

KEY INFORMATION

Ward Stobswell

Proposal

Erection of 6.9m high free-standing sign for retail units

Address

119 Clepington Road
Dundee
DD3 7NU

Applicant

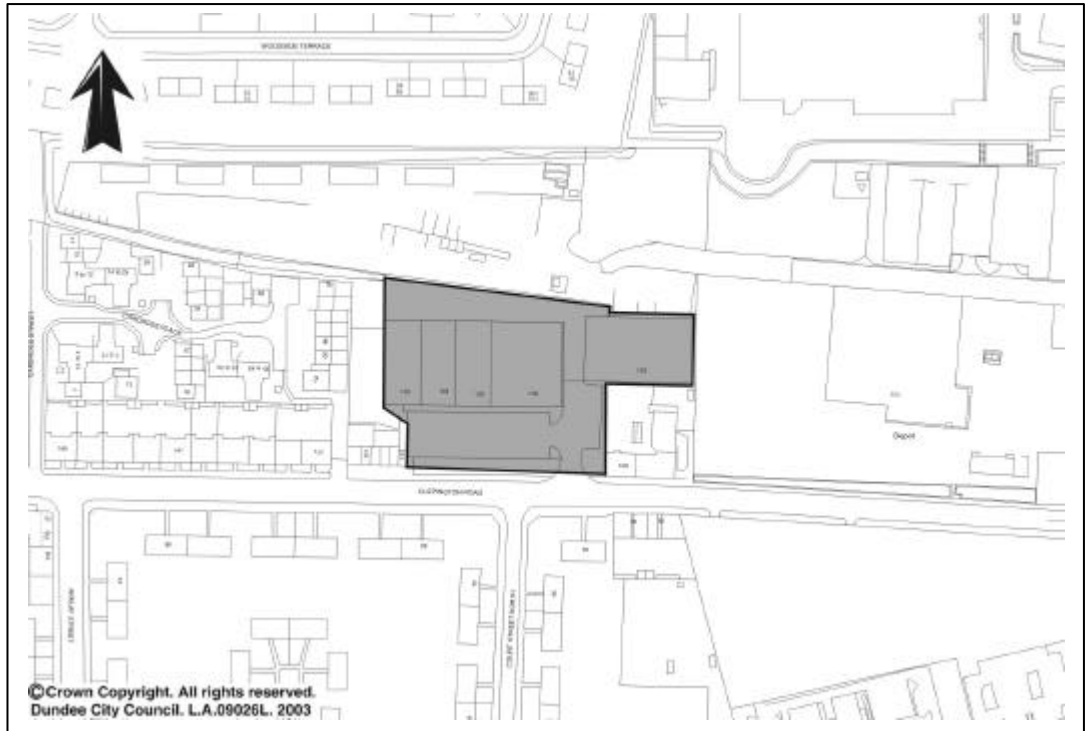
Unilever Pension Fund
Trustees Ltd
CBRE
7 Castle Street
EDINBURGH
EH2 3AH

Agent

Arran Ellis
CBRE
7 Castle Street
EDINBURGH EH2 3AH

Registered 2 Aug 2006

Case Officer J Young



Proposed Signage at Retail Units in Clepington Road

The erection of a free-standing sign for retail units is **RECOMMENDED FOR APPROVAL SUBJECT TO CONDITIONS**. Report by Director of Planning and Transportation

RECOMMENDATION

The proposed sign complies with the provisions of Section 182 of the Act and paragraph 4 of The Town and Country Planning (Control of Advertisements)(Scotland) Regulations 1984. The application is therefore recommended for APPROVAL.

SUMMARY OF REPORT

- Advertisement consent is sought to erect a free standing sign at the entrance to a small trade/retail area at 119 Clepington Road. The proposed sign will advertise the various businesses within the site. There is a clutter of various signs along the frontage onto Clepington Road and these will be removed.
- 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 at the request of the Local Member.
- 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 to erect a free standing sign on land at 119 Clepington Road. The dimensions of the sign are 1.9m wide and 6.9m high. The proposed sign would not be illuminated and would advertise various retail businesses within this small retail area. The sign will be located to the west of the entrance to the car park and retail units.

