



Planning Applications Committee

Report by

Executive Director of Neighbourhoods, Regeneration and Sustainability

Item 2

11th March 2025

Contact: Cameron Wilson Phone: 07917 279489

Application Type Listed Building Consent

Recommendation Refuse

Application	24/02957/LBA	Date Valid	16.12.2024
Site Address	95 Hope Street Glasgow G2 6LL		
Proposal	External alterations including display of signage		
Applicant	Mr Andy Cox 95 Hope Street Glasgow G2 6LL	Agent	
Ward No(s)	10, Anderston/City/Yorkhill	Community Council	02_126, Blythswood & Broomielaw
Conservation Area	Central	Listed	A
Advert Type	Affecting a Conservation Area/Listed Building	Published	10 January 2025
City Plan	City Development Plan (March 2017)		

Representations/Consultations

Seven representations were received regarding the proposal, summarised below:

In support (6):

- The development is beneficial as it enhances the building's exterior.
- It increases the building's security.
- It improves the safety of both customers and staff.

Objections (1):

- The awning does not include a fully recessed housed springing directly from below the original fascia.
- No evidence has been submitted that the building has a historic awning.

Consultations:

Historic Environment Scotland – They did not wish to comments on the proposal.

Site and Description

The property is a Category 'A' listed commercial building dating from 1876-77, originally constructed as a hotel within the Central Conservation Area. It features a mix of uses, with modern shops on the ground floor and commercial tenants occupying the upper floors.

To the east of the property lies Glasgow Central, with Waterloo Street to the south and Bothwell Street to the north. The area experiences high footfall due to its proximity to the train station, making it a prominent Glasgow location.

The site is within Ward 10 – Anderston/City/Yorkhill.

Application Proposal

- Installation of LED backlit letterings to an aluminum fascia sign – 2900mm (L) x 240mm (H)
- Installation of a black retractable awning with a projection of 1500mm and extension of 940mm

Relevant Planning history:

An application was submitted for a similar proposal, including the installation of signage and an awning. However, through discussions with the agent, it was agreed that the awning would be removed and the signage redesigned. Once the application was approved, it was observed that the plans in the granted decision notice had not been commenced, and instead, the original proposal had been implemented. This was subsequently reported to planning enforcement.

External alterations to listed building to facilitate installation of internal plant.

Ref. No: 17/01092/DC | Status: Decided - Grant Subject to Condition(s)

Internal and external alterations.

Ref. No: 17/01460/DC | Status: Decided - Grant Subject to Condition(s)

Display of illuminated signage and window vinyls

Ref. No: 17/01767/DC | Status: Decided - Grant Subject to Condition(s)

Display of illuminated signage and window vinyls to listed building

Ref. No: 17/01769/DC | Status: Decided - Grant Subject to Condition(s)

External alteration to reposition doorway at entrance

Ref. No: 18/00219/LBA | Status: Decided - Grant Subject to Condition(s)

External alteration to reposition doorway at entrance

Ref. No: 18/00220/FUL | Status: Decided - Grant Subject to Condition(s)

Display of internally illuminated fascia signage.

Ref. No: 24/00509/ADV | Status: Decided - Grant Subject to Condition(s)

Display of signage.

Ref. No: 24/01311/LBA | Status: Decided - Grant Subject to Condition(s)

Policies

The National Planning Framework 4

Policy 7 Historic Assets and Places

Policy 14 Design, Quality and Place

City Development Plan

CDP 1: The Placemaking Principle

SG1: The Placemaking Principle

Glasgow Central Conservation Area Appraisal (2012)

Assessment and Conclusions

Section 59 of the Planning (Listed Building and Conservation Areas) (Scotland) Act 1997, requires the Council to have special regard to the desirability of preserving listed buildings or their setting or any features of special architectural or historic interest which they possess. The issues to be considered in the determination of this application are therefore considered to be:

- a) whether the proposal preserves the special character of the Listed Building; and
- b) whether any other material considerations (including objections) have been satisfactorily addressed.

In respect of (a) and (b), the Development Plan comprises NPF4 adopted on the 13th of February 2023 and the Glasgow City Development Plan adopted on the 29th of March 2017.

The National Planning Framework 4

Policy 7 Historic Assets and Places

The intention of Policy 7 is to protect and enhance historic environment assets and places, and to enable positive change as a catalyst for the regeneration of places. The overall proposal is deemed to be in accordance with the aims of NPF4 as it will demonstrated further on in the report.

Policy 14 Design, quality and Place

The policy seeks to encourage, promote and facilitate well designed development that makes successful places by taking a design-led approach and applying the Place Principle. The proposal is deemed to promote a quality of design in accordance with the aims of the policy.

Comment:

The proposal is inconsistent with Policy 7 and Policy 14 insofar as the introduction of the signage and awning as proposed will be a negative addition to the Category 'A' listed building and not enhance any of the special architectural character of the building.

