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REPORT OF HANDLING FOR APPLICATION 26/00411/FUL

ADDRESS:	Site Opposite 794 Govan Road Glasgow
PROPOSAL:	Installation of 1No. BT street hub unit
DATE OF ADVERT:	20/03/2026
NO OF REPRESENTATIONS AND SUMMARY OF ISSUES RAISED	None received
PARTIES CONSULTED AND RESPONSES	None
PRE-APPLICATION COMMENTS	No formal pre-application discussion recorded.
EIA - MAIN ISSUES	Not applicable.
CONSERVATION (NATURAL HABITATS ETC) REGS 1994 – MAIN ISSUES	Not applicable.
DESIGN OR DESIGN/ACCESS STATEMENT – MAIN ISSUES	Not applicable.
IMPACT/POTENTIAL IMPACT STATEMENTS – MAIN ISSUES	Not applicable
S75 AGREEMENT SUMMARY	Not applicable.
DETAILS OF DIRECTION UNDER REGS 30/31/32	Not applicable.
NPF4 POLICIES	Policy 9: Historic Assets and Places Policy 14: Design, Quality and Place Policy 23: Health and Safety
CITY DEVELOPMENT PLAN POLICIES	CDP1: The Placemaking Principle SG1: Placemaking, Part 2, Section 8. Signs and Advertising. CDP9: Historic Environment SG9: Historic Environment
OTHER MATERIAL CONSIDERATIONS	None.
REASON FOR DECISION	The proposal was not considered to be in accordance with NPF4 policies and the Development Plan and there were no material considerations which outweighed the proposal's variance with NPF4 policies and the Development Plan.

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	COMMENTS
PLANNING HISTORY	None
SITE VISITS (DATES)	The case officer is familiar with the application site. Assessment undertaken through local knowledge and use of mapping applications.
SITING	The proposed hub is located opposite 794 Govan Road on an area of footway adjacent to a large paved square and Govan Subway Station. The site is located in Ward 5 – Govan.
DESIGN AND MATERIALS	The proposal is for the installation of a free-standing Street Hub which will have digital displays on two sides. Dimensions – 2980mm (H) by 1236mm (W) by 350mm (D).
DAYLIGHT	Not applicable.
ASPECT	Not applicable.
PRIVACY	Not applicable.
ADJACENT LEVELS	Flat.
ACCESS AND PARKING	Not applicable.
SITE CONSTRAINTS	None relevant to this proposal
OTHER COMMENTS	<u>Assessment</u> Sections 25 and 37 of the Town and Country Planning (Scotland) as acts require that when an application is made, it shall be determined in accordance with the Development Plan unless material considerations dictate otherwise. The issues to be taken into account in the determination of this application are therefore considered to be: a) whether the proposal accords with the statutory Development Plan; b) whether any other material considerations (including objections) have been satisfactorily addressed. National Planning Framework 4 The following policies are considered to be relevant for this application: • Policy 9: Historic assets and places • Policy 14: Design, quality and place • Policy 23: Health and Safety Comment: The proposal is for the installation of a free-standing Street Hub which will have digital displays on both sides and is located on a public footway. With regard to Policies 9 and 14, the proposed development is not considered to be of a design and scale appropriate for its location given its position within a designated conservation area. With regard to Policy 23, the siting of the proposed development would likely adversely impact public safety at the site as the footway is relatively cluttered and already has various pieces of street furniture close to the proposed site. The proposed advertisement therefore does not comply with the relevant policies of NPF4. <u>City Development Plan</u> The following policies (CDP) and associated supplementary guidance (SG) are considered relevant to this application: • CDP1 & SG1: The Placemaking Principle • CDP9 & SG9: Historic Environment Comment: In this case the proposed development consists of a doubled sided

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	digital display located within Govan Conservation Area. The primary function of the structure is for the purposes of advertisement. The site is located within Govan Conservation Area which is designated due to its visual quality and historic character. The proposal is located on an area of pavement adjacent to a large central square that marks an entry point into Govan. The area of pavement itself contains various street furniture which includes a bus shelter and associated pole mounted signage, a telephone box, lamppost and a bin. The addition of the street hub would visually create a cluttered environment and create an obstruction for pedestrians at this location. The immediate vicinity is void of digital advertisements meaning that this proposal would appear out of place and would be an incongruous addition to the street. It is considered that introducing a development of this type at this site would detrimentally affect the overall character of the Conservation Area. <u>Conclusion</u> The proposed advertisement is considered to be unacceptable at this location for the following reasons: • Impacts upon the visual amenity and character of the street scene. • Impacts upon the character of the Conservation Area • Impacts upon pedestrian on busy area of public realm For these reasons the proposal does not comply with CDP1, SG1, CDP9 and SG9 of the Glasgow City Development Plan and Policy 9, 14 and 23 of NPF4. Therefore, refusal is recommended.
RECOMMENDATION	Refuse

Date: 27/04/2026	DM Officer	Laura Johnston
Date: <u>01/05/2026</u>	DM Manager	Ross Middleton

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