SITE DESCRIPTION

The application site is located on the north side of Clepington Road, with North Court Street on the opposite side of the road. There are some retail units set back into the site with car parking in front. The site is entered at the east end. There is a low red brick wall with railings on top along the Clepington Road frontage and some lamp-posts on the adjacent footway. There are various freestanding signs along the frontage 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 Review 2005

The following policies are of relevance:

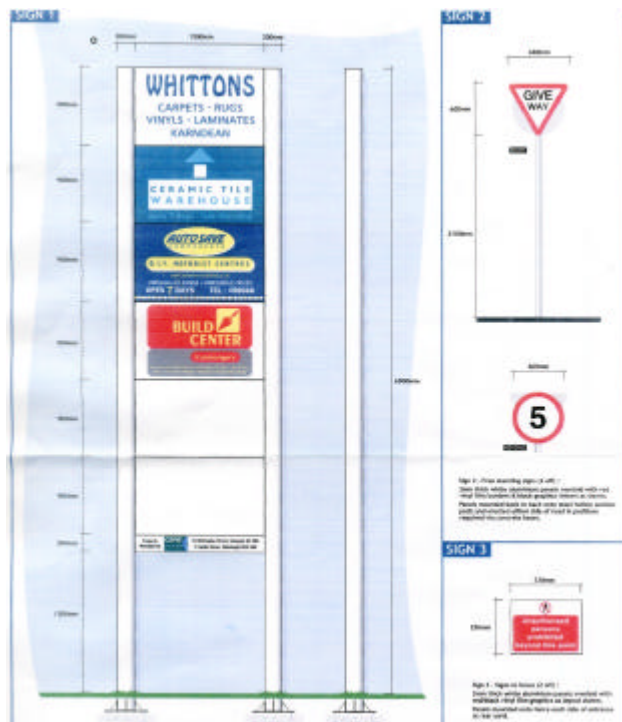
Policy 63: Advertising

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 are 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 and well 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

It is considered that this application raises no concerns in relation to the Council's sustainability policies.

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 and no objections have been received in these circumstances.

CONSULTATIONS

There are no comments or objections from consultees

OBSERVATIONS

In accordance with the provisions of Section 182 of the Act and paragraph 4 of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 the Committee is required to consider:

- a whether the proposals are consistent with the provisions of the statutory requirement; and if not
- b whether an exception to the provisions of the statutory requirement is justified by other material considerations.

In terms of safety, the proposed sign would be outwith any sight lines at the junction of Clepington Road and North Court Street. Any sightlines on entering or leaving the site will not be affected due to the height of the sign, which will be well in excess of the sightlines. It is considered that there

are no safety issues associated with the erection of this sign.

In terms of amenity, the cumulative impact of a number of existing signs at this location have an adverse impact on the appearance of the area. By installing a corporate sign for the area and removing the existing signs, the visual appearance will be significantly improved.

It is therefore concluded that the proposals are consistent with the provisions of the statutory requirement.

Other Material Considerations

The other material considerations to be taken into account are as follows:

(A) The Development Plan

The relevant provision of the development plan is Policy 63 of the Dundee Local Plan Review 2005. This policy is very similar to the statutory requirement set out in Section 182 of the Act and paragraph 4 of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. For the same reasons as concluded under the statutory provisions, the development will not have an adverse impact on safety or amenity and so the development complies with Policy 63 of the Local Plan.

Design

The proposed sign is considered an acceptable scale and design at this location.

CONCLUSION

The proposed sign complies with the provisions of Section 182 of the Act and paragraph 4 of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. No objections were received and there are no material considerations to justify refusal of the application.

RECOMMENDATION

It is recommended that planning permission be GRANTED subject to the following conditions:-

- 1 this consent shall be valid for a period of 5 years from the date granted.

- 2 The existing signs to the west of the application site, which front onto Clepington Road and are within the grounds of 119 Clepington Road, shall be removed within one month of the installation of the proposed sign, unless otherwise agreed in writing with the Council.

Reasons

- 1 To comply with Article 18 and Schedule 1 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.
- 2 To enhance the visual amenity of the area.