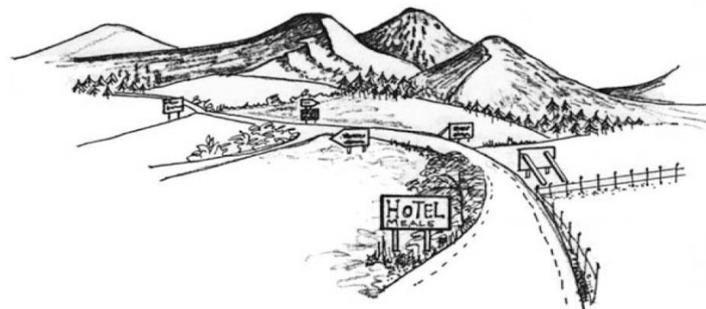


## INTRODUCTION

The detrimental effect which the uncontrolled erection of advertisements<sup>1</sup> and signs can have upon the appearance of rural areas<sup>2</sup>, particularly the open countryside, resulted in Local Planning Authorities controlling the erection of advertisements and signs by the introduction of legislation in 1948.

However, not unnaturally and particularly during times of economic recession, businesses located within rural areas especially those geared primarily towards the attraction of tourists or general passing trade, wish to make their presence known by signing. In many cases some signing is necessary for visitors to be able to locate these businesses. Therefore, such signing serves a valuable dual function.

On the other hand, rural areas are a sensitive asset and excessive signing can be visually very harmful, ultimately acting as a deterrent to visitors and holidaymakers alike. Police Scotland are also concerned that excessive signing can be a traffic hazard. Therefore, it is for the Planning Authority to secure a reasonable balance between the interests of associated businesses and its duty to protect and whenever possible retain and/or enhance the attractiveness of rural areas which are a significant tourist asset.



CLEAR OR CLUTTERED?



<sup>1</sup> Advertisement: Any word, letter, model, sign, placard, board, notice, device or representation which is in the nature of an advertisement, announcement or direction.

<sup>2</sup> Rural Area: As identified within the Angus Local Development Plan, the rural area of Angus is defined as the area outwith the development boundaries of the seven towns (Arbroath, Brechin, Carnoustie, Forfar, Kirriemuir, Monifieth and Montrose). It comprises the four Rural Service Centres (Edzell, Friockheim, Letham and Newtyle), a range of other smaller settlements and the open countryside (which is the area outwith any defined development boundaries).

## SIGNS WITHIN CURTILAGE

This section applies to both tourist and non-tourist related signs within the open countryside.

- (a) Institutions of a recreational, medical, hotel, club or hostel use etc do not require approval up to 1.2 square metres for purposes of identification.

Advice – signs larger than 1.2 square metres may be acceptable if the Planning Authority considers that the scale of the operation in terms of buildings etc could absorb a larger sign with little adverse environmental impact. In such instances, signs up to 2.5 square metres may be acceptable with an absolute maximum size of 4.5 square metres.

- (b) Farm produce or sales signs do not have any specific exemption.

Advice – signs up to 0.9 square metres for a temporary period only and of a professional appearance will be acceptable. However, larger signs will be considered on their merit with due attention being made to their environmental impact.

