



ILLUMINATED ADVERTISEMENTS

Supplementary Planning Guidance

September 1991

Introduction

The *Hart District Local Plan First Alteration* contains the following proposal relating to Advertisements:

PROPOSAL ENV 15: "THE INTRODUCTION OR REPLACEMENT OF SIGNS AND ADVERTISEMENTS WILL BE CAREFULLY CONTROLLED TO ENSURE COMPATIBILITY WITH THE ARCHITECTURAL CHARACTER OF THE BUILDING AND ITS SURROUNDINGS, AND WHERE RELEVANT, APPROPRIATE ILLUMINATION."

Within this broad framework, Hart District Council has agreed a policy on the control of the level of illumination of signs, in those cases where illuminated signs are considered to be acceptable. This is in order to:

- a) secure appropriate levels of illumination in any particular location compatible with the character of that location and its surroundings,
- b) ensure the safety of road users and to prevent the obscuring of, or hindering the ready interpretation of, any road traffic sign,
- c) provide guidance for Commercial operators and Sign Companies as to what is considered an acceptable level of luminance in particular areas, and
- d) secure consistency in decision making the determination of Applications for the display of illuminated signs.

The Form of Control

The Institution of Lighting Engineers *Technical Report No.5 "Brightness of Illuminated Advertisements" 1973* is the current authority and provides the technical background.

The District is divided into two zones for the purpose of the control of luminance of advertisements, based on two of the zone types identified in

that report.

Approximate levels of luminance based on the sign size are set out in Table 1 overleaf. The method of calculating sign size for different types of sign is set out in the section following Table 1.

Hart District Council. Planning Department, Civic Offices, Harlington Way, Fleet, Hampshire
GU51 4AE
Tel: 01252 774118
Email: planningpolicy@hart.gov.uk

September 1991

Table 1: Levels of Maximum Luminance

Illuminated Area (m ²)	Zone 1 (cd/m ²)	Zone 2 (cd/m ²)
Up to 0.5	2,000	1,000
0.5 - 2.0	1,600	800
2.0 - 5.0	1,200	600
5.0 - 10.0	1,000	600
Over 10.0	800	400

Candelas per square metre (cd/m²) is a recognised measure of brightness. It measures the amount of light emitted in a given direction for a given unit area of the sign surface.

Zone 1 covers Fleet Road in Fleet and other shopping and commercial areas, and all other areas where adequate street lighting is provided.

Zone 2 covers all the poorly lighted and unlit areas of the District i.e. areas where there is no street lighting or where street lighting is negligible.

A condition will be imposed on any express consent issued for the display of an illuminated advertisement requiring that the level of illumination of that sign adhere to the appropriate level set out in the table.

Calculation of Illuminated Area by Sign Type

Where the illuminated advertisement is comprised of an illuminated background upon which a legend, words or symbols have been superimposed, the illuminated area shall be defined as the overall area of the panel.

Where the illuminated advertisement consists of fret cut or individual letters the illuminated area shall be defined as the overall area occupied by the legend, words or symbols.

In the case of double sided illuminated advertisements each side will be treated independently. The illuminated area will relate to one side only.

In the case of those illuminated advertisements containing dished panels or those with two panels at an angle to each other, the illuminated area will be defined as the area capable of being viewed at one time at any angle not exceeding 40 degrees to the normal.