

WEST DUNBARTONSHIRE COUNCIL

Report by the Executive Director of Housing, Environmental and Economic Development

Planning Committee: 1 February 2011

**DC10/345/ADV Display of relocated advertisement hoarding (renewal
of DC05-353) at land to east of Oceanfield, Great
Western Road, Clydebank by West Dunbartonshire
Council**

1. REASON FOR REPORT

- 1.1** This application has been submitted by and on land owned by the Council. Under the approved scheme of delegation it is therefore required to be determined by the Planning Committee.

2. DEVELOPMENT DETAILS

- 2.1** Permission is sought to renew consent for an existing advertisement hoarding on land adjacent to Great Western Road in Clydebank. The site is bounded by woodland to the east, west and south and by the A82 to the north. The hoarding measures 12.5 metres long and 4.5 metres high, and has been in its current location for the past 5 years.
- 2.2** In 2005 an application (DC05-353) to relocate the hoarding was approved. The relocation involved only a very minor change to the position of the hoarding within the same site. This current application relates only to the renewal of the previous consent. The location and size of the hoarding would not change.

3. CONSULTATIONS

- 3.1** West Dunbartonshire Council Roads Services has no objections to the renewal of the consent for the advertisement hoarding.

4. REPRESENTATIONS

- 4.1** None

5. ASSESSMENT AGAINST THE DEVELOPMENT PLAN

- West Dunbartonshire Local Plan
- 5.1** Policy DC1 relates to advertisements and states that regard should be given to visual amenity and the safety of pedestrian and vehicular traffic. The advertisement hoarding complies with the above policy for the reasons discussed in Section 6 below.

6. ASSESSMENT AGAINST MATERIAL CONSIDERATIONS

- 6.1** The advertisement hoarding has been at this location for several years. It is located on a grassed area of land which is separated from nearby residential areas by woodland and the road. It therefore has little visual impact on the surrounding area and no road safety issues are raised by the Roads Service.

7. CONCLUSION

- 7.1** The advertisement hoarding does not have a detrimental impact on the amenity of the surrounding area and has raised no road safety issues in the years that it has been located at this site. The hoarding is in compliance with current Local Plan policy and therefore is acceptable.

8. RECOMMENDATION

- 8.1** **Grant** advertisement consent subject to the condition set out in section 9 below.

9. CONDITIONS

- 1. This grant of consent shall be for a fixed period of five years from the date of consent.**

Elaine Melrose
Executive Director of Housing, Environmental
and Economic Development
Date: 17 January 2011

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Appendix: None

Background Papers:

- a) Application forms and plans;
- b) Consultation Response;
- c) West Dunbartonshire Local Plan 2010

Wards affected: Ward 5 (Clydebank Central)