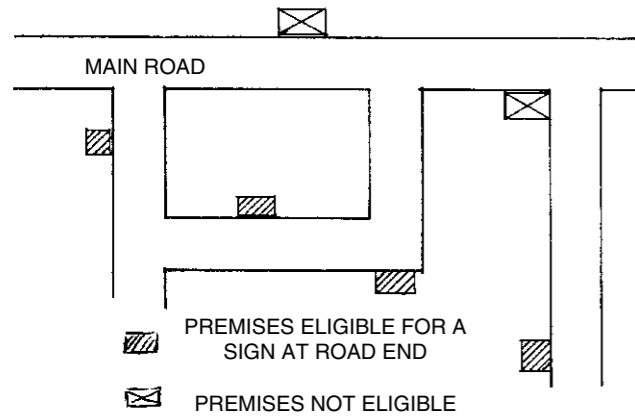


- (a) premises must appeal to passing visitor trade;
- (b) must be located off the main village road or roads and be easily missed;



- (c) business must not be operated from predominantly residential premises;
- (d) siting of the sign must be to the satisfaction of the Planning Authority - usually a finger post at the road end will suffice; and
- (e) size of sign not to exceed 0.3 square metres and to display minimal essential information.

These signs will require the consent of the site owner and it is the responsibility of the applicant to obtain that consent. Under no circumstances will the erection of signs at village entry points be permitted.

IMPORTANT NOTES

A well designed and professionally produced sign is more likely to attract a planning approval than a free-hand scrawl.

Signs should not incorporate too much information and must be easily read from a moving vehicle.

Signs should not conflict with official signs, due to location, design, colours etc.

It is an offence under the Roads (Scotland) Act to place signs on verges, official traffic signs, roadside trees, etc.

The owners' permission must always be obtained before erecting signs in the countryside or villages.

Synopsis of Advertisements for which Planning Permission is not Required

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

A. Relating to Land on which Displayed:-

1. For the purpose of identification, direction or warning (0.2 square metres maximum).
2. Relating to any person, partnership or company carrying on a profession, business or trade at the premises. Limited to one (0.3 square metre maximum) per person, etc. or two if entrances onto different roads.

3. Relating to any institution of a religious, cultural, educational, recreational or medical character 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 entrances onto different roads.

B. Certain Temporary Signs:-

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

C. On Business Premises:-

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.

D. Election Notices, Statutory Advertisements, Traffic Signs.

E. Miscellaneous:-

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

- (a) An advert must be kept in a tidy and safe condition.
- (b) Must not be displayed without the consent of the owner of the land on which it is displayed.
- (c) Planning consent shall be for a fixed period not exceeding five years.

Angus Council



ADVICE NOTE 7

**ADVERTISING
IN THE
COUNTRYSIDE**

For further information and advice contact:

Planning & Transport
Angus Council
County Buildings
Market Street
Forfar
DD8 3LG

INTRODUCTION

The detrimental effect which the uncontrolled erection of advertisements and signs can have on the appearance of an area, particularly within the countryside where such items are all the more alien, resulted in Local Planning Authorities being required to control the erection of such signs by the introduction of legislation in 1948.

Not unnaturally however and particularly in times of economic recession, businesses in the countryside,



CLEAR OR CLUTTERED?



especially those geared primarily to the tourist or passing trade, wish to make their presence known by signing. In many cases some signing is necessary if the visitors are even to find these facilities. Such signing, therefore serves a valuable dual function. On the other hand, the countryside is a sensitive asset and excessive signing can be visually very harmful, ultimately acting as a deterrent to visitors and holidaymakers alike. The Police are also concerned that excessive signing can be a traffic hazard. It is important, therefore, to strike the right balance.

AREA OF SPECIAL ADVERTISEMENT CONTROL

Almost all of Angus outwith the towns is designated an area of Special Advertisement Control. This designation enables the Council to refuse the erection of advertisements which are not regarded as 'Reasonably Necessary'.

