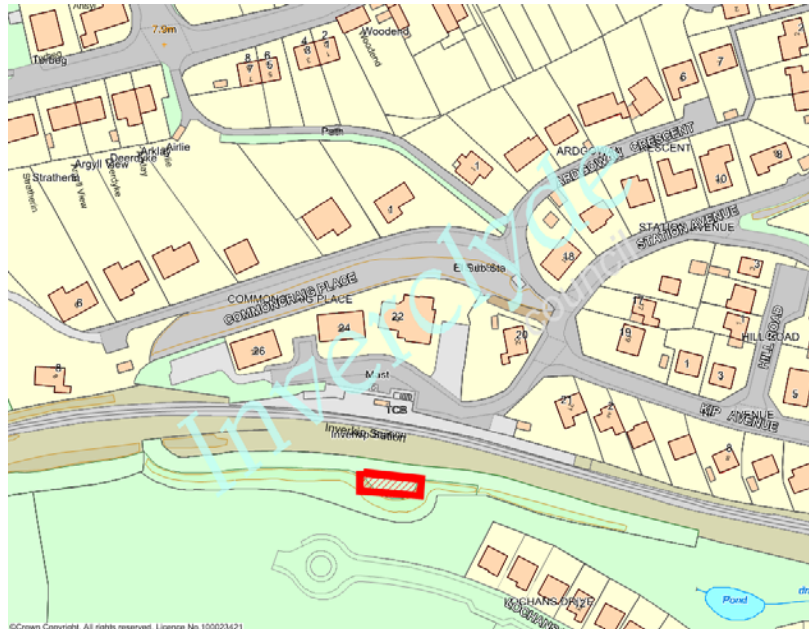


Report To:	The Planning Board	Date:	6 February 2013
Report By:	Head of Regeneration and Planning	Report No:	12/0026/CA Plan 02/13
Contact Officer:	David Ashman	Contact No:	01475 712416
Subject:	Erection of two sign boards with PVC banners at Lochans Drive, Inverkip		

SITE DESCRIPTION

The application site is an area of landscaped open space on either side of the southern footpath approach to the new railway bridge at Inverkip Station. This area of ground is raised relative to the railway line.



PROPOSAL

The applicant proposes to erect two free standing PVC advertisement signs to be attached to wooden frames. Both of the structures are approximately 1.95 metres high and 4 metres in length. The signs alone are to be approximately one metre high.

LOCAL PLAN POLICIES

Local Plan Policy H5 - Housing Development Opportunities

Inverclyde Council, as Planning Authority, will support and encourage residential development on the sites, indicative locations and 'New Neighbourhoods' included in Schedule 7.1 and indicated on the Proposals Map.

Local Plan Policy H6 - Hill Farm, Inverkip

Inverclyde Council, as Planning Authority, will include site ho67 adjacent to the settlement of Inverkip at Hill Farm as land release from the Green Belt, as indicated on the Proposals Map, on condition that that part of the planning consent (indicated on the Proposals Map) is revoked and that development of the remainder of Hill Farm is subject to a masterplan/development brief, to be agreed in advance by the Council.

The release of site ho67 will be conditional on the masterplan providing for:

- i the necessary road improvements at the Brueacre Interchange or a financial contribution towards these;
- ii open space and landscaping in accordance with Policy H11 and Planning Practice Advice Note 3;
- iii the funding of community facilities for neighbourhood and community use;
- iv a pedestrian link, including footbridge, to Inverkip Station and a 'park and ride' facility to the south of the railway line; and
- v mitigation of any adverse impact on the landscape.

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.

Planning Practice Advice Note No.13 (Signage and Advertisements) applies.

CONSULTATIONS

The nature of the proposal did not require consultation.

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

Twelve objections have been received to the application. The points of objection may be summarised as follows:

1. The signs would ruin the outlook from the Kyles residential flats on the north site of the railway.
2. The proposed signs have no aesthetic value.
3. Adverse impact on the valuation of the flats.
4. If approved, there should be an adjustment to the rateable values of nearby houses.

5. There is no need for the signage.

ASSESSMENT

As an application under the Control of Advertisement Regulations, the determining factors in the assessment of this application are public safety and amenity. Account may not be specifically taken of the need for signage, the impact on property and rateable values, or on views from private property. There are no public safety issues, so it rests to determine the application with reference to amenity. Local Plan Policies H5 and H6, while applicable to the site, provide no guidance on the determination of this application. Policy DC1 offers support to proposals that comply with the Council's Planning Practice Advice Notes, of which PPAN no.13 provides guidance on "Signage and Advertisements".



The signage is part of an overall advertisement approach being taken by the developer of this site to raise awareness of their presence on site. Indeed, there is no objection in principle to on sales advertising displays, with permissions in place for signage at the vehicular entrance to the site and around the sales complex. The proposal does not fit comfortably into any of the categories directly referred to in PPAN13, being neither traditional advertisement hoardings nor free standing display signs of the type considered. So, it rests for a judgment on the amenity impact of the proposal to be made with no specific policy or supplementary planning guidance to refer to.



This is a proposal to erect large signs on a prominently located tidy area of landscaped land. The station aside, this is a residential area devoid of commercial interjection and the signs are of a scale and design at odds with this environment. While I note that the signs are of a temporary nature to highlight building works on site, it should be anticipated that they will be in place for a number of years and will become part of the established landscape. Temporary consent may be issued, but once established it would be unreasonable to require their removal in advance of completion of the residential development. Overall, the signs would constitute an incongruous feature and detract from the visual amenity of the area.

RECOMMENDATION

That the application be refused as:

The proposed signs would form an incongruous feature on an area of landscaping within a predominantly residential area, 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. Letters of representation.
4. PPAN No.13



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