

# Erection of 6 Signs

## KEY INFORMATION

**Ward** West End

### Address

Barnetts of Dundee Ltd  
Riverside Drive, Dundee

### Applicant

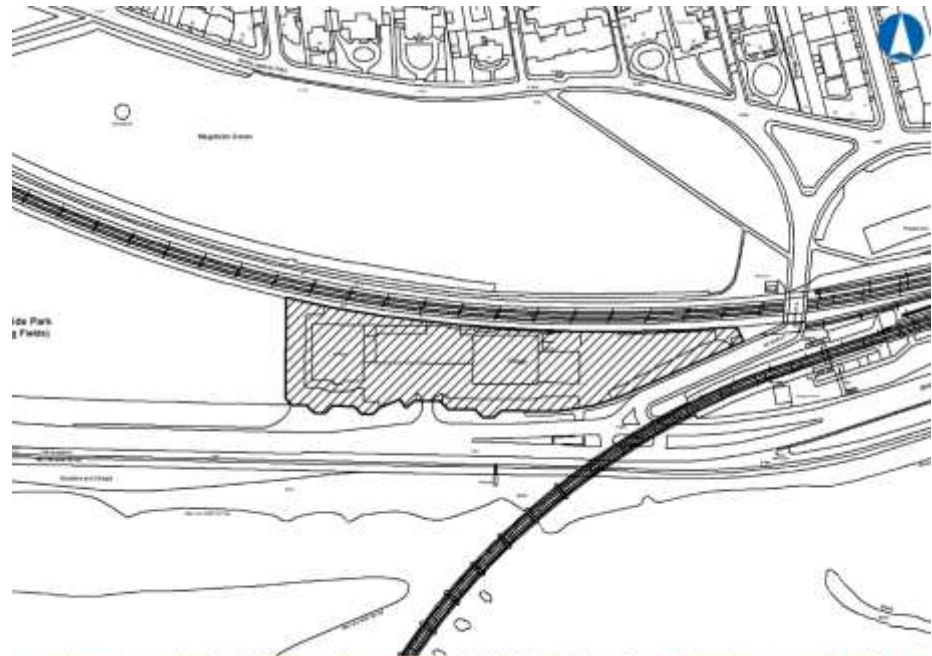
Mr Steve Williams  
Barnetts Dundee  
Riverside Drive  
Dundee DD2 1UG

### Agent

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Rousseau, Offranville  
France 76550

**Registered** 15 Nov 2018

**Report by:** Head of Planning  
& Economic Development



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## SUMMARY OF REPORT

- Advertisement consent is sought for the erection of 6 replacement signs at a vehicle dealership. The proposed signage has been erected on site during the assessment of this application for advertisement consent. The applicant is therefore seeking retrospective consent for the display of advertisements.
- The applicant seeks consent for four fascia signs which are erected above the showroom frontage. Consent is also sought for the erection of a replacement totem sign with company logo and directional sign within the forecourt of the dealership.
- The application site relates to the south west of Barnett's car showroom on Riverside Drive. The site which is visible from Riverside Drive and the surrounding area includes a car showroom building and associated forecourt.
- The proposal satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and the relevant provisions of the Development Plan.
- One valid objection was received from West End Community Council raising concerns about impact from lighting.
- In accordance with the Council's Scheme of Delegation, the application is to be determined by the Council's Planning Committee as there is an objection from the Community Council and the recommendation is to approve the application.
- More details can be found at <http://idoxwam.dundee.gov.uk/idoxpa-web/simpleSearchResults.do?action=firstPage>.

