



**East Dunbartonshire Council**

www.eastdunbarton.gov.uk

Date: 22nd October 2021  
SEA Gateway  
Scottish Government  
Area 2 H (South)  
Victoria Quay  
Edinburgh  
EH6 6QQ

PLACE, NEIGHBOURHOOD AND CORPORATE ASSETS  
Land Planning and Development  
Southbank House  
Strathkelvin Place  
Kirkintilloch  
G66 1XQ  
Telephone 0141 578 8600  
Fax No: 0141 578 8575

Dear SEA Gateway and Consultation Authorities,

**SEA Screening Determination  
Advertisement Control Planning Guidance**

I refer to your letter dated 20<sup>th</sup> October 2021 outlining the responses from the Consultation Authorities to the Screening Report that was submitted on 28<sup>th</sup> September 2021 in relation to the proposed Advertisement Control Planning Guidance.

The Consultation Authorities are in agreement with the Council that the Planning Guidance is unlikely to have any significant environmental effects. On 22<sup>nd</sup> October 2021 East Dunbartonshire Council made a determination under Section 8(1) of the Environmental Assessment (Scotland) Act 2005 that the Planning Guidance is unlikely to have any significant environmental effects. Therefore, the Planning Guidance will not be subject to a full Strategic Environmental Assessment and an Environmental Report will not be prepared alongside the document.

In accordance with Section 10(1) of the Act, a copy of the screening determination along with the Screening Report and Consultation Authority responses will be made available on request as well as on the Council website at [www.eastdunbarton.gov.uk/S-E-A](http://www.eastdunbarton.gov.uk/S-E-A). An advert will also be placed in the Kirkintilloch Herald and Milngavie and Bearsden Herald to publicise the screening determination.

If you have any further queries, please don't hesitate to contact Neil Samson (SEA Technical Officer) on 0141 578 8615.

Yours faithfully,

**Neil Samson**  
**Strategic Environmental Assessment Technical Officer**

# SCREENING REPORT

## STEP 1 – DETAILS OF THE PLAN

**Responsible Authority:**

East Dunbartonshire Council

**Title of the plan:**

Advertisement Control Planning Guidance

**What prompted the plan:**

(e.g. a legislative, regulatory or administrative provision)

Whilst there have been no recent legislative changes or amended national guidelines relating to advertisements (which is separate to planning legislation) the current EDC guidance has been in place for some time (from at least Local Plan 2) and would benefit from a general refresh.

**Plan subject:**

(e.g. transport)

Land use planning

**Screening** is required by the Environmental Assessment (Scotland) Act 2005.

Based on Boxes 3 and 4, our view is that:

**An SEA is required, as the environmental effects are likely to be significant:** Please indicate below what Section of the 2005 Act this plan falls within

Section 5(3)

Section 5(4)

**An SEA is not required, as the environmental effects are unlikely to be significant:** Please indicate below what Section of the 2005 Act this plan falls within

Section 5(3)

Section 5(4)

**Contact details:**

Neil Samson

**Tel:** 0141 578 8615

**Email:** [Neil.Samson@eastdunbarton.gov.uk](mailto:Neil.Samson@eastdunbarton.gov.uk)

Place, Neighbourhood & Corporate Assets Directorate

East Dunbartonshire Council

Southbank House

Strathkelvin Place

Kirkintilloch

G66 1XQ

**Date:**

27<sup>th</sup> September 2021

## STEP 2 – CONTEXT AND DESCRIPTION OF THE PLAN

### Context of the Plan:

This Planning Guidance (PG) will sit alongside the Council's Local Development Plan (LDP2) and will provide an update to guidance specifically relating to the existing advertisement consent which supports the Design and Placemaking policies in the development plan by setting out specific criteria for determining applications for advertisement consent.

### Description of the Plan:

The key policy driver is the LDP2, which sets the policy framework for planning and land use throughout East Dunbartonshire. Depending on the location or type of advertisement proposed, this PG should also be read in conjunction Policy 11 of LDP2 'Transport', Policy 19 'Historic Environment' and/or the Shop Fronts section of the Design and Placemaking Supplementary Planning Guidance.

