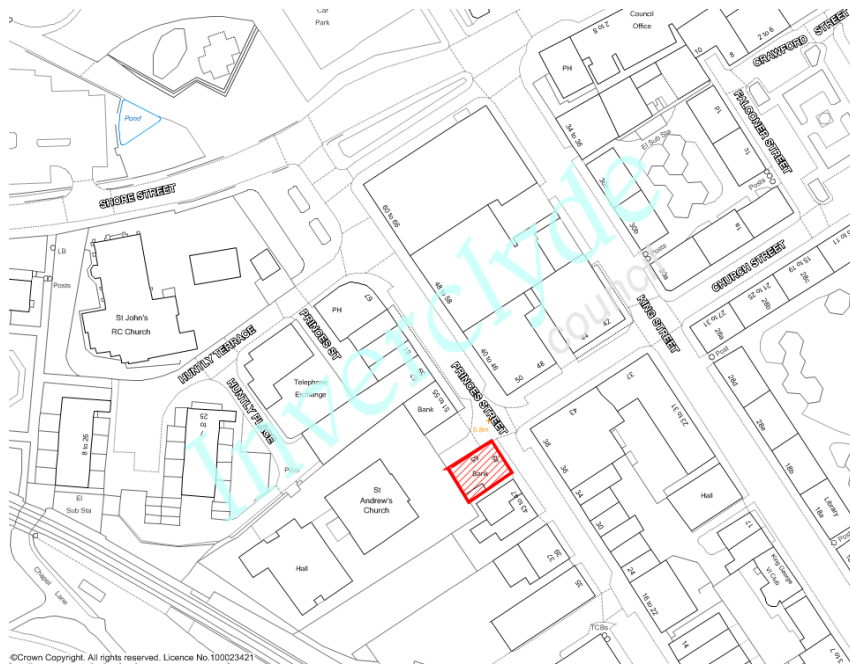


| | | | |
|-------------------------|---|--------------------|----------------------------------|
| Report To: | The Planning Board | Date: | 7 August 2013 |
| Report By: | Head of Regeneration and Planning | Report No: | 13/0004/CA Plan 08/13 |
| Contact Officer: | James McColl | Contact No: | 01475 712462 |
| Subject: | Installation of illuminated and window signage at Former Royal Bank of Scotland, 49 Princes Street, Port Glasgow | | |

BACKGROUND

At the June meeting of the Planning Board, consideration of the above advertisement consent application was continued for a site visit to allow Members to consider the proposal within its environs. The site visit was undertaken on 17 June 2013 when Members noted the proposed position on the building of:

- A double sided projecting hanging sign on each of the two street elevations, illuminated by a trough light with fluorescent lamps;
- An illuminated sign inside the existing storm doors comprising built up stainless steel letters and logo with LED rope lights inside the digits to provide a halo illuminated effect; and
- Poster boards behind the four windows fronting Princes Street.



SITE DESCRIPTION

The application site consists of a ground floor former bank premises, finished in a mix of traditional blonde sandstone and render, located on the corner of Princes Street and Church Street, Port Glasgow and adjacent to the entrance of St Andrew's Church. The property is three storeys high and features a grey slate roof and traditional white timber sash and case windows painted white. The site lies within Port Glasgow Town Centre and is a Category B listed building.

PROPOSAL

New signage is proposed consisting of:

- Double sided projecting hanging signs on each of the two street elevations, illuminated by a trough light with fluorescent lamps;
- An illuminated sign inside the existing storm doors comprising built up stainless steel letters and logo with LED rope lights inside the digits to provide a halo illuminated effect.; and
- Poster boards behind the four windows fronting Princes Street.

LOCAL PLAN POLICIES

Local Plan Policy HR1 - Designated Environmental Resources and Built Heritage.

Development that would adversely affect, directly or indirectly, the natural or built heritage resources listed in Schedule 9.1 and where indicated, on the Proposals Map, will not normally be permitted.

Having regard to the designation of the environmental resource and built heritage, exceptions will only be made where:

- (a) Sites of Special Scientific Interest (SSSI) will not be compromised;
- (b) visual amenity and townscape will not be compromised;
- (c) no other site, identified in the Local Plan as suitable, is available;
- (d) the social and economic benefits of the scheme outweigh the total or partial loss of the environmental resource;
- (e) the developer has demonstrated that the impact of the development on the environment will be minimised; and
- (f) the loss can be compensated by habitat creation/site enhancement elsewhere, and where there are satisfactory arrangements to achieve this.

