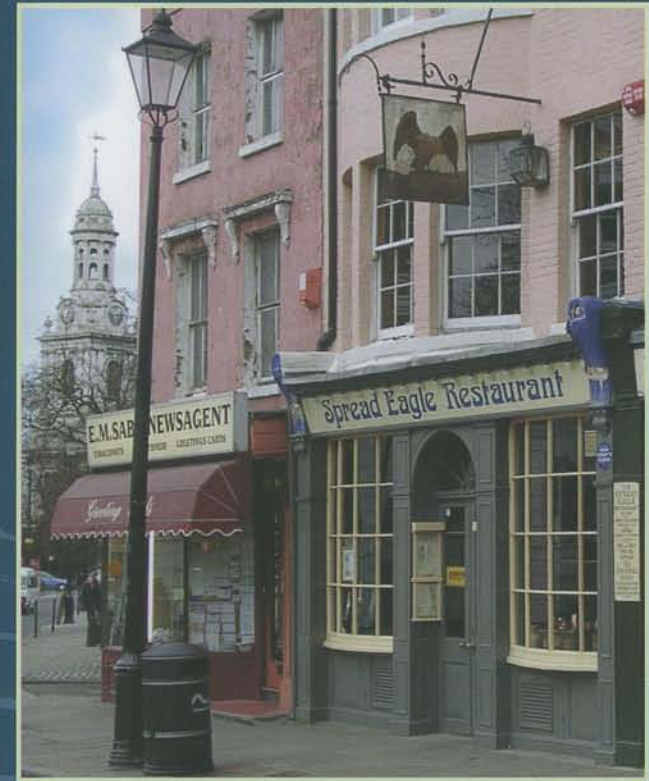


Shop Signs, Advertisements and Illumination in Greenwich Town Centre



Shop Signs, Advertisements and Illumination

The aim of this leaflet is to promote and encourage good design in the Greenwich Town Centre in view of its special character and location within the Maritime Greenwich World Heritage Site and West Greenwich Conservation Area.

Over-sized or poorly designed shop signs and advertisements can have a seriously detrimental effect on the visual quality of an area. By paying attention to detail, however, signage can be designed as an integral part of the shopfront whilst being in proportion to the scale of the building. Architectural detailing, such as string courses, corbels and pilasters should not be obscured by fascias, hanging signs or other advertisements.

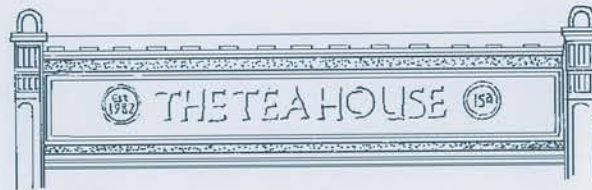
The criteria set out in this guidance note sets out a framework within which applications will be considered.

Fascias

Fascia design should be appropriate to the character and period of the building. Fascias must be kept well below the first floor window sills, and as a general rule the overall depth should not be greater than one quarter of the height from pavement to the bottom of the fascia.

Consent will not normally be granted for new fascia boards that exceed the space traditionally used for this feature i.e. they are usually framed by pilasters or corbels at each end, with a string course or cornice above and mouldings below.

▼ Traditional fascia and surround



Where existing fascias are out of scale or character with the shopfront or building, the opportunity should be taken to install a replacement of a more traditional design and size. The use of modern synthetic materials, particularly those with a shiny finish, should be avoided, as they are not sympathetic in an area of traditional styles



▼ Unacceptable fascia box sign

Hand-painted timber fascias are most commonly associated with historic shopfronts in Greenwich Town Centre. Traditionally primary colours such as dark green, navy blue, dark red and black are preferred to garish colours such as orange, yellow or pink etc.

Lettering

Fascia lettering should convey the message of the retailer – the shop name alone will usually be most effective. Included on the fascia should be the street number of the premises, but unnecessary duplication of the name of the business should be avoided. Too much information on the fascia can create a confusing and cluttered appearance.

