

Advertisement Of The Following Type: Fascia Signs

KEY INFORMATION

Ward West End

Address

65 Perth Road
Dundee DD1 4HY

Applicant

Mr Kosrat Awdl
Quarrywood Road
Glasgow G21 3EZ

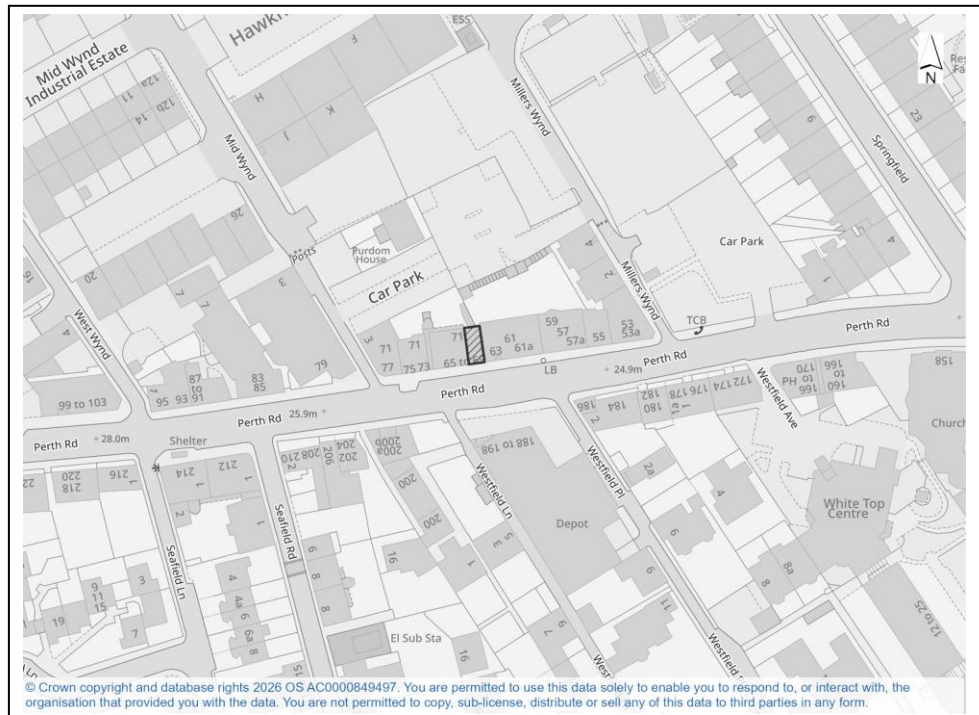
Agent

Zertek

Validated: 14 February 2026

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

Contact: Craig Swankie



SUMMARY OF REPORT

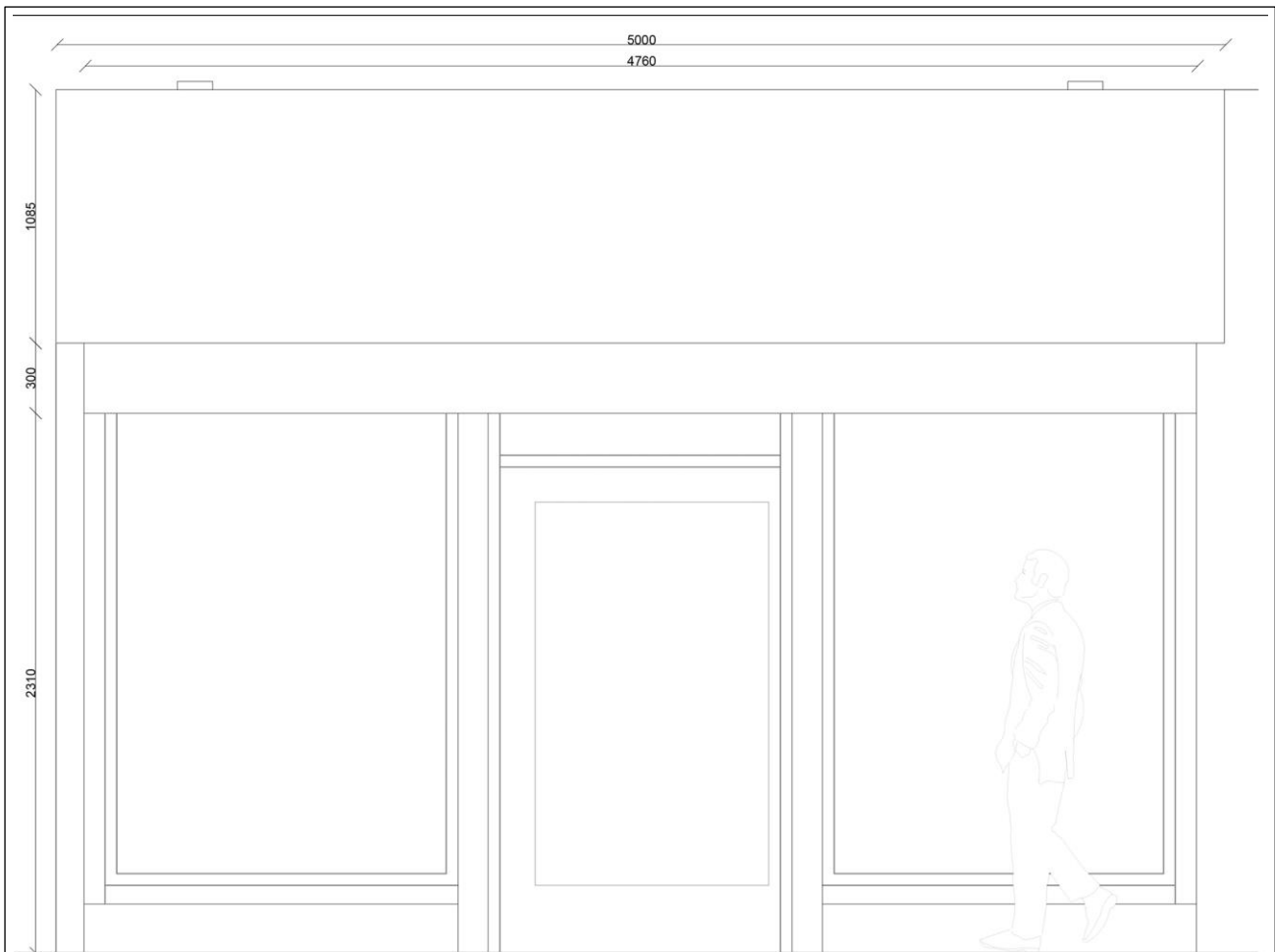
- The application seeks advertisement consent for the installation of two fascia signs at 65 Perth Road.
- The application satisfies the requirements of Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and is in accordance with the Development Plan.
- 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 [26/00070/ADV | Advertisement of the following types: fascia sign | 65 Perth Road Dundee DD1 4HY](#)

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 installation of two fascia signs.
- 1.2 The proposed signage comprises a 5.0 metre wide by 0.7-metre-high fascia above the shopfront which is to be finished in black. The shop name and logo are to be formed towards the centre of the fascia in 0.3-metre-high aluminium letters finished in green with a white surround. The shop name and logo are to be illuminated by concealed halo lighting behind each letter.
- 1.3 Above the entrance to the shop, and below the shopfront fascia a second sign is proposed. The sign comprises a black aluminium fascia noting products for sale. The lettering which is 0.1 metres high is finished in white.
- 1.4 The shop frontage is currently blank following the removal of an unauthorised box fascia. The current application submission includes amendments from the previously installed signage and includes a reduction in lettering height and removal of the box fascia.



