



## Planning Applications Committee

Report by  
Executive Director of Neighbourhoods, Regeneration and Sustainability

Item 1(a)

21st April 2026

Contact: Cameron Wilson Phone: 07917 279489

**Application Type** Listed Building Consent

**Recommendation** Refuse

<b>Application</b>	26/00150/LBA	<b>Date Valid</b>	26.01.2026
<b>Site Address</b>	112 Argyle Street Glasgow G2 8BH		
<b>Proposal</b>	Internal and external alterations to listed building, associated with display of signs.		
<b>Applicant</b>	Mor Bakehouse Mr John Maclellan Carncroft Pitlochry PH16 5JL	<b>Agent</b>	DDS Architecture Ross Robertson 17 Claremont Bank Edinburgh EH7 4DR
<b>Ward No(s)</b>	10, Anderston/City/Yorkhill	<b>Community Council</b>	02_126 - Blythswood & Broomielaw
<b>Conservation Area</b>	Central	<b>Listed</b>	B
<b>Advert Type</b>	<b>Affecting a Conservation Area/Listed Building</b>	<b>Published</b>	13.02.2026
<b>City Plan</b>	City Development Plan (March 2017)		

### Representations/Consultations

Seven letters of support were received for this application with all representatives mentioning the below material consideration:

- Positive visual impact of the internal and external signage on the character of the listed building

### Consultations:

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

### Site and Description

The property is a Category 'B' listed building dating from 1898–99. It was originally constructed with luncheon, tea and games rooms and a central store for owners' properties. However, since then, it had a Class 1a unit on the ground floor and offices on upper floors. In addition to its listed status, the building lies within the Central Conservation Area.

The site occupies a particularly prominent position within Glasgow's city centre, forming one of the key views up Argyle Street. Argyle Street is a key retail location within Glasgow therefore experiences consistently high levels of pedestrian footfall.

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

## **Application Proposal**

There is a combination of signage associated with the previously granted application however, the unconsent signage is summarised below:

### **Sub-Fascia Panel**

6525mm (l) x 500mm (h)

### **Projecting Sign**

600mm

### **Internal Lightbox**

1320mm (l) x 540mm (h)

### **Upper band window vinyl**

Vinyl 1 - 1690mm (l) x 340mm (h)

Vinyl 2 - 740mm (l) x 340mm (h)

Vinyl 3 - 740mm (l) x 340mm (h)

Vinyl 4 - 1160mm (l) x 340mm (h)

### **Lower band window vinyl**

Vinyl 5 1160mm (l) x 340mm (h)

### **Door panel vinyl**

Vinyl 6 – 390mm (l) x 400mm (h)

Vinyl 7 - 390mm (l) x 400mm (h)

## **Relevant Planning history:**

An application was previously submitted for a similar scheme, including the installation of vinyls, fascia signage and a projecting sign. The planning agent was advised that the proposed signage was not compliant with policy and would therefore be refused due to its detrimental impact on the listed building. Following further discussion, a revised design was explored, which ultimately resulted in listed building consent being granted.

However, once works were carried out on site, it became evident that additional elements had been installed which had not formed part of the approved plans. These unconsented works are the subject of this current application and were subsequently reported to planning enforcement.

Display of various signage.

Ref. No: 04/02572/DC | Status: Decided - Refuse

Display of non illuminated fascia and projecting box sign.

Ref. No: 04/02607/DC | Status: Decided - Refuse

Display of various non illuminated signage.

Ref. No: 04/02850/DC | Status: Decided - Refuse

Alterations to install fence with gate around existing external stair

Ref. No: 05/03262/DC | Status: Decided - Grant Subject to Condition(s)

Alterations to install fence with gate around existing external stair

Ref. No: 05/03263/DC | Status: Decided - Grant Subject to Condition(s)

Display of externally illuminated advertisement banner on scaffold for temporary period (three months)

Ref. No: 06/01546/DC | Status: Decided - Grant Subject to Condition(s)

Display of one set of non illuminated individual letters on aluminium tracking and one non illuminated projecting panel sign.

Ref. No: 06/02507/DC | Status: Decided - Grant Subject to Condition(s)

Display of one set of non illuminated individual letters on aluminium tracking and one non illuminated projecting panel sign.

