



Planning Applications Committee

Report by
Executive Director of Neighbourhoods, Regeneration and Sustainability

Item 1(b)

21st April 2026

Contact: Cameron Wilson Phone: 07917 279489

Application Type Advertisement Consent

Recommendation Refuse

Application	26/00151/ADV	Date Valid	26.01.2026
Site Address	112 Argyle Street Glasgow G2 8BH		
Proposal	Display of 1.no of illuminated box sign, vinyl signs, 1.no board sign to fascia, and change to lettering in fascia.		
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_126 - Blythswood & Broomielaw
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 internal and external signage on the character of the listed building

Consultations:

No external consultations were sought.

Site and Description

The property is a Category B listed building dating from 1898–99. It was originally constructed to accommodate luncheon, tea and games rooms, along with a central store for the owner. Since then, its use has evolved, with a Class 1a unit occupying the ground floor and office space located on the upper levels. In addition to its listed status, the building is situated 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 unconsented 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, which included vinyl, fascia signage and a projecting sign as part of an advertisement consent application. The planning agent was advised that the proposed signage did not comply with policy and would therefore be refused, due to its negative impact on visual amenity. Following further discussions, a revised scheme was developed, and advertisement consent was subsequently granted.

However, despite repeated emails requesting confirmation of when the unauthorised works would be removed and the approved scheme implemented, no timescale was ever provided. As a result, this was later 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

Assessment 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 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 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 with 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. 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 officers calculations, the vinyl covering glazing is 34.42% which substantially exceeds the 20% limit set out within SG1. which intensifies visual clutter 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 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.

Regarding part (b) the signage is not considered to have any impact on public safety.

With regards to other material considerations the application received seven letters of support with the key theme summarised below:

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

Comment:

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 signage is not considered to be policy-compliant. As the building is Category B listed, the signage does not represent a positive addition to the area and should therefore be removed.

Overall, the proposals are considered not to comply with the objectives set out in the Glasgow City Development Plan and associated Supplementary Guidance. With regard to the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 the proposal is considered to be unacceptable. With regard to (a), the proposal is considered to be harmful to amenity by virtue of the poor design of the proposed signage. With regard to (b), there are no concerns regarding public safety.

Reasons for Refusal

01. The development proposal is contrary to the Town and Country Planning (Control of Advertisements)(Scotland) Regulations 1984 and 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 at sub-fascia level results in a negative addition to the historic frontage and introduces unnecessary visual clutter to the detriment of amenity. There are no material considerations that would justify a departure from the development plan.
02. Due to the size and nature of the additional vinyl, 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. It is therefore considered to be contrary to Glasgow City Development Plan (2017) policy CDP1 and the associated guidance within SG1.

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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