

*SHETLAND
ISLANDS
COUNCIL*

**ADVICE NOTE 8
ADVERTISEMENTS**



OBJECTIVE

To provide guidance on proposals for advertisements and sponsorship within Shetland's Conservation Areas:

- the Lerwick Lanes Outstanding Conservation Area;
- the New Town Conservation Area; and
- Scalloway Conservation Area.

Shetland's local plan policies generally seek to control the impact of advertising on local amenity and this is particularly important in sensitive areas, such as the Conservation Areas in Lerwick and Scalloway.

Policy LPBE8 seeks to ensure that all new development within the Conservation Areas (including advertisements) is of the highest quality and respects and enhances the architectural and visual qualities that gave rise to the conservation designation.

SHETLAND'S CONSERVATION AREAS

Conservation Areas are created so that an important part of our heritage can not only be protected but carefully renovated and improved. Apart from the interest they hold for local people they are also an essential part of Shetland's attractiveness.

The Conservation Areas in Shetland take their character from the materials builders used and the ideas about design that influenced their work.

LERWICK LANES OUTSTANDING CONSERVATION AREA

A walk around Lerwick town centre reveals a variety of shop fronts from different periods in time, which combine to create the unique townscape that give the area its distinctive character. Each individual building has its own history which can be seen in the individual design of the exterior. New advertisements should be properly related to the design of the buildings on which they are displayed.



Commercial Street is the traditional commercial hub of Lerwick and where the greatest density of listed buildings existing in Shetland is located. Consequently, the area's built heritage is celebrated by its Outstanding Conservation Area status. The area is a focal point for visitors and tourists. Locals spend time in this area shopping and making use of the facilities.



It is important to recognise that the town centre is not used solely for shopping; there are many cafes, pubs, restaurants, offices and residential premises within the area and it is important that the mixed use character of this area is both retained and enhanced.

As residents of Shetland and users of Commercial Street we want to retain the character of this area and enhance and improve it for our own benefit and those of visitors and future generations.

It is well recognised that shopping is increasingly becoming a major leisure activity and making shop fronts as inviting as possible is the best way to attract customers.

This can have a cumulative impact – the more attractive an area, the more people it will attract.

Experience in other local authorities has shown that attractive shops in appealing areas have up to three times greater turnover when compared with shops selling similar goods in unattractive and appealing areas.



CREATIVE SOLUTIONS



Materials & Colours: Highly reflective surfaces such as acrylic, Perspex (unless matt in finish), or aluminium are not appropriate in the Conservation area. Timber is one of the most suitable materials, allowing for easy maintenance and alteration. The use of individually cut out lettering is to be encouraged as it reflects the traditional signage type along Commercial Street. Highly reflective Perspex signage and internally illuminated signage of any type is unacceptable.

Design: Any alterations to shop fronts should be designed to take account of the age and style of the particular building. This applies equally to any new or renovated advertisements or signs that you intend to erect. Advertisements and shop fronts are an integral part of a shop's identity and important in establishing customer awareness. However, a balance needs to be struck between the need for a premises to advertise itself and the need to retain the character and appearance of an area. Signs should be placed at fascia level with no advertising on sub fascias or on pilasters.



Lettering: Painted lettering or non-illuminated individual lettering on timber, stone frieze or matt Perspex is preferable to panel and box signage. The size of the lettering should relate to the overall size of the fascia in style and be appropriate to the proportions of the building as a whole. Lettering style should be simple and reflect the historical character of a building when being used on a traditional shop front. It is important that lettering is kept in proportion to the fascia on which it is sited.



Corporate Images: Establishments that are part of a national chain, or under franchise, often wish to display their own corporate style. Shetland Islands Council recognises that corporate branding is important, but it is clear that signs can be modified so as to reflect the character and style of the particular building upon which they are to be sited. This has been successfully achieved on some listed buildings and within conservation areas in Shetland, and is commonplace in many other local authority areas. National chains often have several different styles of signage design and it is a case of using the most suitable for the location.



HOW WE CAN HELP YOU

Funding: The Council wishes to promote a prosperous and vibrant town centre with attractive and well-maintained buildings.

To this end it operates a Conservation Grant Scheme to assist with the costs of undertaking traditional works to historic buildings.



Owners and occupiers of commercial properties may be eligible for a grant of 60% (90% for non-profit making companies), up to a maximum of £5,000 towards the costs of repairing or replacing signage. Eligible works will include traditional signwriting and painted wooden signboards. Other projects may be eligible where it can be shown that special care and additional costs have been incurred in producing appropriate conservation-type signage.

Further information can be obtained from the Council's Conservation Service (tel: 01595 744800)

Pre-Application Advice: As with all development, the Planning Service encourages you to come and speak to a member of the planning team about your proposals. You may need Advertisement Consent depending on the type, size and style of signage you intend to use. If your building is Listed you may also need Listed Building Consent. (See guidance below)

The Advertisement Regulations are complex and it is always advisable to check the position with the Development Management Section. Officers are generally available at our Grantfield Office from 0900 : 1030 Monday to Friday and at other times by appointment (telephone 01595 744800). Our qualified planners will be able to assist you in making sure you apply for the relevant consents and that your proposed design is suitable for the Conservation Area and the specific building it is to be sited on.

