

Advertisement of the Following Type: Fascia Signs

KEY INFORMATION

Ward West End

Address

115-117 Perth Road
Dundee DD1 4JB

Applicant

Select Dundee Ltd
115 Perth Road
Dundee DD1 4JB

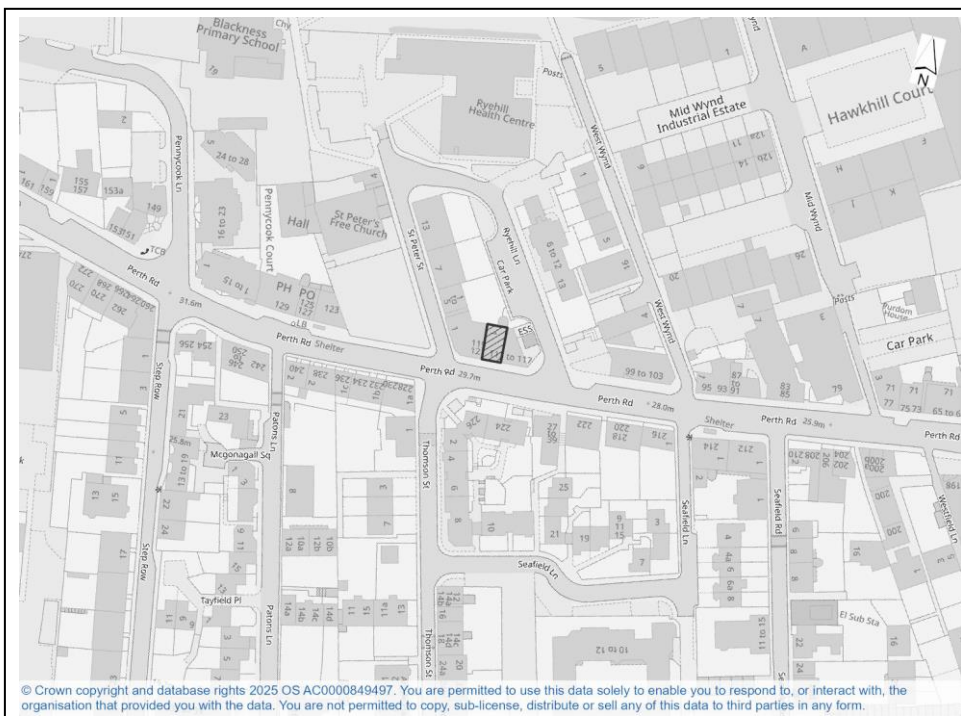
Agent

Wilson Paul Architects

Validated: 9 April 2025

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

Contact: Craig Swankie



SUMMARY OF REPORT

- The application seeks advertisement consent for the erection of two fascia signs at 115-117 Perth Road. The application is part retrospective with fascia signage previously installed within the shopfront.
- The submitted plans include alterations to the signage which has been installed, there is existing signage on the shopfront and fascia which are to be removed.
- The application satisfies the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and is in accordance with the Development Plan.
- There is no statutory neighbour notification process for advertisement consent applications.
- One letter of objection has been received from West End Community Council.
- In accordance with Dundee City Council's scheme of delegation, this application is to be determined by the Planning Committee as a valid written objection was received from a statutory consultee and the recommendation is for approval.
- More details can be found at <https://idoxwam.dundee.gov.uk/idoxpa-web/applicationDetails.do?activeTab=summary&keyVal=SR5FSIGCIFZ00>

RECOMMENDATION

The application seeks the approval of advertisement consent. The proposal would satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. There are no material considerations of sufficient weight to justify refusal of the application. It is therefore recommended that advertisement consent be **APPROVED** subject to conditions.

1 DESCRIPTION OF PROPOSAL

- 1.1 Advertisement consent is sought for the erection of two fascia signs.
- 1.2 A fascia sign is proposed above the shopfront; this comprises an 8.4 metre wide by 0.8-metre-high aluminium panel finished in black-grey. The company name and logo are displayed towards the centre of the sign, with smaller text to the right. The company name is formed in 0.58-metre-high lettering finished in white, with smaller text formed in 0.27m high white lettering. The lettering features acrylic frontage and is internally illuminated by white LED lights.
- 1.3 Above the entrance to the takeaway, and below the shopfront fascia a second sign is proposed. The sign comprises a black-grey aluminium fascia with internally illuminated company name and logo. The lettering which is 0.8 metres high is finished in red and white.
- 1.4 The application is part retrospective with fascia signage previously installed on the shop frontage. The present application proposes amendments to the installed signage, including alteration of the fascia above the shopfront to remove images. A projecting sign is also to be removed.
- 1.5 The applicant has submitted a Planning Statement and Conservation Statement in support of the application.





