



# **East Ayrshire Local Development Plan**

## Supplementary Guidance

Display of  
Advertisements  
Design Guidance



# Display of Advertisements

## Design Guidance

## INTRODUCTION

The purpose of this document is to provide design guidance for the Display of Advertisements with a view to ensuring that the highest standards of design are achieved throughout East Ayrshire. Good design enhances and protects the quality of the built environment and applicants are strongly encouraged to take this guidance into account when preparing and formulating their signage proposals.

This guidance forms part of and supplements the policies of the East Ayrshire Local Development Plan 2017 and will be used by the Council in its assessment of all applications for the display of advertisement consent. All applications should also comply with the relevant policies of the East Ayrshire Local Development Plan, copies of which are available online or from Planning and Economic Development.

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## 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.**

## WHAT REQUIRES CONSENT?

The display of most advertisements, whether on a building, window, canopy, banner, scaffolding, roadside hoarding, etc. requires consent from East Ayrshire Council before adverts can be displayed.

There are a few exceptions, for example, advertisements on enclosed land, on moving vehicles, on goods/packaging/containers.

There are 3 categories of advertisement consent:

- Those permitted without requiring either deemed or express consent from the local planning authority;
- Those which have deemed consent;
- Those which require the express consent of the local planning authority.

Further detailed information on the above types of consent are included within The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

It is a criminal offence to display an advertisement without consent.

It is recommended that applicants contact East Ayrshire Council planning department with any queries in respect of adverts and whether or not consent is required.

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.

## Signage on Commercial Properties

Effective advertising is one of the most important aspects of successful retailing. 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.

### Signs – Fascia Signs

The following guidelines apply to fascia signs.

Fascia signs should:

- Be of a material and colour that matches or compliments the design and colours of the shopfront
- Be of a sympathetic scale to the rest of the shopfront
- Be sympathetic to the character of the building and the area into which it is set
- Sit as flush as possible with the external face of the building
- If possible, be located in the fascia zone

Fascia signs should not:

- Be too large or obtrusive
- Contain any additional signage or adverts below the main fascia or pilasters
- Project outwards or take the form of a box sign
- Hide any architectural feature of the building. (If the shopfront has a cornice, consoles, etc., the fascia sign should not overlap these features)

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

Scale and height of the fascia is in proportion with the shopfront

Lettering does not exceed more than 2/3 of the height of the fascia



No additional signage or adverts below the main 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*



### Projecting/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 local area, whereas signs which have not been maintained and show signs of neglect can be off-putting and reduce the visual amenity of the premises/area.

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

In conservation areas or on listed buildings, extra care should be taken when attaching the brackets and fixings to ensure no damage occurs to the building. On stone fascia's, where possible, fixings should be into mortar joints between stones or in existing brickwork holes. 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 results in, or itself constitutes, advertisement clutter is discouraged. A maximum of 1 projecting sign per elevation will be permitted.

*(Below) Examples of Acceptable Projecting Signs*



### 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*



### Sub-fascia Signage

Sub-fascia signage is any signage displayed beneath the building's original fascia level. This tends to be very unsightly.

Sub-fascia signage is discouraged. This is because 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.

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.

Below is an example of sub-fascia signage which is not encouraged.



Sub-Fascia Signage

### Canopies

Canopies were traditionally on food shops to stop food spoiling in the sun. Canopies should be retractable. Traditional canopies are preferred rather than non-retractable 'Dutch' canopies, especially within Conservation Areas or Listed Buildings where Victorian awnings are preferred. They should have discrete logos or signage that should ideally relate to the

design of the shopfront. Very occasionally, a Dutch canopy can be sympathetic to a building. The example below illustrates this.

Good example of use of Dutch canopy's at Café De Vinci's, Strand Street, Kilmarnock.



Canopies will also require planning permission as shopfront alterations where they are new introductions.

Canopies should be well designed, carefully positioned and fitted so the awning springs from beneath the fascia, ensuring that columns/pilasters or other details are not obscured.

