

	<h1>Report</h1>	Agenda Item <h1>23</h1>
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Report to: **Planning Committee**
 Date of Meeting: **1 December 2009**
 Report by: **Executive Director (Enterprise Resources)**

Application No: HM/09/0534
 Planning Proposal: Installation Of 4 Freestanding Non-Illuminated Roundabout Sponsorship Signs

1 Summary Application Information

- Application Type : Advertisement Application
- Applicant : South Lanarkshire Council
- Location : Hillhouse Road/International Avenue
Hamilton

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: 18 Hamilton West and Earnock
- ◆ Policy Reference(s): **South Lanarkshire Local Plan**
Policy ECON1 – Industrial Land Use
Policy DM1 – Development Management
Policy DM11 – Advertisement Hoardings Policy

- ◆ Representation(s):
 - ▶ 0 Objection Letters
 - ▶ 0 Support Letters
 - ▶ 0 Comments Letters

- ◆ Consultation(s):

Roads and Transportation Services (Hamilton Area)

Planning Application Report

1 Application Site

- 1.1 The application relates to the roundabout at the junction of Hillhouse Road and International Avenue, Blantyre. The area surrounding the roundabout is industrial in character.

2 Proposal(s)

- 2.1 The proposal is to erect a free standing sponsorship signage within the roundabout. The signage proposal, along with a number of signs proposed in various locations across South Lanarkshire, forms part of the Council's initiative to upgrade the landscaping, road markings and signage of roundabouts. The Council is seeking sponsorship for the roundabouts from businesses and organisations and the income generated from sponsorship will generally be reinvested to facilitate improvements to roundabouts as required. No specific location has been identified within the roundabout but the location will be determined by the size of the roundabout, the location of existing landscaping on the roundabout, its approaches, signage and any other road safety issues. The proposed signs are 1.4 metres by 1.4 metres. The signs will show the sponsors' details and include the Council's logo.

3 Background

3.1 Local Plan Status

- 3.1.1 The site falls within an area designated as Policy ECON1 - Industrial Land Use of the adopted South Lanarkshire Local Plan. This states that areas identified for industry will continue primarily in industrial use and the Council will direct new industrial development to them. Policy DM 11 states that, if freestanding, the advertisement should be of a size, scale, position, design and materials appropriate to the appearance and characteristic of the surrounding area. Policy DM1 requires that all planning applications will require to take account of the local context and built form and be compatible with adjacent buildings and surrounding streetscape in terms of scale, mass, design and impact on amenity.
- 3.1.2 In accordance with the Planning etc (Scotland) Act 2006, this application is required to be determined at Council's Planning Committee and as the land involved in the proposal is within the Council's ownership and as such is excluded from the scheme of delegation.

4 Consultation(s)

- 4.1 Roads and Transportation Services (Hamilton Area) have no objections on the basis that the Road Safety and Traffic Sections will require that details of the signage meets the appropriate road safety and visibility standards.
Response: Noted. If advertisement consent is granted, appropriate conditions will be attached to meet these requirements.

5 Representation(s)

- 5.1 None

6 Assessment and Conclusions

- 6.1 The application is to erect free standing roundabout sponsorship signage. This will be located on the roundabout at the junction of Hillhouse Road and International Avenue in Blantyre. The signage raises no policy or amenity issues. The safety/visibility aspects of the design and location will be assessed by the Council's Road Safety and Traffic sections. It is therefore that the design, layout and form of the development is acceptable subject to the conditions attached. It is therefore recommended that advertisement consent is granted.

7 Reasons for Decision

- 7.1 The proposal has no adverse impact on its surroundings and is in accordance with Policies ECON1, DM1 and DM 11 of the Adopted South Lanarkshire Local Plan.

Colin McDowall

Executive Director (Enterprise Resources)

16 November 2009

List of Background Papers

- ▶ Application Form
- ▶ Application Plans
- ▶ South Lanarkshire Local Plan

- ▶ Consultations
Roads and Transportation Services (Hamilton Area) 02/11/2009

- ▶ Representations
None

Contact for Further Information

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

Mariona Hunter, Planning Office, Brandon Gate, Hamilton
Ext 3509 (Tel :01698 453509)
E-mail: Enterprise.hamilton@southlanarkshire.gov.uk

Advertisement Application

PAPER APART – APPLICATION NUMBER : HM/09/0534

CONDITIONS

- 1
 - 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.
- 2 This decision relates to drawing numbers:
01 - Location Plan
8M4233/001 - Sample Sign.
- 3 That prior to the erection of any of the sponsorship signs hereby approved, the specific locations of the signs shall be submitted for the consideration and approval of the Planning Service in consultation with Roads and Transportations Services Road Safety Engineer.
- 4 That the signs shall be positioned in the approved positions to the satisfaction of the Planning Authority.

REASONS

- 1 To comply with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.
- 2 For the avoidance of doubt and to specify the drawings upon which the decision was made.
- 3 In the interest of road safety.
- 4 In the interest of road safety.

