



# DISPLAY OF ADVERTISEMENT GUIDANCE 2022



Renfrewshire  
Council

Advertisements and signage provide information related to goods and services. They are often designed to be eye-catching and can enliven the street scene. However, they can also have an impact on the character and appearance of an area resulting in a cluttered and unattractive environment..

It is important that adverts and signage are well designed and do not have a detrimental impact on the surrounding area.

This guidance supports the Renfrewshire Local Development Plan (2021) and New Development Supplementary Guidance (2022) and provides best practice design advice which requires to be considered in the preparation advertisement proposals.

It also sets out the circumstances where advertisements can be displayed with Deemed Consent (application for display of advertisement is not required).

### **Advertisement Consent**

Where advertisement consent is required, applicants are advised to discuss their proposals with the Council at an early stage of the application process.

Depending on their location, advertisements may also require consent from the roads authority and/or Listed Building Consent.

Applications for advertisement consent are assessed in relation to **public safety** and **amenity**.

### **ASSESSMENT OF ADVERTISEMENTS**

- **Amenity** covers the impact that the signage will have on the appearance of a building and on the visual amenity of the surrounding area.

Advertisements, either individually or cumulatively, should not have a detrimental impact on the character or appearance of a building or locality where it is displayed.

The Roads (Scotland) Act 1984 makes it an offence to place anything on a public road without the consent of the roads authority.

- **Public safety** refers to the potential impact of signage on transport and traffic (including pedestrians). Attention should be given to the potential impact of the advertisement upon pedestrian and vehicular safety in terms of them being distracting, confusing, hazardous or dangerous.

## Deemed Consent

Certain types of advertisements do not need permission under current planning regulations. Consent will normally be required for most illuminated signs, advertisements using special structures for display such as poster hoardings and large signs or those positioned high up on buildings.

The following page provides guidance on two common types of advertisement which can be displayed without consent. For a full list of advertisements which can be displayed without consent please see Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984 (as amended) or its replacement.

*The sign **MUST** relate to the business or activity being carried out, the goods sold or the services provided or the name and qualification of the person supplying the goods or services from the premises.*

### Non- illuminated fascia sign with 'deemed consent'



Maximum height of letters or figures must not exceed 0.75m

Highest part of advert must not exceed bottom of first floor of the building or wall on which it is displayed or if lower, 4.6m above ground level

The advertisement will be displayed on a wall that contains a window

### Illuminated fascia sign with 'deemed consent'



Sign must be displayed on external face of the shop front and parallel to that face

Each character of the advert must be individually illuminated from within, the background must remain non-illuminated

The advert must not include any moving feature or animation and must not be illuminated intermittently

No part of the advert will be less than 2.5m above ground level or above 4.6m above ground level

The advertisement will be displayed on a wall that contains a window

No part of the advert will project more than 0.25m from the face of the wall on which it is displayed

## Assessing an Application for Advertisement Consent

Adverts must be well designed, displayed properly, safe, and fit in with the surrounding area.

When considering an application for advertisement consent, the following will be considered:

- Size;
- Design / Colour;
- Materials;
- Lettering;
- Illumination;
- Fixtures /Fittings;
- Location;
- Potential impact;
- Pedestrian and road safety; and,
- Visual impact on landscape and townscape.

Advertisements require to relate well to the function and use of the building or structure on which they are displayed.

Advertisements on existing buildings should reflect the characteristics of that building and be appropriate in terms of scale, proportion, materials and design.

Where a free standing sign is proposed, its relationship to buildings and the surrounding area and landscape will be considered.

### **Renfrewshire Council will not permit any advertisement which:**

- Is considered to have a detrimental impact on the character of a building or the visual amenity of the surrounding area;
- Obstructs the view of any bend, corner or road junction;
- Impacts on the visibility of any traffic sign or signal;
- Acts as a distraction to road users;
- Obstructs or causes a danger to any road user or pedestrian/cyclist;
- Causes any other hazard to public safety; and,
- Causes or exacerbates visual clutter in towns, villages and countryside.

The following guidance should be adhered to when considering proposals for advertisements.

## Commercial Properties

Advertisements require to be restricted to ground floor level.

