

# Advertisements & Signage Guidance



January 2016



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## 1 Introduction

- 1.1 The Lambeth Local Plan (2015) sets out the borough's planning policy. Section 1 contains Lambeth's commitment to securing sustainable development which 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 Lambeth's environment. Advertisements have an important role to play in delivering this aspiration.

## 2. Legislation and Policy

- 2.1 The Government's advertisement controls are set out in The Town and Country Planning (Control of Advertisements) (England) Regulations, 2007. The considerations for assessing applications are highways safety and amenity.

- 2.2 There are three categories of advertisement consent:

- Those permitted without requiring either deemed or express consent provided that certain conditions have to be met.
- Those which have deemed consent; again restrictions must be met.
- Those which require express consent. Essentially those proposals which do not meet the requirements of I and II above.

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

*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.*

*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.*

2.4 National Planning Practice Guidance, 2014 contains further clarification on the key considerations. The government's user guide - 'Outdoor Advertisements a Guide for Users', 2007 provides further information. It can be downloaded from [www.planningportal.gov.uk](http://www.planningportal.gov.uk).

2.5 The national Regulations place 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 (this includes the highway authority, if the sign is to be placed on highway land);
- no advertisement is to be displayed which would obscure, or hinder the interpretation of, official road, rail, waterway or aircraft signs, or otherwise make hazardous the use of these types of transport;
- any advertisement must be maintained in a condition that does not impair the visual amenity of the site;
- any advertisement hoarding or structure is to be kept in a condition which does not endanger the public; and
- if an advertisement is required to be removed, the site must be left in a condition that does not endanger the public or impair visual amenity.

2.6 The Council has powers to take enforcement action against advertisements erected without the necessary consents. These powers include the ability to remove or obliterate signage and bring a prosecution in the Magistrates Court, which is used if the offence is especially flagrant or repeated. The Council can use discontinuance notices to secure the removal of established installations if it thinks the harm they cause justifies action.

2.7 Lambeth Local Plan (2015), Policy Q17 is dedicated to Advertisements and signage:

*(a) No advertisement shall harm amenity or highway/public safety. The council will support proposals for advertisement panels and hoardings where they:*

- (i) are individually or collectively well integrated into their context, the design of new or existing buildings or landscaping schemes;*
- (ii) deliver design excellence in terms of access structures, framing, lighting;*
- (iii) contribute positively to the local scene;*
- (iv) do not add unacceptable street/visual clutter; and*
- (v) do not diminish the setting or significance of heritage assets.*

*(b) In order to enhance the environment, proposals for the renewal of advertisement consents for existing large panel advertisements will be generally be resisted.*

*(c) Shop signage should:*

- (i) be accommodated solely within a defined fascia above the façade (on historic buildings the height will be dictated by the pilaster/console detailing and on new premises it should not exceed one-fifth of the ground floor*

height);

*(ii) be restricted to one fascia above the shop window and one projecting/hanging sign (not exceeding 600mm x 600mm x 80mm) per elevation and 2.4m above the footway;*

*(iii) the fascia sign height shall be dictated by any prevailing original pilaster detailing or not noticeably exceed 1/5 of the height of the ground floor accommodation;*

*(iv) 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; and*

*(v) not be excessive, visually discordant, overly large, project excessively forward or rise up the façade above the ground floor level.*

- 2.8 This policy has been positively prepared and supported at Examination in Public despite resistance from the advertisement industry. The supporting text states that many of Lambeth's established large panel advertisements harm amenity and do not contribute positively to Lambeth's character, it also stresses the borough's commitment to good design.
- 2.9 The policy was supported by evidence in the Lambeth Local Distinctiveness Study, 2012 which identifies poor quality shop signage and large panel advertisements as particularly problematic within the borough thus harming amenity and local distinctiveness. Most of Lambeth's town centres 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 Clapham High Street and Brixton. Improvements continue to be made and in recent years the Council has made positive change possible through a combination of grant aid projects in Streatham, West Norwood and Brixton, robust decision making and enforcement action.
- 2.10 This Guide 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 Lambeth's environment to the benefit of residents, visitors and business.
- 2.11 Outdoor advertising is an essential for Lambeth's businesses and has a practical purpose of providing information about, goods, events premises. This is especially the cases in town centres and employment areas. Yet it should be most of Lambeth is largely residential in character where advertisements are not part of the established scene. All advertisements needs 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.
- 2.12 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.

