

## 6. ADVERTISEMENTS

- 6.1 Local planning authorities have a statutory duty under the Town and Country Planning (Control of Advertisements) Regulations 1992 (as amended) to control advertisements only in the interests of “amenity” (i.e. the effect on the appearance of the building or on visual amenity in the general neighbourhood) and “public safety” (i.e. the effect on the safe use and operation of any form of traffic or transport) (see Policy 112). Those who display advertisements must ensure that the displays are maintained in a clean and tidy condition and that the support of any structures or hoardings are maintained in a safe condition (Regulations, Schedule 1). Detailed conditions and limitations on different classes of advertisements are set out in Schedules 2 and 3 of the Regulations. The Office of the Deputy Prime Minister has produced an official explanatory booklet entitled ‘Outdoor Advertisements and Signs - A Guide for Advertisers’.
- 6.2 In areas which require special protection on grounds of amenity, the Council may apply more stringent control over the display of certain types of advertisement by making such areas the subject of a Special Control Order. Much of Dacorum is included in an Area of Special Control; only the built-up areas of Tring, Berkhamsted, Hemel Hempstead and Kings Langley being excluded, together with Cow Roast. This Area of Special Control is currently under review.
- 6.3 In general terms, advertising displays should be designed in a manner which respects the building on which they appear, the building group and the landscape. Facing materials and the mode of application of advertising matter can be critically important, as can the means of illumination.
- 6.4 Displays should avoid excessive repetition and should be easily identified with the premises to which they relate. Too many advertisements in one area create a cluttered appearance and tend to cancel each other out. Consideration should, therefore, be given to the needs of neighbouring businesses. Generally advance signs and signs which project above the roof line should be avoided.
- 6.5 Advertisements on shops should not be displayed higher than fascia level and care should be taken to see that the fascia and its lettering are in scale with the shop facade (see Section 5. Shop Fronts for more detailed guidelines).
- 6.6 Under the Regulations, illuminated advertisements on business premises are restricted to one fascia-type sign and one projecting sign for each frontage, and these are restricted in terms of size, position on the building and design. For shops, illuminated signs may only be displayed on frontages containing a shop window. Only individual characters on the sign may be illuminated from within, not the background. When it is appropriate to consider how brightly

advertisements should be illuminated, the Council will have regard to the Institution of Lighting Engineers Technical Report No. 5 (Second Edition) as suggested in paragraph 11 of Planning Policy Guidance Note 19: 'Outdoor Advertisement Control'.