

**KEY INFORMATION**

Ward Maryfield

**Proposal**

Consent to display illuminated double sided projecting sign

**Address**

12-16 Murraygate  
Dundee  
DD1 2AZ

**Applicant**

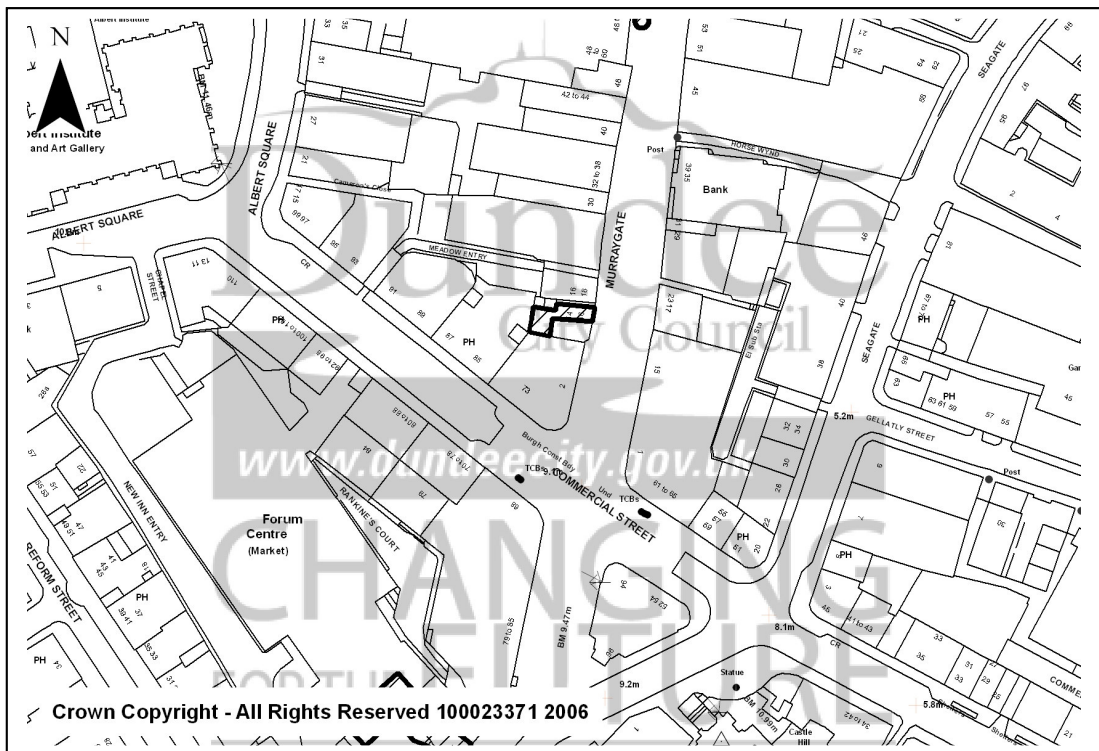
Beaverbrooks  
Adele House  
park Road  
St Annes on Sea  
FY8 1RE

**Agent**

Escott Signs Ltd  
378 Princesway  
Team Valley Trading Estate  
Gateshead

Registered 28 Sep 2007

Case Officer Wendy Ferry



# Illuminated Sign Proposed In Murraygate

Consent to display an illuminated double sided projecting sign is **RECOMMENDED FOR APPROVAL** subject to conditions. Report by Director of Planning and Transportation

**RECOMMENDATION**

It is considered that the proposed extension is acceptable. The proposal complies with Policies 60, 61 and 63 of the Dundee Local Plan Review 2005. Therefore the application is recommended for **APPROVAL**.

