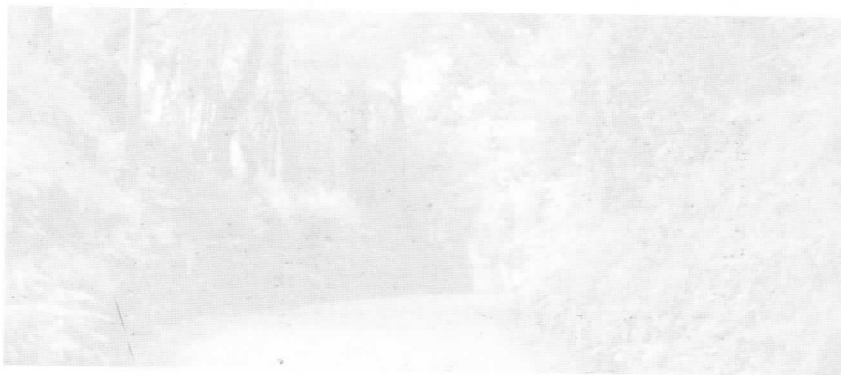


THE CARADON *DESIGN* GUIDE

SECTION H

ADVANCED SIGNAGE



Supplementary Planning Guidance

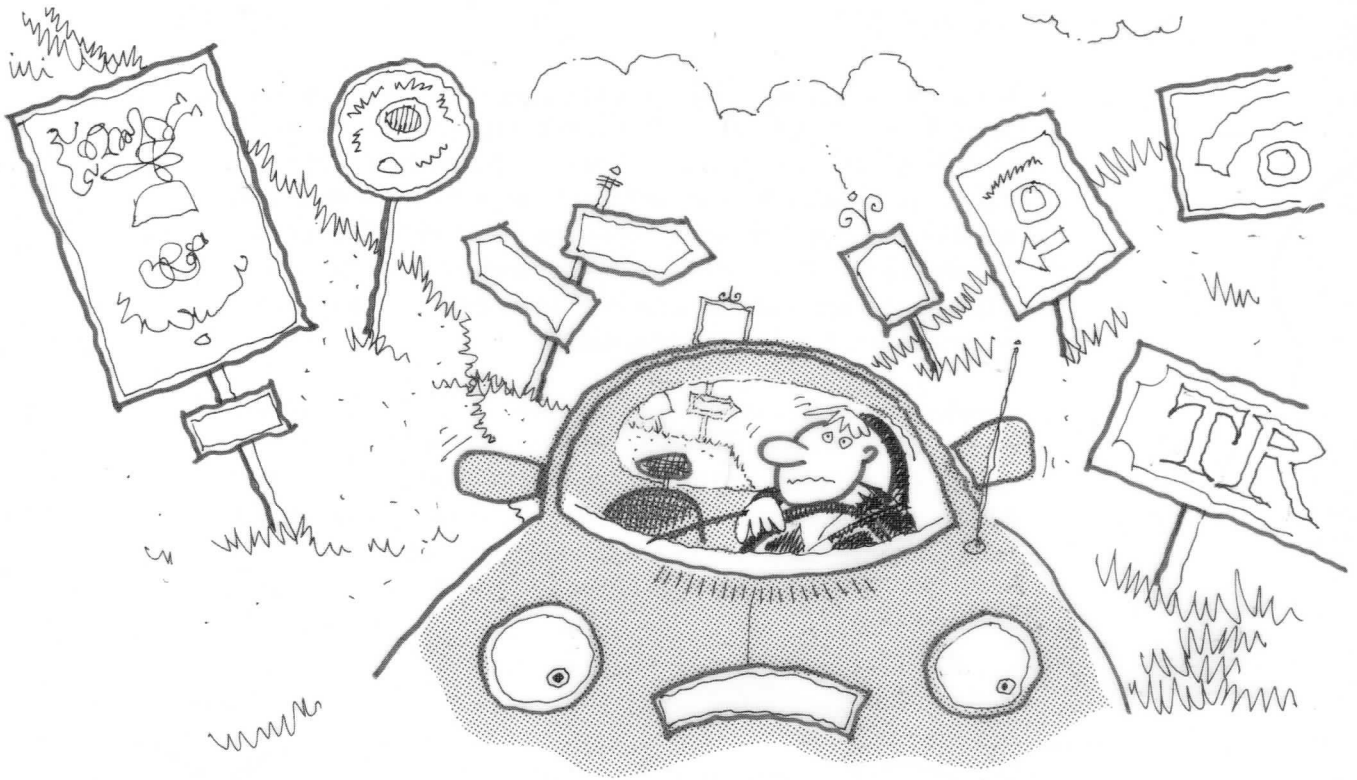
July 2000

A D V A N C E D S I G N A G E

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I N T R O D U C T I O N

Caradon District Council has produced the Design Guide to help conserve and strengthen the special character of the built environment in the District, especially its traditional towns and villages. The aim of this Section is to provide guidance on the design, and siting of advanced signage in order to protect the appearance of our towns, villages, rural roads and lanes.

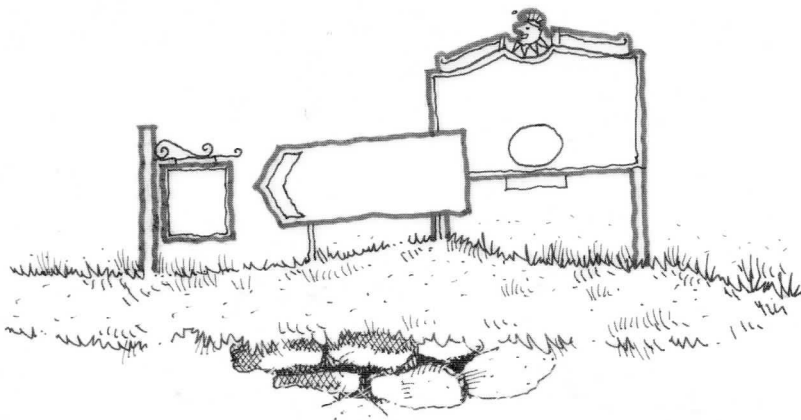
- *Section A* Explores the concept of local distinctiveness.
- *Section B* Provides information on Design within the Planning System.
- *Section C* Looks at fitting development into the landscape.
- *Section E* Promotes good housing design.

ADVANCED SIGNAGE

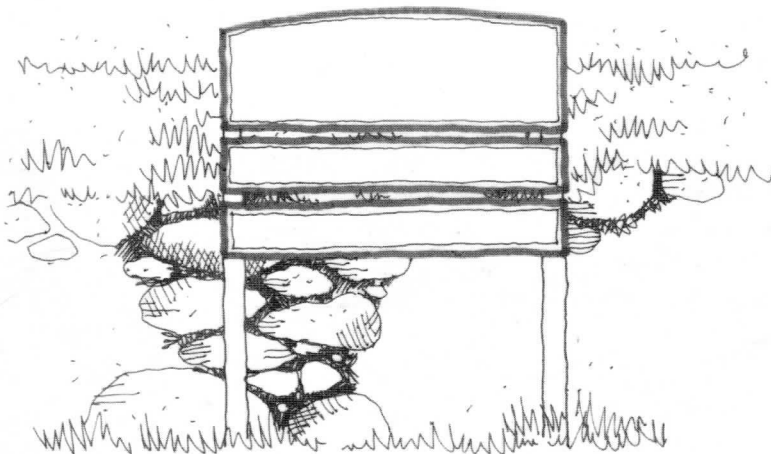
ADVANCED SIGNAGE

In recent years there has been a proliferation of poorly designed or illegal advanced signage in the District; that is signs advertising facilities outside the legal boundaries of the relevant property - sometimes considerable distances away. It is especially noticeable where several signboards are grouped together, each a different size, style or colour. This not only spoils the appearance of our towns, villages and countryside, which many visitors come to enjoy, but is a potential distraction and hazard to drivers.

Caradon District Council recognise the economic advantage that sign-posting can provide to businesses which are located in remote rural areas, or are difficult to find. Appropriately designed and sited advance signage may also increase highway safety by reducing the confusion of drivers at road junctions, or lost in narrow lanes.



Although the individual signs may be well designed - the overall effect is a jumble of styles, colour and heights. Avoid placing signs where they are viewed against the sky.



Well designed composite signs reduce the overall impact of advanced signage.

