

	<h1>Report</h1>	Agenda Item <h1>11</h1>
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Report to:	Planning Committee
Date of Meeting:	10 March 2009
Report by:	Executive Director (Enterprise Resources)

Application No	EK/08/0359
Planning Proposal:	Erection of Internally Illuminated Advertising Hoarding

1 Summary Application Information

- Application Type : Advertisement Application
- Applicant : Phoenix Outdoor Advertising Ltd
- Location : Between the Whirlies Bypass Roundabout
& Nerston Roundabout
East Kilbride

2 Recommendation(s)

2.1 The Committee is asked to approve the following recommendation(s):-

- (1) Grant Advertisement Consent - Subject to Conditions (Based on Conditions Attached)

2.2 Other Actions/Notes

The Planning Committee has delegated powers to determine this application.

3 Other Information

- ◆ Applicant's Agent: N/A
- ◆ Council Area/Ward: 09 East Kilbride West
- ◆ Policy Reference(s): **East Kilbride and District Local Plan (adopted)**
DC1 – Development Control General
SLP8 – Advertisement Hoardings
Finalised South Lanarkshire Local Plan (as modified)
DM1 – Development Management
DM11 – Advertisement Hoardings Policy

◆ Representation(s):

- ▶ 0 Objection Letters
- ▶ 0 Support Letters
- ▶ 0 Comments Letters

◆ Consultation(s):

Roads and Transportation Services (East Kilbride)

Planning Application Report

1 Application Site

- 1.1 The application site relates is situated at the Whirlies bypass roundabout on the north side of Law Place and the western side of the Kingsway (A749). The site is currently an overgrown road verge area with a number of small unauthorised advertising signs.

2 Proposal(s)

- 2.1 Advertisement consent is sought for the erection of a 48 sheet freestanding internally illuminated advertising hoarding on the site. The proposed hoarding is 6096mm in width and 3048mm in height, with an additional base unit of 2438mm in height. Two smaller B&Q signs are to be incorporated below the hoarding on either side of the base unit measuring 1100mm by 1100mm excluding the supporting legs.

3 Background

3.1 Local Plan Status

- 3.1.1 The proposal has been assessed against the policies of both the East Kilbride and District Local Plan (adopted) and Finalised South Lanarkshire Local Plan (as modified). Policy DC1 of the East Kilbride and District Local Plan (adopted) and DM1 of the Finalised South Lanarkshire Local Plan (as modified) state that all planning applications shall take fully into account the local context and should be compatible in terms of scale, massing and external materials to the surrounding streetscape and impact on amenity.
- 3.2 Policy SLP8 – Advertising Hoardings of the East Kilbride and District Local Plan (adopted) and Policy DM11 – Advertisement Hoardings Policy of the Finalised South Lanarkshire Local Plan (as modified) both seek to ensure that large poster displays and advertising hoardings do not have an adverse impact on the environment by controlling their location and encouraging appropriate landscape and boundary treatment. The hoarding should have no adverse impact on public safety by virtue of causing distraction or creating a hazard to pedestrians, cyclists or drivers.

4 Consultation(s)

- 4.1 **Roads and Transportation Services (East Kilbride)** – raised no objections subject to the imposition of conditions.
Response: Noted. An appropriate condition will be attached to any consent issued.

5 Representation(s)

- 5.1 The application was advertised as Development Potentially Contrary to the Development Plan and was not subject to neighbour notification as it is an advertisement application. No objections were received.

6 Assessment and Conclusions

- 6.1 The main determining issues in this instance are the extent to which the proposal complies with the local plans, its effect on the amenity of the area and on road safety.
- 6.2 From a local plan viewpoint, Policies DC1 of the East Kilbride and District Local Plan (adopted) and DM1 of the Finalised South Lanarkshire Local Plan (as modified) are both relevant. These policies state that all planning applications shall take fully into account the local context and be compatible with the surrounding streetscape in terms of scale, massing, design and impact on amenity. The proposed advertising hoarding is regarded to be of a size deemed acceptable in relation to its location and

surroundings. The site at the moment has a detrimental visual appearance which reduces the amenity of the area and it is felt that the proposal would result in a substantial improvement to the aesthetics of the locale.

- 6.3 Policies SLP8 of the East Kilbride and District Local Plan(adopted) and DM11 of the Finalised South Lanarkshire Local Plan (as modified) are also relevant to the application and state that all applications will be assessed against the criteria laid out in the policies. It is important to maintain the visual amenity and character of a number of sensitive locations and one of these is along principal traffic corridors – advertising proposals located in these areas will be strictly assessed against the criteria of size, scale, position and design appropriate to the appearance and characteristics of the surrounding area. Although the proposed hoarding fronts a principal traffic corridor (A749), it is regarded that the development would not detract from the amenity of the area given that it is currently overgrown, close to a number of large commercial developments.
- 6.4 The proposal adheres to Policy DC1 – Development Control General of the East Kilbride and District Local Plan (adopted) and Policy DM1 – Development Management of the Finalised South Lanarkshire Local Plan (as modified) as it is considered that the proposed advertising hoarding takes account of the local context in terms of scale, massing and impact on amenity. Whilst the proposed hoarding is contrary to Policy SLP8 – Advertising Hoardings of the East Kilbride and District Local Plan (adopted) which states that there is a general presumption against hoardings along principal traffic corridors, the proposal conforms with Policy DM11 – Advertising Hoardings Policy of the Finalised South Lanarkshire Local Plan (as modified) as it is considered the visual amenity of the area would not be adversely affected. I would therefore recommend that planning permission is granted.
- 6.5 It is considered that the proposal is an acceptable departure from the Development Plan for the following reasons:
- (a) The proposal complies with Policy DM11 of the Finalised South Lanarkshire Local Plan (as modified).
 - (b) The advertisement hoarding is of a size, scale, position and design appropriate to the appearance and characteristics of the surrounding area.
 - (c) The advertisement hoarding would not detract from the amenity of the area given that it is currently overgrown, close to a number of large commercial developments.
 - (d) The advertisement hoarding is located in such a position so as to have no adverse impact on public safety by virtue of causing distraction to pedestrians, cyclists or drivers.

7 Reasons for Decision

- 7.1 For the reasons set out in paragraph 6.5 above.

Iain Urquart
Executive Director (Enterprise Resources)

23 February 2009

Previous References

- ◆ None

List of Background Papers

- ▶ Application Form
- ▶ Application Plans
- ▶ East Kilbride and District Local Plan (adopted)
- ▶ Finalised South Lanarkshire Local Plan (as modified)

- ▶ Consultations
Roads and Transportation Services (East Kilbride) 29/07/2008

- ▶ Representations
None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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E-mail: Enterprise.ek@southlanarkshire.gov.uk

CONDITIONS

- 1 That permission is granted for a period of 5 years from the date the advertisement is erected.
- 2 That the development shall be carried out strictly in accordance with the plans hereby approved and no change to the design or external finishes shall take place without the prior written approval of the Council as Planning Authority.
- 3
 - a) All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Council as Planning Authority
 - b) any hoarding or similar structure, or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Council as Planning Authority
 - c) where any advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Council as Planning Authority
 - d) 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.
- 4 That the outermost edge of the sign should be a minimum of 2 metres back from the kerb to allow for any maintenance works on the verge at this location.

REASONS

- 1 To comply with regulation 18 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.
- 2 In the interests of amenity and in order to retain effective planning control.
- 3 To comply with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.
- 4 In the interests of road safety.

For information only

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