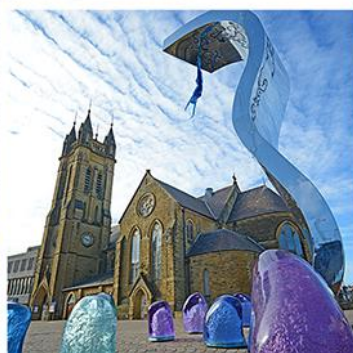


Supplementary Planning Document

SIGNAGE

Adopted February 2018

Blackpool Council



Supplementary Planning Document – Signage

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1. Introduction

- 1.1 The Blackpool Local Plan sets out the borough's local planning policy framework. Section 3 of the Blackpool Local Plan Part 1: Core Strategy identifies Blackpool's spatial vision and objectives and sets out our commitment to sustainable development. This includes securing positive improvements in the quality of the built, natural and historic environment and replacing poor design with better design. One of the key themes of the Local Plan is creating and maintaining attractive, distinctive places which encompass issues of heritage, local identity, new design, public places and other issues relating to the quality of Blackpool's environment. Advertisements have an important role to play in delivering this aspiration.
- 1.2 Until the Local Plan Part 2: is adopted, Blackpool Council has saved a number of policies from the previous Local Plan (2001-2016) which cover key areas of change and development. Policy LQ13 in the 'Saved Policies' covers Advertisements and Signs and this guidance is intended to expand and clarify that original policy.

2. Legislation & Policy

- 2.1 What is an advertisement? The statutory definition of an advertisement for planning purposes is set out in Section 336(1) of the Town and Country Planning Act 1990, as amended by Section 24 of the Planning and Compensation Act 1991. It is as follows:

“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”.

- 2.2 The legislation governing the control of advertisements in England is The Town and Country Planning (Control of Advertisements) (England) Regulations, 2007 (as amended) 'the Regulations'. Local authorities are required to exercise their powers under the Regulations in the interests of public safety and amenity, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors.
- 2.3 There are three categories of advertisement consent:
- Those advertisements permitted without requiring either deemed or express consent. Subject to meeting certain criteria and conditions, such advertisements can be displayed without requiring approval from the local planning authority.
 - Those advertisements which have deemed consent. Again, subject to meeting certain criteria and conditions, such advertisements can be displayed without requiring approval from the local planning authority. It should be noted that Local Authorities may restrict the use of deemed consent.
 - Those advertisements which require express consent from the local planning authority. This covers advertisements which do not fall into one of the above categories.

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2.4 The National Planning Policy Framework (2012) has two paragraphs dedicated to advertisements:

Paragraph 67 - Poorly placed advertisements can have a negative impact on the appearance of the built and natural environment. Control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

Paragraph 68 - Where an area justifies a degree of special protection on the grounds of amenity, an Area of Special Control Order may be approved. Before formally proposing an Area of Special Control, the local planning authority is expected to consult local trade and amenity organisations about the proposal. Before a direction to remove deemed planning consent is made for specific advertisements, local planning authorities will be expected to demonstrate that the direction would improve visual amenity and there is no other way of effectively controlling the display of that particular class of advertisement. The comments of organisations, and individuals, whose interests would be affected by the direction, should be sought as part of the process.

2.5 National Planning Practice Guidance, 2014 contains further clarification relating to the control of advertisements. The government's user guide - 'Outdoor Advertisements and signs: a guide for advertisers', 2007 provides further

information. It can be downloaded from www.planningportal.gov.uk.

2.6 Conditions that apply to all advertisements. These are:

- No advertisement is to be displayed without the permission of the owner of the site on which they are displayed or any other person with an interest in the site entitled to grant permission (this includes the highway authority, if the sign is to be placed on highway land);
- no advertisement is to be sited or displayed which would endanger persons using any highway, railway, waterway, dock or aerodrome; obscure, or hinder the interpretation of, any traffic sign, railway signal or aid to navigation by water or air, or hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle;
- any advertisement and any site used for the display of advertisements must be maintained in a condition that does not impair the visual amenity of the site;
- any advertisement hoarding or structure is to be maintained in a condition that does not endanger the public; and
- if an advertisement or advertisements is required under the Regulations to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

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2.7 The Council has powers to take enforcement action against advertisements displayed without the necessary consents or without complying with the conditions attached to any consent. These powers include the ability to remove or obliterate signage and bring a prosecution in the Magistrates Court. The Council can use discontinuance notices to secure the removal of advertisements with deemed consent (or the use of a particular site for displaying advertisements with deemed consents) if it is satisfied that such action is necessary to remedy a substantial injury to the amenity of the locality or a danger to members of the public.

