

Advertisement and Commercial Signage



SOUTH AYRSHIRE PLANNING SERVICE:
BUILDING A PERFORMANCE
AND
CUSTOMER CULTURE

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Introduction

Introduction

Introduction

Advertisements are an integral part of our lives – they provide information in goods and services. They are often designed to be eye-catching, stand out from the crowd and may enliven a street scene and add vibrancy. However, they can have a significant impact on the character and appearance of an area. Consequently, an unrestricted approach to advertisements and business frontages could all too easily result in a cluttered, confusing and unattractive environment that has a negative effect on the perception of the locality of both inhabitants and visitors. South Ayrshire Council, as planning authority, is responsible for the control of advertisements within its jurisdiction.

Like other Supplementary Planning Guidance prepared by the Council, the purpose of the Design Guidelines' for Advertisement and Commercial Signage' is to supplement the relevant policies of the development plan and provide a level of detail that will be used to guide and assess applications for advertisement consent. The aim of this document is therefore to ensure that advertisements requiring consent (including shop fronts/fascias) are sensitive to the character and appearance of their streetscape location, and respect the character of the building to which they may attached, especially where the building is located in a conservation area, and /or is listed as being of special architectural or historic interest.

The Design Guidelines for 'Advertisement and Commercial Signage' are separated into five sections: i) overarching principles and strategic policy guidance; ii) advertisements within commercial premises located within town centres/neighbourhood centres; iii) advertisements within commercial premises located in a conservation area, listed building or any area located outwith a town or neighbourhood centre; iv) advertisements within historical areas of Ayr including: Wellington Square, Sandgate, Newmarket Street and the High Street; and v) specific types of advertisements.

All advertisement applications will be considered against the overarching principles and Strategic Policy. Guidance policies in parts 2, 3, 4 and 5 give more detailed advice in terms of how the Council is likely to view applications for specific types of advertisements, or for advertisements within specific areas.

Statutory Requirements for Advertisement Consent

An advertisement is defined in the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended by the Planning and Compensation Act 1991) as "any word, letter, Model, sign, placard, board, notice, awning, blind, devise, or representation whether illuminated or not, in the nature of, and employed wholly or partially for the purpose of, advertisement, announcement or direction (excluding any such thing employed wholly as a memorial or as a railway signal), and includes any hoarding or similar structure or any balloon used or designed, or adapted for use and anything else used, or designed or adapted principally for use, for the display of advertisements"

Under the 1984 Regulations, a wide variety of advertisements can be displayed with deemed consent which means that it is unnecessary to submit a formal application in respect of them. However, many advertisements will require express consent through the submission of a formal application for advertisement consent. Guidance on the need, or otherwise, for consent can be sought from the Planning Service contact point given at the back of this document. The display of any advertisement is subject to a number of standard conditions to ensure that it is displayed with the agreement of the owner of the land, maintained in a reasonable and safe condition and sited so as not to obscure road signs. Notwithstanding the foregoing, proposals that involve a statutory listed building may also require a separate application for listed building consent.

Policy Principles

POLICY PRINCIPLES

Signage/advertisements will generally be restricted to that necessary to identify discreetly the business or company occupier and their trade. In determining the acceptability of an advertisement/signage display the following two principles will always be taken into account:

- **Amenity** – advertisement displays have an impact on the visual amenity, not only of the property itself, but also the amenity of neighbouring properties and the surrounding area. Proposals considered by the Council to have an unacceptable detrimental impact will not be considered acceptable; and
- **Safety** – The effect of all advertisement displays will be assessed for their impact on public safety including the safety of pedestrians, drivers and other road users. Proposals considered by the Council to have an unacceptable detrimental impact on road or pedestrian safety will not be supported.

These principles establish how advertisement proposals will be assessed but it is evident that more detailed guidance is required.

Strategic Guidance Policy 1

Following on from the Policy Principles, when assessing the acceptability of an advertising/signage display, the Council will not be supportive of proposals where it considers:

- a) That the cumulative effect of a number of adverts/signs on a property or within a locality result in advertising clutter;
- b) That the effect of any illumination used on advertising/sign displays, particularly on the locality neighbouring property and especially residential property, is detrimental to amenity;
- c) That the advertising/ signage does not respect the overall design of the property, particularly in circumstances where the property retains its original design;
- d) That the advertising/ signage may cause driver distraction or obstruct vision;
- e) That the advertising/ signage may obstruct or impede pedestrian access or pedestrian flow;
- f) That the advertising and signage on listed buildings, within the curtilage of a listed building, or in a conservation area does not protect or enhance the character or appearance of the building itself and/or the wider locality.

NB: All applications for advertisement consent shall be considered against Strategic Guidance Policy 1, as set out above.

This Supplementary Policy Guideline is designated to give guidance, but the Council acknowledges that each application for advertisement consent should be assessed on its own merits, particularly when accounting for signage/lighting technological advances or where innovative signs are proposed.

