

Signage for ATM at Perth Road Shop

KEY INFORMATION

Ward West End

Address

306 Perth Road, Dundee,
DD2 1AU

Applicant

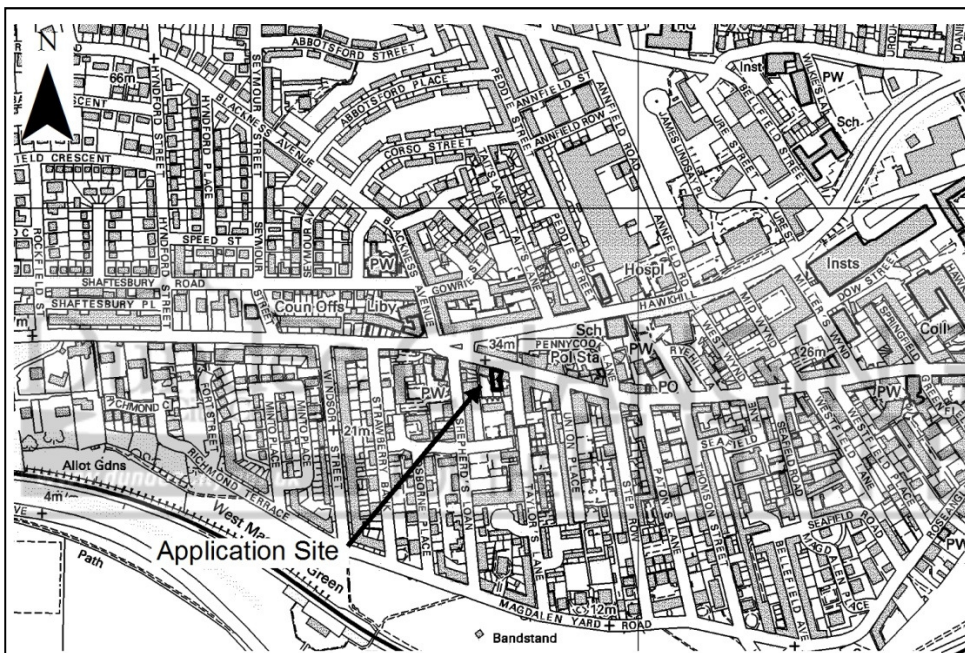
Mr Roy Lanning, Elvicta
Business Park, Crickhowell,
Powys, NP8 1DF

Agent

Des Ager Retail and Planning
Consultant, 1 Turner
Cottages, 33 Charterhouse
Road, Godalming, GU7 2AG

Registered 30 May 2013

Case Officer A Ballantine



Reproduced by permission of Ordnance Survey on behalf of HMSO. © Crown Copyright and database right 2013. All Rights Reserved. Ordnance Survey Licence number 100023371.

SUMMARY OF REPORT

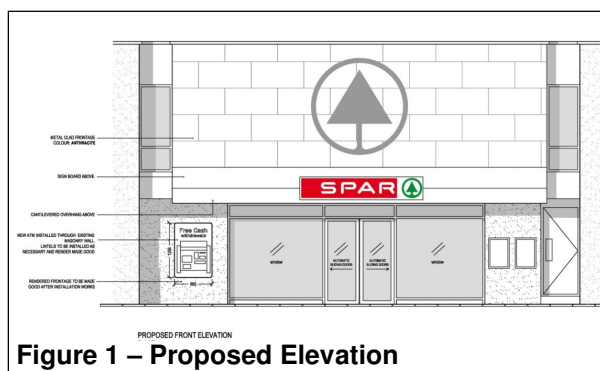
- This application seeks advertisement consent for the installation of illuminated signage on an ATM on the front elevation of the retail unit at 306-308 Perth Road.
- The Council is required to discharge the Statutory Duties set out in the Advertisements Regulations, namely that the proposed ATM should not have an impact on visual amenity or public safety, and in the Listed Buildings and Conservation Areas Act, namely that the proposed ATM should not adversely impact on the character or appearance of the West End Lanes Conservation Area.
- No letters of objection have been received.
- It is recommended that advertisement consent be granted.
- The application is being referred to the Development Management Committee at the request of an elected member.
- More details can be found at <http://idoxwam.dundee.gov.uk/idoxpa-web/applicationDetails.do?activeTab=documents&keyVal=MN7DMYGC68000>.

RECOMMENDATION

The installed ATM has no adverse impact on amenity or public safety or on the character of the West End Lanes Conservation Area. Therefore, the application for advertisement consent is recommended for APPROVAL.

