

# Report

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Report to:	<b>Clydesdale Area Committee</b>
Date of Meeting:	<b>24 October 2006</b>
Report by:	<b>Executive Director (Enterprise Resources)</b>

Application No	CL/06/0128
Planning Proposal:	Siting of Non-illuminated Advertisement Signage Board

## 1 Summary Application Information

- Application Type : Advertisement Application
- Applicant : Persimmon Homes (West Scotland) Ltd
- Location : A73 Airdrie Road  
Carluke

## 2 Recommendation(s)

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

- (1) Refuse Advertisement Consent (for Reasons Stated)

### 2.2 Other Actions/Notes

- (1) The Area Committee has delegated powers to determine this application
- (2) If Committee agree to refuse the application, I recommend that enforcement action be initiated to remedy the breach of planning control and, in particular, to ensure the advertisement boards are removed within 2 months of the date of the notice.

## 3 Other Information

- ◆ Applicant's Agent:
- ◆ Council Area/Ward: 10 Carluke/Whitehill
- ◆ Policy Reference(s): Lower Clydesdale Local Plan (Adopted)  
- Policy ENV1 Greenbelt

South Lanarkshire Local Plan (Finalised Plan)  
- Policy STRAT 3: The Green Belt and Urban Settlements in the Green Belt Policy

- ◆ Representation(s):  
    ▶ 0 Objection Letters

- ◆ Consultation(s):  
    Roads and Transportation Services (South Division)

## **Planning Application Report**

### **1 Application Site**

- 1.1 The application site is located adjacent to Airdrie Road, the A73 main traffic route between Carluke and Law and consists of a small part of an agricultural field adjacent to the grass verge. The site is bounded to the north, south and west by similar agricultural land and to the east by Airdrie Road with grazing land beyond.

### **2 Proposal(s)**

- 2.1 Retrospective Advertisement Consent is sought for the siting of 2 non-illuminated advertisement signage boards advertising residential developments presently being constructed in Law and Carluke. The boards are angled at 45 degrees to the main roadway and are visible when travelling in both directions.

### **3 Background**

#### **3.1 Local Plan Status**

The application site is located within the greenbelt where Policy ENV1 of the adopted Lower Clydesdale Local Plan applies. The site is also identified in the replacement South Lanarkshire Local Plan (Finalised Plan) as being within the designated greenbelt, and is subject to Policy STRAT 3.

#### **3.3 Relevant Government Advice/Policy**

None relevant.

#### **3.3 Planning History**

There are no records of any previous applications for the site.

### **4 Consultation(s)**

- 4.1 **Roads and Transportation Services** – have no objections to the proposal.

**Response:** Noted.

### **5 Representation(s)**

- 5.1 None received.

### **6 Assessment and Conclusions**

- 6.1 The determining issues in this instance are the proposal's compliance with the policies of the adopted Lower Clydesdale and the replacement South Lanarkshire Local Plan.

- 6.2 The application site is located within the greenbelt where Policy ENV1 of the adopted Lower Clydesdale Local Plan applies. This policy states that within the greenbelt the Council will strongly resist the encroachment or introduction of urban uses. The policy further states that there shall be a general presumption against all development except where it can be shown to be necessary for the furtherance of agriculture, horticulture, forestry, recreation establishments and institutions standing in extensive grounds or other uses considered by the Council to be appropriate to the greenbelt. Any development that the Council considers to be acceptable in principle should be located and designed, where appropriate, in a manner that will not significantly adversely affect the agricultural, natural heritage and amenity value and landscape character of the greenbelt. Any development within the greenbelt should conform to policy SLP 1: Greenbelt Policy, of the South Lanarkshire Planning Policies document.

