
Report To:	The Planning Board	Date:	1st April 2009
Report By:	Head of Planning and Housing	Report No:	09/0004/CA Plan 04/09
Contact Officer:	Guy Phillips	Contact No:	01475 712422
Subject:	Display of banner at Melrose Court Belville Street Greenock		

SITE DESCRIPTION

The site comprises the multi storey Melrose Court at Belville Street, Greenock.

PROPOSAL

It is proposed to erect an inverted L shaped banner on the north elevation of the multi storey block. The horizontal leg of the proposed banner would be displayed immediately below eaves level on the 15th storey and be approximately 6.7m long and 1.7m deep. The vertical leg of the proposed banner would be approximately 1.7m wide and 15.7m high. The application is one of three similar advertisement applications, with similar banners also proposed for the neighbouring Kelso Court and Peebles Court. The proposals for Kelso Court and Peebles Court are the subject of separate reports on this agenda.

The applicant has submitted a supporting statement explaining the background to the proposal to display banners and a copy is attached.

LOCAL PLAN POLICIES

Local Plan Policy H1 - Safeguarding the Character and Amenity of Residential Areas

The character and amenity of existing residential areas, identified on the Proposals Map, will be safeguarded, and where practicable, enhanced. New residential development will be acceptable, in principle, subject to other relevant Local 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.

CONSULTATIONS

Head Of Environmental Services - It is the opinion of this Service due to the large scale and prominent position of the banners they are likely to distract the attention of drivers to the detriment of road safety.

PUBLICITY

The application was advertised in the Greenock Telegraph on 20th February 2009 as a Potential Departure from the Local Plan.

SITE NOTICES

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

PUBLIC PARTICIPATION

No written representations have been received.

ASSESSMENT

The material considerations in the determination of this advertisement application are the Development Plan, the Council's PPAN No 13, the consultation reply and the applicant's supporting statement.

Policy H1 of the Local Plan requires that development proposals either safeguard, or enhance residential amenity and character. I consider that the large scale of the proposed banner, erected on a tall building in an elevated position in Greenock would have a significant and harmful visual impact, failing to safeguard residential character and amenity and be contrary to Local Plan Policy H1.

Policy DC1 of the Local Plan advises that the Council will support applications for advertisement consent which accord with the principles established in the Council's PPANs. The relevant PPAN in this instance is No 13 "Signage and Advertisements". The large scale of the proposed banners determines that they come within the category of Hoardings in PPAN 13 which advises they will not be supported in a number of locations, including on the gables of roadside buildings and structures and where the size and siting of the hoardings are considered not to be in keeping with the scale and character of the area. I consider that the scale and prominence of the proposed banner determines that it conflicts with the advice in PPAN 13.

The Head of Environmental Services advises that due to the large scale and prominent position of the banners they are likely to distract the attention of drivers to the detriment of road safety.

With regard to the applicant's supporting statement, government guidance on the consideration of advertisement applications is clear in restricting consideration to visual impact and road safety issues, thus the content of the proposed banner is not a material consideration. The fact that the

proposed banner is to promote the activities of a housing association makes no difference to its unacceptable visual impact or adverse impact on road safety.

RECOMMENDATION

That the application be refused

Reasons

1. As the proposal would have a significant and harmful visual impact, failing to safeguard residential amenity and character, contrary to Policy H1 of the Inverclyde Local Plan.
2. The scale and prominence of the proposed banner determines that it conflicts with the advice in Inverclyde Council's PPAN 13.
3. The large scale and prominent position of the banner would distract the attention of drivers to the detriment of road safety.

F. K WILLIAMSON

Head of Planning and Housing

BACKGROUND PAPERS

1. Application Form
2. Application Plans
3. Inverclyde Local Plan
4. Inverclyde Council PPAN13
5. Scottish Government Circular 10/84
6. Applicant's supporting statement



Background

Up Close is River Clyde Homes' (RCH) ground-breaking campaign which will become part of a major local initiative with national reach.

While we all make significant contributions to the physical improvement of Inverclyde and to its economy, RCH is additionally committed to recognising and developing the communities in which we work; Up Close gives us all the opportunity to unite and build vibrant, sustainable communities in the area.

The idea behind Up Close is simple. RCH is all about people; the people we house, the people we employ, the people we engage and do business with but most importantly how we influence change in people's lives for the better.

Up Close is a sustained art and community engagement initiative. It will engage with all generations, through school children, college students, community groups and acclaimed local champions. Up Close will achieve community engagement in ways and on a scale that will place Inverclyde firmly on the national and international radar.

The community engagement banners we propose to hang from the high-rise flats in Belville Street are an important part of the campaign which also incorporates a major art and culture initiative and we are seeking community champions from our tenant base. It is these residents who will be displayed on the banners.