## RECOMMENDATION

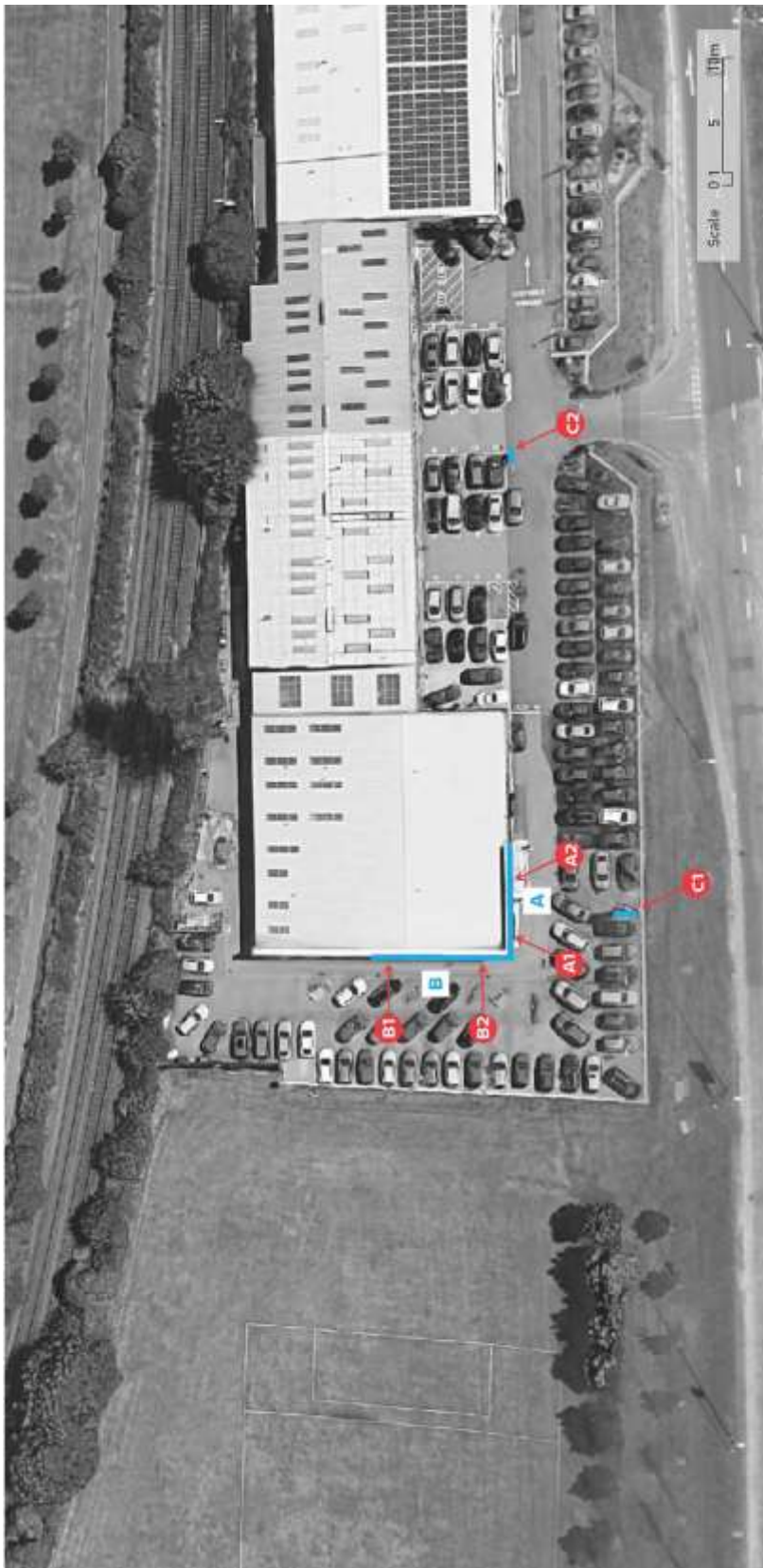
The application satisfies the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and complies with Policy 7 of the Adopted Dundee Local Development Plan (2014). There are no material considerations that would justify refusal of advertisement consent. Therefore the application is recommended for APPROVAL.

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## 1 DESCRIPTION OF PROPOSAL

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- 1.1 The proposed signage replaces existing fascia, totem and directional signage at the dealership and is associated with a rebranding of the showroom following a change from selling Volvo cars to Nissan cars. Two additional fascia signs are being proposed over that which was previously displayed at the dealership.
- 1.2 This is an application to install the following signage:
- 2 x Nissan signs measuring 4.2 metres wide by 0.6 metres high with company name finished in red on a light grey background. The lettering would be internally illuminated by LED lights. The signs would be located on the south and west elevations of the showroom above the showroom windows;
  - 1 x Nissan logo measuring 2.4 metres wide by 2.7 metres high with company name finished in grey on a red background. The lettering would be internally illuminated by LED lights. The signs would be located on the south elevations of the showroom above an entrance;
  - 1 x Barnetts sign measuring 2.8 metres wide by 0.45 metres high with company name finished in white lettering on a light grey background. The lettering would be internally illuminated by LED lights. The sign would be located on the west elevation of the showroom above the showroom windows;
  - 1 x freestanding totem sign 6.1 metres high by 1.9 metres. The sign would include a “Nissan” logo finished in grey on a red background which is internally illuminated by LED lights. The logo would be positioned above grey aluminium composite panels and located within the dealerships forecourt towards the south boundary; and
  - 1 x freestanding non-illuminated directional sign 1.4 metres high by 0.9 metre wide. The sign would be finished in red with white letter and arrows to direct customers to the various sales and servicing areas associated with the Nissan showroom. The sign would be located to the south of the dealership building, within the forecourt towards the entrance to the dealership.
- 1.3 All of the proposed signage has been installed by the applicant following submission of the application for Advertisement Consent.
- 1.4 A further “Nissan” fascia sign has also been erected on the North elevation of the showroom. This sign does not form part of the present application for advertisement consent. The applicant has been informed that the sign on the north elevation requires to be subject of a separate application for Advertisement Consent or removed.



