

8. SIGNS AND ADVERTISING

Assessment

8.1 In determining the acceptability of an advertisement display, each case will be assessed against its impact on:

- a) visual amenity (not only of the property itself but also neighbouring properties and the surrounding area); and
- b) public safety (particularly the safety of pedestrians, drivers and other road users).

8.2 **Visual Amenity** - To ensure that the visual amenity, see also SG1 - Placemaking, Part 1, of an advertising site or the surroundings is not adversely affected:

- a) all advertising signs should be of high quality materials. The Council will welcome innovative design and will look for the improvement of existing authorised signs where the opportunity arises;
- b) the Council will resist the accumulation of advertising clutter;
- c) all advertising on premises should be seen as part of the overall design of the property and should respect its original design, not appear as an addition.
- d) consent will be resisted for directional signs remote from the curtilage of the premises to which they relate;

e) on listed buildings, and within conservation areas, a higher quality of design and materials will be expected to reflect the property or area's character and appearance (signage should complement the original architectural style and features of the building); and

f) any original or historically significant signage should be retained and incorporated into refurbishment, where possible.

8.3 **Public Safety** - To ensure that public safety, see also SG1 - Placemaking, Part 1, is not adversely affected, the following will be taken into account:

- a) proximity to traffic signals; Colours and level of luminance should not interfere or cause distraction to road and cycleway users in the vicinity of signals;
- b) proximity to other hazards on the road where the advertising sign may interfere with visibility or cause driver/cyclist distraction e.g. junctions, queuing traffic and pedestrian crossing points, the approach to traffic signal controlled junctions;
- c) cumulative impact relative to existing signage including road signs;
- d) on the approach to a roundabout or complex priority junction;
- e) obstruction of paths and cycleways, including headroom; and
- f) adjacent to any pedestrian and/or cycle route be displayed at least 2.5m above ground level.

Signage on Commercial Premises

- 8.4 Generally, signage on commercial frontages should be limited to fascia signs and projecting signs which should comply with the design guidance below. Vinyls advertising goods and services on shop windows are discouraged. Where vinyls form part of an application for advertisement consent, they should take up no more than 20% of the windows.
- 8.5 **Fascia Signs** - Fascia signs should:
- be located at the original fascia level with no advertising at sub-fascia level;
 - if illuminated, be in the form of individually lit letters or trough lighting which has been painted out to match the background. Individual spotlights should be well designed and limited in number;
 - within traditional buildings, cover the complete fascia wholly within the pilasters, and not extend over any residential tenement close entrance, columns or pilasters (lettering should not exceed more than two-thirds of the height of the fascia); and
 - non-recessed fascia box signs and sub-fascia boxes will not be supported.
- 8.6 **ATM Signage** - At sub fascia level, an ATM with illuminated or non-illuminated surround may prove acceptable but there should be no other sub fascia signage e.g. vinyls, which would be considered to add to advertising clutter. Advertising or illumination surrounding the ATM should be minimal and not detract from the appearance of the rest of the shopfront by adding to advertising clutter.
- 8.7 Applications that include a projecting sign advertising the ATM are contrary to policy as these projecting signs do not relate to the business of the shop unit and, therefore, do not form part of the

overall design of the property. The projecting signs appear as an add-on to the property rather than an integrated part of the design of the frontage and would have an adverse effect on the appearance of the building.

- 8.8 **Projecting Signs** - Projecting signs should:
- be of modest dimensions to avoid any unacceptable impact on amenity (not generally exceeding a maximum end width of 100mm or 0.5 sqm area on any face);
 - preferably be non-illuminated and hang from a horizontal bracket, where located on a traditional building, or otherwise fixed in a manner appropriate to the design of the building;
 - where illuminated, ideally be lit internally or from a trough-light with the trough painted out (rather than spotlights);
 - not involve other projecting advertisement features, such as a canopy (only one projecting element to be displayed on each frontage); and
 - on traditional tenements, be displayed at least 2.25 metres above the pavement and not immediately adjacent to a residential tenement close entrance.
- 8.9 **Commercial Properties above the Ground Floor** - Advertising commercial properties above the ground floor will be constrained by the fact that the properties do not have the benefit of a traditional shop frontage. The following guidance applies. Any advertising/signage on the front elevation at upper floor level should:
- be painted or etched directly on to the glass or printed on to internal window blinds (alternatively, individual letters, rather than a panel, should be suspended behind the glass); and
 - not include projecting signs, flags or banners above ground floor level.

8.10 **Offices in Former Residential Property** - The following guidance applies:

- a) advertising should be by means of metal name plates fixed to the door-piece pilaster or to the masonry beside the door (plates should be centred within a single masonry block and fixed directly on to the stonework);
- b) be painted or etched directly on to the glass or printed on to internal window blinds (alternatively, individual letters, rather than a panel, should be suspended behind the glass); and
- c) projecting or illuminated signs above windows or doorways will not be supported.

