



|  |  |
|--|--|
| <b>Reference No</b>  | 23/0649/AD   |
| <b>Application Type</b>  | Advertisement Consent  |
| <b>Proposal</b>  | Display of illuminated signage comprising fascia sign, projecting sign, 3no. totem signs and 1no. ATM sign |
| <b>Location</b>  | 63 Crosslee Crescent, Houston, Johnstone   |
| <b>Ward</b>  | 10 - Houston, Crosslee and Linwood   |
| <b>Community Council</b>   | Houston Community Council  |
| <b>Applicant</b>   | Sainsbury's Supermarkets Ltd   |
| <b>Recommendation</b>  | Grant subject to conditions  |
| All plans, reports, documents and representations relating to this application can be viewed in full online at <a href="https://pl-bs.renfrewshire.gov.uk/online-applications/applicationDetails.do?activeTab=summary&amp;keyVal=S3OZMFMWLA800">https://pl-bs.renfrewshire.gov.uk/online-applications/applicationDetails.do?activeTab=summary&amp;keyVal=S3OZMFMWLA800</a> |  |

The report is presented to the Planning and Climate Change Policy Board in line with the Council's Scheme of Delegation. In this instance, the application would normally fall within the Council's scheme of delegation to be determined by an appointed officer. However, a request was submitted by Cllrs Audrey Doig, Robert Innes and Andy Doig, to the Planning Service and Convenor, that the matter be removed from the scheme of delegation for determination by the Board due to the application being viewed as controversial in the eyes of the local community.

### **Proposal**

This application seeks advertisement for the display of signage comprising a fascia sign, projecting sign, 3 totem signs and 1 no. ATM sign at 63 Crosslee Crescent.

The proposed fascia would be installed on the front (west) elevation of the retail unit and would comprise of a powder coated aluminium fascia with internally illuminated acrylic lettering approx. 425mm high. The lettering would read "Sainsbury's Local." A double sided internally illuminated projecting sign would also be erected on the front elevation and would measure approx. 950mm x 626mm x 1100mm. The sign would comprise of an orange and black background with white lettering. The projecting sign would be positioned approx. 3m above ground level, in-line with the proposed fascia sign.

The proposed totems would comprise of 2no. 2662 x 1103mm double sided internally illuminated signs on posts to an overall height of 3m. The signs would have an orange background with acrylic lettering. It is also proposed to erect 1no. pedestrian totem which would be approx. 1490mm high on posts to an overall height of 2m. The illuminated totems would be erected to the north of the retail unit. An illuminated totem would be erected approx. 7.9m east of Houston Road and 40.9m south of Crosslee Crescent. The remaining illuminated fascia would be erected approx. 4m west of the existing roundabout which serves the vehicular entrance to the retail unit at Crosslee Crescent. The non-illuminated pedestrian totem would be erected approx. 21m to the south of the retail unit and 7m east of Houston Road.

The proposed ATM signage would comprise of 1655 x 1009mm orange surround with white lettering and standard logos.

It also proposed to display ancillary glazing vinyls and parking signage within the carpark.

### **Site Description**

The application property relates to a parade of 4 units, 2 of which are Class 1a (retail) and 1 is a Class 3 (food and drink) with the end unit being a hot food takeaway (sui generis). Planning permission was approved in March 2024 for an extension to the rear of the shopping parade to provide a store room and other external alterations in association with the amalgamation of three existing units to form one larger "Sainsbury's" unit. (23/0648/PP). The proposed signage would serve the new amalgamated retail unit.

There are existing unmarked car parking spaces to the front of the units and a service yard to the rear. The site is accessed from the B789 (Houston Road), via Crosslee Crescent.

### **Pre-Application Consultation with Officers**

The Scottish Government strongly encourages constructive pre-application discussions between prospective applicants and the planning authority. Pre-application discussions seek to identify key planning considerations at an early stage and help inform what supporting information is required to support a subsequent application.

No pre-application discussions have taken place.

### **Negotiated Improvements**

Following submission, the following changes have been negotiated between officers and the applicant:

- 1 no. totem repositioned from its junction location with Houston Road and Crosslee Crescent further south-east, outwith the vehicular sight-lines at the junction.

### **Site History**

Application No: 23/0648/PP

Description: Alterations and extension of shopping parade in association with the formation one Class 1a retail store and retention of one hot-food takeaway (sui generis), including installation of shopfront, rear extension and external plant

Decision: Grant subject to conditions

Application No: 19/0605/PP

Description: Change of use of restaurant (Class 3) to form extension to Class 1 retail store, (with single storey extension to rear of building) and erection of two retail units, within car parking area

Decision: Grant subject to conditions

### **Consultations**

**Chief Executive's Service (Roads Development)** - Following receipt of amended plans there are no objections to this application.

**Houston Community Council** – have no concerns regarding the proposed fascia signage and the ATM sign. However, the proposed totem signs are inappropriate in this semi-rural location and will undermine both sightlines and the general “green” feel of the site. The site can be clearly seen from the road and this signage is unnecessary.

### **Representations**

The application is not required to be publicised.

The following representations were received:

Object - 23  
Support - 0  
Neutral - 0

The issues raised can be summarised as follows:

- Totems out of keeping with semi-rural location and adversely impact visual amenity.
- Impact on sightlines and road safety.
- Signs not needed.
- Impacts of light pollution from signage.
- Concerns over signs attracting vandalism.
- Impact on wildlife.
- Impact on privacy, disturbance and residential amenity.

### **Policy Context**

In making any determination under the Planning Acts, regard is to be had to the development plan unless material considerations indicate otherwise. In this instance the Development Plan consists of National Planning Framework 4 (NPF4) and the Renfrewshire Local Development Plan (2021) (LDP).

