



## Speaking for Scotland's Buildings

Service Manager - Planning  
East Lothian Council  
John Muir House  
Haddington EH41 3HA

28 March 2017  
Your Ref: 17 /00180/  
**My Ref: 17.08 [EH39 4BB]**  
Allied case:

Dear Sir

Thank you for giving the Society the opportunity to comment on the following planning application.

**17/00180/P: Land adjacent North Berwick Golf Clubhouse, Beach Rd, North Berwick. EH39 4BB**  
**OBJECTION**  
**Proposal: Erection of Clock Tower Structure (retrospective).**

The Society objects to this application, for erection of a double-faced totem outdoor clock, 2806 X 1200mm and about 250 mm thick, with advertising "AUDEMARS PIGUET; Le Brassus" in 8mm thick, large applied letters on each face, above the 700mm diameter clock faces, in the form of a tall monolith, mounted on a 1000mm deep concrete foundation largely below ground level, in a small grass plot beside a tarmacked sitting area, near and SE of the ProShop, and next the 1<sup>st</sup> tee of the West Links Golf Course, clearly visible from Beach Road, and in the designated North Berwick Conservation Area.

The applicant suggests that planning officers may have accepted that some clock may be useful for golfers. However, any lighting would be out of place, and additionally, the unauthorised erection of such a tall totem-type monolithic structure on the open golfcourse, is undesirable. This Society objects to both the intrusion of this over-prominent new detached structure on the open links, and to its use for prominent advertising of a manufacturing firm in large attached capital letters. If a clock or clocks were to be incorporated into the structure of the ProShop, it could be equally useful to golfers, without more commercial donor information than could be inscribed on its clockface in the traditional discreet style.

Both the detached monolith form and the prominence of the applied advertising message make this new structure unsuitable for this publicly open and attractive site. It is also damaging to the character and amenity of the designated conservation area, which should be preserved or enhanced in any decision on development. It is understood that the fact that it has already been erected is not a material consideration, and must not influence how the application is determined; its removal, and the reinstatement of the site, would be a matter for prompt enforcement.

Yours

Bill Dodd  
On behalf of the Forth & Borders Cases Panel