



177 West George Street  
Glasgow  
G2 2LB

tel: +44 (0)141 465 4996  
email: glasgow@iceniprojects.com  
web: www.iceniprojects.com

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

22 December 2023

23/168 – LM/JM  
VIA EPLANNING

Dear Sir / Madam,

**NIKE STORE, 20 BUCHANAN STREET, GLASGOW, G1 3LB**

**APPLICATION FOR ADVERTISEMENT CONSENT**

**EPLANNING REFERENCE: 100635716-004**

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On behalf of the Applicant Nike Retail BV, please find enclosed an application for Advertisement Consent for the erection of replacement signage and other internal and external advertisement features at 20 Buchanan Street, Glasgow.

This application is submitted alongside applications for planning permission and Listed Building Consent as part of a wider reconfiguration and rebranding of the existing retail unit.

The application for Advertisement Consent is for the following:

*Display of illuminated and non-illuminated signage.*

The following documents are submitted, in addition to this supporting letter, to comprise the application for Advertisement Consent:

- Completed Advertisement Consent application form;
- Architectural Plans; and
- Illustrative CGIs

**Nike Retail BV**

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Nike is extremely proud to occupy one of the landmark historical buildings on Buchanan Street. As the flagship store in Scotland, Nike wish to bring the latest and greatest Nike retail experience to Glasgow. Nike is proud to be part of this community, being an advocate for sport and wellness in mind and body for the city.

Nike is bringing their 'Rise' concept to Glasgow - currently only seen in London, Manchester and Birmingham in the UK. Nike Rise is a retail experience that is alive with the sport pulse of you and your city. A concept that is made for the future, using recycled Nike product for the fixtures and shop fitout. The experience to the consumer is connected, alive and sensorial as real-time data from the

use of Nike apps and products are experienced through digital content that truly connects the store with the people of Glasgow.

## **The Site**

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The Site comprises the ground floor, 1st and 2nd floor, of 20 Buchanan Street, Glasgow (“the Site”). The basement level is shared, and the remaining upper-level floors are occupied as office use.

The Site is currently occupied by the Nike Store and is situated in a prominent position within Glasgow city centre. The site is located within the Glasgow Central Conservation Area and is within the City Centre Principal Retail and Commercial Area and City Centre Strategic Economic Investment Location (SEIL) as defined in the Glasgow City Development Plan (adopted 2017).

20 Buchanan Street is Category B-Listed and to the north, the Argyle Arcade (3-66 Inclusive numbers, leading to Buchanan Street) is Category A-Listed. It is our understanding that the lease commenced in November 2010, with the store opening in February 2011. Therefore, as the current occupancy of 20 Buchanan Street is in excess of 10 years, it is considered that the site is well established for the proposed signage and alterations.

## **The Proposal**

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The proposed advertisements comprise the erection of internal and external advertisements and fittings as follows:

### Proposed Signage

- Replacement illuminated signage to the façade of the building.
- Replacement illuminated inset projecting signage.
- Installation of non-digital graphic signage at first floor windows (set back 750mm from glass).
- Replacement and installation of stainless-steel Nike Swoosh and ‘Glasgow’ in door recess.
- Installation of illuminated digital tape (150mm height) above door entry in entry portal.
- Installation of semi opaque film to internal face of glass.
- Installation of illuminated acrylic logo placed behind glass.

Please refer to the submitted architectural plans which accompany the submission for full details of the proposed signage.

## **Pre-Application Enquiry**

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A pre-application request, in respect of proposed applications for Advertisement Consent and Listed Building Consent was submitted to Glasgow City Council on 14<sup>th</sup> July 2023. The submission was confirmed as valid on 9<sup>th</sup> August 2023, under the reference number 23/01750/PRE.

A formal pre-application response was received on 31<sup>st</sup> August 2023. The response noted that the number and size of the signage proposed was in accordance with relevant policy, including SG1, Part 2 and SG9. The proposed materials and design were considered simple and in-keeping with the wider area and the existing building. The number and size of the signage was assessed as being similar to the existing signage and would provide a simple update to the corporate branding of the unit.

It was noted the current shopfront is fully glazed, although it has large fixtures behind the glazed section to either side of the front door. To the right-hand side of the door lies a fixed partition wall with the store logo affixed to the face. To the left-hand side is a large advertisement display, filling the glazed area. Therefore, while the existing windows are largely clear, external views into the unit are significantly restricted due to the presence of large internal features, such as branded wooden panels.