2.8 Blackpool Local Plan (Saved Policy) LQ13 is dedicated to Advertisements and signage:

LQ13 - Applications for the display of advertisements will be considered having regard to their size, design and location. Advertisements that would detract from the appearance of buildings or the wider street scene, or hinder traffic or pedestrians will not be permitted.

Well-designed, proportioned and sited signs can complement both individual buildings and the overall character of the area. They can add vitality and life to a building, and can be used to enhance architectural features of the building when well sited.

Poor quality schemes will detract from the architectural or design merit of the property and the character of the wider street scene where they:

- *obscure or cut across positive architectural features of a building*
- *are in the form of a continuous fascia spanning two or more distinct buildings*

- *are at a high level, unrelated to the use of that floor of the building, unless this is in the interests of amenity and public safety*
- *result in clutter.*

In certain circumstances safety can be prejudiced by signage that obstructs the highway or causes distraction to motorists. Clutter on the forecourt of premises is a particular problem in Blackpool. Proposals for the display of illuminated poster cabinets on retail and commercial forecourts will be carefully controlled to ensure that they do not hinder pedestrians or detract from the appearance of the local area.

Proposals involving the erection of new buildings, or external alterations will need to consider signage as an integral part of any scheme.

2.9 The need to review and expand on this policy is in part driven by the proliferation of unauthorised signs in the Borough and part in response to changes in technology that have made large scale digital signage a more cost effective and flexible option for all businesses.

2.10 The need to review and expand the policy is also supported by evidence in the Blackpool Characterisation Studies (2009) which identifies poor quality shop (and other) signage as particularly problematic, in that it is harmful to visual amenity and local distinctiveness. Most of Blackpool town centre and parts of the promenade are subject to conservation area designation and poor quality advertisements and signage are also identified as problematic in Conservation Area character appraisals such as those for Blackpool Town Centre and Foxhall.

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Improvements continue to be made and in recent years the Council has made positive change possible through a combination of grant aid projects in the Town Centre conservation area and in robust decision making and enforcement action.

2.11 This Supplementary Planning Document seeks to elaborate on Council policy in order to offer design advice and provide clarity on how the Council will approach advertisement applications in different scenarios. Small improvements on individual sites have the potential to cumulatively, over time, significantly improve Blackpool's environment to the benefit of residents, visitors and business.

2.12 Outdoor advertising is an essential for Blackpool's businesses and has a practical purpose of providing information about goods, services and events. This is especially the case in the town centre and on the promenade and in district centres within the town such as Layton, Bispham and Bond Street in South Shore. However, the issue is also relevant to residential areas where there are still a number of local shops and businesses which can either positively or negatively affect the character of an area. All advertisements need to be well designed and in the right place; making a positive contribution to the appearance and character of an area and not harming amenity.

2.13 The overall design of individual advertisements, their size, what they are made of, whether they are illuminated, the type of building they are on, their position on the building, the appearance / setting of surrounding buildings and their cumulative effect, are all important factors in the impact of a single advertisement on amenity and public safety. A particular design may be appropriate in one location, on a particular

building, but the same design may appear discordant on a different building or in a different place.

3. Pre-Application Advice

3.1 Advice can be sought from the Council prior to making a formal application for advertisement consent. Information on this pre-application service (for which a fee is payable) is available from the planning pages of the Council website: www.blackpool.gov.uk

3.2 It should be pointed out that this pre-application advice can be critical to the success of any application as it helps an applicant to understand in advance the planning context of their individual application and the rules that will apply.

