

STRATEGY FOR RURAL SIGNAGE, SIGNAGE IN TOWNS AND OBSTRUCTIONS ON FOOTWAYS

1. SUMMARY

Members shall recall a paper on this issue from September 2012, where authorisation was given to develop a project to address growing concerns about the number of unauthorised signs along road corridors, on pavements and attached to street furniture in both our towns and rural areas.

At the Committee it was also suggested that joint working with Loch Lomond and the Trossachs National Park (LLTNP) would be beneficial given this issue extends across boundaries. In dialogue with LLTNP we have agreed to progress the strategy in partnership.

In response, Officers have prepared a draft Project Initiation Document (PID) which sets out the aims, objectives, scope, governance and membership of the project team.

Once the scope, aims and governance have been agreed a project and phasing plan shall be developed and PID shall come back to the PPSL for endorsement.

2. Context

We fully understand our local businesses are operating in difficult economic circumstances and we are keen to support their ongoing trade. Both Argyll and Bute and Loch Lomond and the Trossachs National Park seek to deliver a signage strategy that balances business needs along with obligations to ensure pedestrian / traffic safety and to protect the visual appearance of our area.

Whilst it is appreciated that signs, especially in rural areas, are necessary for businesses to operate we cannot accept signs appearing without consent and those which are of an unsuitable scale, location or design. Likewise, banners, A-Boards and merchandise which traverse across public footpaths (pavements) or attached to street furniture in our towns also have potential to cause trip hazards to the public or damage property as well as their intended advertisement purpose. Provisions of the Disability Discrimination Act 2005 (DDA), Town & Country Planning (Scotland) Act 1997 and The Roads (Scotland) Act 1984 all must be given weighting by the Council in drawing up this new strategy.

There are a number of different organisations that shall be key stakeholders to deliver this new strategy including Planning, Roads and Amenity Services, Transport Scotland, Economic Development, Visit Scotland, the Local Chambers of Commerce, Argyll and the Isles Tourism Partnership, HIE, Scottish Enterprise, National Park Ranger Service, Conservation Officer, Landscape Officer and Elected Members.

2. RECOMMENDATIONS

It is recommended that Members

- I. Note the content of the DRAFT Project Inception Document (PID)
- II. Endorse the aims, objectives, distribution list, scope, membership of project board and governance arrangements
- III. Provide feedback to Project Manager on any aspect of the PID

NB – once this draft has been endorsed a final PID shall be prepared and will include a project and phasing plan. The final PID shall be reported to PPSL. Similar approvals shall be necessary by LLTNP Planning Committee.

8. IMPLICATIONS

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| 5.1 | Policy | No Policy issues as this is an informative report. Seek to set new strategy for signage that will become policy through future Local Development Plan. |
| 5.2 | Financial | Financial implications limited to Officer resource in pulling together partnership and developing strategy. Once strategy in place it may result in new applications for signage (fee associated) and less officer time dealing on reactive basis with signage issues. |
| 5.3 | Personnel | Officer resource in pulling together partnership and developing strategy |
| 5.4 | Equalities Impact Assessment | Strategy seeks to bring signage strategy in line with Disability Discrimination Act 2005 (DDA) especially when dealing with 'pavement clutter' |
| 5.5 | Legal | Strategy seeks to address Council liability if trip hazard or impact on safety from unauthorised obstruction or sign. |

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Date: 13th June 2013