
Report To: The Planning Board **Date:** 5th September 2012

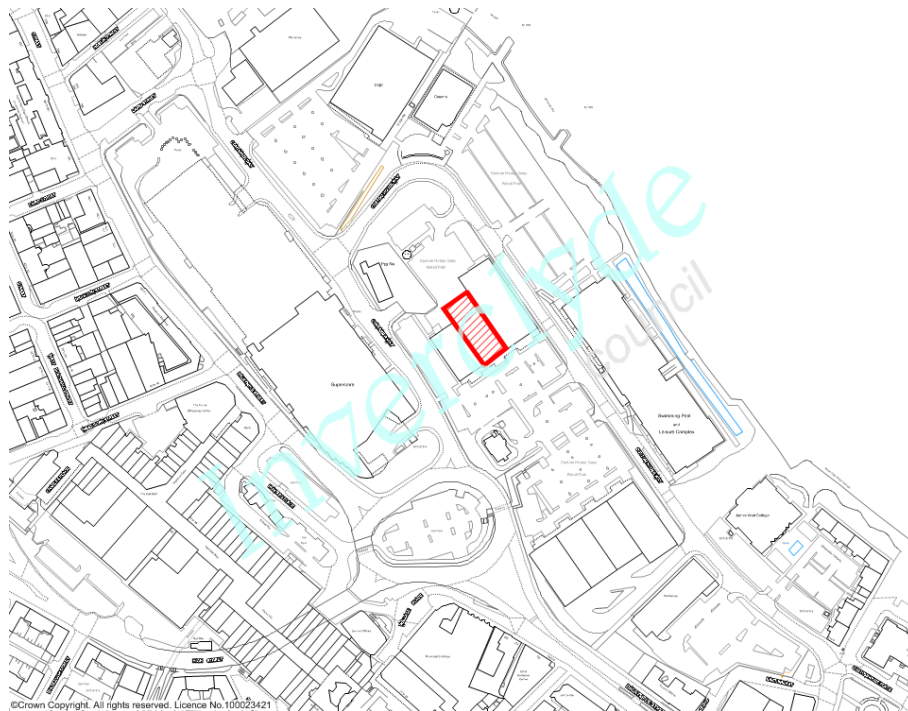
Report By: Head of Regeneration and Planning **Report No:** 12/0013/CA
Plan 09/12

Contact Officer: Mike Martin **Contact No:** 01475 712412

Subject: Installation of illuminated signage and non-illuminated signage at
Unit 2, 13 Customhouse Way, Waterfront Retail Park, Greenock.

SITE DESCRIPTION

The application site comprises a shop unit within the Waterfront Retail Park, located immediately north of the Bullring roundabout.



PROPOSAL

The proposal is to install an internally illuminated high level sign above the customer entrance, to erect 4 no. lockable poster units advertising beside the entrance and to install 2 sets of digitally printed glazing vinyl on the shopfront window areas, located on either side of the entrance. Also proposed is a small non - illuminated sign on the rear facing elevation adjacent to the goods area, measuring 1.0 metres in length by 0.55 metres in height. The high level sign is 6.2 metres in

length, 2.2 metres in height and 200mm in depth and formed in vinyl. The glazing vinyl panels are 5.0 metres in length and 3.0 metres in height, whilst the lockable poster units are 1.02 metres in length, 1.52 metres in height and 80 mm in depth. The colour scheme throughout is a green background with a mixture of white and black lettering and reflects the corporate image of the company.

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.

PPAN12 - Shopfront Design applies.

CONSULTATIONS

Transport Scotland – No objections subject to standard conditions relating to the level of luminous intensity.

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 have been received.

ASSESSMENT

As an application under the Control of Advertisements Regulations the determining factors in the assessment of this application are public safety and amenity. Of relevance in this respect are PPAN no. 12 on Signage and Advertisements, the approved signage regime for this retail park and the consultation response.

In relation to road safety no adverse comments have been received from Transport Scotland. It rests to consider amenity aspects. The approved signage regime for the Waterfront Retail Park derives from the then Planning and Traffic Management Committee's decision in 2001 requiring officials to meet the Retail Park's operating company and produce a common approach to signage. Consequently, each shop unit is permitted to have a large sign above the entrance door and two pavement signs. Other signs, including sundry sales and promotional posters and temporary barrier signs are unacceptable. This adapts the approach of PPAN no.12 making it specific to the Retail Park. The consequence of this is that there have been a number of refusals of advertisement consent applications including proposals by Halfords, Comet, MFI and SCS, the latter being successfully defended at appeal to the Scottish Ministers.

It is appropriate that applicants are considered in a consistent manner, and as such the provision of the high level fascia sign and 2 lockable poster boards is acceptable and in line with previous approvals. There is also no objection to the small sign on the rear elevation adjacent to the goods area.



Of concern, however, is the inclusion of an additional 2 poster boards and the digitally printed window advertising. As is evident due to this proposal being retrospective, the consequence is a visually cluttered entrance in conflict with the sharp design of the building. This has an unacceptable and harmful impact upon the quality of visual amenity afforded by the Waterfront Retail Park. The applicant was advised of the approved signage regime but opted to erect the signage without first obtaining the necessary consent and wishes the application considered without amendment.

RECOMMENDATION

That the application be refused.

Reason

The erection of 4 poster boards and the fitting of printed window advertising is contrary to the Council's approved signage regime for the Waterfront Retail Park resulting in a clutter of advertisements at the shop entrance in conflict with the building design and to the overall visual detriment of the Waterfront Retail Park.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

1. Application form and plans
2. Inverclyde Local Plan.
3. Inverclyde Council PPAN 12.
4. Consultation reply.