



# PROTECTION OF MONUMENTS AND HISTORIC TOWNS



Erasmus+

# **PROTECTION OF MONUMENTS AND HISTORIC TOWNS**

## **RULES FOR OUTDOOR SIGNS AND ADS – PART II**

**BOGUSŁAW SZMYGIN**

**LUBLIN UNIVERSITY OF TECHNOLOGY**

# ADS: RULES AND GUIDELINES

## 8. Obscuring architectural features

Outdoor advertisements and signs should **not obscure architectural features** of the building including front displays, doors, windows, etc.

# ADS: RULES AND GUIDELINES

## 8. Obscuring architectural features

GOOD PRACTICE / DOBRE PRAKTYKI



SIGNBOARDS AND SIGNS  
DO NOT OBSCURE ARCHITECTURAL FEATURES

NOŚNIKI NIE PRZESŁANIAJĄCE DETALI I ELEMENTÓW  
WYSTROJU ARCHITEKTONICZNEGO



# ADS: RULES AND GUIDELINES

## 8. Obscuring architectural features



ADVERTISEMENTS AND SIGNS  
OBSCURE ENTIREFRONT DISPLAY; GARISH COLOURS

NOŚNIKI AGRESYWNE KOLORYSTYCZNIE  
I PRZEŚLANIAJĄCE CAŁĄ WITRYNĘ

### BAD PRACTICE / ZŁE PRAKTYKI



ADVERTISEMENTS AND SIGNS  
OBSCURE ARCHITECTURAL FEATURES

NOŚNIKI PRZEŚLANIAJĄCE  
ELEMENTY WYSTROJU ARCHITEKTONICZNEGO

# ADS: RULES AND GUIDELINES

## 9. Respecting street furniture and architectural elements

It is **forbidden** to fix **outdoor advertisements** and signs to **street furniture** and **architectural elements**, e.g. fences, roofs, shades, balustrades, covers

# ADS: RULES AND GUIDELINES

## 9. Respecting street furniture and architectural elements

### BAD PRACTICE / ZŁE PRAKTYKI



SIGNBOARD FIXED TO BALUSTRADE

NOŚNIK UMIESZCZONY NA BALUSTRADZIE BALKONU



ADVERTISEMENT FIXED TO CHURCH FENCE

NOŚNIKI NA OGRODZENIU KOŚCIELNYM

# ADS: RULES AND GUIDELINES

## 10. Maintaining appropriate distances

The distance between the external edge of an advertisement or sign and the edge of an architectural feature, window, or door should be **no less than 10 cm**



# ADS: RULES AND GUIDELINES

## 10. Maintaining appropriate distances

GOOD PRACTICE / DOBRE PRAKTYKI



KEEPING THE MINIMUM DISTANCE  
BETWEEN THE EDGE OF THE SIGNBOARD  
AND THE EDGE OF THE ARCHITECTURAL ELEMENT

ZACHOWANE MINIMALNE ODSTĘPY  
OD KRAWĘDZI ELEMENTU WYSTROJU



# ADS: RULES AND GUIDELINES

## 10. Maintaining appropriate distances



FAILING TO MAINTAIN THE APPROPRIATE DISTANCE BETWEEN THE EDGES

SZYLDY UMIESZCZONE BEZ ZACHOWANIA WŁAŚCIWEGO ODSTĘPU OD KRAWĘDZI ELEMENTU, NA KTÓRYM ZOSTAŁY PRZYMOCONANE

### BAD PRACTICE / ZŁE PRAKTYKI



# ADS: RULES AND GUIDELINES

## 11. High quality design and careful construction

All advertisements and signs should be **carefully constructed**, ought to be of **high-quality design** and should be made of **high-quality materials**

# ADS: RULES AND GUIDELINES

## 11. High quality design and careful construction

### GOOD PRACTICE / DOBRE PRAKTYKI



WELL-DESIGNED AND CAREFULLY CONSTRUCTED  
SIGNBOARDS MADE OF DURABLE MATERIALS

STARANNIE ZAPROJEKTOWANE I ESTETYCZNIE WYKONANE  
NOŚNIKI Z TRWAŁYCH MATERIAŁÓW



# ADS: RULES AND GUIDELINES

## 11. High quality design and careful construction

**BAD PRACTICE / ZŁE PRAKTYKI**



SIGNBOARDS MADE OF NON-DURABLE,  
LOW-QUALITY MATERIALS

SZYLDY WYKONANE Z NIETRWAŁEGO MATERIAŁU  
O NISKIEJ JAKOŚCI



# ADS: RULES AND GUIDELINES

## 12. Careful fixing

All advertisements and signs should be **installed carefully**. All fixings, supply cabling, etc. should be covered

