

Scottish Borders
Consolidated Local Plan
Supplementary Planning Guidance on
Shop Fronts and Shop Signs
March 2011



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Supplementary Planning Guidance on Shop Fronts and Shop Signs

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Supplementary Planning Guidance on Shop Fronts and Shop Signs

Foreword

This Supplementary Planning Guidance (SPG) is intended to offer advice and assistance to those applying for Planning, Listed Building or Advertisement Consent. This SPG updates the original 1991 guidance and incorporates a summary of the Advertisement Regulations.

There has long been a clear link between the quality of the built environment and the economic success of a place, therefore the main objective of the SPG on Shop Fronts and Shop Signs is to inform and improve design quality within the Scottish Borders.

For the purposes of this SPG a 'shop' includes such non-retail properties as restaurants, banks, estate agents, pubs, etc.



Photos 1: Various Shop Fronts in the Borders

Supplementary Planning Guidance on Shop Fronts and Shop Signs

1. Introduction

1.1 This Supplementary Planning Guidance (SPG) sets out relevant planning policies to encourage improved quality planning applications, the conservation of well designed existing shop fronts and the achievement of well designed new shop fronts. Signs and adverts should respect their context and building character, and be attractive, informative and effective.

1.2 Towns and villages in the Borders need to provide for a range of functions and services, and have an important role to play in supporting the overall economic viability of the area. They are a focus for most business, recreational, cultural and leisure facilities and are centres for many of our services. The unique quality of their environment and the maintenance of attractive, diverse and accessible town or village centres will assist in attracting people to use shops and services and support investment and jobs. The success of a town centre depends in part on improving the image and attractiveness of shopping streets for residents and visitors alike. Good quality design and the promotion of local distinctiveness play a large part in the economic success of a town.

1.3 This SPG shows how commercial aims can be reconciled with good design. It represents the Council's approved policies on Shop Fronts and Signs, although it is accepted that there may be occasional proposals of genuine merit and originality which may diverge from

general guidelines and yet be acceptable. The SPG on Placemaking and Design also assists in providing advice on new design and the relationship with townscapes.

1.4 **Good design is a good advertisement** and will enhance the status of a shop, its attractiveness to customers, and the value of the property.

1.5 There are numerous examples of excellent refurbishments of traditional shop fronts that meet the requirements of a modern outlet. Similarly, it is also recognised that modern shop fronts on modern buildings can be well-designed and are capable of accommodating changing fashions using modern materials.



Photos 2: Various Successful Traditional Shop Fronts in Hawick

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2. National and Local Policy

2.1 The replacement or alteration of shop fronts is defined as development under the Town and Country Planning (Scotland) Act 1997 as amended by the Planning etc (Scotland) Act 2006. Signs and advertisements are controlled by these Acts and by the Control of Advertisements (Scotland) Regulations 1984.

2.2 National policy, and other guidance, is produced by the Scottish Government for a wide range of development proposals. This provides a framework within which local authorities can develop policies and guidance appropriate to their area. National policy and guidance is therefore the starting point in the development of any Shop Fronts and Shop Signs Policy for the Scottish Borders area. Local policy and guidance should take consideration of national policy and advice.



Photo 3: Business Units in Duns

National Policy and Advice:

- **Scottish Planning Policy**
- **Scottish Historic Environment Policy**
- **Managing Change in the Historic Environment Guidance Notes**
- **Planning Advice Notes**
- **Circulars**



Local Policy:

- **Structure Plan**
- **Local Plan**
- **Supplementary Planning Guidance**

2.3 National Policy

The main national policy and advice, and local policies are highlighted below:

Scottish Planning Policy (SPP) (February 2010)

At national level, SPP recognises the value of the built environment and its role in helping to achieve economic and social benefits.

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Scottish Historic Environment Policy (SHEP) (July 2009)

SHEP sets out the Scottish Government's policy for the historic environment. The SHEP complements and has the same authority as the SPP and other relevant Ministerial policy documents. The SHEP recognises that the "historic environment is part of our everyday lives. It helps give us a sense of place, well-being and cultural identity. It enhances regional and local distinctiveness. It forges connections between people and the places where they live and visit. It helps make Scotland a great place to live and work".

Managing Change in the Historic Environment Guidance Notes

The Guidance Notes, (in particular those dealing with the detailed consideration of Listed Building and Conservation Area consents and Shop Fronts) sets out the policy in relation to shop fronts and commercial frontages, and Advertising Material Signs.

Planning Advice Note (PAN) 52: Planning in Small Towns

PAN 52 encourages all those involved in small towns to work with the local community and business groups to retain, restore and enhance what is best; and remove, improve or rehabilitate what is worst about small towns.

PAN 71: Conservation Area Management

PAN 71 provides advice on the management of conservation areas and identifies good practice for managing change. This PAN recognises that our heritage

is a valuable resource that should be protected and enhanced.