The axonometric view provided was noted to show a fully open glazed shopfront. This was stated as the preference of GCC and would maximise the active frontage of this prominent retail unit on Glasgow’s primary retail street.

Upgrades to the existing facia and windows frames – including a slight alteration in colour – were considered likely to be acceptable, allowing the building to maintain a ‘fresh’ appearance and with minimal expected impacts on the listed building and Conservation Area.

## Planning Policy

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The legislative framework for the control of advertisements is contained within the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), which states that only adverts that have an appreciable impact on buildings or their surroundings should be subject to detailed assessment. In such circumstances, advertisements should be subject to control only in the interests of amenity and public safety, taking into account cumulative impacts.

Furthermore, the Development Plan for the Site comprises the National Planning Framework 4 (NPF4) (adopted 2023) and the Glasgow City Development Plan (CDP) (adopted 2017). It is considered that the policies outlined in the CDP will be most relevant in the determination of this local planning application.

### Glasgow City Development Plan (CDP) (2017)

Within the CDP proposals map, the site is located within the Glasgow Central Conservation Area and is within the City Centre Principal Retail and Commercial Area and City Centre Strategic Economic Investment Location (SEIL). Policies and guidance on the display of advertisements and the management and preservation of the historic environment will therefore apply.

#### CDP1 – The Placemaking Principle

Guidance in relation to advertising and signage is provided in the Supplementary Guidance 1 (SG1): Placemaking – Part 2, which supports LDP Policy CDP1: The Placemaking Principle by providing guidance to promote the overarching Placemaking Principle as it is applied to all development in the city.

Section 8 – Signs and Advertising – within SG1 (The Placemaking Principle – Part 2) states that, in determining the acceptability of an advertisement display, each case will be assessed against its impact on **visual amenity and public safety**. The proposed signage is assessed in terms of its impact on amenity and public safety below:

#### Amenity

The Applicant considers that the proposal would not detract from amenity in the immediate area. The proposed signage represents a refresh of the existing illuminated signage on site. As such, the visual appearance of the retail store would not appear materially different to its current state, with the impact on the listed building and wider conservation area considered to be neutral. All advertising signs should be of high quality materials.

The context of the immediate surroundings, including numerous examples of illuminated shopfront signage and streetlighting along Glasgow’s premier shopping street, ensures that the site is an established and acceptable location for illuminated shopfront signage of this type.

In addition, the signage is not directly overlooked by any residential properties, with this section of Buchanan Street entirely comprising commercial premises such as offices, retail and commercial units and workshops.

#### Public Safety

The proposed signage is located on a pedestrianised shopping street within Glasgow City Centre and, as such, is not visible from the carriageway of any surrounding streets on which mainstream vehicular access is permitted. The only vehicles anticipated to pass the Site include slow moving street cleaning apparatus and delivery vehicles associated with other retail units on Buchanan Street.

There are therefore no anticipated public safety concerns arising from the installation of the proposed adverts.

Further guidance is provided on Signage on Commercial Premises within the Guidance as follows:

*'Generally, signage on commercial frontage should be limited to fascia signs and projecting signs which should comply with the design guidance below. Vinyls advertising goods and services on shop windows are discouraged. Where vinyls form part of an application for advertisement consent, they should take up no more than 20% of the windows.'*

Guidance on the requirements for fascia and projecting signage is provided as follows:

Fascia Signs – Fascia signs should:

- a) be located at the original fascia level with no advertising at sub-fascia level;
- b) if illuminated, be in the form of individually lit letters or trough lighting which has been painted out to match the background. Individual spotlights should be well designed and limited in number;
- c) within traditional buildings, cover the complete fascia wholly within the pilasters, and not extend over any residential tenement close entrance, columns or pilasters (lettering should not exceed more than two-thirds of the height of the fascia); and
- d) non-recessed fascia box signs and sub-fascia boxes will not be supported.

Projecting Signs – Projecting signs should:

- a) be of modest dimensions to avoid any unacceptable impact on amenity (not generally exceeding a maximum end width of 100mm or 0.5 sqm area on any face);
- b) preferably be non-illuminated and hang from a horizontal bracket, where located on a traditional building, or otherwise fixed in a manner appropriate to the design of the building;
- c) where illuminated, ideally be lit internally or from a troughlight with the trough painted out (rather than spotlights);
- d) not involve other projecting advertisement features, such as a canopy (only one projecting element to be displayed on each frontage); and
- e) on traditional tenements, be displayed at least 2.25 metres above the pavement and not immediately adjacent to a residential tenement close entrance.

