

# Report

Report to:	<b>Planning Committee</b>
Date of Meeting:	<b>23 March 2021</b>
Report by:	<b>Executive Director (Community and Enterprise Resources)</b>

Application no.	P/20/1578
Planning proposal:	Replacement of existing sign to LED sign

## 1 Summary application information

Application type: Advertisement application

Applicant: Global  
 Location: Advertising Station  
 99 Glasgow Road  
 Cambuslang  
 Glasgow  
 South Lanarkshire

## 2 Recommendation(s)

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

- (1) Grant detailed planning permission (subject to conditions) based on conditions attached.

## 2.2 Other actions/notes

- (1) The Planning Committee has delegated powers to determine this application.

## 3 Other information

- ◆ Applicant's Agent:
- ◆ Council Area/Ward: 13 Cambuslang West
- ◆ Policy Reference(s): **South Lanarkshire Local Development Plan:**  
 Policy 4: Development management and placemaking  
 Policy 6: General Urban Area/Settlements  
**Development Management, Placemaking and Design**  
 Policy DM9 : Advertisement displays

**Proposed South Lanarkshire Local  
Development Plan 2**  
Policy 3: General Urban Area/Settlements  
Policy 5: Development Management and  
Placemaking  
Policy DM10: Advertisements Displays

◆ **Representation(s):**

▶	7	Objection Letters
▶	0	Support Letters
▶	0	Comment Letters

◆ **Consultation(s):**

Roads Development Management Team

Environmental Services

## **Planning Application Report**

### **1 Application Site**

- 1.1 The application relates to the 48 sheet, externally illuminated, advertisement LED hoarding within the site of a car wash at 99 Glasgow Road, Cambuslang. The site is adjacent to the Glasgow-Motherwell/Hamilton railway line on Glasgow Road. The site is primarily used as a hand carwash and valet centre. To the south-east of the site is a car dealership with open forecourt. To the north-west is a railway embankment which contains a billboard poster panel. On the opposite side of Glasgow Road, set back from the road, are several blocks of flats. At the north-western end of the car wash forecourt are two poster panels, perpendicular to the road. It is these poster panels that would be upgraded through the application. There are several other advertising panels in the near vicinity both to the Northwest and Southeast along Glasgow Road.

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

- 2.1 Advertisement consent is sought for the replacement of an existing externally lit sign with an LED sign. The application relates to the replacement of a 48 sheet, externally illuminated, advertisement hoarding to a 48 sheet LED hoarding within the site of a car wash at 99 Glasgow Road, Cambuslang.
- 2.2 It is proposed to upgrade the two poster panels at the north-western end of the site to a modern, digital poster format. This will enable the posters to be changed remotely without the need to visit the site. The use of digital LED displays is increasingly commonplace in the advertising industry for this reason. The screens would mimic the traditional paper posters, with only static, poster images being used as at present. The new technology does, however, bring several benefits over the current method:-
- ◆ reduction in vehicle trips to the site
  - ◆ consolidation and overall reduction in the number of billboards in the network
  - ◆ removing the use of single use posters with the associated printing and disposal waste
  - ◆ the facility to broadcast emergency messages at very short notice

### **3 Background**

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

- 3.1.1 In determining the application the Council must assess the proposed development against the policies contained both within the adopted South Lanarkshire Development Plan (SLLDP) (2015) and associated supplementary guidance produced in support of the SLLDP.
- 3.1.2 In land use terms the site lies within an urban area where Policy 6 – General Urban Area/Settlements applies. The policy states developments by virtue of visual impact, noise, smell, disturbance, traffic or public safety will not be permitted if they are detrimental to the amenity of the residents. In addition, Policy 4 – Development Management and Placemaking of the adopted South Lanarkshire Local Development Plan (adopted) applies. This policy 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. Policy DM9 – Advertisement Hoardings of the Supplementary Guidance requires applications for hoardings to comply with a number of criteria in respect of impact on amenity and public safety. In particular, the policy states that it will be particularly important to maintain the visual amenity and character of sensitive locations such as residential areas, areas where the site is overlooked by a number of residential properties and also along principal traffic corridors.

