

KEY INFORMATION

Ward Tay Bridges

Proposal
Installation of signage

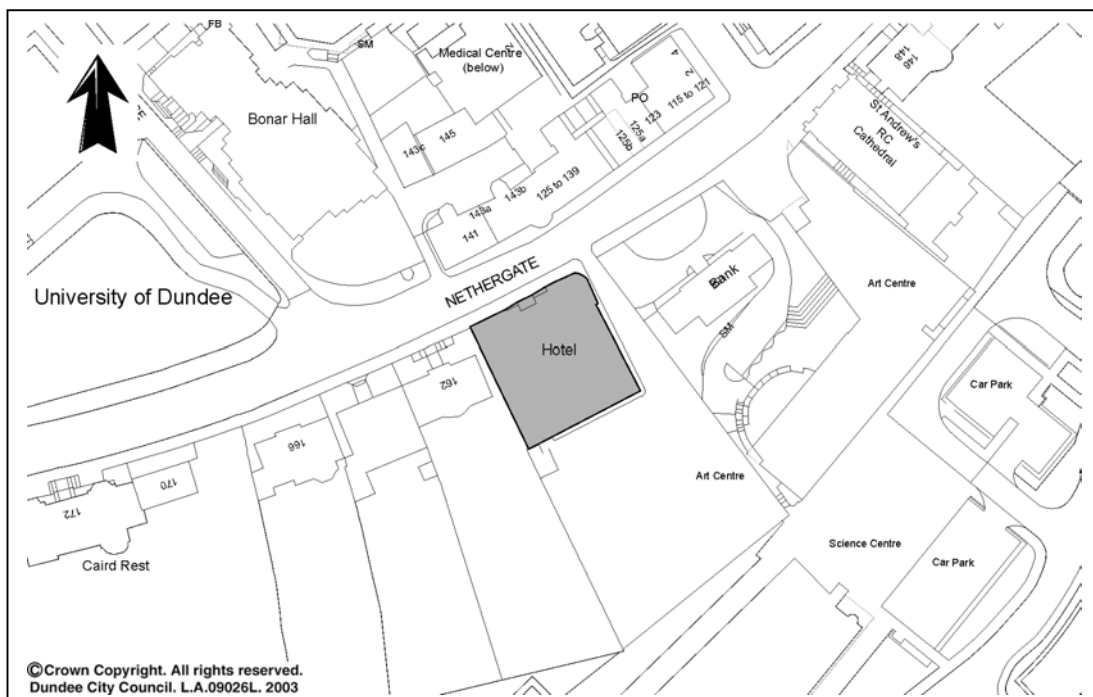
Address
Queens Hotel
Nethergate
Dundee DD1 4DU

Applicant
Queens Hotel
160 Nethergate
Dundee DD1 4DU

Agent
Blue Square Design Ltd
8 Dudhope Street
Dundee DD1 1JU

Registered 13 May 2004

Case Officer Eve Jones



Proposed Signage at Queens Hotel

The Installation of signage is **RECOMMENDED FOR APPROVAL SUBJECT TO CONDITIONS**.
Report by Director of Planning and Transportation

RECOMMENDATION

The proposed signs do not breach the relevant policies in the Dundee Local Plan 1998 or the Finalised Dundee Local Plan 2003. The single objection cannot be supported. The application is recommended for **APPROVAL** subject to conditions.

SUMMARY OF REPORT

- Permission is sought to display three high level advertisements on the Queen's Hotel in the Nethergate. The signs will be 1.47m by 1.35m and will be gold with white lettering. The signs will be located at the following heights above ground level, east elevation - 21.9 metres, south elevation - 22.2 metres, west elevation 21.3 metres. The signs will not be illuminated.
- The relevant policies BE6 (advertisements) and BE11 (development in Conservation Areas) in the Dundee Local Plan require the impact on listed buildings and their settings, the character of Conservation Areas and the impact on the appearance of the environment to be considered, complemented and enhanced. The equivalent policies in the Finalised Dundee Local Plan seek similar considerations. It is considered that the signs do not breach these policies.
- One objection has been received from the Architectural Heritage Society of Scotland in respect of the materials to be used and the impact of the signs on the appearance of the building.
- The signs are relatively small with regard to the height at which they are to be placed. They do not impact upon any of the architectural features of the building. The gold colour is acceptable. The materials are acceptable given the height of the signs. It is considered that they will have limited impact on the overall appearance of the building.

DESCRIPTION OF PROPOSAL

Permission is sought for the erection of three exterior signs at high level on the east, south and west elevations of the Queens Hotel. The signs will be 1.47m by 1.35m coloured gold with white lettering. The signs will not be illuminated. The height of the signs above ground level will be: east elevation - 21.9 metres, south elevation - 22.2 metres, west elevation - 21.3 metres.

