

**KEY INFORMATION**

Ward West End

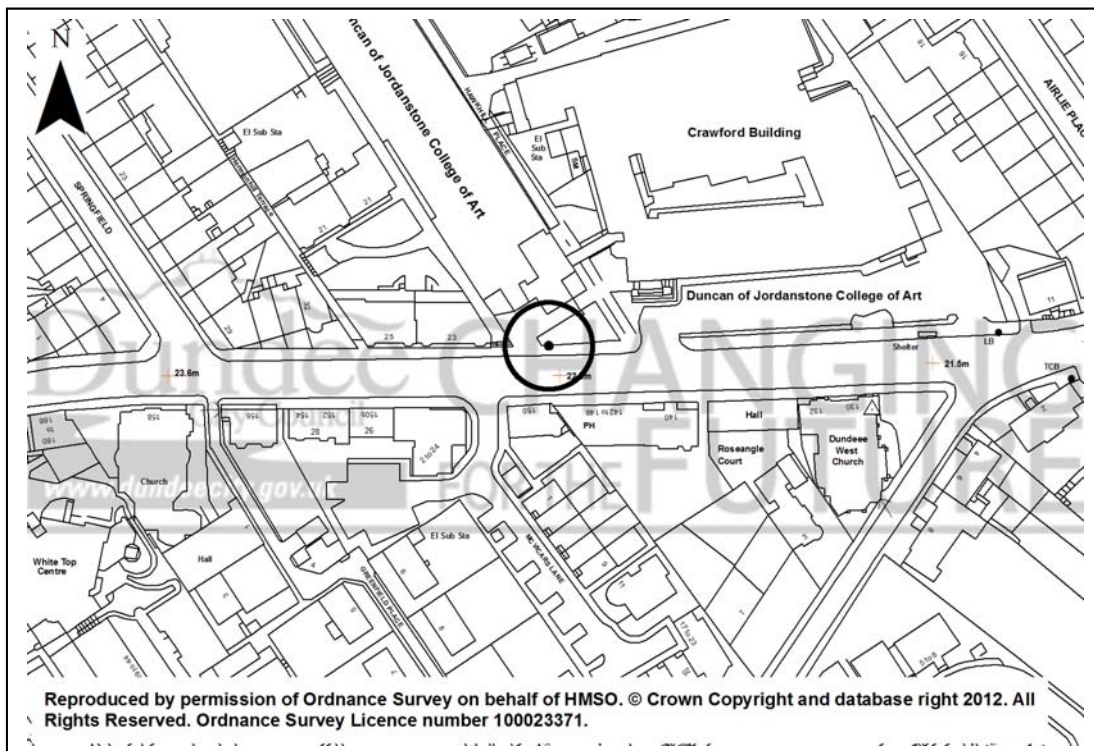
**Proposal**

Consent to display one freestanding unit

**Address**Land adjacent to Duncan of Jordanstone College of Art  
Perth Road  
Dundee**Applicant**Clear Channel UK Ltd  
119 Deerkdykes View  
Westfield Industrial Estate  
Cumbernauld  
G68 9HN**Agent**

Registered 21 Sep 2012

Case Officer David Rennie



# Advertisement Sign on Perth Road Footway

The consent to display one freestanding unit is **RECOMMENDED FOR APPROVAL**. Report by Director of City Development.

**RECOMMENDATION**

The proposed sign will not adversely impact on amenity or public safety or on the character and appearance of the University Conservation Area. Therefore, the application for advertisement consent is recommended for **APPROVAL**.

**SUMMARY OF REPORT**

- This application seeks advertisement consent for the erection of an internally illuminated freestanding sign for the display of posters on the footway to the front of the Matthew Building at Duncan of Jordanstone College of Art and Design, Perth Road, Dundee.
- The Council is required to discharge the Statutory Duties set out in the Advertisements Regulations, namely that the proposed sign should not have an impact on visual amenity or public safety, and in the Listed Buildings and Conservation Areas Act, namely that the proposed sign should not impact on the character of the University Conservation Area.
- One letter of objection has been received. The concerns raised include the visual impact of the sign and the affect on public safety. The views of the objector are not supported.
- 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.

## DESCRIPTION OF PROPOSAL

Advertisement consent is sought for the erection of an internally illuminated freestanding sign for the display of posters within a glazed area. The proposed sign measures 2.563m high by 1.37m wide by 0.093m deep. The glazed poster display area is surrounded by a black frame measuring 0.11m wide. The sign is of a standard design that has been erected in various locations, including Conservation Areas, throughout the city. A similar sign was previously located approximately 23m to the east of the site currently under consideration; this sign was removed to facilitate the recent construction works at Duncan of Jordanstone College of Art and Design.

## SITE DESCRIPTION

The application site is the footway on the northern side of Perth Road, in front of the Matthew Building of the Duncan of Jordanstone College of Art and Design. The sign will be located between the new flight of steps at the entrance to the building and the fire escape from the building (previously an entrance to a store). It is proposed to position the sign away from the kerbside, beside a wall approximately 0.75m high.

There have been recent renovations and alterations to the buildings at Duncan of Jordanstone College of Art and Design. A new two storey glazed entrance to the Matthew Building has been constructed; the glazed areas have narrow black frames. Landscaping works, including new steps, paving and planting, have been carried out at the front of the building.

The application site lies within the University Conservation Area; the West End Lanes Conservation Area lies to the south of Perth Road.