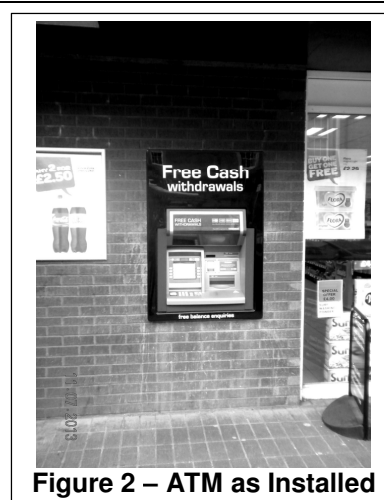
1 DESCRIPTION OF PROPOSAL

- 1.1 The proposal is for the installation of an illuminated ATM on the external fascia of the application site. It will be installed to the left of the sliding entrance doors and will be of a conventional ATM design, size and style. Illumination will be through LED surround lighting. At the time of visiting the site, the ATM was installed. Discussions with the agent have identified that the ATM was installed on 14 June 2013.



2 SITE DESCRIPTION

- 2.1 The application site is a large commercial unit of modern design located on the south side of Perth Road, close to the junction of Perth Road with Hawkhill and Blackness Avenue. The application site is occupied by the 'SPAR' retailer and the surrounding area is characterised by a variety of retail and other office/commercial uses with upper floors used as residential accommodation. There is limited on-street parking along Perth Road, on both sides, however, there are instances of illegal parking outside the shop on the double yellow lines. The shop is accessible via regular bus services on Perth Road. The application site also falls within the West End Lanes Conservation Area as well as the Perth Road District Centre.



3 POLICY BACKGROUND

- 3.1 The following plans and policies are considered to be of direct relevance:

DUNDEE LOCAL PLAN REVIEW 2005

Policy 63: Advertising

- 3.2 There are no other plans, policies and non-statutory statements that are considered to be of direct relevance.

4 SITE HISTORY

- 4.1 The following applications are of relevance:

- application for planning permission (ref: 01/30179/FUL) for the installation of ATM was refused by the Council's Development Management Committee on 24 September 2011, however, it was subsequently granted on appeal on 9 July 2002;
- application for advertisement consent (ref: 01/30183/ADV) for the installation of illuminated signage for ATM was approved under delegated powers subject to conditions on 18 October 2001; and

- application for planning permission (ref: 13/00312/FULL) for the installation of ATM - pending consideration.

5 PUBLIC PARTICIPATION

- 5.1 There is no statutory neighbour notification in respect of advertisement consent applications.
- 5.2 No public comments were received.

6 CONSULTATIONS

- 6.1 No adverse comments have been received from statutory consultees.

7 DETERMINING ISSUES

7.1 Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 provides that the powers conferred by the regulations (ie the control of advertisements) are exercisable only in the interests of amenity and public safety.

7.2 In respect of amenity, planning authorities should determine the suitability of the use of the site in the light of the "general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest" and in doing so may disregard any existing advertisements.

7.3 As aforementioned, at the time of visiting the site, the ATM was installed.

7.4 Due to the design, scale and location, it is considered that the ATM signage has minimal visual impact on the Perth Road streetscape and the West End Lanes Conservation Area. The building line of the application site, on which the ATM is installed, is set back from the road, and it is considered the design of the signage is in keeping with the modern appearance of the building. The illuminated ATM signage is of a standard design and size and this is considered to raise no amenity issues.

7.5 **Policy 63: Advertising** - of the Dundee Local Plan Review 2005 is relevant in the consideration of this application. Given the above discussion on the affect of the installed ATM signage on the amenity of the area, it is considered that the proposals are in accordance with this development plan policy.

7.6 In considering public safety, the safety of persons and road users and the obscuring of statutory signage shall be the main considerations. The ATM is located within the fascia of the building set back from Perth Road and it is considered that the signage which has been installed will not give rise to any safety issues in relation to the free flow of pedestrians using the pavement. There are no issues in terms of the safety of road users.

7.7 **It is therefore considered that the proposed signage is acceptable in terms of amenity and public safety.**

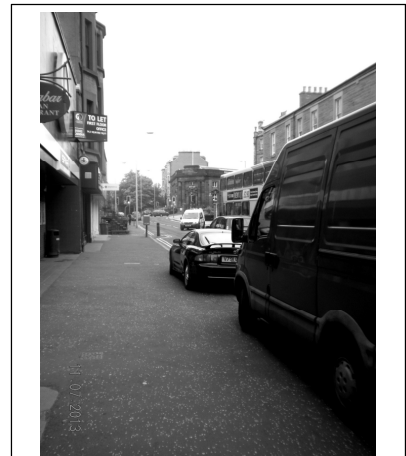


Figure 3 – Non-permitted Parking Outside Application

- 7.8 Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 requires that the Council pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area. For the reasons set out in the assessment of the proposal against the Control of Advertisements Regulations, it is considered that the installed ATM signage does not detract from the West End Lanes Conservation Area.
- 7.9 **It is concluded from the foregoing that advertisement consent should be granted.**

8 CONCLUSION

- 8.1 The installed ATM signage has no adverse impact on amenity or public safety or on the character and appearance of the West End Lanes Conservation Area. Therefore it is recommended that advertisement consent should be granted.

9 RECOMMENDATION

- 9.1 It is recommended that consent be GRANTED:
- 1 No Conditions attached to this consent.

Reasons

- 1 No Reasons attached to this consent.