3.1.3 Within the Proposed South Lanarkshire Local Development Plan 2 (SLLDP2), the application site is identified as being located within an urban area. On 17 August 2020, the Directorate for Planning and Environmental Appeals issued its report of the Examination of SLLDP2 and a number of modifications to the Plan were recommended. At the Planning Committee on 1 December 2020, members agreed to the approval of all of the modifications, the publication and public deposit of the Plan, as modified, and the submission of the Plan to Scottish Ministers. For the purposes of determining planning applications the Council will, therefore, assess these against the policies contained within the adopted South Lanarkshire Local Plan and those within the proposed South Lanarkshire Local Development Plan 2. In this regard, the application site and associated proposal is affected by Policy 3 General Urban Area/Settlements, Policy 5 Development Management and Placemaking, and Policy DM10 Advertisement Displays. As SLLDP2 is now approved for adoption, when considering planning applications, greater weight should be given to the policies and guidance contained in this Plan.

## 3.2 Relevant Government Advice/Policy

3.2.1 Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 - Regulation 4(1) limits the exercise of powers of control of advertisements solely to the interests of amenity and public safety. In terms of amenity, the local planning authority is obliged to take into account the general characteristics of the area, particularly any feature of architectural, historic, cultural, or civic interest. In terms of public safety, the local planning authority must have regards to the potential effect of the proposed advertisement on road traffic signs, railway signs or any aid to navigation by water or air.

## 3.3 Planning Background

3.3.1 In terms of planning history, in 2005 outline planning permission was granted for 3 and 4 storey residential flatted development with associated landscaping. In 2008, detailed planning permission was approved for Change of use of yard to display and sale of cars. In 2009, a change of use to form an MOT station with associated erection of steel shed (demolition of existing timber shed) was approved.

## 4 Consultation(s)

4.1 **Roads Development Management Team** - no objections to this application. The general impact of development is suitable at this location.  
**Response:** Noted.

4.2 **Environmental Services** - no objections to the proposal subject to a condition relating to the luminance level.  
**Response:** Noted. Any consent would have a luminance condition attached.

## 5 Representation(s)

5.1 Statutory neighbour notification was undertaken and the proposal was advertised on 18 November 2020. 7 letters of representation were received including objections received from Margaret Ferrier MP and Clare Haughey MSP.

a) **The proposed advertisement hoarding is contrary to Policy 4 and of the adopted South Lanarkshire Local Development Plan in that the development, by virtue of its size and visual prominence, represents an incongruous and overpowering form of development to the detriment of the character and amenity of the area in general.**

**Response:** The application relates to the replacement of a 48 sheet, externally illuminated advertisement hoarding to a 48 sheet LED hoarding. The dimensions of the structure including the plinth, supports and the location will

remain the same. In principle, it is like for like replacement of the current hoarding and therefore is not contrary to Policy 4.

- b) **The proposed advertisement hoarding is contrary to Policy DM9 - Advertisement Displays of the Development Management Placemaking and Design Supplementary Guidance in that the size, scale, position and design of the hoardings have an adverse impact on the general character of the area. In addition, they result in clutter, which has an adverse impact on amenity by creating a proliferation of adverts in a sensitive location, which is overlooked by a number of residential properties and along a principal traffic corridor.**

**Response:** As noted above, the proposal is an LED replacement of the current hoarding. The dimensions and location of the proposed advertising hoarding is similar to what is currently there and not considered to be contrary to Policy DM9. The character of the area on Glasgow Road is defined by the uses in the proximity of the site. The application site sits within a commercial context. This includes a car wash and several other advertising panels which have been in situ for many years. In addition, as this is not an additional hoarding, the proposal does not contribute to a proliferation of adverts.

- c) **Planning application CR/16/0141 was refused by South Lanarkshire Council on similar grounds. Upon an appeal by the applicant, the Council's decision was upheld by Scottish Government, Planning and Environmental Appeals Division.**

**Response:** Advertisement application CR/16/0141 was for retrospective erection of 2no. freestanding, 48 sheet, externally illuminated advertisement hoardings at land adjacent to 99-101 Glasgow Road. It should be noted the advertising hoardings were erected without advertising consent and were of a scale and massing which did not relate to the surrounding locality. The hoardings covered a large area of greenspace and were prominent in the landscape, to the detriment of visual amenity, particularly to the residents opposite. However, the current proposal is to replace a 48 poster hoarding with a 48 LED hoarding of similar size and within the site of a commercial business.

