

**KEY INFORMATION**

Ward Craigiebank

**Proposal**  
Installation of illuminated signage

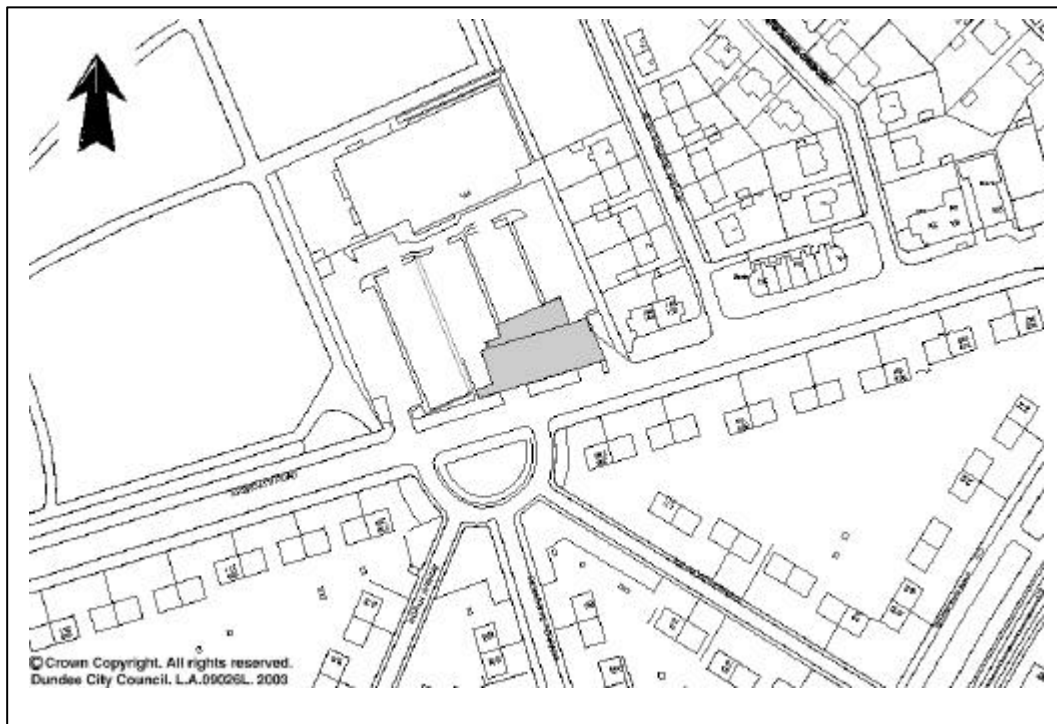
**Address**  
Former Filling Station  
140-142 Arbroath Road  
Dundee

**Applicant**  
Ladbrokes Limited  
28 La Porte Precinct  
Grangemouth  
FK3 8BG

**Agent**

Registered 19 August  
2005

Case Officer S Cooper



# Proposed Illuminated Sign in Arbroath Road

The Installation of an illuminated signage is **RECOMMENDED FOR APPROVAL SUBJECT TO CONDITIONS**. Report by Director of Planning and Transportation

**RECOMMENDATION**

The proposed advertisements accord with Policy 63 of the Dundee Local Plan Review 2005. There are no material considerations that would justify the refusal of this application. Therefore the application is recommended for **APPROVAL**.

**SUMMARY OF REPORT**

- Advertisement consent is sought for the display of a fascia sign and a projecting sign on the front (south) elevation of the building currently being erected on the former filling station site at 140-142 Arbroath Road, Dundee.
- The proposed fascia sign would be internally illuminated. The projecting sign would not be illuminated.
- Policy 63: Advertisements of the Dundee Local Plan Review 2005 is of relevance.
- No objections have been received to the proposal. The application is referred to Committee at the request of Baillie Corrigan.
- It is considered that the proposed advertisements accord with the provisions of Policy 63 of the Dundee Local Plan Review 2005.

## DESCRIPTION OF PROPOSAL

Advertisement consent is sought for the display of two advertisements on the south elevation of the building currently being erected on the former filling station site at 140-142 Arbroath Road, Dundee. The proposed advertisements would be in the form of an internally illuminated fascia sign and a projecting sign. The projecting sign would not be illuminated. The proposed advertisements would be positioned some 2.8 metres above ground level.

