



West Lothian
Council

A DEVELOPMENT CONTROL POLICY FOR ADVERTISEMENT CONTROL IN LINLITHGOW PALACE AND HIGH STREET, MID CALDER AND TORPHICHEN CONSERVATION AREAS /

INTRODUCTION.

In 1977, West Lothian District Council obtained a Direction from the Secretary of State for Scotland which gives the Council full control over most kinds of advertisement within the conservation areas covering Linlithgow Palace and High Street, Mid Calder and Torphichen. These conservation areas were designated in recognition of their special character, and the additional controls affecting all new building work and alterations to existing property as well as advertisements which the Council as Planning Authority exercises within these three areas are specifically aimed at ensuring that their special character is protected and enhanced. The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1980, which came into operation in May 1980, further augment the existing control over advertising material which the Council has.

The Council recognises that many commercial premises require some form of sign fixed to the front of the property to pinpoint their location within the street and to advise the public what services they offer. However, ill-considered advertising can have a particularly damaging effect on the appearance of a building and of the street within which it is situated.

The Council's policy for controlling advertising within the three conservation areas is therefore formulated to ensure that a satisfactory balance is achieved between the need to preserve the character of the conservation areas and the requirement for commercial premises sited within them to advertise.

THE POLICY.

Each application for Advertisement Consent relating to property within one of the three conservation areas shall be carefully considered by the Council to assess whether the form of advertisement proposed is :-

- necessary i.e. is there evidence that the economic viability of the property will be adversely affected by the absence of advertising and,
- appropriate in terms of its size, construction, colour and location for the building and for the street as a whole.

In instances where some form of advertising is deemed to be acceptable, its appropriateness shall be considered in relation to the following design criteria:-

General Requirements.

1. Signs shall not be internally illuminated except in instances where they indicate the location of public services e.g. the Police, telephone call boxes.
2. Signs may be externally illuminated only when the buildings which they are attached are regularly open outwith normal hours e.g. public houses, restaurants, hotels. In such instances, illumination shall be by means of a spotlight or hooded fluorescent tube placed either above or below the sign in a manner which considered by the Council to be both appropriate for building and visually unobtrusive.

3. The wording on the sign shall indicate only the name of the property and/or the name of any other body for which occupant acts as agent and/or the nature of the business out. Signs displaying the names of specific products e.g. cigarettes, food, drink, sold within the premises shall not be acceptable.

4. Signs shall be carefully designed and detailed so that their and location relate to and do not obscure the architectural of the properties to which they are fixed. The design of buildings, especially those listed by the Secretary of State Scotland as being of special architectural interest, may make unsuitable for the display of the type of sign proposed. In instances, a proposal to fix a sign to the building may have to be substantially modified or indeed abandoned.

Fascia Signs

5. Signs may take the form of either:-

- solid timber panels, fixed directly to the building which the wording is hand-painted, or,
- solid timber panels, fixed directly to the building to which the individual letters are applied by means of spacers, or,
- individual letters painted on or fixed by means of spacers directly to the face of the building, depending upon the architectural of the building.

6. The typeface and colour of lettering shall be chosen to complement character of the building. In some instances this may be that an organisation with a particular 'house-style' of has to modify its normal size, colour and typeface of lettering suit the premises it occupies.

Projecting Signs.

7. If every commercial property displayed a projecting sign, the would be visually undesirable and would render invalid the for having the sign as its visibility would be greatly restricted by adjacent signs on either side. Projecting signs will, consequently only be considered acceptable in certain circumstances. Projecting signs will not normally be acceptable in instances where:-