4. Applications for Advertisement Consent

4.1 Application forms are available online at www.planningportal.gov.uk and all submissions can be made electronically. The forms should be accompanied by scaled drawings, preferably prepared by a specialist designer, showing the location of the proposed advertisement on the building or in the street, the method and type of fixing and any light fittings (if proposed) and the materials and colours to be used.

4.2 Sections and elevation drawings will normally be required and the height of projecting signs from the pavement should be shown. Technical information on things like fixings and the luminance levels of any illuminated signage may also be required.

4.3 The following section relates to advertisements requiring consent from Blackpool Council.

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5. General Principles

5.1 The key considerations when determining applications for advertisement consent are amenity and public safety. This and the following sections seek to provide guidance to help applicants and their agents/advisors ensure that their proposals meet those considerations.

The Character or Appearance of the Area

5.2 Advertisements should respect the character or appearance of the locality. In residential areas advertisements will be restricted to business premises, and the minimum amount of advertising should be used. In the more commercial areas the Council will use its powers flexibly, taking into account the principles set out in this guidance and seeking to ensure that advertisements, either individually or cumulatively, are not damaging to the character and appearance of individual buildings, streets or areas.

The Character or Appearance of Buildings

5.3 Advertisements fixed to buildings should be designed to suit the scale, proportions, period, architectural detailing and use of the building. They must not harm the character of the building or obscure architectural features. Illumination will be resisted if it is considered harmful or detracting from any special interest of the building.

Heritage Assets & Their Settings

5.4 Advertisements positioned inside listed buildings may also require listed building consent. Advertisements will be resisted if they are considered to harm the setting and preservation of heritage assets. Advertisements on listed buildings require listed building consent, even where advertisement consent is not required, and must be designed and attached to the building with particular care. With heritage assets and their settings a stricter approach will be taken on the design, materials,

method of illumination, positioning, number, type and scale of advertisements permitted in order to protect the special interest. This is because the Council has a statutory duty to have special regard to the desirability of preserving listed buildings and their settings in giving listed building consent for an advertisement.

In Conservation Areas the Council will resist advertisements that fail to preserve or enhance the character of appearance of the conservation area.

5.5 On heritage assets illuminated signs will only be permitted where their design is well related to the building and causes no visual or physical harm to the heritage asset or its setting.

The Number & Location of Advertisements

5.6 An excess of signage is distracting both on amenity and safety grounds and often defeats the purpose of advertisement. The appearance of a large number of advertisements on a building or in a street often makes it difficult to pick out individual messages. Similarly, aggressive corporate identity will rarely be considered acceptable. For the reasons outlined above the number of advertisements should be kept to the minimum necessary to convey essential information. One fascia sign and one projecting focused at the frontage to premises is often sufficient and significantly lessens the likelihood of harm to amenity or safety.

5.7 When preparing designs for new advertisements, the opportunity should be taken to reduce the number of signs and remove those which are redundant.

5.8 Installations above ground floor level are generally not characteristic in Blackpool; where they exist they often cause harm to amenity and safety because of increased

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visibility. This is particularly the case on large or tall buildings. As a general rule such proposals will be resisted; especially in the town centre or on the promenade where the highly visible nature of large / tall buildings and their relationship to the wider town centre means that the visual amenity of the wider town centre (and its numerous heritage assets) must be a primary consideration.

Materials and Content

- 5.9 In general, traditional materials such as painted timber, wrought iron and brass / bronze are often the most appropriate on traditional or historic buildings. The Council will expect corporate bodies and retail chains to adjust their standard signs in response to the host building and local distinctiveness. Success often depends on the designer's ability. Applicants are encouraged seek advice from specialist graphic designers. Simple designs and fewer words are the key to effective advertisement content. The size of lettering and logos should be in proportion to the detailing of the building. Discretion must be exercised in the application of a corporate image.

Windows

- 5.10 The Council will generally resist the blanking out of the windows of commercial and retail premises as this has a deadening visual effect which harms amenity and can increase the perception of crime. However, it is accepted that in some locations, especially premises with flank glazing or unusually long glazed frontages, that some blanking out may be necessary. The scale of the designs, content and colour are all key considerations to achieving successful design.

