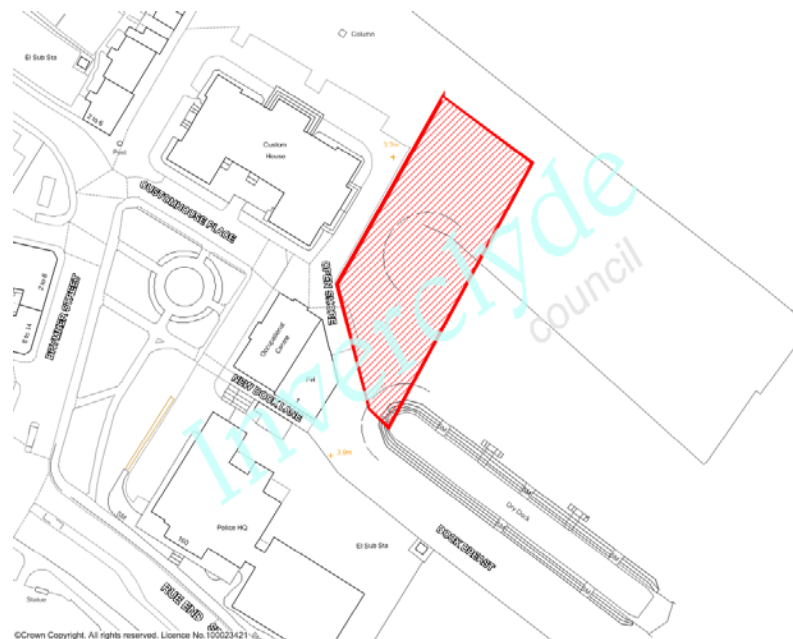


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<b>Report To:</b>	<b>The Planning Board</b>	<b>Date:</b>	<b>3 April 2013</b>
<b>Report By:</b>	<b>Head of Regeneration and Planning</b>	<b>Report No:</b>	<b>13/0003/CA PLAN04/13</b>
<b>Contact Officer:</b>	<b>Nicholas McLaren</b>	<b>Contact No:</b>	<b>01475 712420</b>
<b>Subject:</b>	<b>Application of two sets of vinyl lettering to building at The Beacon - Custom House Quay, Open Shore, Greenock</b>		

## **SITE DESCRIPTION**

The Beacon Theatre is located on Custom House Place, Greenock. It is positioned at the western edge of the Greenock Harbours Masterplan area, which stretches eastward to include the East India and Victoria Harbours and the Scott's Dry Dock. The theatre fronts the Firth of Clyde and the Custom House Square.



## **PROPOSAL**

It is proposed to erect 2 black vinyl letter signs spelling the word "beacon" on the south and east elevations.

The lettering on the south elevation is proposed to be positioned on the "fly tower" at a minimum height of 13.2 metres above ground level and extending over a length of 9.4 metres. The individual letters are typically 1.5 metres high. The lettering on the east elevation is at second floor level extending over a length of 6.6 metres. The sign is a minimum of 7.4 metres above ground level, with individual letters generally 1.1 metres high. In both instances the lettering will be highlighted by

internally applied frosted vinyl and lighting to give the impression of spotlights from the rear highlighting the lettering.

## **LOCAL PLAN POLICIES**

There are no Local Plan policies applicable to this application.

## **CONSULTATIONS**

**Head of Environmental and Commercial Services** – Lighting should not exceed 800 candelas per square metre for areas up to 10 square metres and 600 candelas per square metre for areas exceeding 10 square metres.

## **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 on the application.

## **ASSESSMENT**

As an application under the Control of Advertisements Regulations the determining factors in the assessment of this application are public safety and amenity.



There are no public safety issues subject to compliance with the Head of Environmental and Commercial Service's requirement for control over the level of sign illumination to avoid distraction to traffic. The acceptability or otherwise of the proposal therefore rests on an assessment of amenity.

The approved planning permission design of the theatre indicates signage located at high level on the south west corner of the building. This took into account the building's position as part of the Greenock Harbours Masterplan which proposes the erection of residential flats immediately to the east and wrapping round East India Harbour. As a consequence the current open aspects of the theatre will be screened from longer public views, being in the main only seen from the rear of nearby flats. The Masterplan indicates residential flats in very close proximity to the illuminated sign on the east elevation with the likelihood of windows, possibly including bedrooms, directly fronting the signage at a distance of approximately 25 metres. While it is noted that there is no timescale or approved design for the development of the flats, the overall Masterplan design concept must be recognised and should not be prejudiced. Indeed, if approved this proposal may require the reconfiguration of the Masterplan layout to ensure that flats are positioned and designed to avoid impact from the sign. Consequently, the potential impact on the amenity of future residents resulting from the illumination of what is a large sign (7.26 metres) is considered to be unacceptable.

The key approach to the theatre from the town centre and by car is from Brymner Street, resulting in the building being glimpsed between the Custom House and the Port and Harbour Hotel. This view was recognised in granting planning permission for the theatre, and while the signage takes a different form than envisaged, having a horizontal rather than vertical emphasis, this aspect of the proposal is considered acceptable.

## **RECOMMENDATION**

That the application be refused for the following reason:

The proposed sign on the east elevation is in conflict the approved Greenock Harbours Masterplan as the position, size and illumination of the sign is in the immediate proximity to a site identified for flats where the amenity of residents would be unacceptable impacted.

Stuart Jamieson  
Head of Regeneration and Planning

## **BACKGROUND PAPERS**

1. Application form
2. Application plans
3. The Greenock Harbours Masterplan



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