

# HONITON TOWN COUNCIL DESIGN STATEMENT & POLICIES FOR FASCIA BOARDS & HANGING SIGNS (Guidance Notes/October 2008)



This document has been prepared as a guidance by Honiton Town Council as a reference for use by them acting on behalf of East Devon District Council when dealing with Advertisement Consent applications.



High Street, Honiton



QUALITY  
TOWN  
COUNCIL

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These Guidance Notes have been prepared by Honiton Town Council for their use when dealing with Honiton Advertisement Consent applications on behalf of East Devon District Council. It will also be forwarded to the Planning Inspectorate in the event of any appeal against refusal.

It is based on the adopted Local Plan policies and the Community Strategic Plan.

These Guidance Notes are not intended to be confirmation of the law relating to signs; any legal interpretation of the Advertisement Consent Regulations needs to be requested from East Devon District Council who are the Planning Authority.

The Town Council encourage all businesses, even if a sign does not need advertisement consent, to take account of the guidance given in these Guidance Notes as it is intended to create good practice for signage in Honiton.

## Introduction

The town centre was designated a Conservation Area in 1973. The historic character of Honiton derives largely from its long-standing function as a market town, which is reflected in the layout of roads and buildings in the town centre.

Honiton Town Council is aware of the importance to the viability and sustainability of its town centre that Honiton maintains an image of exclusivity and difference from the norm which has been the reason for its tourist industry and the town's economy to remain vibrant throughout generations.

From May 2008 the Town Council acquired the authority to exercise their planning powers in determining applications for advertising signs on behalf of the District Council, and the Council wishes to adopt a Design Statement and Planning Policies which can be upheld and which enhance the town.

*The adopted East Devon Local Plan (2006) states .....*

*"One of the four overarching priorities of the East Devon District Council Corporate Strategy is "to encourage a flourishing local economy" ....and wish to "reinforce the District's image as a destination of high environmental quality and to promote a continuing focus on customer care."*

Honiton Town Council has always known the importance of a healthy town centre which not only serves the local community but attracts visitors to the town.

In order to maintain Honiton's image as a Georgian market town it is essential that we all work together and to that end the Town Council has prepared this brief Statement as to good practice in signage and would hope that all businesses will work with the Council to maintain and enhance our beautiful area for the future.

**"Advertisements should be in harmony with the character of the buildings on which they are displayed."**

## Policies for Advertisements in Honiton Town Centre Conservation Area

The historic core of Honiton is also the commercial centre of the town. The quality and extent of advertisements significantly affects the character and appearance of the area; they can contribute to life, vitality and colour which enhances the environment, or they can equally destroy or diminish the quality of individual buildings and whole streets and thereby damage the local economy.

It is recognised that advertising is important to the commercial success of the town and good design can make a positive contribution. Proposals for new advertisements will be considered in the light of the policies and principles set out in this document. Existing commercial undertakings could improve their image and benefit the character of the town if they were to examine their premises in

the light of these guidelines.

Advertisements should be in harmony with the character of the buildings on which they are displayed and the overall street scene having regard to the following:





## *1. Advertisements should be appropriately positioned in relation to the design of the building and be of an appropriate scale*

1.1 In the case of shop premises there is seldom any need for advertising above ground floor level and this should normally be incorporated in the shop front. First floor advertising may be required when upper floors are occupied separately. In such cases great care must be taken in its siting and in particular any conflict with any architectural feature of the building should be avoided.

1.2 Advertisements should be in scale with the buildings on which they are displayed and should not dominate or appear insignificant. The size and design or lettering is also an important consideration in this respect and the advertisement should form a satisfactory composition in itself.

**Advertisement Consent Regulations state the following:-**

1.3 No advertisement may be displayed except on a wall containing a shop window, without advertising consent. No character or symbol on the advertisement may be more than 0.75 metre in height, or 0.3 metre in the Conservation Area.



