

KEY INFORMATION

Ward West Ferry

Proposal

Erection of free standing double sided illuminated advertising sign

Address

Land adjacent to
16 Seaforth Road
Arbroath Road
Dundee

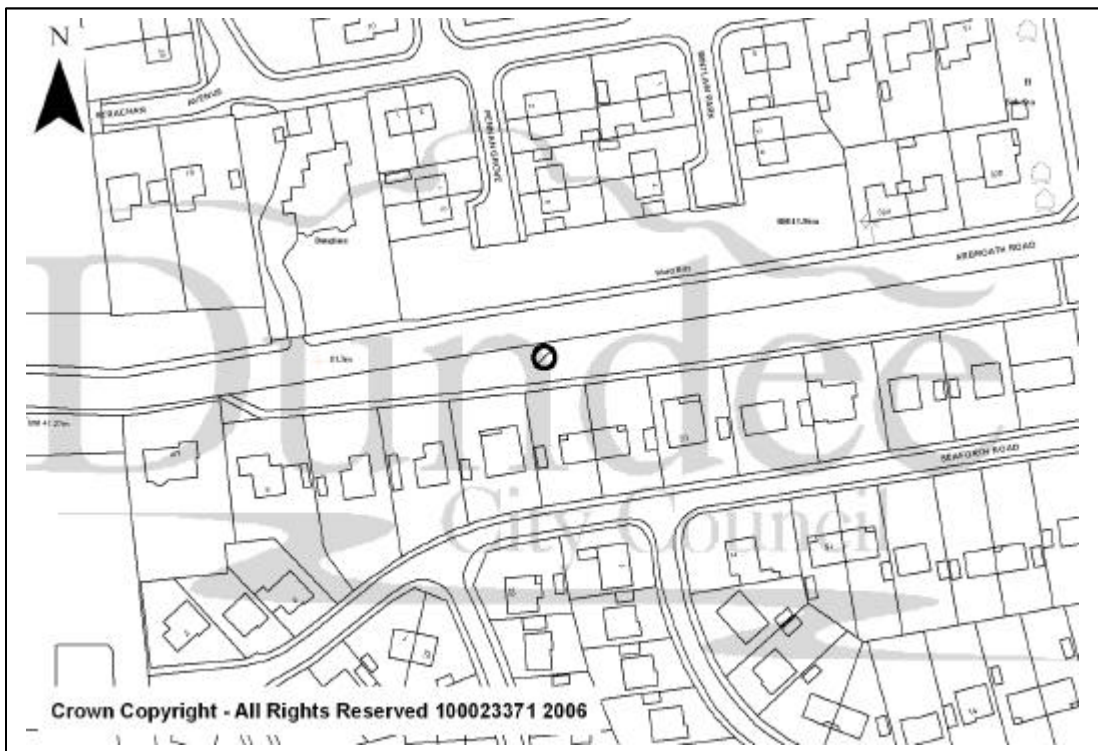
Applicant

Clear Channel UK Ltd
119 Deerdykes View
Westfield industrial Estate
Cumbernauld
G68 9HN

Agent

Registered 12 Mar 2007

Case Officer W Ferry



Advertising Unit Proposed in Arbroath Road

The erection of a freestanding double sided illuminated advert sign is **RECOMMENDED FOR APPROVAL** subject to conditions. Report by Director of Planning and Transportation

RECOMMENDATION

It is considered that the proposed advertisement unit is acceptable. The proposal complies with Policy 63 of the Dundee Local Plan Review 2005. Therefore the application is recommended for Approval.

SUMMARY OF REPORT

- Advertisement consent is sought to erect a free standing double sided illuminated advert sign on the land adjacent to 16 Seaforth Road, Arbroath Road, Dundee.
- The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 states that control can only be exercised in the interests of amenity and safety. Policy 63 of the Dundee Local Plan Review 2005 is relevant to the determination of the application.
- The application is being referred to the Development Quality Committee as the result of an objection from a neighbouring dwelling.
- It is considered that the proposed sign would not have an adverse impact on the safety of pedestrians, of traffic and the visual appearance of the sign is considered acceptable. It is therefore concluded that the proposals comply with the provisions of the Regulations and the development plan.

DESCRIPTION OF PROPOSAL

Advertisement consent is sought for the erection of a free standing double sided illuminated advert unit. The signage unit is to have a black metal frame and a paper poster covered by toughened safety glass. It is to be internally illuminated with 3 fluorescent tubes and is to be 2620mm tall by 1370mm wide and 130mm in depth.

SITE DESCRIPTION

The application site is located on the south side of Arbroath Road and to the north of Seaforth Road. Arbroath Road is a busy road and the site is on a wide piece of grass next to a footpath and bus stop. There is residential housing to the north and south of the site.

POLICY BACKGROUND

Dundee and Angus Structure Plan 2001-2016

There are no policies relevant to the determination of this application.

