

To: Planning and Climate Change Policy Board

On: 23 August 2022

Report by: Chief Executive

Heading: Development Planning Guidance - Development in the Countryside (2022) and Display of Advertisements (2022)

1. Summary

- 1.1 This report presents guidance on Development in the Countryside and Display of Advertisements. The guidance supports the Local Development Plan (2021) and the New Development Supplementary Guidance (2022).
 - 1.2 A copy of guidance on Development in the Countryside (2022) and the Display of Advertisements (2022) is available on the [Council's webpages](#).
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2. Recommendations

- 2.1 It is recommended that the Board:
 - (i) Approve the publication of the [Development in the Countryside \(2022\)](#) guidance.
 - (ii) Approve the publication of the [Display of Advertisements \(2022\) guidance](#).
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3. Development in the Countryside

- 3.1 The majority of Renfrewshire is rural countryside which is protected from inappropriate development through its designation as green belt in the Renfrewshire Local Development Plan (2021).

- 3.2 Renfrewshire's green belt plays a key role in protecting and enhancing the character, landscape, natural setting and identity of settlements, whilst providing outdoor access to green networks which link areas and support nature networks.
- 3.3 This guidance supports the local development plan providing design advice when considering and preparing development proposals within Renfrewshire's countryside.

4. Display of Advertisements Guidance

- 4.1 Advertisements and signage provide information related to goods and services. They are often designed to be eye-catching and can enliven the street scene. However, they can also have an impact on the character and appearance of an area resulting in a cluttered and unattractive environment.
- 4.2 This guidance provides good practice advice in relation to the display of advertisements including the different types of signage, their design, size, location, materials, illumination and relationship with the surrounding area.
- 4.3 The guidance also sets out the circumstances where advertisements can be displayed without the need for advertisement consent.

5. Next Steps

- 5.1 Following approval by the Board, the guidance will be available online at the Council's webpages.
- 5.2 The design advice will become a material consideration in the assessment of new development proposals in the countryside and applications for advertisement consent.

Implications of the Report

- 1. **Financial** – None.
- 2. **HR & Organisational Development** – None.
- 3. **Community/Council Planning** – None.
- 4. **Legal** - None.
- 5. **Property/Assets** – None.
- 6. **Information Technology** – None.

7. **Equality & Human Rights -**

- (a) 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** – None.

9. **Procurement** – None.

10. **Risk** – None.

11. **Privacy Impact** – None.

12. **COSLA Policy Position** - None.

13. **Climate Risk** – None.

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