If we wish to retain or enhance the attractiveness of Angus, a significant tourist asset, then it will be essential to restrict the number of advertisements and signs in the countryside to only those that can genuinely be termed as being 'Reasonably Necessary'.

The purpose of this document is to provide advice and indicate guidelines as to what signage the Council considers to be 'Reasonably Necessary' in order to strike the right balance between commercial freedom and protection of the countryside.

SIGNS WITHIN CURTILAGE

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

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

POLICY - Signs larger than 1.2 square metres may be permitted if in the opinion of the Planning Authority the scale of the operation in terms of buildings, etc. could absorb a larger sign with little adverse environmental impact, in which case up to 2.5 square metres may be acceptable with an absolute maximum size of 4.5 square metres for major tourist attractions.

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

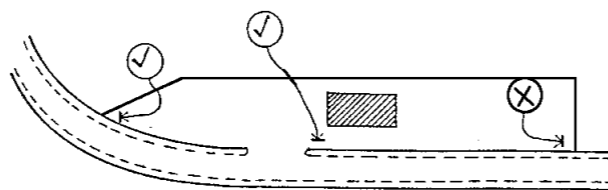
POLICY - Signs up to 0.9 square metres for a temporary period only and of a professional appearance will be acceptable. Larger signs will be considered on their merit with due attention being made to their environmental impact.

- (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 letter size does not exceed 0.3 metres. Within the forecourt of such premises a single sign not exceeding 4.5 square metres is permitted.

POLICY - Normally no larger than the permitted size will be allowed unless the Planning Authority is satisfied that a larger sign can be absorbed with little adverse environmental impact. This is likely to be very rare in the countryside.

Number of Signs: The above policies refer to each road onto which a building or business has a frontage, i.e. two road frontages permits one sign on each. Additional signs may be granted consent:-

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



- (iii) where smaller signs are necessary for information or internal direction purposes e.g. the various bars, lounges, etc. of a public house or hotel, however, such signs should be kept to a minimum and size will be strictly controlled. 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 allowed. This will also apply to supplementary plates (e.g. Access, Barclaycard etc.)

SIGNS OUTWITH CURTILAGE

Tourist Related Facilities

All tourist related facilities are now eligible for formal white on brown signs for directional purposes. This provides a new opportunity for eligible businesses to erect high quality signs that will become nationally recognised. The scheme is operated by the Angus and City of Dundee Tourist Board and Angus Council's Director of Roads (from whom full details can be obtained) and not by the Planning Department.

Eligibility for these signs is broad and includes, in addition to the more obvious tourist attractions; hotels, bed and breakfasts; restaurants; cafes; water sports; camping and caravan sites; retail establishments with significant displays for tourists; service signs for by-passed villages etc.

A condition for receiving permission for this type of signposting is membership of the local Tourist Board and any Scottish Tourist Board Quality Assurance Scheme (these should soon cover most if not all eligible tourist facilities.)

With the adoption of the above scheme, the Council's planning policies for tourist related facilities covered by the scheme will be as follows:-

- (a) businesses eligible for signs under the Tourist Signposting Policy will not be granted consent to erect any other type of sign outwith the curtilage of the business;
- (b) existing signs will be permitted to remain in place (as long as they are of an acceptable standard and condition) until 2001;
- (c) replacements for existing signs must be of the formal variety. Planning Consent will not be granted for any other type of replacement sign.

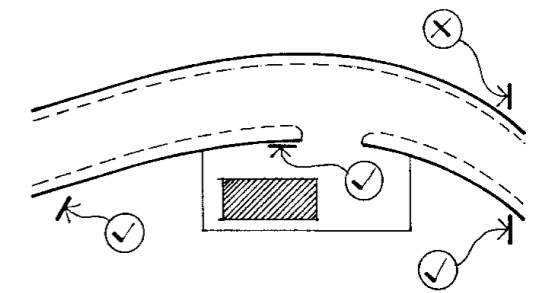
Non-Tourist Related Facilities

The Tourist Signposting Policy should eventually result in more signs being erected in the countryside but as they will be of a consistent appearance and constructed to a high standard, should hopefully avoid the cluttered, untidy appearance that can result from the provision of numerous assorted often poorly made and sited individual signs.

