

JT/GM/93712

16 April 2024



East Dunbartonshire Council  
Southbank House  
Strathkelvin Place  
Kirkintilloch  
G66 1XQ

Dear Sir/Madam

**SAINSBURY'S SUPERMARKETS LIMITED**  
**20 MILLERSNEUK ROAD, LENZIE, KIRKINTILLOCH, GLASGOW, G66 5JD**  
**ADVERTISEMENT CONSENT APPLICATION FOR 3 NO. FASCIA SIGNS, 2 NO. VINYLs, AND 1**  
**NO. ATM SIGN**  
**EPLANNING REF: 100668125-001**

## Introduction

Please find enclosed an application for advertisement consent to display 3 no. Sainsbury's fascia signs 2 no. Vinyls, and 1 no. ATM sign. The signage will relate to the host building which is soon to be occupied as a Sainsbury's Local.

## The Proposal

Signs are proposed to be located on the front and side elevations of the building. Full details of the signs and their locations can be found in the attached drawings submitted with this application.

The 3 no. fascia signs will be illuminated to 196 candelas/m<sup>2</sup>. The proposed ATM sign and Vinyls will not be illuminated. All of the signs are directly related to the use of the premises. The advertisements have been designed to be in keeping with the surrounding area and fit the scale of the building.

## The site

The site was last occupied by Co-Op and is located within a small retail park accessed via Millersneuk Road to the north. West of the site, Auchinloch Road (B757) runs parallel to the site, there is a notable level difference between the road and the unit, with the road being significantly higher. There are a mix of other retail uses close to the site, including two restaurants, two takeaways, an optician, and a beauty salon. There is parking located at the front of the unit, along with additional parking and delivery space at the rear of the store to the north.

The site is designated as being within the Millersneuk Local Centre. The site is not within a conservation area is and not nationally or locally listed.

/Cont'd...



## Planning Policy

The legislative framework for the control of advertisements is contained within the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984, which states that only adverts that have an appreciable impact on buildings or their surroundings, should be subject to detailed assessment. In such circumstances, advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

The planning policy for the area comes from the East Dunbartonshire Council Development Plan 2 (LDP2) (2023) and adopted supplementary planning guidance. The Advertisement Consent Planning Guidance was adopted in 2022.

Policy 10 of LDP2 states that high-quality design will be expected from proposals. Developments are expected to contribute to creating a distinctive, high-quality place. The Council will support proposals which contribute towards the creation of distinctive, high-quality places that provide character and a strong identity.

The Advertisement Consent Planning Guidance states that the Council will pay particular attention to the design, dimensions, illumination, and position of advertisements, together with their impact on the building. The Council will not permit advertisement which would have a detrimental effect on the amenity and character of the street or on road safety. When addressing advertisements on retail shops, advertisements should be of a scale and form which relates to the building on which it is displayed. Illumination is acceptable, with the preference given to individual letters being illuminated. Illumination must not obscure road signs or impact nearby residential amenity.

## Planning Considerations

This application seeks to display 3 no. Sainsbury's fascia signs and an ATM sign at 20 Millersneuk Road which will soon be occupied as a Sainsbury's Local. The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 state that advertisement consent applications should only be considered in terms of their impacts on public safety and amenity. Both of these are considered below.

### Amenity

In terms of amenity, the proposed advertisements are in keeping with the surrounding area, given its previous retail use and the surrounding retail units within the Millersneuk Local Centre. The proposed signs are all in areas which previously contained advertisements for the Co-Op store, so are all established locations for advertising. The Co-Op fascia signs were illuminated when the store was in use. The proposed signs will only occupy a small percentage of the overall elevation of the store and will not be overly dominant or clutter the appearance of the building. The new store signs will bring attention to the store, in the same way as the Co-Op signs, without impacting the character of surrounding area. Advertisements are to be expected with a local centre given the need to attract customers. Given the location of the centre, at a significantly lower level than Auchinloch Road, having the fascia signs at the first-floor level is required so they can be seen. The Co-Op signage existed in this location during their occupation of the unit without any issue.

The level of illumination of the fascia signs has been chosen to make the signage visible but not overly bright. The signs will be internally illuminated with white LED acrylic letters.

/Cont'd...

16 April 2024

-3-

East Dunbartonshire Council



The scale and location of the signs are entirely appropriate for their surroundings as they fit into the context of this commercial area and are replacing existing commercial signage. The new signage will only be seen in the context of the local centre and will not impact the amenity of the surrounding area. As such, it will not appear out of character in this location, aligning the development with Policy 10 of LDP2 and the advertisement consent SPG.

### Public safety

The proposed signage would only be visible from Auchinloch Road and those within the car park. Retail signage within a local centre would not be an unexpected sight for motorists passing and the signage is replacing existing retail signage which has been in this location since at least 2008 without issue.

The level of illumination is not overly bright, given the presence of streetlighting and other illuminated signage in the surrounding area. The signage will be statically illuminated with no special effects.

Under these circumstances, the new signage would not constitute a distraction to another exercising a reasonable standard of care on the highway.

/Cont'd...



16 April 2024

East Dunbartonshire Council



## Application Summary

To complete the application, please find attached the following documentation:

- Completed application form;
- The following drawing and plans:
  - Site Location Plan (drawing no. PL-A-1001)
  - Existing Site Plan (drawing no. PL-A-1002)
  - Existing Elevation (drawing no. PL-A-1003)
  - Proposed Site Plan (drawing no. PL-A-1004)
  - Proposed Elevations (drawing no. PL-A-1005)
  - Proposed Signage Details (drawing no. PL-A-1006)

Additionally, we made payment directly to East Dunbartonshire Council for the sum of £300, which is the requisite application fee. Should you have any queries about any of the attached information, please do not hesitate to contact us.

Yours faithfully  
for ALDER KING LLP

A handwritten signature in blue ink that reads "J.J. Tarpay".

**JAMES TARPAY**  
**Senior Planner**

E-mail: [planning.consultancy@alderking.com](mailto:planning.consultancy@alderking.com)  
Direct dial: 0117 317 1000  
Enc(s) as above