2.4 Local Policy

Scottish Borders Council SPG on Shop Fronts and Shop Signs originated from 1991. The policy was set out to encourage a better quality of design; to enhance the appearance of the retail frontage within new shopping areas; to enable the protection and enhancement of the traditional character and appearance of individual Listed Buildings, Conservation Areas and shops within traditional shopping areas.

Scottish Borders Consolidated Structure Plan 2009

In line with national policy guidance and advice, the Consolidated Structure Plan 2009 states in chapter 2 – Environment that "... *Listed Buildings and Conservation Areas represent the best of the Scottish Borders' man-made heritage and are an irreplaceable resource. They make a positive contribution to the general amenity of a particular area and to the definition of its character and sense of place. They also provide an important contribution to the economy through cultural tourism ... The design of new development is fundamental to the quality of the modern environment. Government guidance recognises design as a legitimate consideration in making decisions on planning applications*".

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(Consolidated Structure Plan) Policy N17 – ‘Listed Buildings’ aims to preserve the character of listed buildings, their setting and related fixtures. The policy also states that only alterations to Listed Buildings, their setting or their fixtures that maintain and preferably enhance the special architectural or historical character will be permitted.

Policy N18 – ‘Development affecting Conservation Areas’ aims to preserve and enhance the special character and appearance of these areas. The policy states that proposals should seek to retain existing features which are considered integral to the character of the Conservation Area. There is also a presumption against development which is considered likely to have an adverse impact on a Conservation Area.

Policy N20 – ‘Design’ encourages a high quality design in respect of layout, design and materials in all new developments including redevelopment and alterations. The policy states that favourable consideration is more likely where proposals demonstrate an appropriate use of building materials in keeping with their surroundings.

Chapter 4 – ‘Economic Development’ of the Consolidated Structure Plan states *“Although shopping makes the largest single contribution towards town centre activity, town centres are also important focal points for a range of commercial, cultural and community activities. Sustaining and enhancing the mix of uses, the quality of*

the environment and the accessibility of town centres will help to maintain their ‘vitality and viability’: a key element of Government policy”.

Policy E19 – ‘Town Centre Enhancement’ supports town centre enhancement.



Photos 4: Town Centre Enhancement Before and After

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Scottish Border Consolidated Local Plan 2011

In line with Government policy and advice Scottish Borders Council wishes to promote appropriate shop fronts and signage that make a positive contribution to the built environment. The Council aims to encourage high standards of design and the use of appropriate materials in both new shop fronts and signs and in the renovation of existing ones.

The Local Plan Policy G1 – ‘Quality Standards for New Development’ aims to ensure that all new development is of a high quality and respects its environmental context. The policy does not aim to restrict good quality modern or innovative design but does aim to ensure that it does not negatively impact on the existing buildings, or surrounding landscape and the visual amenity of the area.

Policy BE1 – ‘Listed Buildings’ aims to protect Listed Buildings from works that would spoil their historical or architectural character. In turn this will protect a major asset that contributes significantly towards the character and amenity of the Scottish Borders and represents a valuable resource for recreational, tourism and educational purposes. The ‘policy justification’ notes that where a building has been un-occupied for a period is not a justification for unsympathetic alteration.

Policy BE4 – ‘Conservation Areas’ aims to preserve and enhance the character or appearance of Conservation Areas. The ‘policy justification’ recognises that

Conservation Areas make a unique and irreplaceable contribution towards the character and quality of the Scottish Borders, and as such must be protected from inappropriate development.

Policy BE5 – ‘Advertisements’ aims to ensure that advertisements within built-up areas do not adversely affect local character, amenity or safety. The ‘policy justification’ recognises that whilst advertisements add information, colour and interest to a commercial street, they can cumulatively result in a property or an area appearing cluttered. The policy reflects the need to ensure a higher quality of design and materials for Listed Buildings and Conservation Areas reflecting the property or area’s character or appearance.

Policy D3 – ‘Advertisement in the Countryside’ aims to encourage accessibility to countryside businesses, facilities and attractions through appropriate signposting without loss of visual amenity, character or safety.

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3. Shop Fronts

3.1 The sketches below show a typical good and straightforward shop front of traditional kind (Figure 1), shown next to a poorly-designed replacement that completely ignores the character of its surroundings (Figure 2). Unfortunately, it is all too typical of many shop fronts and is a classic example of what this Supplementary Planning Guidance (SPG) is seeking to avoid.



Figure 1: Traditional Shop Fronts **Figure 2: Poorly Designed Shop Front**

3.2 The diagram to the right (Figure 3) describes the various components of a typical shop front. Of course, shop fronts of any age do vary and certain elements may be absent or more pronounced in an individual case.

