

Agenda Item

No.

Report To: The Planning Board Date: 1st June 2011

Report By: Head of Regeneration and Planning Report No: 10/0048/CA

Plan06/11

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Contact James McColl Contact No: 01475 712462

Officer:

Subject: Notification of Planning Appeal decision: Display of free standing illuminated sign at

Lidl, 1 Customhouse Way, Greenock

INTRODUCTION

In October 2010 the Planning Board refused advertisement consent for the display of a free standing illuminated sign to Dalrymple Street at Lidl, 1 Customhouse Way, Greenock.

Advertisement Consent was refused 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.

NOTIFICATION OF APPEAL DECISION

The appeal was determined following written submissions. The Reporter considered the determining issues to be amenity and public safety.

Although the Reporter understood the appellant's desire for signage, he considered that the overall size and height would appear over dominant and conspicuous in the street scene and would not be identifiable as part of the supermarket premises. While there may be scope for alternative advertising methods, this is for separate consideration. On road safety, the Reporter considered there to be sufficient concern to suggest that the sign could cause unnecessary driver distraction.

The Reporter accepted the Council's opposition on amenity and public safety grounds and dismissed the appeal.

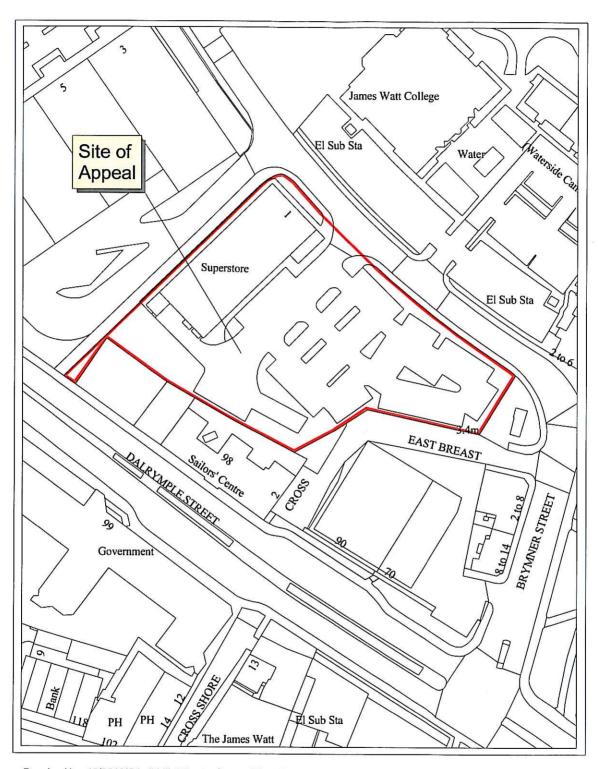
RECOMMENDATION

The Board notes the position.

Stuart Jamieson Head of Regeneration & Planning

BACKGROUND PAPERS

Advertisement Consent application 10/0048/CA Appeal decision letter dated 6 May 2011.



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

Drawn by: JML

Date: 10:03:11