8.11 **Retail/Leisure Parks** - The following guidance applies:

- a) all signage should be in scale with the surrounding buildings;
- b) there should be consistency of signage across all the unit; and
- c) where signage zones form part of the design of the building, signs should be located in these zones.

8.12 **High Level Signs** - High level signs on buildings should:

- a) not over-dominate streetscape or roovescape as a result of their scale/illumination;
- b) always be 'read' against the backdrop of part of a building;
- c) comprise individual letters or logos (any illumination to be internal);
- d) appear to be designed as part of the building;
- e) relate to the scale and use of the building; and
- f) not obscure or detract from any architectural feature

Directional Signs at Entrances to Commercial Parks and Areas

- 8.13 **Directional Signs** - This includes totem signs and signs at the entrance to retail parks, supermarkets and petrol stations, campus signs on hospitals, colleges and other estate signs.
- 8.14 Signs should:
- a) be in scale with their surroundings;
 - b) not detract from the amenity of the surrounding area;
 - c) avoid locations directly facing/overlooking residential property where this would result in an unacceptable loss of amenity (locations separated from housing by arterial or highly trafficked roads may be considered);
 - d) illuminate only the letters or logo (where illumination is proposed); and
 - e) be limited to one only at each access, for example, to a retail park or petrol filling station.
- 8.15 Where development requires the removal, relocation or addition of directional signs (in particular fingerposts and blades), the Council's standard specification should be followed in order to promote continuity of user experience. Details of content, layout and location should be agreed with the Council in advance.
- 8.16 **Orientation and Visitor Information Signs** - When these are sited in the public realm, design details should be agreed in advance by the Council.
- 8.17 Any directional or visitor information signage should not create cumulative clutter and should be sited so that it does not obstruct pedestrian or cycle movement.

Outdoor Advertising Displays

8.18 This includes digital advertising as well as other illuminated and non-illuminated advertising.

8.19 Advertising displays must not give rise to an adverse effect on public safety. Digital advertising where images change frequently can raise particular concern for concern for traffic, cycle and pedestrian safety. The level of illumination of digital or internally illuminated signs can also have an effect on both traffic safety and amenity. For this reason the following standards apply for internally illuminated display screens:

- a) they will only be permitted where they do not contain moving or flashing content, particularly where they are considered to have a potentially significant adverse impact on pedestrian and vehicular traffic safety;
- b) they must not use a slow dissolve between advertisements;
- c) they will only be permitted in areas which are already busy commercial areas; and
- d) the cumulative effect of such advertisements will be taken into account in assessing the impact on amenity and public safety.

8.20 **Large Scale Outdoor Displays** - Large scale outdoor displays, see Definition, include sites known as advertising hoardings, which were originally usually erected as temporary features on site hoardings surrounding development sites. Such displays are, in some locations, a long term feature in the streetscape. In such circumstances, proposals for replacement displays including digital displays, where an advert hoarding currently exists, are generally considered to be acceptable in principle unless the circumstances of the site have changed, or the display will have an increased adverse impact on residential properties nearby. However, such displays will need to comply with any conditions.

8.21 Large scale outdoor displays (see Definition) may generally be suitable where located:

- a) within predominantly commercial and industrial areas;
- b) around vacant and derelict sites;
- c) temporarily, around building sites; and
- d) to screen exposed, unsightly sites/buildings;

8.22 Displays will not be supported where:

- a) the site lies within Conservation Areas, see also SG9 - Historic Environment;
- b) they would be close to and overlooked by any residential property;
- c) they would be out of keeping with the scale of the buildings or land on which they are displayed, see SG1 - Placemaking, Part 1, Site and Area Analysis;
- d) they would be likely to result in advertising clutter or adversely affect streetscape or building setting;
- e) the rear of a timber hoarding would be visible and not treated to match the framing;
- f) they are located in, or adjacent to public realm areas; and
- g) the display is on a static advertising trailer.

8.23 **Smaller Format Outdoor Display** - There may be locations where small format outdoor displays (see Definition), are appropriate, such as in shopping areas. However, such displays will need to be in keeping with the design and layout of the public realm and ensure that impact on the character of the area and on pedestrian safety is not compromised.

8.24 The following locations are unlikely to be supported:

- a) in predominantly residential areas, including on the returns of buildings into residential side streets, substantially devoid of advertisements, which would affect the character of the area;

- b) opposite or immediately adjacent to ground floor residential properties;
- c) in Public Realm areas where they would add additional structures in the public realm, thus adding to advertising or street furniture clutter, which could affect amenity, or where they would create an obstruction to pedestrians and cyclists; and
- d) where the advertisement would have an adverse effect on the character and appearance of a Conservation Area or listed building.