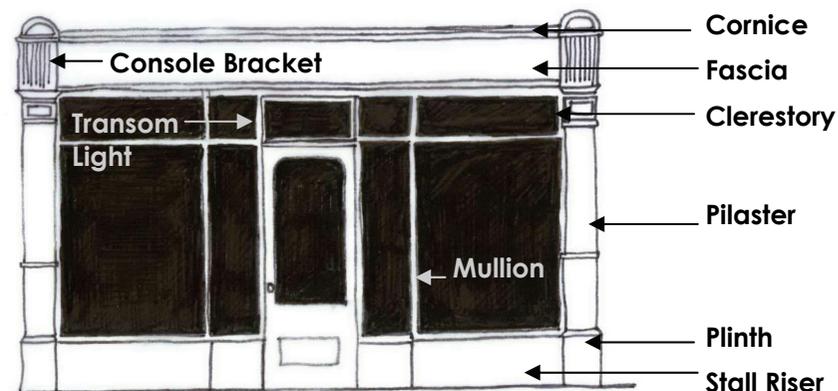


Figure 3: Traditional Shop Front Components

3.3 Cornice

This is an important feature defining the top of the shop front and separating it from upper floor uses. Where no cornice exists, it should normally be introduced at the top of a new fascia.

3.4 Console Bracket

Traditional shop fronts often have elaborately carved console brackets which are used to provide a visual support and termination for the cornice. Although purely decorative they often add character and should be retained.

3.5 Fascia

The dimensions, materials and design are critical to the appearance of a shop front. The fascia should not be too deep. If a good original fascia line exists, it should be

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adhered to and any new fascia board should not encroach over other features of the shop front's "frame". Good original fascias sometimes survive under later constructions, and their reinstatement will be strongly encouraged. Materials were originally stone or timber. New shop fronts outwith sensitive locations can use substitutes like Glass Reinforced Plastic (GRP) or Polyvinyl chloride (PVC) satisfactorily, but these should be matt in finish. Lettering and illuminations are discussed under Section 5 "Signs and Advertisements" below.

3.6 Transom Light /Fanlight

A transom light is a rectangular window above a door and is also sometimes referred to as a fanlight. However, a Fanlight is a semi-circular glazed area above a door and was originally designed to brighten the halls of Georgian houses but have also been introduced into shop fronts. Transom Lights and Fanlights should also be retained.

3.7 Clerestory

Occasionally provided to give extra light and/or ventilation, or to modify the proportions of tall windows, the clerestory can also accommodate some trade information applied in small lettering to the glass. It can be sometimes also be subdivided attractively by astragals or ornamentation. In alterations, it should not be incorporated as part of the fascia. A suspended ceiling should not hide good existing detail; but where it must be installed, the recommended design options are shown

below (Figure 4).

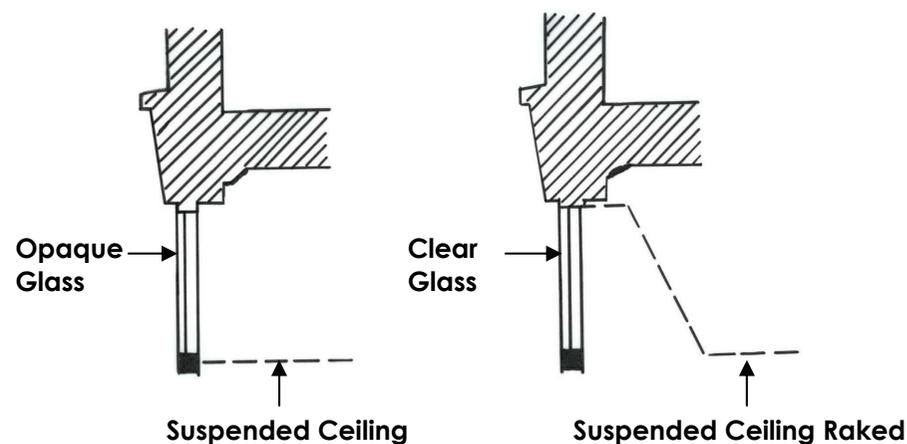


Figure 4: Suspended Ceiling Detail

3.8 Pilasters

In most rows of shops, there is a vertical strip between each shop front, rather like a column. This is the pilaster and may vary from a sturdy decorated affair of wood or stone to a plain slender feature, depending on the building's design. The pilaster acts to give each unit a separate identity, and occasionally to highlight the doorway, and should be retained or incorporated as appropriate.

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3.9 Stall Riser

The provision of stall risers between the pavement and the display windows is useful practically, in reducing risk of damage to glass and allowing ventilation or access to any cellar, and visually, in providing a strong foundation to the shop front's proportions.