The proposed location comprises a listed building within a Conservation Area. The attached plans and building elevations highlight the discreet nature of the proposed signage. A detailed description of the proposed signage is given below:

#### Fascia Signage

The fascia signage will be located at the original fascia level, in line with the existing signage.

#### Projecting Signage

The projecting signage will be modest in scale and has been designed to mirror the existing projecting signage on the Site, both in terms of form and positioning. The sign will be internally lit.

#### Semi Opaque Material

The proposal also incorporates a semi opaque material within the ground floor windows of the retail unit. The small application of lenticular strips within this area of the façade glazing is in keeping with the Rise concept as it keeps the natural light and visibility into the store from outside but helps to distract from the details behind. (Please see attached illustrative CGI). When taking into account the entire area of the façade, the lenticular film is proposed to cover 29% of the total frontage, including the façades which face both Buchanan Street and Morrisons Court (Zara retail unit).

However, while the existing glass panels at the site are clear, views into the retail unit are currently largely obscured by an internal wooden panel. As such, views into the retail unit from surrounding streets will generally be increased as a result of the proposed development, which will see the removal of internal panel boards and replacement with semi opaque film on the internal glass.

Additionally, the proposed vinyl graphics are however in keeping with SG 1 paragraph 8.9, a) as they are directly applied to the glass. Following the GCC pre-application enquiry response, the proposed semi opaque film coverage has been reduced from the original proposal to ensure that the views to the internal historic details of the listed building are enhanced from the existing setup.

### Digital Fin

The proposed position of the digital fin will be positioned inside of the façade line and is therefore, set back from the building line. The proposed narrow digital fine would sit discreetly above the entrance doorway and is considered to reflect the surrounding commercial context. Please refer to the illustrative CGIs and Architectural drawings A 6312 and A-6311 for indicative scale and context.

The digital element is part of the connected Nike sports pulse ecosystem that supports the Nike mantra of “Just do it” and “make sport a part of your daily habit”.

There is currently no guidance specifically relating to ‘tickertape’ (“the digital fin”) advertisement displays within Glasgow City Council’s SG 1. Notwithstanding, there is evidence that tickertape adverts can be acceptable on Buchanan Street, and other Listed Buildings within the City Centre subject to appropriate controls over its operation. An application for an updated architectural lighting scheme was previously approved at 30 St Vincent Street, Glasgow (ref: 12/01494/DC). While much of this application refers to signage along the St Vincent Street frontage, the ticker tape is also displayed along the frontage of 30 Buchanan Street. This demonstrates that, subject to controls over luminance and operation, the proposed narrow digital fin can be considered an acceptable form of advertising along Buchanan Street unit frontages.

Additionally, it is proposed that non-digital graphics would be placed 750mm behind the windows on the first floor (please refer to ‘First Floor Non-Digital Graphics’ for further information).

### **CDP9 – Historic Environment**

CDP9 aims to ensure the appropriate protection, enhancement and management of Glasgow’s heritage assets by providing clear guidance to applicants.

Further guidance on the application of CDP9 is outlined in the Supplementary Guidance 9 (SG9) – Historic Environment. All detailed guidance in relation to Listed Buildings should be read in conjunction with SG1: The Placemaking Principle.

The proposed advertisements represent a simple refresh of the existing signage, which has been present on site since at least 2011. The proposed materials and design are considered to be in keeping with the wider area, where retail and other commercial premises form the bulk of ground floor level uses. The proposed adverts are of a high quality of design and materials, reflective of the property’s location at a prominent position on Glasgow’s principal retail street. Notably, the proposed narrow digital fin is discreetly positioned within the building line and thus, it is considered that the proposal will not result in the loss of any historic fabric of the building, which contribute to the building’s special interest.

### Signs and Advertising

SG9 also provides detailed guidance in relation to the display of advertisements on Listed Buildings and in Conservation Areas. The guidance notes that the display of badly designed or poorly situated signage and advertising on Listed Buildings and in Conservation Areas can adversely affect historic

character and visual amenity. A higher quality of design and materials will therefore be expected to reflect the property or the area's character and appearance.

