

KEY INFORMATION

Ward West End

Proposal

Erection of free standing double sided illuminated advert sign

Address

Land South of Tesco Store
Riverside Drive
Dundee

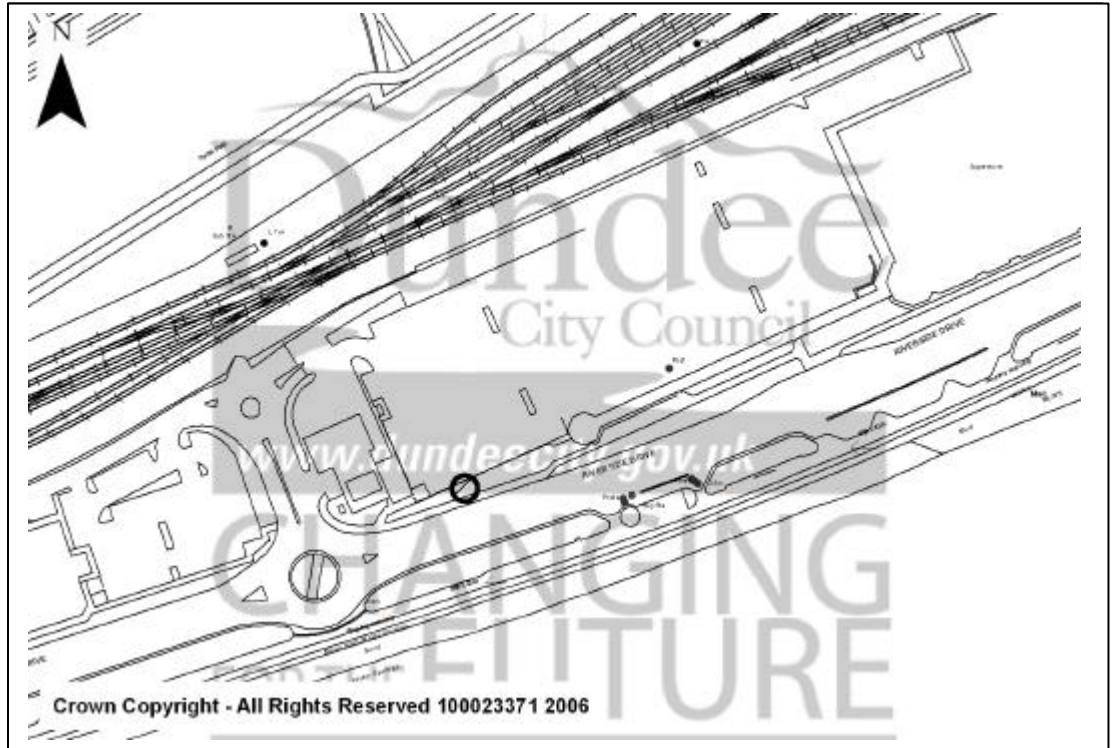
Applicant

Clear Channel UK Ltd
119 Deer Dykes View
Westfield Industrial Estate
Cumbernauld
G68 9HN

Agent

Registered 26 Mar 2007

Case Officer Wendy Ferry



Proposed Advertising Unit in Riverside Drive

The erection of free a standing 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 in terms of amenity and safety considerations. 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 side illuminated advert sign on land to the south of Tesco Store, Riverside Drive, 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 raised by Dundee Civic Trust.
- 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 concluded that the proposals comply with the provisions of the development plan and there are no material considerations of sufficient weight to justify a recommendation of refusal.

DESCRIPTION OF PROPOSAL

Advertisement consent is sought for the erection of a free standing double sided illuminated advert unit. It is to be internally illuminated with 3 fluorescent tubes and is to be 2,620mm tall by 1370mm wide and 130mm in depth.

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.

SITE DESCRIPTION

The application site is located to the south of Tesco Store, Riverside Drive, Dundee. It is a grass area. There is a footpath at the edge of the grassed area and there is a busy dual carriageway and roundabout close by. This is a mixed use area with retail to the north of the site. The area opposite the site is landscaped and beyond this is the River Tay. There are also business units close to the site. This road is heavily trafficked.

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 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 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 objection from Dundee Civic Trust indicates concerns about visual clutter detracting from the visual amenity of the area and potential road safety issues. Copies of the objection is available for viewing in the Members Lounge.

The objections are 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.

A standard condition is to be placed on this application to ensure that the unit is placed in a precise location so as to

avoid disturbance of underground services.

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.

Objections

A valid objection was received from Dundee Civic Trust. The terms of the objection related to public safety and visual amenity. The terms of the objections are not supported for the reasons specified in the discharge of policy considerations above and design matters below. It is considered that the structure will not adversely affect the high quality amenity of the locality and that traffic and pedestrian safety will not be adversely affected.

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.

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 a precise location in order to avoid conflict with underground services.
- 3 In the interests of public safety.