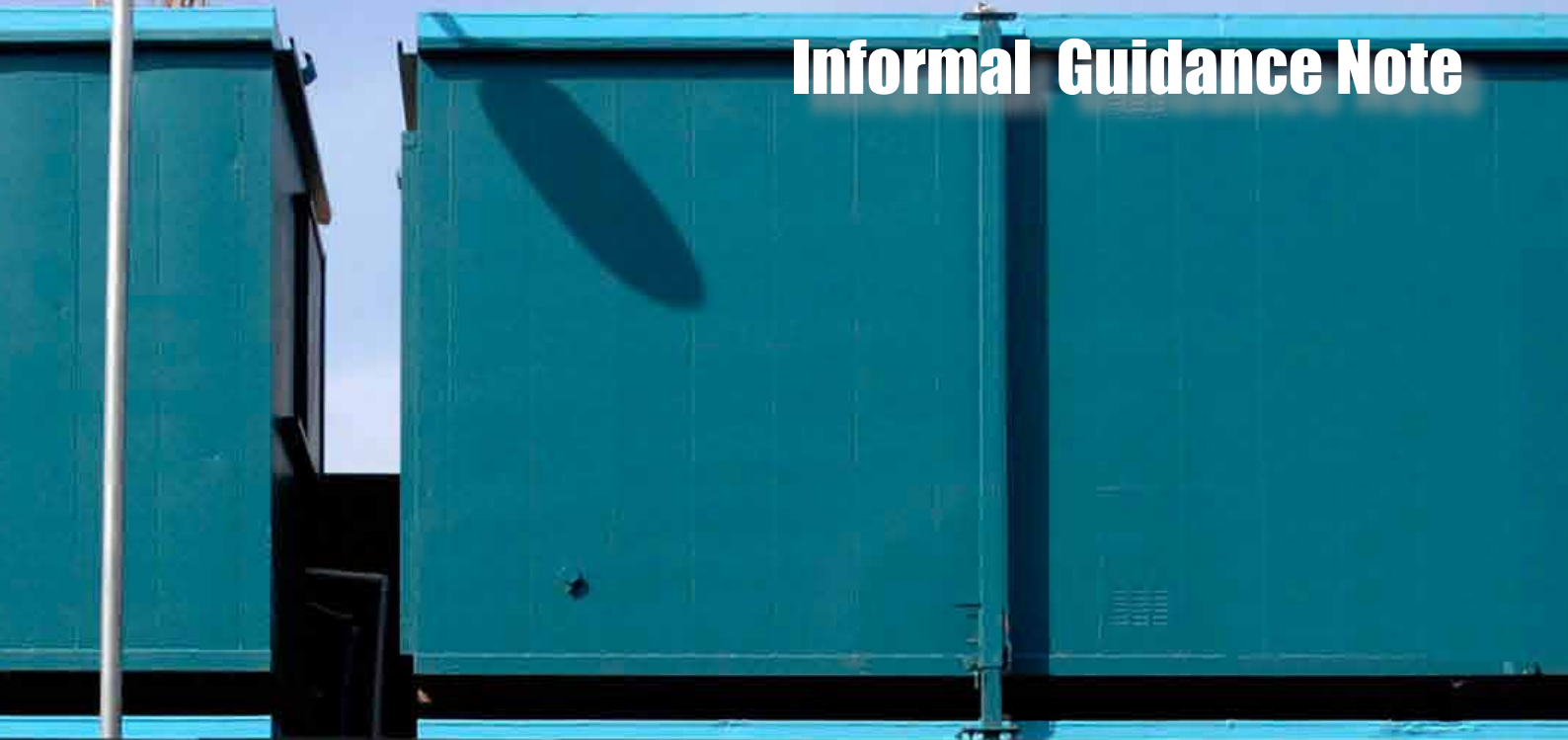


# North West Quadrant Temporary Retail Signage

## Informal Guidance Note





# THE NORTH WEST QUADRANT

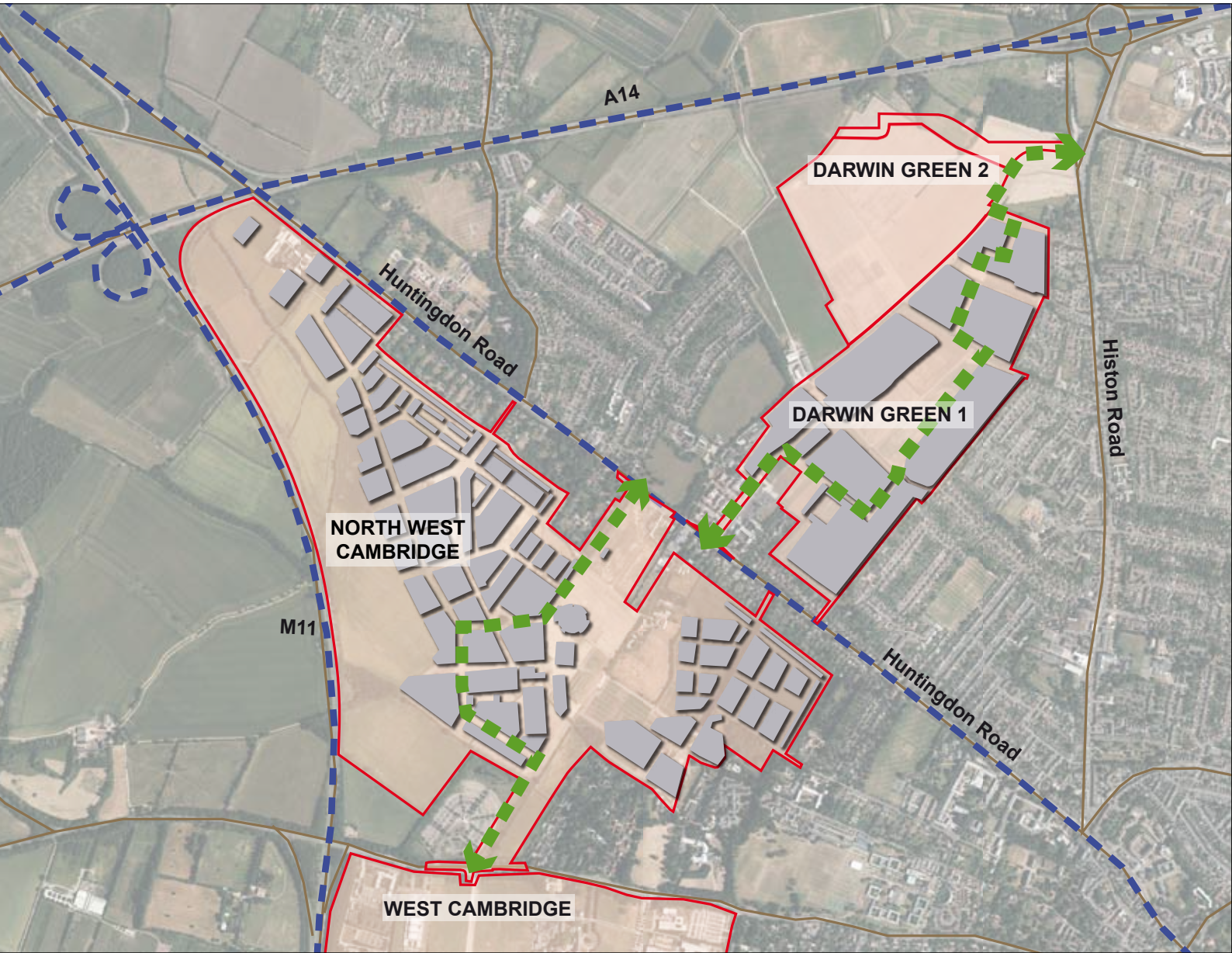


Figure 1: Map showing the North West Quadrant

# INTRODUCTION

## Purpose & status

This document provides informal guidance for the siting and design of temporary retail signage on the key approaches of Huntingdon Road, Madingley Road and Histon Road. The area in which this guidance applies to is shown on figure 1.

The aim of this guidance is to achieve a rationalised and coordinated approach to all temporary retail and commercial advertisements for extension sites in order to avoid a proliferation of signage that could lead to visual clutter. As such, the design guide complements the approved 'Guidance Note for Marketing Signage for the Cambridge Fringe Sites', March 2012, which covers marketing guidance for the sale of housing development on the sites of major change in Cambridge. A copy of this is can be found in the appendix.