3.10 Display Area

The display windows are contained within the frame of the pilasters, fascia and stall risers. An excessive expanse of plate glass should be avoided – it gives the uncomfortable visual impression of inadequate support for the upper floors; larger display windows should be subdivided by **mullions** (vertical supports) and/or a centrally – located door frame to avoid an excessively horizontal emphasis to the shop front. Stone or cast iron mullions in existing shop fronts should be retained. In new shop fronts, display areas should be framed and sub-divided using materials, colour and finishes compatible with the surrounds.

The use of dark-tinted plate glass is rarely successful, giving the frontage a blank and “blind” look to it and detracting from the interest and liveliness of the street.

3.11 Repairs

Repairs or minor replacements to existing shop fronts should respect the original style and date. For instance, it is inappropriate to install modern aluminum framed glass doors in an Edwardian shop front or to restore a 1930's

shop to a 'Victorian' frontage! Grants may be available in certain cases to assist sympathetic repairs.

3.12 Canopies

Canopies, or sunshades (Figure 5), are a well-established feature of some shopping streets. As well as their practical use, they can help to enliven the street scene. However, some modern styles have neither a practical purpose nor any sympathy with their environment. The following guidelines will apply:

- Due to the potential loss in character – new canopies will generally be discouraged on Listed Buildings, finely detailed buildings or groups of shops of uniform design.
- Canopies should never be fitted above ground floor level.
- The canopy should have a non-reflective surface and be retractable, for practical and aesthetic reasons.
- Lettering on canopies will be discouraged but, where considered justifiable; lettering should be minimal and restricted to a maximum height of 150mm.

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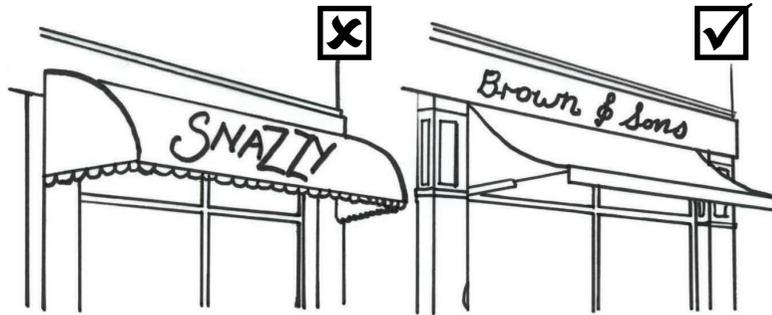


Figure 5: Canopies / Sunshades



Photos 5: Traditional Style Canopies in Hawick

3.13 Security Shutters

Security shutters will be opposed on Listed Buildings or in sensitive frontages in Conservation Areas – specially toughened glass may be an acceptable substitute. Elsewhere, if the installation of security shutters is necessary, the castings should generally be recessed behind the frontage (Figure 6) and should best be of “brick-band” open grille style – which protect display goods, allow intruders to be seen from the street, and retain some interest after hours.

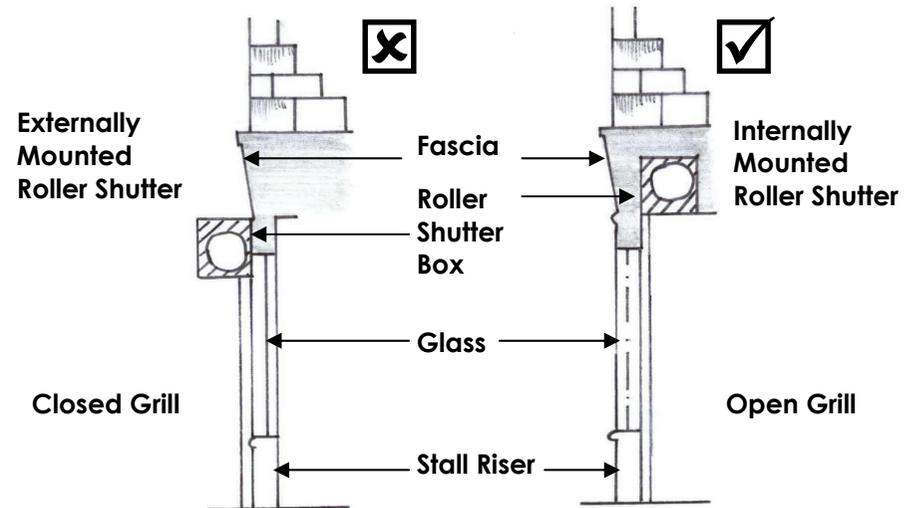


Figure 6: Security Shutter Details

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The use of security gates for doors may also be appropriate.