8.25 **Light Projected Advertising** - Illuminated advertisements projected onto buildings and streets require advertisement consent. Such advertisements will be assessed on their merits and in relation to their impact on amenity (including visual and residential amenity) and public safety. Such advertisements should generally be located adjacent to premises which they seek to advertise.

Temporary Advertising

- 8.26 **Scaffolding banners** - While good quality, well-maintained banners and flags can add colour and interest to a commercial environment, the permanent display of flags or a banner, in addition to other advertisements on properties, can add clutter. Temporary banner displays on scaffolding, however, can be useful in hiding the scaffolding itself and unsightly building work for the limited period of construction, refurbishment, etc.
- 8.27 Temporary banner displays on scaffolding should:
- not be located in areas where there would be an adverse impact on residential amenity;
 - only be displayed while construction work requiring the scaffolding is actively on-going, or one year, whichever is the shorter;
 - be located in such a way as to respect the architectural form of the building (an imaginative form of advertising will be encouraged);
 - include only one advertising display per elevation; and
 - not be located on buildings at ground-floor level, or on single-storey properties.
- 8.28 In addition, applicants:
- must also be able to demonstrate that planning permission/building warrant has been granted for the redevelopment/refurbishment of the building and that a contract has been let for the works to proceed; and
 - are encouraged to display on the banner a 1:1 image of the completed building, with the advertising space covering no more than 15% of the elevation within Conservation Areas or 30% elsewhere in the City.

- 8.29 **Public Realm Advertising Banners** - Banners should be designed using existing street furniture or specifically designed street furniture as part of the public realm.
- 8.30 **Poster Advertising (including flyposting)** - These advertisements, which are usually displayed indiscriminately, can rapidly disfigure a streetscene. Consent may be granted, however, for poster displays that comply with the following standards. These are the minimum requirements and high design specification is encouraged.
- 8.31 Planning permission will only be granted for poster displays within Town Centres, or other commercial leisure areas, where they can be justified to the satisfaction of the Council.
- 8.32 The following guidance generally applies:
- posters should relate to cultural or entertainment events only;
 - posters should be for a temporary period only, at the end of which all posters should be removed, to the satisfaction of the Council;
 - posters should only be displayed on timber hoardings surrounding development sites or on vacant shop units which have been vacant for at least 1 year. The posters shall be backed on a solid fence or panel and mounted within raised frames to delineate the limits allowed for posters;
 - no shop which is open for trading shall be used for poster displays; and
 - all posters and frames or backing panels shall be removed before the property opens for business.
- 8.33 Poster displays on freestanding structures such as advertising drums may be considered in commercial areas subject to their impact on the amenity of the area and public safety. Such structures are likely to be present on a more long term or permanent basis and thus will

only be considered acceptable in commercial areas or adjacent to large scale or concentrations of commercial leisure facilities. Their impact on Conservation Areas and listed buildings will be assessed, see SG9 - Historic Environment, along with their siting on the public footway in relation to pedestrian flows, crossing points etc.

8.34 The following locations are, therefore, unlikely to be supported:

- a) in predominantly residential areas, including on the returns of buildings into residential side streets, substantially devoid of advertisements, which would affect the character of the area;
- b) in Public Realm areas where they would add additional structures in the public realm, thus adding to advertising or street furniture clutter, which would affect amenity, or where they would create an obstruction to pedestrians; and
- c) where the advertisement would have an adverse effect on the character and appearance of a Conservation Area or listed building.

Sponsorship

8.35 Sponsorship of publicly owned or maintained pieces of infrastructure may be acceptable, where it does not create an adverse impact on the amenity of an area.

8.36 The following guidance applies:

- a) the sponsorship sign should be discreet in size and location;
- b) the sponsorship sign should only include the name of the sponsor and their logo (other information such as contact details of the sponsor shall not be displayed);
- c) the logo of Glasgow City Council may be displayed together with the name or the logo of the sponsor;
- d) there should generally only be one sign per sponsored item. Any location must avoid advertising clutter;
- e) listed buildings should not be used for sponsorship unless this relates specifically to the building in question, see SG9 - Historic Environment;
- f) any banner on scaffolding should contain a 1:1 image of the completed building under construction/refurbishment.;
- g) the advertising space on a banner should cover no more than 15% of the elevation within Conservation Areas, see SG9 - Historic Environment, or 30% elsewhere in the City and the advertising space should not be fragmented; and

8.37 **Events Sponsorship** - Sponsorship of events will be encouraged by the Council on a selective basis. This includes sponsorship on banners on buildings as well as 'Dressing the City' events. This will indicate the name and/or logo of sponsor with no other advertising and will cover no more than 15% of the banner. The sponsorship will be located at the bottom of the banner.

h) there should be one sponsorship sign per elevation only.