**SUMMARY OF REPORT**

- Listed Building consent is sought to display a double sided illuminated projecting sign at 12-16 Murraygate, Dundee.
- Policies 60, 61 and 63 of the Dundee Local Plan Review 2005 are relevant to the determination of the application.
- The application is being referred to the Development Quality Committee as the result of a valid objection from Architectural Heritage Society of Scotland on the grounds of visual amenity.
- It is considered that the proposed sign would not have an adverse impact on the safety of pedestrians, of traffic and the visual appearance of the sign is considered acceptable. It is concluded that the proposals comply with the provisions of the development plan and there are no material considerations of sufficient weight to justify a recommendation of refusal.

## DESCRIPTION OF PROPOSAL

Listed Building consent is sought to display a double sided illuminated projecting sign at 12-16 Murraygate, Dundee. The sign is to be 750mm in length and 50mm in width projecting 75mm from the fascia of the building. The face panels are to be aluminium and finished in satin beige. The face panel aperture is to be cut and there is to be Perspex logo and lettering pushed through the apertures complete with bonded highly polished stainless steel logo and lettering. The sign is to be illuminated with trough lights and is to have a black satin scroll effect to the top.

## SITE DESCRIPTION

The application site is located on the west side of Murraygate, to the north of the junction with Commercial Street. The property is a 5 storey Category 'B' Listed Building and is located within the Central Conservation Area. The building protrudes slightly further forward than other buildings in this row. This is a pedestrian area and is a main shopping area with a mixed use of mostly retail units to the ground floors and office and residential to upper floors.

## 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 policies are of relevance:

Policy 60: Alterations to Listed Buildings - the alteration of a listed building will only be acceptable where the proposals have regard to the preservation or enhancement of its architectural or historic character. Alterations will not be permitted where the works would diminish the architectural integrity of the building or its historic interest.

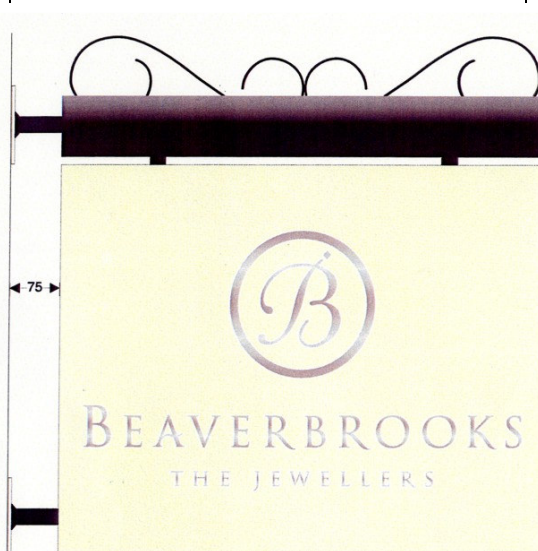
The City Council will provide specific supplementary guidance on the following: window and door alterations, advertisements, shopfronts,

roller shutters, treatments to masonry and painting and use of materials.

Policy 61: Development In Conservation Areas - within Conservation Areas all development proposals will be expected to:

- preserve or enhance the character of the surrounding area. This will require;
- the retention of all features which contribute to the character and appearance;
- including unlisted buildings of townscape interest, trees and landscape; and
- features and the historic pattern of streets and spaces, as identified in the.

Conservation Area management plans to be advanced in the near future.



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

- a the impact of the proposal on the visual amenity not only of the property itself but also neighbouring properties and the surrounding area; and
- b 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

The following are of relevance:

NPPG18: Planning and the Historic Environment sets out the framework for dealing with applications relating to listed buildings. It makes particular reference to the "Memorandum of Guidance on Listed Buildings and Conservation Areas" which provides more detailed guidance on listed building proposals.

## Non Statutory Statements of Council Policy

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

## SUSTAINABILITY ISSUES

This application raises no issues in relation to the Council's sustainability policies.

## SITE HISTORY

The following history is relevant:

03/00168/LBC - Internal alterations and shop front alterations - Approved with conditions on 6 May 2003.

03/00169/FUL - Internal alterations and shop front alterations - Approved with conditions on 29 April 2003.

03/00174/ADV - Installation of new illuminated signage - Approved with conditions on 14 May 2003.