Photos 6: Security Gates for Doors

3.14 External Alarm Boxes

Demand for improved crime prevention measures has resulted in a large increase in the number of burglar alarm boxes fitted to the exterior of shops and other properties. While part of their function is to act a visual deterrent – by being brightly coloured and conspicuous – this can often conflict with the character of buildings and with wider street frontages of quality. The following guidelines will apply:

- a. External alarm boxes on Listed Buildings will generally require consent and should avoid siting on prominent elevations and be coloured to match the building.
- b. In other sensitive locations, notably in Conservation Areas, alarms should be sited as inconspicuously as is reasonable. Where practical, they should be sited in sympathy with architectural features, and should be coloured to match the building. In the case of new

Shop fronts, any necessary alarm should be integrated into the design.

- c. Consideration should be given to fitting alarms inside windows or fanlights.
- d. Where proposals for alarms breach these guidelines, planning consent may be required – consult your local Development Management Officer in advance.



Photos 7: Indiscreetly Located Alarms



Photos 8: Discreetly Located Alarms

3.15 Close Circuit Television (CCTV) Cameras

Irrespective of location, consent may be required for the installation of a CCTV camera. You are therefore advised to consult your Development Management Officer in advance.

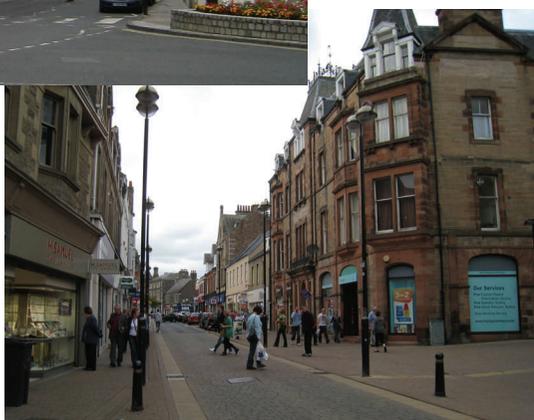
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4. The Street Scene

4.1 While wishing to protect fine examples of original shop fronts, the Council does not intend to stifle change and modern innovation in town and village centres – visual liveliness and variety are very important to the function of commercial areas. Nevertheless, it is important that a shop front is designed with proper regard to the appearance, not only of the individual building, but of the wider street scene or townscape of which it is part. These brief points are illustrated in the sketches on page 14.



Photos 9: The Street Scene
- Jedburgh &
Galashiels



4.2 One special problem concerns the use of “**house styles**” by chain stores, building societies, brewers and others. This tendency, strongly promoted by many firms, seeks to publicise their “corporate identity” by imposing a standard design on every branch with little or no regard to the individual requirements of the site and has caused a great deal of damage to the character of many towns. It is important that “house styles” are modified as necessary, in scale, graphics and/or colour, to suit the special qualities of Borders towns and villages, and experience proves that this can be done very satisfactorily without jeopardy to the identity or success of the enterprise (Photos 10 below). Thus, such proposals for “house styles” will be judged solely on whether they suit the particular building or area in question.



Photos 10: Adapted
“House
Styles”



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Figure 7: Original Shop Fronts

The shop fronts originally would have been variations on a similar form. Though the street frontage was varied, there was an underlying unity. A large individual building may have contained a number of small shops or one large one, but even in the case of the latter the frontage would still be sub-divided to maintain the general scale and rhythm of the street.

The following drawings show how this sense of unity and rhythm can become eroded.



Figure 8: New Shop Front Extending over Two Buildings

The shop indicated extends over more than one building and a single fascia is carried across the full width. Here the shop front should be sub-divided so as to retain the integrity of individual buildings. The scale of the pilasters should also be sufficient to appear to physically support the building. This has been lost in this example. This drawing also emphasises the importance of stall risers within a traditional street frontage.



Figure 9: Poorly-Designed Shop Fronts within a Traditional Street

These two shop fronts are not only poorly designed but they are also totally unrelated to each other despite being parts of the same building. The appearance of the building as a whole suffers.



Figure 10: End Result - Loss of Original Shop Front Character

The end result of this process. The original qualities of the street scene have totally disappeared. Each shop front that is insensitively altered brings this a stage nearer.

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5. Signs and Advertisements

5.1 Probably one of the most important features of a shop front are its signs and lettering. The scale, style and material of these will have a profound effect on the suitability of the overall design.

5.2 Trade names on **fascia signs** may be displayed by painted lettering or individual letters applied to a fascia board or frieze. Again, it is important that the size of the lettering is not too large in proportion to the fascia or the shop front as a whole. Where motifs or “house styles” are employed, and to avoid signage appearing over-dominant - long unbroken horizontal colour-banding should be avoided. As a rule, internally-illuminated fascia signs will be discouraged. However it is acknowledged that there may be circumstances where such fascia could be acceptable.