Note that the Advertisement Control PG will form non-statutory PG in support of the LDP2. This means that the guidance will not form part of the development plan, however it will be a material consideration in the Development Management decision-making processes. This also means that the PG may be updated quickly as required, should any further issues arise during the lifecycle of the Plan. It will not be subject to scrutiny by Scottish Ministers.

The guidance will only affect advertisement consent applications from private businesses, the number of which in any given year is relatively small. Any signage provided by the Local Authority itself is undertaken using different legislation and powers.

### What are the key components of the plan?

At this early stage, the components for the proposed PG are the following draft objectives:

**Objective 1** - To support Policy 10 of the Proposed Local Development Plan in ensuring that advertisements displayed by private businesses are of a high quality and suitable design; and that a proliferation of advertisements is avoided; in the interests of maintaining visual character and contributing towards a strong sense of place.

**Objective 2** - To support Policy 10 of the Proposed Local Development Plan in ensuring that advertisements displayed by private businesses do not have an adverse impact upon adjacent land uses; particularly the amenity of nearby residential properties.

**Objective 3** - To support Policy 10 of the Proposed Local Development Plan in ensuring that advertisements displayed by private businesses do not have an adverse impact upon road safety.

### Have any of the components of the plan been considered in previous SEA work?

The intended outcomes of the proposed PG will be directed and influenced by the policy framework within the proposed LDP2, which has been subject to the full SEA process.

**In terms of your response to Boxes 7 and 8 above, set out those components of the plan that are likely to require screening:**

At this stage, the components known are the proposed objectives. The proposed objectives are likely to require screening at this stage as they will be the strategic direction for the proposed PG. The proposed draft objectives are stated above.

**STEP 3 – IDENTIFYING INTERACTIONS OF THE PLAN WITH THE ENVIRONMENT AND  
CONSIDERING THE LIKELY SIGNIFICANCE OF ANY INTERACTIONS**

Plan Components	Environmental Topic Areas										Explanation of Potential Environmental Effects	Explanation of Significance
	Biodiversity, flora and fauna	Population and human health	Soil	Water	Air	Climatic factors	Material assets	Cultural heritage	Landscape	Inter-relationship issues		
<b>Objective 1</b> - To support Policy 10 of the Proposed Local Development Plan in ensuring that advertisements displayed by private businesses are of a high quality and suitable design; and that a proliferation of advertisements is avoided; in the interests of maintaining visual character and contributing towards a strong sense of place.	x	✓	x	x	x	✓	x	✓	✓	x	The proposed Advertisement Control PG is likely to provide minor benefits in terms of consideration and protection of the environment through the control and regulation of signage throughout East Dunbartonshire. These minor impacts are likely to be in relation to <b>population and human health, cultural heritage, landscape, material assets and climatic factors</b> . The PG will not set a framework for development. Instead it will essentially be a procedural document to aid decision makers (Planning Service and Developers) to determine applications for advertisement consent and set out the Council’s policy in ensuring there is no adverse impact on environmental assets.	
<b>Objective 2</b> - To support Policy 10 of the Proposed Local Development Plan in ensuring that advertisements displayed by private businesses do not have an adverse impact upon adjacent land uses; particularly the amenity of nearby residential properties.	x	✓	x	x	x	✓	x	✓	✓	x		
<b>Objective 3</b> - To support Policy 10 of the Proposed Local Development Plan in ensuring that advertisements displayed by private businesses do not have an adverse impact upon road safety.	x	✓	x	x	x	✓	✓	✓	✓	x		

## STEP 4 – STATEMENT OF THE FINDINGS OF THE SCREENING

### **Summary of interactions with the environment and statement of the findings of the Screening:**

(Including an outline of the likely significance of any interactions, positive or negative, and explanation of conclusion of the screening exercise.)