1.4 In the Conservation Area the space occupied by the advertisement may not exceed one-tenth of the overall area of the face of the building on which it is displayed, up to a height of 3.6 metres from ground level; and the area occupied by the advertisement shall, notwithstanding that it is displayed in some other manner, be calculated as if the whole advertisement were displayed flat against the face of the building.

1.5 No part of the Advertisement may be higher above ground level than whichever is the lower of:-

(a) 4.6 metres or 316 metres in the Conservation Area; and

(b) The bottom level of any first floor window in the wall on which the advertisement is displayed.



High Street, Honiton, June 2008

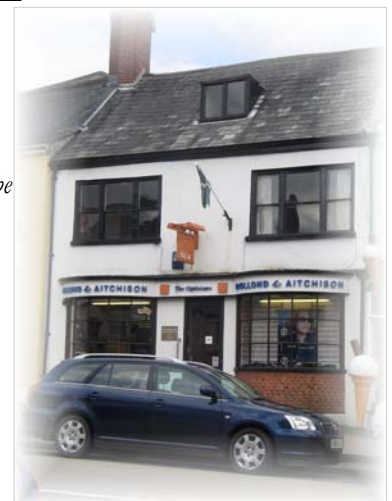
## *2. Advertisements should be constructed in sympathetic materials and colours*

2.1 Design of signs should take into account the sensitive nature of the Conservation Area or the presence of Listed Buildings. National companies, for example could retain their logos but use more appropriate materials such as painted

timber rather than plastic box signs or aluminium or other modern material fascia signage.

2.2 Glossy plastic signs and the use of strong primary colours would be out of character with Honiton which promotes itself as a Georgian town.

Fluorescent paint should not be used.



### *3. Advertisements should be kept to the minimum to avoid clutter which would detract from the character of the building and street scene.*

3.1 Even when advertisements are well designed and positioned, too many of them on a building can be visually disturbing. This will also damage the street's character and if other shops adopt the same approach it is counter productive.

3.2 Additional signs or writing to advertise particular brand names of goods will not be acceptable.

#### **Projecting and hanging Signs**

3.3 In some locations a projecting or hanging sign may be appropriate, preferably made of timber. In these cases a small traditional sign on, for example, a wrought iron bracket, will usually be adequate. The general criteria for advertisements apply and only external illumination is recommended.

3.4 Projecting or hanging signs are by no means always necessary and in some situations would be quite

inappropriate.

3.5 Signage should be located so that they are not too high on the building nor too low to cause an obstruction over the pavement. (Normally signs should be no lower than 2.4 metres above pavement level.)

3.6 Painted signs reflecting the depth of the fascia are preferred to signs which overlap the fascia, for example the Specsavers sign is a bad example.



### *4. Where signs are lit the type and level of illumination should be appropriate to the situation.*

4.1 A well lit and well designed window display is probably the best illuminated advertisement for a shop and adds to the character of the street.

4.2 When illumination is permitted it is generally better if external to the sign but in some cases internal illumination of individual letters may be appropriate.

4.3 Box signs illuminated as a whole from within will

generally not be acceptable.

4.4 Neon signs should be discouraged, as should brass or other garish swan neck lights. A more subdued cowed strip light, which lights the sign but does not draw attention to the light fitting itself is recommended.

4.5 The effect of illuminated signs by day must also be considered in relation to the criteria already outlined.

4.6 Care must also be taken where spotlights are used for external lighting, that these do not clutter a building.

4.7 The advertisement must not contain any intermittent light source, flashing lights, moving parts or features, exposed cold cathode tubing, animation or reflective material.



