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

Dear Sir / Madam,

ADVERTISEMENT CONSENT FOR SHOPFRONT SIGNAGE AT 108 SAUCHIEHALL STREET, GLASGOW G2 3DE

We have been instructed by our client, PLK Chicken UK Ltd (trading as "Popeyes"), to submit the enclosed advertisement consent application for the following development at 108 Sauchiehall Street, Glasgow G2 3DE:

"Installation of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign."

The application forms have been submitted online and the requisite advertisements fee of £300 has been paid. According to national and local validation requirements, the application is supported by the following documents:

- Planning Application Forms and Site Ownership Certificates prepared by Firstplan;
- Site Location Plan and Block Plan prepared by Design Studio First; and
- Existing and Proposed Elevations prepared by Design Studio First.

The remainder of this letter outlines the acceptability of the proposals in accordance with adopted planning policy.

Application Site Description

The application site relates to 108 Sauchiehall Street. The site encompasses the central unit of the host building including ground floor along with the first and second floors.

The building is located on the northern side of the pedestrianised section of Sauchiehall Street. The site and street front are demonstrated in Figure 1 below.

The immediate surrounding area is predominantly commercial in terms of land use including a number of other restaurant operators located nearby. The shopfront is entirely modern, and has been altered over the years, owing to its historic commercial use. The site does not contain any listed buildings but is located within the Central Conservation Area.

Figure 1. Aerial View and Streetview



The site has recent planning history associated with restaurant use ancillary hot food takeaway (Reference. 22/00924/FUL). It's understood that this consent has not been implemented.


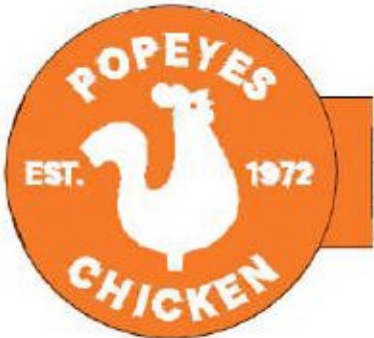
There have also been a number of signage applications at the site, including:

- **02/00869/DC** – Alterations to shopfront – granted August 2002.
- **02/01307/DC** – Display of various illuminated and nonilluminated signage – granted August 2002.

Application Proposals

Popeyes are seeking to occupy the building as a Class 3 restaurant. This application seeks consent under the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 for the signage associated with the occupation of the building by Popeyes, as follows:

Table 1. Signage Proposals

<p>1. Fascia Sign</p>	<ul style="list-style-type: none"> • 3260 X 515 X 80mm Fascia sign stating "POPEYES". • Acrylic faces with aluminium returns • Internally illuminated on Sulcado Fascia Panel • 3130 X 160 X 80mm sub-text stating "FAMOUS LOUISIANA CHICKEN". • Acrylic faces with Aluminium returns • Internally illuminated. <p>Each at 250 candela per sqm.</p>	
<p>2. Projecting Sign</p>	<ul style="list-style-type: none"> • 700mm DIA. Aluminium with fret cut details. • Internally illuminated. • 250 candela per sqm. 	

Additionally, the existing shopfront would be retained and repainted turquoise blue RAL 5018.

Planning Policy Summary

Sections 25 and 37(2) of the Town and Country Planning (Scotland) Act 1997 require that, in making any determination under the planning acts, the determination shall be made in accordance with the Development Plan, unless material considerations indicate otherwise.

Where a proposal affects a conservation area, section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 places a duty on planning authorities to preserve and enhance the character or appearance of conservation areas.

Furthermore, the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 sets out that with respect to the grant or refusal of consent for the display of advertisements shall be exercisable only in the interests of amenity and public safety.

In terms of amenity, this shall:

“determine the suitability of the use of a site for the display of advertisements in the light of the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; and when assessing the general characteristics of the locality the authority may disregard any advertisements being displayed therein”

In terms of public safety, this shall:

“have regard to the safety of persons who may use any road, railway, waterway (including any coastal waters), dock, harbour, or airfield affected or likely to be affected by any display of advertisements; and shall in particular consider whether any such display is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal, or aid to navigation by water or air”

The relevant planning policy documents and key policies are identified below.

National Planning Policy and Guidance

- National Planning Framework 4, including Policy 14 (Design, quality and place)

Glasgow City Development Plan 2017

- Policy CDP 1 – The Placemaking Principle
- Policy CDP 9 – Historic Environment

Other Material Considerations

- Glasgow Central Conservation Area Character Appraisal
- Supplementary Guidance 1 – The Placemaking Principle (Part 2), Section 8 - Signs and Advertising
- Supplementary Guidance 9 – Historic Environment

Planning Assessment (including Design and Access Statement)

Amenity

Policy 14 of NPF4, and Policy CDP 1 of the City Development Plan are of relevance. Additionally, SG 1 (The Placemaking Principle) provides detailed policy criteria on how amenity should be assessed. To ensure that the visual amenity of an advertising site or the surrounding area is not adversely affected it is explained that:

- a) all advertising signs should be of high quality materials;*
- b) the Council will resist the accumulation of advertising clutter;*
- c) 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, and*
- d) 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.*

With specific regard to fascia signs and projecting signs, SG 1 also notes the following: -

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 meanwhile 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 trough light 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.”*

In light of the above, the proposed signage comprising 1x internally illuminated fascia sign (fixed to fascia panel) and 1x internally illuminated projecting sign has been designed to a scale and proportion appropriate to the host shopfront. Additionally, the proposed fascia and projecting sign would be entirely in keeping with the with the signage found in the surrounding area within the Conservation Area.

As the site is located within Glasgow Central Conservation Area, consideration has also been given to SG 9 (Historic Environment). In accordance with the criteria set out under SG 9, the overall design and quantum of signage proposed

is considered appropriate to the building and wider conservation area. Furthermore, the signage would not harm or detract from any features of historic significance or detract from the overall setting of the Conservation Area.

Public Safety

The fascia signage and projecting sign would be securely fixed to the building and would not overhang the public highway and not endanger road users. Ample height (3.26m) is also provided from the base of the projecting sign to the pavement level to ensure no obstruction or hazard to pedestrians.

The level of illumination would be appropriate and would be static. It would also be switched off outside of the opening hours of the restaurant. Accordingly, it would be a nuisance or distraction to road users or residents.

Accordingly, there will be no public safety issue as a result of the signage proposals.

Other Considerations

No changes are proposed to the site's access arrangements.

Given the small-scale nature of the proposals, there would be no biodiversity or climate change impacts as a result of the application, which is consistent with the NPF guidance.

Conclusion

This planning statement letter has been prepared by Firstplan on behalf of Popeyes, to support an advertisement consent application at 108 Sauchiehall Street, Glasgow for:

“Installation of 1 x internally illuminated fascia sign and 1 x internally illuminated projecting sign.”

This letter has demonstrated the proposals will have no detrimental impacts on the amenity of adjoining occupiers, public safety, or the Conservation Area whilst also facilitating the operation of Popeyes within the unit.

The application proposals have been prepared in accordance with the Development Plan and National Policy, and we therefore respectfully request that planning permission, advertisement consent and listed building consent be granted.

Yours faithfully



CHRIS PIRIS-JONES

Director