2 SITE DESCRIPTION

- 2.1 The application site relates to a kebab and pizza house with takeaway on the north side of Perth Road. The site is within the ground floor of a three-storey tenement building. The adjoining ground floor units contain commercial uses including a beauticians and hairdressers. The upper floors and adjoining building to the northwest contain flatted dwellings.
- 2.2 The surrounding area contains a mixture of commercial and residential uses within Perth Road District Centre.
- 2.3 The site is contained within the West End Lanes Conservation Area.



Figure 3 – Previous Shopfront Signage



Figure 4 – Present Shopfront Viewed from Perth Road



Figure 5 – Present Shopfront Viewed from Perth Road

3 POLICY BACKGROUND

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

NATIONAL PLANNING FRAMEWORK 4

Policy 7: Historic assets and places

Policy 14: Design, quality and place

DUNDEE LOCAL DEVELOPMENT PLAN 2019

Policy 1: High Quality Design/Placemaking

Policy 51: Development in Conservation Areas

STATUTORY PLANNING POLICY

3.2 Historic Environment Policy for Scotland 2019.

NON-STATUTORY STATEMENTS OF POLICY

3.3 Historic Environment Scotland's Managing Change in the Historic Environment: Shopfronts and Signs (2010).

3.4 West End Lanes Conservation Area Appraisal.

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

4 SITE HISTORY

- 4.1 There is no previous application history at the site.

5 PUBLIC PARTICIPATION

- 5.1 No public comments were received.

6 CONSULTATIONS

- 6.1 **West End Community Council** – has submitted an objection raising the following valid material grounds:
- a the signage fails to meet Historic Environment Scotland guidelines for signage in Conservation Areas.
 - b legislation, including Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997, requires that attention is paid to preserving or enhancing Conservation Areas. It is considered the signage fails to meet this requirement; and
 - c there are existing shopfronts on Perth Road which fail to meet guidance outlined in the West End Lanes Conservation Area Appraisal (WELCAA). The approval of further signage which does not meet the requirements of WELCAA would have an accumulative detrimental impact on the character and appearance of Perth Road.

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 (i.e. the control of advertisements) are exercisable only in the interests of amenity and public safety.
- 7.2 In terms 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.
- 7.3 The application site relates to an existing commercial property on Perth Road, within Perth Road District Centre. Signage previously installed within the shopfront included an internally illuminated plastic sign with restaurant name 'Balaka'. The sign included text which was significantly larger than presently proposed and was mounted upon a bright blue background. That signage has been removed and new signage installed, featuring white lettering on a black- grey background. The signage contains a range of lettering and images which create a cluttered appearance. To address this, the applicant has submitted proposals which include the removal of photo images and an illuminated projecting box sign. Only the lettering and the company logo are to be retained within two fascias.

- 7.4 The signage as proposed in the submitted plans would be reflective the scale and form of signage which has previously been used on the building. The aluminium fascia with individual lettering would be of an appropriate form and quality. Similarly, the fascia sign above the entrance door is in keeping with the character of the frontage and main fascia sign above. The fascias reflect the type and form of signage at similar commercial properties on Perth Road. Overall, the proposed signage would be of a design, form and size that would be in keeping with the general characteristics of the locality and enhances the frontage compared to the previous signage.
- 7.5 The advert would be located within the West End Lanes Conservation Area. As explained above, the adverts would be above the shopfront and main entrance. The proposed signage would be viewed within the same context as that which exists at present, being viewed in the context of a modern mixed use, urban environment and would not have any significant adverse impact on the character or appearance of the Conservation Area.
- 7.6 With respect to public safety, the safety of persons and road users and the obscuring of statutory signage are the main considerations. The application site is on the north side of Perth Road. The proposed fascia sign would have no impact on the existing footway or statutory signage. The illuminated signs would be positioned at an appropriate height and are of a scale which would have not detrimental impact to existing transport networks and no adverse impact on public safety. There would therefore be no detrimental impact to existing transport networks and no adverse impact on public safety at this site.
- 7.7 The proposals satisfy the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

STATUTORY DUTIES

Planning (Listed Buildings and Conservation Areas) Scotland Act 1997 as amended

- 7.8 Section 64(1) of the Planning (Listed Buildings and Conservation Areas) Scotland Act 1997 as amended states that with respect to any buildings or land in a Conservation Area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.
- 7.9 These matters have been considered in the assessment of the proposed advertisement under the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. As stated above the fascia signage would have no detrimental impact on the character or appearance of West End Lanes Conservation Area.
- 7.10 It is considered that the approval of the proposals would discharge the above statutory duties.