2.13 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. Information on this pre-application service (for which a fee is payable) is available from the planning pages of the Council website – [www.lambeth.gov.uk](http://www.lambeth.gov.uk)

### **4. Applications for Advertisement Consent**

4.1 Application forms are available online at [www.planningportal.gov.uk](http://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. Sections and elevation drawings will normally be required and the height of projecting signs from the pavement should be shown. Technical information on the luminance levels of any illuminated signage will also be required. 4.2 The following section relate to advertisements requiring consent from Lambeth Council. The presence of any deemed consent will inform.

## 5. General Principles

- 5.1 The key considerations when determining applications for advertisement consent are amenity and highways safety. This and the following sections seek to provide guidance to help designers ensure that their proposals are 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 listed in these guidelines 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 and 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 the special interest of the building.

### Heritage Assets and 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 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 (including the setting and approaches to the Westminster World Heritage Site) a stricter line will be taken on the design, materials, method of illumination, positioning, number, type and scale of advertisements allowed in order to protect special interest. In Conservation Areas the Council will resist advertisements that fail to preserve or enhance the character or 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.

### The Number and 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 is often counter-productive as it becomes difficult to pick out an individual messages. Similarly, aggressive corporatism will rarely be considered acceptable. For the reasons outlined above the number of advertisement 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 Lambeth; where they exist they often cause harm to amenity and safety because of its increased visibility. This is particularly the case on large or tall buildings. As a general rule such proposals will be resisted; especially in Waterloo and Vauxhall where the highly visible nature of large / tall buildings and their relationship to the wider city (especially in views up and down the River Thames etc.) means that the visual amenity of the wider city (and its numerous heritage assets) must be a primary consideration.



Materials, 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.
- 5.10 Simple designs and few words are generally the key to an 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

- 5.11 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. Advice in para. 5.10 relevant here.

### Upper Floor Premises

- 5.12 Discrete signage at the ground floor entrance of the 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 Lambeth 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

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

### Flags and Banners

- 5.14 Flags on public and headquarters buildings are a traditional and colourful feature of central London. 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 an acceptable everywhere, especially at high level. Lamp column banners in conservation areas and in the immediate settings of listed buildings will often have an adverse impact on amenity.

#### Building Site Hoarding Advertisements

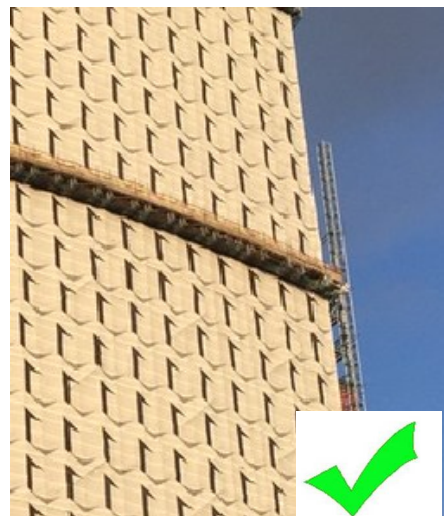
- 5.16 When sites being redeveloped the boarded hoardings enclosing the perimeter should be painted. Often vision panels are provided to allow the public to view the works. The Council will normally support advertisements promoting the sale or letting of properties within the proposed development in 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

- 5.17 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.
- 5.18 Where external refurbishment of a building's street facing elevations necessitate the erection of a 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 such as conservation areas—plain shrouds will be sought in these cases.
- 5.19 The major external refurbishment (3 months or more) of landmark or statutory listed buildings, where external scaffolding is required for those works, 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.
- 5.20 Building refurbishment works are often used to justify large shroud advertisements. However, as stated in para 5.8 and 5.16, high level advertisements, especially those of large scale are very likely to be harmful to amenity. that respect the advice in para 5.17 should also be considered.
- 5.21 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.
- 5.22 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.