Whilst this guidance addresses the major sites that lie within the North West (NW) Quadrant of the city, it is envisaged that the design principles set out should be applied to other growth sites.

## Developing a site wide signage strategy

Cambridge City Council and South Cambridgeshire District Council recognise the importance of temporary retail signage in helping to establish new local centres and associated uses within the early years of new communities.

However, there is a balance to be struck between marketing, visual amenity and the character of the area. An ad-hoc approach to advertisements on the Darwin Green and University Sites could result in a cluttered and confusing environment that could be visually harmful to the setting of the green belt and the North West gateway into the city.

It is therefore essential that the design of new signage across the North West quadrant sites takes a rationalised approach and is considered in a coordinated way.

## Pre-application Advice

The Council encourages a site wide signage strategy for each site to be developed by the lead developer, which documents in one place the proposed approach to coordinate temporary retail advertisements for the whole site.

The strategy should follow the design principles set out in this guidance document and should be submitted prior to, or in association with any temporary retail advertisement application. It should include consideration of how the temporary retail signage will integrate with any existing permanent or temporary signage and wayfinding.

Applicants are encouraged to engage in pre-applications discussions to enable early consideration of all issues and ensure that when submitted, applications for signage are generally acceptable.



Figure 2: Successful temporary hoarding to retail at Eddington.

# DESIGN PRINCIPLES

A site wide signage strategy should follow the design principles illustrated within figure 3 and set out below.

## 1. Signage hierarchy

Establishing a hierarchy of signage that consolidates content/information and branding is key to a site wide signage strategy. This can be achieved through consolidating different uses within a single temporary totem sign. Following this approach should reduce the need for canvas banners, which will not be acceptable. Off-site signage will be discouraged.

The acceptability of additional marketing signs for new homes will be considered on their own merits on the basis of the existing marketing guidance. However, lead developers for each site are encouraged to develop an overall family of sign types for the whole site which can accommodate both the temporary advertisement for retail and home marketing as well as directional information. The adjacent image (figure 3) illustrates how this could be achieved.

An appropriate temporary retail signage strategy could be as follows:

- **Totem sign at principal site entrances** - (refer to figure 3) These sign types provide an opportunity to consolidate advertisements and will act as the main marketing signs for temporary retail uses for the whole site. In order to limit visual intrusion, 1 totem sign is considered appropriate at the principal site entrances.

The totem should consolidate retail and commercial uses establishing within the new communities and could also include the advertisement of new homes (irrespective of house builder or phase). It

may also be appropriate to temporarily advertise other civic uses such as schools, libraries, etc and these services should therefore be included on the main sign for the site should the need arise.

Totem signs should be sited in order to minimise visual impact. Heights should not exceed 5m; widths should be proportional to the overall height to create a slender design. Non-standard designs are encouraged.

- **Site hoardings** - Construction site hoardings provide another way to further consolidate temporary retail signage across a site and should be considered as part of any site wide signage strategy. Hoardings that are integrated into a comprehensive design including good quality hard and soft landscape can significantly enhance the overall appearance of a scheme.
- **Mounted banners** - There may be instances and locations where these may be appropriate, the cumulative effect of mounted banners with other advertisements will be a key consideration.

## 2. Ensure flexible format & interchangeable panels

It is important that the format of the totem signs are designed to be flexible, so that individual panels can be replaced / added as future phases come forward or if a second development partner is brought into a scheme. Illuminated signs are not considered appropriate.



