

Our Ref: BR/KN0010/23

21st December 2023

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Dear Sir/Madam,

**APPLICATION FOR CONSENT TO DISPLAY ADVERTISEMENTS
SONAS BUILDING, KINGS INCH PLACE, RENFREW, PA4 8WF
ESCOT PLANNING PORTAL REFERENCE: I00625691-003**

We are instructed by Circle Health Group to submit an application for consent to display advertisements in relation to the above site.

The application proposes:

“2no. side elevation signs constituting halo illuminated lettering; and 4no. Totems located within the parking areas.”

The application has been submitted via the Planning Portal. In addition to the completed Forms and confirmation that notice has been served on the related owners, the submission comprises the following:

Application Plans

- Site Location Plan, 01110011 01101001 01100111 01101110

Application Documents

- Signage Document Planning, December 2023, Ikon Architects

INTRODUCTION

The signage has an essential purpose in the identification and direction of patients. The proposals consist of halo-illuminated lettering to be applied to the side elevation and illuminated totems within car parking areas. Details of the signage are on the application form and the submission documents.



These signs are consistent with other signage at the neighbouring property. These signs match those approved in 2021 LPA ref: 21/1606/AD related to the adjacent health care facility operated by the Applicant.

THE PROPOSED ADVERTISEMENTS

The proposed advertisements are as follows:

Elevational Letter Signs

On the side elevation, white halo illuminated blue letters are proposed, consistent with corporate branding. These are sensitively located on the elevations and are not overly prominent in context. The letters on the side elevation are for directional purposes. The size of each letter is 500mm, each letter has a depth of 100mm, and the illuminance level is 320cd/m².

Totems

4no. Totems of uniform size are proposed around the site. The level of illumination of the totems is uniform at 320cd/m². The totems measure 2500mm x 1000mm x 170mm. The signage pack indicates that totems are located internally within the car park. These are required for directional purposes for patients within the application site.

PLANNING POLICY CONTEXT

LEGISLATIVE BACKGROUND

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and the Town and Country Planning (Scotland) Acts are of relevance to this application.

DEVELOPMENT PLAN

The Development Plan for the site comprises the adopted Renfrewshire Local Development Plan (2021) and National Planning Framework 4 (2023).

OTHER MATERIAL CONSIDERATIONS

In addition to the policies within the Development Plan, the Renfrewshire Council Approved Guidance for Display of Advertisements (2022) is relevant.



PLANNING ISSUES

Section 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 explains that the powers conferred by the regulations with respect to the grant or refusal of the display of advertisements shall be exercisable only in the interests of amenity and public safety.

Sections 4(2)(a) and (b) explain the considerations that can be considered in the interests of amenity and public safety. The Development Plan echoes this, and the Supplementary Guidance details how the Council will apply policy and guide development to ensure it is appropriate to its context.

The proposed signage will be securely attached, not threatening pedestrian or highway safety. The proposed signage is of a high design quality and appropriate to the commercial context of the area surrounding the application site; accordingly, the signage is acceptable from the perspective of visual amenity. No sensitive properties in proximity of the site could be affected by illuminated signage.

CONCLUSION

The proposed development complies with Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and planning policies in the Development Plan and guidance in the Renfrewshire Council Approved Guidance for Display of Advertisements. Accordingly, with full regard to Sections 25 and 37(2) of the Town and Country Planning (Scotland) Act 1997, which requires that where, in making any determination under the planning acts, regard is to be had to the provisions of the Development Plan, and that determination shall be made in accordance with the plan, so far as material to the application unless material considerations indicate otherwise. We respectfully ask that the advertisements proposed be approved without delay.

We trust that the information supplied is sufficient to enable the application to be registered and progressed. If you require any additional information, please do not hesitate to contact us.

Yours faithfully,



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