## POLICY BACKGROUND

### TAYplan Strategic Development Plan 2012

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

## Dundee Local Plan Review 2005

The following policies are of relevance:

Policy 61: Development in Conservation Areas.

Policy 63: Advertising.

## Proposed Dundee Local Development Plan

The following policies are of relevance:

Policy 7: High Quality Design.

Policy 50: Development in Conservation Areas.

## Scottish Planning Policies, Planning Advice Notes and Circulars

There are no statements of Government policy relevant to the determination of this application.



## Non Statutory Statements of Council Policy

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

## SUSTAINABILITY ISSUES

There are no specific sustainability policy implications arising from this application.

## SITE HISTORY

The following applications are of relevance:

10/00636/FULL – consent was granted on 26 November 2010 for alterations to the buildings at Duncan of Jordanstone College of Art and Design. This included the new glazed frontage on the Matthew Building and

landscaping works in front of the building.

07/00318/ADV – consent was granted on 27 July 2007 to display a freestanding double-sided illuminated advert unit. This sign was similar to the sign currently under consideration and was located approximately 23m to the east of the site currently under consideration. This sign was removed to facilitate the construction works at Duncan of Jordanstone.

## PUBLIC PARTICIPATION

There is no statutory neighbour notification in respect of advertisement consent applications.

One letter of objection was received from a member of staff at the University who was involved with the refurbishments to Duncan of Jordanstone. The valid concerns of the objector are:

- the sign will have a visual impact on the new entrance to the Matthew Building;
- the sign will obstruct the view of a sign the University intends to erect in front of the Matthew Building;
- the site chosen for the sign compromises the safety of pedestrians.

The objector also objected to the content of the advertisements that may be displayed within the sign, namely that products that could be considered to be unhealthy may be advertised. Concerns other than amenity and public safety cannot be taken into account during the consideration of an application for advertisement consent.

Members will already have access to the letter of objection and the relevant issues raised are considered in the Observations section below.

## CONSULTATIONS

No adverse comments were received from any of the consultees.

## OBSERVATIONS

### Statutory Requirements

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.

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.

Due to the design, scale and location, it is considered that there will be a minimal visual impact on the Perth Road streetscape, the University Conservation Area and the West End Lanes Conservation Area.

The proposed sign and the new glazed entrance to the Matthew Building are of a similar design: the glazed areas of each have narrow black frames. Whilst it is proposed to locate the signage in front of the building, it will be set towards the west of the front of the building, lessening its visual impact on the building. Furthermore, this location is also towards the west of the main buildings that form Duncan of Jordanstone. The sign will also be positioned at a lower level than the entrance to the Matthew Building. Therefore, it is considered that the proposed sign will have a minimal visual impact on the adjacent buildings.

The proposed sign could have a visual impact on a sign the University of Dundee intends to erect in the future in front of the Matthew Building. An application to display the University's sign was received by the Council at the start of December. The University's sign will be 3.3m high will be located in a raised planting area around 12m from the proposed sign. Due to the distance between them and the differences in heights, it is considered that the proposed sign will have a minimal visual impact on the sign the University intends to erect in the future.

Policy 63 (Advertising) of the Dundee Local Plan Review 2005 and Policy 7 (High Quality Design) of the Proposed Dundee Local Development Plan are relevant in the consideration of this application. Given the above discussion on the affect of the proposed sign on the amenity of the area, it is considered that the proposals

are in accordance with these development plan policies.

Policy 61 (Development in Conservation Areas) of the Dundee Local Plan Review 2005 and Policy 50 (Development in Conservation Areas) of the Proposed Dundee Local Development Plan require that proposals preserve or enhance the character of the surrounding area. It is considered that the proposed sign will have a minimal visual impact on the University and the West End Lanes Conservation Areas.

The objector raised concerns about the visual impact of the sign. In response to these concerns, it is considered that due to its scale, form and location, the proposed sign will have a minimal visual impact on the new entrance to the Matthew Building. It is also considered that the proposed sign will have a minimal visual impact on the sign the University intends to erect in the future due to the distance between the signs and the height differences. As such, the views of the objector are not supported.

In considering public safety, the safety of persons and road users and the obscuring of statutory signage shall be the main considerations. The proposed sign has been located to the rear of the footway to minimise the risk of it being hit by vehicular traffic. Whilst the proposed sign narrows the footway, it is considered that the remaining footway is wide enough to allow safe passage for pedestrians. Furthermore, the footway is only narrowed for a relatively short distance. The proposed location is between a flight of steps leading to the Matthew Building and a fire escape from the building. It is considered that the position is far enough from both of these to allow the free flow of pedestrians.

It is the objector's view that the site chosen for the sign compromises the safety of pedestrians. Given the above discussion, the view of the objector is not supported.

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

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 proposed sign will have a neutral visual impact on the University Conservation Area and the West End Lanes Conservation Area.

It is concluded from the foregoing that advertisement consent should be granted.

## Design

The proposed sign has a simple design that is considered to be in keeping with the appearance of the glazed entrance to the Matthew Building. It is considered that the design of the sign will have a neutral affect on the character and appearance of the Conservation Areas.

## CONCLUSION

The proposed sign will not adversely impact on amenity or public safety or on the character and appearance of the University Conservation Area. Therefore, it is recommended that advertisement consent be granted.

## RECOMMENDATION

It is recommended that consent be GRANTED subject to the following conditions:

- 1 There are no Conditions attached to this consent.

## Reason

- 1 There are no reasons attached to this consent.