

Cruise/Glasgow

17th March 2021



Development and Regeneration Services
Glasgow City Council
231 George Street
Glasgow
G1 1RX

Dear Sir/Madam

Cruise, 180 Ingram Street, Glasgow
Retrospective advertisement consent application for two digital screens

Further to discussions in relation to this property, on behalf of SDI Property Limited we have submitted an application for retrospective advertisement consent via E-Planning.

As you are aware SDI Property Limited, under their brand Cruise, operate the store at 180 Ingram Street (all floors) and they are expanding their store into the upper floors of 184 – 188. To confirm, the property at 180 Ingram Street is not a listed building and therefore just advertisement consent is being applied for.

The proposal seeks permission for digital screens within the window beds of two of the four ground floor windows as can be seen on the submitted drawing.

Regulation 4(1) of the Town and Country Planning (Control of Advertisements)(Scotland) Regulations 1984 limits the exercise of the powers of control of advertisements solely to the interests of amenity and public safety. The determining issues in this appeal are therefore whether the digital screens would be contrary to the interest of amenity or public safety.

We assess the proposal against Policy CDP1 of the Glasgow City Development Plan (2017) and Supplementary Guidance SG1.

Public Safety

The digital screens are set within the window beds and would be viewed in the context of a busy retail street which is home for various signs and window displays. It is therefore considered that the screens will not give rise to any public safety concerns.

Impact on amenity

Section 8.2 of SG1 which contains a number of criteria to assess proposals against to determine any impact on visual amenity. We respond to each relevant criteria below:

- *All advertising signs should be of high quality materials. The Council will welcome innovative design and will look for the improvement of existing authorised signs where the opportunity arises;*

The proposals are of high quality and have been accepted elsewhere in the City in numerous locations as both free standing screens and within shop fronts. The proposal can therefore not be regarded as an unsuitable design given previous permissions across the City. The design is innovative and is a common advertising tool for retailers.

- *The Council will resist the accumulation of advertising clutter;*

The proposed will sit within the existing window beds and will not result in the accumulation of clutter as there is minimal other signage on the building.

- *All advertising on premises should be seen as part of the overall design of the property and should respect its original design, not appear as an addition.*

The screens sit well within the existing window frames and therefore can be seen as part of the overall property and respect the original design.

- *on listed buildings, and within conservation areas, a higher quality of design and materials will be expected to reflect the property or area's character and appearance (signage should complement the original architectural style and features of the building);*

As set out above the property is not listed but does sit within the Conservation Area. The screens add to the experience of the retail environment whilst respecting the surrounding area. They only occupy part of the window frontage so there is still visual permeability into the store. The proposed screens relate to the retail character of the street, and would add to the 'theatre' of shopping and the high street retail experience, in the face of growing pressure online, and from shopping centres.

We trust that the supporting information is useful and we would of course be happy to discuss any aspect of the application with you as required.

Yours sincerely

Katherine Sneed MRTPI

Director