Photos 11: Appropriate Fascia Signage



5.3 New premises, and some conversions, can occasionally achieve a good design without a fascia board, instead having any required lettering attached directly and carefully to the building frontage (Photos 12). More commonly, a tasteful effect can sometimes be achieved by applying the trade information on to the display window glass. This can give greater scope for artistic ideas and can leave the fascia (if there is one) free for similar art work, although it should not overwhelm its surroundings.

Photos 12: Appropriate Signage without a Fascia



5.4 **Above ground floor level**, signs and advertisements will be resisted. An exception can usually be made for **upper floor businesses**, for which carefully-chosen lettering can be applied onto the window glass, supplemented at ground floor entrances with an appropriate metal plate.

Photos 13: Appropriate Signage For Upper Floor Premises



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5.5 **Projecting signs** are an integral part of shopping streets and commercial premises generally. They can contribute positively to the street scene, but can certainly detract from it if badly designed or located. A maximum of one projecting sign per enterprise will be imposed, and where a fascia sign is already illuminated, an illuminated projecting sign will be discouraged. The use of internally-illuminated signs is particularly inappropriate in **Conservation Areas**, which are discussed below. The bottom of a projecting sign should be no lower than 2.25m above the ground and at least 0.5 m in from the edge of the kerb.



Photos 14: Appropriate Projecting Signage

5.6 Signs, illuminated or not, which are displayed **inside** a shop or office window (Photos 15 below), may require planning consent. For example, it is not uncommon for certain businesses to attach numerous large sales posters or semi-permanent adhesive “vinyls” to the inside of their windows – these require consent if they cover more than 10% of the display area. The Council has powers to “challenge” existing signs without consent which infringe the regulations, and will seek to have them removed.



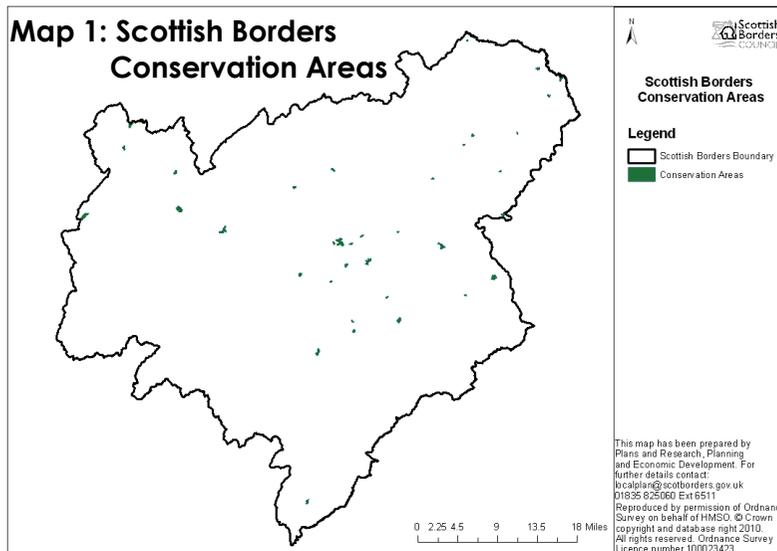
Photos 15: Sales Posters and Semi-Permanent Adverts

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6. Conservation Area and Listed Buildings

6.1 While it is intended to ensure good design **throughout** the Scottish Borders, a special degree of vigilance in planning control will be operated when dealing with **Listed Buildings** and **Conservation Areas**.

6.2 The Scottish Borders, with its high quality environment, has **40 Conservation Areas**. These were designated to ensure that the special character of historic towns and villages is protected and enhanced. As well as by combating decay, this is achieved by ensuring that new development is carried out in a sensitive manner that takes account of the quality features of the Conservation Area. In town centres, development of shop fronts and signs is a prime influence on character.



6.3 In Conservation Areas, all the standards suggested in this Supplementary Planning Guidance will be applied rigorously. There will be presumption in favour of retention of any older shop fronts of merit, and new shop fronts should be in keeping with the more traditional styles of the locality. Controls on signs and materials will also be stringent – fascias should normally be either painted/ treated timber or at least an acceptable matt-finished substitute; hand-painted lettering will be favoured, although raised letters in wood, brass or an acceptable substitute will often be acceptable; lettering should respect the character of the building in scale, style and proportion, and the use of brash colours will rarely be successful.



Photo 16: Shop Fronts within the Duns Conservation Area

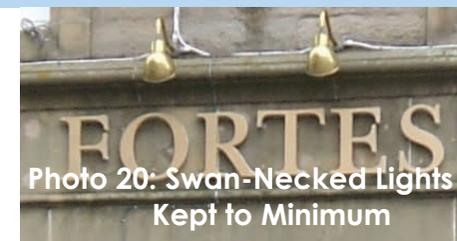
6.4 Particular care should be taken with projecting signs in Conservation Areas. A strong preference will be given to sign boards suspended from an iron bracket, and these give plenty of scope for original artwork. As a general rule, such signs should not exceed 0.6m² and should not project more than one metre from the face of the

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building. As well as these, the use of symbols illustrating the trade carried on, such as those often employed by barbers, chemists, opticians, fishmongers etc, can be interesting and attractive.



