
Report To:	The Planning Board	Date:	6th October 2010
Report By:	Head of Regeneration and Planning	Report No:	10/0048/CA Plan10/10
Contact Officer:	James McColl	Contact No:	01475 712462
Subject:	Display of free standing illuminated sign at Lidl, 1 Customhouse Way, Greenock		

SITE DESCRIPTION

The application relates to the Lidl supermarket located on Customhouse Way, Greenock.

PROPOSAL

It is proposed to erect a 7 meter high free standing illuminated sign on a small part of the supermarket site which extends to Dalrymple Street. The sign will therefore be located on Dalrymple Street in an area between the Inverclyde Centre and the rear of the SCS furniture shop. The sign will be remote from the store entrance.

LOCAL PLAN POLICIES

Local Plan Policy DC1 - Development Control Advice.

Inverclyde Council, as Planning Authority, will support applications for planning, listed building and advertisement consent, where applicable, which accord with the principles established in the Council's Planning Practice Advice Notes.

PPAN13 - Signage and Advertisement applies.

CONSULTATIONS

Transport Scotland – The proposed signage is likely to cause unnecessary distraction to drivers on the trunk road, to the detriment of road safety.

PUBLICITY

The nature of the proposal did not require advertisement.

SITE NOTICES

The nature of the proposal did not require a site notice.

PUBLIC PARTICIPATION

No representations were received.

ASSESSMENT

The power to grant or refuse advertisement consent is exercisable only in the interests of amenity and public safety.

In considering the visual impact of the advertisement, I note that the sign will be remote from the supermarket entrance and that it will appear not to relate to the site. In this respect, the sign may be considered to be an advance directional sign, advising of the proximity of a supermarket that is not recognisably visible from Dalrymple Street. The Council's Planning Practice Advice Note No. 13 opposes advance signs, which can lead to a proliferation particularly on main traffic routes. Such signs lack the context of a building and setting, and as such have a detrimental visual impact.

The remaining determining factor is public safety. I note the concerns of Transport Scotland that the signage is likely to cause unnecessary distraction to drivers on the trunk road, to the detriment of road safety. I accept the roads safety concerns raised, noting the location of the advertisement near to the busy Bullring roundabout where any unnecessary distraction may lead to traffic accidents, I consider that the proposed signage would have an unacceptable impact on public safety.

RECOMMENDATION

That the application be refused.

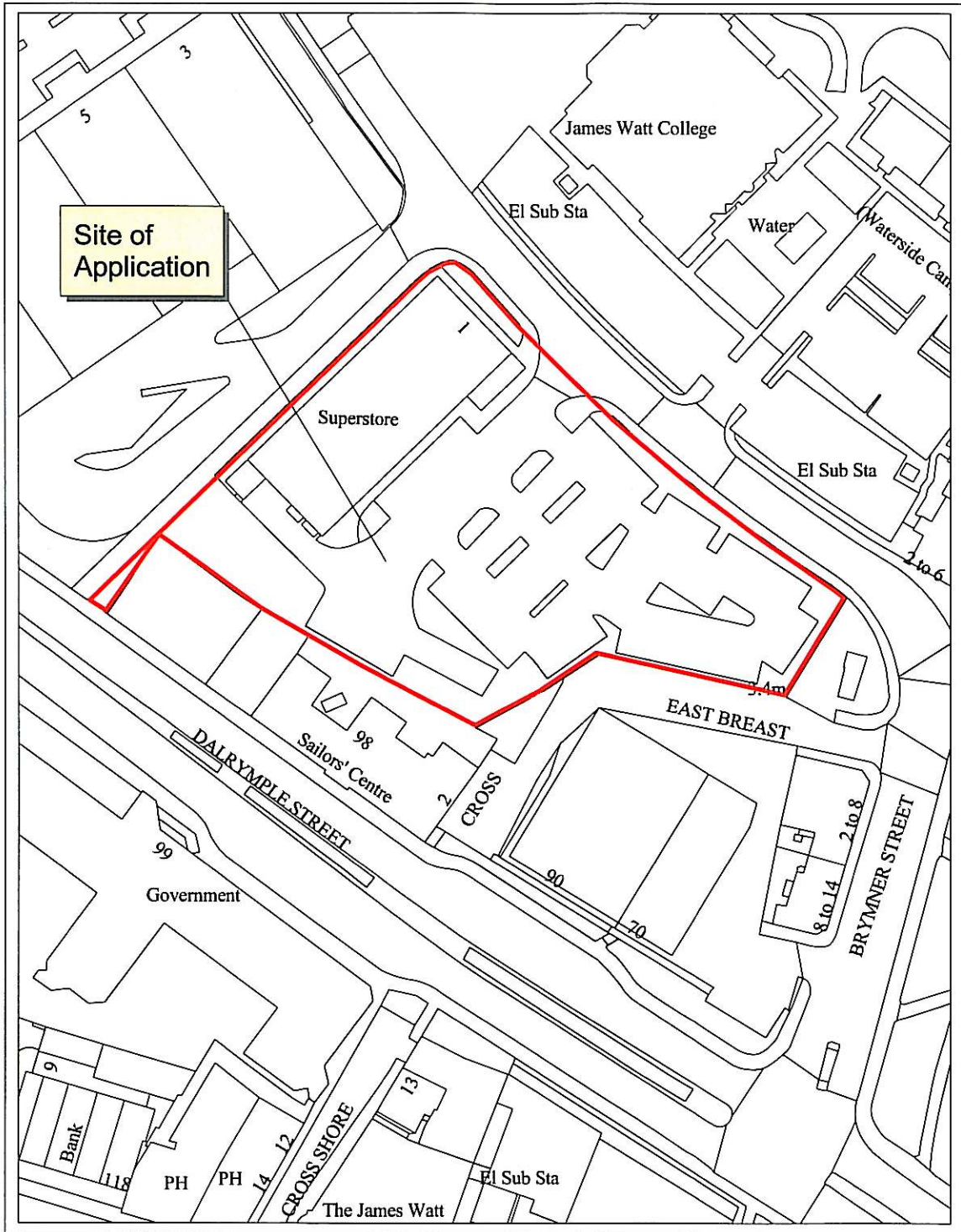
Reasons

1. The signage may cause distraction to drivers on the A8 trunk road, to the detriment of road safety.
2. The signage is remote from the store entrance and building, will have an unacceptable impact on the visual amenity of Dalrymple Street.

Stuart Jamieson
Head of Regeneration and Planning

Background papers

1. Application form
2. Application plans
3. Inverclyde Local Plan
4. PPAN 13
5. Consultation response



Drawing No. 10/0048/CA (Lidl) 1 Customhouse Way, Greenock

Drawn by: JML

Date: 16:09:10



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