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

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

### Forecourts and Pavement Signage

- 5.23 A great deal of effort and expense in recent decades has gone into Lambeth's public realm. Laying of York stone along Albert Embankment, new paving at West Norwood, significant street works at Streatham, Windrush Square Brixton and numerous other schemes all seek to enhance the amenity of Lambeth for all. This work has included removing street clutter which was considered harmful to amenity.
- 5.24 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 the advertisement and its impact on amenity is not the only consideration. 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.).
- 5.25 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.
- 5.26 On-street panel advertisements (static or digital) come in a number 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 adjoining premises signage etc. They can also present safety issues because they prevent a clear view of the footway and can restrict pedestrian flows in busy footfall locations. See opposite page top left.
- 5.27 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. See opposite page top right.
- 5.28 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. See opposite top left.
- 5.29 For the reasons outlined above these advertisements will be resisted where they harm amenity; 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.



Above — The panel on the right has a see-through support which allows greater visibility and reduces the risk to community and highways safety.



Above left. - The panel advertisement restricts highways visibility as well as harming visual amenity.  
Above right- The absence of advertisement panels on the end of this bus shelter makes for excellent visibility.

Large Advertisements (static or digital installations)

- 5.30 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 Lambeth 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 the borough was run-down and neglected when there was less concern for aesthetics or amenity. Today, as investment and growth is transforming many parts of Lambeth the large panel signs often remain as an incongruous legacy of the past. See below.
- 5.31 In line with Policy Q17(b) where the Council has discontinuance powers 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. See below.
- 5.32 Their siting 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.
- 5.33 Detailed design of their support structures and framing as well as placement on, and integration into the architecture of host buildings are key consideration for large advertisements. Every attempt should be made improve appearance and to lessen impact through good design. See opposite page.







## 6. Illuminated and Digital Signage

- 6.1 The issues here are two fold. Firstly, the brightness and the impact that has 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.

*Policy Q17 (iv) 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;*

- 6.2 In order to meet Q17 (iv) the Council may also seek to restrict the timing (curfew) and luminance of illuminated signage and prevent up-lighting, light spill and over-lighting. Halo lighting can also be used to effectively reduce the extent of illumination by limiting it to the lettering or logo rather than the whole sign.
- 6.3 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.
- 6.4 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 listing 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.

Opposite Page

Top left - Fully illuminated box fascia -unacceptable.

Top right - Lighting neatly integrated into shop front - acceptable.

Middle left - Screened pelmet lighting - acceptable.

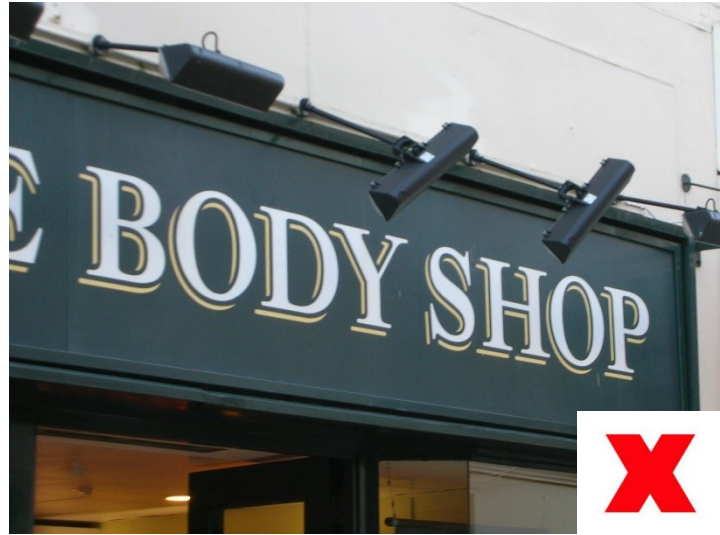
Middle right - Excessive number of external light fittings - unacceptable.

Bottom left - Letters only illuminated - acceptable.

Bottom right - Letters only illuminated - acceptable.

### Digital Signage

- 6.5 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.



## 7. Shop Signage

- 7.1 Whilst it is noted that this is one type of advertisement where the Council has limited powers of control. Local Plan policy Q14 provides clear guidance on the typical shop signage scenarios in order to address recognised problems with shop signage in Lambeth.