- 6.3 Policy SLP1: Greenbelt Policy of the South Lanarkshire Planning Policies document, reiterates the advice stated within Policy ENV1 of the adopted Lower Clydesdale Local Plan, stating that within the greenbelt the Council will strongly resist the encroachment or introduction of urban uses. The policy further states that there shall be a general presumption against all development except where it can be shown to be necessary for the furtherance of agriculture, horticulture, forestry, recreation establishments and institutions standing in extensive grounds or other uses considered by the Council to be appropriate to the greenbelt. Any development that the Council considers to be acceptable in principle should be located and designed, where appropriate, in a manner that will not significantly adversely affect the agricultural, natural heritage and amenity value and landscape character of the greenbelt. The proposal is considered to be an inappropriate form of development as the proposed signage, by virtue of its size, scale, massing and location adversely affects the agricultural, natural heritage and amenity value and landscape character of the Greenbelt, particularly due to the location adjacent to a main route through South Lanarkshire. The proposal is therefore contrary to Policies ENV1: Green Belt and Policy SLP1: Green Belt of the South Lanarkshire Planning Policies document.
- 6.4 The site is identified in the South Lanarkshire Local Plan (Finalised Plan) as being within the designated greenbelt, subject to Policy STRAT 3: The Green Belt and Urban Settlements in the Green Belt Policy. This policy states that within the greenbelt isolated and sporadic development will be resisted. The policy also states that there shall be a general presumption against all development except where it can be shown to be necessary for the furtherance of agriculture, horticulture, forestry, recreation establishments and institutions standing in extensive grounds or other uses considered by the Council to be appropriate to the greenbelt. The signage boards subject of this application are not considered to be an appropriate form of development for the greenbelt and are considered to constitute isolated and sporadic development. They have no backdrop nor are they well integrated into the surrounding countryside. I consider the signage by virtue of its size, scale, and design would detract from the environmental quality of the area, and would constitute an obtrusive form of development within the designated Greenbelt, contrary to Policy STRAT 3 of the South Lanarkshire Local Plan (Finalised Draft).
- 6.5 In view of all of the above, I consider the retrospective application in respect of the advertisement signage to be unacceptable in terms of non-compliance with Policy ENV1 of the adopted Lower Clydesdale Local Plan and Policy STRAT 3 of the replacement South Lanarkshire Local Plan (Finalised Plan). The applicant has been advised that a detailed assessment has been carried out and has also been advised to consider removing the unauthorised signage to an alternative location. However, a response has not been received to date. In view of this, the Committee is asked to consider instigating enforcement action in order to ensure the unauthorised signage is removed from the site.

## **7 Reasons for Decision**

- 7.1 The proposals are contrary to Policy ENV1 of the Lower Clydesdale Local Plan and Policy STRAT3 of the South Lanarkshire Local Plan and would have an adverse impact on the visual amenity of the area.

**Iain Urquhart**  
**Executive Director (Enterprise Resources)**

**9 October 2006**

**Previous References**

- ◆ None

**List of Background Papers**

- ▶ Application Form
- ▶ Application Plans
  
- ▶ Consultations  
Roads and Transportation Services (South Division) 28/02/2006
  
- ▶ 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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**REASONS FOR REFUSAL**

- 1 In the interests of visual amenity in that the proposed signage by virtue of its size, scale, and design would be out of character with and would constitute an obtrusive form of development within the designated Greenbelt, contrary to Policy ENV 1 of the Lower Clydesdale Local Plan.
- 2 In the interests of amenity in that the proposed signage, by virtue of its size, scale, massing and location would adversely affect the agricultural, natural heritage and amenity value and landscape character of the Greenbelt, contrary to Policy SLP1 - Greenbelt of the South Lanarkshire Planning Policies document.
- 3 In the interests of amenity in that the proposed signage by virtue of its size, scale, and design would detract from the environmental quality of the area, and would constitute an obtrusive form of development within the designated Greenbelt, contrary to Policy STRAT 3 of the South Lanarkshire Local Plan (Finalised Draft).
- 4 If approved, the proposal would set an undesirable precedent which could encourage further similar applications for development prejudicial to the Greenbelt designation.

For information only

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