Existing Shopfront Elevation



Existing Shopfront Photograph

Figure 1 – Shopfront as Existing

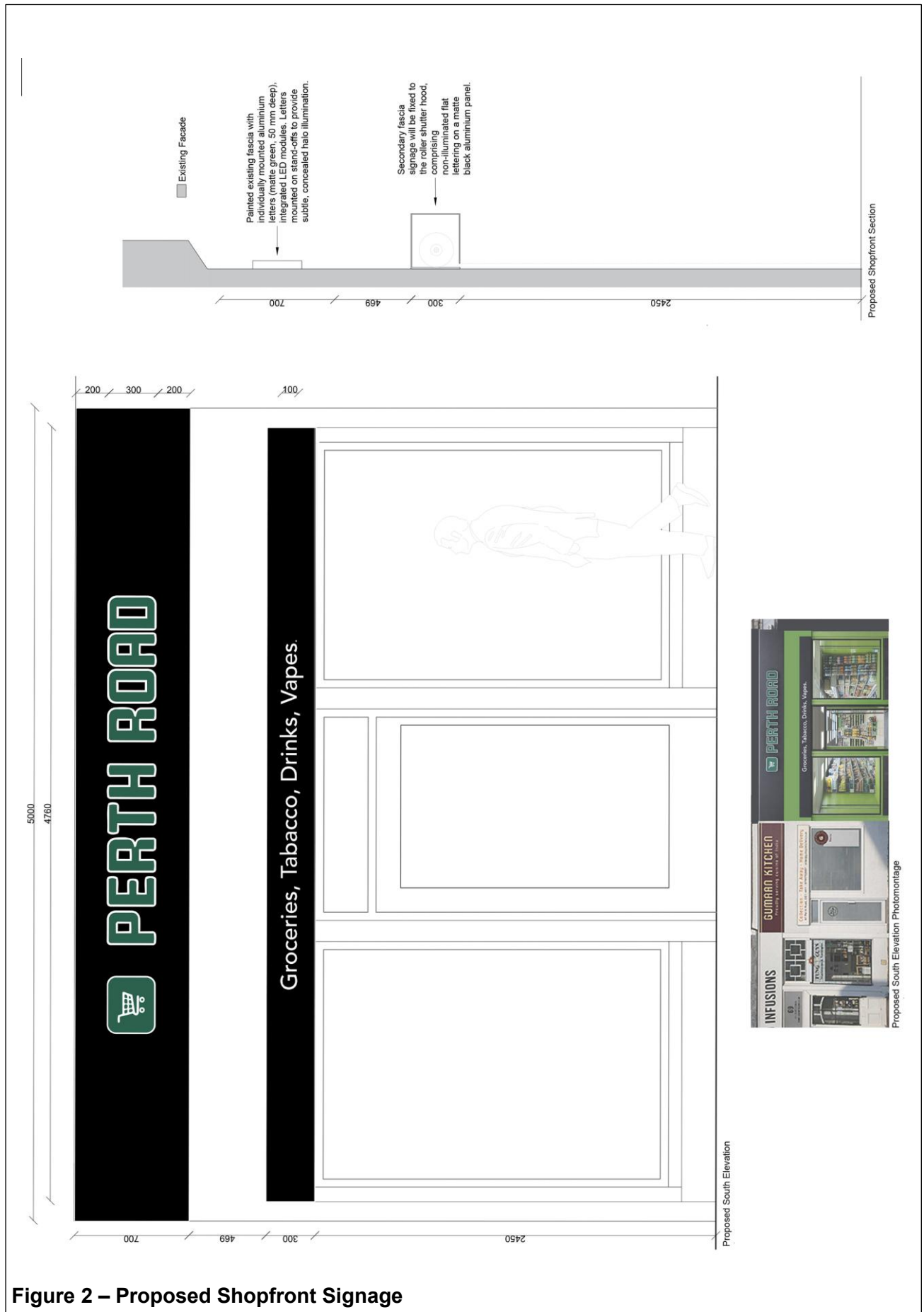


Figure 2 – Proposed Shopfront Signage

2 SITE DESCRIPTION

- 2.1 The application site relates to a local convenience store on the north side of Perth Road. The site is within the ground floor of a four-storey tenement building. The adjoining ground floor units contain commercial uses including a barber, hairdresser, local shops and a hot food takeaway. The upper floors of the building contains flats.
- 2.2 The surrounding area is characterised by a mixture of commercial and residential uses within the Perth Road District Centre.
- 2.3 The site is located within the West End Lanes Conservation Area.