Upper Floor Premises

- 5.11 Discrete signage at the ground floor entrance of premises will normally be supported if well designed. Signs,

professionally painted on window glass, are an acceptable method of advertising for businesses operating only from the upper floors of a building. High level signage will normally be resisted on amenity grounds. Some historic buildings in Blackpool have large retail windows at first floor level. Advertisement on the glass at this level will only be supported if it does not harm visual amenity or safety.

Advertisements on Railings

- 5.12 Railings are transparent by nature, allowing views through into gardens etc. Many examples are ornate and they generally contribute to Blackpool's sense of place. Whilst proposals will be considered on an individual basis the fixing of advertisements to railings or the draping of banners from railings obscure their positive qualities and are likely to be considered harmful to visual amenity, especially with regard to historic assets.

Flags & Banners

- 5.13 Flags on public and headquarters buildings are a traditional and colourful feature. In recent years, banners have become an increasingly popular form of commercial advertising. In some commercial areas and some heritage asset buildings flags may be acceptable. However, in order to safeguard amenity, flags and banners will not necessarily be considered to be acceptable everywhere, especially at high level. Lamp column banners in conservation areas and in the immediate settings of listed buildings should be avoided where possible as they can have an adverse impact on visual amenity.

Building Site & Hoarding Advertisements

- 5.14 When sites are being redeveloped the boarded hoardings enclosing the perimeter should be painted. Often vision panels are provided to allow the public to view the works.

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The Council will normally support advertisements promoting the sale or letting of properties within the proposed development in regular positions along the perimeter. Advertisements which are taller than the site hoarding enclosure and illumination will be judged on a site by site basis.

Building Shroud Advertisements

5.15 The shrouding of buildings with giant advertisements result in large scale displays at high level which generally harm amenity (see para. 5.8). As such permanent proposals will not be acceptable.

5.16 Where the external refurbishment of a building's street facing elevations necessitates the erection of scaffolding on those street facing elevations an obscured shroud of plain appearance should be used to protect the works from inclement weather and to protect the passing public from dust etc. The Council considers a plain clear or white shroud to have a neutral appearance which does not harm amenity. This is particularly relevant in residential areas and in relation to heritage assets and conservation areas—plain shrouds will be sought in these cases.

5.17 Major external works (3 months or more) to landmark or listed buildings, where external scaffolding is required, is the only case when a plain shroud may not be appropriate. In these circumstances, a shroud image which accurately reproduces the architecture of the building behind the scaffolding is encouraged.

5.18 Building refurbishment works are often used to justify large shroud advertisements. However, as stated in paragraphs 5.8 and 5.16, high level advertisements, especially those of large scale are very likely to be harmful to amenity.

5.19 Temporary shroud advertisements are unacceptable in principle where the elevation on which the advertisement is proposed is not being refurbished and / or not being scaffolded as there is no reasonable justification for the shroud itself. Similarly, the refurbishment of the rear or interior of a building is not considered adequate justification for the erection of temporary shroud advertisements on street facing elevations.

5.20 Where it can be shown that there are legitimate external works which necessitate a scaffold the council will consider proposals on their merits bearing in mind the advice set out in paragraphs 5.16 – 5.19. In essence the general principles are:

- Plain white shrouds do not harm visual amenity.
- On heritage or landmark buildings a replica of the façade will be supported.

Signs Unrelated to the Business on the Land

5.21 Advertisements fixed to a building promoting business unrelated to those premises are likely to be resisted in order to prevent visual clutter and protect amenity.

Forecourts and Pavement Signage

5.22 A great deal of effort and expense in recent years has gone into Blackpool's public realm. Laying of granite setts in St John's Square, Church Street, Birley Street and Abingdon Street along with new artificial stone flags and setts across the town centre all seek to enhance the amenity of Blackpool for all.

5.23 There is a significant risk that this investment, and that matched by buildings owners and businesses will be undone if street and pavement signage is not very carefully managed. The appearance, form and nature of signage and its impact on amenity is not the only consideration.

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Another is to ensure that advertisements in all their various forms do not obstruct the footway or affect community safety (by blocking sight lines, distracting drivers etc.).

