

Report To: The Planning Board

Date: 1 March 2017

Report By: Head of Regeneration and Planning

Report No: 16/0007/CA  
Plan 03/17

Advertisement  
Application

Contact Officer: Guy Phillips

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**Subject: Notification of Advertisement Appeal Decision: Proposed display of internally illuminated fascia signs at 5 Queen Street, Port Glasgow**



#### SUMMARY

- The advertisement appeal has been sustained by the Reporter.
- The Reporter concluded that the signs are acceptable with reference to amenity and public safety.

Drawings may be viewed at:

<https://planning.inverclyde.gov.uk/Online/applicationDetails.do?activeTab=documents&keyVal=O54CLKIMIVT00>

## INTRODUCTION

In November 2016 advertisement consent was refused for a internally illuminated fascia signs at Autotec, 5 Queen Street, Port Glasgow as:

1. The scale and design of the proposed illuminated signage creates an advertising display which is out of proportion to its function of identifying the business's location to the public, combines with existing signage on the building to create advertisement clutter and is harmful to the character and amenity of the Grade C listed building to which it is affixed.
2. As the proposed signage may cause an unnecessary distraction to drivers on the trunk road which would result in an adverse impact on road safety.



Proposed signage

## NOTIFICATION OF APPEAL DECISION

An appeal against the refusal was lodged with the Scottish Government and considered by the Reporter appointed by the Scottish Ministers following written submissions and an unaccompanied site visit.

While this is a listed building, the Reporter noted this as an industrial area. He took into account previous signage and the overall scale and design of the fascia and considered that it would not unduly affect the character of the area or detract from the character of the original listed building.

Transport Scotland, the Scottish Government agency responsible for the trunk road network, objected to the signs because the scale and illumination would cause an unnecessary distraction to drivers on the A8. The Reporter did not agree; he considers that the signs are small scale and are not prominent enough to distract drivers in either direction.

The Reporter accordingly concluded that the signs are acceptable with reference to amenity and public safety. Advertisement consent has been granted for a period of 5 years from 14 February 2017.

## **RECOMMENDATION**

That the Board notes the position.

Stuart Jamieson  
Head of Regeneration and Planning

Local Government (Access to Information) Act 1985 – Background Papers. For further information please contact Guy Phillips on 01475 712422.