

COVENTRY

Spon Street townscape scheme Control policy for signs and advert displays



Coventry City Council

adopted 2001

This policy is for the guidance of prospective applicants preparing schemes for signs or advertisements within the Spon Street Townscape Scheme 'Conservation Area', and for the evaluation of applications received.

Location

- 1.1 In the case of restored or other half-timbered building, no sign should obscure the nature of the building. In order that some measure of visual conformity be maintained, this principle of projecting signs should apply to new buildings or other existing buildings to be retained.
- 1.2 No signs, other than specifically required road signs, should be applied to the sides or rear of any building.
- 1.3 To maintain the mediaeval character of the buildings and the pedestrian scale of the street, all sign boards should be positioned with their bottom edge not lower than 2.4 metres (7.9ft) from the footpath and the top edge not higher than the eaves level of that building, or the ceiling level of the second storey, whichever is the lower.

Size and scale

No strict size or proportions of signs are to be imposed but the overall size, and the information on it should be in keeping with the scale of the buildings and with the aspect from the pedestrian viewpoint.

Design Characteristics

- 3.1 No projecting sign should extend further than 1.2m (3.9ft) from the face of the building and should be kept back a minimum of 0.5m (1.6 ft) from the kerb-line existing at that time, to prevent damage to and from passing vehicles.
- 3.2 Applications are encouraged to permit their signs to swing freely from the supporting brackets to provide a more stimulating visual effect. Materials of manufacture should be as natural and traditional as possible with a preference for painted signs on wood. Coloured plastics and other modern synthetic materials are to be strongly discouraged in the context of this scheme. Signs should be of the double- sided type.

Illumination

- 4.1 Internally lit box signs and other modern forms of illuminated sign are unsuitable and unsympathetic to mediaeval buildings, distracting attention from them. These forms are to be strongly discouraged.
- 4.2 Where it is necessary or desirable to illuminate a sign then this can be carried out by the fixing of lamps to the supporting brackets or by spotlights from the building.

General Advertising

- 5.1** General advertising not concerned with the premises, or the goods sold from the premises, such as posters, etc, is to be actively restrained and those existing should be removed wherever possible.
- 5.2** Other extraneous signs no longer applicable or relevant to the properties or street scene should also be removed.

Window displays

- 6.1** These are to be encouraged to primarily comprise goods and wares, etc, and not take the form of over-large size and prominence.