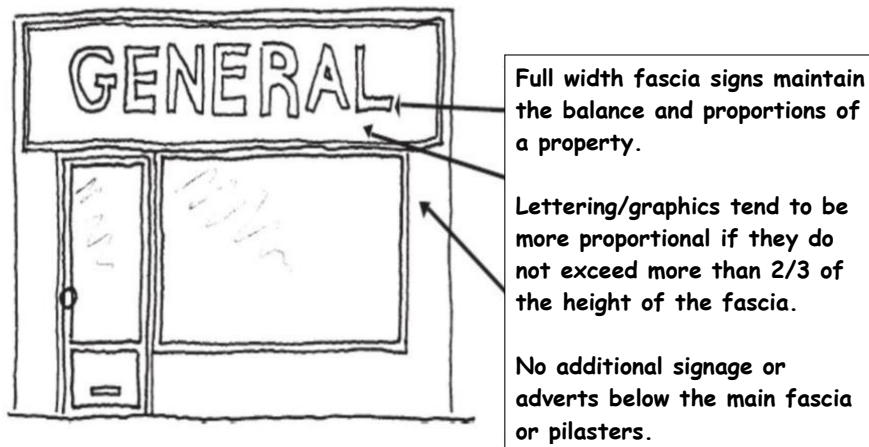
Part 1 Commercial premises in town centres/ neighbourhood centres.

Part 1 Commercial premises in town centres/ neighbourhood centres.

PART 1

Commercial premises located within town centres/ neighbourhood centres as defined in the development plan

Town and neighbourhood centres are expected to be the centre of business activity, and consequently are likely to be the most lively and vibrant areas of towns and villages. The appearance of these areas can have an effect on the way they are perceived by occupiers, visitors and potential investors. For these reasons, the commercial interests of an individual business, and the cumulative impact of actions must be balanced against the interests of the commercial area as a whole. The Council will therefore allow flexibility and encourage businesses to promote themselves in an effective manner, but will be mindful of the effect this may have on the building concerned and the area as a whole. In order to achieve this, proposals for advertisements or commercial signage will be expected to remain within the following set of basic policy guidelines.



Part 1 Commercial premises in town centres/ neighbourhood centres.

Guidance Policy 2

Ground Floor Commercial Premises

- a) Fascia signs should be at the original fascia level with no advertising at sub fascia level or on columns or pilasters;
- b) Additional fascia type signage or individually fixed lettering may be permitted on gables /rear elevations where public access or window displays are also located;
- c) If the sign is in the form of a panel rather than individual letters, then the panel should cover the whole fascia within the pilasters, where they exist, but not extend over a common close entrance;
- d) Lettering/graphics should not exceed more than two- thirds of the height of the fascia;
- e) The use of raised/profiled lettering individually fixed onto building frontages or onto a plain fascia panel may be acceptable;
- f) Any illumination shall be unobtrusive; and where achieved by an internal illuminated signage panel, the panel shall not be of excessive depth.

Guidance Policy 3

Upper Floor Commercial Premises

Signage for commercial premises above ground floor may be constrained by a lack of a dedicated fascia. Where the premises have been designed and constructed with a commercial fascia above ground floor level, the policy provision is as for ground floor premises. In all other cases:

- a) Signage will be contained within the window openings and behind window glass;
- b) Signage should be applied or etched directly on to the glass or printed onto internal window blinds;
- c) Discreet alternative signage may be acceptable if individual lettering is affixed directly to the building frontage;
- d) Small traditional plaque signage may also be permitted at the ground floor entrance of commercial premises.

Part 1 Commercial premises in town centres/ neighbourhood centres.



Upper floor signage should be subtle and restrained, but there are a variety of acceptable options available

Guidance Policy 4

Projecting signs

- a) No more than one projecting sign shall be permitted on any frontage;
- b) Projecting signs should be at the original fascia level;
- c) Projecting signs shall be a minimum of 2.6 metres above ground level and be a minimum of 50cm from the rear of the kerblin edge;
- d) Projecting signs should generally not exceed 0.5 square metres in area or extend more than 1 metre from the building on which they are located unless the location, scale, design and function of the building suggest a larger sign may be acceptable;
- e) Any illumination shall be by means of a single lamp trough light extending over the full length of the sign and painted out to match the background;
- f) Any illumination shall be unobtrusive; and where achieved by an internal illuminated signage panel, the panel shall not be of excessive depth.

Part 2 Commercial premises in conservation areas, listed buildings or outwith town centres

Part 2 Commercial premises in conservation areas, listed buildings or outwith town centres

PART 2

Commercial premises located in a conservation area, listed building, or any area located outwith a town centre/ neighbourhood centre as defined in the development plan

As stated in the introduction to the Design Guidelines for 'Advertisement and Commercial Signage', signage can have a significant impact on the amenity of an area – (the way it looks), and an unrestricted approach to advertisements and business frontages could all too easily result in a cluttered, confusing and unattractive environment that has a negative effect on the perception of the locality of both inhabitants and visitors. This is especially the case with regard to listed buildings and conservation areas, where the protection and enhancement of the built environment is of particular concern.

South Ayrshire Council is committed to preserving and enhancing the character and appearance of its conservation areas and is similarly concerned to ensure that development does not have a detrimental impact on listed buildings or their settings. In order to assist the achievement of these aims, the following set of policies will be applied. The purpose of the policies is to seek to promote simplicity of signage design.



