

Our Ref: JS/GM/XXXX

18 June 2021

Planning and Building Standards
Glasgow City Council
231 George Street
Glasgow
G1 1RX



Dear Sir/Madam

**SAINSBURY'S SUPERMARKETS LIMITED
COCHRANE SQUARE, INGRAM STREET, GLASGOW, G1 1EJ
LISTED BUILDING AND ADVERTISEMENT CONSENT APPLICATIONS FOR THE INSTALLATION
OF 2NO. REPLACEMENT SHOPFRONT SIGNS
PROPOSAL REFERENCES: 100430980-001 and 100430980-002**

Please find enclosed on behalf of our client, Sainsbury's Supermarkets Ltd, listed building and advertisement consent applications for the installation of 2no. replacement signs at the proposed Sainsbury's Local store at Cochrane Square, Ingram Street, Glasgow.

The application site is a ground floor retail unit occupied by Tesco Express. Sainsbury's will be taking over the lease of the retail unit and as such, the applications provide details of the new signs that are required to reflect the new retail offering.

The Site

The application site is an existing retail unit located on Cochrane Square, Ingram Street in central Glasgow. This part of Glasgow falls within the Glasgow Central Conservation Area, while the façade of the host building is Category B Listed.

Reflecting its city centre location, the site is situated within an area characterised by a mixture of commercial uses. Retail and commercial units extend along the northern side of Ingram Street at street level either side of the site, while the buildings along the southern side of the road are in use as offices. The current Tesco Express store and adjacent units each display internally illuminated fascia and projecting signs

Advertisement Consent Application

Advertisement consent is sought for 2no. replacement shopfront signs to provide branding for the new Sainsbury's Local store. The signs comprise new fascia lettering above the entrance to the store, and a replacement projecting sign. Both advertisements will be attached to the store front on the southern elevation of the host building and full details of the size, colour, materials and proposed elevation can be found within the attached application form.

In line with the guidance contained within the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984, the proposed advertisements must be considered in terms of amenity and public safety.

In relation to amenity, the size nature and design of the proposed signs are consistent with the scale and function of the store and relate well to the immediate area. All of the signs proposed are to replace existing advertisements which have previously been found acceptable by the Council.

/Cont'd...

The signs will both be internally illuminated taking full account of the surrounding area and the amenity of nearby occupiers. The existing signage at the site and on adjacent commercial units is illuminated and we note that new illuminated signage has recently been consented at the nearby Category B Listed 2 Montrose Street (ref. 21/00485/ADV) which underlines the acceptability of illuminated advertisements within the area. As such, the proposed signage will be in keeping with the character of the area and that of a well-lit commercial street meaning there will be no change from the existing position. It will also not give rise to any harm to the significance or setting of the Listed Building or to the surrounding conservation area.

Given that the signage will be installed above the shopfront entrance and will replace existing signs, there will be no material harm arising in terms of highways and public safety.

Listed Building Application

As the façade of the host building is Category B Listed, listed building consent is required in order to install the proposed signs. The proposed signs will replace similar signs on site almost like for like meaning that the proposal will not lead to an increase in the number of advertisements displayed in the locality.

The proposed signs will be internally illuminated in a similar manner to the existing signs on site and those on adjacent commercial units. This will ensure that the store branding will be visible at night without being overly prominent and it will help to maintain the character of the area.

Overall, it is considered that the signs will not give rise to any harm to the heritage significance of the host building or within the surrounding conservation area.

Application Submission

Please find enclosed the following in addition to this letter:

- Completed application form; and
- The following plans and drawings:
 - Site Location Plan
 - Existing Plan and Elevations
 - Proposed Plan and Elevations
 - Proposed Signage Detail Plan

We can confirm that payment of £202.00, being the requisite application fee, has been made separately to the Council as part of this submission.

Summary

This application seeks advertisement and listed building consent for 2no. replacement shopfront signs at the new Sainsbury's Local Store at Cochrane Square, Ingram Street in Glasgow City Centre.

The proposed advertisements are considered to be acceptable in terms of visual amenity and safety, and will not give rise to any heritage impacts. As such, the proposal is fully in accordance with the guidance contained within the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

/Cont'd...

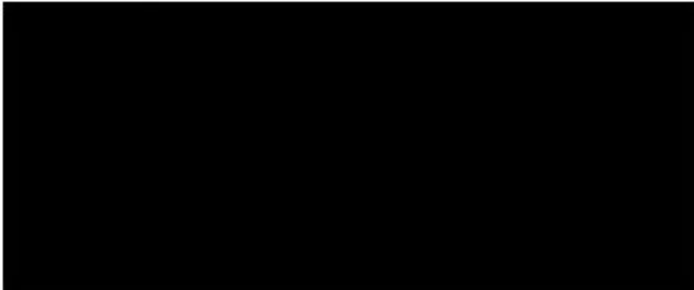
June 2021

-3-



We look forward to receiving confirmation of registration of the planning and advertisement applications in due course. In the meantime, please do not hesitate to contact us if you have any queries.

Yours faithfully



JOHN SHAKESPEAR MRTPI
Senior Planner

e-mail:
direct dial:



enc(s)