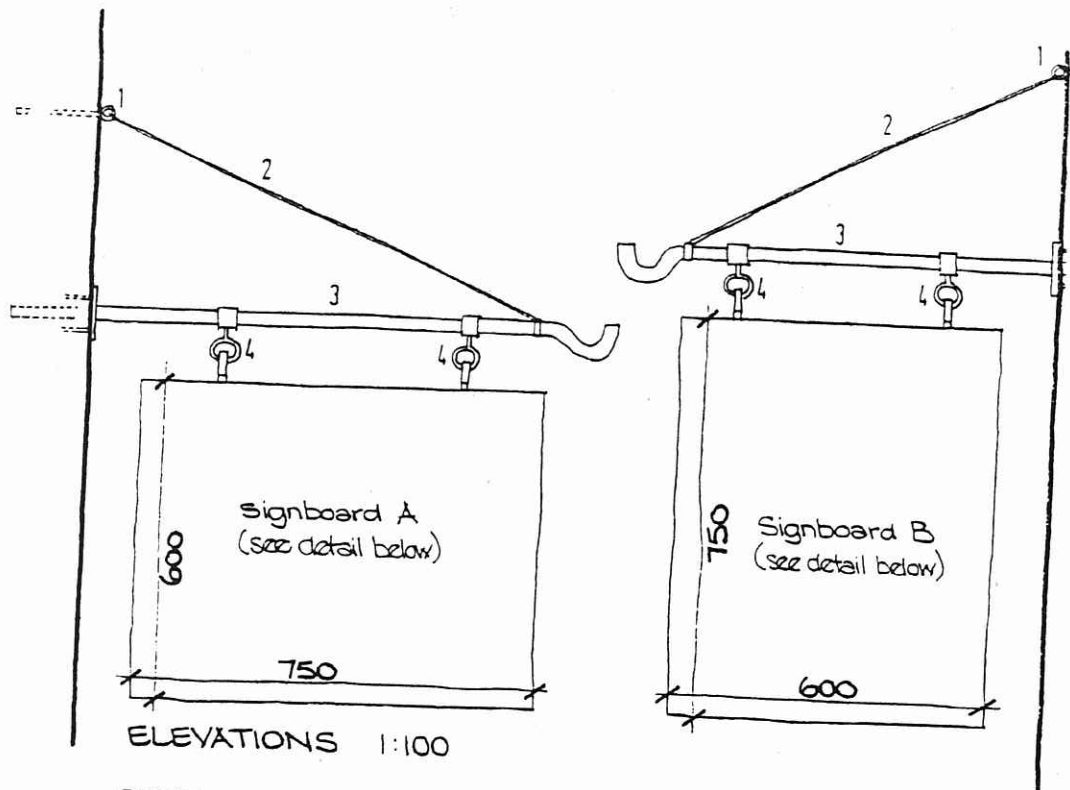
- the property already displays a fascia sign, or,
- an appropriate fascia sign could be accommodated upon the facade of the property, or,
- the visibility of the frontage of the property is unrestricted.

8. If considered acceptable, the projecting sign shall be constructed of timber, be no larger than 600 m.m. by 750 m.m. in size and supported by a simple metal bracket and suspension rod. The attached sketch illustrates these requirements. The sign shall be hand-painted. Encouragement shall be given to projecting signs based upon or incorporating traditional symbols, e.g. a chemist's mortar and pestle.

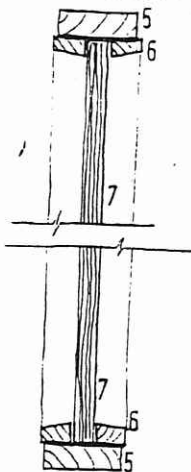
Signs within Windows.

9. A consequence of the Control of Advertisement (Scotland) Regulations 1992 is that certain signs displayed within a building are subject to planning control. In general, any illuminated sign or any non-illuminated sign within 1m of any door or window, which is visible from outside the building requires consent. Whilst every application for such a sign will be considered on its own merits, any proposal which is deemed to be inappropriate for the building, obtrusive or a potential source of visual clutter within the window of a building will not be viewed favourably.

The staff of Development and Building Control are always available to advise persons wishing to make an application for Advertisement Consent. In the case of applications relating to property within a conservation area, it is strongly recommended that discussions take place at the earliest possible opportunity, and certainly before any order for advertising material is made.



SECTION 1:50



1. Ring bolt mortared into prepared hole.
2. Stainless steel stay wire.
3. 25mm diam. blackened m.s. rod with outer end cranked as shown; 100mm diam. x 10mm m.s. plate welded to rod at wall end (150mm from end) with 4 no. fixing holes for rawlbolts; and 150mm of rod mortared into prepared hole.
4. m.s. swivel rings.
5. 75mm x 25mm hardwood frame with min. 3 coats of clear polyurethane varnish or gloss paint.
6. 32mm x 20mm chamfered hardwood beads screwed to frame & varnished or painted.
7. 18mm marine ply board hand painted to approved design.

SKETCH DETAILS: APPROVED PROJECTING
SIGN — see accompanying Policy Statement.
GR WLDC DP 9.1.87