### Fascia Signs

#### Dos

- ✓ Be restricted to the principal frontage;
- ✓ Be of a material and colour that matches or compliments the design and colours of the frontage;
- ✓ Be of a sympathetic scale to the rest of the frontage and reflect the character of the building and the area into which it is set;
- ✓ Sit as flush as possible with the external face of the building;
- ✓ Where possible, be located in the fascia zone;
- ✓ Only contain the name and type of the business;

#### Don'ts

- ✗ Dominate the frontage;
- ✗ Contain additional signage or adverts below the main fascia or pilasters;
- ✗ Take the form of a box sign;
- ✗ Hide any architectural feature of the building.

## Projecting Signs

Proposals need to consider:

#### Dos

- ✓ Be located at fascia level on a building and relate in design, materials and finish to other approved sign on the building;
- ✓ Be positioned at the end of a fascia;
- ✓ Be in keeping with the design of the shopfront and the overall design of the building;

#### Don'ts

- ✗ Obscure or conflict with existing architectural detail;
- ✗ Advertise individual products.

## Supplementary Signs

Supplementary signs are any signage displayed beneath the building's original fascia level. Proposals need to consider:

#### Dos

- ✓ Clearly secondary and complementary to the main signage;
- ✓ Have well designed lettering fixed to the glass of a frontage;

#### Don'ts

- ✗ Obscure the display of a shop window or create visual clutter.

## Shop Canopies

Canopies are a traditional feature on shopfronts. Well-designed canopies can form an attractive and practical contribution to the street scene. Proposals need to consider:

### Dos

- ✓ Preference will be given to the use of canopies which retract into the frontage when not required;
- ✓ They should have discrete logos or signage that relates to the design of the shopfront;

### Don'ts

- ✗ The use of fixed canopies which do not form a part of the frontage design, and which are constructed in unsympathetic materials, for the purpose of advertisement, will be discouraged.

## Advertisements for upper floor uses

Upper floor shops and businesses do not have the same advertising space as a traditional ground floor shopfront, including not having a fascia to advertise the name of the business.

Suitable signage includes:

### Dos

- ✓ A plaque at the ground floor entrance which is positioned so that it does not conflict with others or with ground floor uses. A communal plaque should be used where there are a number of different businesses;

### Don'ts

- ✗ It will be generally unacceptable for such uses to advertise by using a fascia board;
- ✗ Illuminated signs, regardless of the form of illumination will be unacceptable above ground floor level.

## Advertisements on Business and Industrial Premises

The nature of such premises is that, particularly on modern buildings, there is an absence of a designated area for signage. It is therefore important that this issue be addressed when considering proposals for new development. Proposals need to consider:

### Dos

- ✓ Signage will generally be restricted to one per elevation, and to the company name, the nature of the business, where appropriate;
- ✓ The size, design materials and position of signs should be appropriate to the scale and design of the building;
- ✓ Where illumination is acceptable, preference will be given to external lighting by way of discreet spotlights or to trough lighting, restricted to the extent of the lettering or logo.

## Illuminating Adverts

Excessive or unnecessary use of illumination can harm visual amenity and result in light pollution. Illumination should be confined to what is reasonably required to fulfil the purposes of the advertisement only. Proposals need to consider:

### Dos

- ✓ Illumination will generally be appropriate in commercial and mixed use areas and will be subject to more scrutiny in predominantly residential/rural areas or streets to ensure there is no detrimental effect on amenity or public safety;
- ✓ There should be no more than one illuminated fascia sign and one projecting sign on each fascia of a building;

### Don'ts

- ✗ Internally illuminated box signs and strip lighting are not encouraged. Alternative lighting features for fascia signage which is more complimentary and sympathetic to the surrounding environment including halo illumination are promoted.

## Advertisements in Conservation Areas and Listed Buildings

Any proposal for an advertisement or signage within a conservation area or listed building should be discussed early with the Council's Development Management Section.

The erection of a new sign or advert of any size on or attached to a listed building will require listed building consent as it is considered to be an alteration that affects its character as a building of special architectural or historic interest.

An application for listed building consent will consider whether the proposal would be in keeping with the character of the building.

If well designed and sited, advertisements can make a positive contribution to high streets in conservation areas.

Generally, Paisley Town Centre Conservation Area which contains a number of commercial streets will be able to accommodate a wider range of signage than conservation areas which are mainly residential or have a village like feel.