- 5.24 Free-standing signs, such as 'A' boards on the public highway (which includes the pavement) will not be supported where they harm amenity or cause an obstruction to pedestrians.
- 5.25 On-street panel advertisements (static or digital) come in a number of forms– free-standing with an advert on each side, free standing with a public telephone on one side and an advert on the other; and as part of bus stops. They all present similar issues in terms of visual amenity especially when grouped together and / or read cumulatively with signage on adjoining premises etc. They can also present safety issues because they can prevent a clear view of the footway and can restrict pedestrian flows in busy footfall locations.
- 5.26 In locations where pavement panel advertisements are being installed or replaced the new unit should be raised off the ground on legs to improve pedestrian sightlines.
- 5.27 Bus and taxi shelters require particularly careful thought. Advertisements at right angles to the road can screen from view the flow of people exiting and entering buses – presenting a risk to highways and community safety. For that reason, if such advertisements are considered acceptable, the ends of bus shelters should be left clear.
- 5.28 For the reasons outlined above these advertisements will be resisted where they harm amenity or public safety; especially in residential locations and in sensitive places such as in conservation areas and in the settings of heritage assets. Where they already exist in particularly sensitive

locations the Council will seek reduction and removal through enforcement and other legal methods where appropriate.

Large Advertisements (Static or Digital)

- 5.29 The very scale of this type of advertisement can make them problematic in terms of amenity because their impact can be wide. The vast majority of examples in Blackpool are long established, panel examples on the gables of commercial premises, occupying gap sites or scraps of land too small for conventional development. Many were erected at a time when there was less concern for aesthetics or amenity. Today, as investment and growth is transforming many parts of Blackpool the large panel signs often remain as an incongruous legacy of the past.
- 5.30 Where the Council has statutory powers to do so it will seek to secure the removal of large panel advertisements where they are considered to harm amenity or safety; especially in conservation areas and in the settings of heritage assets.
- 5.31 The siting of such advertisements is often in order to address heavily trafficked locations and this can present issues for highway safety; especially where they are seen in groups or in conjunction with other advertisements. Given their size, proliferation and aggressive corporatism can be particularly damaging to amenity especially when in close proximity to residential property.
- 5.32 Detailed design of their support structures and framing as well as placement on, and integration into the architecture of host buildings are a key consideration for large advertisements. Every attempt should be made to improve appearance and to lessen impact through good design.

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6. Shop Front Signage

6.1 Whilst it is noted that this is one type of advertisement where the Council has limited powers of control, Local Plan policy LQ13 provides clear guidance on the typical shop signage scenarios in order to address recognised problems with shop signage in Blackpool.

6.2 The Council's objective is to limit shop signage to its traditional location – on the fascias above the shop window. As the majority of Blackpool's shops are in groups or terraces, the approach aims to maintain or reinstate a degree of group unity. The restriction on the size and number of projecting / hanging signs is to prevent harmful visual clutter or excessively large projecting signs.

6.3 Well-designed fascia signs can contribute positively to the character of an area. Standard corporate signage solutions may have to be modified to suit the host building and the locality, especially on historic buildings or in conservation areas; the visual cloning of shopping areas is a threat to local distinctiveness and will be resisted.

6.4 A key problem with shop signage on long-established premises is the build-up of layers of signs over time. Box signs in particular often obscure traditional features by extending outwards and often downwards too. When designing new signage the Council will expect the applicant to have carefully examined the premises to understand the original form and designed the new sign to respond positively to it.

6.5 When extant shop fascias are too deep the adverse impact of new signage can be reduced by introducing a sub-fascia and or a sur-fascia (see opposite page - bottom right). However, if the shop front is to be replaced

the ideal scenario should always be the reduction of the depth of the fascia through an increase in the height of the shop glazing.

Shopping Parades

6.6 Blackpool has many inter war and post war shopping parades which form the ground floor or large residential blocks. These parades are an integral part of the architectural composition of the block as a whole and are generally designed to form a plinth or base on which the building rests.

