

Note: References to page numbers are denoted by a **hash-question mark (#?)** as this is a draft document.

SPG8 ADVERTISEMENTS (OTHER THAN SHOPS) SUPPLEMENTARY PLANNING GUIDANCE NUMBER 8

You may need Advertisement Consent if you want to erect a sign, flag or hoarding in Brent. This leaflet will help you to understand the factors Brent Planning Service will take into account when deciding whether to accept or reject your application.

The detailed information provided here supplements the policies of Brent's Unitary Development Plan (UDP). The UDP is a comprehensive set of planning policies for Brent which form the basis for regulating development across the borough. If you do not conform with the guidelines in this leaflet, you may find you are refused permission.

These guidelines do not necessarily apply if the site your Planning Application refers to falls within a Conservation Area or involves a Listed Building. Contact your local Area Planning Team for details.

Please remember, apart from Advertisement Consent, you may need Building Regulations consent for your scheme (telephone 0208 937 5499 for further information).

This leaflet is one of a series of 18 supplementary Planning Guidance (SPG) leaflets which explain planning guidelines in Brent. A full list of the leaflets is given on the back page for your reference. If you need further information, call your local Area Planning Team. Their number, together with other useful contacts is given on page 18#?

If you need information on advertising on shopfronts, you should refer to SPG7. 'Shopfronts and shopsigns'.

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What the UDP says

It's well worth taking into account the policies of the Council's UDP before you submit a Planning Application. If you do not comply with its policies, you will need to set out convincing reasons why your proposals should be approved. If you need a full explanation of the policies and standards given here, please refer to the UDP itself. You can see the UDP at the Brent House One Stop Shop (see page 8) or at your local library.

The following UDP policies may be relevant to your application.

E39 Advertisements (including awnings) on buildings should normally be in keeping with the scale and character of the building, and surrounding area, and limited to avoid an excessive display. Large signs on flank walls at a high level will not normally be approved. Shop signs should normally be confined to fascia level and no more than one projecting box sign per frontage will normally be allowed.

E40 Where appropriate the Council expects local environmental improvements to form part of advertisement hoarding schemes. They will not normally be approved in the following areas:

- (a) predominantly residential areas;
- (b) on or adjacent to Conservation Areas and Listed Buildings;
- (c) on open spaces where they would block important views across it or where they would obscure other important views or groups of trees; and
- (d) on major roads and road junctions where distraction to drivers could be prejudicial to highway safety.

Fig. 1

| | | |
|---|---------------|----------------|
| A | 4 sheet | 1.04m x 1.52m |
| B | 12 sheet | 3.17m x 1.37m |
| C | 16 sheet | 2.07m x 3.05m |
| D | 48 sheet | 7.00m x 3.05m |
| E | 64 sheet | 8.16m x 3.05m |
| F | Supersite 270 | 8.23m x 3.05m |
| G | Supersite 360 | 10.97m x 3.05m |

Detailed planning guidance

A. Hoardings

(See Fig. 1)

General considerations

A1 Advertisement hoardings will only be approved if they enhance the appearance of an area. They are not normally approved in cases that would conflict with UDP policy E40 on page 3.

Freestanding hoardings

A2. Freestanding advertisement hoardings can have a dramatic effect on the appearance and character of an area. Large panels are not acceptable in pedestrian areas or narrow streets, but they may be acceptable on major roads, providing they meet highway safety standards and as long as the nature and scale of the display is appropriate.

A3. When considering applications for new hoardings, Brent Planning Service takes into account several factors which are listed below.

- The nature and quality of the local environment, and existing and potential proposals which aim to improve it.
- Whether the proposed hoarding will break the general building line.
- Whether the hoarding would block views and landscaping in the area.
- The amount of advertising material already proposed or in existence in the area.
- The scale and character of buildings close by.

A4. Illuminated and/or ultraviolet or trionic signs won't be permitted if they compromise highway safety or public amenity.

