

# Report

Report to:	<b>Clydesdale Area Committee</b>
Date of Meeting:	<b>21 November 2006</b>
Report by:	<b>Executive Director (Enterprise Resources)</b>

Application No	CL/06/0659
Planning Proposal:	Installation of Fascia Sign, Menu Sign Board and Fixed Projection Sign (Retrospective)

## 1 Summary Application Information

- Application Type : Advertisement Application
- Applicant : David and Rebecca Service
- Location : 69-71 Main Street  
Carnwath  
ML11 8JU

## 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 agrees to refuse the application, it is recommended that enforcement action be initiated to remedy the breach of planning control and, in particular, to ensure that the unauthorised signage is removed within 3 months of the date of the notice.

## 3 Other Information

- ◆ Applicant's Agent: N/A
- ◆ Council Area/Ward: 08 Carstairs/Carnwath
- ◆ Policy Reference(s): Upper Clydesdale Local Plan (Adopted)
  - Policy 51: Conservation Areas
  - Policy 70: Priority Land Uses (Residential)

South Lanarkshire Local Plan (Finalised Plan)

- Policy RES6: Residential Land Use
- Policy ENV24: Conservation Areas
- Policy DM1: Development Management

- ◆ Representation(s):
  - ▶ 1 Objection Letter
- ◆ Consultation(s):
  - None required



## Planning Application Report

### 1 Application Site

- 1.1 The application site is an existing long-standing retail unit located at 69–71 Main Street, Carnwath. The shop unit is situated on the ground floor of a traditional stone built two-storey terrace building with residential dwellings on both sides with rooms above. The retail unit is situated within the established residential area adjacent to the defined town centre.

### 2 Proposal(s)

- 2.1 The applicant seeks retrospective Advertisement Consent for the erection of new signage at the existing retail unit on Main Street, Carnwath. The three new signs requiring advert consent are a fascia sign, menu sign board and a fixed (Post Office) projecting sign.
- 2.2 The new fascia sign and sign board are constructed with powder coated aluminium frames with a Perspex pre-printed insert panels. The fascia sign also has an additional large internally illuminated Mace Express logo sign which sits a further 10cm proud of the main fascia sign. The projecting sign is an oval shape of a traditional post office design which is a replacement for the existing Post Office sign. The new sign has been relocated to the end of the new fascia sign.

### 3 Background

#### 3.1 Local Plan Status

Policies 51: Conservation Areas and 70: Priority Land Uses (Residential) of the Upper Clydesdale Local Plan (Adopted) and Policies RES 6: Residential Land Use, DM1: Development Management and ENV 24: Conservation Areas of the South Lanarkshire Local Plan (Finalised Plan) applies.

#### 3.2 Relevant Government Advice/Policy

None relevant.

#### 3.3 Planning History

None relevant.

### 4 Consultation(s)

- 4.1 None required.

### 5 Representation(s)

- 5.1 Following receipt of the Advertisement Application, one letter of representation has been received, the contents of which are summarised as follows, together with my comments thereon.

(a) **The sign is inappropriate for the building. This, along with other alterations, has transformed this 100 plus year old house within the conservation village into a spectacle.**

**Response:** I agree in that the overall scale, style and materials used for the signs are inappropriate within the Conservation Area and is out of character with the building and the surrounding residential properties.

This letter has been copied and is available for inspection in the usual manner.

## **6 Assessment and Conclusions**

- 6.1 The application seeks Advertisement Consent for the installation of three new signs mounted on the front elevation of a two-storey terrace building within the Carnwath Conservation Area. The property is traditionally built with stone walls and a slate roof.
- 6.2 Policy 70: Priority Land Use – Residential of the Upper Clydesdale Local Plan states that a residential priority land use area is one where the major use is housing but which may also contain compatible uses such as corner shops, schools, light industry uses, social services and community facilities. The policy states the priority in these areas will be to preserve and enhance the residential environment. This is especially so given that the building is in a prominent position within a Conservation Area. In this case, the fascia sign and menu sign board due to their size, location and inappropriate materials adversely affect the existing character of the building and the residential area. In particular, they dominate the front elevation of the property which, due its location, makes this elevation highly visible.
- 6.3 Policy 50: Conservation Areas of the Upper Clydesdale Local Plan states that the Council will seek to ensure that development is compatible with the established character of the area, is of a high quality of design that reflects the existing vernacular architecture and inappropriate development shall be refused. The fascia sign and sign board are constructed with powder coated aluminium frames with a perspex pre-printed insert panels. The fascia sign also has an additional large internally illuminated Mace Express logo sign. The size, materials and colour of the signs mean they are not compatible with the established character of the building nor are they of a design that reflects the existing vernacular architecture.
- 6.4 Policy RES6: Residential Land Use of the South Lanarkshire Local Plan (Finalised Plan) states that the Council will resist any development that will be detrimental to the amenity of those areas. Due to the scale, design and materials of the signs on the front elevation in a prominent location, the development will have a detrimental effect on the amenity of the area.
- 6.5 Policy ENV24: Conservation Areas of the South Lanarkshire Local Plan (Finalised Plan) states that development within a Conservation Area or affecting its setting shall preserve or enhance its character and the design, materials, scale and siting of any development shall be appropriate to the character of the Conservation Area and its setting. The fascia sign and sign board are considered to be an inappropriate form of development for the Conservation Area due to the scale, design, siting and their material and are out of keeping with the character of the Conservation Area of Carnwath. With the fascia sign and sign board being located on the front elevation and the building sitting in a prominent location within Carnwath town centre, the signs represent an inappropriate and incongruous form of development within the Conservation Area and would have an adverse affect on the established character of the Conservation Area
- 6.6 Policy DM1: Development Management of the South Lanarkshire Local Plan (Finalised Plan) states that all planning applications will require to take account of the local context and built form and should be compatible with adjacent buildings and surrounding streetscape in terms of scale, massing, design, external materials and impact on amenity. Development will require to enhance the quality and appearance of the local environment. Policy DM1 lists a series of 11 criteria that proposals will have to comply with. The criteria relevant to this application are (a) respect the local context; (b) be of a layout, form and design which makes a positive contribution to