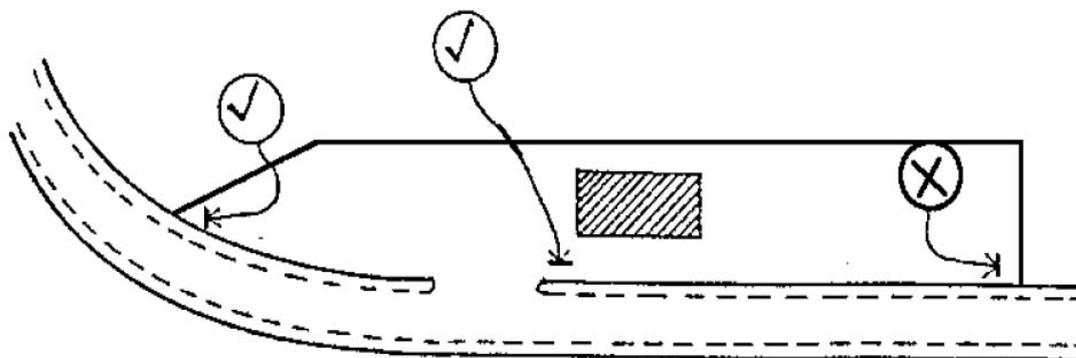
- (c) Other signs on business premises, if attached to the face of a building, are deemed to have consent if they occupy no more than one-twelfth of the area of that face; are no higher than 3.6 metres; and the letter size does not exceed 0.3 metre. Within the forecourt of such business premises a single sign not exceeding 4.5 square metres is permitted.

Advice – normally no larger than the permitted size will be acceptable unless the Planning Authority is satisfied that a larger sign can be absorbed with little adverse environmental impact. However, such instances are likely to be very rare within the open countryside.

Number of Signs: the advice above refers to each road onto which a building or business premise has a frontage i.e. two road frontages permits one sign on each. However, additional signs may be granted advertisement consent where:

- (a) the business concerned is involved in two or more activities e.g. petrol station and cafe, restaurant and craft shop etc. Two signs may be permitted or a single, larger sign may be justified;

- (b) an access may represent a potential safety hazard, a second and if deemed necessary, a third advance/warning sign (maximum 1.5 square metres) may be permitted; and



- (c) smaller signs are necessary for information or internal direction purposes e.g. the various bars and lounges of a public house or hotel etc. However, smaller signs should be kept to a minimum and their size will be strictly controlled. Smaller signs advertising commercial products will be discouraged and only where they can be fully substantiated as being necessary for the successful operation of the undertaking will they be considered acceptable. This will also apply to supplementary plates (e.g. Access, Barclaycard etc).

## SIGNS OUTWITH CURTILAGE

### Tourist Destinations

All tourist destinations<sup>3</sup> that meet the qualifying criteria are able to apply for formal white on brown tourist signs for directional purposes. This provides an opportunity for eligible tourist destinations to erect high quality signs that are nationally recognised. The scheme is facilitated by VisitScotland who are only responsible for approving eligibility to apply for signage and are not responsible for approving advertisement consent.

<sup>3</sup> Tourist Destination: A tourist destination as defined by "The Traffic Signs Regulations and General Directions 2016", means (a) a tourist information centre or point; (b) a permanently established attraction or facility (other than a leisure facility) which – (i) attracts or is used by visitors to an area; (ii) is open to the public without prior booking during its normal opening hours; and (iii) is recognised as a tourist attraction or facility by the appropriate national promoter of tourism; (c) a village, town or city that is of particular interest to tourists; and (d) a route that is of particular interest to tourists.

The list below is not exhaustive but gives an indication of the types of tourist destinations eligible to apply for formal white on brown tourist signs:

<b>Tourist attractions include:</b>	<b>Tourist facilities include:</b>
Visitor centres	Hotels
Historic buildings and properties	Guesthouses
Ancient monuments	Bed & Breakfasts
Museums	Restaurants
Parks and gardens	Holiday parks
Natural attractions (such as nature reserves, beaches, picnic sites and viewpoints)	Caravan and camping parks
Tourist shops	Youth hostels
Leisure/sports centres	Visitor information centres
Golf courses	Visitor participation establishments (e.g. potteries and cook schools etc)

Establishments primarily acting as retail outlets (including retail parks and shopping centres) are only eligible for formal white on brown tourist signs if they are recognised by VisitScotland as a 'tourist shop' through the Visitor Attraction Quality Assurance Scheme in addition to meeting all the other relevant criteria.