- d) **The replacement of the current static hoarding with regularly revolving and refreshing digital content will cause a considerable nuisance to residents whose windows and balconies would face the proposed structure. I would need to keep my blinds closed even during daylight hours. It will be impossible for me to relax within my home with the blinds open as the billboards are constantly lit up day and night and will be a significant distraction, especially as they are directly within my line of vision due to the position of my flat. Clearly there will be a negative environmental impact of these billboards due to the light pollution caused.**

**Response:** The proposed replacement poster panels face along the road and do not face directly onto the flats opposite. The positioning of the flats' balconies and window structure overlook a section of Glasgow Road and some trees act as a buffer between the road and railway line. The application site is set back from the direct line of sight from these balconies, as well as being on the opposite side of Glasgow Road, a busy main transport link. The deliberate positioning of the advertising panel minimises the impact on the amenity residential flats. Therefore, there will be no substantial harm to the amenity of the flats on Silverbanks Road. The current hoarding panels are already illuminated externally and the proposed illumination levels would remain in accordance with the guidance levels set out by the Institution of Lighting

Professionals in the Professional Lighting Guide 05. The applicant has used the professional guidance to offer a fair and reasoned approach to controlling the luminance levels to ensure road safety and amenity. The Council's Environmental Services have examined the proposal and have no objection to the proposal subject to a luminance condition.

- e) **The installation of a significant sized Billboard adjacent to a primary main route of vehicular travel – with changing imagery – could pose a danger to car drivers and others on and around the road. Therefore, I consider it to be not only imposing but potentially hazardous to highway safety.**

**Response:** The use of digital LED displays is increasingly commonplace in the advertising industry. If approved, conditions will be attached in consultation with Environmental Services regarding the luminance and duration each advertisement is displayed. The Council's Road and Transportation Services have no objections to the proposal regarding road safety of drivers.

- f) **I consider that the installation of an LED Billboard could result in a loss of daylight or overshadowing at my property and that further the Billboard will be sufficiently imposing that it will overlook or draw attention to my property.**

**Response:** It is noted that the proposed hoarding is approx. 40m from the residential flats and, therefore, we are satisfied that the position of the advertising panel can have no impact on overshadowing or loss of daylight to the flats opposite.

- g) **I suffer from migraines which I take prescription medication for. These migraines are triggered by lighting issues. I am deeply concerned that the lighting emitted by these proposed billboards day and night will have a negative effect.**

**Response:** Noted. This is not a planning matter, however, we are satisfied that given the location and orientation of the proposed sign, there will be no adverse amenity issue.

- h) **The proposal is going to affect the valuation of my property as it could possibly put off potential buyers as it is positioned below the bedroom.**

**Response:** The loss of value to property is not a material consideration. It should be noted that the proposed LED hoarding is approximately 40 metres from the flatted dwellings.

5.2 These letters are available for inspection on the planning portal.

## **6 Assessment and Conclusions**

6.1 Advertisement consent is sought for the replacement of an existing externally lit sign to an LED sign. The application relates to the replacement of a 48 sheet, externally illuminated, advertisement hoarding to a 48 sheet LED hoarding within the site of a car wash at 99 Glasgow Road, Cambuslang.

6.2 In determining the application, the Council must assess the proposed development against the policies (Policy 4: Development Management and Placemaking, Policy 6: General Urban Area/Settlement and Policy DM9: Advertisement Displays) contained within the adopted South Lanarkshire Development Plan 2015 (SLLDP). In terms of the principle of the development, Policy 4 of the South Lanarkshire Local Development Plan (adopted) relates to matters such as local context, scale, massing, surrounding streetscape, accessibility, safety, layout and form, materials and landscape treatment. The dimensions of the structure including the plinth, supports and the location will

remain the same. The use of digital LED displays is increasingly commonplace in the advertising industry for this reason. The screens would mimic the traditional paper posters, with only static, poster images being used as at present. In principle, it is like for like replacement of the current hoarding and, therefore, complies with Policy 4.

