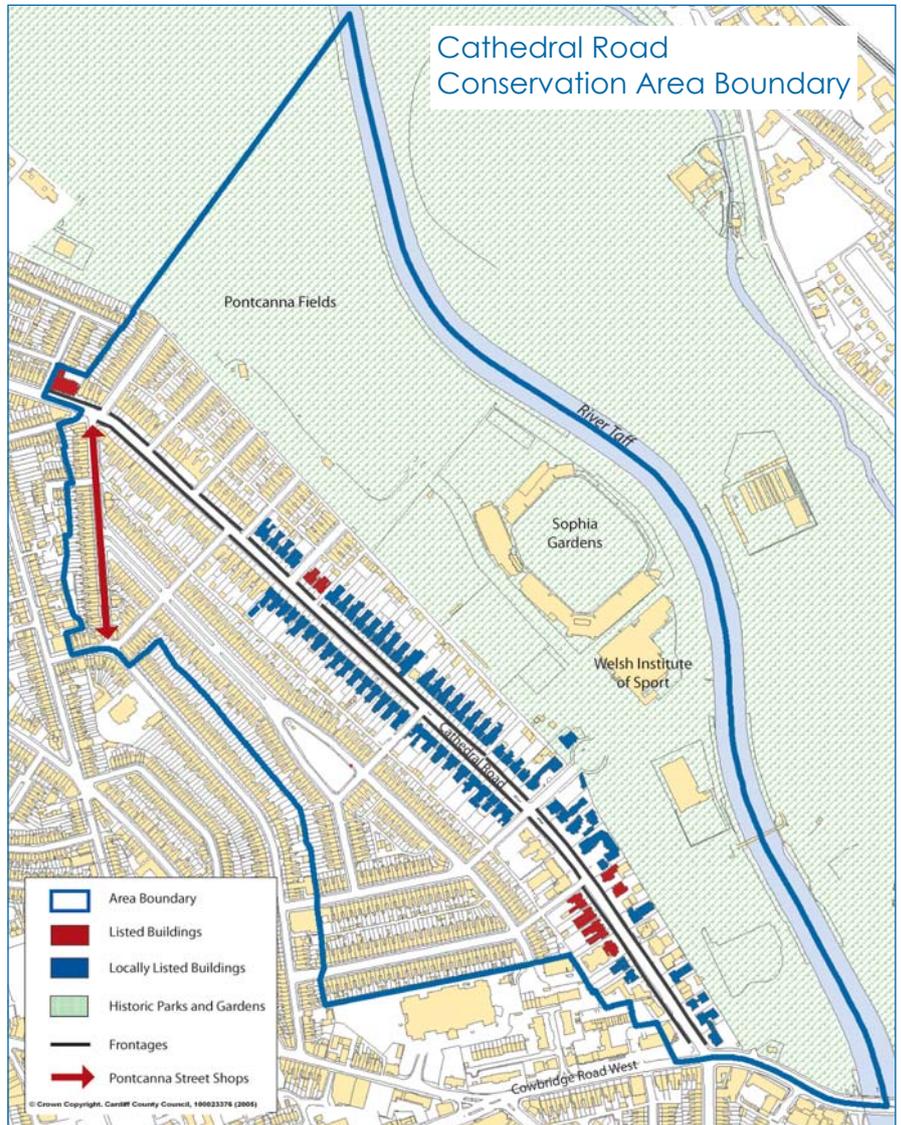


1. Background

Cathedral Road became a Conservation Area in 1972 and was extended in 2007.

Many of the buildings are either statutory Listed or Locally Listed which gives additional protection against development that may harm the special character of the buildings. The Conservation Area includes large areas of green space, most notably, Pontcanna Fields and Sophia Gardens which are registered Historic Parks.

This guidance applies to all buildings located within the Conservation Area and pays particular attention to the display of signs along the Cathedral Road. It supports the adopted Conservation Area Appraisal which recommends the removal of unauthorised signs, and the sensitive siting of new. [Cathedral Road Conservation Area Appraisal 2007]. The guidance follows advice within Welsh Office Circular 61/96. The Guidance was adopted by the Council on 1st Oct 2009.



[Click to view Committee Report](#)

2. General Principles

Signs should be for the public to locate the premises, and not be for general advertisement.

They should be:-

- Discrete
- Of high quality
- Sympathetic to the conservation area
- Limited in information

Fascia and Building Signs

- Signs must not obstruct architectural detailing or detract from a building's character.
- Signs must be restricted to ground floor level and be sensitively located.
- Projecting signs at all levels are unacceptable.
- Individual applied lettering above the main entrance is preferred.

Colour

- Loud and garish coloured signs are too dominant and will not be acceptable.
- The use of rich, dark colours, such as dark greens, reds, blues and black are in keeping with the buildings. Colour schemes should compliment the natural tones and materials of the building, including window frames and entrance doorways.

Illumination

- Internally illuminated signs are often too bright and, due to their modern appearance, would be unacceptable.
- External lighting by small floodlights or spotlights are generally acceptable. However, the lights must be small and carefully sited so as to only illuminate the signs not the entire building. The intensity should be sensitive to neighbours.
- Any switchgear and wiring should be hidden to ensure they are not visible.

Design

- Signs should be of a simple design. Additional features, such as iron work around the sign, are unacceptable as they can create a cluttered effect.
- Information should be restricted to the business or company name and the nature of business only.
- Bilingual signs are encouraged.
- Reflective material, i.e. plastic, should be avoided. The use of timber is preferred.
- Other structures attached to buildings such as flag poles with flags or plastic canopies incorporating adverts are unacceptable.

Size

- Only one forecourt sign for each property will be allowed.
- It should be set back at least 1m behind the front boundary wall or set in front of the bay window (so long as it does not obscure any of the architectural detailing).
- It must run parallel with the front boundary wall.

- Angled or double sided signs are unacceptable.
- The top of the sign should be no higher than 1.5m above ground level and should be rectangular in its layout.
- The display of either temporary or permanent banners attached to buildings, walls or railings are unacceptable.
- Signs are unacceptable on front or side boundary walls or pillars or on the pavement.

Agents Signs

- The size and number of sale or letting signs displayed will be strictly controlled in accordance with the government's advert regulations i.e. only one per property.

3. Examples of Unacceptable and Acceptable Design



4. How to Obtain Consent □■□■

If you are considering a new sign and would like advice, you are advised you to submit a pre-application enquiry at www.cardiff.gov.uk/planning.

Advertisement Consent may be required for the display of signs. Those without the necessary consent are illegal and may result in a prosecution with fines of up to £5000.

The display of signs on Listed Buildings will need Listed Building Consent regardless of whether advertisement consent is required.

Useful Reading ■□■□

Cardiff County Council

- Cathedral Road Conservation Area Appraisal – Cardiff (2007)
Appendix 1, Paragraph 17 (Sign Guidance)
- Shop front and Signs Guidance (1994)

Welsh Assembly Government

- Planning Policy Wales (2002)
Paragraph 4.5.2 (Control of Outdoor Advertisements)
- Technical Advice Note (TAN) 7: Outdoor Advertisement Control (1996)
Paragraph 16 (Advertisements in Conservation Areas)
Paragraph 18 (Listed Buildings and Ancient Monuments)
- Town and Country Planning (Control of Advertisements) Regulations 1992, as amended.
- Welsh Office Circular 61/96 (*Paragraphs 36-41*) 'Planning and the Historic Environment'. I