The following guidance for adverts applies:

- a) signs and adverts should not obscure or dominate the architectural details of the building by virtue of size and number;
- b) the graphic style of the lettering and logos for signs and advertisements should relate to the architectural style and character of the building and area within which they are located;
- c) corporate logos and house styles which do not suit the individual building or streetscape will be resisted unless they can be sensitively adapted; and
- d) any surviving original signage relating for instance, to an historic previous use of the building shall be preserved in-situ whenever possible.

The proposed signage will be positioned similar to the existing signage on site, ensuring that none of the surviving historical features of the building are further obscured by advertising. The proposed adverts are considered to be modest and understated, ensuring that there is minimal impact on the adjacent architectural details across the remainder of the building.

The corporate branding for the Nike Store is uncomplicated and will comprise black panelling, with the signature Nike 'Swoosh' detailed in white on the fascia, a projecting sign and within once glass panel.

It is not considered that the proposed advertisements would require additional mitigation to avoid harm to the listed building, given it is a similar, unobtrusive design to the existing and the nature of the surrounding environment, where a range of illuminated fascia and projecting, corporate branded signs are commonplace. With regard to the proposed digital element, it is considered that the digital fin will be of a high standard of design and materials that reflects the present use of the area as a principal retail destination.

#### Alterations to Shops and Other Commercial Buildings

All proposals for external alterations to commercial premises will have to meet the standards set out in SG 4 - Network of Centres and SG 1 - The Placemaking Principle.

Proposals for alterations and replacements should comply with the following:

- a) original shop and other commercial frontages in Listed Buildings and Conservation Areas should be repaired and restored, wherever possible;
- b) replacement frontages, where required, should take into account the original architectural style, traditional materials and other design features of the building of which they are a part and the area where they are located, referring where available to archive records or original details, where discernible from downtakings;
- c) the original details and proportions of the frontage should be reinstated including depth and position of the fascia, stall riser, window panels and doorways (including integral fanlights, where appropriate)
- d) if a commercial unit extends across two adjacent buildings at different levels, then the fascia should be stepped rather than carried through at the lower level; and
- e) lowered ceilings should not:
  - i) conceal an existing original decorative cornice from view;
  - ii) be visible, to the public, at street level; or
  - iii) include a fascia deepened to conceal a lowered ceiling or structural support.

In line with the majority of commercial premises along Buchanan Street, the proposed development represents a refresh and continuation of the existing situation, with advertisements external advertisements being erected in largely similar positions to those currently in situ. The proposed development is therefore anticipated to have a neutral impact on the existing appearance and character of the building and should therefore be considered acceptable.

## Summary

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The Applicant seeks Advertisement Consent for the replacement and installation of various internal and external advertisements at 20 Buchanan Street. The description of development is as follows:

*Display of illuminated and non-illuminated signage.*

Following feedback received from GCC via the Pre-Application Enquiry, the Applicant has made minor changes to address the key concerns outlined within the Officer's response, including:

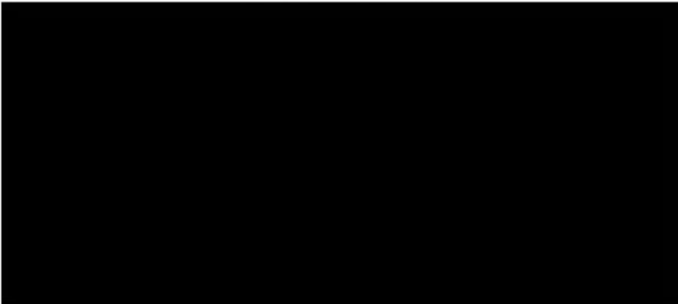
- Reducing the percentage of external window areas with semi opaque material, to align with Glasgow City Council's guidance more closely on this fitting.
- Position the digital fin discreetly within the entry door recess.

This planning submission has set out a relevant description of the proposal, including detailed specifications of the design, materials and installation of the signage. The proposed exterior and interior signage has been shown to be consistent with relevant policy and Regulations on the display of advertisements and there are no material considerations which indicate otherwise. As such, the proposal should be considered acceptable.

We therefore respectfully request that this application for Advertisement Consent is granted.

I trust that the information submitted is sufficient to allow for the validation of this planning application. If you have any queries in relation to this submission, please contact me on Tel: 0141 473 7338 or via email: [lmacleod@iceniprojects.com](mailto:lmacleod@iceniprojects.com).

Yours sincerely,



Lyndsay Macleod  
PLANNER