With the adoption of the above scheme, the Council's advice for tourist destinations covered by the scheme will be as follows:

- (a) proof of membership of the VisitScotland Visitor Attraction Quality Assurance Scheme;
- (b) tourist destinations eligible for signs under the VisitScotland Visitor Attraction Quality Assurance Scheme will not be granted advertisement consent to erect any other type of sign outwith the curtilage of the business premise; and
- (c) replacements for existing formal white on brown tourist signs must be a similar formal white on brown tourist sign. Advertisement consent will not be granted for any other type of replacement sign.

## Non-Tourist Destinations

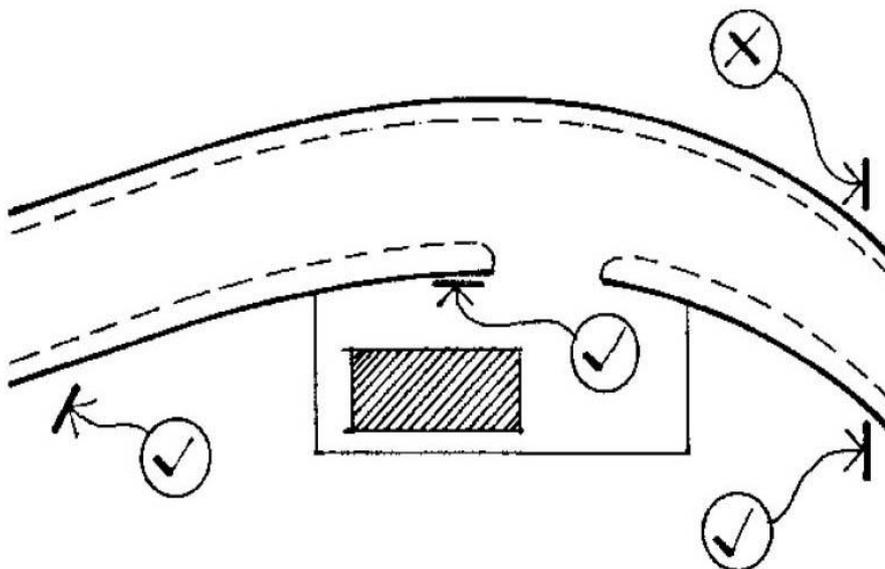
The VisitScotland Visitor Attraction Quality Assurance Scheme will result in more signs being erected within the open countryside. However, these signs will be of a consistent appearance and will be constructed to a high standard which should ensure that they avoid the cluttered and untidy appearance that can result from the provision of numerous assorted often poorly made and sited individual signs.

As a general rule directional signing for non-tourist destinations will only be sympathetically considered where an ever changing clientele or passing trade is involved or where business premises are particularly difficult to locate.

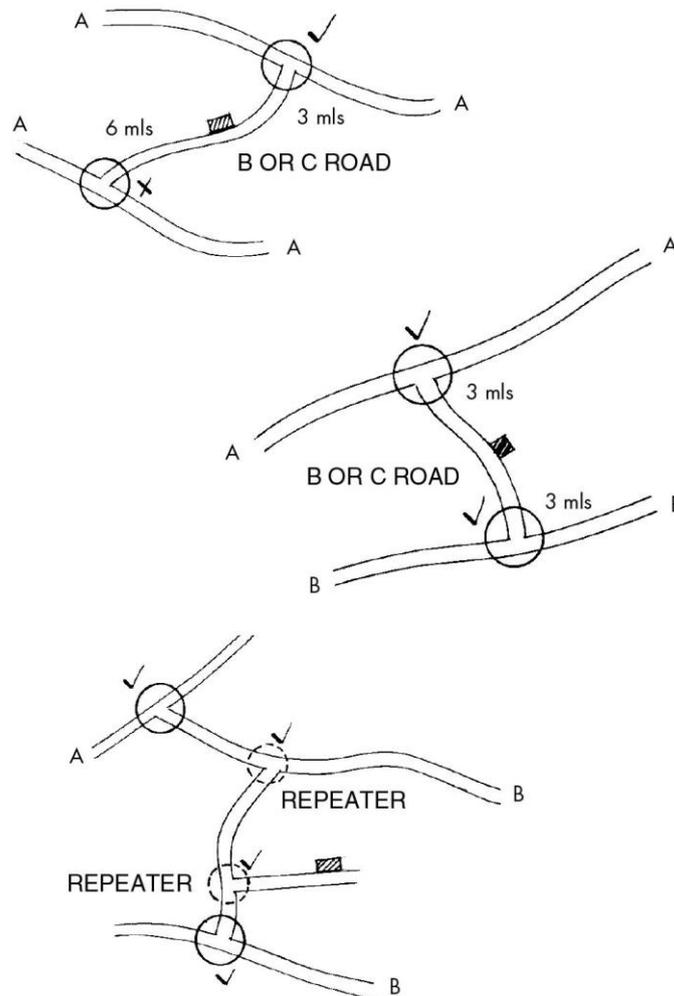
There are no examples of deemed advertisement consent for signs erected outwith the curtilage of business premises. Therefore, any such sign (usually for directional purposes) will require advertisement consent. The Council's advice regarding such proposals will be as follows:

- (a) business premises on 'A' class roads – as these business premises are readily seen and can be identified by signing within the curtilage, advertisement consent for signs outwith the curtilage will normally not be acceptable. An exception may be made for advance warning in circumstances when the Planning Authority considers that there is a potentially dangerous access into business premises. The maximum size will rarely exceed 1.5 square metres, should be of horizontal proportions and with a maximum height (top of sign) of 2.5 metres.

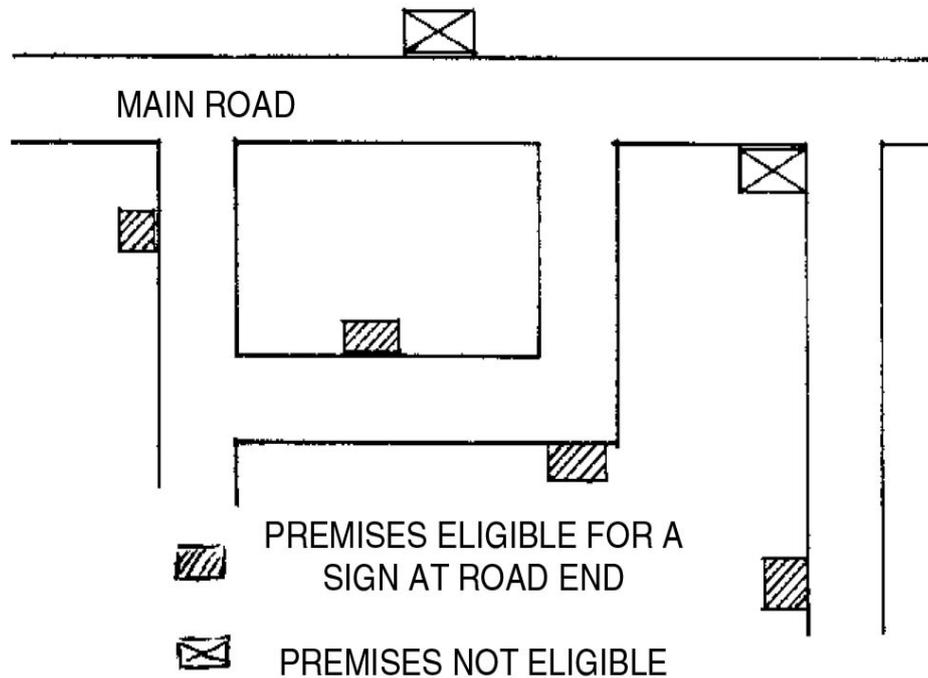
Where a trunk road is involved, any proposal must be acceptable to the Trunk Roads Authority. Accordingly, the above criteria may vary in respect of the A90.