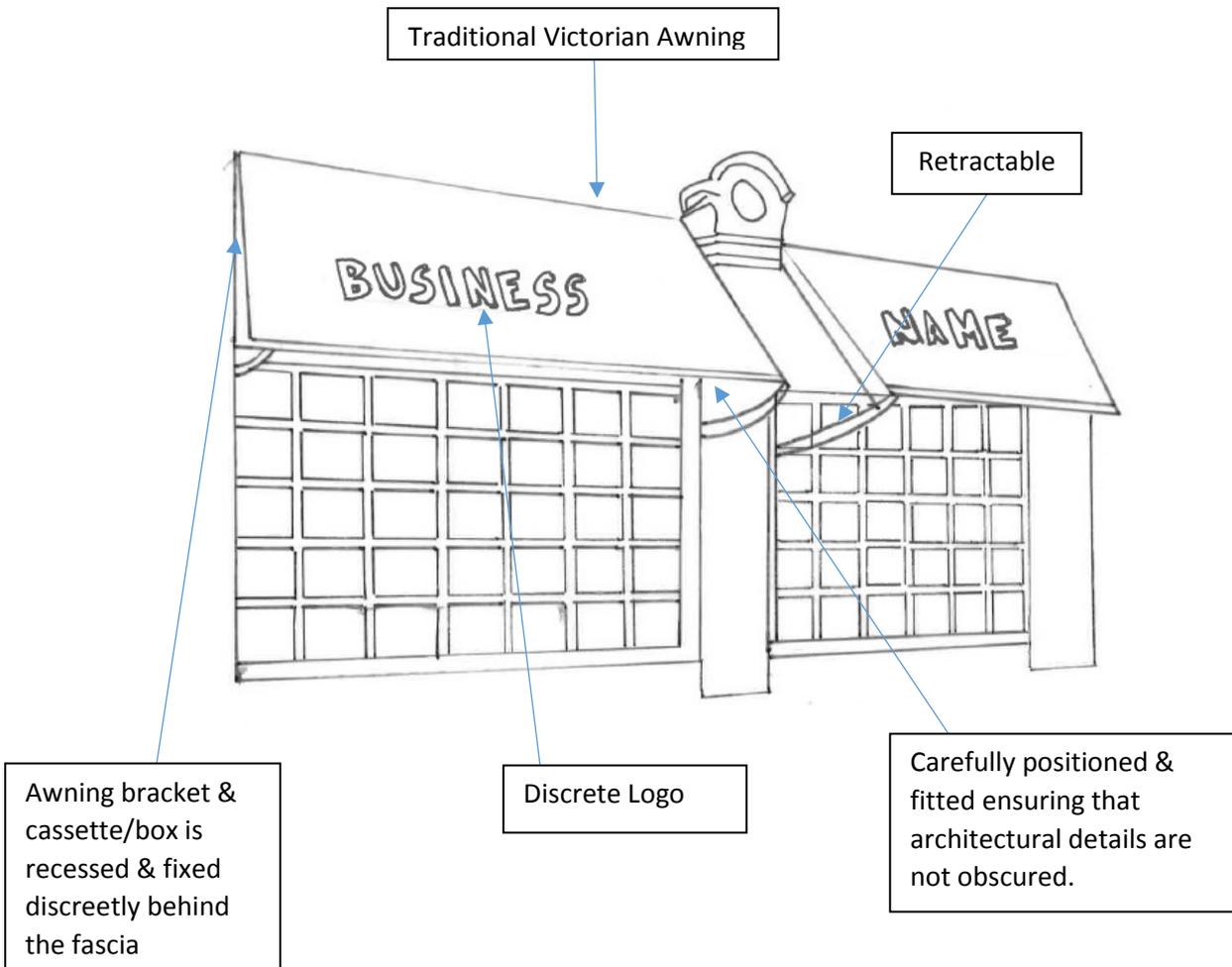
The awning bracket and cassette/box should be recessed and fixed discreetly behind the fascia. It should not protrude beyond the shopfront.

Blinds should usually cover the whole width of a shopfront and should usually be the same width as the fascia.

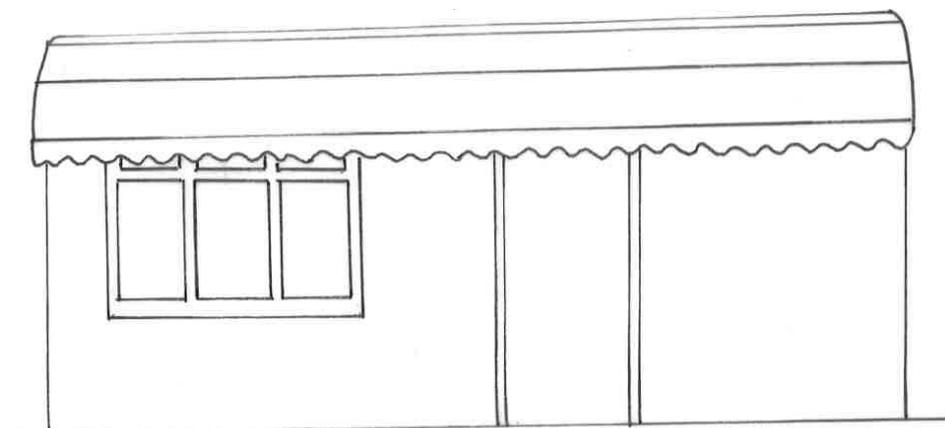
Colours should match or compliment the fascia and garish colours should be avoided.

