

To: INFRASTRUCTURE, LAND AND ENVIRONMENT POLICY BOARD

On: 18 MARCH 2020

Report by: DIRECTOR OF ENVIRONMENT AND INFRASTRUCTURE

Heading: SUPPLEMENTARY GUIDANCE – ROADS (DIGITAL ADVERTISING)

1. Summary

- 1.1 At its meeting on 6 June 2017, the Infrastructure, Land and Environment Policy Board approved that the Council should adopt the Scottish Chief Officers of Transportation in Scotland (SCOTS) National Roads Development Guide and should add an amendment regarding parking standards in urban areas into the Local Authority Variations Appendix for Renfrewshire.
 - 1.2 Approval is now sought to add a further amendment by including in the Local Authority Variations Appendix for Renfrewshire, Supplementary Guidance for the placing of digital advertising panels in relation to roads and traffic signals. This is included in this report as Appendix 1.
 - 1.3 If approved, the guidance will assist developers proposing to invest in digital advertising panels in Renfrewshire and those considering making planning applications.
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2. Recommendations

It is recommended that the Infrastructure, Land and Environment Policy Board:

- 2.1 Approves the inclusion of Supplementary Guidance – Roads (Digital Advertising), as included at Appendix 1 to this report, as a Renfrewshire Council local variation into the SCOTS National Roads Development Guide.
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3. Background

- 3.1 Renfrewshire Council's current variation to the National Roads Development Guide was last approved on 6 June 2017 and reflected the Council's needs at that time.
 - 3.2 Digital advertising is becoming commonplace across the country and increasing numbers of advertising applications are being received by the Council which require a consistent, evidence based, approach to their assessment.
 - 3.3 National guidelines have been produced by the Institution of Lighting Professionals and the Council's proposed Supplementary Guidance adopts the standards within it which cover most requirements such as the brightness and refresh rate of digital screens and the prohibition of siting digital screens where they can cause a distraction to drivers.
 - 3.4 The Supplementary Guidance, which is at Appendix 1 to this report, additionally seeks to inform developers of the implications for road safety on the placement of digitally illuminated screens, particularly behind traffic signals where it may mask the traffic signal fronting it and as replacements for static advertising panels on bus shelters.
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Implications of this Report

1. **Financial** – The adoption of supplementary guidance will assist developers making applications, lessen the need for pre planning application meetings and reduce the need for officers to attend such.
2. **HR & Organisational Development** – The implementation of the supplementary guidance should prevent the need for officers to attend meetings and reduce demands on staff
3. **Community Planning** – None
4. **Legal** - None
5. **Property/Assets** – The implementation of the supplementary guidance is designed to improve safety of roads infrastructure within the Council area.
6. **Information Technology** - None
7. **Equality & Human Rights** - The recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.

8. **Health & Safety** – The implementation of the supplementary guidance is designed to improve road safety approaching signal controlled junctions within the Council area.
 9. **Procurement** – None
 10. **Risk** – The implementation of supplementary guidance on Digital Advertising reduces the subjectivity of appraising planning applications
 11. **Privacy Impact** – None
 12. **CoSLA Policy Position** – None
 13. **Climate Risk** - None
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List of Background Papers - none

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**Renfrewshire Council
Supplementary Guidance – Roads (Digital Advertising)**

1. Advertising applications should comply with the recommendations of the Institution of Lighting Professionals (ILP) as per the below link, particularly in respect of refresh rates and illuminance.

<https://www.theilp.org.uk/resources/ilp-general-reports/plg05-the-brightness-of-illuminated-advertisements/>
2. Advertising applications should not include moving images especially when the display could be seen by drivers.
3. Advertising applications will be considered on an individual site basis. Consideration should include forward visibility of the digital advertising screen especially in relation to the existing or planned positions of traffic signal heads. Where digital advertising screens are behind signal heads at any point (as photo below) applicants should be advised to withdraw the application.
4. Consideration should be given to offside traffic signal heads being masked or disguised by digital advertising screens placed behind them especially when nearside signals are obscured by slow or stationary high vehicles as can be seen below.



Example 1; An acceptable location where the screen is off to the side and does not interfere with the visibility of the signal heads.



Example 2; Initially it appears that the hoarding is behind the signals and is unacceptable but due to the bend in the road as the driver approaches the signals the hoarding moves “in the driver’s eye” to a safe location to the side and is therefore acceptable.

5 Bus Stop advertising.

Where it is proposed that existing advertising bus shelters be upgraded to digital advertising and the proposal is in accordance with the ILP guidelines, it is likely that the site will comply because all Renfrewshire’s advertising shelters have already been assessed in relation to advertising. However, sites should be inspected to check that new traffic signals, which may affect driver visibility, have not been introduced since the initial advertising consent was given to the site.