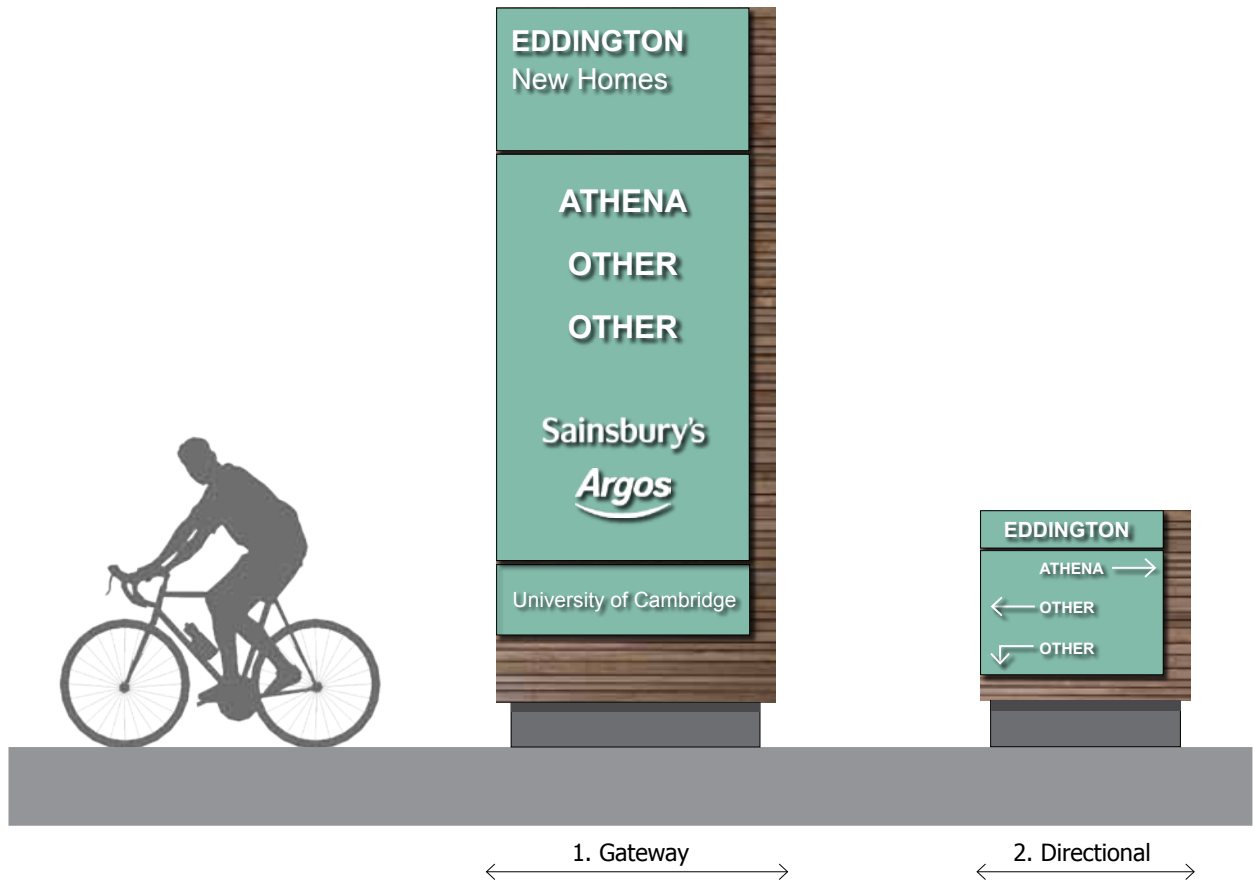


Figure 3: Illustrative temporary totem and secondary directional signage

### 3. Consistency of materials & colour

A consistent approach should be taken to the materials and colour of advertisement signs across a site, in particular the larger totems and directional signs.

RAL colours should be specified to ensure consistency. Given the proximity to the green belt for the NW sites, we consider a design approach that allows logos but with a standardised background colour, would sit more comfortably within the local environment.

### 4. Temporary permissions & time periods

All signage types outlined above will be governed by temporary permissions as the need for marketing of new homes and retail uses will fall away as new community establishes. Time periods for temporary permission are likely to range between 3-18 months, depending on the nature and purpose of the signage.

# Appendix



South  
Cambridgeshire  
District Council



## Joint Development Control Committee

### Guidance Note for Marketing Signage for Cambridge Fringe Sites March 2012

#### Introduction

This informal guidance note relates to large development sites on the fringes of Cambridge (designated as 'Areas of Major Change' in Cambridge Local Plan 2006, policies 9/3, 9/5, 9/6, 9/7, 9/8 and as 'Major Development Sites' in South Cambridgeshire District Council's 'Local Development Framework' (2007 & 2010) under policies CSF/3 and SP/2).

These include the following:

- Southern Fringe: Trumpington Meadows, Clay Farm/ Showground, Glebe Farm and Addenbrooke's Hospital site
- Northwest Cambridge: NIAB site and University Site.