## SITE DESCRIPTION

The building on which it is proposed to display the advertisements is currently under construction. The building will be a single storey in height with a hipped roof. It is located in an area of mixed uses with a supermarket and its associated car park to the north, west and east and residential properties to the south. There are more commercial and retail properties along Arbroath Road to the east.

## POLICY BACKGROUND

### Dundee and Angus Structure Plan 2001-2016

There are no policies relevant to the determination of this application.

### Dundee Local Plan Review 2005

The following Policy is of relevance.

Policy 63: Advertising. In determining the acceptability of advertisement displays on buildings and advertisement hoardings, each case will be judged on its own merits. The following two aspects will be carefully considered:

- the impact of the proposal on the visual amenity not only of the property itself but also neighbouring properties and the surrounding area; and
- the impact of the proposal on public safety, particularly the safety of pedestrians, drivers and other road users.

## Scottish Planning Policies, Planning Advice Notes and Circulars

There are no statements of Government policy relevant to the determination of this application

## Non Statutory Statements of Council Policy

There are no non statutory Council policies relevant to the determination of this application

## LOCAL AGENDA 21

There are no relevant issues

## SITE HISTORY

Planning permission was granted in outline in May 2003 for the erection of a 120msq retail unit and 180msq class 2 office. Approval of reserved matters was granted under reference 03/00863/REM in January 2004.



## PUBLIC PARTICIPATION

Applications for advertisement consent are not the subject of statutory neighbour notification but the application was included on the weekly list. No letters of objection were received. The application is referred to Committee at the request of Baillie Corrigan.

## CONSULTATIONS

There were no adverse comments from consultees.

## OBSERVATIONS

In accordance with the provisions of Section 25 of the Act the Committee is required to consider

- whether the proposals are consistent with the provisions of the development plan; and if not
- whether an exception to the provisions of the development plan is justified by other material considerations

## The Development Plan

The provisions of the development plan relevant to the determination of this application are specified in the Policy background section above

Policy 63 - Advertising is of relevance in the determination of this application. Policy 63 seeks to protect the visual amenity of the building and the surrounding area and to protect public safety.

The proposed advertisements would be in the form of a fascia sign and a projecting sign.

The aluminium fascia box would 850mm in height and 11.7 metres in length and would have a powder coated red finish (RAL 3020). The 'Ladbrokes' logo would be cut through the aluminium fascia box with individual letters some 350mm in height made from clear acrylic, pushed through such that they would project some 21mm beyond the aluminium face. The 'Ladbrokes' logo would be illuminated internally via hot cathode fluorescent lamps of white LEDs.

The proposed projecting sign would be 760mm in height and some 650mm in width. It would be attached to a wall bracket and would project some 750mm out from the building. The proposed projecting sign would be some 100mm in thickness. The main panel would be fabricated from aluminium and would have a powder coated red (RAL 3020) finish. The 'Ladbrokes' logo would be cut out of the main panel with individual acrylic letters with a white finish pushed through. The proposed projecting sign would not be illuminated.

The building on which the proposed advertisement would be displayed will, when completed, be of a modern form and finish. It is considered that the proposed advertisements are of a satisfactory design and would not be detrimental to the character and appearance of the building. There are advertisements of a similar style on the

other commercial and retail premises in the streetscene to the east. It is considered that by their size, form, positioning and proportions, and their materials, the proposed advertisements would not be detrimental to the visual amenity of the area.

The proposed advertisements would not constitute a risk to public safety.

It is therefore considered that the proposed advertisements accord with the provisions of Policy 63 of the Dundee Local Plan Review 2005.

It is concluded from the foregoing that the proposal complies with the provisions of the development plan.

### Other Material Considerations

There are no other material considerations in this case. It is therefore recommended that advertisement consent be granted with conditions.

### Design

The proposed advertisements are considered to be of an acceptable design and would not be detrimental to the character and appearance of the building or of the streetscene.

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## CONCLUSION

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It is considered that the proposed advertisements accord with the provisions of Policy 63 of the Dundee Local Plan Review 2005. There are no material considerations that would justify the refusal of advertisement consent.

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## RECOMMENDATION

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It is recommended that planning permission be GRANTED subject to the following condition(s):-

- 1 this consent shall be valid for a period of 5 years from the date granted

### Reason

- 1 To comply with Article 18 and Schedule 1 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984