

## LINBY PARISH COUNCIL

### ADVERTISING WITHIN A CONSERVATION VILLAGE GUIDANCE

The character of a Conservation Area can be seriously eroded through the installation of inappropriate signs. It is important to consider the building as a whole, using colours, materials and design that complement the existing and surrounding buildings and that respect the character of these designated areas. A proliferation of inappropriate signs can have a highly detrimental impact on the character of an area.

#### Materials:

Within a conservation area it is important to use materials that respect the character of their surroundings. Modern, shiny finishes such as acrylic and applied vinyl are rarely appropriate and can have a very detrimental effect on the area.

#### Colour:

Colour can be an important factor, when considering a proposal. Garish and fluorescent colours are very unlikely to be approved, as too are those that clash with the existing signage of adjacent buildings.

#### Positioning:

It is important that the position of a sign does not interfere with or disguise the buildings features which are part of the character of the building or area. Care should be taken to position wording and logos so that they complement the building above.

#### Illumination:

Illumination is not permitted within Conservation Areas other than for night-time users such as restaurants, pubs and medical supplies. Proposals for illumination other than for these uses will normally be rejected. Any lighting required for the acceptable uses, should be discreet and well placed so that it does not interfere with any residential use above or adjacent to a business. External lighting should be used rather than internal illumination which is unacceptable.