

Signs And Advertisements On Listed Buildings In Commercial Use

Supplementary Planning Guidance

Adopted December 1997

Cheltenham Borough Council

SUPPLEMENTARY PLANNING GUIDANCE SIGNS AND ADVERTISEMENTS ON LISTED BUILDINGS IN COMMERCIAL USE

1. INTRODUCTION

- 1.1. This guidance relates to policy BE 29 (advertisements and signs on listed buildings) in the Cheltenham Borough Local Plan Second Review Revised Deposit Draft (2004).
- 1.2. This guidance should be considered alongside supplementary planning guidance Shopfronts (draft February 2004).

2. BACKGROUND

- 2.1. The aim of this supplementary planning guidance is to set out the design criteria, which the Council will apply to signs and advertisements on listed buildings in commercial use. The purpose of setting these standards is to ensure that the character of appearance of listed buildings is protected and not eroded by inappropriate signs and advertisements.

3. POLICY CONTEXT

Government policy

- 3.1. Detailed provisions governing the display of advertisements is set out in the Town and Country Planning (Control of Advertisements) Regulations 1992, as amended by the Town and Country Planning (Control of Advertisements) (Amendment) Regulations 1994 and the Town and Country Planning (Control of Advertisements) (Amendment) Regulations 1999. The principal Act on which the regulations are based is the Town and Country Planning Act 1990. Policy Guidance is contained in PPG19, Outdoor Advertisement Control (1992). The primary guidance regarding alterations to listed buildings is set out at Annex C of PPG15, Planning and the historic environment (1994).
- 3.2. The Advertisement Control Regulations place advertisements into three main groups. These are:
 1. Advertisements which the rules exclude from planning control (i.e. traffic signs which give directions to motorists, cyclists and pedestrians;
 2. Advertisements which the rules give a deemed consent so that the planning authority's permission is not needed, provided the advertisement is within the conditions and limitations specified (i.e. an advertisement displayed wholly for the purpose of announcement or direction in relation to any of the functions of a local authority or to the operation of a statutory undertaking or a public transport undertaking);
 3. Advertisements for which the planning authority's express consent is always required.
- 3.3. Where advertisements fall within group 3, the Borough Council will require an application for advertisement consent to be submitted.

Cheltenham Borough Local Plan

- 3.4. Policy BE 29, Cheltenham Borough Local Plan Revised Deposit draft states:

“New advertisements and signs on or in the curtilage of a listed building in commercial use will be permitted where they would not detract from the integrity of the building’s design, historical character, structure, or setting”.

4. DESIGN CONSIDERATIONS

- 4.1. Signs advertising the name and activities of an office will normally be limited to a professional plaque of appropriate design and materials, carefully located by the front door; the size of each plaque not to exceed 0.25 square metres. No other advertisements will normally be permitted on listed office premises, although several properly co-ordinated plaques may be required according to the number of firms occupying a building.
- 4.2. Where there is a different user in the basement, such as a shop, workshop, café, or hairdresser, a more prominent display is appropriate. This will normally need to be a sign in suitable lettering painted directly on to the render above the head of the basement windows and below any string course. Alternatively, appropriate freestanding individual letters applied carefully to the wall would normally be acceptable if they do not protrude too far and are of a suitable high quality material – not a shiny plastic. Any lettering must be discreet in terms of size, materials and finish. Conformity to a house style would not be sufficient justification for an appropriate typeface. The lettering should not be on a separate board and should have as its ground the main colour of the building. Any essential supplementary display, such as a menu, should be located as discreetly as possible. The basement area railings should not be encumbered with these or other notices.
- 4.3. The limitation of office advertising to one plaque may be relaxed only where there is a strong precedent for additional advertisements on adjoining buildings. In those cases suitable, discreet lettering (e.g. in gold leaf) on the ground floor windows on the ‘transome’ light over the front door (where neither is sub-divided by glazing bars) might be acceptable in addition to a plaque, thus limiting the advertising to a total of two locations on the ground floor regardless of the number of occupants.
- 4.4. Where the premises are set well back from the pavement, for example behind a garden, a discreet free-standing sign close to the footpath may be acceptable as a practical requirement. The sign will need to be of an appropriate design and size (not normally exceeding 0.5 square metres) depending on location. No additional sign on the building would be acceptable other than a professional plaque.
- 4.5. As an exceptional alternative to lettering on windows or over the doors in paragraph 4.3 above, where a particular case can be made, such as a long-standing precedent, either appropriate free-standing lettering (see paragraph 4.2 above) above the ground floor window heads, providing it does not conflict with any architectural features, or a subdued, internally lit sign behind the ground floor windows, might be acceptable, thus still limiting the locations for signs to two per ground floor.

- 4.6. Advertisements displayed in spaces between or below windows are inappropriate in virtually all cases, as are awnings in basement areas and signs projecting from the face of buildings.
- 4.7. Advertisements, whether fixed or removable, will not be permitted above ground floor level (e.g. on first floor windows or balconies) or on railings in front of or to the side of buildings.

5. SUBMITTING AN APPLICATION

Pre application discussion

- 5.1. The Borough Council strongly encourages pre-application discussions regarding proposals for signs and advertisements on listed buildings. Early liaison with the Council's conservation officer is beneficial in helping to resolve conflicts and problems prior to the submission of any application for advertisement consent.

Information to accompany planning applications

- 5.2. The Council will expect applications for advertisement consent to include information, which will assist the Council in considering the application. This should include:
- Written justification – explaining why the advertisement is required, what the impact will be on the structure and character of the listed building, and why the proposed advertisement is appropriate;
 - Detailed drawings
 - Photographs

6. FURTHER INFORMATION

Relevant legislation

- Town and Country Planning Act 1990
- The Town and Country Planning (Control of Advertisements) Regulations 1992

Guidance

- Planning Policy Guidance (PPG19) Outdoor Advertisement Control, Department of the Environment (1992)
- Planning Policy Guidance (PPG15) Planning & The Historic Environment, Department of the Environment (1994)

Useful Websites

www.cheltenham.gov.uk

7. CONTACTS

- 7.1. The following officers of Cheltenham Borough Council will be able to offer further advice on the issues set out in this guidance:

Urban Design Manager
01242 264145

Conservation and Heritage Officer
01242 775218

Development Control Manager
01242 264168

Strategic Land Use Officer
01242 264379

Conservation Enforcement Officer
01242 264142