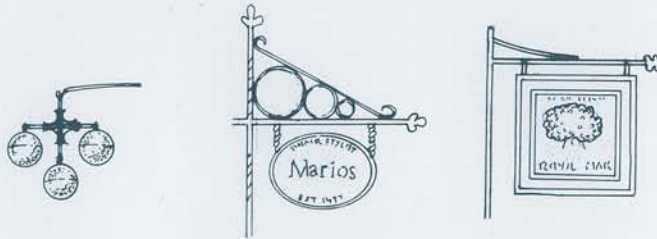
Illumination

Illuminated fascias will be carefully considered for their visual impact on the street scene. A maximum of two or three swan-neck or hooded spot lights are preferred and should be painted to match the colour of the fascia, or in brass. Conditions may be imposed to limit the level of illumination and prevent the spread of light for reasons of safety and amenity. Discrete trough lighting of fascias may be an acceptable alternative to swan-neck or hooded lights.

Internally illuminated box-signs, 'halo-lit' letters and fluorescent lighting are not appropriate in the town centre. Where shopkeepers wish to light shops at night, this should be achieved from within the shop window rather than the fascia.

Projecting and Hanging Signs

There should not be more than one hanging sign per shopfront. It must be positioned to take into account the design of the building and therefore not obscure any architectural features. The sign should be hung from wrought iron brackets and where the original design remains, this should be re-used. Projecting, as apposed to hanging signs, are not acceptable. The lettering on the sign should relate the name of the shop only and must not carry advertisements for products. Hanging signs should be of a size in keeping with, and displayed in line with, the fascia. Such signs must be positioned at least 2.4m above the pavement level, but no higher than the fascia.



▲ Traditional hanging signs

Business Name Plates

Where there are office or other business premises above street level, name plates will be permitted, but must not be illuminated. The name plate should ideally be in brass or aluminium and must not exceed 0.3 square metres in area. The lettering should relate only to the name of the person or company and the type of business.

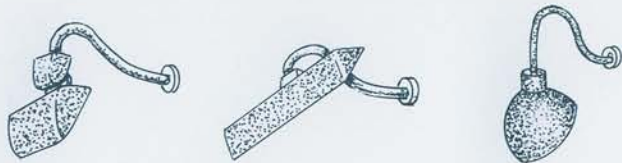
Window Stickers and Additional Advertisements

The shopfront provides the framework for displaying goods. Window stickers adversely affect this framework and will therefore be resisted. Any part of an internal advertisement within 1m of the shop window, which is visible externally, requires consent and will normally be considered unacceptable.

Displays on the Pavement

The display of signs or goods on the forecourt of shops will not be permitted. Obstructions on the pavement, such as advertisement boards, can be potentially hazardous for disabled people, particularly the blind or partially sighted. This practise also gives the street scene an untidy and cluttered appearance.

▼ Acceptable designs of external spot light



Advertisement Consent

Consent is required under the Town and Country Planning (Control of Advertisements) Regulations, 1992, for the following types of advertisement:

- Any form of external illumination in a Conservation Area, (including Greenwich Town Centre) whether it is for a fascia, hanging sign or other type of advertisement.
- Any advertisement where the character or symbol is more than 0.75m in height.
- Advertisements which are more than 4.6m above ground level, or above the bottom level of any first floor window.
- Advertisements on any shop wall without a shop window.
- The display of any advertisement inside a building, which is within 1m of any external door or window through which it is visible.
- Signs or advertisements displayed for the purposes of identification, direction or warning which exceed 0.3 square metres in area.

Listed Buildings

Any alteration, which affects the character of a listed building, requires consent. Even small scale changes to existing fascias or hanging signs will require listed building consent where the special character of the building is affected.

How to Apply for Consent

Anyone interested in carrying out works to fascias, hanging signs or any other form of advertisement should discuss their proposal with the Planning Department prior to submitting an application.

Strategic Planning
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Peggy Middleton House
50 Woolwich New Road
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