6.5 In Conservation Areas, signs should not be illuminated internally but external lighting to a reasonable level will often be acceptable. Crudely-angled spotlights (e.g. the swan-necked style) are rarely successful and cause dazzle. Where they are necessary, their number should be kept to a minimum.



6.6 Where a shop front forms part of the special character of a **Listed Building**, there will be a strong presumption in favour of its retention or reinstatement and also in favour of the use of traditional and natural materials. Applications for work on some Listed Buildings will also require to be referred for clearance to Historic Scotland.



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7. Planning Permission and Other Consents

7.1 There are three types of planning consent that may be required if you are intending to carry out any works in relation to a shop front. These three consents are:

Planning Permission; Listed Building Consent and Advertisement Consent.

7.2 If your property is Listed or is situated within a Conservation Area – the Council will require a higher standard of design. If you are unsure if your property is Listed, is part of a Listed Building or is located within a Conservation Area – please contact your local Development Management Officer who will be able to assist.

7.3 It is the Council's intention to improve the standard of shop fronts particularly where they are situated in a Conservation Area or on a Listed Building when alterations are proposed.

7.4 Planning authorities are responsible for control over the display of advertisements and other signs and notices. All advertisements must comply with a number of national standard conditions.

- Any advertisements displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Planning Authority.
- Any hoarding or similar structure, or any sign,

placard, board or devices 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.

- Where any advertisement is required under the Regulations to be removed, the removal shall be carried out to reasonable satisfaction of the Planning Authority.
- 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.
- No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

7.5 Building Warrant

A Building Warrant may also be required depending on the work that you intend to carry out. This is to ensure that the works do not pose a risk to the health and safety of people in or around the building. If you intend to carry out any works to your shop front or structural works within the building – you are advised to contact your local Building Standards Surveyor.

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7.6 What Requires Planning Permission

The replacement or alteration of shop fronts is defined as development under the provisions of the Town and Country Planning (Scotland) Act 1997 as amended by the Planning etc (Scotland) Act 2006, and consequential legislation. This means that almost any “material” change to a shop front needs planning permission. “Material” changes could include altering the glazing, facing material installing blinds or shutters or altering the size of the fascia.

7.7 However, if your property is Listed or is part of a Listed Building; or is located within a Conservation Area, any stone cleaning or painting of the exterior of the building will also require planning permission.



Photo 23: Signage on Shops

7.8 What Requires Advertisement Consent

Signs and advertisements are also dealt with by the Control of Advertisements (Scotland) Regulations 1984. Replacing existing or erecting new advertisements which includes shop signs may require consent.

7.9 Particular categories of advertisements can be displayed without the need for Advertisement Consent, these are;

1. Functional advertisements such as road signs
2. Advertisements relating to business premises, within restricted size and height, and
3. Certain advertisements of a temporary nature e.g. on building sites.

Generally no illuminated or projecting signs are included in these categories.

7.10 The Regulations are extremely detailed and you should always check with your Development Management Officer on what requires Advertisement Consent.

7.11 A summary of the Advertisement Regulations can be found in Appendix A of this Document.



Photo 24: Adverts

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7.12 What Requires Listed Building Consent

Any work affecting the character or appearance of a Listed Building will need Listed Building Consent.

7.13 Therefore, Listed Building Consent will be required not only for adverts requiring Advertisement Consent but also for those to be displayed with deemed Advertisement Consent.

7.14 It should be noted that Listed Building Consent could be required for both external and internal works. Furthermore applications on some Listed Buildings will require to be referred to Historic Scotland.

7.15 Advice

If you are intending to carry out any alteration to your shop front, it is always recommended that you contact your local Development Management Officer from the Council's Planning and Economic Development Department. Your Development Management Officer can advise you on what planning consents will be required in your particular circumstance.

8. How to contact us

Advice from the Planning and Economic Development Department can be obtained at:

Planning and Economic Development
Council Headquarters
Newtown St Boswells
Melrose
Scottish Borders
TD6 0SA

Telephone: 01835 825060

Web Address:

<http://www.scotborders.gov.uk/>

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9. Further Advice

The Technical Services Department have also produced a guide for shops and businesses. This guide provides information on the Roads (Scotland) Act 1984. Anything placed on a public road (including pavements and verges) without the Roads Authority's Consent is considered unauthorised.