Any advertisement on canopies will be restricted solely to the name or business carried out within the property to which the canopy relates. Planning permission may also be required. Advice should be sought from the Planning Department.

*(Below) - An example of what will be accepted when installing a canopy.*



*(Below) - An example of a Dutch style canopy which is not encouraged as they conceal the fascia and mask a large degree of the shopfront.*



## 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.

Vinyls should be applied on the inside of the window.

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.

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 ½ of the total window space. This may not be acceptable on a listed building.

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.

## 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).

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

- (a) Distract drivers; or
- (b) Interfere with
  - (i) Visibility at junctions
  - (ii) Forward visibility (especially at bends)

- (iii) Sign visibility
- (iv) Traffic signal visibility
- (v) Visibility at pedestrian crossing points



## 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.

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.

## 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.

## 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.

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.



## 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 a Listed Building.

## 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.

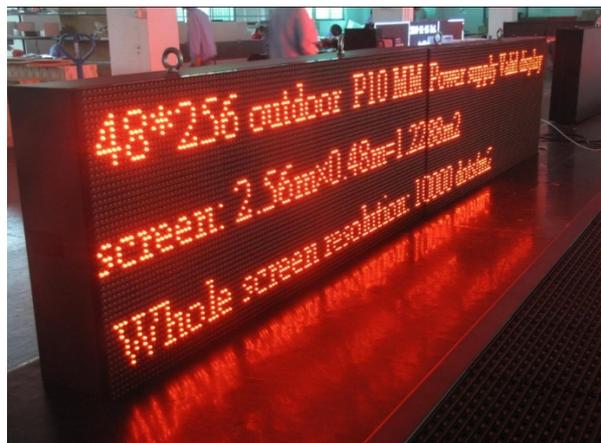
Any digital sign:

- 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 which 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.

*(Below) – Various examples of digital advertising*



## 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 required listed building consent as it is very likely to be considered an alteration that affectes its character as a building of special architectural or historic interest.

The scale & design of the fascia should be in proportion with the shop front and respect the depth of fascias on adjacent buildings. Excessively deep fascias should be avoided. Fascia boards should also be designed to suit individual buildings and not be extended across more than one building - 2 different buildings should never be linked with a common fascia.

Traditional, hand written lettering on timber fascia is encouraged in conservation areas. Well-designed shop signs coupled with pleasing and appropriate shopfronts can add visual quality to an area, where as poor design can damage its overall appearance.

Replacement windows and doors of properties of a traditional design within conservation areas should match the original proportions, appearance, materials, and opening method. Appropriate timber sealed unit double glazing will normally be considered acceptable. Alternative materials such as uPVC will not be acceptable.

Extra thought and care should be given when erecting hanging signs, to ensure no damage is incurred to architectural features or original stonework. They should be high quality traditional signs rather than fixed electronically illuminated signs.

Lighting proposals will be reviewed on a case by case basis. Internally lit individual letters or unobtrusive light fittings of high quality design will be considered.

The use of a limited range of colours that blend with the surrounding materials in use and generally with the townscape is preferred. Strong, bright colours can be used, but should be carefully considered and only applied in limited areas. The selection of colour should be closely related to the architectural styles and character of the conservation area.

In conservation areas, it is a requirement to use open lattice, or brick bond type of internal security shutters rather than solid external roller shutters.

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

Any advertisement on canopies will be restricted solely to the name or business carried out within the property to which the canopy relates.

## 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.

### 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 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.

You can apply via the eplanning portal at:

<http://www.eplanning.scot/>

If you would like further advice please get in touch with the development management team on:

Phone Number – 01563 576790

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

For information on permissions, contact East Ayrshire Council:

Planning and Economic Development

Development Planning and Regeneration

East Ayrshire Council

The Johnnie Walker Bond

Kilmarnock

KA1 1HU

## Glossary

Amenity –The pleasantness or attractiveness of an area. Amenity 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 which any advertising material can be attached to 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.



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