- 6.3 The proposed hoarding is in the same position as the current hoarding and does not face directly onto the flats which are on the opposite side of the road, approximately 40 metres from the current sign. The current hoarding is externally illuminated. The agent has submitted a light statement which is acceptable to the Council's Environmental Services and a condition regarding the luminance is attached. The Council's Road and Transportation Services has no objection to the proposal. Therefore, the proposal by virtue of visual impact disturbance, traffic or public safety is no different to what is currently present and not detrimental to the amenity of the residents. It is, therefore, considered the proposal accords with Policy 6 and Policy DM9 of the South Lanarkshire Local Development Plan.
- 6.4 Section 3.1.3 of the report explains that the proposed South Lanarkshire Local Development Plan 2 (SLLDP2) as modified (in accordance with the modifications recommended in the Examination report) was approved by the Planning Committee on 1 December 2020. Notice has now been given by the Council of the intention to adopt the Plan. The weight attached to SLLDP2 as a material consideration in determining this application is, therefore, significant. The proposed development has been considered against the relevant policies in the proposed Plan and it is noted that these policies are broadly consistent with the current adopted South Lanarkshire Local Development Plan 1. It is, therefore, considered that the proposal accords with Policies 3, 5 and DM10 in the proposed Plan.
- 6.5 In view of the above, it is considered that the proposal for replacement of the externally illuminated sign to an LED sign will have no detrimental impact on the amenity of the neighbouring properties or road safety. It is, therefore, recommended that planning permission is granted.

## **7 Reasons for Decision**

- 7.1 The proposal will have no adverse impact on amenity or the road safety of the neighbouring properties and is, therefore, in compliance with Policies 4, 6 and DM9 of the adopted South Lanarkshire Local Development Plan (2015) and Policies 3, 5 and DM10 of the proposed South Lanarkshire Local Development Plan 2.

**Michael McGlynn**  
**Executive Director (Community and Enterprise Resources)**

24 February 2021

## **Previous References**

- ◆ None

## **List of Background Papers**

- ▶ Application form
- ▶ Application plans
- ▶ South Lanarkshire Local Development Plan 2015 (adopted)
- ▶ Proposed South Lanarkshire Development Plan 2
- ▶ Neighbour notification letter dated 18 November 2020

►	Consultations	
	Roads Development Management Team	15.02.2021
	Environmental Services	22.12.2020
►	Representations	Dated:
	Mr M Swan, 85 Silverbanks Road, Cambuslang, Glasgow, South Lanarkshire, G72 7FJ	09.12.2020
	Susan Hearty, 61 Silverbanks Road, Cambuslang, Glasgow, South Lanarkshire, G72 7FJ	09.12.2020
	Mr Ryan J Duffy, 63 Silverbanks Road, Cambuslang, Glasgow, South Lanarkshire, G72 7FJ	04.12.2020
	Clare Haughey MSP, 85 Main Street, Rutherglen, G73 2JQ	08.12.2020
	Graham McCamley, via Email	10.12.2020
	Mr James Bilsland, 69 Silverbanks Road, Glasgow, G72 7FJ	09.12.2020
	Margaret Ferrier MP via Email	07.12.2020

### **Contact for further information**

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

Mohammed Hussain, Planning Officer, Montrose House, 154 Montrose Crescent, Hamilton,  
ML3 6LB

Phone: 01698 455269

Email: [mohammed.hussain@southlanarkshire.gov.uk](mailto:mohammed.hussain@southlanarkshire.gov.uk)



### Conditions and reasons

01. 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.

Reason: To comply with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

02. That permission is granted for a period of 5 years from the date of this consent and following expiry of this consent, the advertisement(s) shall be fully removed and any reinstatement of the site shall be carried out to a standard to be agreed with the Council as Planning Authority, within three months of the expiry date.