- (b) business premises on other roads – discrete advance signing along/from a main road indicating the presence of a business premise etc some distance away, may receive advertisement consent if the Planning Authority considers that that business justifies such signing e.g. if it is considered to be heavily dependent upon passing trade. Normally a single sign at an appropriate road end (junction with an A or B class road) will be considered acceptable but where a business premise is particularly difficult to locate, further (smaller) repeater signs may be considered acceptable. The business premise must be located within the open countryside and be no more than four miles from the first or only sign. The advance sign should be no larger than 1 square metre, repeater signs a maximum of 0.2 square metre, height (top of sign) shall not exceed 2.5 metres and content of sign should be minimal (name, service and direction/distance etc).



- (c) signs in rural services centres and other smaller settlements – non-tourist destinations located within these areas may be permitted a single directional sign where the following criteria are met:
- (i) business premises must appeal to passing visitor trade;
  - (ii) must be located off the main road or roads and be easily missed;
  - (iii) the business must not be operated from residential premises; and
  - (iv) size shall not exceed 0.3 square metre and must be located at the road end.



## IMPORTANT NOTES

- (a) A well designed and professionally produced sign is more likely to receive advertisement consent than a free-hand scrawl.
- (b) Signs should not incorporate too much information and must be easily read from a moving vehicle.
- (c) Signs should not conflict with or detract from official traffic signs due to their location, size, design or colour.
- (d) It is an offence under the Roads (Scotland) Act 1984 to place signs on verges, official traffic signs, trees, milestones or other structures.
- (e) The owners' permission must always be obtained before erecting signs within rural areas.

## ADVERTISEMENT CONSENT NOT REQUIRED

Below is a synopsis of advertisements for which advertisement consent is not required:

### 1. Relating to Land on which Displayed:

- (a) for the purpose of identification, direction or warning (0.2 square metre maximum).
- (b) relating to any person, partnership or company carrying on a profession, business or trade at the business premises. Limited to one (0.3 square metre maximum) per person etc or two if accesses onto different roads.
- (c) relating to any institution of a religious, cultural, educational, recreational or medical use or to any hotel, public house, block of flats, club, boarding house or hotel. Limited to one advertisement (1.2 square metres maximum) or two if accesses onto different roads.

### 2. Certain Temporary Signs:

- (a) referring to the sale or letting of land or buildings (2 square metres maximum), sale of goods or livestock not on a regular basis (1.2 square metres maximum), building works (2 square metres maximum) and announcement of local events (0.6 square metre maximum).

### 3. On Business Premises:

- (a) relating to the business or activity carried on, goods sold or services provided, name and qualifications of person carrying out the business. There are restrictions on the area of any building which can be covered (generally one twelfth); size of letters etc (0.3 metre); height above ground (3.6 metres); or in the case of a forecourt location, maximum size of 4.5 square metres.

### 4. Election Notices, Statutory Advertisements and Traffic Signs:

- (a) any advertisement relating specifically to a pending Parliamentary, European Assembly or Local Government election, not being an advertisement to which sub-paragraph (b) below applies.
- (b) advertisements required to be displayed by an enactment for the time being in force, or by Standing Orders of either House of Parliament, including advertisements the display of which is so required as a condition of the valid exercise of any other power, or proper performance of any function, given or imposed by an enactment.
- (c) advertisements in the nature of traffic signs employed wholly for the control, guidance or safety of traffic, and displayed in accordance with an authorisation given by the Secretary of State or by the appropriate Roads Authority or Police Scotland.

## 5. Miscellaneous:

- (a) advertisements not readily visible from outside the curtilage; within a building; on a vehicle (employed as a moving working vehicle); or forming part of the building fabric.

## STANDARD CONDITIONS

The standard conditions applicable to the display for which advertisement consent is approved are as follows:

- (a) all advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Planning Authority.
- (b) any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Planning Authority.
- (c) where any advertisement is required under the Regulations to be removed, the removal thereof shall be carried out to the satisfaction of the Planning Authority.
- (d) before an advertisement is displayed on land, the permission of the owner of that land or other person entitled to grant permission shall be obtained.