The proposed Advertisement Control PG is likely to provide minor benefits in terms of consideration and protection of the environment through the control and regulation of signage throughout East Dunbartonshire. These minor impacts are likely to be in relation to **population and human health, cultural heritage, landscape, material assets and climatic factors**. The PG will not set a framework for development. Instead it will essentially be a procedural document to aid decision makers (Planning Service and Developers) to determine applications for advertisement consent and set out the Council's policy in ensuring there is no adverse impact on environmental assets.

Whilst it is anticipated that the PG will have a minor positive impact on a number of SEA topic areas, to an extent, the overall environmental impacts of the PG itself are unlikely to be significant. Therefore, it has been determined that, under Section 5(3) of the Environmental Assessment (Scotland) Act 2005, a full SEA is not required.

When completed send to: [SEA.gateway@scotland.gsi.gov.uk](mailto:SEA.gateway@scotland.gsi.gov.uk) or to the SEA Gateway, Scottish Government, Area 2H (South), Victoria Quay, Edinburgh, EH6 6QQ.





T: 0131-244 0078  
E: [SEA.Gateway@gov.scot](mailto:SEA.Gateway@gov.scot)

**Neil Samson,**  
SEA Technical Officer,  
Sustainability Policy Team,  
East Dunbartonshire Council,  
Broomhill Depot,  
Kilsyth Road,  
Kirkintilloch,  
G66 1TF

## **01669 - Screening - East Dunbartonshire Council - Advertisement Control Planning Guidance**

20 October 2021

Dear Neil Samson,

With reference to the Screening document you submitted on 28<sup>th</sup> September 2021.

The Consultation Authorities have now considered your screening request as per **Section 9(3)** of the **Environmental Assessment (Scotland) Act 2005**. I have attached the individual letters from the Consultation Authorities, outlining their views and opinions.

Please note, these are the views and opinions of the Consultation Authorities on the likelihood of significant environmental effects arising from the plan or programme and not a judgement on whether an SEA is required. It is therefore for the Responsible Authority to determine whether an SEA is required in the circumstances. Where possible the Consultation Authorities may have offered supplementary information and/or advice for you to consider, which you should find helpful.

As the Consultation Authorities have now notified you of their views, you should now refer to the 2005 Act to consider your next step. You should of course take into account the advice offered by the Consultation Authorities.

You should note, as per Section 10 of the 2005 Act, that within 28 days of your determination about whether an SEA is required or not, a copy of the determination and any related statement of reasons must be passed to the Consultation Authorities. This may be done via the SEA Gateway.

If you have any queries or would like me to clarify any points, please call me on 0131 244 0078.

Kind regards,

Clare Donnelly  
SEA Gateway Administrator





By email to: [sea\\_gateway@gov.scot](mailto:sea_gateway@gov.scot)

Neil Samson  
Sustainability Policy Team  
East Dunbartonshire Council  
Place, Neighbourhood and Corporate Assets  
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G66 1XQ

Longmore House  
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EH9 1SH

Enquiry Line: 0131-668-8716  
Switchboard: 0131 668 8600  
[HMConsultations@hes.scot](mailto:HMConsultations@hes.scot)

Our case ID: 300020233  
Your ref: 01669  
06 October 2021

Dear Neil Samson

[Environmental Assessment \(Scotland\) Act 2005](#)  
[East Dunbartonshire Council - Advertisement Control Planning Guidance](#)

### Screening Report

Thank you for your consultation which we received on 28 September 2021 about the above screening report. We have reviewed this report in our role as a Consultation Authority under the above Act, in accordance with the requirements of Section 9(3). In doing so we have used the criteria set out in Schedule 2 for determining the likely significance of the effects on the environment.

### Historic Environment Scotland's view

In light of the information and reasoning set out within the screening report, we **agree** with your view that there are **unlikely to be significant environmental effects for the historic environment**.

### Historic Environment Scotland's comments

It is our understanding the Advertising Control Supplementary Guidance will offer further detail and advice to support Local Development Plan 2 (LDP2) policies such as Policy 10 – Design and Placemaking, Policy 11 – Transport and Policy 19 – Historic Environment. We note that you consider, as these policies have been assessed through the SEA of the LDP2, significant effects on the historic environment as a result of the guidance are unlikely and we are content to agree with this view.