- A Silver grey ACM-1 Backpanels Size 4 - H. 1200x13145mm
  - A1 Nissan Wordmark Size 4 - H. 400mm
  - A2 Red Tablet Size 4 - H. 273x2400mm
  - B Silver grey ACM-1 Backpanels Size 4 - H. 1200x13435mm
  - B1 Nissan Wordmark Size 4 - H. 400mm
  - B2 « Barnetts » Dealername Size 4 - H. 450mm
  - C1 Pylon Sign - Size 3 - H. 6110x1950mm
  - C2 Directional Sign - Size 2 - H. 1440x947mm
- (Texts, arrows to be confirmed by the dealer)*

Figure 1 –Site Plan



Figure 2 – Previous Showroom Signage



Figure 3 – Proposed Showroom Signage

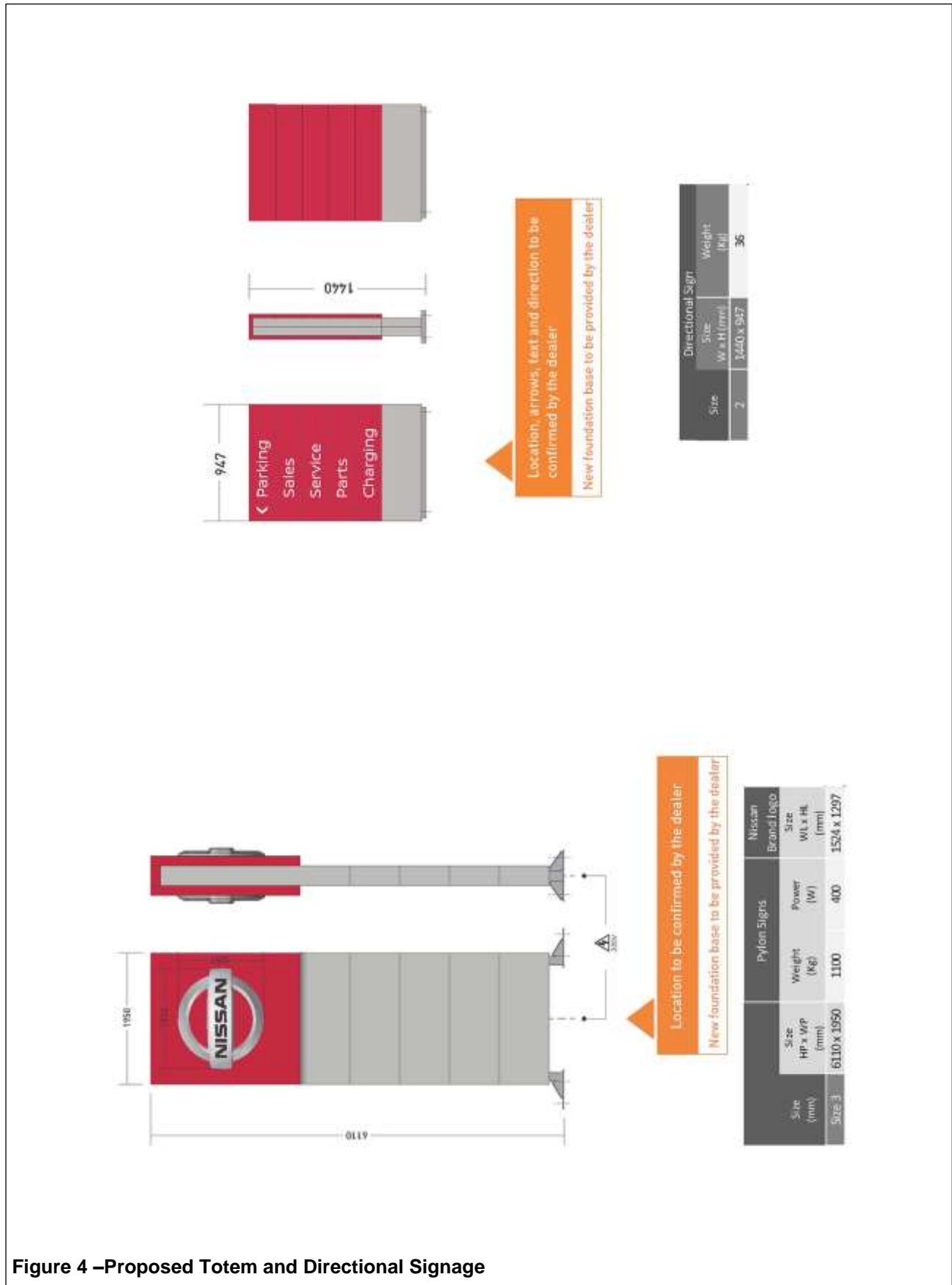


Figure 4 –Proposed Totem and Directional Signage

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## 2 SITE DESCRIPTION

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- 2.1 The application site is located on the north side of Riverside Drive close to the Riverside Approach and the Tay Rail Bridge.
- 2.2 The application property is a large car showroom with associated workshop. There are external car display areas and customer parking located to the east, south and west of the building and there is a vehicle access on the southern boundary.
- 2.3 To the north of the site is the Dundee to Perth railway line with Magdalen Green beyond.



Figure 5 – Site Photo

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## 3 POLICY BACKGROUND

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

**DUNDEE LOCAL DEVELOPMENT PLAN 2014**

Policy 7: High Quality Design

Policy 39: Environmental Protection

**PROPOSED DUNDEE LOCAL DEVELOPMENT PLAN**

Policy 1: High Quality Design

Policy 47: Environmental Protection

## NON STATUTORY STATEMENTS OF COUNCIL POLICY

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

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## 4 SITE HISTORY

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- 4.1 Planning application 15/00010/FULL for the re-cladding and re-glazing of the existing showroom unit was approved in February 2015.
- 4.2 Planning application 15/00880/FULL for a change of use from vacant ground to extend external vehicle display area was approved in February 2016.
- 4.3 Consent for the display of advertisement 16/00176/ADV comprising a fascia sign, box sign and 2 no freestanding "totem" type signs to south boundary of the dealership was approved in March 2016.
- 4.4 Planning application 17/00336/FULL for the erection of car washing and valet bays within the site of existing facilities was approved in June 2017.

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## 5 PUBLIC PARTICIPATION

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- 5.1 There is no statutory neighbour notification in respect of advertisement consent applications.
