanging sign will be allowed on any one frontage of a Listed Building or building in a Conservation Area.

### 5.2.3 Projecting or Hanging Signs

Projecting and hanging signs should be made from high quality materials. Properly maintained signs can promote a good image for a shop and the local area, whereas signs which show signs of neglect can be off-putting and reduce the visual amenity of the premises/area.

Extra thought and care should be given when attaching the brackets and fixings to listed buildings or buildings in conservation areas, to ensure no damage is incurred to architectural features or original stonework. On stone fascia's, where possible, fixings should be into mortar joints between stones or in existing brickwork holes. They should be high quality traditional signs rather than fixed electronically illuminated signs.

The following guidelines apply to projecting signs. Projecting signs should:

- Be fixed securely to the building
- Be carefully mounted to avoid damage to architectural features or obstruction to pedestrians or traffic
- Generally be at fascia level and should be the same height as the fascia. In the absence of a fascia, a minimum of 2.2m above ground level
- Normally be positioned at the end of a fascia
- Be made of high quality materials
- Harmonise with the design of the shopfront and the overall design of the building

Projecting signs should not:

- Be made of a material which may quickly corrode onto or have an adverse effect on the building fabric
- Be fitted where it obscures or conflicts with existing architectural detail
- Project more than 1000mm from the building on which it is proposed

The maximum permitted area of any projecting sign is 600mm x 600mm. Projecting signs, including illuminated projecting signs, should not exceed a depth of 10cm.

A proliferation of projecting or applied signs on any one particular building, which contributes to (or causes) a cluttered appearance, is discouraged. A maximum of 1



projecting sign per elevation will be permitted.

*(BELOW) – Examples of Acceptable Projecting Signs*



#### 5.2.4 Advertising on Upper Floor Commercial Premises

Upper floor shops and businesses do not have the same advertising space as a traditional ground floor shopfront, including not having fascia to advertise the name of the business. Although this may be seen to be a disadvantage, there are many other ways that upper floor units can advertise, including internal window blinds, and vinyls.

There are various types of designs which are suitable for upper floor windows, including:

- Etched effect window graphics, which are a modern way of advertising the business name. A percentage of the window can be etched and light still gets in.
- Transparent window film, which is another good way of using the window space to advertise without blocking out sunlight.

Where vinyls are used, these should be applied on the inside of the window only.

Additional signage may be required at the ground floor entrance to access the upper floor to help to advertise the property above. This should be a small traditional plaque providing details of the business and contact information. Acceptable materials for a plaque include brass, stainless steel, stone, wood, and transparent acrylic.

No more than 20% of the total window space should be taken up with advertising, dependent on the windows or property. Multiple posters, banners or advertisements which take up the full area of the window will not be accepted. Transparent film will be allowed to take up 50% of the total window space, but this be reduced in certain locations and depending on the character of the building and area. This may not be acceptable on a listed building or building within a conservation area.

Discreet alternative signage may be acceptable in limited circumstances if individual lettering is affixed directly to the building frontage. Suitability will be assessed on a case by case basis. It will be preferable in many cases to have these sitting proud on a bar, so only two locators are directly affixed to the building, rather than each letter being affixed.

### 5.2.5 Illuminated Commercial Signs

There should be no more than one illuminated fascia sign and one projecting sign on each fascia of a building. Any additional illuminated signs should be located in a position, whereby, when operative, they will not have a detrimental effect on the amenity of neighbouring residential properties.

Illuminated box signs, strip lighting, and swan neck lighting are not encouraged. There are many alternative lighting features for fascia signage which are more complimentary and sympathetic to the surrounding environment including halo illumination.

Halo illumination creates a soft glow of light around a built-up metal or acrylic letter as LEDs are positioned to shine out from the reverse of the letter. It is often selected for signage with a shallow depth.

The use of an illuminated medical sign as a deemed sign for medical supply establishments will be accepted.