<http://www.scotborders.gov.uk/pdf/22476.pdf>

If you would like further advice from the Technical Services Department on this issue you can contact your local Area Roads Office at:

Scottish Borders Council

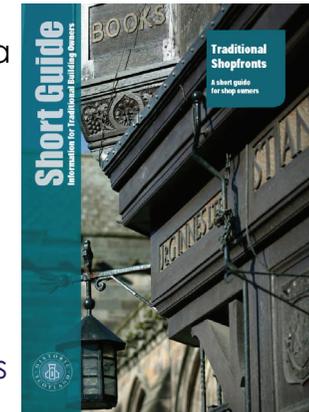
Unauthorised Signs and Street Furniture
(A guide for shops and businesses)



Tweeddale

Rosetta Road
Peebles
EH45 8HG
Tel: (01721) 726307

Historic Scotland have also produced a guidance booklet - Traditional Shopfronts: A short guide for shop owners. That document can be found at:
<http://www.historic-scotland.gov.uk/shopfronts.pdf>



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Teviot & Liddesdale

Town Hall
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TD9 9EF
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A further guidance note on Shop Fronts and Signs is also available from Historic Scotland from their series of Managing Change in the Historic Environment Guidance Notes. That Guidance Note can be found at:

<http://www.historic-scotland.gov.uk/shopfronts-2.pdf>



Supplementary Planning Guidance on Shop Fronts and Shop Signs

Appendix A: Summary of the Advertisement Regulations

- 1 The Control of Advertisements (Scotland) Regulations 1984 do not regard as development for advertisement purposes, the following:-
 - 1) An advert displayed inside a building, unless it is visible from outwith the building and is either illuminated or is displayed within a building used principally for the display of adverts, or any part of the advert lies within 1m of an external door or window.
 - 2) An advert displayed on a vehicle or vessel normally employed as moving, but not if the vehicle is used mainly for the display of adverts.
 - 3) An advert incorporated in and forming part of the fabric of a building other than a building used principally for adverts.
 - 4) An advert on "enclosed land" and not readily visible from outside the enclosure.
 - 5a) An advert on or consisting of a balloon at more than 60m above ground level.
 - 5b) An advert on or consisting of a balloon tethered to a site where it is not controlled as an area of special control such as a conservation area, providing firstly there is not more than one balloon on the site at a time, and secondly, the site is not used for adverts on more than 10 days per year.
 - 6) An advert on an article for sale, package or

container, or on a pump for the selling of liquid, provided firstly it refers wholly to the article or liquid, secondly it is not illuminated and thirdly it exceed 0.1m² in area.

- 2 Under Schedule 4 of the advertisement Regulations, 6 classes of adverts may be displayed without express consent.

Class 1) Relates to functional advertisements of local authorities, community councils, statutory undertakers and public transport undertakers relating to:-

- 1) Their function or operation for a safe or efficient performance.
- 2) As displayed by a planning authority on land within their area.

Class 2) Relates to miscellaneous advertisements relating to the land on which they are displayed subject to the following restrictions of letters not exceeding 0.75m in height and highest point of advert being no more than 4.6m above ground level, the following 3 types of advert are covered:-

- 1) Adverts for identification or direction up to 0.2m² in area.
- 2) Adverts relating to business or firms up to 0.3m² per advert and 1 per firm or 1 per separate road access. Only signs relating to a medical service may be illuminated.

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3) Adverts relating to recreational, educational, residential, tourist premises etc. up to 1.2m² per advert and 1 advert per business or road access. Only signs relating to a medical service may be illuminated.

Class 3) Relates entirely to temporary adverts.

- 1)** Adverts relating to the availability for sale or letting of land on which they are displayed.
- 2)** Adverts relating to a sale of goods or livestock, and displayed on the land where such goods or livestock are situated or sale is held.
- 3)** Adverts relating to the carrying out of building or similar work on the land on which they are displayed.
- 4)** Adverts 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 a character.
- 5)** Adverts relating to any demonstration of agricultural methods or process on the land which they are displayed.
- 6)** Adverts on hoardings enclosing, either wholly or in part, land on which building operations are taking or are about to take place and which is designated in any development plan for the time being in force primarily for commercial, industrial or business purposes.

Class 4) Relates to adverts on business premises.

- 1)** Adverts displayed on business premises wholly with reference to all or any of the following matters: the business or other activity carried on, the goods sold or services provided, and the name qualification of the person carrying on such business or activity or manufacturing or supplying such goods or services on those premises.
- 2)** Adverts displayed on any forecourt of business premises wholly with reference to all or any of the matters specified above.

Class 5) Relates to adverts within buildings.

- 1)** Adverts displayed within any building and not exempted from these regulations.

Class 6) Relates to illuminated adverts displayed on business premises referring wholly to the goods or services inside and the persons involved.

- 1)** Illuminated adverts displayed on business premises wholly with reference to all or any of the following matters, the business or other activity carried on, goods sold or services provides and the name or names and qualifications of the person or persons carrying on such business or activity or providing such goods or services on those premises.

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