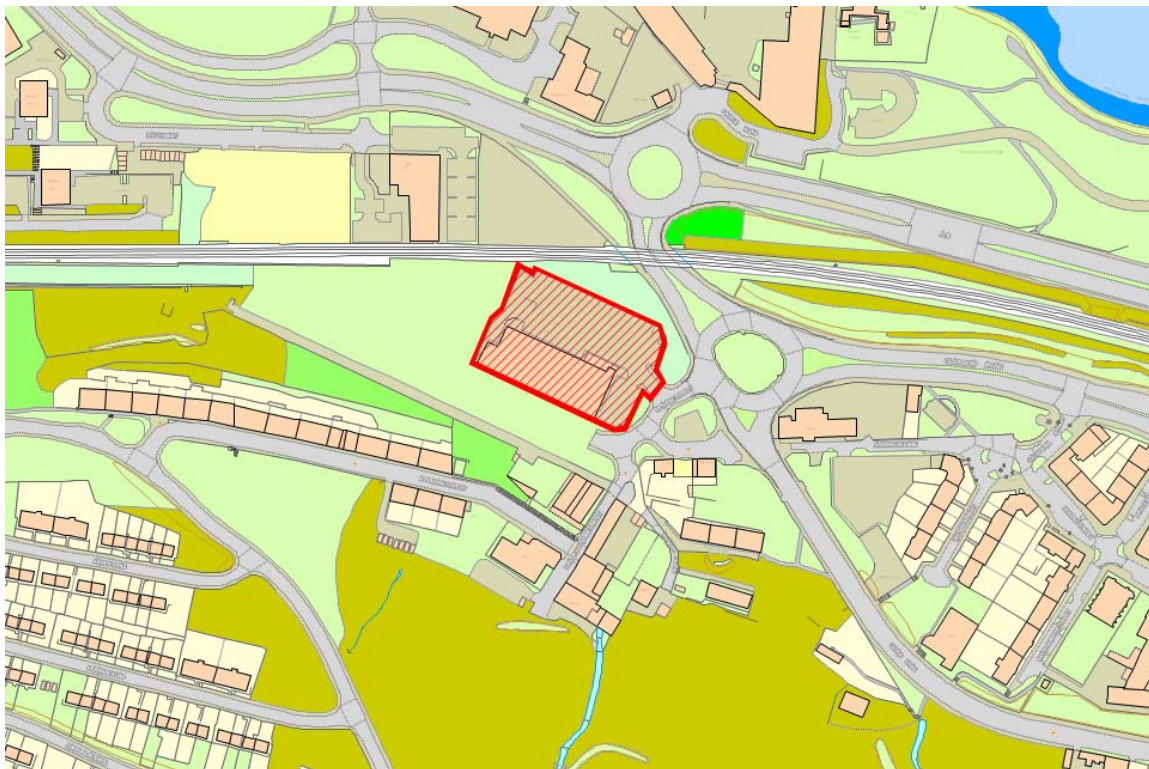


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<b>Report To:</b>	<b>The Planning Board</b>	<b>Date:</b>	<b>7th August 2013</b>
<b>Report By:</b>	<b>Head of Regeneration and Planning</b>	<b>Report No:</b>	<b>13/0009/CA Plan08/13</b>
<b>Contact Officer:</b>	<b>David Ashman</b>	<b>Contact No:</b>	<b>01475 712416</b>
<b>Subject:</b>	<b>Erection of two hoarding signs at Supermarket, 1 Newark Street, Port Glasgow</b>		

## SITE DESCRIPTION

The Lidl store is located west of the Glasgow Road roundabout on Newark Street, Port Glasgow. It is bound to the north by the Glasgow to Gourock / Wemyss Bay railway line and to the west and south by a vacant development site.



## PROPOSAL

The applicant seeks advertisement consent for the erection of two non-illuminated free standing hoardings, 4.2 metres in height and 6.25 metres in length within the soft landscaping verge close to the north western site boundary. It is stated by the applicant that they will be used to advertise in-store produce and offers.

