















PROTECTION OF MONUMENTS AND HISTORIC TOWNS



PROTECTION OF MONUMENTS AND HISTORIC TOWNS

RULES FOR OUTDOOR SIGNS AND ADS - PART II

BOGUSŁAW SZMYGIN

LUBLIN UNIVERSITY OF TECHNOLOGY

8. Obscuring architectural features

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

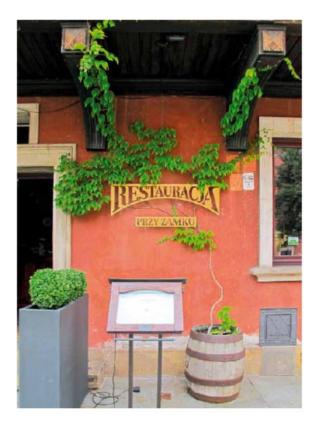
8. Obscuring architectural features

GOOD PRACTICE / DOBRE PRAKTYKI



SIGNBOARDS AND SIGNS DO NOT OBSCURE ARCHITECTURAL FEATURES

NOŚNIKI NIE PRZESŁANIAJĄCE DETALI I ELEMENTÓW WYSTROJU ARCHITEKTONICZNEGO



8. Obscuring architectural features



ADVERTISEMENTS AND SIGNS OBSCURIE ENTIREFRONT DISPLAY; GARISH COLOURS

NOŚNIKI AGRESYWNE KOLORYSTYCZNIE I PRZESŁANIAJĄCE CAŁĄ WITRYNĘ





ADVERTISEMENTS AND SIGNS OBSCURE ARCHITECTURAL FEATURES

NOŚNIKI PRZESŁANIAJĄCE ELEMENTY WYSTROJU ARCHITEKTONICZNEGO

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

9. Respecting street furniture and architectural elements



NOŚNIK UMIESZCZONY NA BALUSTRADZIE BALKONU

ADVERTISEMENT FIXED TO CHURCH FENCE

NOŚNIKI NA OGRODZENIU KOŚCIELNYM

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

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



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 PRZYMOCOWANE

BAD PRACTICE / ZŁE PRAKTYKI



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**

11. High quality design and careful construction

GOOD PRACTICE / DOBRE PRAKTYKI

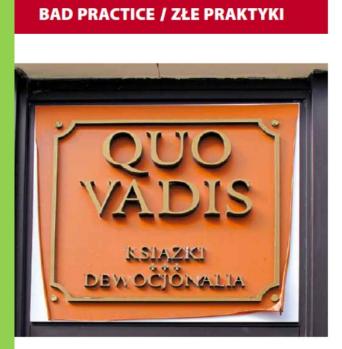


WELL-DESIGNED AND CAREFULLY CONSTRUCTED SIGNBOARDS MADE OF DURABLE MATERIALS

STARANNIE ZAPROJEKTOWANE I ESTETYCZNIE WYKONANE NOŚNIKI Z TRWAŁYCH MATERIAŁÓW



11. High quality design and careful construction



SIGNBOARDS MADE OF NON-DURABLE, LOW-QUALITY MATERIALS

SZYLDY WYKONANE Z NIETRWAŁEGO MATERIAŁU O NISKIEJ JAKOŚCI



12. Careful fixing

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

12. Careful fixing

GOOD PRACTICE / DOBRE PRAKTYKI

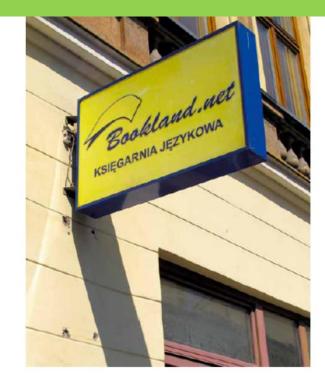




WELL-FIXED ADVERTISEMENTS AND SIGNS; DISCREET FIXING

STARANNIE ZAMOCOWANE ELEMENTY, BEZ WIDOCZNYCH MOCOWAŃ

12. Careful fixing



VISUALLY UNATTRACTIVE ADVERTISEMENTS AND SIGNS; INDISCREET FIXING

NIESTARANNIE I NIEESTETYCZNIE ZAMOCOWANE NOŚNIKI REKLAMOWE

BAD PRACTICE / ZŁE PRAKTYKI



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)

13. Selection of materials





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

ZNISZCZONE I WYBLAKŁE NOŚNIKJ, WYKONANE Z NIETRWAŁYCH MATERIAŁÓW NISKIEJ JAKOŚCI



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

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

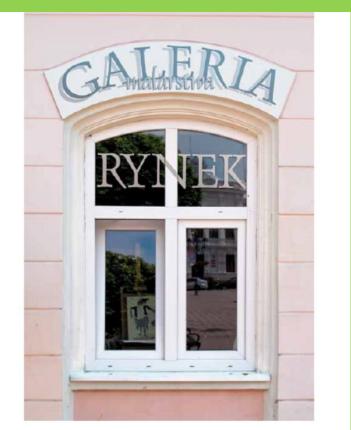
14. Colours and illumination





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

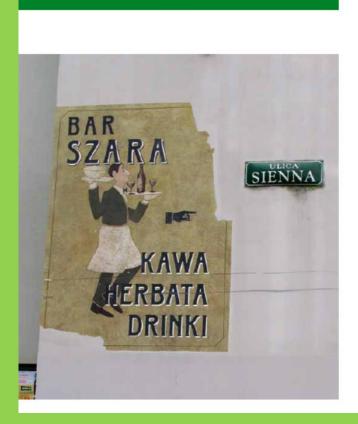


15. Respecting original features

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

15. Respecting original features

GOOD PRACTICE / DOBRE PRAKTYKI





HISTORICAL ADVERTISEMENTS AND SIGNS (AFTER CARRYING OUT CONSERVATION WORKS)

HISTORYCZNE SZYLDY I REKLAMY (PO PRACACH KONSERWATORSKICH)

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

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

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



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

NOŚNIKI O ZBYT DUŻYCH ROZMIARACH, NIEUJEDNOLICONE, O AGRESYWNEJ KOLORYSTYCE, WYKONANE Z NIETRWAŁYCH MATERIAŁÓW



ADVERTISEMENT REDUCES THE HEIGHT OF THE GATE CLEARANCE

NOŚNIK OGRANICZAJĄCY WYSOKOŚĆ PRZEŚWITU BRAMNEGO





Project "SURE - Sustainable Urban Rehabilitation in Europe" implemented in frames of Erasmus+ Programme Key Action 2: Strategic Partnership Projects Agreement n° 2016-1-PL01-KA203-026232

This publication has been funded within support from the European Commission.

Free copy.

This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Co-funded by the Erasmus+ Programme of the European Union







Project "SURE - Sustainable Urban Rehabilitation in Europe" implemented in frames of Erasmus+ Programme Key Action 2: Strategic Partnership Projects Agreement n° 2016-1-PL01-KA203-026232