### Next steps

The Environmental Assessment (Scotland) Act 2005 requires you as the Responsible Authority to determine whether an environmental assessment is required. You must then notify the Consultation Authorities within 28 days of making this determination. This may be done via the SEA Gateway ([sea\\_gateway@gov.scot](mailto:sea_gateway@gov.scot)).

We hope our advice is helpful to you in making this determination. Please feel welcome to contact us if you have any questions about this response. The officer managing this



HISTORIC  
ENVIRONMENT  
SCOTLAND

ÀRAINNEACHD  
EACHDRAIDHEIL  
ALBA

case is Andrew Stevenson who can be contacted by phone on 0131 668 8960 or by email on [andrew.stevenson2@hes.scot](mailto:andrew.stevenson2@hes.scot).

Yours sincerely

**Historic Environment Scotland**

Historic Environment Scotland – Longmore House, Salisbury Place, Edinburgh, EH9 1SH

Scottish Charity No. **SC045925**

VAT No. **GB 221 8680 15**

Neil Samson  
Place, Neighbourhood & Corporate Assets Directorate  
East Dunbartonshire Council  
Southbank House  
Strathkelvin Place  
Kirkintilloch  
G66 1XQ

07 October 2021  
Our ref: CEA164606

Sent by email via: [sea.gateway@gov.scot](mailto:sea.gateway@gov.scot)

Dear Neil

**ENVIRONMENTAL ASSESSMENT (SCOTLAND) ACT 2005: ADVERTISEMENT CONTROL PLANNING GUIDANCE – EAST DUNBARTONSHIRE COUNCIL - SCREENING REPORT**

Thank you for consulting us on the above screening report submitted on 28 September 2021 via the Scottish Government SEA Gateway. We have considered your screening report using the criteria set out in Schedule 2 of the Environmental Assessment (Scotland) Act 2005 for determining the likely significance of effects on the environment.

Having reviewed the screening report, we understand that the document provides guidance and does not propose any signage itself, or set a framework for development. In terms of our remit, we agree that the Advertisement Control Planning Guidance is not likely to have significant environmental effects.

Please note that this consultation response provides a view solely on the potential for the plan or programme to have significant environmental effects. We cannot comment on whether or not the plan or programme meets other criteria determining the need for SEA as set out in the Act. Should you wish to discuss this screening determination, please do not hesitate to contact me on 0131 314 6751, or via NatureScot's SEA Gateway at [sea.gateway@nature.scot](mailto:sea.gateway@nature.scot).

Yours sincerely,

Alison Shand  
Planning Adviser  
Supporting Good Development Team

**Environmental Assessment (Scotland) Act 2005**

**01669 Advertisement Control Planning Guidance East Dunbartonshire Council**

**Screening report**

Thank you for consulting SEPA on this Screening Report by way of your email of 28 September 2021. In accordance with Section 9(3) of the Environmental Assessment (Scotland) Act 2005 we have reviewed the screening report using the criteria set out in Schedule 2 of the Act. In regard to our main areas of interest (air, water, soil, human health, material assets and climatic factors) **we agree with the conclusions of the screening report** that the proposed PPS is **unlikely to have** significant environmental effects.

Although we are of the view that significant environmental effects are unlikely, it is for the Responsible Authority to make a formal determination taking into account the consultation responses received.

If you would like to discuss this consultation response please do not hesitate to contact me by email or via our SEA Gateway at [sea.gateway@sepa.org.uk](mailto:sea.gateway@sepa.org.uk).

Yours sincerely

Nicki Dunn

Cc:

[sea\\_gateway@nature.scot](mailto:sea_gateway@nature.scot)

[sea.gateway@hes.scot](mailto:sea.gateway@hes.scot)

[sea.gateway@sepa.org.uk](mailto:sea.gateway@sepa.org.uk)

Nicki Dunn

Senior Planning Officer

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