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<b>Report To:</b>	<b>The Planning Board</b>	<b>Date:</b>	<b>1st December 2010</b>
<b>Report By:</b>	<b>Head of Regeneration and Planning</b>	<b>Report No:</b>	<b>10/0054/CA Plan12/10</b>
<b>Contact Officer:</b>	<b>Guy Phillips</b>	<b>Contact No:</b>	<b>01475 712422</b>
<b>Subject:</b>	<b>Erection of 2 hoardings at Lidl Foodstore, 1 Customhouse Way, Greenock</b>		

## **SITE DESCRIPTION**

The site is the Lidl supermarket on the south east side of Customhouse Way within Greenock Town Centre. Adjoining to the north east is the Waterfront Retail park's service yard. To the rear (south west) is the Inverclyde Homeless Centre and an area of open space fronting Dalrymple Street. East Breast forms the south east boundary. Opposite, on the north east side of Customhouse way is the James Watt College Waterfront Campus. The supermarket building lies on the north west side of the site with its car park occupying the south eastern part.

Existing signage at the supermarket comprises 2 illuminated fascia signs, a large, free standing, flag type sign at the heel of the footway on Customhouse Way and a 48 sheet advertising hoarding on the south east elevation.

At the October meeting of the Planning Board, advertisement consent was refused for the display of a free standing sign at the supermarket as:-

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.

## **PROPOSAL**

It is proposed to erect two 6m x 3m advertising hoardings. The first hoarding would be erected on a hard landscaped area, set back approximately 2.5m from and facing Customhouse Way. The second hoarding would also face Customhouse Way but would be set back approximately 50m within the car park.

## **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.

## **CONSULTATIONS**

**Head of Environmental and Commercial Services** - No objections.

## **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 written representations have been received.

## **ASSESSMENT**

The material considerations in the determination of this application are the Development Plan, the Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984 and Planning Practice Advice Note No 13 on Signage and Advertisements and the consultation response.

In terms of the aforementioned regulations the power to grant or refuse advertisement consent is exercisable only in the interests of amenity and public safety. Regarding public safety, there are no objections from the Head of Environmental & Commercial Services.

Policy DC1 of the Local Plan advises that the Council will support applications for advertisement consent which accord with the design principles established in the PPANs.

The Council's PPAN 13 advises that applications for hoardings will not generally be supported in a number of circumstances, including where the size and siting of the hoardings are considered not to be in keeping with the scale and character of the area. In this instance, the site is within an area of Greenock's waterfront renewal with a corresponding high quality of visual amenity. The supermarket is well served with signage to allow the public to identify its location, including a 48 sheet advertising hoarding. As such, I consider there to be no requirement for additional large scale advertisement displays to assist the public in identifying the use of the site. Hoardings can provide a useful screening function to unsightly land uses and structures, however, there is no requirement for such screening in this instance. Overall, I consider that the two proposed hoardings would create advertisement clutter out of scale and character with the area.

## **RECOMMENDATION**

That the application be refused.

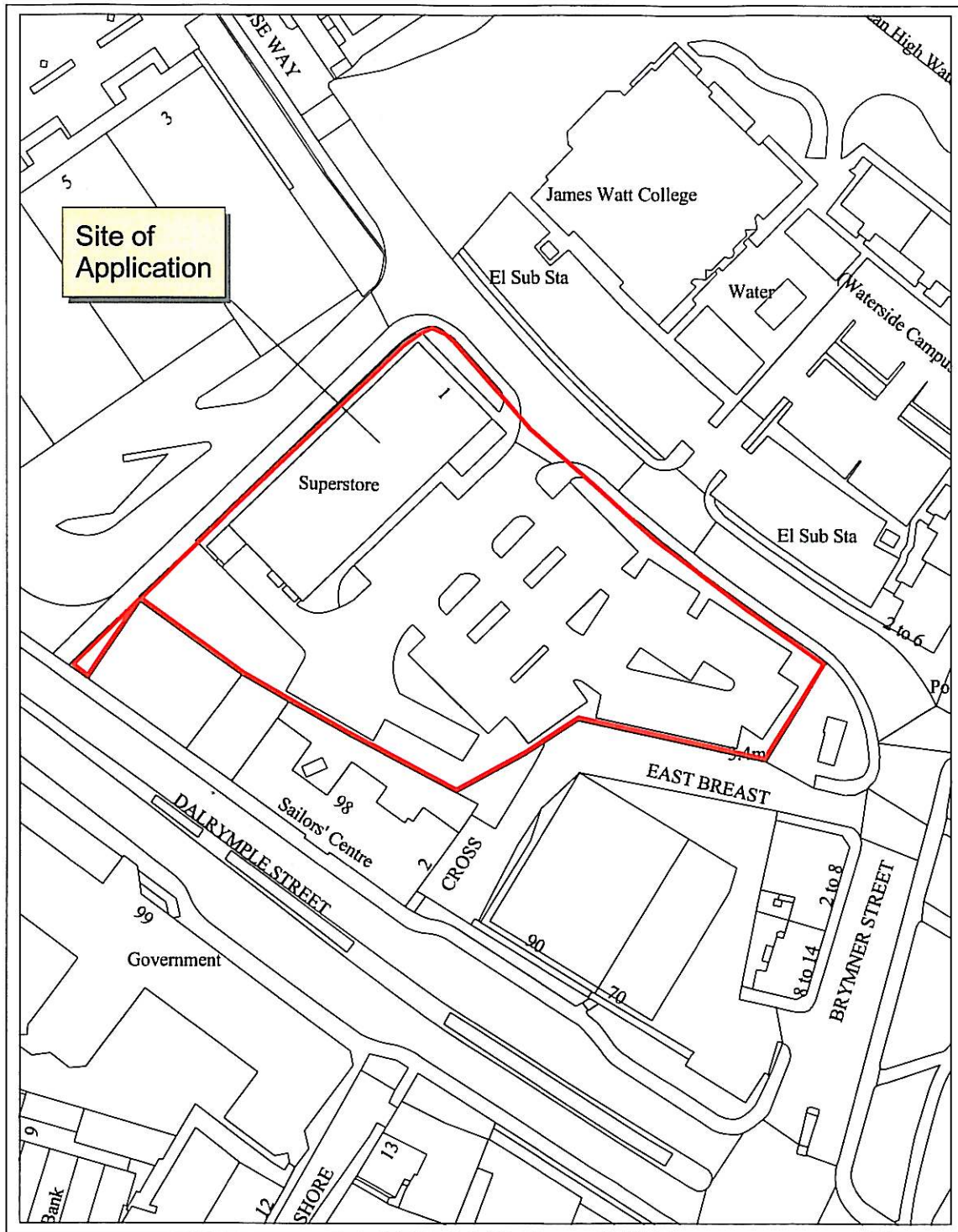
### **Reasons**

1. The two proposed advertising hoardings would create advertisement clutter, out of scale and character with Customhouse Way, contrary to the advice in the Council's PPAN 13 and to the detriment of the quality of visual amenity in this part of Greenock's waterfront renewal.

Stuart Jamieson  
Head of Regeneration and Planning

## BACKGROUND PAPERS

1. Application form
2. Application plans
3. Inverclyde Local Plan
4. Inverclyde Council PPAN13
5. Consultation response



Drawing No. 10/0054/CA Lidl Foodstore, 1 Customhouse Way, Greenock.

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