Figure 3 – Previous Shopfront Signage, Now Removed



Figure 4 – Present Shopfront and Streetscape

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

3.2 **NON-STATUTORY STATEMENTS OF POLICY**

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

3.4 West End Lanes Conservation Area Appraisal.

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

4 SITE HISTORY

4.1 The following planning history is of relevance:

4.2 The addition of unauthorised fascia signage to the shopfront was subject of an enforcement investigation reference 24/00098/ADVERT. Planning committee approved direct action to remove the signage in January 2026, with the applicant subsequently removing the sign. The fascia of the shopfront does not presently contain any signage.

4.3 The immediately neighbouring commercial unit at 67 Perth Road also contained an unauthorised banner sign. Advertisement consent application 25/00663/ADV for fascia signage above the shopfront was approved on 23 February 2026.

5 PUBLIC PARTICIPATION

5.1 One objection has been received from West End Community Council.

6 CONSULTATIONS

6.1 **West End Community Council** – has submitted an objection raising the following valid material grounds:

- the material of the signage is not appropriate within the Conservation Area;
- the design of the signage is contrary to DCC West End Lanes Conservation Area Appraisal and Historic Environment Scotland guidance; and
- the provision of illuminated signage is excessive and not appropriate within the conservation area.

- 6.2 The letter of objection also raised concerns with the proportion and materials on the shopfront and the Tobacco Advertising and Promotion Act (enforced by Trading Standards). However, these are not matters which can be considered as part of this application for Advertisement Consent because Advertisement Consent cannot control the content of signage.
- 6.3 The valid grounds of representation are taken into account in the material considerations section of this report.

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 (ie 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 unit on Perth Road, within Perth Road District Centre. The frontage previously contained an unauthorised box fascia which was not in keeping with the traditional character of shop frontages along Perth Road. Following approval of Direct Action by the Planning Committee the signage was removed by the applicant from the building and the frontage is currently blank. The applicant has submitted proposals for signage that reflects the position, height and form of signage at neighbouring units. Large logos have been removed from the proposal, with only lettering and the company logo retained.
- 7.4 The signage as proposed is reflective the scale and form of signage present on neighbouring, traditional shop frontages along this section of Perth Road. The proposed painted fascia with individual lettering would therefore be of an appropriate form and quality. Similarly, the fascia sign above the windows is in keeping with the character of the frontage and main fascia sign above and aligns with that which has been approved on the neighbouring unit. The fasciae 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 represent an improvement over 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. The proposed signage would be viewed within the same context as that which exists across the elevation of the tenemental building as a whole 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 In terms of public safety, the main considerations are the safety of pedestrians and road users and the obscuring of statutory signage. The application site is on the north side of Perth Road. The proposed signage would have no impact on the existing footway or statutory signage. The illuminated sign would be positioned at an appropriate height and is of a scale which would have no detrimental impact on existing transport networks. There would therefore be no detrimental impact to existing transport networks and no adverse impact on public safety.
- 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 shop on this main shopping street. The design of the proposed signage is appropriate for the building, sitting within the existing shop frontage and reflecting the traditional form of signage at retail frontages along this section of Perth Road. The proposed signage is more appropriate to the frontage than the previous signage it replaces and reflects the variety of shop front designs and colours within Perth Road. The proposal does not have an 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 have 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** - requires all development proposals to follow a design-led approach to sustainable and high quality placemaking. Development should contribute positively to the quality of the surrounding built and natural environment and should be planned with reference to climate change mitigation and adaptation. The design and siting of development should respect the character and amenity of the place, and create a sense of community and identity, enhancing connectivity, with creative approaches to urban design, landscaping and green infrastructure.

7.19 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.

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

7.21 **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.