Ref. No: 06/02710/DC | Status: Decided - Grant Subject to Condition(s)

Installation of air conditioning unit to rear elevation of listed retail unit

Ref. No: 17/00950/DC | Status: Decided - Refuse

Installation of air conditioning unit to rear elevation of retail unit  
Ref. No: 17/00951/DC | Status: Decided - Refuse

Frontage alterations.  
Ref. No: 19/02983/FUL | Status: Decided - Grant Subject to Condition(s)

Frontage alterations and display of signage  
Ref. No: 19/02990/LBA | Status: Decided - Grant Subject to Condition(s)

Display of 3 internally illuminated signs  
Ref. No: 19/03328/ADV | Status: Decided - Grant Subject to Condition(s)

Display of 1No. fascia sign and 1No. projecting sign  
Ref. No: 22/02747/ADV | Status: Decided - Grant Subject to Condition(s)

Display of various illuminated and non-illuminated signage (retrospective)  
Ref. No: 24/00740/ADV | Status: Decided - Grant Subject to Condition(s)

Internal alterations and display of signage.  
Ref. No: 25/02509/LBA | Status: Withdrawn

Display of signage.  
Ref. No: 25/02511/ADV | Status: Withdrawn

## **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  
CDP 9: Historic Environment  
SG 9: Historic Environment

### **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.

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.

#### Comment:

The proposal is considered contrary to Policy 7 and Policy 14, as the scale, form and placement of the proposed signage would detract from the architectural integrity of the Category 'B' listed building and would not enhance, respect or preserve any of its special architectural features.

### **The Glasgow City Development Plan**

**SG1 'Placemaking'** comprises two parts. Part 1 provides the context and approach of Placemaking established in Policy CDP1 and Part 2 contains detailed design guidance. Part 2, Section 8 'Signs and Advertising' states that in determining the acceptability of an advertisement display, each case will be assessed against its impact on:

- a) visual amenity (not only of the property itself but also neighbouring properties and the surrounding area); and
- b) public safety (particularly the safety of pedestrians, drivers and other road users).

3.8 Frontage Alterations - The following guidance applies:

- a) alterations to frontages should always be designed to take account of the age and style of the buildings in which they are located;
- b) on older properties (e.g. tenements), the original fascia should be retained or, if it is concealed by a dropped fascia (see Definition), this should be removed and the original fascia reinstated. If a sub-fascia is fitted, this should be glazed (the glazing could be reflective, coloured or etched if it is hiding fittings or existing lowered ceilings). Glazing should run from the bottom of the fascia down to the pavement. A stallriser may be used;
- c) lowered ceilings in older buildings can hide original features. In listed buildings, lowered ceilings should be removed to expose the original ceiling. Where lowered ceilings are proposed, they will only be acceptable where they are set back 1 metre behind the glass, or raked back at an angle, to avoid interruption of the glazed shopfront with an incongruous feature;
- d) in buildings where timber-framed shopfronts are still the established pattern, then timber should be used for the framing;
- e) if a unit extends across two adjacent buildings at different levels, then the fascia should be stepped, rather than carried through at the lower level; and
- f) extensive use of tiles or render is discouraged.

Comment:

The installation of the 'split and sanded' timber to shopfront is not considered to be a good addition to the listed building or the Central Conservation Area. While timber is a traditional material; the horizontal cladding timber used on the shopfront detracts from the character of the building and when combined with the tiled stallriser it creates a negative impact on amenity to this key area on Argyle Street due to the confused mix of materials.

Visual Amenity - To ensure that the visual amenity, see also SG1 - Placemaking, Part 1, of an advertising site or the surroundings is not adversely affected:

8.4 Generally, signage on commercial frontages should be limited to fascia signs and projecting signs which should comply with the design guidance below. Sub fascia signage, such as vinyls advertising goods and services on shop windows, are discouraged. Where vinyls or similar signage forms part of an application for advertisement consent, they should generally take up no more than 20% of the windows.

- d) non-recessed fascia box signs and sub-fascia boxes will not be supported.