SITE DESCRIPTION

Large four storey and attic stone built hotel on a prominent location on the south side of Nethergate. The hotel has high wallhead chimney stacks to the east and west which have Queen's Hotel in lettering at high level and the south elevation has similar lettering below the top row of windows.

POLICY BACKGROUND

Dundee and Angus Structure Plan 2001-2016

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

Dundee Local Plan 1998

The following policies are of relevance:

Policy BE6 Advertisement Hoardings. The policy also covers all advertisements and requires consideration of the effect they may have on Listed Buildings and their setting, the character of Conservation Areas, . . . and their impact on the appearance of the environment.

Policy BE11 Development in Conservation Areas. All development proposals are expected to complement and enhance the character of the surrounding area.

Dundee Urban Nature Conservation Subject Local Plan 1995

There are no policies relevant to the determination of this application

Finalised Dundee Local Plan Review

The following policies are of relevance:

Policy 63 Advertising. Careful consideration will be given to the impact of the proposal on the visual amenity of the property and the surrounding area and the impact of the proposal on public safety.

Policy 61 Development in Conservation Areas. All development proposals are expected to complement and enhance the character of the surrounding area.



Scottish Planning Policies, Planning Advice Notes and Circulars

The Memorandum of Guidance on Listed Buildings and Conservation Areas is of relevance. The size, scale and location of new signs must be appropriate to the building and should normally not be illuminated. They should not obscure any architectural features.

Non Statutory Statements of Council Policy

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

LOCAL AGENDA 21

There are no relevant issues.

SITE HISTORY

The building has been the subject of a number of planning and listed building applications with regard to the refurbishment of the hotel.

PUBLIC PARTICIPATION

Applications for advertisement consent are not the subject of neighbour notification but the application was included in the weekly list of planning applications. One objection has been received from the Architectural Heritage Society of Scotland (AHSS) on grounds of the type of signs and their proposed locations. The objection is considered in the Observations below.

CONSULTATIONS

There were no adverse comments from consultees.

OBSERVATIONS

In accordance with the provisions of Section 25 of the Act the Committee is required to consider

- 1 whether the proposals are consistent with the provisions of the development plan; and if not
- 2 whether an exception to the provisions of the development plan is justified by other material considerations

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 BE6 Advertisement Hoardings. The policy also covers all advertisements and requires consideration of the effect they may have on Listed Buildings and their setting, the character of Conservation Areas, . . . and their impact on the appearance of the environment. Policy BE11 Development in Conservation Areas. All development proposals are expected to complement and enhance the character of the surrounding area.

The signs will be relatively small in relation to the mass and scale of the building and the height at which they will be located. They will appear as a gold square and the lettering will be

unreadable. They are not illuminated and do not affect any architectural features on the building. They will have limited impact on the character and appearance of the building or the surrounding Conservation Area. It is considered that the proposed advertisements are not contrary to these policies.

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:

Finalised Dundee Local Plan Review

Policy 63 Advertising. Careful consideration will be given to the impact of the proposal on the visual amenity of the property and the surrounding area and the impact of the proposal on public safety.

Policy 61 Development in Conservation Areas. All development proposals are expected to complement and enhance the character of the surrounding area.

As detailed above, the signs are considered to have minimal impact on the building and the surrounding Conservation Area.

Objection

The AHSS objects to the use of plastic signs. The signs are all located more than 20 metres high on the building and the material will not be identifiable. Metal signs would be heavier and require more robust fittings into the fabric of the building. They also object to the prominent location of the signs particularly on the east elevation where they will detract from the roofscape of the building. As noted above, the signs are relatively small in relation to the height and will have limited impact. They advise that placement at street level would be more appropriate. There is signage at street level.

Therefore the objection cannot be supported.

There was pre-application correspondence with the hotel when alternative signage options were discussed. The hotel advises that it is

the policy of the hotel group to locate signage at high level.

It is concluded that signs of this size located at such a height on a large building will have limited impact on its architectural character or the character of the Conservation Area.

It is concluded from the foregoing that insufficient weight can be accorded to the objection and the relevant policies in the Finalised Dundee Local Plan support the grant of planning permission in accordance with the provisions of the development plan.

Design

The original proposal was for signage in the hotel group corporate colours of blue, red and yellow. These were unacceptable and revised proposals in gold and white were submitted.

CONCLUSION

The proposed signs will have limited impact due to their size and height above ground. The lettering is unlikely to be readable at that distance. The colours are acceptable. The materials will also not be identifiable, the signs will be light and their fixing will have limited impact on the fabric of the building. It is therefore recommended that planning permission be granted with conditions.

RECOMMENDATION

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

- 1 this consent shall be valid for a period of 5 years from the date granted
- 2 The signs shall be affixed using non-ferrous fixings.

Reason

- 1 To comply with Article 18 and Schedule 1 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984
- 2 In order to safeguard the fabric of the statutorily listed building.