Guidance Policy 5

Ground Floor Commercial Premises

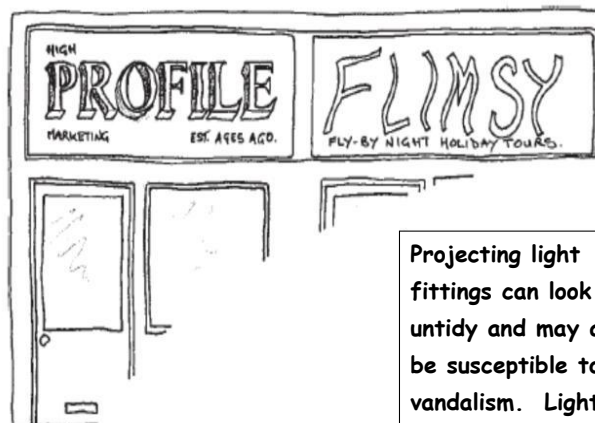
- a) Fascia signs should be at the original fascia level with no advertising at sub fascia level or on columns or pilasters;
- b) Additional non illuminated fascia type signage or individually fixed lettering may be permitted on gables /rear elevations where public access or window displays are also located;
- c) If the sign is in the form of a panel rather than individual letters, then the panel should cover the whole fascia within the pilasters, where they exist, but not extend over a common close entrance;

Part 2 Commercial premises in conservation areas, listed buildings or outwith town centres

Guidance Policy 5 Continued....

- d) Fascia panels should be of minimum depth and have a matt, non-reflective finish;
- e) Fascia panels should be affixed to the original fabric of the building. The layering of fascia panels on top of existing fascia panels or lettering is unlikely to be considered acceptable;
- f) Lettering/graphics should not exceed more than two-thirds of the height of the fascia;
- g) The use of raised/profiled lettering of an appropriate return profile (depth) individually fixed onto building frontages, or onto a plain fascia panel may be acceptable;
- h) Illumination, where proposed, shall be unobtrusive and only be by means of individually illuminated letters or by external trough lighting, the trough extending over the full length of the fascia and painted out to match the background.

Flat letters can look flimsy. Raised/profiled lettering could be a better option.



Projecting light fittings can look untidy and may also be susceptible to vandalism. Lighting should highlight the sign, not draw attention to itself.

Part 2 Commercial premises in conservation areas, listed buildings or outwith town centres

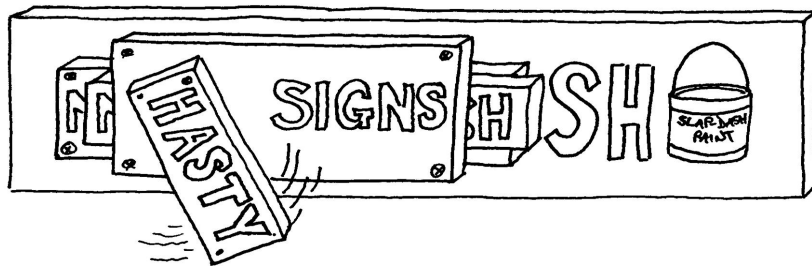
Guidance Policy 6

Upper Floor Commercial Premises

Signage for commercial premises above ground floor may be constrained by a lack of a dedicated fascia. Where the premises have been designed and constructed with a commercial fascia above ground floor level, the policy provision is as for ground floor premises. In all other cases:

- a) Signage will be contained within the window openings and behind window glass;
- b) Signage should be applied or etched directly on to the glass or printed onto internal window blinds;
- c) Discreet alternative Signage may be acceptable if individual lettering of appropriate return profile (depth) is affixed directly to the building frontage. Careful consideration will be given to any signage that will affect the fabric of a listed building;
- d) Small traditional plaque signage may also be permitted at the ground floor entrance to the commercial premises.

Avoid layering surfaces as different levels can look like an after thought instead of a carefully considered design.

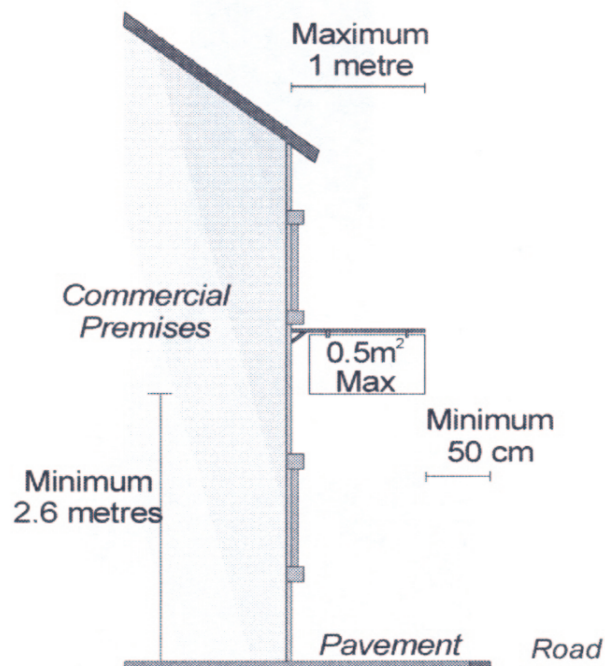


Part 2 Commercial premises in conservation areas, listed buildings or outwith town centres

