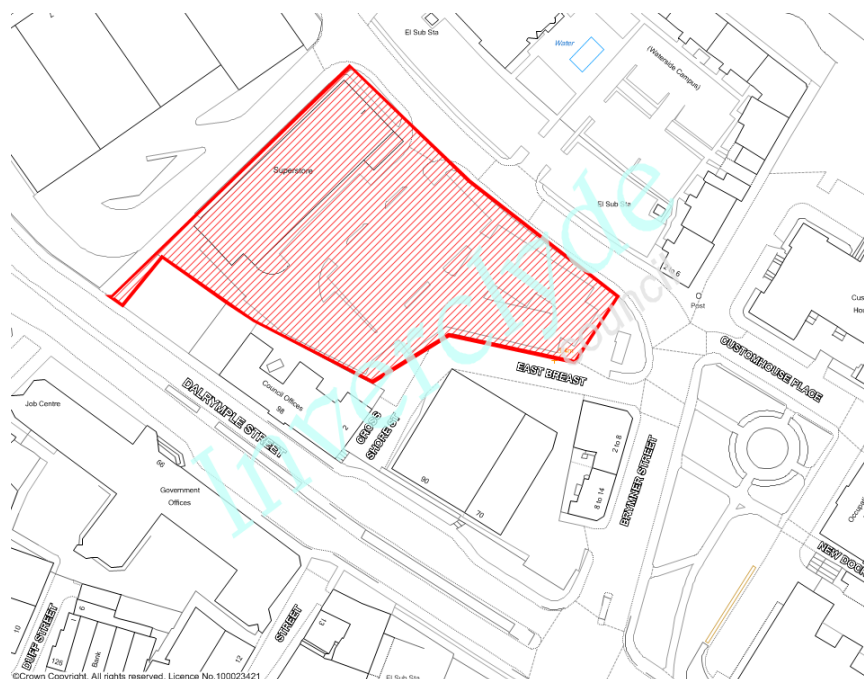


<b>Report To:</b>	<b>The Planning Board</b>	<b>Date:</b>	<b>5th September 2012</b>
<b>Report By:</b>	<b>Head of Regeneration and Planning</b>	<b>Report No:</b>	<b>12/0017/CA Plan 09/12</b>
<b>Contact Officer:</b>	<b>Guy Phillips</b>	<b>Contact No:</b>	<b>01475 712422</b>
<b>Subject:</b>	<b>Erection of two non-illuminated, free standing, advertising hoardings, adjacent to south east boundary fence at Lidl, 1 Customhouse Way, Greenock</b>		

**SITE DESCRIPTION**

The Lidl supermarket is located on the south east side of Customhouse Way, Greenock. 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 two 48 sheet advertising hoardings and a banner on the south east building elevation.



**PROPOSAL**

It is proposed to erect two 48 sheet advertisement hoardings at the boundary of the car park with East Breast and facing towards the car park.

There is a history of refusals for additional signage at the site. In October 2010 the Planning Board refused advertisement consent for the display of a free standing sign adjacent to the A8 as it may cause distraction to drivers and because it would be remote from the store entrance and building, having an unacceptable impact on the visual amenity of Dalrymple Street.

In December 2010, advertisement consent was refused for the erection of two advertisement hoardings: one set back approximately 2.5m from and facing Customhouse Way and the second set back approximately 50m within the car park, also facing Customhouse Way as they would create advertisement clutter, be out of scale and character with Customhouse Way, be contrary to the advice in the Council's PPAN 13 and be to the detriment of the quality of visual amenity in this part of Greenock's waterfront renewal.

## **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 two 48 sheet advertising hoardings affixed to the building. The public clearly have no difficulty in identifying the operator of the site.

Hoardings can provide a useful screening function to unsightly land uses and structures. In this case, however, there is no screening function. Whereas hoardings typically back onto land which is not publicly accessible, in this instance the hoardings back onto a public road. From East Breast there is a view across the car park to Customhouse Way and beyond. There is no amenity justification for this view to be screened, and the view will certainly be detrimentally impacted by the interjection of the rear framing of advertisement hoardings. Furthermore, the

site already benefits from two hoardings and is in danger of suffering from advertisement clutter should more be approved.



## RECOMMENDATION

That the application be refused for the following reasons:

1. The proposal will have a detrimental impact on visual amenity when viewed from East Breast.
2. The proposal, by virtue of the existing level of signage on site, will result in an over provision and clutter of advertisements to the detriment of visual amenity.

Stuart Jamieson  
Head of Regeneration and Planning

## BACKGROUND PAPERS

1. Application form and plans
2. Inverclyde Local Plan
3. Inverclyde Council PPAN13
4. Consultation reply
6. Advertisement applications 10/0054/CA and 10/0048/CA



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