ADVANCED SIGNAGE

POLICY

A policy has been included in the Caradon Local Plan (Proposed Modifications) which sets out the principles within which applications for Advanced Directional Signs will be considered. The following advice is intended to provide additional guidance to applicants, when considering the design of their proposals.

AVOIDING CONFUSION

- For obvious road safety reasons avoid any resemblance to County Highways Department or Department of Transport Signs. Signs with a blue background and white border, or those with a white background and black border would not be approved.

SITING

- Road signs should not be more than 2km away from the location of the facility.
- In order to minimise visual clutter avoid repeater signs.
- Advance directional signs will not normally be permitted along the route which directly serves the facility.
- Signs must not be sited on highway verges and must always have the prior consent of the landowner.

COMPOSITE SIGNS

- In order to preserve the visual amenity of the district, the District Council is encouraging the use of **Composite Signs**. That is a framework onto which individual businesses sign boards can be tidily mounted. To promote some local diversity within the district, groups of individual businesses are to co-ordinate the style and design of their composite signs, and submit applications for their erection.

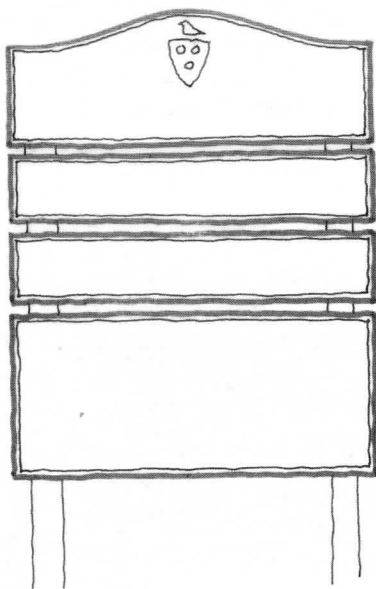
Design Principles

- In order to preserve the visual quality of the District composite frameworks should be professionally designed and manufactured.
- It is suggested that four signs per framework is the maximum that can comfortably and safely be read in passing.

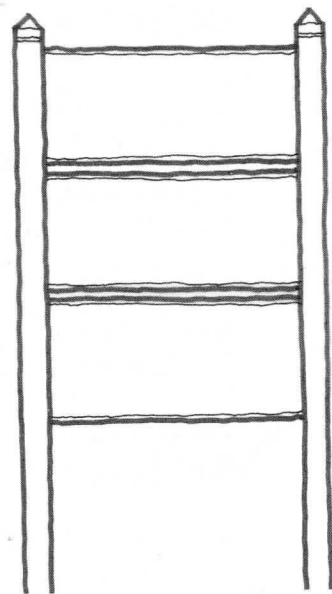
ADVANCED SIGNAGE

- The overall size of the composite frame should not exceed 0.6 square metres (about 770 x 770mm).
- The maximum height should not exceed 2.5 metres above ground level.
- In order to avoid background glare site against a background of hedges, trees, buildings or rising ground.
- Avoid ornate complicated designs. A framework that is unobtrusive and recedes into the background would be most appropriate.
- Illuminated composite signs would not be appropriate.
- Stained timber, coloured powder coated aluminium, painted galvanised steel or granite posts may be suitable materials. Consider maintenance and life expectancy.
- Avoid bright or strong coloured frameworks. Dark stained timber (avoid mahogany), subtle or dark colours, black and white would be appropriate.
- Consider carefully how individual signs can be tidily mounted on the framework and how they relate to one another. Decide on a standard material, size and shape. Consider how lettering style and colours relate to each other on the composite sign.

COMPOSITE SIGN BOARDS



Painted galvanised steel posts with individual cast aluminium signs. This type of signage is available from specialist manufacturers. Signage would be suitable for formal areas.