Guidance Policy 7

Projecting signs

- a) No more than one projecting sign shall be permitted on any frontage;
- b) Projecting signs should be top hung and at the original fascia level;
- c) Projecting signs shall be a minimum of 2.6 metres above ground level and be a minimum of 50cm from the rear of the kerbline edge;
- d) Projecting signs should generally not exceed 0.5 squared metres in area or extend more than 1 metre from the building on which they are to be located unless the location, scale, design and function of the building suggest a larger sign may be acceptable;
- e) Projecting signs shall have a matt, non-reflecting finish, be top hung and shall have an end width of no more than 10cm;
- f) Any illumination shall be external to the flat panel sign. Acceptable illumination may include trough lighting or single spot lamps.



Part 3 Specific Area Guidance

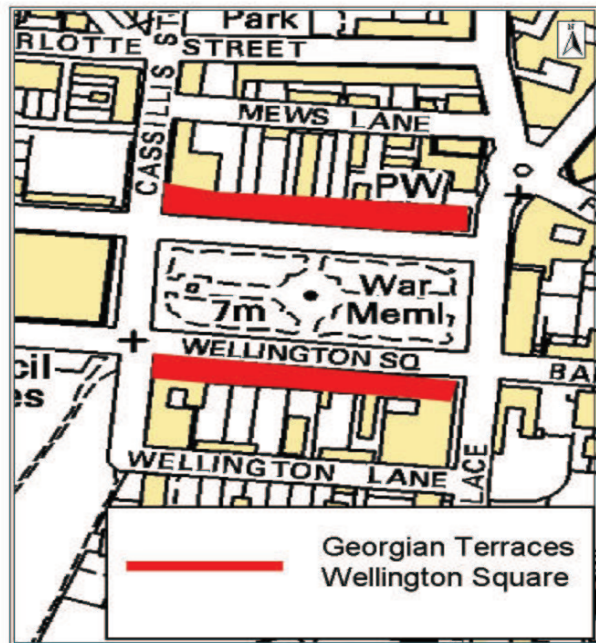
Part 3 Specific Area Guidance

PART 3:

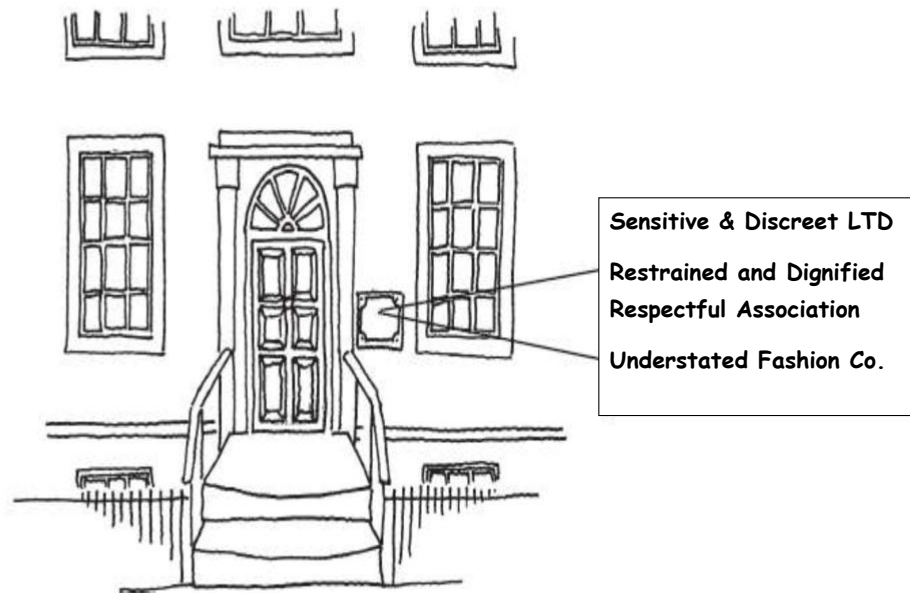
Specific Area Guidance

Wellington Square

In view of the unique quality of Wellington Square, the Council has been operating a strict advertisement and signage policy in the area. The aim of the policy was to protect the elegant residential character and appearance of the predominantly Georgian terraces. The policy has proven to be effective and worthy of retention. The properties to which the policy applies are highlighted on the adjacent map.