Local Plan Policy HR14 - Alterations and Extensions to Listed Buildings

Proposals to alter or extend a listed building must respect the reasons for listing, be of a high standard and will only be approved where the proposed works are satisfactory in terms of the following matters (as and where appropriate):

- (a) overall design;
- (b) scale and form;
- (c) materials and finishes;
- (d) landscaping proposals;
- (e) form of boundary enclosure; and
- (f) compliance with Policy HR1.

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.

PPAN13 - Signage and Advertisement applies.

PROPOSED LOCAL DEVELOPMENT PLAN POLICIES

Policy HER4: Alteration, Extension and Demolition of Listed Buildings

There is a presumption in favour of the retention of listed buildings, and their demolition, in full or in part, will only be accepted after a full assessment of the importance and condition of the building have been undertaken. Proposal to alter, extend or demolish a listed building must respect the reasons for listing, be of a high standard and will be approved only where the proposed works do not adversely affect the special interest of the building and are satisfactory having regard to Historic Scotland's SHEP and "Managing Change in the Historic Environment" guidance note series.

CONSULTATIONS

Head of Environmental and Commercial Services - The illumination of the sign should not exceed 600 candelas per square metre.

PUBLICITY

The application was advertised in the Greenock Telegraph on 15th March 2013 as development affecting a listed building.

SITE NOTICES

A site notice was posted on 15th March 2013 for development affecting a listed building.

PUBLIC PARTICIPATION

The application was subject of a press advertisement and a site notice. One objection was received.

The concern raised can be summarised as follows:

- The signage proposed is inappropriate and will detract from the appearance of the B listed building.

I will consider this concern in my assessment.

ASSESSMENT

The material considerations in the determination of this application are the Inverclyde Local Plan, the proposed Local Development Plan, the Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984 and Planning Practice Advice Note No 13 on Signage and Advertisements.

In terms of the aforementioned regulations, the power to grant or refuse advertisement consent is exercisable only in the interests of amenity and public safety.

I note Historic Scotland's guidance notes seeks to ensure that new signage must be carefully designed to respect the character of a building and located appropriately to avoid damage to any architectural features. The number, design, illumination and siting of projecting signs should be carefully considered. In this respect, wall mounted signs to each side of the entrance door, together with the window graphics on the Church Street elevation were removed from the proposal after discussion with the applicant.

The proposed projecting signage, which overall is of a similar design to that previously displayed by the bank, varies from the guidance in PPAN 13 only in respect of dimensions; the proposed signs are 750mm by 700mm whereas PPAN 13 expects a maximum dimension of 600mm. This limitation may be specified by condition.

The sign proposed above the entrance door will be visible only when the storm doors are open. The use of individually mounted letters with a halo illumination from within each letter is acceptable in terms of the appearance of the listed building.

The poster towers located behind the front windows will also acceptably impact on the historic character of the building.



Overall, the number and position of the signs are appropriate for the building in view of its corner location, have an acceptable impact on the overall character and appearance of the listed building and, subject to the condition, accord with the advice and guidance within PPAN 13. I also note that Historic Scotland consider the reduced level of signage to be broadly acceptable. These accord with the intent of PPAN13 and with policies HR1 and HR14 of the Inverclyde Local Plan, policy HER4 of the proposed Local Development Plan, the SHEP and Historic Scotland's Guidance which seek to preserve the historic environment.

The remaining determining factor in the assessment is public safety. I note the comments of the Head of Environmental and Commercial Services who considers the illuminated advertisements to be acceptable subject to a condition requiring that maximum level of luminance should be 600cd/m², in order to ensure there is no distraction to road users.

RECOMMENDATION

That the application be granted subject to the following conditions:

1. The face of any projecting sign shall have a maximum dimension of not more than 600mm and prior to the commencement of works on site; revised details shall be submitted to and approved in writing by the Planning Authority. Works shall then proceed as approved.
2. The maximum level of luminance of the signage hereby permitted is 600 candelas per square metre.

Reason

1. To ensure the projecting signage is appropriate for the listed building by according with the advice within PPAN 13
2. To prevent glare to the distraction of road users.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

1. Application forms and plans.
2. Inverclyde Local Plan.
3. Proposed Local Development Plan.
4. Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984.
5. Scottish Historic Environment Policy (SHEP).
6. Historic Scotland's Managing Change in the Historic Environment Guidance Notes.
7. Planning Practice Advice Note No 13 on Signage and Advertisements.
8. Consultation response.
9. Objection received.



Crown Copyright. All rights reserved
(1000023421) 2010

Ordnance Survey maps, and maps created from Ordnance Survey material are subject to Crown copyright. Information on Ordnance Survey map licensing can be found on their website <http://www.ordnancesurvey.co.uk/oswebsite>.