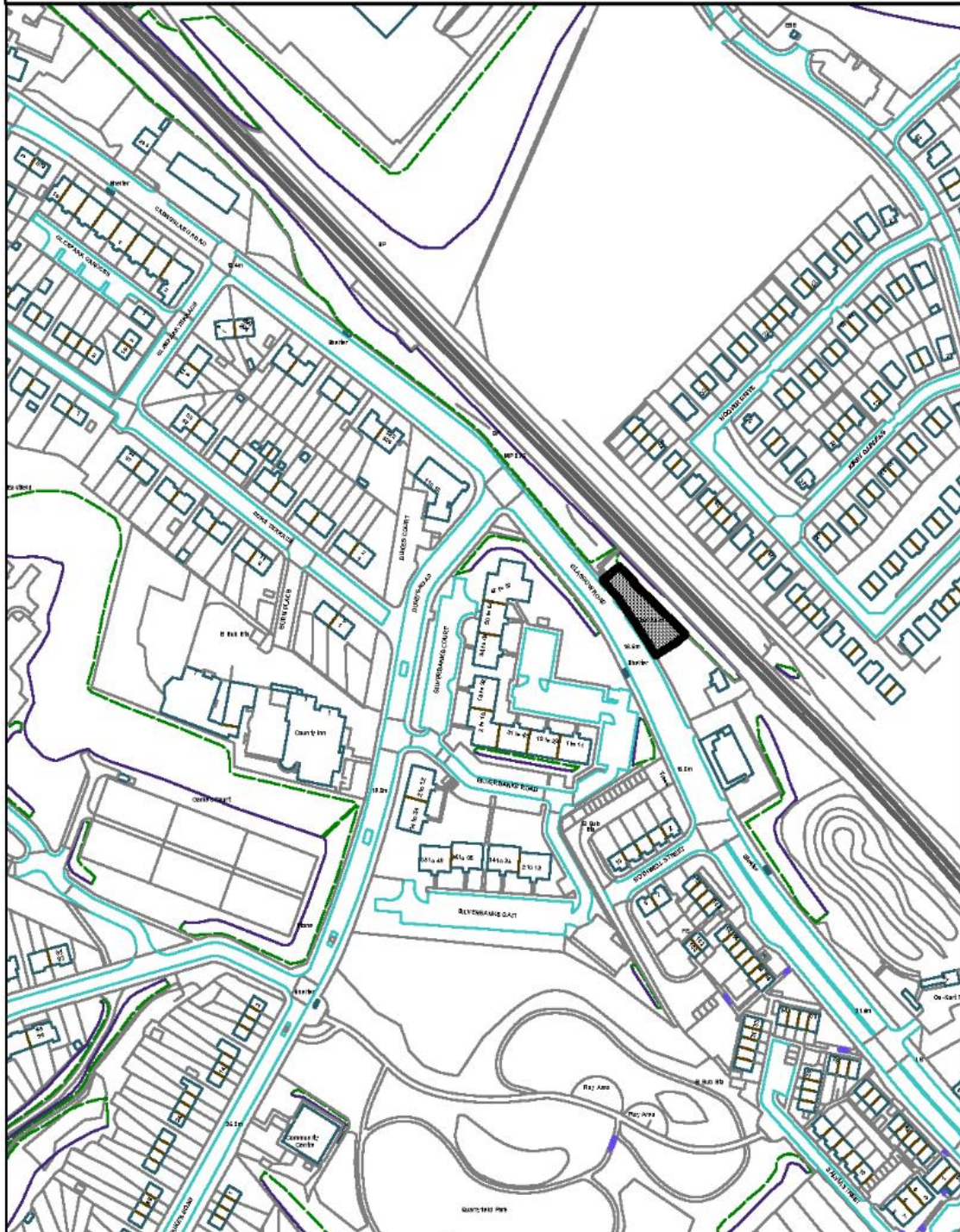
Reason: To retain effective planning control and safeguard the amenity of the area.

03. That in relation to the advertising sign hereby approved:
- a) the maximum level of illumination shall be no more than 300cd/m<sup>2</sup> (as recommended by the Institution of Lighting Engineers Technical Report No 5.);
- b) the luminance level of the display shall be controlled to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at no more than 300c/m<sup>2</sup> above ambient level;
- c) the approved display shall contain at all times a feature that will turn the screen off (i.e. shows a black screen) in the event that the display experiences a malfunction or error;
- d) no individual advertisement displayed on the LED screen shall contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals;
- e) there shall be a smooth, uninterrupted transition from one image to another. Transitions shall be of not less than one second between static images. No individual advertisement shall be displayed for a duration of less than 10 seconds.

Reason: In order to retain effective planning control.

P/20/1578

Advertisting Station, 99 Glasgow Road, Cambuslang



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Scale:  
1:2,500  
Date:  
28/02/2021



**South Lanarkshire Council**  
**Community and Enterprise Resources**  
Planning and Economic Development