

Date: 20 June 2022

20 Farringdon Street
London, EC4A 4AB

Glasgow City Council
45 John Street
Glasgow
Scotland
G1 1JE

Dear Sir/Madam,

APPLICATION BY TESCO STORES LTD FOR INSTALLATION OF EXTERNAL SIGNAGE AT 194 NORTH HANOVER STREET, GLASGOW, G4 0PY.

On behalf of our client, Tesco Stores Ltd, please find enclosed an application for Advertisement Consent at the above site. Tesco Stores Ltd proposes to occupy the ground floor unit approved under application 14/02287/DC at 194 North Hanover Street, Glasgow, G4 0PY as a Tesco Express Store.

In association with this application, a Non Material Variation application has been submitted to vary condition 27 of permission 14/02287/DC to facilitate the installation of vinyls and adverts in the windows of the commercial unit. As imposed, the condition states:

“For the avoidance of doubt, the windows of the commercial unit shall be constructed in clear untinted glass, be kept free of vinyls and adverts and the internal layout shall avoid partitions or plant that obstruct visibility into the unit. Full details of the internal layout of the unit shall be submitted for the written approval of the Planning Authority prior to the occupation of the unit.”

The Non Material Variation application seeks to vary the wording of condition 27 to:

“For the avoidance of doubt, the windows of the commercial unit shall be constructed in clear untinted glass, be kept free of vinyls and adverts and the internal layout shall avoid partitions or plant that obstruct visibility into the unit, unless first approved in writing by the Planning Authority as part of a Discharge of Conditions Application or Full Planning Application.”

The plans submitted in support of this application set out the location of the proposed advertising to be erected at the commercial unit.

Site Context

The site is located adjacent to the east of North Hanover Street, north of Kennedy Street and west of Dobbie's Lane. The site is located approximately 600 metres north of Glasgow Queen Street train station. The surrounding area is characterised by a range of uses, including education, residential, retail and leisure, and storage and distribution functions. The building itself has been constructed as a student accommodation block with adjoining commercial units.

There are no locally or statutory listed buildings on site or within the vicinity of the site. The site is not located in a Conservation Area or Area of Archaeological Importance. The site is at no specific risk of flooding. There are no protected trees on the site or within the vicinity of the site.

Local Policy Designations

The site is located within the City Centre Boundary and in a Strategic Economic Investment Location.

Planning History

Planning permission 14/02287/DC was granted on 3 July 2015 for the "*Erection of mixed use student accommodation and commercial development and ancillary works*". Tesco Stores Ltd proposes to occupy and operate the ground floor unit as a Tesco Express Store.

Scope of Planning Application

Advertisement Consent is required for the following:

"Installation of external signage."

Please find enclosed the following documents in support of the application:

- Application form for Advertisement Consent;
- The appropriate Advertisement Consent application fee of £300 (paid via Planning Portal);
- Covering Letter;
- Projecting+Sign+V2.1;
- Fascia V2.1;
- Fascia V2.2;
- Existing Elevation_ADV;
- Existing Plan_ADV;
- Existing Site Plan_ADV;
- Location Plan_ADV;
- Proposed Elevation_ADV; and
- Proposed Plan_ADV.

The detailed specification for each signage component is contained within accompanying plans and application forms which support the application submission.

Planning Analysis

In accordance with Section 25(1) of the Town & Country Planning Act Scotland 1997 (as amended), planning applications are to be determined in accordance with the adopted development plan unless material considerations indicate otherwise.

At a national level, the National Planning Framework (NPF); the Scottish Planning Policy (SPP) document; Creating Places Policy Statement; Designing Streets Policy Statement; and, Circulars are material planning considerations in the decision-making process.

The development plan is comprised of the following documents:

- City Development Plan (2017) and associated Policies Map.

The SPP sets out that planning should support development that is designed to a high-quality, which demonstrates six qualities of successful place, one of which relates to signage. Paragraph 43 outlines that successful developments should help people find their way around. This could be by providing or accentuating landmarks to create or improve views and by including appropriate signage and distinctive lighting to improve safety and show off attractive buildings.

Our ref: MB/JT/25898

Policy CDP 1 (The Placemaking Principle) of the City Development Plan outlines that SG 1 provides supplementary guidance on signs and advertising.

Section 8 of SG 1 – The Placemaking Principle (Part 2) (2018) specifically relates to signs and advertising and outlines that, in determining the acceptability of an advertisement display, each case will be assessed against its impact on: a) visual amenity; and, b) public safety.

The illumination of the signage is considered to be appropriate to the building and area in general, and the provision of signage is appropriate to the size of the building and does not result in a cluttered effect.

In addition, the signage proposed is of high quality and will have no adverse effect on highway or pedestrian safety.

Collectively, therefore, the advertisement proposals are considered to accord with Scottish Planning Policy.

Conclusion

I trust that you have all the information you require to register this application. If you have any related queries on the application submission, please do not hesitate to contact either Mark Buxton or myself. We look forward to your formal acknowledgement of the application.

Yours sincerely,
for RPS Consulting Services Ltd



James Ellis
Graduate Planner

