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19 September 2023

Our Ref: 23/7182

Dear Sir/Madam

**59-61 Summer Street, Aberdeen, Scotland, AB10 1SJ**

On behalf of Merkur Slots Ltd, please find enclosed a retrospective planning application seeking advertisement consent for 3no. poster signs at 59-61 Summer Street, Aberdeen.

The application is being prepared following a recent planning decision (planning app ref: 231171/ADV). Despite the 3 no. poster signs featuring on the approved plan, these were not considered as part of the description of development. Therefore, this retrospective application has been prepared to only seek permission for 3no. poster signs and is in direct response correspondence received from the Council.

**Application Site & Surroundings**

The application site is located on the western side of Summer Street on the corner with Little Chapel Street. The surrounding streets are characterised by a range of independent shops, providing both convenience and comparison goods and a mix of local firms and other business. The application site is not nationally nor locally listed and does not fall within a Conservation Area.

**Relevant Planning History**

Attention should be drawn to signage schemes recently approved along Summer Street. For instance, in May 2020,

- Planning app ref: 200513/ADV - Installation of 1 illuminated fascia sign; 1 illuminated projecting sign and glazing vinyl's. Approved 11.06.2020

Overall, it was considered that the use of aluminium and acrylic materials and the proposed design is considered to have taken into consideration the character of the West End Shops and cafes, and the adjacent conservation area. As such, the

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development is considered to be acceptable and is consistent with the Council's supplementary guidance on 'Shops and Signs'.

Most recently, advertisement consent has been approved at 59-61 Summer Street, Aberdeen on 06.12.2023:

- Planning app ref: 231171/ADV - Installation of 6 illuminated fascia signs, 1 illuminated sun logo and 3 trough lights (retrospective).

Overall, the Council confirmed that the signage is not considered to have a detrimental impact on the visual amenity of the surrounding area, nor on public safety. It would thus suitably comply with the requirements as set out in Regulation 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

It should be noted that the 3no. poster signs as part of this application incorporate the same colours of that previously approved and accepted, meaning it will be a sympathetic addition to the locality.

### Planning Policy

On 19 June 2023 the Aberdeen Local Development Plan 2023 was formally adopted by the Council and constituted as part of the Statutory Development Plan. It will be used to guide decisions on planning applications alongside Aberdeen Planning Guidance and Supplementary Guidance.

When analysing newly adopted planning policy (including supplementary guidance), there is a clear narrative with regards to advertisement and how the scale, height, massing, materials and layout of a development should respond sensitively and sympathetically to the local setting and pattern of adjacent streets including spaces between buildings through high quality design and use of materials.

This is prevalent through policy D9 and adopted Shopfront and Signage guidance which emphasises the importance for advertising to be well-designed and are inclusive/attractive in the context of the area. Given the site does not fall within a conservation area, nor is it listed, guidance enables incorporation of the following:

- The use of symbols to represent commercial premises will be encouraged.

Based on criteria above, the scheme has been designed so it will not only complement the host buildings previous signage scheme but will ensure accordance with adopted policy and are simply an evolution of the business model.

### Proposals

The proposal seeks retrospective planning permission signage at ground level only, which is currently occupied as 'Merkur Casino'.

The proposed signage consists of 3no. poster signs. Despite the site not being within a conservation area and the application site not being listed, careful and meticulous planning has ensured the characteristics of the advertisement scheme is appropriate with the site's surroundings.

The proposed poster signs manufactured in aluminium trays with covered in polyester vinyls, of which, incorporate corporate branding and colours. The poster signs will be externally illuminated by the already approved trough lighting and luminance levels are no more than 250cdm<sup>2</sup>.

With the above in mind, it is clear that advertisements have been prepared meticulously to ensure the appropriate incorporation to the area and schemes previously approved in the locality (including the application site). Additionally, the retrospective

scheme demonstrates compliance with local policy D9 and criteria within the Shops and Signage supplementary guidance, particularly proportions, detailing and materials.

### Conclusion

Given the site does not fall within a conservation area, nor is the site locally or nationally listed, proposals would not appear unduly prominent or obtrusive and would respect the size of the building and the character of advertisements established within this part of Summer Street. As such, the signage would not detract from or materially harm the character of the site, but instead, improve the look and feel of this part of Summer Street, in full accordance with local and national policy.

### Application Package

- Site Location Plan
- Advertisement Location Plan
- Existing Signage Plan
- Proposed Signage Plan
- Email Correspondence with case officer.

Yours sincerely,

**Planning Potential**

Harrogate

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