The following provisions of the Development Plan are considered relevant to the determination of this application:

National Planning Framework 4 Policy 14 - Design, quality and place

Full details relating to the policies of the NPF4 can be found [online](#).

Renfrewshire Local Development Plan Policy P1 - Renfrewshire's Places

Full details relating to the policies of the LDP can be found [online](#).

### Other relevant policies and guidance

Renfrewshire New Development Supplementary Guidance 2022  
Delivering the Places Strategy

Display of Advertisement and Signage Guidance 2022

### **Submitted Reports and Assessments**

In assessing and reporting on a planning application the Council is required to provide details of any report or assessment submitted as set out in Regulation 16, Schedule 2, para 4(c) (i) to (iv) of the Development Management Regulations.

No reports or assessments were submitted in support of the application.

### **Scottish Ministers Direction**

In determining a planning application, the Council is required to provide details of any Direction made by Scottish Ministers under Regulation 30 (Directions requiring consultation), Regulation 31 (Directions requiring information), Regulation 32 (Directions restricting the grant of planning permission) and Regulation 33 (Directions requiring consideration of condition) of The Town and Country Planning (Development Management Procedure) (Scotland) Regulations 2013, or under Regulation 50 (that development is EIA development) of The Town and Country Planning (Environmental Impact Assessment) (Scotland) Regulations 2017.

None.

## **Planning Assessment**

The display of advertisements is controlled by The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. In considering proposals for advertisements, determination by a planning authority can only be made on two criteria, namely public safety, and amenity.

The Council's own guidance reflects and expands upon the 1984 regulations. Further policy advice is provided within the adopted Renfrewshire Local Development Plan and the New Development Supplementary Guidance

The Council's guidance advises that the council will only grant consent if advertisements are acceptable in terms of amenity and public safety. The Council's approved guidance for the display of advertisements is used as the basis for assessing advertisement proposals as follows:

### **Public Safety**

Public safety refers to the potential impact of signage on transport and traffic (including pedestrians). Attention should be given to the potential impact of the advertisement upon pedestrian and vehicular safety in terms of them being distracting, confusing, hazardous or dangerous.

Following consultation with the Council's Chief Executive's Service (Roads Development), due to traffic safety concerns raised, the applicant agreed to relocate one of the totems further south and east from the junction with Crosslee Crescent and Houston Road. Following the submission of amended plans showing the amended location of this totem Roads Development advise that the amended position is acceptable and that the amended location does not reduce the existing available sightlines nor those published in the National Roads Development Guide.

The location of the other 2 totems also do not raise any traffic safety concerns from Roads Development. A condition that the signage is displayed in accordance with guidance from the Institution of Lighting Engineers would ensure that any illumination does not distract road users. The adverts do not raise any concerns in terms of obstructing the public footway.

Overall, the proposal does not raise any concerns in relation to public safety.

### **Amenity**

Amenity covers the impact that the signage will have on the appearance of a building and on the visual amenity of the surrounding area. Advertisements, either individually or cumulatively, should not have a detrimental impact on the character or appearance of a building or locality where it is displayed.

In terms of impact on amenity, the signage is considered to be proportionate for the context of the site and the building on which they would be displayed. It is considered that the signage represents what would be considered typical for a retail unit of this nature and would not amount to clutter or significant adverse visual impacts.

### **Representations**

Regarding the concerns raised by representees and Houston Community Council:

- Totems out of keeping with semi-rural location and adversely impact visual amenity.

It is considered that the proposed signage would be of an acceptable design, scale, position and would be proportionate to the land and building on which they would be displayed.

- Impact on sightlines and road safety.

This has been addressed through an amendment to the proposal to which the Council's Chief Executive's Service (Roads Development) have now confirmed that there are no concerns in this regard.

- Signs not needed.

The need for the signage is not a material planning consideration.

- Impacts of light pollution from signage.

It is not considered that the proposal would result in significant light pollution. Notwithstanding this, it is considered appropriate to impose a condition with respect to any illumination.

- Concerns over signs attracting vandalism.

This would not be a material planning consideration and would be an issue for Police Scotland should this occur.

- Impact on wildlife.

Due to the nature of the proposal, it is not considered that wildlife would be significantly adversely impacted.

- Impact on privacy, disturbance and residential amenity.

It is not considered that the proposal would have a significant detrimental impact on privacy, disturbance or amenity.

### **Conclusion**

In view of the above, it is considered that the proposal would accord with the relevant provisions of the Development Plan. There are no other material considerations. Advertisement consent should therefore be granted subject to conditions.

### **Recommendation**

Grant subject to conditions.

### **Reason(s) for Recommendation**

1. The proposal accords with the provisions of the Development Plan and there were no material considerations which outweighed the presumption in favour of development according with the Development Plan.

### **Condition(s)**

1. That any illumination shall comply with the ILE Brightness of Advertisement Regulations to the satisfaction of Renfrewshire Council as Planning Authority.

Reason: In the interests of road safety.

### **Schedule of Plans Determined**

| <b>Drawing Number</b> | <b>Revision</b> | <b>Drawing/Document Title</b> |
|-----------------------|-----------------|-------------------------------|
| PL-A-0001             |                 | Site Location Plan            |
| PL-A-0002             |                 | Existing Site Plan            |
| PL-A-0005             | D               | Proposed Site Plan            |
| PL-A-0008             | B               | Proposed Signage Details      |

For further information please contact Fiona Knighton, Development Standards Team, Email: [fiona.knighton@renfrewshire.gov.uk](mailto:fiona.knighton@renfrewshire.gov.uk)