Strip lighting will be acceptable if kept small, narrow and concealed within a projecting cornice. It should be unobtrusive. Strip lighting which is unsympathetic to the character and appearance of the area will not be accepted.

(BELOW) – An example of Halo illumination



### 5.3 Flags & Banners

Advertising or event promotional banners will not be permitted on listed buildings or buildings within a conservation area, or on railings/walls attached to such buildings. Exemptions may be considered for temporary displays on major public buildings such as museums and art galleries and for public events/charitable sponsorship.

Flagpoles and banners will only be permitted if they relate to the building's scale, proportions and architectural detail. The use of the building must also be suitable for the proposed advert. Banners must not result in clutter that unacceptably impacts on the character and appearance of a building or place.

New fixings for flagpoles should be kept to a minimum with existing fixings re-used wherever possible.

No more than one flagpole will normally be permitted on main façades of Listed Buildings or buildings within conservation areas. However, an exception may be made for major public buildings or buildings with wide frontages. The exact number allowed will always depend on the size, proportions and architectural detailing of the

building in question.

Flagpoles will not be permitted at ground level or on single storey shop fronts on either Listed Buildings or buildings within conservation areas.

## 5.4 Advertising on Scaffolding

Adverts on scaffolding may be acceptable provided they are temporary. An image of the completed building under construction or refurbishment should be shown as part of the image.

The scaffolding must cover an entire elevation of the building, must be erected only for the purposes of active repair and construction work, and be removed as soon as the work is completed. Adverts proposed for scaffolding around empty or vacant buildings with no programme of works are not acceptable. The advert should last no longer than the agreed building programme.

High quality fabric should be used for the image to ensure sharpness of it and the colours should closely reflect the building being covered. All shop, contractor and other signage must be appropriately incorporated onto the overall image, to avoid separate signage.

## 5.5 Temporary Site Hoardings

Temporary Site Hoardings should only be used where it can be shown that they are temporarily screening an unsightly site or redevelopment site or permanently screening an unsightly use. The advertising space should cover no more than 15% of the total area of hoarding; however, other artwork or images can populate the remainder of the hoarding. Acceptable images will include artwork, architects plans, 3D images of the finished development, site safety/health & safety notices.

(BELOW) – The picture below shows a good example of temporary hoarding, where the construction company has teamed up with one of the local schools to use the hoarding as an art project. These types of innovative ideas for making the hoarding more aesthetically pleasing are encouraged. A 3D image of the finished development can also be seen. The development is on Hill Street, Kilmarnock.





## 5.6 Fixed Free Standing and Pole Mounted Signs

- (a) Free standing and pole-mounted signs within the curtilage of business or commercial premises, whether illuminated or not, will be limited to one sign per road frontage of the premises concerned with no more than two signs being permitted in total. The height of such signs should not exceed other related structures on site. This does not apply to industrial sites with more than 2 main entry points where signs with the party's name may be displayed in more than 2 locations.
- (b) Free standing and pole mounted signs outwith the curtilage of individual properties in public areas will not be acceptable to the Council:-
  - (i) Where the sign is likely to cause obstruction or be a danger to pedestrians or vehicular traffic.
  - (ii) If the sign, because of its materials finish or design, is considered to be detrimental to the visual amenity and character of the area in which it is located, particularly in conservation areas, or affecting the setting of an Listed Building.

## 5.7 Advertising Hoardings beside Roads

This type of advertising is typically in the form of large roadside billboards which are measured in 'sheets'. The 'sheet' is the industry standard method of describing hoarding sizes. Standard billboard poster sizes can range from as little as 4 sheets (1524mm x 1016mm), up to the largest acceptable size of 96 sheets (3048mm x 12192mm). Generally around East Ayrshire, 48 or 96 sheets are used. A Bus Stop poster size is 6 sheets (1200mm x 1800mm).