# ADS: RULES AND GUIDELINES

## 12. Careful fixing

GOOD PRACTICE / DOBRE PRAKTYKI



WELL-FIXED ADVERTISEMENTS AND SIGNS;  
DISCREET FIXING

STARANNIE ZAMOCOWANE ELEMENTY,  
BEZ WIDOCZNYCH MOCOWAŃ

# ADS: RULES AND GUIDELINES

## 12. Careful fixing



VISUALLY UNATTRACTIVE ADVERTISEMENTS AND SIGNS;  
INDISCREET FIXING

NIESTARANNIE I NIEESTETYCZNIE  
ZAMOCOWANE NOŚNIKI REKLAMOWE

**BAD PRACTICE / ZŁE PRAKTYKI**



PRACOWNIA KRAWIECKA  
Szybko, Tanio i Solidnie  
Szycie sukienek



# ADS: RULES AND GUIDELINES

## 13. Selection of materials

Advertisements and signs should **not be made from mirrored or coloured glass, textiles, or vinyl** (except for temporarily commercial signage, e.g. banners)

# ADS: RULES AND GUIDELINES

## 13. Selection of materials

### BAD PRACTICE / ZŁE PRAKTYKI



DAMAGED AND FADED ADVERTISEMENTS  
AND SIGNS MADE OF NON-DURABLE,  
LOW-QUALITY MATERIALS

ZNISZCZONE I WYBLAKŁE NOŚNIKI,  
WYKONANE Z NIETRWAŁYCH MATERIAŁÓW  
NISKIEJ JAKOŚCI



# ADS: RULES AND GUIDELINES

## 14. Colours and illumination

The **illumination** of outdoor advertisements and signs should be restrained. **Harsh and gaudy colours** should be avoided, and the **number of colours** on a single advertisement or sign ought to be kept to a minimum (although this does not apply to the company logo). Low saturation is recommended. Lightreflecting and fluorescent displays are forbidden, as is the installation of neon signs or those producing changing visual effects, e.g. flash, pulsating, or phosphorescent light

# ADS: RULES AND GUIDELINES

## 14. Colours and illumination



UNACCEPTABLE DISPLAY OF ILLUMINATED ADVERTISEMENTS AND SIGNS IN A HISTORIC SHOP FRONT

NIEDOPUSZCZALNE ZASTOSOWANIE REKLAMY ŚWIETLNEJ W ZABYTKOWEJ WITRYNIE

### BAD PRACTICE / ZŁE PRAKTYKI



AGGRESSIVE ADVERTISEMENTS AND SIGNS; HARSH COLOURS

WIELOBARWNE, KRZYKLIWE NOŚNIKI, O AGRESYWNEJ KOLORYSTYCE

# ADS: RULES AND GUIDELINES

## 14. Colours and illumination

### GOOD PRACTICE / DOBRE PRAKTYKI



LOW-SATURATED COLOURS APPLIED  
IN SIGNBOARDS MATCH THE QUALITY  
AND CHARACTER OF THE TRADITIONAL ELEVATION

STONOWANA KOLORYSTYKA SZYLDÓW  
BARDZO DOBRZE KOMPONUJĄCA SIĘ  
Z ZABYTKOWĄ ELEWACJĄ



# ADS: RULES AND GUIDELINES

## 15. Respecting original features

In the event of preserving original elements of historical displays, signboards or lettering, it is recommended to **protect and conserve** them.

The **replication of historical advertisements** or signs (where this is possible) or designing a display relating to such advertisements and signs can often be highly successful

# ADS: RULES AND GUIDELINES

## 15. Respecting original features

GOOD PRACTICE / DOBRE PRAKTYKI



HISTORICAL ADVERTISEMENTS AND SIGNS  
(AFTER CARRYING OUT CONSERVATION WORKS)

HISTORYCZNE SZYLDY I REKLAMY  
(PO PRACACH KONSERWATORSKICH)

# ADS: RULES AND GUIDELINES

## 16. Positioning advertisements and signs in gate clearances and building vestibules

It is not allowed to display advertisements and signs so they **reduce the height and width of gate clearances**. Projecting signs are not permitted in vestibules. Furthermore, the display of these projecting signs is governed by the aforementioned rules, with the exception of Rule 4, 5, and 9



# ADS: RULES AND GUIDELINES

## 16. Positioning advertisements and signs in gate clearances and building vestibules

### BAD PRACTICE / ZŁE PRAKTYKI



UNRELATED, LARGE, BRIGHTLY COLOURED ADVERTISEMENTS  
CONSTRUCTED OF NON-DURABLE MATERIALS

NOŚNIKI O ZBYT DUZYCH ROZMIARACH, NIEJEDNOLICONE,  
O AGRESYWNEJ KOLORYSTYCE, WYKONANE  
Z NIETRWAŁYCH MATERIAŁÓW



ADVERTISEMENT REDUCES  
THE HEIGHT OF THE GATE CLEARANCE

NOŚNIK OGRANICZAJĄCY  
WYSOKOŚĆ PRZEŚWITU BRAMNEGO





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