Part 3 Specific Area Guidance



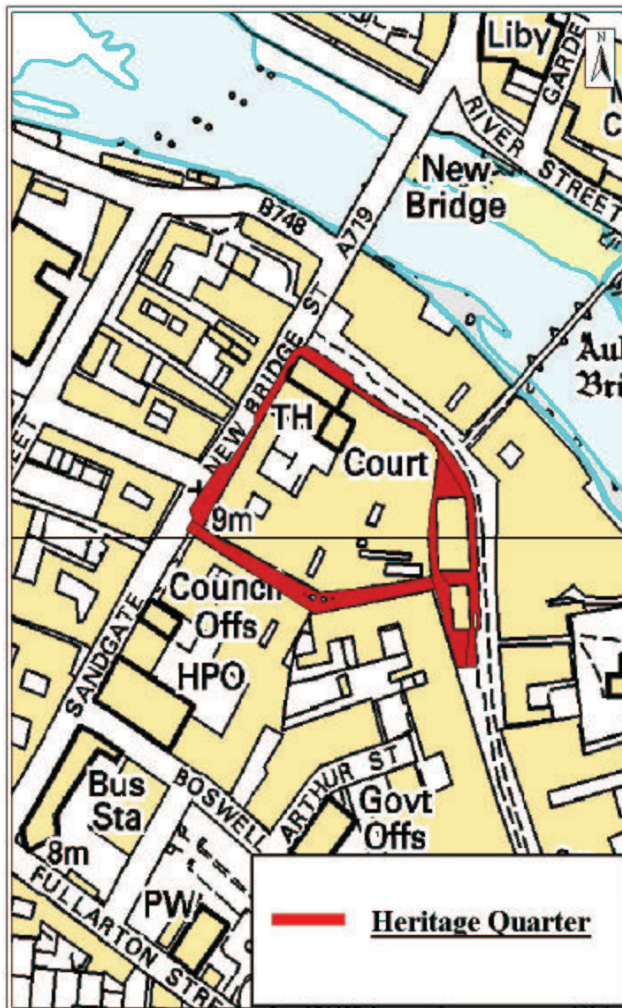
Guidance Policy 8

Within Wellington Square, no new advertisement signs will be permitted on the Georgian terraces except:

- a) The use of traditional bronze/brass plaques, mounted on the faces of the buildings, at the entrances;
- b) The use of traditional embossing of gold lettering on the inside of windows;
- c) Discrete signage on the reverse of window blinds, which may be acceptable.

Signage for buildings in multiple-occupancy should where possible, comprise a single plaque designed to meet all the occupants' requirements. In these cases, care will be required to ensure the overall size of the plaque remains unobtrusive. (See illustration at foot of previous page)

Part 3 Specific Area Guidance



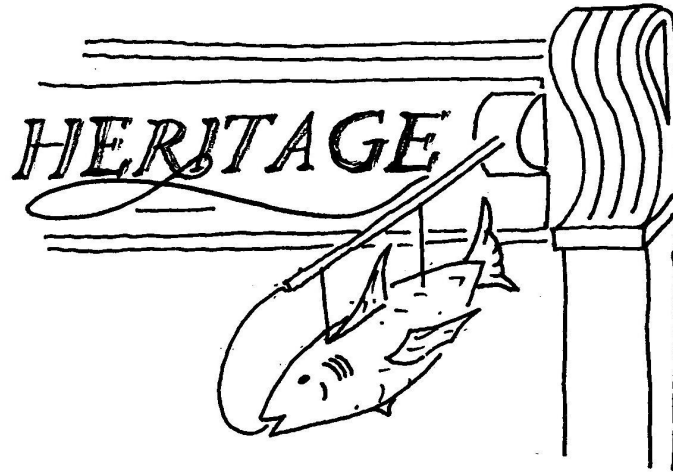
Sandgate/ Newmarket Street/ High Street "Heritage Quarter"

Newmarket Street is unique within the context of South Ayrshire in that it is a predominantly pedestrianised, traditional commercial street. The area comprises many listed buildings and is located in the Ayr Central Conservation Area. The Council recognises the intrinsic environmental quality and distinctive character of the locality. Similar qualities are still evident in parts of Sandgate and High Street and there are significant opportunities to create a vibrant "heritage quarter" within the heart of the town. In light of this, the Council is seeking to promote a co-ordinated environmental and economic regeneration of the area through a Townscape Heritage Initiative. For these reasons, a specific heritage/ historical focus is expected for signage and advertisements within the area.

Polices for the "Heritage Quarter", as shown on the adjacent plan, are the same as for conservation areas, with the addition of Guidance Policy 9 (Overleaf).

Part 3 Specific Area Guidance

Distinctive character makes a place memorable. Aim to make sure the memory is a positive one!



Guidance Policy 9

Within the "Heritage Quarter":

- a) Any fascia signs shall be of high quality painted appearance and lettering; or alternatively
- b) be of a high quality painted fascia with individually fixed 3-dimensional lettering of an appropriate return profile (depth); and
- c) Any projecting sign shall appear to be professionally painted. The use of carved characters as projecting signs will be encouraged.

Part 4 Specific Signage Guidance

Part 4 Specific Signage Guidance

Part 4: Specific Signage Guidance

(NB Strategic Policy1 also applies. Policies from PART1, 2 and 3 may also be applicable.)

There are circumstances where more guidance is required – cases where the application of general policies alone would not necessarily result in adequate guidance. This section of the Design Guidelines for ‘Advertisement and Commercial Signage’ provides information on some of the more unusual types of advertisement, and some of the main factors that would influence how the Council would view proposals for them.

Petrol Filling Stations/ Garages

Recent market conditions have resulted in petrol filling stations/garages increasing in scale, but reducing in number. As such, the larger premises in particular potentially dominate their surroundings, especially when they are located in primarily residential or mixed use areas.