A5. The backs of hoardings should be concealed, particularly in cases where they back on to the Grand Union Canal.

A6. Freestanding hoardings should normally form part of a wider landscaping scheme (which includes planting and/or public art for example). Temporary hoardings (used to screen a construction or vacant site) that need Planning Permission will only be considered when full Planning Permission has been given for the redevelopment and there is a schedule for construction works.

A7. Hoardings are not normally permitted on railway embankments.

Fig. 2

BEFORE (Example of **bad** practice)

AFTER (Example of **good** practice)

Hoardings on buildings

A8. Hoardings should be only used on the sides of buildings and they should be in keeping with the scale and the character of the building. It is normally unacceptable to position a hoarding high up on a building, and double decks of posters '48 sheet' hoardings and larger displays are not normally given consent.

It may be acceptable however to use one or two '16 sheet' hoardings at pavement level – so long as they don't block any windows or obscure decorative features on the wall they are attached to.

A9. Hoardings on bridges should be sympathetic to the outline of the bridge.

B. Other types of advertisement Advertisements on street furniture

B1. Advertisements on street furniture like bus shelters should make a positive contribution to the local environment, rather than adding to general advertisement clutter. Illuminated signs will not normally be permitted in predominantly residential areas.

Freestanding signs for individual shops

B2. These are not normally permitted as they obstruct the footway and provide a hazard for blind and partially sighted people.

Flag advertisements

B3. A single hanging flag may be acceptable in place of projecting box sign, providing it is hung below first floor window level. On large retail forecourts freestanding flagpoles are preferred to freestanding pole signs, although the flagpoles should not obscure the building behind.

Pole signs

B4. These are only permitted for petrol stations and other large forecourts. Only one sign per 100 metres of frontage is normally allowed. Pole signs should be no more than five metres high and have an advertising area of less than four square metres per side.

Estate agent boards

B5. These should only be used while the property is for sale. They are not normally permitted in excess of the limits allowed by the government's advertising regulations.

Balloon advertisements

B6. Balloon advertisements interrupt the skyline and other types of advertising are normally preferred. They will not normally be permitted beyond the limits set by the government's advertising regulations.

Advertising on retail warehouses and similar premises

B7. Advertising panels should not take up more than half the total width of the property and there should only be one sign per fascia stating the name of the business.

Advertisements on a high level

B8. These are rarely acceptable, particularly if they are visible from residential areas. Adverts should generally be located directly above the main door of a building.

Fig. 3

C. Highway Safety

C1. Advertisements on highways can be a potential road safety hazard, particularly if they are positioned at points where drivers need to take special care – junctions, roundabouts, pedestrian crossings, the approaches to low bridges etc.

Brent Planning Service will seek the advice of the Department of Transport in the case of applications for advertisements on the North Circular Road. Hoardings and large advertisements are rarely appropriate on this road.

C2. The following types of advertisements are likely to be particularly unacceptable to Brent Planning Service.

- Adverts which would impair sight lines on highways or which would narrow or block the highway.
- Adverts which would, because of their size or positioning, obstruct or confuse a road user's view, reduce the clarity or effectiveness of a traffic sign or signal, or be likely to distract road users because of their unusual nature.

- Adverts which could be confused with traffic lights or other authorised signals because of their colour, or which resemble traffic signs or signals in any way.
- Adverts which cause glare or dazzle, or distract road users because of their size, brightness or intermittency.

D. Illumination

D1. Permission for illuminated adverts adjacent to residential properties will have conditions attached which restrict illumination to the hours when the premises are open. In the case of premises with long opening hours, a reduction in the overall level of illumination will be considered. Flashing or variably lit advertisements are not normally given consent.