*Policy Q17 (i) Shop signage should be accommodated solely within a defined fascia above the window (on historic buildings the height will be dictated by the pilaster/console detailing and on new premises it should not exceed one-fifth of the ground floor height);*

*Policy Q17 (ii) Should signage be restricted to one fascia above the shop window and one projecting/hanging sign (not exceeding 600mm x 600mm x 80mm) per elevation and 2.4m above the footway;*

*(iii) the fascia sign height shall be dictated by any prevailing original pilaster detailing or not noticeably exceed 1/5 of the height of the ground floor accommodation;*

- 7.2 The objective here is to limit shop signage to its traditional location – on the fascias above the shop window. As the majority of Lambeth'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.

*Policy Q17 (v) Shop signage should not be excessive, visually discordant, overly large, project excessively forward or rise up the façade above the ground floor level.*

- 7.3 Well-designed fascia signs can contribute greatly 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.

- 7.4 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.

- 7.5 When existing shop fascias are too deep (see opposite page - bottom left) 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

- 7.6 Lambeth 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.
- 7.7 The general design approach in these parades was to punch the shop fronts into the building's continues 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.
- 7.8 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.

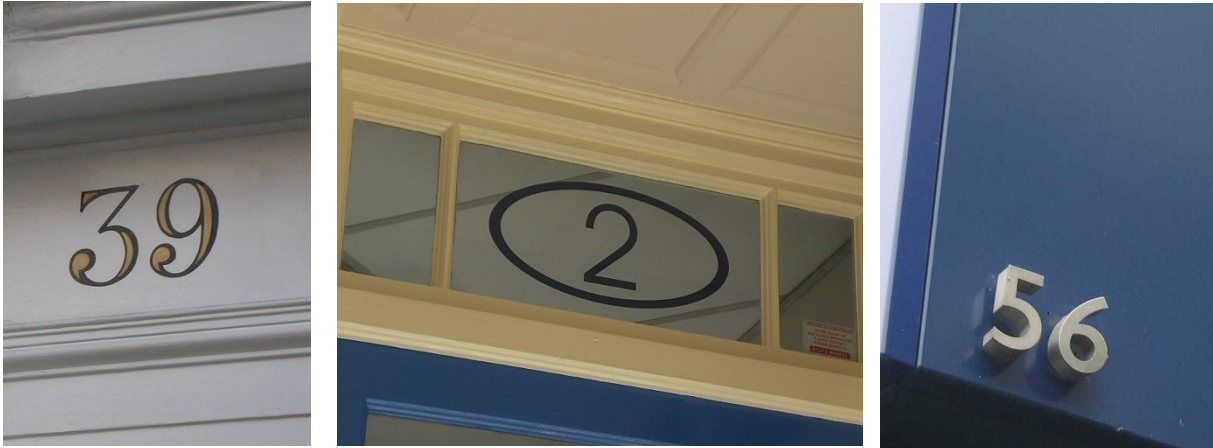


## **8. Estate Agents' and Similar Boards**

- 8.1 Temporary signs, announcing that a property is for sale or letting, within certain specified limits as set out in the Advertisements Regulations, can generally be erected without consent (with important limitations). In recent years however the Council has become increasingly concerned about the proliferation of such boards, especially in residential areas with high concentrations of rental properties. Action can be taken, where necessary to secure removal.

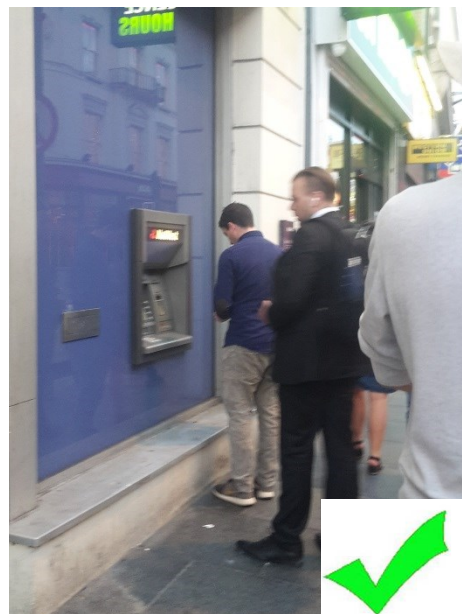
## 9. Property Numbers

- 9.1 Many of Lambeth's commercial premises are located on major arterial roads where the numbers run into their hundreds (on Streatham High Road the even numbered properties exceed 600). The display of the property number on the premises is strongly encouraged in order to help legibility.



