

**9. To receive information from NYCC Highways Authority and RDC as the Planning Authority on the criteria for signage, pursuant to Minute 18155 dated 19<sup>th</sup> November**

NYCC, Highways & Transportation

There is a section on the Council's website regarding road signs. This is the link - <https://www.northyorks.gov.uk/road-signs-markings-and-bollards>. However, the criteria for signage is laid down by The Department for Transport and they are very prescriptive regarding the type of signs which can be placed in the highway. Proper use of signs is vital to their effectiveness in terms of guiding or regulating and the DfT send out a strict message that over-provision can have a detrimental impact on the environment and can dilute more important messages if they result in information overload for drivers.

Signs must be prescribed by the Traffic Signs Regulations and General Directions 2016. The Highway Code lists all the signs which are available for use on the highway and this is the link <https://www.highwaycodeuk.co.uk/signs-and-signals.html>

In terms of town and village nameplates which are funded by the town/parish councils it is possible to have a more elaborate sign (such as the ones entering Pickering) but these are usually classed as a street furniture and can be approved under Licence.

Ryedale District Council

Whilst it is not possible to give an overview of what is 'allowed and not allowed' in respect of signage due to variables and constraints related to individual sites, there is a guidance booklet entitled 'Outdoor advertisements and signs@ a guide for advertisers' which offers guidelines. Additional advice is available from the planning department.

Who controls outdoor advertisements?

Local Planning Authorities are responsible for the day-to-day operation of the advertisement control system, or for deciding whether a particular advertisement should be permitted or not.

What is an advertisement?

'a notice or announcement in a public medium promoting a product, service, or event'

The advertisement control system covers a very wide range of advertisements and signs including:

Posters and notices

Placards and boards

Fascia signs and projecting signs

Pole signs and canopy signs

Models and devices

Advance signs and directional signs

estate agents' boards

flag advertisements

price markers and price displays

traffic signs

town and village name-signs

Outdoor advertisement 'standard conditions'

Have the permission of the owner of the site on which they are displayed (this includes the Highway Authority if the sign is to be placed on highway land)

Not obscure, or hinder the interpretation of, official road signs or otherwise make hazardous the use of road transport

The existing 'Welcome to Kirkbymoorside' signs qualify under Class 13: advertisement on sites used for the preceding ten years for displaying advertisements

Additional considerations for roadside signage are 'Amenity' and 'Public Safety'

'Amenity' is usually understood to mean the effect upon visual amenity in the immediate neighbourhood of displaying the advertisement. So in assessing amenity, the planning authority will always consider the local characteristics of the neighbourhood, i.e. is it in scale with any important scenic, historic, architectural or cultural features.

'Public safety' means the considerations which are relevant to the safe use and operation of any form of traffic or transport (including the safety of pedestrians). So, for this purpose the planning authority must assess the likely effect of the advertisement in relation to the behaviour of drivers, possible confusion with any traffic sign or signal etc. Advertisements are designs to attract attention so the considerations of the planning authority will be whether the design or the location of the advertisement will be so distracting or confusing that it creates a hazard for, or endangers, people who are taking reasonable care for their own and others' safety. When considering 'public safety' of advertisements alongside a major road the planning authority will consult the highways authority or other relevant bodies.

NOTE:

Illegal advertising is an offence under Section 224 of the Town and Country Planning Act 1990.

It is illegal to display any advertisement (even if it has deemed consent) without first obtaining the permission of the owner of the site, or any other person who is entitled to grant permission.

Any form of fly-posting (that is, displaying an advertisement without consent) is an offence which is immediately open to prosecution, or to the removal or obliteration of any fly-posting material.