## **DEVELOPMENT PLAN POLICIES**

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 (PPAN) 13 applies.

Local Plan Policy HR15 – The Setting of Listed Buildings

Development will require to have due regard to the effects on the setting of, and principle views from, Listed Buildings and shall be without detriment to their principle elevations and the main approaches to them.

## **PROPOSED LOCAL DEVELOPMENT PLAN POLICIES**

Policy HER5 - The Setting of Listed Buildings

Development will require to have due regard to the effects on the setting of, and principle views to, listed buildings and shall be without detriment to their principle elevations and the main approaches to them. All proposals will be assessed having regard to Historic Scotland's SHEP and "Managing Change in the Historic Environment" guidance notes series.

Supplementary Guidance – Planning Application Advice Note (PAAN) 10.

## **CONSULTATIONS**

**Head of Environmental and Commercial Services** - No comments

## **PUBLICITY**

The application was the subject of neighbour notification and a notice in the Greenock Telegraph.

## **SITE NOTICES**

The nature of the proposal did not require a site notice.

## **PUBLIC PARTICIPATION**

No representations have been received.

## **ASSESSMENT**

As an application under the Control of Advertisements Regulations the determining factors in the assessment of this application are public safety and amenity. Of relevance in this respect are the Inverclyde Local Plan, the proposed Local Development Plan, Historic Scotland's guidance on "setting" in the Managing Change in the Historic Environment series and the consultation response.

The Head of Environmental and Commercial Services offers no adverse comments and there are no public safety concerns. It rests to consider the impact on amenity.

PPAN 13 and PAAN 10 recognise that hoardings as part of an overall display including, where appropriate, fencing and landscaping displays can make a positive contribution where used to screen visually prominent vacant sites. The proposal does not fit comfortably with the intent of the PPAN. It is not presented with the aim of screening the adjacent vacant site; this is simply an opportunity to display large scale advertising hoardings. The site that it will only partially

screen, while overgrown and substantially populated by self seeded trees and bushes, is not unattractive when viewed from the car park and if the applicant's concern is visual impact, then 2 metre high fencing for the full extent of the boundary would prove more effective.

The hoardings also have to be viewed within the context of the existing signage. There are already two existing hoardings of equivalent size close but not attached to the wall of the store fronting onto the car park, building signage and a very prominent totem sign at the site entrance. Approval of the proposal would lead to a proliferation of signage within the site to the detriment of amenity.

While the hoardings will be very prominent within the car park, they will also be seen from beyond the site. Train passengers travelling west as it slows on entry to Port Glasgow station will clearly view the proliferation of signs, while in an easterly direction the rear of the hoarding will be visible from the adjacent vacant site and to train passengers and the residents in the Gourrock Ropeworks building. Hoardings are typically positioned to ensure that their functional, but unattractive rear frames are not publicly prominent. At street level the hoardings will also be visible from the Glasgow Road roundabout.



I have also considered the impact on views of the iconic category A listed Gourrock Ropeworks and have sought the informal view from Historic Scotland, but it is concluded that an objection on this basis would be unlikely. Accordingly the proposal is acceptable with reference to Policy HR15 of the Inverclyde Local Plan, Policy HER5 of the proposed Local Development Plan and Historic Scotland's guidance on "setting" in the Managing Change in the Historic Environment series.

## **RECOMMENDATION**

That the application be refused for the following reason:

Contrary to Inverclyde Planning Practice Advice Note 13 and the proposed Inverclyde Local Development Plan Supplementary Guidance Planning Application Advice Note 10, the proposal would constitute a proliferation of advertisement hoardings within the application site 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. Proposed Inverclyde Local Development Plan.
4. Historic Scotland's guidance on "setting" in the Managing Change in the Historic Environment series
5. PPAN No.13
6. PAAN No.10
7. Consultation reply



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