Signs in conservation areas and on listed buildings should be:

### Dos

- ✓ Individually designed to relate to the character of the area or building in respect of their size, scale, location, materials, design, illumination and finish;

- ✓ Of materials of traditional appearance in matching, or complimentary colours. The use of projecting individual letters of an appropriate design and finish may also be considered acceptable;
- ✓ Preference will be given to external lighting by way of discreet spotlights, halo lighting or to trough lighting, restricted to the extent of the lettering or logo.

### Free Standing Signs

Carefully designed and located signs in pedestrian areas or other busy places, are often acceptable. Proposals need to consider:

#### Dos

- ✓ Within the curtilage of business or commercial premises but with only one sign on the road outside;
- ✓ At the entrance to a business from the public road, as long as it has its own vehicle access;

#### Don'ts

- ✗ On or overhanging the road verge;
- ✗ Be detrimental to the visual amenity and character of the area in which it is located;
- ✗ At junctions if they impact on traffic safety.



## Advertisement Hoardings

Hoardings are large display boards or signs. They are generally acceptable in principle within town centres, commercial and industrial areas. Proposals need to consider:

### Dos

- ✓ Positively contribute to the street scene;
- ✓ Include a high standard of landscape setting including fencing where appropriate;
- ✓ Only use illumination within urban areas and should be the minimum level consistent with the surrounding level of illumination.

### Don'ts

- ✗ As they can be intrusive and over dominant features in the street scene they are unlikely to be acceptable in residential and rural areas;
- ✗ Avoid having a grouping of hoardings in any area or street;
- ✗ Conflict with road signs or cause distractions especially if they incorporate moving elements which may be hazardous to pedestrians or traffic safety;
- ✗ Hoardings will not be acceptable within conservation areas or on listed buildings.

## Advance Signs

Within towns and villages, permanent advance signage is not considered necessary. Road safety is a major consideration and any advanced signage will be refused if its create any road safety issues.

## Digital Advertising

Digital and electronic advertising has the potential to reduce the amount of advertising clutter through the display of multiple advertisements from the same advert apparatus. Examples of this are in shopping areas, at the side of the road and at bus stops. Proposals need to consider:

### Dos

- ✓ Be of appropriate scale, fitting in with its surroundings;

### Don'ts

- ✗ Have an adverse impact on amenity a residential area;
- ✗ Conflict with road signs or cause distractions especially if they incorporate elements which may be hazardous to pedestrians or traffic safety;
- ✗ Attached to a listed building or be within or adjacent to a conservation area.

## Roundabout Adverts

Proposals need to consider:

### Dos

- ✓ Be proportionate to the size of the roundabout and not inhibit any traffic or be a distraction to a driver;
- ✓ Have letters on signs that are clear and contain as little information as necessary;

### Don'ts

- ✗ Not block any road signs on the roundabout;
- ✗ Avoid colours that could cause anyone to confuse an advertising sign with a traffic signal or road sign;
- ✗ Avoid creating visual clutter.

## Mobile Advertising

Advertisements on trailers and other moveable objects placed in both rural and urban roadside locations will not be considered acceptable as they can be detrimental to road safety.

## Temporary Advertising

Temporary site hoardings, including adverts on scaffolding, should only be used where it can be shown that they are temporarily screening an unsightly site or redevelopment site or permanently screening an unsightly use.

## Submitting an Application for Advertisement Consent

An application for Advertisement Consent should be made on the appropriate form available from eDevelopment <https://www.eplanning.scot/ePlanningClient/default.aspx>

Applications should be accompanied by:

- A scale plan that identifies the location of the site by reference to at least two named roads;
- A scale drawing that clearly identifies the proposed position where the advertisement(s) will be displayed on the building or structure. This should be at 1:50 or 1:100 scale. Where the advertisement is to project from the face of the building, a scale section drawing should be submitted to show the extent of projection;
- Individual drawings or illustrations of the proposed advertisement(s), either to larger scale (1:10 or 1:20) or with all metric dimensions clearly marked. Where the proposed sign is a shop fascia, this should include a scale section through the fascia showing the projection of any sign, board, letters or blind box;
- Full details, for each sign, of the proposed materials, finishes, colours, means of fixture and method and extent of illumination (where proposed).

## Contact Information

If you would like further information or have an enquiry about submitting a planning application please contact:

Email: [dc@renfrewshire.gov.uk](mailto:dc@renfrewshire.gov.uk)

Phone: 0300 300 0144