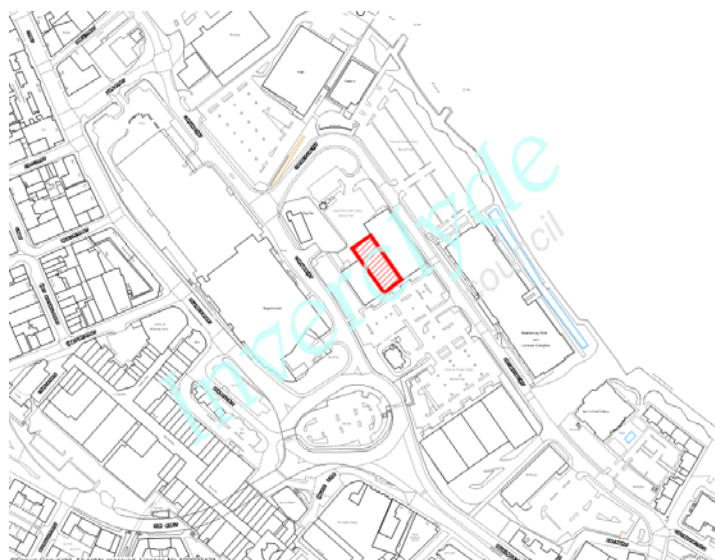

Report To:	The Planning Board	Date:	6 February 2013
Report By:	Head of Regeneration and Planning	Report No:	12/0013/CA Plan 02/13
Contact Officer:	Mike Martin	Contact No:	01475 712412
Subject:	Notification of Advertisement Appeal Decision: Installation of illuminated signage and non-illuminated signage 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 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.



The decision was the subject of appeal to the Scottish Ministers and determined by written submissions.

NOTIFICATION OF APPEAL DECISION

The Reporter considered the determining issue to be whether the signs, individually or in combination, are detrimental to visual amenity.

He found that the premises have a similar appearance to any number of similar outlets throughout the country, and concluded that even with the window vinyls, the entrance retains similar levels of glazing as other units and found the interests of amenity would not be served by their removal. He also found the 4 poster panel not to be out of place.



In deciding to grant permission the Reporter found comfort in comparing the proposal with unauthorised signage rather than with the approved signage regime for the retail park.

RECOMMENDATION

The Board notes the position.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

Planning application 12/0013/CA
Appeal Decision letter dated 6 December 2012