Guidance Policy10

In the interests of maintaining local amenity and avoiding driver distraction signage/advertisements visible from outwith the curtilage of petrol filling stations/garage forecourts and service areas will be limited to:

- a) One petrol Brand Pole Mounted Sign;
- b) Canopy branding, the illumination of which shall be restricted to the sides facing the direction of traffic;
- c) Any kiosk/shop within the garage curtilage will be considered under the relevant general commercial property advertisement/signage policies as a separate entity.

Free Standing and Pole Mounted Signs

Many commercial operators consider advertising to be more effective when it is located a short distance from the associated building in order that it can be more visible. This can also have a positive effect on the building because it does not become cluttered by advertisements and signs. Both of these reasons are considered to be valid justification by the Council, but where free standing and pole mounted signs are used, they should be appropriate in terms of having respect for their relative surroundings, the buildings to which they relate and also their general location.

Due to possible difficulties associated with removable signs being located in different positions, it should be noted that the Council will presume in favour of appropriately sited free standing or pole mounted signs instead of “A Boards”.

Guidance Policy 11

- a) Free standing and pole mounted signs shall be restricted to those being located within the curtilage of the associated businesses or commercial premises.

Part 4 Specific Signage Guidance

Guidance Policy 11 Continued...

- b) Freestanding and pole mounted sign will be limited to one sign per road frontage of the premises concerned.
- c) no more than two such signs on the premises will be permitted in total.
- d) The height of such signs should be sympathetic to the locality, particularly when they are affixed to part of a mixed use building or within a mixed use area.

"A-Boards"

A-Boards are non-illuminated portable boards/ stands most often placed on the public footway and associated with the advertising of adjoining retail/business premises.

Also included in this category are mobile spinning signs. Such street advertisements often adversely affects public safety, being a hazard for pedestrians and shoppers and particularly for people with disabilities.

This form of advertising is often unnecessary and must be strictly controlled as it often adds to street clutter and is also detrimental to the visual quality, appearance and character of areas.

Not only can unauthorised "A-Boards" be regularised or removed under Section 187 of the Town and Country Planning Act (Scotland) 1997, they can also be controlled under Section 59 of the Roads (Scotland) Act 1984.

While the Council has planning legislative powers to seek the removal of unauthorised "A-Boards", this form of advertising is more effectively controlled under the Roads (Scotland) Act 1984.

Mounted Advertising Display Cases

The use of illuminated cases, where poster advertisements can be displayed and easily changed can add detail to otherwise uninteresting streetscapes when they are carefully located. However, they are characterised by utilitarian function and design and can be obtrusive – both in terms of the way they look, and also by reason of them being illuminated. The Council considers that they may be acceptable within certain types of commercial areas but cautions that they are unlikely to be suited to primarily residential areas, conservation areas, or when attached to, or in close proximity to listed buildings.

Guidance Policy 12

Mounted cases for the display of advertisements may be permitted in town centres/neighbourhood centres as defined in the South Ayrshire Local Plan. Within Conservation Areas, on Listed Buildings/ in the curtilage of listed buildings and primarily residential areas, their use will generally not be permitted. The display of unobtrusive and discreet menu boards may however be considered favourably on restaurant/café premises.

Advance signs

Advance signs can be a vital marketing tool for companies which depend on passing trade, particularly when the business is in the countryside and would otherwise be difficult to locate. As is the case within towns and villages though, a balance needs to be struck between promoting businesses and avoiding unnecessary clutter. Driver safety more generally is also a major consideration – whether that be due to obscuring such sightlines or creating distraction.

Part 4 Specific Signage Guidance

Guidance Policy 13

In the interests of amenity and road safety, permanent advance signs will only be permitted where;

- a) the business is dependant on passing trade for their existence and it is not visible from the public highway; and
- b) the sign is sited on the nearest public road serving the premises and limited to one sign on each approach to the property; and
- c) the sign is located less than 1km from the junction of the public road with the access to the premises; and.
- d) The sign is no more than 2.5 metres in height and does not exceed 1 square metre in area; and
- e) The sign is not located in a town or village.

NB: The advice of the Trunk Road Authority will be sought when proposals comprise advance signs located adjacent to Trunk Roads.

It is worth noting that under certain circumstances, businesses have other options available for advance signs outwith the remit of the planning system. Brown thistle Scottish Tourist Board (now "Visit Scotland") signs and the yellow AA directional signs are two well known examples.

The contact address for Visit Scotland is:

Visit Scotland Quality and Standards Department

Cowan House,

Inverness Business and Retail Park

Inverness

IV2 7GF

Tel.01463 244 111

Advertising Hoardings

Advertisement hoardings are uncompromisingly utilitarian and potentially dominate their setting. However, there are circumstances where there may be benefit in their use when large scale screening is necessary for amenity reasons- on a temporary basis.

Guidance Policy 14

New advertising hoardings will only be permitted where the Council considers that they will improve the amenity of the locus in question. Temporary consent may be granted where hoardings are used to screen an unsightly gap/redevelopment site and the hoardings are located within that site.