Dundee Local Plan 2005

The following policy is of relevance:

POLICY 63:
ADVERTISING states

that in determining the acceptability of advertisement displays on buildings and advertisement hoardings, each case will be judged on its merits. The following two aspects will be carefully considered:

- a the impact of the proposal on the visual amenity not only of the property itself but also neighbouring properties and the surrounding area; and
- b the impact of the proposal on public safety, particularly the safety of pedestrians, drivers and other road users.

Scottish Planning Policies, Planning Advice Notes and Circulars

The following is of relevance:

Circular 10/1984 supports and explains the Town and Country Planning

(Control of Advertisements) (Scotland) Regulations 1984. This advice indicates that properly displayed advertisements are capable of enhancing and improving the environment by adding colour and interest. The circular encourages planning authorities to consider proposals for the display of advertisements in as favourable a light as possible. The Circular also reminds planning authorities of Regulation 4 of the Regulations which govern the display of advertisements that control can only be exercised in the interests of amenity and safety.

Non Statutory Statements of Council Policy

There are no non statutory Council policies relevant to the determination of this application



SUSTAINABILITY ISSUES

There are no specific sustainability policy implications arising from this application.

SITE HISTORY

There is no site history of direct relevance to the application site.

PUBLIC PARTICIPATION

There is no statutory neighbour notification in respect of advertisement consent applications.

A valid letter of objection was received from a neighbouring dwelling objecting on the grounds that there will be a loss of privacy to their dwelling and that the advertisement unit will be a public safety issue causing a distraction to drivers on such a busy road.

The objection is discussed in the "Observations" section below.

CONSULTATIONS

No adverse comments were received from statutory bodies.

OBSERVATIONS

Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

This regulation provides that the powers conferred by the Regulations (ie the control of advertisements) are exercisable only in the interests of amenity and public safety.

In respect of amenity planning authorities should determine the suitability of the use of the site in the light of the "general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest" and in doing so may disregard any existing advertisements.

In considering public safety the safety of persons and road users and the obscuring of statutory signage shall be the main considerations.

Amenity : The design of the structure is considered to be acceptable. The location of the structure will bear a positive relationship to other items of street furniture. It is therefore considered that the proposal will not have an adverse impact on the high quality amenity of the locality.

Public Safety : It is considered that the structure is located in such a position that there will be no undue interruption to the free and safe passage of pedestrians. The structure will not adversely impact on the safe passage of vehicles by the obscuring of sight lines or traffic signs.

The advertisement unit is to have a black metal frame with a glass insert. The glass is to be toughened safety glass to a European Standard BS EN 12150 and this will help to protect against vandalism.

The Development Plan

The provisions of the development plan relevant to the determination of this application are specified in the Policy Background section above.

Policy 63: Advertising. The terms of this policy replicate the requirements of Regulation 4 of the Advertisement

Regulations as outlined above. The reasoned justification supporting the policy advises that a balance must be struck in permitting advertising adequate to meet the needs of commerce, but which is appropriate to the retention of the quality of the built environment. It is concluded that the proposal, for the reason specified above complies with this policy and the general thrust of the local plan in respect of amenity and public safety for pedestrians and traffic.

It can be concluded from the foregoing that the proposal complies with the provisions of the development plan.

With regard to the impact the development will have on adjacent occupiers it is considered that, due to the location of the site and the scale of the design, the privacy of these properties will not be prejudiced by the erection of the advertising unit.

Objections

A valid objection has been received from the occupants of a neighbouring dwelling on the grounds that there will be a loss of privacy to their dwelling and that the advertisement unit will be a public safety issue causing a distraction to drivers on such a busy road. The terms of the objection are outlined above. The terms of the objection are not supported for the reasons specified in the discharge of policy considerations above and design matters below.

Design

It is considered that the proposed sign is considered an acceptable scale and design at this location.

CONCLUSION

It is considered that the design and location of the proposal will not have an adverse effect on the amenity of the area and there will be no adverse impact on the safe passage of pedestrians or vehicles. The design of the proposal is considered to be satisfactory for the reasons outlined in the design section above.

Four standard conditions are set out in Schedule 1 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and are applicable to all advertisement consent applications. These conditions relate to maintenance, removal and permissions by owners of land in

relation to advertisements. These standard conditions are not outlined in this report as, under the Regulations they are automatically applicable.

RECOMMENDATION

It is recommended that consent be GRANTED subject to the following conditions:

- 1 This consent shall be valid for a period of 5 years from the date granted
- 2 That, prior to its installation, the precise location of the sign shall be agreed in writing with the planning authority
- 3 The glass used in both sides of the unit shall be glazed and re-glazed in toughened safety glass to a European Standard Code BS EN 12150

Reasons

- 1 To comply with Article 18 and Schedule 1 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.
- 2 In order to ensure that the sign is located in an appropriate location within the context of Reform Street and its environs.
- 3 In the interests of public safety.