

HE9 Advertisements and signs within conservation areas and on, or in the vicinity of a listed building

Advertisements and signs within conservation areas and on, or in the vicinity of a Listed Building will only be allowed where:

- a. **they do not have any adverse effect on the architectural and historic character or appearance of the building, on a conservation area or on their settings;**
- b. **the advertisement and / or sign relates to the function of the premises upon which it is displayed;**
- c. **the type of material chosen respects the character / appearance of the building and / or area; and**
- d. **if illumination is required, the advertisement and / or sign has individually halo or internally illuminated letters on an unlit fascia, or is externally spot-lit.**

Internally illuminated fascia and / or projecting advertisements and / or signs will not be permitted.

When considering such proposals, particular attention will be given to the criteria set out in the 'Advertisements and Signs' Policy (QD12).

- 8.35 The planning authority will pay special attention to the desirability of preserving or enhancing the character or appearance of a conservation area and a listed building and its setting when considering the impact of proposed outdoor advertisements and / or signs on amenity and public safety. Freestanding advertisement and / or sign display boards on forecourts or footways and high level 'banner' style advertisements and / or signs on the exterior of buildings add inappropriate visual clutter to the street scene and are unlikely to be acceptable within conservation areas and on, or in the vicinity of, a listed building.
- 8.36 Advertisements and signs are often fixed so as to conceal original fascia detail, including original timber or rendered fascia, cornices and corbelling, to the detriment of the building's character. These features must be preserved and retain visual prominence.
- 8.37 To complement Policy HE9, the planning authority will take a pro-active approach to the enforcement of advertisement and sign controls in relation to conservation areas and listed buildings, including, where expedient, discontinuance action to secure the removal of adverts/signs erected under deemed consent. This may involve targeting specific 'historic shopping streets' as part of corporate regeneration or community safety initiatives, where the adverts or signs are considered to have a harmful effect on visual amenity or public safety.
- 8.38 Policy HE9 is consistent with the Plan's other policies concerning advertisements and signs, hoardings and blinds which are detailed in Chapter 3 'Design, safety and the quality of development'. To complement this Policy, guidance on advertisements and signs in conservation areas and listed buildings will be published by the council.