7.22 As assessed 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.

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

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

7.25 **B – WEST END LANES CONSERVATION AREA APPRAISAL AND HISTORIC ENVIRONMENT SCOTLANDS MANAGING CHANGE IN THE HISTORIC ENVIRONMENT: SHOPFRONTS AND SIGNS (2010)**

7.26 With regard to shop frontages, the West End Lanes Conservation Area Appraisal (WELCAA) acknowledges that there are a number of modern signs that are not in keeping with the character and appearance of the area and would benefit from being altered to further enhance the area. Historic Environment Scotland's Managing Change in the Historic Environment: Shopfronts & Signs (2010) states alterations to historic shopfronts to accommodate commercial needs such as security and signage or associated with a change of use can affect a building's visual amenity and character. Where historic shopfronts have been altered unsympathetically it may be possible to restore elements of the original or historic design on the basis of sound evidence.

7.27 The previous signage that has now been removed was detrimental to the character of the shop frontage and not in keeping with the traditional character of neighbouring shop frontages. The proposed fascia signage reflects the traditional form and proportions of signage at neighbouring units and respects the layout of frontages within this section of Perth Road.

7.28 The proposal aligns with the aims of WELCAA and Historic Environment Scotland's Managing Change in the Historic Environment: Shopfronts & Signs (2010).

C – REPRESENTATIONS

7.29 One objection has been received from West End Community Council raising the following valid material grounds:

- the proposed design and finish materials of the signage is contrary to DCC West End Lanes Conservation Area Appraisal and Historic Environment Scotland guidance; and
- the provision of illuminated signage is excessive and not appropriate within the conservation area.

7.30 The grounds of objection are considered and assessed as follows:

Objection - the proposed design and finish materials of the signage is contrary to DCC West End Lanes Conservation Area Appraisal (WELCAA) and Historic Environment Scotland guidance.

Response - WELCAA states ‘the current colour scheme is predominantly traditional dark colours such as red, green and blue with a range of sandy colours. The fascia signage is finished in black with white lettering and company logo. This is generally in keeping with the established darker colours of signage on Perth Road.

The signage formerly within the shopfront comprised a large, illuminated box fascia which did not contribute positively to the frontage. The proposed fascias comprise two narrow signs which reflect the traditional layout and form of signage on shopfronts within this part of Perth Road. This is significantly more appropriate to the site and is of a higher quality than the signage being replaced. With reference to Historic Environment for 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. Whilst the proposal is not a traditional hand-painted sign, the fascia signage is not excessively deep and does not encroach upon the first floor.

7.31 Overall, the proposed signage is of an appropriate scale and form for this site and does not conflict with the guidance outlined in West End Lanes Conservation Area Appraisal or Historic Environment Scotland's Managing Change in the Historic Environment: Shopfronts & Signs (2010).

Objection - the provision of illuminated signage is excessive and not appropriate within the conservation area.

Response - WELCAA states “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.” WELCAA then goes on to say that where there is a need for illumination, planted lettering with concealed halo lighting is the preferred method.

Lettering within the upper fascia sign is to be illuminated, no specific need for illumination has been expressed, however, the existing sign has unsympathetic and non-traditional downlights. The new signage lighting is achieved through “halo” lighting on the rear of each individual letter. This ensures the illumination is restricted to part of the signage only, and that the full frontage is not illuminated. Overall, the provision of illuminated lettering upon a dark fascia would not conflict with the aims of the guidance within WELCAA. In addition, it is not unreasonable for a store which would operate in the evenings to be illuminated, inline with most of the signage in the Perth Road District Centre.

- 7.32 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.
- 7.33 **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 is 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 advertisement consent. Therefore, it is recommended that advertisement consent is granted.

9 RECOMMENDATION

- 9.1 It is recommended that the application be GRANTED subject to the following condition:
- 1 **Condition** – within 3 months of the date of this advertisement consent, the signage shall be installed as illustrated on drawing no PL-03D – Proposed South Elevation and Section Revision D dated 23 March 2026, 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.