## **LISTED BUILDINGS**

*In the case of a Listed Building a separate grant of Listed Building Consent is required regardless of the need for or not of Advertisement Consent. It is a criminal offence to erect a sign on a Listed Building without prior Listed Building consent. Application for Listed Building consents are dealt with separately by East Devon District Council. The highest quality and standard of design for all signs will be expected.*



### *"A" Boards*

*Devon County Council, as the Highway Authority, has responsibility for ensuring that highways and pavements are kept clear of obstruction (which includes "A" boards and trade goods) in the interests of safety for pedestrians, partially sighted, those in wheelchairs and mothers with push chairs. **All "A" boards and items on pavements should be discouraged.** Honiton currently has far too many.*

*When on private property, indicated by grey brick edging, the Town Council would expect boards/goods to be kept to the absolute minimum.*



WE'RE ON THE WEB  
[WWW.HONITON.GOV.UK](http://WWW.HONITON.GOV.UK)

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*This document was prepared after consulting with Sidmouth Town Council and East Devon District Council,  
who gave their permission to use some of their content.*





**High Street, Honiton**

***“A” Boards to be discouraged***

## *Do I need Consent for my Sign?*

All advertisements in England are controlled under Government legislation known as the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. These regulations are further explained by Government Circular 03/2007 published by the Department for Communities and Local Government.

Under these regulations, the term “advertisement” is defined 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, and (without prejudice to the previous provisions of this definition) includes any hoarding or similar structure used, or designed or adapted for use, and anything else principally used, or designed or adapted principally for use, for the display of advertisements.”

Certain modern forms of outdoor advertisement (such as rotating poster panels, or advertisements displayed on permanently fixed blinds or canopies at fascia level on business premises) are within the definition; and are thus subject to advertisement control by local planning authorities.

Advertisements are subject to control only in one of the following cases:

### **Amenity**

Amenity considerations are those which relate to the effect of advertisements on the appearance of buildings or the immediate vicinity of where they are displayed. The cumulative effect of advertisements and brightness of illumination are considered to be material. Important restraining factors are the presence of listed buildings, conservation areas or natural landscapes.

### **Public Safety**

Considerations of public safety are matters having a bearing on the safe use and operation of any form of traffic or transport, including the safety of pedestrians. Distraction of drivers or confusion with traffic signs or signals should be avoided.

The Highway Authority are always consulted on applications for advertisement consent. They will apply standards and give the planning authority a view on whether or not the sign causes a danger to highway users. Such users are not just vehicles but pedestrians using pavements.

The content, subject or design of an advertisement cannot be controlled under the Regulations unless it appears to the local planning authority to be required in the interests of amenity of public safety.

### **Where can I find additional information?**

A guide for advertisers entitled “Outdoor Advertisements and Signs” can be found at:

**[www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements](http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements)** This document provides advice on when consent may be needed

Honiton Town Council is the principle authority with regard to advertisement approval contactable at [infodesk@honiton.gov.uk](mailto:infodesk@honiton.gov.uk) or 01404 42957.

East Devon District Council is the local planning authority contactable at [planningeast@eastdevon.gov.uk](mailto:planningeast@eastdevon.gov.uk) or 01395 516551.

**Further information available at:**

**DCLG document “Outdoor Advertisements and Signs” - a guide for advertisers which can be found at:**

**[www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements](http://www.communities.gov.uk/publications/planningandbuilding/outdooradvertisements)**

**This document provides advice on when consent may be needed**

**[www.honiton.gov.uk](http://www.honiton.gov.uk)**

**Follow link to Design Statement Policies—in detail.**

**[www.eastdevon.gov.uk/planning](http://www.eastdevon.gov.uk/planning)**

# *Traditional Wrought Iron in Sympathy with Building*







*In  
Sympathy  
with  
Building*





In  
Sympathy with  
Building



*Not in  
Sympathy with  
Building*







*The Good,  
the Bad  
&  
the Ugly*



*Lighting  
Examples*



Most shop lighting in Honiton is internal. However, where there is external lighting a subdued strip lighting effect is recommended



View Down Kings Road—from Tollgates

## *Views around Honiton*



Black Lion Court