## 10. Automatic Telling Machines (ATMs)

- 10.1 Signage associated with ATMs 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.
- 10.2 Where the ATM is within non-banking premises discrete signage and lighting to announce its presence may be acceptable subject to design and impacts.



## ATM Kiosks

- 10.3 When considering proposals for new ATM kiosks the design / appearance and impact of signage on visual amenity will be a key consideration. Given the largely traditional character of the borough the Council will seek traditional K6 type kiosks as these are British design classics, incorporate signage zones and area an established part of Lambeth's existing street scene and a key aspect of London's local distinctiveness.



## 11. Telephone Kiosks

- 11.1 The Council will not support applications for the display of advertisements on traditional red telephone kiosks or on telephone kiosks in conservation areas.

## 12. Awnings

- 12.1 Awnings are a common feature of Lambeth 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.

## 13 Area Specific Guidance

- 13.1 Much of the general advice in this document relates to Lambeth's commercial areas as Lambeth'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:



### Southbank Centre

13.2 The country's premier arts and culture centre is prominently located on the south bank of River Thames contains a collection of important heritage assets and is designed a conservation area. Temporary festivals, pop-up attractions and temporary art installations attract thousands of people on a daily basis. The Council will continue to support the use of discrete, high quality advertisement installations for these events on the understanding that they are temporary and that the sponsor information, whilst essential, is very much subordinate to the main content. This guidance is applicable to all arts and culture venues in the borough.

13.3 The large illuminated screen on the façade of National Theatre is considered an historical exception and should not be considered a precedent for future installation here or elsewhere in Lambeth.

### Setting of and approaches to the Westminster World Heritage Site

13.4 In these areas (Southbank, Waterloo, Albert Embankment) the Council is committed to improving the quality of the built environment, enhancing views and improving the public realm. This includes the night time experience. Particular care will be taken to ensure advertisements do not cause harm.

### Albert Embankment, Vauxhall and Waterloo

13.5 The Council is committed to delivering high quality new development and significant public realm improvements. High density residential development and new employment uses are being introduced into areas which were until recently run-down and neglected industrial places. Large panel advertisements commonly blight these areas – a hangover from the industrial past – and have a poor effect on amenity. There is great scope for removal of the worst examples.

13.5 These areas are Lambeth's shop window to the wider city and highly visible from across London and especially the City of Westminster with its huge legacy of built heritage. For this reason high level signage and advertisements will be resisted in order to preserve the amenity of Lambeth and the wider city.

### Parks and Open Spaces

13.6 This includes spaces designated under the London Squares preservation Act (1931). Advertisements will generally be resisted on open spaces on amenity grounds.

## Appendix 1

The table below outlines Lambeth's approach to luminance levels.

SIZE OF ADVERTISE- MENT	AREA TYPE / ZONE	PROFESSIONAL LIGHTING GUIDE 05 MAXIMUM LUMINENCE LEVEL	LUMINENCE LEVEL RECOMMENDED FOR LAMBETH
Up to 10 m2	Suburban / Zone 3	600 cdm2	500 cdm2
Over to 10 m2	Suburban / Zone 3	300 cdm2	250 cdm2
Up to 10 m2	Urban / Zone 4	600 cdm2	500 cdm2
Over 10 m2	Urban / Zone 4	300 cdm2	250 cdm2

## Bibliography

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

National Planning Policy Framework (NPPF), 2012


Clapham High Street Conservation Area Statement, 2007

Lambeth Local Distinctiveness Study, 2012

Brixton Conservation Area Statement, 2012

Lambeth Local Plan, 2015

Professional Lighting Guide 05: The brightness of illuminated advertisements (2015)  
– Institute of Lighting Professionals.



This guidance document was prepared by

Lambeth Planning

January 2016