If not positioned carefully, hoardings beside roads can impact negatively on the residential amenity and overall character of an area. The Council will not support proposals in such instances. Therefore location, size and siting should be carefully considered before applying for consent.

In road safety terms, it is important that the advertisement does not:

- (a) Distract drivers; or
- (b) Interfere with
  - (iii) Visibility at junctions
  - (iv) Forward visibility (especially at bends)
  - (v) Sign visibility
  - (vi) Traffic signal visibility
  - (vii) Visibility at pedestrian crossing points



## 5.8 Digital Advertising

Digital and electronic advertising is a modern way of advertising and has the potential to reduce the amount of advertising clutter through the display of multiple advertisements from the same advert apparatus. There are many examples of this. For example, in built up shopping areas, on the roadside and at bus stops.

Any digital sign:

- Should not be located within or have an adverse impact on a primarily residential area, be attached to a Listed Building, be within or adjacent to a conservation area, or be in a rural area.
- Should be of a scale that is appropriate to its surroundings, and does not exceed 4.5 metres in height.

In the interests of road safety:

- Other than ticker text only signage, each individual display should remain static for a period of no less than 30 seconds.
- Other than ticker text only signage, each individual display should not contain moving, animated, or flashing images and/or text or videos;
- The intensity of illumination should allow the sign to be easily read but not cause a distracting glare.
- The signage must be located normal to the direction of vehicular travel to ensure that it is visible from only this direction and there is no requirement for drivers to strain or distract themselves from driving in order to adequately view the sign.
- The signs must not restrict necessary visibility splays required for vehicles entering from a side road. The required splays vary with speed of road and the volume of vehicles entering from the side road.
- The signs must not be positioned in a location that restricts the necessary forward visibility required to ensure safe stopping on the approach to Pedestrian Crossings or Traffic Signal Controlled Junctions.
- The Ayrshire Roads Alliance and/or Transport Scotland may be consulted on digital adverts, dependent on the location.

(BELOW) – Various examples of digital advertising



## 5.9 Mobile Advertising

Advertisements on trailers and other moveable objects placed in both rural and urban roadside locations will not be considered acceptable as they are of detriment to road safety.

## **6. HOW TO APPLY**

An application for express consent should be made to the local planning authority for where the advertisement will be displayed.

Pre-application advice is available, subject to a fee in most circumstances and can be sought in advance of submission of any planning application. This is particularly important for alterations to Listed Buildings and buildings in conservation areas.

Information regarding pre-application advice can be found at: [Planning applications - East Ayrshire Council \(east-ayrshire.gov.uk\)](http://east-ayrshire.gov.uk/planning-applications).

If you would like further advice regarding the development management process then please contact the development management team on:

Phone: 01563 576790

Email: [submittoplaning@east-ayrshire.gov.uk](mailto:submittoplaning@east-ayrshire.gov.uk)

For further information relating to planning policy, contact the Development Planning and Regeneration Team on:

Phone: 01563 576790

Email: [localdevelopmentplans@east-ayrshire.gov.uk](mailto:localdevelopmentplans@east-ayrshire.gov.uk)



## 7. GLOSSARY

Amenity – The pleasantness or attractiveness of an area. Amenities contribute to the overall character and enjoyment of residents or visitors.

Fascia – The horizontal board below the cornice on a shopfront where lettering is. Traditionally located to signify the business.

Hoarding – Permanent Hoarding – A large flat structure used to display advertisements, most commonly seen at roadsides.

Temporary Hoarding – A temporary board surrounding an area undergoing development.

Building – A structure to which any advertising material can be attached in any way.

Ground level – In relation to the display of advertisements on any building, the ground floor level of that building.

Conservation Area – An area of special architectural or historic interest, the character or appearance of which it is desirable to preserve and enhance.

Listed Building – A building or structure that has been judged to be of international, national or local importance in terms of architectural or historic interest and is included on a special register, held by Historic Environment Scotland.