07/00254/LBC - Proposed new internally illuminated double sided projecting sign - Refused on 19 September 2007.

07/00255/ADV - Consent to display internally illuminated double sided projecting sign - Refused on 19 September 2007.

07/00874/ADV - Consent to display internally illuminated double sided projecting sign - Pending Consideration.

83/01126/DADV - Erection of illuminated fascia sign - Approved with conditions on 26 March 1984.

87/00482/DLB - New Shop Front - Approved on 24 June 1988

87/01608/DADV - Erection of illuminated fascia sign - Approved on 3 June 1988.

87/12966/D - New Shop Front - Approved on 24 June 1988.

## **PUBLIC PARTICIPATION**

The application was advertised as affecting a listed building and affecting the setting of a conservation area on 9 October 2007 in the Evening Telegraph and in the Edinburgh Gazette on 12 October 2007. One objection letter was received from AHSS on the grounds of the projecting sign having an adverse effect on the visual amenity.

## **CONSULTATIONS**

As the building is B listed, Historic Scotland were informally consulted on the proposal. They have no objection to the proposal.

## **OBSERVATIONS**

In accordance with the provisions of Section 14 of the Planning (Listed Buildings and Conservation Areas)(Scotland) Act 1997, the Council is required to have special regard to the desirability of preserving listed buildings or their setting or any features of special architectural or historic interest which they possess.

The building is B(s) listed and any works should preserve and enhance the architectural and historic character of the building. Historic Scotland's Memorandum of Guidance on Listed Buildings and Conservation Areas 1998, Section 1.7.5 - Advertising Material and Signs suggests that signs should ideally include a timber board or a brass plate. The proposed sign is to be a traditional hanging sign with a black satin scroll and is considered acceptable as it is on a modern fascia.

This listed building has recently been renovated and an extensive amount of time and money have been spent on the external elevations and it is considered that the proposed sign will enhance the visual appearance of this building.

## **Other Material Considerations**

The other material considerations to be taken into account are as follows:

## **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 60 of the Dundee Local Plan Review 2005 states that the alteration of a listed building will only be acceptable where the proposals have regard to the preservation or enhancement of its architectural or historic character. As discussed above, the proposed sign is considered acceptable in terms of size, thickness, texture and colour. Therefore the proposal complies with Policy 60.

Policy 61 of the Dundee Local Plan Review 2005 states that the alteration should preserve or enhance the character of the surrounding area. It is considered that the proposed sign will enhance the character of the area as it is a traditional style hanging sign. Therefore the proposal complies with Policy 61.

Policy 63 of the Dundee Local Plan Review 2005 states that only public safety and visual amenity will be considered when determining an advertisement. It is considered that the sign will not affect public safety and it will enhance the visual amenity of the building and the surrounding area. Therefore the proposal complies with Policy 63.

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

## **Other Material Considerations**

The other material considerations to be taken into account are as follows:

- one letter of objection was received in respect of this application. The main issue relating to visual amenity has been discussed and discharged in the Observations section above.

It is concluded from the foregoing that insufficient weight can be accorded to any of the material considerations such as to justify the refusal of planning permission. It is therefore recommended that planning permission be granted with conditions.

## **Design**

The proposed double sided illuminated projecting sign will maintain the

character of the listed building and is considered acceptable.

## **CONCLUSION**

The proposal complies with Policies 60, 61 and 63 of the Dundee Local Plan Review 2005. The objection does not carry sufficient weight to merit refusal of the application. There are no material considerations to justify refusal of the application.

## **RECOMMENDATIONS**

### **Recommendation 1**

This consent shall not be issued unless and until Historic Scotland has formally decided that the application will not be called in for determination by Scottish Ministers.

### **Recommendation 2**

It is recommended that listed building consent be GRANTED subject to the following conditions:

- 1 The works must be begun not later than the expiration of 5 years beginning with the date of this consent.

### **Reason**

- 1 To comply with Section 16 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997.