

**Advert Application
at
Madelvic House
37 Granton Park Avenue
Edinburgh
EH5 1HS**

**Development Quality Sub-Committee
of the Planning Committee**

Proposal: Erect company signboard on building facade
Applicant: Waterfront Edinburgh Limited
Reference No: 04/02577/ADV

1 Purpose of report

To recommend that the application be **GRANTED** subject to;

Conditions

1. Permission is granted for a limited period of two years.
2. The sign hereby approved shall be removed from the site within one month of the date of expiry of the limited period of consent.

Reasons

1. In order to give due recognition to the temporary nature of proposed sign.
2. In order to safeguard the character of the statutorily listed building.

NB This consent is for advertisement consent only. Work must not begin until other necessary consents, eg listed building consent, planning permission have been obtained.

2 Main report

Site description

The application property is the two storey, red brick constructed office building of the former Madelvic Motor Carriage Company Ltd, dating from 1899. The building is category B listed (Granton Ward).

Site history

August 2001 - consent granted to reinstate original windows and remove side porch (01/02750/FUL and 01/02750/LBC).

May 2002 - consent granted to demolish lean-to structures and gantries on former production block (02/00232/LBC).

November 2003 - consent refused to erect sign on external wall of building (03/03484/LBC and 03/03484/ADV).

Current Applications

04/02036/REM - erect residential units over commercial, convert factory building to work/live units and flats and erect new affordable housing units.

04/02039/LBC - convert factory building to work/live units and flats including removal of single storey bay to form courtyard and demolition of generating block.

Development

The application is for the erection of an aluminium sign measuring 2.4 metres by 1 metre on the east elevation of the building.

The original scheme proposed a PVC laminated sign.

Consultations

No consultations undertaken.

Representations

No representations have been received.

Policy

The site is located within the North West Edinburgh Local Plan, in a Business/Industrial Area and Granton Partnership Area, and the Draft West Edinburgh Local Plan, in WG1 (Granton Village and Harbour) of the Waterfront Granton Proposals.

Relevant Policies:

Policy E4 seeks to safeguard the character and setting of listed buildings.

Policy DQ14 seeks to safeguard the character and setting of listed buildings and will support and encourage; their retention in viable uses; the preservation and repair of historic fabric and features; the removal of inappropriate additions; the use of high quality materials and sympathetic design in alterations; and proposals which would enhance their setting.

Non-statutory guidelines 'ADVERTISEMENTS AND SIGNS' set criteria for assessing such proposals.

3 Conclusions and Recommendations

Determining Issues

The determining issues are:

- do the proposals preserve the building or its setting or any features of special architectural or historic interest which it possesses? If they do not, there is a presumption against the granting of permission. For the purposes of this issue, "preserve", in relation to a building, means preserve it either in its existing state or subject only to such alterations or extensions as can be carried out without serious detriment to its character;
- do the proposals comply with the development plan?
- if the proposals do comply with the development plan, are there any compelling reasons for not approving them?
- if the proposals do not comply with the development plan, are there any compelling reasons for approving them?

Assessment

To address the determining issues, the Committee needs to consider:

- a) whether the proposals have an adverse impact on the character of the listed building;
- b) whether the proposals are detrimental to public safety.

a) There is normally a presumption against high level signage on listed buildings. However, low-level signage would not be readily visible due to the location of the building within a development site surrounded by high fencing. A pole-mounted sign would keep the east elevation physically clear, but would interfere with principal views of the building and set an undesirable precedent for clutter within the building's curtilage.

The proposed sign will be fixed to the most conspicuous elevation of building. However, this elevation is not the principal elevation in architectural terms and is marred by a modern porch at ground level and holes in the brickwork from previous fixings.

The proposed sign is an acceptable compromise to identify the company whilst preserving the principal elevation of the listed building. The scale of the sign is proportionate to the east elevation and the sign will not obscure any architectural detailing. The metal construction is appropriate to the industrial character of the building and the fixings will not significantly add to previous fabric damage.

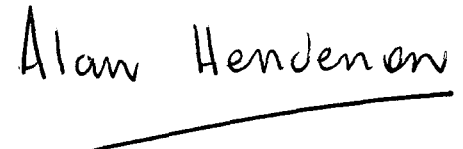
A temporary consent is recommended as the company are likely to vacate the premises in the near future and any future signage proposals should be addressed in the context of the developed site.

b) There are no public safety concerns in this location as the sign is modest in scale and set back from the access road.

The proposals comply with the development plan and non-statutory policies, have no adverse effect on the character of the listed building, and have no detrimental impact on public safety.