- 5.2 The West End Community Council has objected to the application, the Community Council's comments are summarised in the Consultations section below.

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## 6 CONSULTATIONS

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- 6.1 **The West End Community Council** - has objected to the proposals, stating the existing signs at the site are a longstanding source of light pollution. The signs, including pylon sign are visible from Magdalen Yard Road and the Lanes, and are detrimental to residential amenity and the character of the West End Lanes Conservation Area.
- 6.2 **The Head of Community Safety and Protection** - has no objection to the proposed signage.

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## 7 DETERMINING ISSUES

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- 7.1 **Section 25 of the Act provides that an application for planning permission (other than for a national development) shall be determined in accordance with the development plan unless material considerations indicate otherwise.**

### THE DEVELOPMENT PLAN

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



## DUNDEE LOCAL DEVELOPMENT PLAN

- 7.2 **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.
- 7.3 In respect of amenity planning authorities should determine the suitability of the use of the site in 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.
- 7.4 It is considered that the proposed signage is of a design, form and size that is appropriate to the character and appearance of the application site and would have no detrimental impact on the character or amenity of the surrounding area. The scale and finish of the proposed advertisements, including totem sign, are acceptable and would be in keeping with the character of the existing car sales business. The advertisements which replace existing signage at the site would have no detrimental impact on the existing street scene and relate to the use of the application site as a car dealership. No additional signage is proposed to the south or west elevation of the showroom over that which exists at present.
- 7.5 In considering public safety, the safety of persons and road users and the obscuring of statutory signage shall be the main considerations.
- 7.6 Due to the size, location and form of the signage it is considered that there will be no adverse impact on public safety. The nature, scale and location of the proposed signage maintains that of existing signage and would not result in a distraction to drivers on Riverside Drive or Riverside Approach.
- 7.7 **The proposals satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.**

