
Report To: The Planning Board **Date:** 5 December 2012

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

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

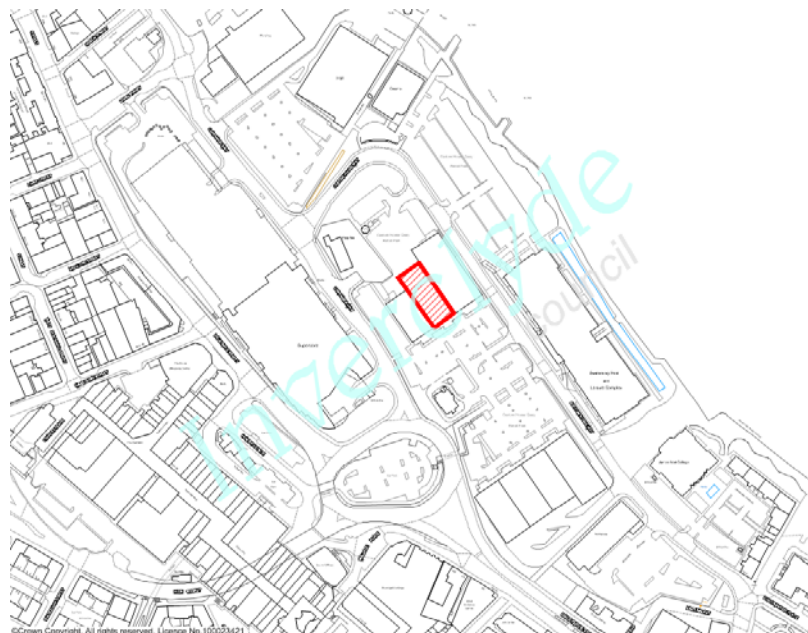
Subject: Notification of Advertisement Appeal: Installation of illuminated signage and non-illuminated signage at
Unit 2, 13 Customhouse Way, Waterfront Retail Park, Greenock.

INTRODUCTION

In September 2012 advertisement consent was refused for the installation of an internally illuminated high level sign above the customer entrance, the erection of 4 no. lockable poster units advertising beside the entrance, the installation of 2 sets of digitally printed glazing vinyl on the shopfront window areas on either side of the entrance and the erection of a small non - illuminated sign on the rear facing elevation adjacent to the goods area at Pets at Home in the Waterfront Retail Park, Greenock.

Advertisement consent was refused as:

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.



NOTIFICATION OF APPEAL

Notification has been received that an appeal against the refusal of planning permission application has been lodged with the Scottish Government. The appeal is to be considered by written submissions.



RECOMMENDATION

The Board notes the position.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

Planning application 12/0083/IC



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