the area; (c) make use of materials appropriate to the locality; (d) have no adverse visual or environmental impact on amenity and (k) take account of any supplementary design guidance prepared by the Council. Due to the size, design, materials and their prominent location, the fascia sign and sign board fail to meet these criteria as they do not respect the local context, do not make a positive contribution to the area, do not make use of appropriate materials and have an adverse impact on the visual amenity of the building and the area. Criterion (k) of the policy requires that developments should take account of supplementary design guidance prepared by the Council. South Lanarkshire Council has published a Shopfront Design Guide which should be taken into consideration when assessing this application.

- 6.7 The Council's Shopfront Design Guide sets out the standards the Council expects to be met when dealing with applications for alterations to shopfronts. In Conservation Areas, the guide states that proposals will be carefully assessed in order to preserve and enhance their traditional character and appearance. The design should be compatible with the individual style of the building and with local design traditions. It should sympathetically incorporate any original features and must always use traditional colours and materials. On the issue of Signs and Advertisements, the guide states that the design, size and positioning of signs should be appropriate to the individual building and the overall street and should not dominate either of these, the cumulative impact of a number of signs on a property will be assessed to prevent advertisement clutter, fascia signs should be at the original fascia level with no advertising on any sub-fascia or on pilasters, painted lettering or non-illuminated individual letters on timber or matt Perspex fascia board or stone frieze is preferable to panel or box signs. The use of reflective Perspex fascia will be unacceptable, internally illuminated fascia signs are generally discouraged and are unacceptable on Listed Buildings and Conservation Areas. The signs erected are contrary to the design guide as the size, design, materials and colour of the signs are not appropriate to the building, will not preserve and enhance the traditional character and appearance of the building or the area while they do not make use of traditional colours or materials. In addition, the Mace logo sits proud of the main fascia and is internally illuminated which is an unacceptable feature within the Conservation Area. I am of the opinion that the cumulative impact of the three signs and the use of window advertisement on this small retail unit results in advertisement clutter and has a detrimental effect on the character and the visual amenity of the Conservation Area.
- 6.8 I conclude that the proposal is contrary to the policies of the Upper Clydesdale Local Plan, the South Lanarkshire Local Plan (Finalised Plan) and Council Planning guidance and that advertisement consent should be refused. Committee is also asked to authorise enforcement action in order to ensure the removal of the signs.

## **7 Reasons for Decision**

- 7.1 For the reasons stated in Paragraph 6.8 above.

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

**6 November 2006**

## **Previous References**

- ◆ None

## **List of Background Papers**

- ▶ Application Form
- ▶ Application Plans
- ▶ Consultations  
None required.
- ▶ Representations  
Representation from : Walter Neilson, 73 Main Street, Carnwath,  
DATED 15/06/2006

## **Contact for Further Information**

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

Steven Boertien  
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## **REASONS FOR REFUSAL**

- 1        The proposal is contrary to Policy 51 of the Upper Clydesdale Local Plan in that it represents an inappropriate and incongruous form of development within the Carnwath Conservation Area which would have an adverse affect on the Conservation Area in general and the streetscape in particular.
- 2        The proposal is contrary to Policy ENV 24 of the South Lanarkshire Local Plan (Finalised Plan) in that it represents an inappropriate and incongruous form of development within the Carnwath Conservation Area which would have an adverse affect on the Conservation Area in general and the streetscape in particular.
- 3        The proposed signage is unacceptable in terms of the Council's Shopfront Design Guide as the size, design and materials used are not appropriate to the building, will not preserve and enhance the traditional character and appearance of the building or the area and does not use traditional colours and materials.
- 4        If approved, the proposal would set an undesirable precedent which could encourage further similar applications, resulting in an adverse impact on the character of the Carnwath Conservation Area.
- 5        The proposed is contrary to policies RES 6 and DM 1 of the South Lanarkshire Local Plan (Finalised Plan) in that the proposed signage will be detrimental to the amenity of the area and will fail to respect the character of the existing building and the wider area.
- 6        The proposal is contrary to Policy 70 of the Upper Clydesdale Local Plan in that it represents an inappropriate and incongruous form of development within the Residential Area that would not preserve and enhance the residential environment.

For information only

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