



Planning Applications Committee

Report by
Executive Director of Neighbourhoods, Regeneration and Sustainability

Item 2(b)

21st April 2026

Contact: Cameron Wilson Phone: 07917 279489

Application Type Advertisement Consent

Recommendation Refuse

Application	26/00152/ADV	Date Valid	26.01.2026
Site Address	1 Dundas Street Glasgow G1 2AH		
Proposal	Display of 4.no of internally illuminated box signs.		
Applicant	Mor Bakehouse Mr John Maclellan Carncroft Pitlochry PH16 5JL	Agent	DDS Architecture Ross Robertson 17 Claremont Bank Edinburgh EH7 4DR
Ward No(s)	10, Anderston/City/Yorkhill	Community Council	02_033 - Dundasvale
Conservation Area	Central	Listed	B
Advert Type	Affecting a Conservation Area/Listed Building	Published	No advert required.
City Plan	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 box 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 red sandstone, Category 'B' listed building dating from 1898–1900. It was originally constructed as office accommodation with commercial units at ground-floor level. 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 principal views when exiting Queen Street Station. It is also visible from the eastern side of George Square. Owing to its close proximity to both Buchanan Street and Queen Street Station, the surrounding area experiences consistently high levels of pedestrian footfall.

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

Application Proposal

Installation of 4No light boxes summarised below:

West George Street Elevation

Sign 1 – 1800mm (l) x 570mm (h)

Sign 2 – 1800mm (l) x 570mm (h)

Dundas Street Elevation

Sign 3 – 1400mm (l) x 573mm (h)

Sign 4 - 1400mm (l) x 573mm (h)

Relevant Planning history:

An application was previously submitted for a similar scheme, including the installation of vinyl, 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 impact on public amenity. 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 illuminated fascia sign, illuminated projecting sign, window vinyl signs and internal alterations.

Ref. No: 00/01421/DC | Status: Decided - Refuse

Display of illuminated fascia sign, illuminated projecting sign and window vinyl signs.

Ref. No: 00/01422/DC | Status: Decided - Refuse

Installation of two air conditioning vents on fascia.

Ref. No: 00/01423/DC | Status: Decided - Refuse

Alterations to shopfront.

Ref. No: 01/00078/DC | Status: Decided - Grant Subject to Condition(s)

Display of illuminated fascia sign, illuminated projecting sign and window graphics.

Ref. No: 01/00110/DC | Status: Decided - Grant Subject to Condition(s)

Alterations to shopfront, internal alterations and display of illuminated fascia sign, illuminated projecting sign and window graphics.

Ref. No: 01/00111/DC | Status: Decided - Grant Subject to Condition(s)

Installation of ATM to frontage

Ref. No: 07/01434/DC | Status: Decided - Refuse

Display of ATM fascia panel

Ref. No: 07/01435/DC | Status: Decided - Refuse

Installation of ATM to frontage and display of signage

Ref. No: 07/01436/DC | Status: Decided - Refuse

Internal and external alterations, including display of signage.

Ref. No: 25/00063/LBA | Status: Decided - Grant Subject to Condition(s)

Display of internally illuminated signage with two fascia signs consisting of individual letters and one projecting signs, with non-illuminated vinyl lettering to glazing and fascia.

Ref. No: 25/00064/ADV | Status: Decided - Grant Subject to Condition(s)

Frontage alterations

Ref. No: 25/00622/FUL | Status: Decided - Grant Subject to Condition(s)

Internal and external alterations to listed building.

Ref. No: 25/02505/LBA | Status: Withdrawn

Display of four internally illuminated box signs.##Withdrawn##

Ref. No: 25/02512/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

In determining if an advertisement application is acceptable, the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 states that each application for express consent must be assessed in terms of:

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

The development plan provides a relevant framework for assessing both amenity and public safety and is referred to in the assessment below.

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 location and design would negatively impact the visual amenity of the area.

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).

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 installation of four lightboxes on the Dundas Street and West George Street elevations has created an additional signage zone which has a negative impact on public amenity. As set out in the relevant policy guidance, signage should generally be limited to the fascia, and the introduction of illuminated box signs at sub-fascia level is contrary to this requirement. It should be noted that the 2025 advertisement consent application (25/00064/ADV) originally included lightboxes; however,

following re-design discussions, it was agreed that these would be removed due to their incompatibility with policy and the architectural character of the building and amenity of the vicinity. Their re-introduction is therefore not supported and cannot be considered acceptable.

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 east and south elevation drawings, there are now five distinct signage zones, which collectively contribute to excessive visual clutter on the façade. 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 and a proportionate impact on the amenity of the area.

Regarding part (b) of the assessment, the application does not raise any safety concerns, so it is acceptable.

Regarding the material considerations 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 is harmful to amenity as a result and should therefore be removed.

Overall, it is recommended that the application is refused as it would negatively harm the amenity of the immediate area by the installation of inappropriate signage creating visual clutter on prominent frontages of a listed building.

Reasons for Refusal

01. The proposed advertisement display is contrary to the Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984 and Policy CDP 1: Placemaking, associated Supplementary Guidance SG 1: Placemaking (Part 2, Section 8: Signs and

Advertising) and Policy CDP9: Historic Environment and associated Supplementary Guidance SG9: Historic Environment of the Glasgow City Development Plan 2017 as specified below and there are no material considerations that would justify a departure therefrom.

02. The proposed advertisements, by virtue of their sub-fascia siting and cumulative adverse impact with other signage on the shopfront, would form a visually intrusive and poor quality addition to the building frontage. The signage would detract from the appearance and character of both the listed building and the wider Conservation Area, resulting in an unacceptable impact on visual amenity. The advertisement is therefore contrary to the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and the guidance contained within Supplementary Guidance SG1 (Part 2) Signs and Advertising.

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

The proposed advertisements, by virtue of their size, illumination and overall design, would form a visually intrusive and poor-quality addition to the building frontage. The signage would detract from the appearance and character of both the listed building and the wider Conservation Area, resulting in an unacceptable impact on visual amenity. The advertisement is therefore contrary to the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and the guidance contained within Supplementary Guidance SG1 (Part 2) Signs and Advertising.

PLEASE NOTE THE FOLLOWING:

Any Ordnance Survey mapping included within this report is provided by Glasgow City Council under licence from the Ordnance Survey in order to fulfil its public function to make available Council-held public domain information. Persons viewing this mapping should contact Ordnance Survey Copyright for advice where they wish to license Ordnance Survey mapping/map data for their own use. The OS website can be found at www.ordnancesurvey.co.uk

If accessing this report via the Internet, please note that any mapping is for illustrative purposes only and is not true to any marked scale.