6.7 The general design approach in these parades was to punch the shop fronts into the building's ground floor façade so that the architecture forms a portal frame – often in render or stone - around each shop front. This unified effect, when originally conceived was highly successful but over the years creeping signage and discordant colour schemes have often ruined the uniformity and harmed visual amenity.

6.8 The Council encourages the removal of fascias and other discordant treatments from the surrounds around the shop fronts in order to bring back the designer's original intent.

Fascias should be limited to within the shop portal itself. The only signage that is likely to be permitted on the render / masonry frame will be individual applied letters.

7. Hotel & Guest House Signage

7.1 Blackpool is a major tourist and conference/convention destination and tourism plays a major role in the local economy. The council recognises the importance of hotel and guest house accommodation to the resort and supports the provision of well-designed signage that enhances the quality of Blackpool's tourism offer.

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The majority of guests will have pre-booked their accommodation and signage should be designed so it helps guests to find their accommodation.

- 7.2 The council will strongly discourage signs that are designed or sited solely to attract attention in competition with other hotels and guest houses or to announce temporary promotions or offers.
- 7.3 The majority of Blackpool’s guest houses and hotels are in Victorian buildings, sometimes designed as guest houses when they were built but sometimes converted from residential accommodation over the years. Where hotels are located in such buildings or in the cases of parts of the Town Centre and Bloomfield, signage will need to be designed to respect the architectural form of the building.
- 7.4 Normally, the use of a hanging sign will be permitted (usually above a door, between ground and first floor levels) as well as a second sign flat to the face of the building. Banners will not be permitted and neither will larger box illuminated fascias.

8. Illuminated & Digital Signage

- 8.1 The issues here are two fold. Firstly, the impact caused by brightness and secondly the appearance of the light fittings and associated cables. Amongst other things the brightness of a sign is dependent on the luminance, its size, contrast and the observer. Overly bright signage will be resisted if it harms amenity (light spill, light pollution, glare etc.) or safety. For recommended luminance levels see Appendix 1. Shopfront signage should be illuminated in a discreet and subdued manner without overly dominant fittings, clutter or cables. Lighting should be limited

to the advertisement element (logos and words) and not the full width of the fascia.

- 8.2 In considering applications for illuminated advertisements the Council will seek well designed, visually unobtrusive lighting sources. Integrated lighting and the use of slim LED technology is recommended.
- 8.3 The Council will also seek to control the intensity of light and its dazzling effect both in terms of highway safety and amenity in all its forms. Fully illuminated signs will generally be resisted in favour of lighting schemes where only the elements of logo and words are illuminated. Halo lighting – where solid letters or logos are back-lit is often preferable as it does not require external light fittings.

Digital Signage

- 8.4 Animations or moving images can be particularly distracting to drivers. In this respect the image transition times need to be carefully considered to lessen the element of distraction. There are also dangers with the malfunction in digital displays, erroneous flickering or flashing presents great risk to safety. Where digital signage is supported the Council will seek to ensure that a black or dark blue default screen is programmed. Digital signage facing into the highway will only be considered where risks of distraction, malfunction and pedestrian interaction with the highway can be clearly mitigated.
- 8.5 The Council will consider applications for digital signage where there has been pre-existing signage of a similar size and where the conditions surrounding highway/pedestrian safety have been appropriately mitigated.

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- 8.6 The Council will consider on a case by case basis, digital signage on statutory listed or locally listed Buildings where the building has been designed for or can demonstrate long standing entertainment use and where there are demonstrable long standing signage zones of a similar size and location.
- 8.7 Digital signage on or affecting the setting of Grade II* and Grade I listed buildings will generally be resisted. The Council will however deal with such applications on a case by case basis in consultation with the relevant statutory bodies (Historic England etc.).
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9. Estate Agents (or Similar) Boards

- 9.1 Temporary signs, announcing a property for sale or let, within certain specified limits as set out in the Regulations, can generally be erected without consent (with important limitations). However the Council has become increasingly concerned about the proliferation of such boards, especially in residential areas with high concentrations of rental properties. Action may be taken, where possible to secure removal.
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10. Property Numbers