Part 4 Specific Signage Guidance

Skyline or rooftop signs

High level signage may be acceptable in some circumstances, but it is potentially inappropriately dominant, particularly when read against a skyline. For the same reason it may also appear to be out of context with the surrounding townscape. Skyline or rooftop signs are considered by the Council to be particularly unsuitable in rural locations as their impact would likely be even more obtrusive without the balancing factor of significant levels of background illumination from other properties and streetlights.

Guidance Policy 15

In the interests of amenity, skyline or roof mounted signage will not normally be viewed favourably. However, any high level signage will be considered on its merits depending on the location and scale of building on which it is to be displayed.

Electronic Advertisements

Electronic advertisements represent a modern alternative to traditional billboards. They have potential to reduce the extent and amount of advertising clutter through the display of multiple advertisements from the same advert apparatus.

Guidance Policy 16

In the interests of amenity and road safety, electronic advertisements will only be permitted where:

- a. The sign is not located within or impacts on a residential area, attached to or within the curtilage of a listed building, within or adjacent to conservation areas, or rural areas;
- b. The scale of the sign is appropriate to its surroundings, and in all cases does not exceed 4.5 metres in height and ticker text only displays will be limited to 0.25 metres in height
- c. Where a sign has an impact on any individual residential property then the sign is switched off between the hours of 8pm and 8am inclusive;
- d. Other than ticker text only signage, each individual display remains static for a period of not less than 2 minutes
- e. Other than ticker text only signage, each individual display does not contain moving, animated or flashing images and/or text or videos;
- f. The intensity of any illumination of the sign does not exceed the levels specified in the table below or as may otherwise be prescribed by Environmental Health.

The intensity of the illumination is measured in candelas. The table below shows the maximum levels of intensity that the Council may accept, and takes into account the extent of illumination and the characteristics of the area within which the sign is to be located.

Illuminated Area (m ²)	Up to 10m ²	Over 10m ²
Town Centres	1000 cd/m ²	600 cd/m ²
Neighbourhood Centres	800 cd/m ²	600 cd/m ²
Small Towns and Villages	600 cd/m ²	300 cd/m ²

NB: The advice of the Council's Roads and Environmental Health Services will be sought in respect of all proposals for electronic signage. Early contact with both services is therefore encouraged prior to the submission of an application of this nature.

Footnote: Electronic signage to which this policy applies includes any sign where the content can be changed electronically.

Part 4 Specific Signage Guidance

Permitted Advertising and Sponsorship

South Ayrshire Council is committed to improving the quality of its environment for the benefit of all those who live, work or visit the area. The Council recognises the importance and value of landscaped areas within the urban environment and has a commitment to making South Ayrshire altogether a more attractive place to live and work.

By working in partnership and with sponsorship from companies or organisations, the Council can reduce the amount of unauthorised advertising; and create a more attractive and welcoming feel for the many residents, visitors and business owners who pass through South Ayrshire every day.

Not only does this improve the environment and appearance of South Ayrshire but a company's profile would, as a result of its commitment, be raised and its business name be promoted through signage to all those who pass it.

While sponsorship opportunities need to be considered against the potential safety aspects, such as road safety, and roadside amenity; the Council recognises the distinction between commercial advertisements and the visual acknowledgement of a sponsor working with the Council to support a public service.

Guidance Policy 17

Sponsors' signs will require advertisement consent and will normally be permitted adjoining commercial and employment areas. Each sponsor's sign will:

- a) conform to a standardised approach for roundabout signs and lamp-post banners and other media in terms of size, non-illumination, and the content;
- b) be in a location carefully assessed to avoid conflict with existing road signs;
- c) be of a uniform design which contains the South Ayrshire Council Logo;
- d) not carry directional words or arrows which might be confused with traffic direction signs;
- e) not be acceptable in high amenity areas, open countryside, Conservation Areas and Areas affecting the setting of a Listed Building, Scheduled Ancient Monuments/ or Historic parks and gardens, and wholly residential areas.

Temporary Advertisements

Some types of temporary signs for one off events do not require formal consent. The size of these adverts, and the length of time they can be displayed are however strictly controlled. As a quick guide, some of the TYPES of advert that have deemed consent are outlined below but please check with the Planning office before commissioning or displaying these types of advert because there are restrictions in terms of size and sign locations (contact details are at the end of this document).

Classes of Temporary Advertisements displayed with Deemed Consent (Extract) include:

"Advertisements announcing the sale of goods or livestock, and displayed on the land where such goods or livestock are situated or where such a sale is held, not being land which is normally used, whether at regular intervals or otherwise, for the purpose of holding such sales."

"Advertisements announcing any local event of a religious, educational, cultural, social or recreational character and advertisements relating to any temporary matter in connection with an event or a local activity of such character, not in either case being an event or local activity promoted or carried on for commercial purposes."

Part 4 Specific Signage Guidance

“ Advertisements announcing that a property is for sale or lease. Such boards must be displayed on or within the curtilage of the property to which they relate and at the lowest level at which it is reasonably practicable to display them.”

There must be only one board per property. Boards should not measure more than 0.5 square metres in size, or if two boards are joined together as one, they must not measure more than 0.6 square metres in total.

Any board displayed must be removed within two weeks of the sale or let being completed. If the board is displayed for a longer period it is illegally displayed.