Accordingly, it is not intended to defeat these laudable objectives by permitting a free-for-all for non-tourist related businesses. Accordingly, as a general rule directional signing for such enterprises will only be sympathetically considered where an ever changing clientele or passing trade is involved or where premises are particularly difficult to find.

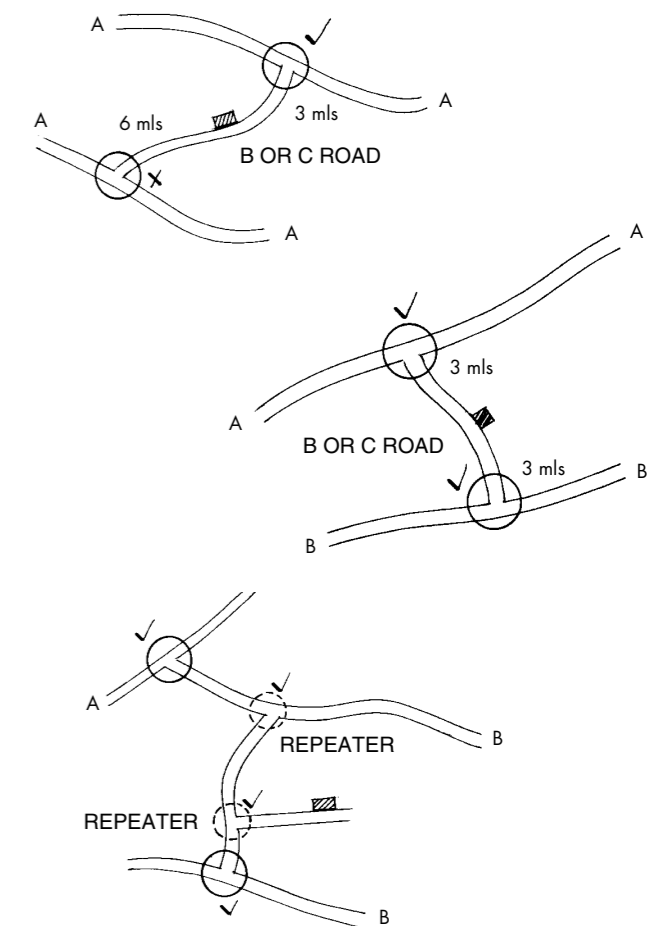
There are no examples of deemed consent for signs erected outwith the curtilage of premises, therefore any such sign (usually for directional purposes) will require Planning Consent. The policy to be applied to such applications will be as follows:-

PREMISES ON 'A' CLASS ROADS: As such premises are readily seen and can be identified by signing within the curtilage, consent for signs outwith the curtilage will generally not be forthcoming. An exception may be made for advance warning for what in the opinion of the Planning Authority could be a potentially dangerous access point. 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 Scottish Office. Accordingly the above criteria may vary in respect of the A90.

PREMISES ON OTHER ROADS: Discrete advance signing along/from a main road indicating the presence of a business, etc. some distance away may receive consent if in the opinion of the Planning Authority that business justifies such signing e.g. heavily dependant on passing trade. Normally a single sign at an appropriate road end (junction with an A or B class road) will be permissible but where a business is particularly tortuously located, further (smaller) repeater signs may be acceptable. The premises must be located outwith a village and be no more than four miles from the first or only sign. The advance sign should be no larger than one square metre, repeater signs a maximum of 0.2 square metres, height to top of sign shall not exceed 2.5 metres and content of sign should be minimal (name, service, direction/distance).



SIGNS IN VILLAGES: Non-tourist related businesses in villages may be permitted a single directional sign where the following criteria are met:-