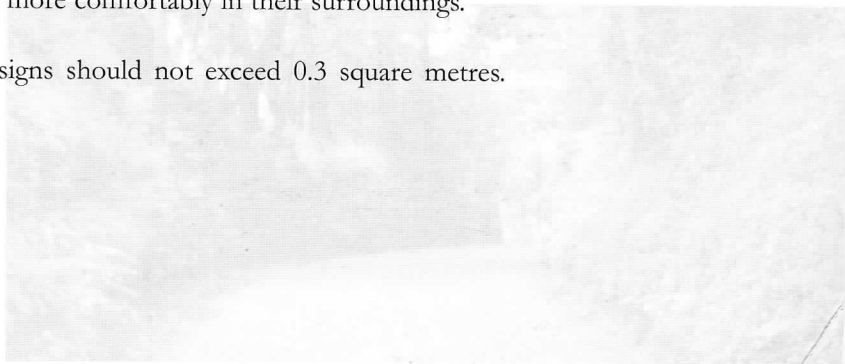
A timber composite sign would be suitable for rural or village settings. Individual signs could be printed GRP (glass reinforced plastic) or deep engraved timber. Some companies have developed a specialist sand-etching technique which enhances the wood grain, leaving lettering and graphics in relief.

INDIVIDUAL SIGNS

Individual signs may form part of a composite signboard, or in some cases stand alone. In both cases they should be thoughtfully considered, designed and sited in order to minimise visual clutter in the countryside, but also to project a favourable image of your business.

Design Principles

- Use a professional sign writer, manufacturer or consider using a Brown Tourism Sign.
- Keep signs simple! Display the name of the establishment, precise directions, and a simple logo if required. Such signs are for the purpose of directing traffic and not advertising. A pictogram or simple symbol may obviate the need for words altogether.
- Letters should be between 70-100mm tall.
- Avoid illuminated signs.
- Avoid fussy or decorated lettering styles. Sans serif lettering may be most appropriate for rural facilities.
- Choose materials to suit the location. Heat etched timber would be appropriate in rural settings, cast metal may be more suited to an urban or more formal location.
- Avoid shiny plastic, perspex or glossy vinyl. Painted timber, matt vinyl, slate with incised lettering, cast metal, heat etched timber would be most appropriate. However, different materials should not be mixed on one framework.
- Avoid garish, day-glo or reflective lettering. Brightest is not best! Muted colours and refined lettering styles may project a better image of your business, and sit more comfortably in their surroundings.
- The maximum size of signs should not exceed 0.3 square metres. (550 x 500mm).



ADVANCED SIGNAGE

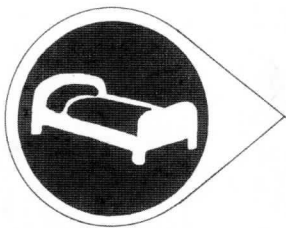
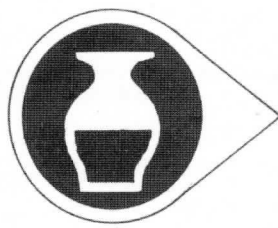
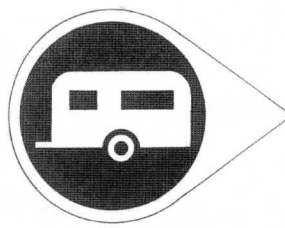
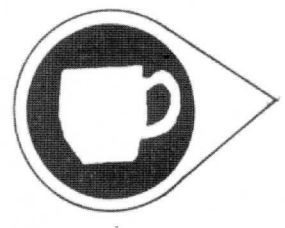
Signage along A38 Trunk Road

- In the interests of road safety additional criteria apply to **individual** Advance Signage alongside the A38 Trunk Road.
- Locate signs on stretches of road that are subject to a 40mph speed restriction.
- Individual signs are appropriate only where no opportunity exists for composite signage.
- The use of Brown Tourism signs from Cornwall County Council is to be encouraged. It is unlikely that signs will be approved if the establishment concerned would qualify for a Brown Tourism sign. ✓

BROWN TOURISM SIGNS

Following recent legislative changes many more attractions and facilities may now qualify for brown direction signs for use within the highway corridor.

A variety of symbols are available, covering the majority of likely facilities to be found in the district. Four are shown below.

*Bed and Breakfast**Craft Centre**Caravans**Teas*

Applications for Brown Tourism Signs are administered by Cornwall County Council. Application forms and an information pack can be obtained from :

Divisional Surveyor
Transportation and Estates
Eastern Divisional Group Centre
Tolpetherwin
Launceston
PL15 7QN

Tel : 01566 86461.

Full costs of the signing including assessment of the application falls to the applicant.