Comment:

The existing signage on Argyle Street has introduced seven distinct signage zones, which is unacceptable for both a listed building and its Conservation Area setting. The cumulative effect of these elements distracts from the architectural character of the building and creates unmistakable visual clutter. Policy guidance makes clear that signage should generally be restricted to the fascia and projecting signs, and both the lightbox and the applied vinyl are contrary to this requirement. It is also relevant that the 2024 advertisement consent application (24/00740/ADV) originally included all of the signage now proposed; however, following redesign discussions, it was agreed that these elements would be removed due to their contradiction with policy and harm to the building's architectural character. Their re-introduction is therefore not supported and cannot be considered acceptable.

With regard to the vinyl, this further contributes to the visual clutter present on the listed building, impacting the amenity of the area. This matter was a key consideration during the redesign of the previous application, where reducing the extent of vinyl coverage was essential to achieving an acceptable scheme. From the case officer's calculations, the vinyl covering glazing is 34.42% which substantially exceeds the 20% limit set out within SG1. This intensifies the visual clutter associated with the mix of cladding materials and detracts from the architectural quality of the frontage. As such, it is considered unacceptable on the public amenity of the conservation area.

**CDP 9 'The Historic Environment'** aims to ensure the appropriate protection, enhancement and management of Glasgow's heritage assets by protecting, conserving and enhancing the historic environment for the benefit of existing and future generations.

This will be achieved by assessing the impact of proposed developments and supporting high quality design that respects and complements the character and appearance of the historic environment and the special architectural or historic interest of its Listed Buildings, Conservation Areas, Scheduled Monuments, archaeological remains, historic gardens and designed landscapes and their settings, or by mitigating unavoidable adverse effects on them.

**SG9 'Historic Environment'** advises 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. On Listed Buildings and within Conservation Areas, a higher quality of design and materials will be expected to reflect the property or the area's character and appearance (signage should complement the original architectural style and features of the building).

The following guidance applies:

2.97

- 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.

Comment:

With regard to the overall increase in signage compared to the previously granted application, it is considered that the proposals do not represent a positive addition to the listed building. As illustrated in the elevation drawing, there are now 7 distinct signage zones, which collectively contribute to excessive visual clutter on the façade. In addition to the excessive mix of materials on the shopfront this cumulatively is considered harmful to the architectural interest of the building by distracting from its traditional detailing through an excessively 'busy' shopfront. In contrast, the earlier proposals offered scope for meaningful improvement to the building's appearance through a more restrained and coherent signage strategy. The current application has instead resulted in a cluttered frontage, and the additional signage should be removed in order to ensure compliance with the previously approved scheme.

2.91 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.

Comment:

As previously outlined in the report, the materials used in the replacement shopfront are not considered appropriate for the character of the listed building. The timber 'split and sanded' detailing introduced is incongruous with the building's architectural form and detailing, and a more traditional timber shopfront should instead have been installed. In addition, the tiled stallriser and timber combination is inappropriate and should be removed. Taken together, these materials result in a detrimental impact on the special architectural character of the listed building.

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

- Positive visual impact of the box signage on the character of the listed building.

Although the point raised may be subjective, when assessed against the national and local policies referenced within this committee report, it is evident that the lightboxes are not considered to be policy-compliant. As the building is Category B listed, the signage does not represent a positive addition to its architectural character and should therefore be removed.

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.

### Reasons for Refusal

01. The development proposal is contrary to Policy 7 Historic Assets and Places of National Planning Framework 4 (2023), Policy CDP9 Historic Environment and the associated Supplementary Guidance SG9 Historic Environment of the Glasgow City Development Plan (2017). The installation of a lightbox and sub facia signage results in a negative addition to the historic frontage and introduces unnecessary visual clutter. There are no material considerations that would justify a departure from the development plan.
02. The size and nature of the additional vinyl significantly exceeds that allowed by City Development Plan Policy CDP1 and associated guidance SG1. As a result this would be detrimental to the visual amenity of the shopfront and would harm the appearance and special character of the building within which it is located.
03. The proposed installation of a combination timber and tile cladding is considered contrary to City Development Plan Policy CDP7 and the associated guidance SG7 as it would be detrimental to the visual amenity of the shopfront and would harm 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.

for Executive Director of Neighbourhoods, Regeneration and Sustainability

DC/CWI/18/02/2025

### BACKGROUND PAPERS

**PLEASE NOTE THE FOLLOWING:**

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