MATERIAL CONSIDERATIONS

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

A – DEVELOPMENT PLAN

NATIONAL PLANNING FRAMEWORK 4

- 7.12 **NPF4 Policy 7d: Historic assets and places** - states development proposals in or affecting Conservation Areas will only be supported where the character and appearance of the Conservation Area and its setting is preserved or enhanced. Relevant considerations include the:

- i architectural and historic character of the area;
- ii existing density, built form and layout; and
- iii context and siting, quality of design and suitable materials.

7.13 The application site is located within West End Lanes Conservation Area and relates to an established restaurant and takeaway on this main shopping street. Previously, shop front signage comprised an internally illuminated box lit sign finished in blue. The present proposal includes illuminated individual white lettering affixed to a non-illuminated black-grey aluminium backboard. The aluminium fascias are more appropriate to the frontage than the signage which it has replaced and reflects the variety of shop front designs and colours on Perth Road. It is not therefore considered that the proposal has any adverse impact on the character of West End Lanes Conservation Area.

7.14 **The proposal is in accordance with NPF4 Policy 7d.**

7.15 **Policy 14: Design, quality and place** - states development proposals will be designed to improve the quality of an area whether in urban or rural locations and regardless of scale.

7.16 The design, appearance and finish materials of the fascia signage has been addressed in the assessment of the proposals against the requirements of the Town and Country Planning (Control of Advertisements)(Scotland) Regulations 1984 and Town and Country Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997. The signs are an improvement compared to signage previously within the shopfront and would not detract from the quality or appearance of the building or wider Perth Road streetscape.

7.17 **The proposal is in accordance with NPF4 Policy 14.**

DUNDEE LOCAL DEVELOPMENT PLAN 2019

7.18 **LDP Policy 1: High Quality Design and Placemaking** - as considered under NPF4 Policy 14, the signage is of an appropriate design and appearance, meeting the requirements of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

7.19 **The proposal is in accordance with LDP Policy 1.**

7.20 **LDP Policy 51: Development within Conservation Areas** - requires that all development proposals preserve or enhance the character of the surrounding area and retain all features that contribute to the character and appearance of the Conservation Area.

7.21 As considered under NPF4 Policy 7d, the proposed signs would have no detrimental impact on the character or appearance of the West End Lanes Conservation Area. The proposal demonstrates compliance with the Town and Country Planning (Listed Buildings and Conservation Areas)(Scotland) Act 1997 and would not detract from the quality or appearance of the building or wider Perth Road streetscape.

7.22 **The proposal is in accordance with LDP Policy 51.**

7.23 **It is concluded that the proposal is in accordance with the Development Plan.**

B - SUPPORTING INFORMATION

7.24 The applicant has provided a supporting statement and conservation statement. The statement notes the unit was previously occupied by "Balaka" restaurant and hot food

takeaway. Following the closure of Balaka, the premises has been purchased by a new operator and opened as 'Marmaris'.

- 7.25 The applicant notes the previously installed signage 'Balaka' was self-illuminated, with text which was significantly larger and mounted upon a bright blue background. The illumination of the present sign is both in keeping with the existing sign and considered to be required at the premises which operates into the evening and night-time period. The currently installed text is mounted upon a black aluminium background, which is further aligned with surrounding units within the area. Overall, the applicant considers the signage of an appropriate design and in keeping with the requirements of planning policy and associated guidance documents.

C – NATIONAL POLICY AND GUIDANCE

- 7.26 Historic Environment Policy for Scotland (2019) should be taken into account when determining applications for development which may affect the historic environment. The Historic Environment Policy for Scotland sets out principles and policies for the recognition, care and sustainable management of the historic environment. It seeks to influence decision making that will be sufficiently flexible and adaptable to deal with wide-ranging and ongoing changes to society and the environment, and to achieve the best possible outcome for the historic environment, maximising its benefits.
- 7.27 It is concluded for the reasons set out above that the works comply with national planning guidance concerned with the historic environment, including the policies of the Historic Environment Policy Scotland.