SUBMITTING AN APPLICATION

Application forms for Advertisement Consent can be obtained from Infrastructure Services Reception Area, Grantfield, Lerwick. The following drawings and details should be submitted with your application for Advertisement Consent:

Location Plan identifying where the site is

Site Layout Plan showing the position of the advertisement on the site

Elevation View of the building if the advertisement is to be affixed to the building showing the exact position of the signboard

Scale Drawing indicating the following details:

- **Size** – width, height and depth
- **Form** – whether it is a box, panel, sheet, etc.
- **Design** – including type of edging (e.g. flat edges, borders, banding, etc.)
- **Materials** – a clear indication of the materials to be used for the sign
- **Fixing** – details of how the signboard is to be fixed to the building or any proposed supporting structure
- **Lettering** – the lettering on the signboard, letter style, proportions and size
- **Colours** – of the signboard and the lettering
- **Illumination** – details of any external illumination



Further details of the plans required are contained within the Advertisement Consent Application Form.

Contact Address:

Planning Service,

8 North Ness Business Park,

Lerwick,

Shetland,

ZE1 0L

Tel: 01595 744293

Email: development.management@shetland.gov.uk

www.shetland.gov.uk

SCOPE OF GUIDANCE

An advertisement is defined in the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended by the Control of Advertisements (Scotland) Amendment Regulations 1992) as *"any word, letter, model, sign, placard, board, notice, awning, blind, device or representation, whether illuminated or not, in the nature of, and employed wholly or partly for the purposes of advertisement, announcement or direction (excluding any such thing employed wholly as a memorial or as a railway signal), and includes any hoarding or similar structure or any balloon used or designed or adapted for use and anything else used, or designed or adapted principally for use, for the display of advertisements, and references to the display of advertisements shall be constructed accordingly"*.

Sponsorship, through use of a name or logo constitutes an advertisement in terms of the above definition.

STATUTORY REQUIREMENTS

Under the Regulations a wide variety of advertisements can be displayed with "deemed consent", which makes it unnecessary to submit a formal application for consent to display an advertisement. Examples would include temporary advertisements relating to the sale or letting of property and non-illuminated fascia signs of restricted dimensions. However, many advertisements will require express consent through the submission of a formal application, which is a similar process to lodging a planning application. They include illuminated advertisements in conservation areas, advertisements of a particular size and advertisements displayed inside a building and visible from outside if they are illuminated, or non-illuminated and within one metre of a window or door.

Applications for advertisement consent are not assessed in relation to the same criteria as applications for planning permission. They may be assessed only in relation to public safety and amenity. Public safety includes road safety and the reading of road signs, whereas amenity focuses on the suitability of the site for the advertisement proposed and must take account of features such as adjacent listed buildings and the general characteristics and features of the conservation area.

The display of advertisements is subject to a number of standard conditions to ensure that they are displayed with the agreement of the owner of the land, are maintained in a reasonable and safe condition, and are sited so as not to obscure road signs.

Any consent granted for advertisements is limited to a maximum of 5 years, but they may continue to be displayed with deemed consent after this period expires unless the planning authority requires their removal.

Listed Buildings: Advertisements and signs proposed for display on or within a statutory listed building, whether or not they benefit from "deemed consent" under the Advertisement Regulations, may also require a separate application for listed building consent.

Flagpoles, Flags & Banners:

Flagpoles normally require planning permission, and on listed buildings, listed building consent. Flags used for advertising purposes, as opposed to national flags, are controlled under the



Advertisement Regulations and will normally require advertisement consent. Banners on listed buildings will require listed building consent and Advertisement Consent applies also to banners. Permanent fixings for holding up banners may also require planning permission and/or listed building consent.

Current Policy Guidance

Policy LPBE8:

- There is a presumption against development that does not preserve or enhance the character or amenity of an existing or proposed Conservation Area.
- New development within these areas must be of the highest quality, respect and enhance the architectural and visual qualities that gave rise to their actual or proposed designation and conform to Appendix F of the Shetland Local Plan.

Policy LPBE11:

- All advertisements and signs on, or associated with, the commercial use of buildings must be in sympathy with the character of the building and the area within which they are located.
- Within Conservation Areas painted signboards, and the use of individual letters attached to fascias, will be permitted where they do not have an adverse impact on the character of the area.
- Projecting signs will not be permitted within Conservation Areas unless the applicant can demonstrate a genuine need. Where their presence is justified, the size, materials and design of the projecting sign will be carefully controlled.
- Internal illumination of advertisements will not be permitted within the Conservation Areas.

Appendix F (as it relates to advertisements):

- Shop signs should preferably be painted onto the fascias or onto signboards on the masonry above shop windows where the original signs are likely to be found.
- Signs should be contained within the fascia and not repeated on window glass.
- Sign materials should be compatible with those of the historic (or modern) building.
- Lettering should be balanced out on fascias to avoid overcrowding at one end and should not be oversized. If lettering is to be individually mounted it should be of good quality.
- New signs should not obscure significant features of the historic building.
- Where company signs are proposed they should be modified, where necessary, to ensure that the shop front harmonises with the character of the area and the building concerned.

- If the need for externally mounted light fittings can be demonstrated they should be of unobtrusive design, size and colour, and fixed to the buildings in a manner which will not damage the building fabric.
- The use of projecting signs may be considered in some circumstances, for example, on shops that are located on narrow streets such as the lanes. They should not be obtrusive or restrict pedestrian or vehicular movement and should be of good design and in proportion to the building.