

KEY INFORMATION

Ward Tay Bridges

Proposal
Installation of advertising signs

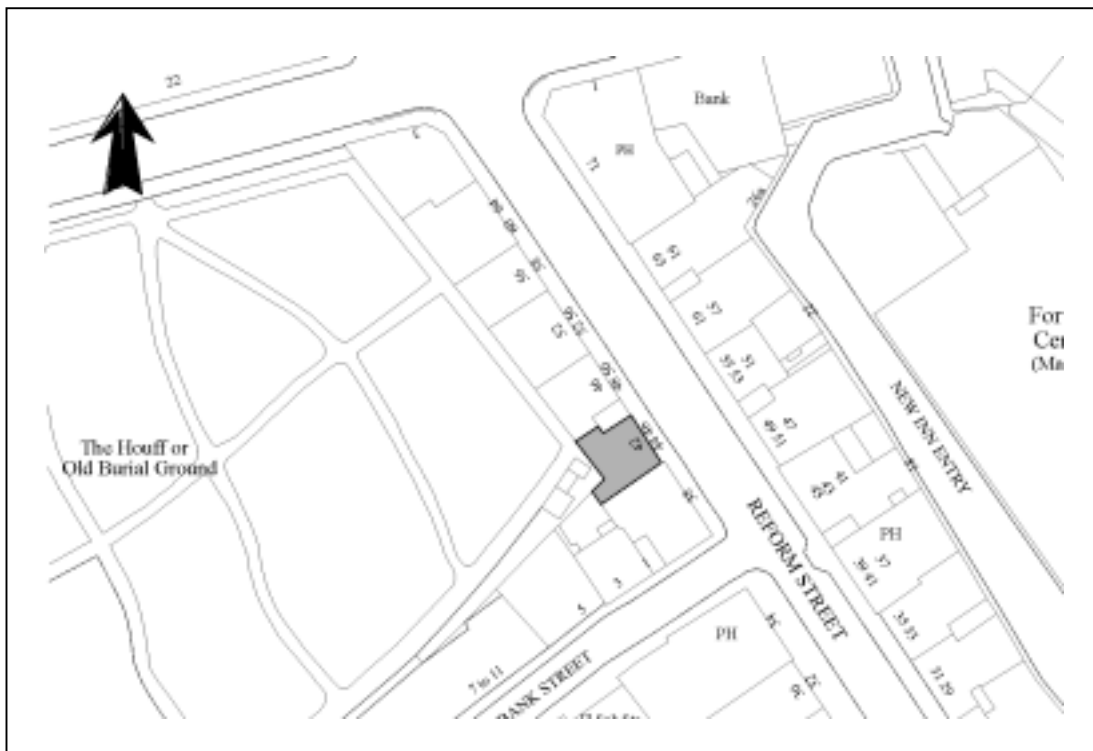
Address
42-44 Reform Street
Dundee
DD1 1RT

Applicant
Tote Bookmakers Ltd
Tote Park
Westgate House
Chapel Lane
Wigan WN3 4HS

Agent
Mr A Potts
Tote Park
Westgate House
Chapel Lane
Wigan WN3 4HS

Registered 11 Sept 2002

Case Officer R Anderson



New Signs proposed on Shop Unit in Reform Street

The Installation of advertising signs is **RECOMMENDED FOR APPROVAL** subject to conditions.
Report by Director of Planning and Transportation

RECOMMENDATION

It is considered that the proposed signs are acceptable in terms of their colour and materials used in their construction. They are in keeping with those on other shopfronts in Reform Street. Approval of the application is recommended.

SUMMARY OF REPORT

- Advertisement Consent is sought for the erection of two non - illuminated signs. One sign made up of individual perspex letters will be fixed to the fascia board whilst the other is a projecting sign, finished in aluminum, also fixed to the fascia. The colour of the signs are a combination of green, red and white.
- One letter of objection has been received. The main issues arising relate to the colour of the signs and their impact on the listed building. Other invalid issues raised relate to the appearance of the shopfront and the proximity of the use in relation to pubs and Dundee High School.
- The style and appearance of the signs are in keeping with other signs in Reform Street and are sympathetic to the listed building. Accordingly approval of the application is recommended.

