

Report to:	<b>Planning Committee</b>
Date of Meeting:	<b>1 December 2009</b>
Report by:	<b>Executive Director (Enterprise Resources)</b>

Application No	EK/09/0366
Planning Proposal:	Installation of Free Standing Roundabout Sponsorship Signage

## 1 Summary Application Information

- Application Type : Advertisement Application
- Applicant : South Lanarkshire Council
- Location : East Mains Road/ Mavor Avenue 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: 08 East Kilbride Central North
- ◆ Policy Reference(s): **Adopted South Lanarkshire Local Plan (2009)**  
RES6 – Residential 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 (East Kilbride)

## Planning Application Report

### 1 Application Site

- 1.1 The application relates to the roundabout at the junction of East Mains Road and Mavor Avenue, East Kilbride.

### 2 Proposal(s)

- 2.1 The proposal is to erect free standing sponsorship signs 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 sponsor's details and include the Council's logo.

### 3 Background

#### 3.1 Local Plan Status

- 3.1.1 Within the adopted South Lanarkshire Local Plan, the application site is covered by Policy RES6 – Residential Land Use. Within areas covered by this policy, there will be a focus on protecting the existing levels of residential amenity. Policy DM 11 – Advertisement Hoardings states that if freestanding, the advertisement should be of a size, scale, position, design and materials appropriate to the appearance and characteristics of the surrounding area. Policy DM1 – Development Management 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.
- 3.2 In accordance with the Planning etc (Scotland) Act 2006, this application is required to be determined at Committee 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 (East Kilbride) – have offered no objection to the proposals providing that the signage does not interfere with or obscure any signing required for the safe operation of the roundabout.  
**Response:** Noted. If advertisement consent is granted, appropriate conditions will be attached so that the specific location of the signs will be submitted for the consideration and approval of the Planning Service in consultation with Roads and Transportation Services Road Safety Engineer.

### 5 Representation(s)

- 5.1 None.

### 6 Assessment and Conclusions

- 6.1 The application is to erect free standing roundabout sponsorship signage. The main determining issues in this instance are compliance with local plan policy and impact on road safety.

- 6.2 The signage will be located on the roundabout at the junction of East Mains Road and Mavor Avenue in East Kilbride and does not raise any issues in terms of residential or advertisement policy considerations. The safety/visibility aspects of the design and location will be assessed by the Councils Road Safety and Traffic sections. It is considered that the design, layout and form of the development is acceptable subject to the conditions attached. It is therefore recommended that advertisement consent be granted.

## **7 Reasons for Decision**

- 7.1 The proposal has no adverse impact on its surroundings and is in accordance with Policies RES6, DM1 and DM 11 of the Adopted South Lanarkshire Local Plan.

**Colin McDowall**  
**Executive Director (Enterprise Resources)**

**24 November 2009**

## **Previous References**

- ◆ None

## **List of Background Papers**

- ▶ Application Form
- ▶ Application Plans
- ▶ Consultations
  - Roads and Transportation Services (East Kilbride Area) 12/11/09
- ▶ Representations
  - None

Advertisement Application

PAPER APART – APPLICATION NUMBER : EK/09/0366

## **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 That prior to the erection 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.
- 3 That the signs shall be positioned in the approved positions to the satisfaction of the Council as Planning Authority.
- 4 This decision relates to drawing numbers: Location Plan, Sign Layout Plan (8M4233/001)

## **REASONS**

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

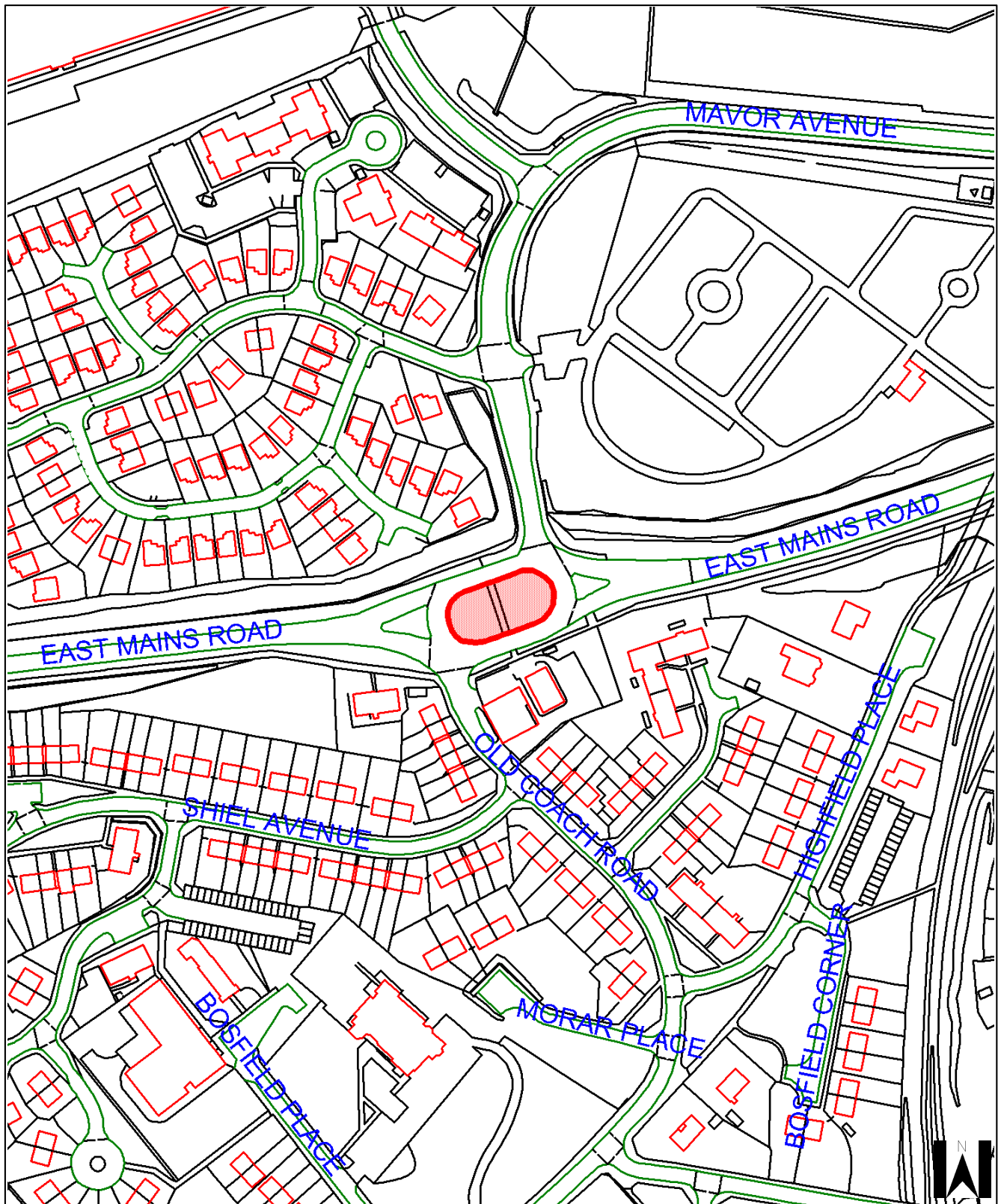
EK/09/0366

Planning and Building Standards Services

East Mains Road/ Mavor Avenue Roundabout, East Kilbride

Scale: 1: 2500

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