Enforcement of Unauthorised Advertisements

Under section 182 (Regulation controlling display of advertisements), of the Town and Country Planning (Scotland) Act 1997, fly-posting and the display of placards are unlawful and active steps can be taken under Section 187 of the Act by the Council to ensure their removal. Active steps can also be taken to regularise or remove other signage displayed without the requisite consent.

Furthermore, the Roads (Scotland) Act 1984 - Section 59 makes it an offence to place anything on or within a public road, including the display of advertisements, without the consent of the Roads Authority. The Act sets a penalty of up to £1000 where an offence is proven.

It is an offence under Section 100 of the Roads (Scotland) Act 1984 to affix within a road an unauthorised sign, also punishable by a fine.

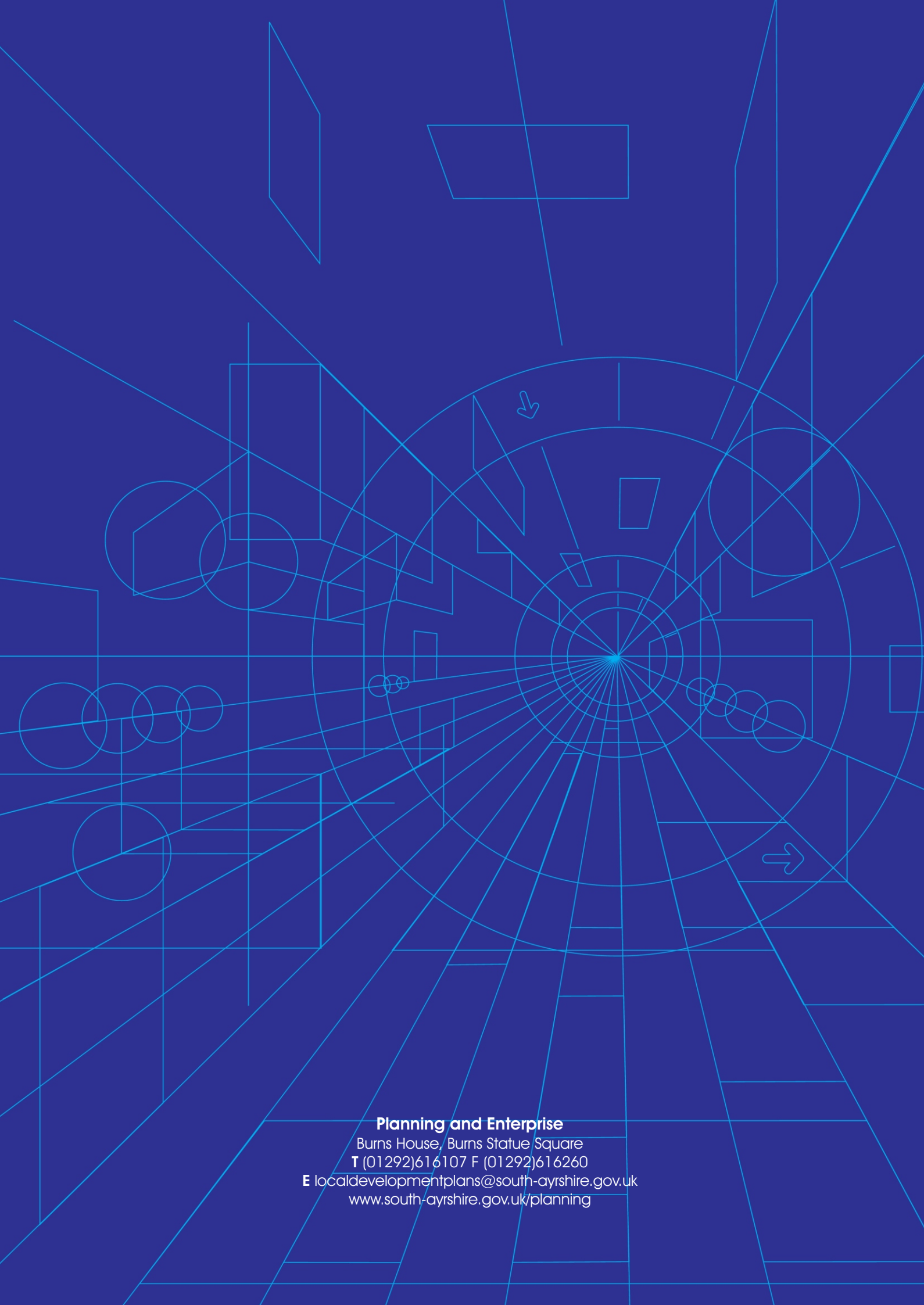
The Council will seek the removal of unauthorised advertisements by use of its planning and roads legislative powers, if necessary through formal enforcement action.

FURTHER INFORMATION :

**PLANNING SERVICE
SOUTH AYRSHIRE COUNCIL
BURNS HOUSE
BURNS STATUE SQUARE
AYR KA7 1UT**

TELEPHONE 01292 616693

www.south-ayrshire.gov.uk/planning



Planning and Enterprise

Burns House, Burns Statue Square

T (01292)616107 **F** (01292)616260

E localdevelopmentplans@south-ayrshire.gov.uk

www.south-ayrshire.gov.uk/planning