Illumination levels should be restricted as follows. These levels are derived from the IPLE (Institute for Public Lighting Engineers) standards and are given in cd (candela) per square metre.

| Illuminated Area | Type of Location | | |
|---|-------------------|---|-------------------|
| | Main Town Centres | Other Town Centres/ Industrial Areas | Residential Areas |
| Up to 1.9 sq. m. (Typical box sign) | 2300 | 1600 | 800 |
| 2.0 to 4.9 sq.m. (Typical fascia sign) | 2000 | 1200 | 600 |
| 5.0 to 10.0 sq. m. | 1500 | 1000 | 600 |

The figures above are for white signs only. For yellow and green signs, reduce the maximum level of luminance by 50 per cent. For red, blue, orange and pink signs, reduce the maximum level of luminance by 75 per cent.

D2. Illuminated adverts larger than five square metres will only be appropriate in exceptional circumstances and illuminated adverts larger than 10 square metres will not normally be permitted.

| Petrol Filling Stations | Colour of sign | | |
|-------------------------|----------------|---------------|------------------|
| | White/Green | Yellow/Colour | Any other colour |
| Under Canopy Lights | 2000 | 1000 | 500 |
| Pole Sign | 300 | 150 | 75 |
| Canopy Fascia | 800 | 400 | 200 |

How do I make a complaint?

If you want to make a complaint about any aspect of the service you receive from Brent Planning Service, you should address your complaint in the first instance to the Complaints Officer.

Brent Council operates a detailed three stage complaints procedure designed to settle as many complaints as possible. If you are unhappy with the outcome you can appeal and a senior manager will deal with your complaint. If you remain unhappy you can go on to appeal to the Council's Chief Executive.

If you do not feel that the Council has dealt satisfactorily with your complaint you can then write to:

The Local Government Ombudsman

London SW1H 9BU
0207 915 3210

Other Supplementary Planning Guidance (SPGs)

| | |
|-------|--|
| SPG1 | Making a Planning Application |
| SPG2 | Commenting on a Planning Application |
| SPG3 | Forming an access onto a road |
| SPG4 | Parking in front gardens |
| SPG5 | Extending your home |
| SPG6 | Satellite dishes |
| SPG7 | Shopfronts and shop signs |
| SPG8 | Advertisements (other than shops) |
| SPG9 | Special needs housing |
| SPG10 | Community safety |
| SPG11 | Non-residential development adjoining residential gardens |
| SPG12 | Access for people with disabilities: designing for accessibility |
| SPG13 | Layout standards for access roads |
| SPG14 | Childcare facilities |
| SPG15 | Medical practice accommodation |
| SPG16 | Special standards for Hassop Road |
| SPG17 | Residential design standards |
| SPG18 | Employment development |

Contacts

Area Planning Group

Brent House
349-357 High Road
Wembley, Middlesex HA9 6BZ

Eastern Team

Covers: Burnt Oak, Cricklewood, Dollis Hill, Kenton, Kingsbury, Neasden, Queensbury and Wembley Park
Tel: 0208 937 5225

Western Team

Covers: Alperton, Park Royal, Sudbury, Wembley and Wembley Stadium Estate
Tel: 0208 937 5241

Southern Team

Covers: Brondesbury, St Raphaels, Harlesden, Kensal Green, Kilburn and Willesden.
Tel: 0208 937 5231

Brent House One-Stop Shop

(information, publicity material etc)
Brent House, 349-357 High Road
Wembley, Middlesex HA9 6BZ
Tel: 0208 937 1220

Open for Planning Advice from 0900 to 1700 Monday, Tuesday, Thursday and Friday and on Wednesday from 0900 to 1900. You are welcome to drop in, but to be certain of seeing the person you want to see it is often better to make an appointment.

For independent planning advice:

Planning Aid for London (PAL)

5 Calvert Avenue, London E2 7JP
Telephone: 0207 613 4435

For an overall guide to the Brent planning system, consult the Brent Planning Handbook. It's available at the Brent House One Stop Shop and local libraries. If you would like a copy sent to you call 0208 937 1220.