## OTHER MATERIAL CONSIDERATIONS

### A - THE DEVELOPMENT PLAN

- 7.8 The provisions of the development plan relevant to the determination of this application are specified in the Policy Background section above.
- 7.9 In terms of Policy 7 (High Quality Design), the proposal would reflect the use of the site which is an established car dealership. The proposed signage does not raise any concerns in relation to scale, massing or impact on the surrounding area. The proposed materials are acceptable and the position of the adverts within the site would not look out of context with the wider area.
- 7.10 In terms of Policy 47 (Environmental Protection), the proposals are of a form and level of illumination which would have no adverse impact on neighbouring properties or road safety. There are no residential properties located immediately adjacent to the site and the provision of internal LED lights would ensure there is no light spillage onto surrounding roads.
- 7.11 The proposal complies with Policy 7 and Policy 47 of the Dundee Local Development Plan.

### B - PROPOSED DUNDEE LOCAL DEVELOPMENT PLAN 2

- 7.12 The Proposed Dundee Local Development Plan 2 was approved by the Council on 21 August 2017. It sets out the spatial strategy that will guide future development up to 2029.

- 7.13 The proposed Dundee Local Development Plan 2 will in time replace the Dundee Local Development Plan 2014. Approval of the Proposed Dundee Local Development Plan 2 represents the Planning Authority's settled view as to what the final adopted content of the Plan should be. Whilst the Dundee Local Development Plan 2014 (along with TAYplan) constitutes the statutory Development Plan, the Proposed Dundee Local Development Plan 2 has the status of a material planning consideration to be taken into account in the assessment of planning applications.
- 7.14 The provisions of the Proposed Dundee Local Development Plan 2 relevant to the determination of this application are specified in the Policy background section above.
- 7.15 The proposed development meets the policy requirements of the Proposed Dundee Local Development Plan 2.

### **C - VIEWS OF OBJECTORS**

- 7.16 One letter of objection was received from West End Community Council, citing the following concerns:
- 1 The existing signs are a longstanding problem and source of light pollution. The signs are extremely bright, and are illuminated until the early hours of the morning. The pylon light in particular, which changes colour, can be seen by nearby residents of Magdalen Yard Road and the lanes.
  - 2 The residents of nearby homes feel that the lights are invasive and cause disturbance, and are inappropriate in a conservation area.

### **Response**

- 1 The 6 proposed signs replace four existing signs. The signage is positioned on the south and west elevations of the building and to the south of the showroom, restricting views of the signage from Magdalen Green and Magdalen Yard Road. The form and level of illumination is of a standard form for such signage and would not result in any significant impact on road safety or residential amenity. As the proposed signage is 170 metres from the nearest residential property on Magdalen Yard Road, there will be no unacceptable detrimental impact on residential amenity. It is considered that the proposed adverts would not result in any significant adverse light pollution or impact on residential amenity.

The matters regarding lighting levels at Barnetts and the replacement of flood lights are separate issues to the determination of this application which is purely for replacement signage.

The level of illumination from existing flood lights and hours which the lights are on is not a material consideration. However, these matters are being considered by Planning and Environmental Health officers to try and improve the situation.

- 2 The application site is not located within a conservation area. The proposed signage would be 45 metres to the south of the West End Lanes Conservation Area boundary which is located to the north of the Dundee - Perth railway line. The position of the signage to the side (west) and front (south) of the showroom restricts views of the proposals from Magdalen Green and Magdalen Yard Road. The proposed signage replaces existing signage and is of a form and finish that is appropriate to a car dealership and would have no detrimental impact on the character or setting of the West End Lanes Conservation Area.

- 7.17 The issues raised in the letter of objection have been fully considered and the concerns raised addressed in the report. In this case they are not of sufficient weight to justify refusal of advertisement consent.
- 7.18 **It is concluded from the foregoing that there are no material considerations of sufficient weight to justify refusal of advertisement consent.**

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## **8 CONCLUSION**

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- 8.1 The proposed signage would have no adverse impact on amenity or public safety. Therefore, it is recommended that advertisement consent should be granted.

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## **9 RECOMMENDATION**

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- 9.1 It is recommended that consent be GRANTED without any conditions being attached.