The Glasgow City Development Plan

Supplementary Guidance1: Placemaking Principle (Part 1)

3.9 Awnings and Canopies -The following guidance applies:

- a) canopies should spring from below the original fascia and not extend across pilasters or residential tenement close entrances (see Definition). Canopies should not be fitted on shopfronts with dropped fascias;
- b) canopies should only be fitted on ground floor level properties;
- c) materials of the canopy should be in keeping with the design and character of the building;
- d) awning boxes should generally be concealed behind the shopfront; and
- e) canopies should be of an appropriate height to ensure the safety of pedestrians and cyclists.

Comment:

The awning proposed does not meet the policy outlined above. The awning box is not concealed behind the shopfront and does protrude significantly from the building which is considered to be a negative addition to both, the listed building and Central Conservation Area.

3.6 Proposals for alterations to shops and other commercial buildings should:

- a) respect the period, style and architectural character of the building;
- b) not detract from the historic character of a listed building or property within a conservation area, see also SG9 - Historic Environment; and
- c) not adversely affect residential amenity as a result of noise, vibration, etc.

3.7 All additional fittings to commercial units and shopfronts should not detract from the visual appearance of the building by obscuring the active shop window or adding clutter to the building.

Comment:

The signage within the application does not reflect what is currently on site so it is unclear if this application is to replace the retrospective work. Albeit the external additions to the building are not in keeping with the character of the building. The design does not utilise the whole of the traditional fascia as well as the introduction of aluminium panel, which both are considered to be inappropriate the listed building. . While not being assessed as part of this application, when viewed on site it can be observed that the window has been completely covered by vinyl adding to the visual clutter that is existing.

Supplementary Guidance1: Placemaking Principle (Part 1)

8.5 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.

Supplementary Guidance 9: Historic Environment

2.92 Awnings - New awnings will only be acceptable where the property has an original historic frontage with provision for a traditional retractable awning with fully recessed housing springing directly from below the original fascia. A traditional material such as canvas is preferable. Modern materials such as uPVC will be resisted. On Listed Buildings and within Conservation Areas, a historical justification for the awning should be provided (any subsequent fitting should be as set out above).

Comment:

The concerns regarding the awning were present in the May application (24/01311/LBA) and the agent at the time was unable to provide evidence that 95 Hope Street had a historic awning. As the building was originally a hotel, then it is highly unlikely the property would have an awning, as this would be associated with retail to protect goods. Furthermore, the design of the building doesn't lend itself well to the installed awning. The policy is clear in that without historic justification then the property will be unable to house an awning therefore, the application should be refused.

2.97 The following guidance 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.

2.98 In terms of fascia signs, the following guidance applies:

- a) hand painted or non-illuminated lettering is preferred for fascia signs; and
- b) lettering or logos should be no greater than 2/3rds the depth of any original fascia.

Comment:

With regard to the fascia signage, the proposed aluminium panel affixed to the existing rails is deemed inappropriate, as it detracts from the intricate stonework of the Category 'A' listed building. Furthermore, a more traditional design would be more in keeping with the heritage context of the site.

Regarding part (b) of the assessment the application received seven letters of support with the key themes separated and summarised below:

Material considerations raised

- The development is beneficial as it enhances the building's exterior.
- It increases the building's security.
- It improves the safety of both customers and staff.

Non-material considerations raised

- The awning will raise brand awareness
- The awning provides shelter for staff and customers to vape or smoke
- The awning creates a positive customer experience.

The above points raised within the six letters of support are not material considerations therefore, are not relevant when assessing the application.

However, there were three points raised which are material and these are addressed below:

(1) The development is beneficial as it enhances the building's exterior.

Although this may appear subjective, the policy is clear in that without evidence of a historic awning then any application won't be supported. In terms of the awning that is in situ, it has been determined that it does not enhance the building and is incongruous to the Category 'A' listed building.

(2) It increases the building's security.

This terms of public safety the introduction is unlikely to have a significant impact on the security of 95 Hope Street.

(3) It improves the safety of both customers and staff.

Although the safety of customer and staff is important, the applicant has not demonstrated other options were investigated that would be less harmful the character of the listed building. Additionally, no information has been provided that would suggest the awning does improve safety

Overall, it is recommended that the application is refused as it would negatively harm the special character and interest of the listed building by the installation of inappropriate signage and awning.

Reasons for Refusal

01. The development proposal is contrary to Policy 7 'Historic assets and places' of the National Planning Framework 4 (adopted 2023), Policy CDP9 'Historic Environment' and corresponding Supplementary Guidance SG9 'Historic Environment' of the Glasgow City Development Plan (adopted 2017) as specified below, and there are no material considerations that would justify a departure from the development plan. The applicant has not provided sufficient historical evidence to support the installation of an awning to the frontage and as such it is considered that the installation of the awning would be an incongruous addition and add visual clutter to the existing historic frontage.

02. Due to the size and nature of the fascia aluminium panel, it would be detrimental to the visual amenity of the shopfront itself, and the appearance and special character of the building within which it is located.

Advisory Notes to Applicant

Should, for any reason, the applicant be unclear about the reasons for refusal of permission in this case, or if further information is desired concerning the reason for refusal the applicant is requested to contact the planning authority to seek clarification.

BACKGROUND PAPERS

PLEASE NOTE THE FOLLOWING:

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