DESCRIPTION OF PROPOSAL

It is proposed to erect two advertising signs at the above property. The first advert comprises individual Perspex letters fixed directly onto the fascia of the shopfront. They will be coloured dark green, 275mm high, spelling the word "Bookmakers." A small logo to the left of these letters advertising the Tote will also be attached. It will be a maximum 350mm high, oval in shape and coloured in a combination of light green, dark green and red. A single projecting sign will be located at the northern end of the shopfront. It will also be formed from powder coated aluminium and also include the words "betting shop" with the Tote logo. It will be coloured in a combination of green, white and red. The sign will be 700mm high by 800mm long and will be fixed to the fascia board.

SITE DESCRIPTION

The site in question is located on the west side of Reform Street some 20m north of its junction with Bank Street. The property forms the ground floor of a category B, four storey building located in the Central Area conservation area. It is currently vacant and has a traditionally proportioned shopfront, with pilasters, transoms and ballustrading above the fascias. It is consistent with many other shopfronts in Reform Street. On either side of the premises are a hot food take away and a bank with a combination of offices and flats above.

POLICY BACKGROUND

BE7 - indicates that all new shopfronts and adverts should respect the architectural features of the building and the surrounding area.

BE10 - supports restoration and enhancement of shopfronts in Reform Street

BE11 - development in conservation areas should complement and enhance the character of the surrounding area.

BE17 - Alterations to listed buildings should have regard for the to the enhancement of their architectural and historic character.

LOCAL AGENDA 21

The proposal is consistent with Key Theme 13 in as much as the proposal will enhance the existing streetscape and help to continue the redevelopment of this important city centre street.

SITE HISTORY

D10107 - Change of Use from Retail (Class 1) to Estate Agents (Class2) - approved 10/9/84

PUBLIC PARTICIPATION

One letter of objection has been received regarding the proposal. The issues raised relate to the colour of the adverts and their impact on the listed building



CONSULTATIONS

No adverse comments have been received

OBSERVATIONS

The main issues to consider as part of this application are whether it conforms with national guidance and local plan policy and if there are other material considerations which are of sufficient weight to not grant consent.

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 is the primary legislation concerning the control of adverts. Consideration of applications should focus on interests of amenity and public safety. In this particular case the shopfront forms part of a secondary area where other signage is present on buildings. The scale and positioning on the building of the signs

are such that they do not present any issues of public safety. The issue of amenity will be discussed further on in this report.

As the premises are located in a conservation area the advice in the Memorandum of Guidance on Listed Buildings and Conservation Areas is relevant. Paragraph 4.34 indicates that planning authorities should be flexible in recognising that many conservation areas are also thriving commercial centres, whilst ensuring that proposals for adverts do not detract from architectural or historic interest. The types of signs proposed are in keeping with the majority of signs elsewhere in Reform Street, which gives a consistency and adds to the character and appearance of the area. The materials proposed and their positions on the building are acceptable and again are consistent with other signs. The shopfront in question has benefited from a FECS grant and the fascia has been erected specifically for accommodating signs associated with businesses. Both signs are to be attached to the fascia. The size of lettering and the positioning on the building are in proportion to the fascia and provide some visual interest. In this respect the signs are acceptable on the listed building and add to the traditional appearance and, to an extent, the commercial nature of this part of

the conservation area. For these reasons the proposal conforms to the memorandum and aforementioned policies of the local plan.

The one objection received related to the colours employed in the sign work. The signs are made up of two shades of green and red. It is down to personal taste whether these colours are favoured. However the size of the signs in relation to the shopfront is relatively small and even if individuals do not favour the colours the quantities in question do not in anyway dominate the shopfront and stand out to an unacceptable degree. The majority of the letters are the dark green colour, which complements the light brown colour of the shopfront. It is considered that the colours employed are acceptable.

There are no other material factors to take into account. As the proposal conforms to national and local policy

and the objection raised does not outweigh these considerations approval of the application is recommended.

Design

The materials used for the adverts (Perspex and aluminium), the size and positioning of the adverts and the method of fixing to the building are all acceptable to this department. They are consistent with those already on properties in Reform Street and contribute to the character and appearance of the shopfront itself and the wider area in general.

CONCLUSION

It is considered that in terms of their visual impact, contribution to a relatively homogenous streetscene and siting on a listed building the proposed signs are acceptable and are recommended for approval.

RECOMMENDATION

It is recommended that planning permission be GRANTED subject to the following condition:

- 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