Developers and house builders seek to market the sale of housing and commercial development to be developed on lands in these areas through the use of advertising signage. Cambridge City Council and South Cambridgeshire District Council (the Councils) recognise the importance of marketing signage in delivering successful development. The relevant council will seek to ensure that such signage is both appropriate and proportionate to the locations in which they are sited. The Councils will require that such signage is developed in consideration of the guidance as set out herein. When assessing proposals for marketing signage, the relevant council will assess the proposal against the principles underlying the guidance of visual amenity and safety, which will be applied in all cases.

Advertisement applications need to be determined in accordance with The Town and Country Planning (Control of Advertisements) Regulations 2007. The Regulations state that in deciding whether or not to approve an application for advertisement consent, the local planning authority may only consider the issues of amenity and public safety. The standard time period of consent is 5 years for advertisement applications; consent for this time period should be given unless a shorter time period is appropriate taking into account the build out time for the development site. Developers should consider applying for a shorter time period if appropriate for the proposed build out for the particular part of the development where the advertisement will be located. It is acknowledged that the regulations also state that longer periods of time may be appropriate in certain circumstances but a longer time period would not normally be considered acceptable by the councils, given the short term nature of advertisements relating to new development.

PPG19 (Outdoor Advertisements control 1992) specifically requires that Local Planning Authorities should have regard to the impacts of advertisements on the visual amenity of the immediate area where they are displayed.

In all cases but especially prior to the first signage being erected, the relevant council will encourage applicants to engage in pre-application discussions to ensure that applications for signage, when submitted, are generally acceptable.

### **Guidance**

#### 1. Marketing Strategy

Prior to, or in association with, any advertisement application, a “Marketing Signage Strategy” should be submitted to the relevant council which sets out and supports the overall approach to marketing signage for the whole site to which the advertisements will apply. This strategy should include a rationale for the location, size and amount of all proposed signage, including directional signage to individual sites and sales suites, signage on hoardings around construction sites, etc. The applicant needs in particular to justify that the amount of such signage is appropriate to its location and is not detrimental to local visual amenity and that such signage is of a high quality. More creative or artistic signage will be encouraged in the right location and depending on the information being conveyed.

#### 2. Locations

The Councils acknowledge that both the developer and house builders working on a single site may desire separate signage. Marketing signage promoting an entire development comprised of several phases will generally be limited to one sign for each principal site access point. Several signs marketing an entire development located at various positions before and after such access points or in other areas around a given site will generally not be supported, though smaller, individual house builder signs on specific parcels on a development site may be acceptable subject to size and location. This is in order to avoid a proliferation of signage for any one site or a cumulative proliferation of signage in one area advertising a number of sites. Signs should not be located on land or infrastructure within the control of the Highway Authority. Any signs on highway land will require separate permission from the Highway Authority and they may place any reasonable condition on any approval.

#### 3. Content

The main site developer should provide a location for future house builders to site their name and logo on the main site marketing sign. This will ensure that an undue proliferation of similar sized signage is not developed for each house builder on large sites, which in turn could cause a detrimental impact on local visual amenity (something the regulations seek to control as noted earlier).

It is acknowledged that the hoardings on which advertisements will be positioned are permitted development. However, developers should consider the colour used on the hoardings and as background for any advertisements to ensure it is appropriate for the surroundings. The inclusion of information boards and viewing windows should be considered for hoardings. Although the Councils have no control over the content of the signage, consideration should be given to being imaginative in respect of the content, taking into account suggestions and views of local residents. In particular, a sensitive approach should be taken in relation to naming of developments, coordinating with developers to encourage discussions with the local community at an early stage.

Signage should not include messages or information that is not simple and clear and easily absorbed by the passing motorist, for example long web addresses, mobile phone numbers or 'Call now on...'

4. Other – Street name plates

Another longer-term consideration in respect of signage is street name plates. Recent experience on some sites in the Cambridge area has shown that street name plates have been installed a number of years following the first occupations. This is too late in order to assist with helping create community cohesion or assisting with way finding early on in the life of a development. In future, the councils will seek to ensure street name plates and name plates on apartment blocks are installed very early on in the occupation of a given development. Developers should take in to account local history and consult with Parish Councils and residents groups on street naming prior to the submission of street names. The early involvement of both the County Council as Highway Authority and the Post Office is important to the successful delivery of street name plates. A joint protocol for street naming and numbering between Cambridge City Council and South Cambridgeshire District Councils has been agreed separately and is attached as Appendix A.