D - WEST END LANES CONSERVATION AREA APPRAISAL

- 7.28 The West End Lanes Conservation Area Appraisal (WELCAA) includes descriptions of the established character of signage within the Conservation Area, and guidance on maintaining the established character of shopfronts.
- 7.29 WELCAA states "the current colour scheme is predominantly traditional dark colours such as red, green and blue with a range of sandy colours. Illuminated signs can have a major impact on the character of the Conservation Area. The preference is to have non-illuminated signage, however if it can be demonstrated that a need for illumination exists, this shall be undertaken as discretely as possible."
- 7.30 The fascia signage is finished in a dark 'black grey' colour with red present within the company logo. This is generally in keeping with the established darker colours of signage on Perth Road. The signage is illuminated. However, it is achieved through lighting within the individual letters. This ensures the illumination is restricted to part of the sign only, and that the full frontage is not illuminated. Overall, the provision of internally illuminated lettering upon a dark fascia would not conflict with the aims of the guidance within WELCAA.

E – REPRESENTATIONS

- 7.31 The grounds of objection are considered and assessed as follows:
- 7.32 **Objection** - the signage fails to meet Historic Environment Scotland guidelines for signage in Conservation Areas.
- 7.33 **Response** - Historic Environment Scotland guidance provides advice on protecting existing frontages of historic significance, and regarding the design of new signage. The shopfront subject of this application does not contain any features of significant historical or architectural significance. However, the site is contained within the West End Lanes Conservation Area.

Historic Environment Scotland guidance states new lettering must be carefully designed to respect the character of a building and be located appropriately. Fixings that cut across architectural detail or that sit uneasily against the form of the entrance or the surrounding façade should be avoided. Traditional hand-painted sign-writing is encouraged. If a fascia is excessively deep or encroaches upon the first floor, the opportunity should be taken to create a fascia of more appropriate depth and height.

- 7.34 The signage formerly within the shopfront comprised an 8mm thick, internally illuminated plastic fascia which did not contribute positively to the frontage. The proposed fascia comprises 6mm thick aluminium fascia with internally illuminated individual lettering. This is more appropriate to the site and of a higher quality. As Historic Environment Scotland guidance, the proposed signage would not cut across any architectural details and sits comfortably within the established form of the entrance and surrounding façade. While the proposal is not a traditional hand-painted sign, the fascia is not excessively deep and does not encroach upon the first floor. Overall, the proposed signage is of an appropriate scale and form for this site and does not conflict with the guidance outlined in Historic Environment Scotland's Managing Change in the Historic Environment: Shopfronts & Signs (2010).
- 7.35 **Objection** - legislation including Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 requires attention is paid to preserving or enhancing Conservation Areas. It is considered the signage fails to meet this requirement.
- 7.36 **Response** - the design and appearance of the signage is considered within the determining issues section of this report. The signage is appropriate for this shopfront, which is contained within an established district centre. The signage is of a scale, form and appearance which would integrate with the established character of the building and maintains the character of the Conservation Area.
- 7.37 **Objection** - there are existing shopfronts on Perth Road which fail to meet guidance outlined in the West End Lanes Conservation Area Appraisal (WELCAA). The approval of further signage which does not meet the requirements of WELCAA would have an accumulative detrimental impact on the character and appearance of Perth Road.
- 7.38 **Response** - this application can only consider the proposals as submitted, and not signage at any other locations. With regard to signage, the guidance within WELCAA is considered above. The proposed fascia signage is generally in keeping with the established darker colours of signage on Perth Road. The signage is illuminated. However, it is achieved through lighting within the individual letters. Overall, the provision of internally illuminated lettering upon a dark fascia would not conflict with the aims of the guidance within WELCAA.
- 7.39 The issues raised in the representation have been considered and addressed in the report. There are no grounds raised which are of sufficient weight to justify refusal of advertisement consent.
- 7.40 **It is concluded that there are no material considerations of sufficient weight in this case to justify refusal of advertisement consent.**

8 CONCLUSION

- 8.1 The proposed signage would be in accordance with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and complies with the development plan. There are no material considerations of sufficient weight that would justify refusal of the application. Therefore, it is recommended that advertisement consent should be granted subject to a condition.

9 RECOMMENDATION

9.1 It is recommended that the application be GRANTED subject to the following condition(s):

- 1 **Condition** – within three months of the date of this consent, the signage shall be installed as illustrated on drawing 2142/PA/02 - Front Elevation & Details dated 30 May 2025, to the satisfaction of the Planning Authority. The applicant shall notify the Planning Authority in writing when these works have been completed.

Reason – in the interest of protecting the character of the West End Lanes Conservation Area.