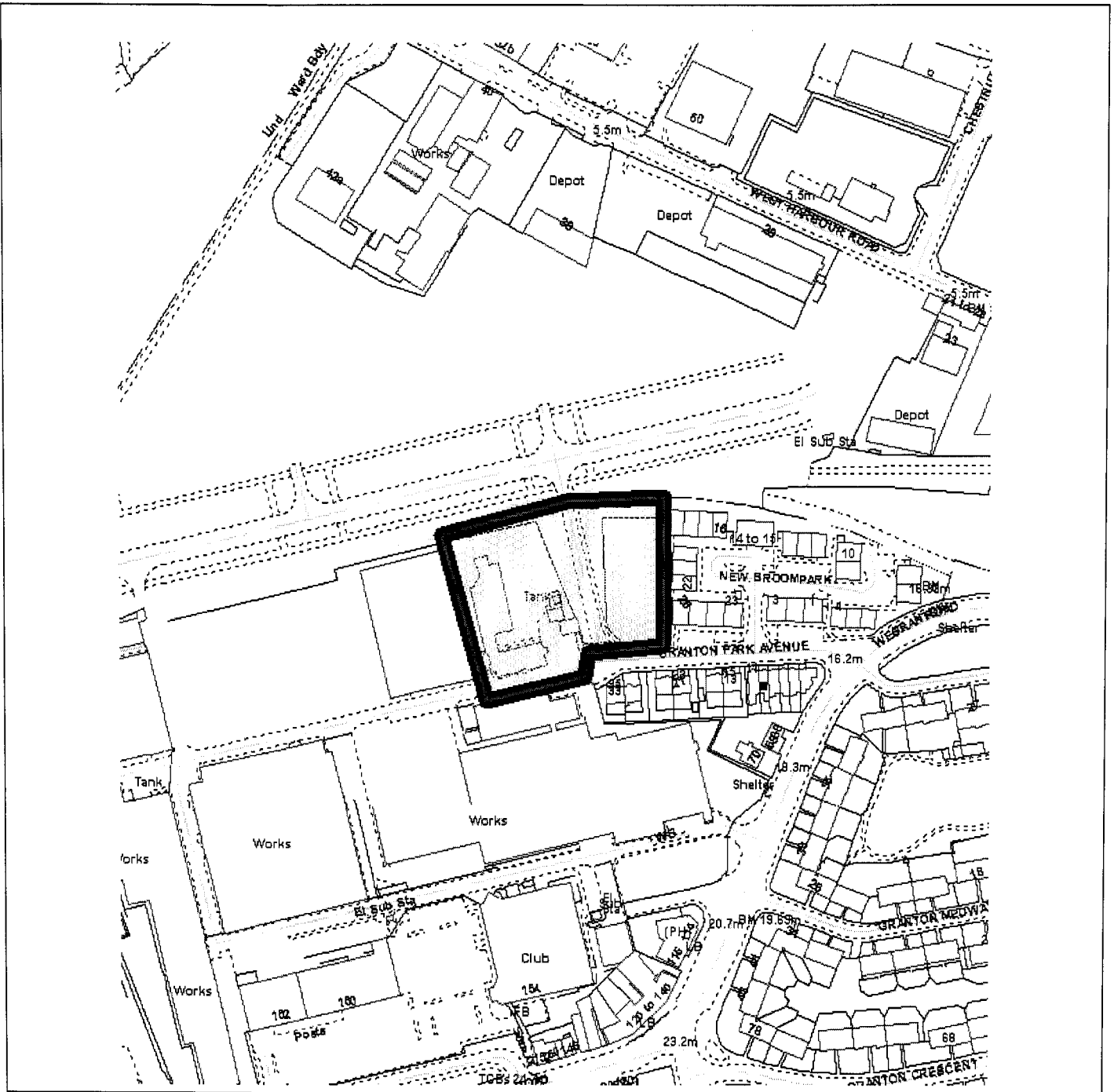
There are no other material planning considerations which outweigh this conclusion.

It is recommended that the Committee approves this application, subject to the conditions stated.



Alan Henderson
Head of Planning and Strategy

Contact/tel	Clare Macdonald on 0131 529 3510
Ward affected	10 -Granton
Local Plan	North West Edinburgh and Draft West Edinburgh
Statutory Development Plan Provision	Business/Industrial Area and Granton Partnership Area, WG1
File	AF
Date registered	7 July 2004
Drawing numbers/ Scheme	01 Scheme 2



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PLANNING APPLICATION

Address	Madelvic House, 37 Granton Park Avenue, Edinburgh, EH5		
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Application number:	04/02577/ADV	WARD	10- Granton
THE CITY OF EDINBURGH COUNCIL THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			