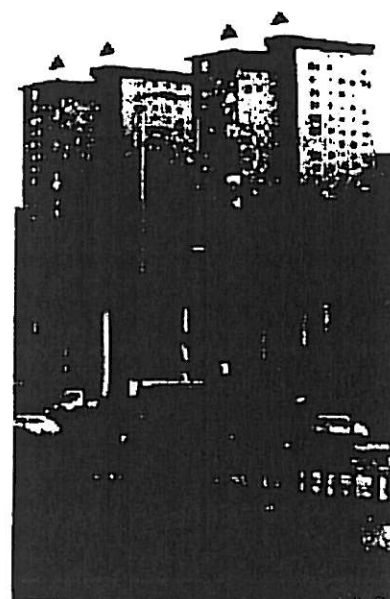
RCH has an important contribution to make to the regeneration of Inverclyde. The Bellville Street blocks are a significant landmark in

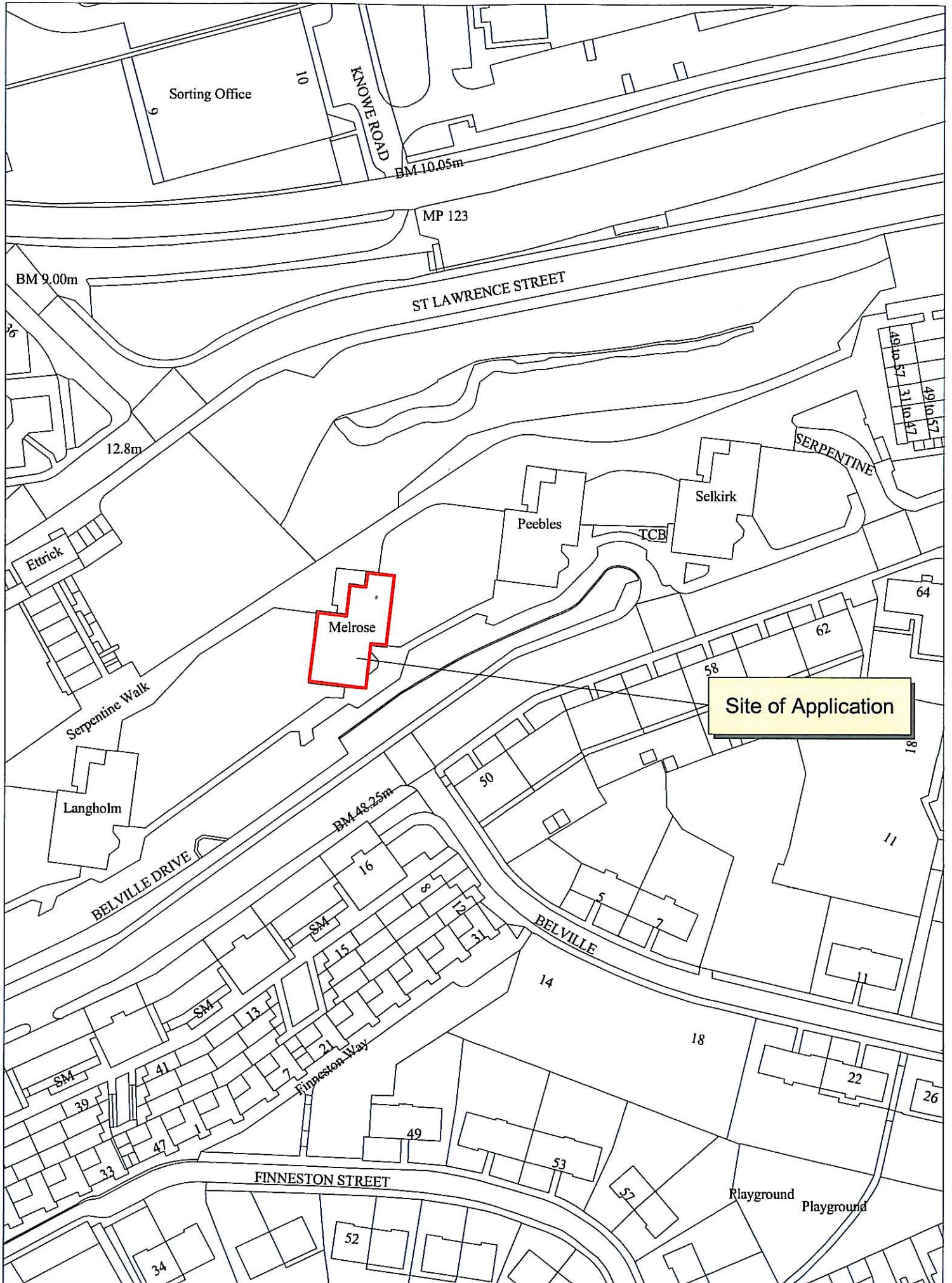
Inverclyde and will form a backdrop to the Tall Ships event at James Watt Dock. By dressing the flats with community engagement banners, we firmly believe that the general amenity of the area will be greatly improved and will create a focal point for the many visitors who will flock to the area.

River Clyde Homes wants to engage communities as fully as possible in truly shaping the future. In doing so, Up Close will encourage all generations to get involved in reflecting on the past and building the future together. The exhibition will demonstrate how Inverclyde has developed over the centuries, how the regeneration process will deliver 21st century housing for Inverclyde and how this fits into the overall resurgence of Inverclyde.

An education programme will be undertaken to spark the imagination of our younger generations and ensure this key audience invests in the campaign, not only learning more about how their relatives lived in the past, but defining how they want to live here in the future.

In partnership with Inverclyde Council, Riverside Inverclyde and others, River Clyde Homes is getting up close to its residents and the people of Inverclyde in order to harness an engaging and vibrant future for locals, improving health, homes and prospects. Crucially, Up Close aims to attract new-comers to the area too.





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