- 10.1 Many of Blackpool's commercial premises are located on major arterial roads where the numbers of properties run into their hundreds. The display of the property number on the premises is strongly encouraged in order to help legibility.
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11. Automatic Telling Machines (ATM's)

- 11.1 Signage associated with ATM's can add unwelcome visual clutter, especially when illuminated. Where the ATM is incorporated into a conventional bank frontage the premises signage and lighting should be adequate. Given that ATM units incorporate lighting as standard, additional ATM signage and lighting will be resisted on amenity grounds.
- 11.2 When considering proposals for new ATM kiosks the design / appearance and impact of signage on visual amenity will be a key consideration. There is also significant evidence that combination ATM and telephone kiosks are poorly maintained and so agreements for regular maintenance should be sought where possible. Where the ATM is within non-banking premises discrete signage and lighting to announce its presence may be acceptable subject to design and impacts.
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12. Telephone Kiosks

- 12.1 The Council will not normally support applications for the display of advertisements on listed telephone kiosks or on telephone kiosks in conservation areas.
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13. Awnings

- 13.1 Awnings are a common feature of Blackpool shop fronts and café fronts but only at street level. Advertisements on awnings should be limited to a logo or words on a plain background. Where there are more than two awnings on the same premises an advertisement on each of them may not be considered appropriate.

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14. Area Specific Guidance

14.1 Much of the general advice in this document relates to Blackpool’s commercial areas as Blackpool’s residential districts (including housing estates) are not considered appropriate for advertisements. There are a number of areas within the borough where it is desirable to take a specific approach:

Blackpool Tower

14.2 Blackpool Tower is Blackpool’s only Grade I listed building and its most significant single iconic historical asset. Signage has been well controlled and partnership with tenants has allowed the Council to secure the best outcome for all. Digital signage is not permitted on (affixed to) the building and a number of acceptable forms of illuminated signage have been established including size constrained marquee letters and individually shadowed illuminated letters. The Council has successfully resisted inappropriate signage within the conservation area around the tower and signage that affects its setting.

Blackpool Winter Gardens

14.3 The Winter Gardens is Grade II* listed and the largest multi-venue building in Blackpool, it is recognised that the nature of

the building with many different attractions makes signage requirements complex.

Similar rules to signage apply to the Winter Gardens as they do to Blackpool Tower with the same desire for high quality marquee or other individual letter forms for permanent signage and a resistance to any new signage mounted onto the building that does not follow accepted guidance for listed buildings.

Conservation Areas

14.4 The Council has a statutory duty to pay special attention to the desirability of preserving or enhancing the character or appearance of conservation areas. This means that poor quality or large scale signage will be resisted in all conservation areas where it does not confirm to guidance set out in this SPD. Digital signage in particular will be resisted as will any large scale billboard style advertising.

Parks & Open Spaces

13.6 This includes listed, locally listed and undesignated parks and recreation grounds. Advertisements will generally be resisted on parks and open spaces on amenity grounds.

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Appendix 1

The table below outlines Blackpool’s approach to luminance levels. It should be noted that this is a guide and that the rules applied to the promenade may vary based on custom and practice in relation to the Illuminations displays.

Type of Area	Size of Advert	Maximum Luminance	Recommended Luminance
Urban Commercial (incl. Promenade)	>10Msq	600cdm2	500cdm2
	<10Msq	300cdm2	250cdm2
Urban Conservation Area	>10Msq	600cdm2	500cdm2
	<10Msq	300cdm2	250cdm2
Suburban Conservation Area	>10Msq	500cdm2	450cdm2
	<10Msq	300cdm2	250cdm2
Suburban Residential	>10Msq	500cdm2	450cdm2
	<10Msq	300cdm2	450cdm2

Background Documents

Town and Country Planning (Control of Advertisements) (England) Regulations, 2007

Town & Country Planning Act 1990

Planning (Listed Buildings & Conservation Areas Act) 1990

National Planning Policy Framework (NPPF), 2012

National Planning Practice Guidance

Blackpool Local Plan, Part 1: Core Strategy, 2016

Blackpool Local Plan 2001 – 2016, 2006, (Saved Policies)

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