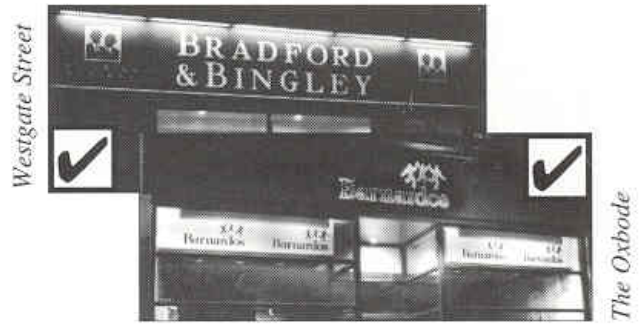
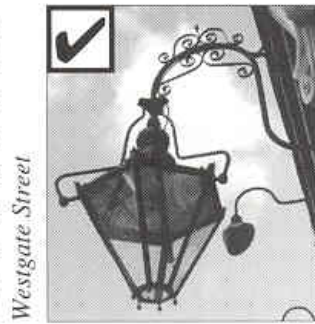


Illumination of Signs or Advertisements

External illumination of signs or advertisements on listed buildings and all buildings in conservation areas, will only be permitted where it can be demonstrated that it makes a positive contribution to the preservation and enhancement of that conservation area or listed building.



▲ *Lighting should always be sympathetic to the building and the street scene* ▲

The amount, type and design of illumination in all cases must be sympathetic to the building and the street scene. High quality halo, flood or strip lighting of required standards may be acceptable.



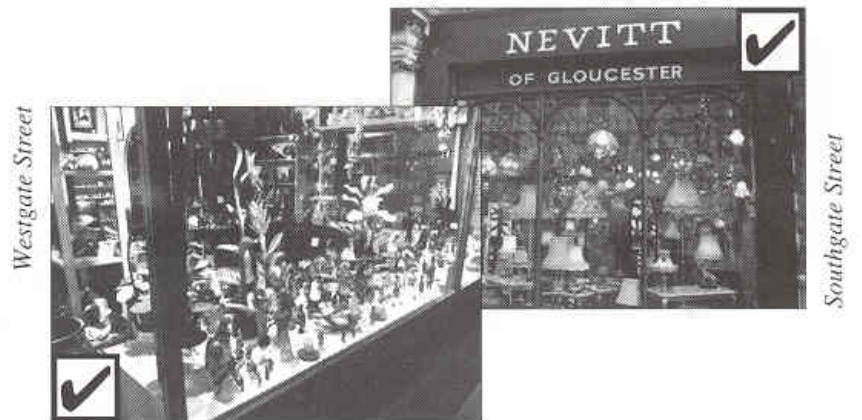
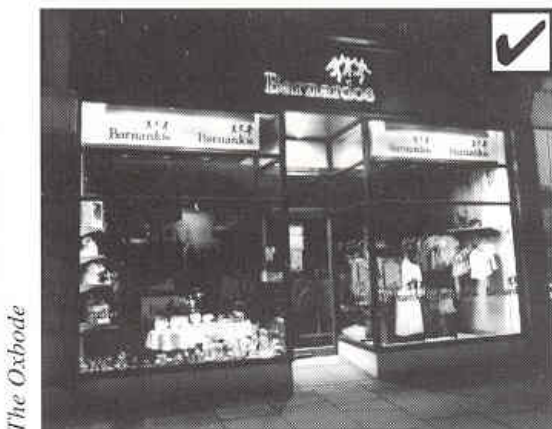
▲ *Internally illuminated fascias and projecting box signs will not be allowed within conservation areas or on listed buildings because they spoil the appearance of these special areas and properties* ▲

Internally illuminated fascias, lettering and projecting box signs will not be permitted within conservation areas or on listed buildings.

Where considered necessary, the City Council will take appropriate action to remove illumination from advertisements which does not have the required consent.

The use of internally illuminated shop window displays are encouraged as an alternative to illuminated signs. With care and imagination these can be an

excellent means of advertising goods or services during and outside shopping hours, and can provide good levels of street illumination.



▲ *Internally lit shop windows provide excellent advertisements, and sources of street illumination* ▲