

**Advert Application
at
3 Shandwick Place
Edinburgh
EH2 4RG**

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

Proposal: Erect signs above door, within window and on post (as amended)
Applicant: Subway
Reference No: 04/02726/ADV

1 Purpose of report

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

Conditions

1. Consent is granted for a period of five years from the date of consent.

Reasons

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

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

2 Main report

Site description

The application property is a shop occupying the ground floor of a three storey and attic classical style terraced building on a corner block, dating from circa 1813 with a modern bay window at ground level. The building is category B listed (Dalry Ward) and situated within the New Town Conservation Area and World Heritage Site.

Site history

June 2004 - consent refused to erect fascia, window and post mounted signs and internal shop fit out (03/04698/LBC).

June 2004 - consent refused to erect fascia, window and post mounted signs (04/00989/ADV).

Related Planning History

June 2002 - consent granted to erect two illuminated wall signs and one totem sign at 51 + 55 George Street (02/00439/ADV).

August 2000 - consent granted to erect signage, including totem sign, at 55A Frederick Street (00/02239/ADV).

September 2000 - consent granted to erect signage, including totem sign, at 55A Frederick Street (00/02239/LBC).

Development

The application is for the erection of signage as follows:

- an internally illuminated stainless steel box sign with cut out letters within the recess of the fanlight above the door;
- an internally illuminated stainless steel box sign with cut out letters attached to the railings on the entrance platt;
- an internally illuminated aluminium box sign with cut out letters and a neon sign suspended behind the shop glazing.

The original scheme proposed aluminium box signs above the door and on the platt.

Consultations

No consultations undertaken.

Representations

One representation was received from the AHSS objecting to the proposed signboard on the railings, as this is unsightly and would add to the unnecessary clutter in Shandwick Place.

Policy

The site is located within the Central Edinburgh Local Plan, in the Mixed Activities Zone.

Relevant Policies:

Policy CD2 (LISTED BUILDINGS) sets out criteria for assessing proposals affecting listed buildings and seeks to safeguard their character and setting.

Policy CD5 (CONSERVATION AREAS - REDEVELOPMENT) sets out the criteria against which new development in conservation areas will be assessed, and seeks to preserve or enhance their character and appearance.

Policy CD24 (SHOP SIGNS) sets out criteria for assessing proposals involving shop signs and shopfront advertising, including illuminated signs.

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 harm the character or appearance of the conservation area? If they do, there is a strong presumption against the granting of permission;
- 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 or appearance of the conservation area, or the listed building;

b) whether the proposals are detrimental to public safety.

a) The character of the New Town Conservation Area is described in the Central Edinburgh Local Plan as follows:

"A planned urban concept of European significance, the New Town has an overriding character of Georgian formality. The First New Town, built to James Craig's 1767 plan, has experienced significant redevelopment, while the Second, Third and Fourth New Towns, which were laid out on estates to the north, east and west retain most of their original buildings. Stone built terrace houses and tenements, built to the highest standards, overlook communal private gardens; to the rear are lanes with mews buildings, many of which are now in housing use. The importance of the area therefore lies in the formal plan layout of buildings, streets, mews and gardens and in the quality of the buildings themselves. Many of the New Town's buildings are listed category 'A' of national importance and the area contains some of the city's finest interiors."

The proposed signage on the building is constructed in appropriate high quality materials and located discreetly on the frontage to avoid interference with architectural detailing. The use of the fanlight recess for signage is an acceptable compromise in order to provide a sign at normal fascia height without impacting on the V-jointed stonework or string course above. The fanlight is currently blocked up with a wooden panel and the door and timber surround is modern.

The totem sign to be fixed to the railings is similar to other stainless steel box signs approved in George Street and Frederick Street. The scale of the sign is modest to ensure that the sign does not constitute clutter in the street nor significantly interfere with views of the adjacent casino, which is highly decorative architecturally.

b) There are no public safety concerns as the location and scale of the signage is discreet.

The proposals comply with the development plan and non-statutory policies, have no adverse effect on the character or appearance of the conservation area or 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

Alan Henderson
Head of Planning and Strategy

Contact/tel Clare Macdonald on 0131 529 3510

Ward affected 30 -Dalry

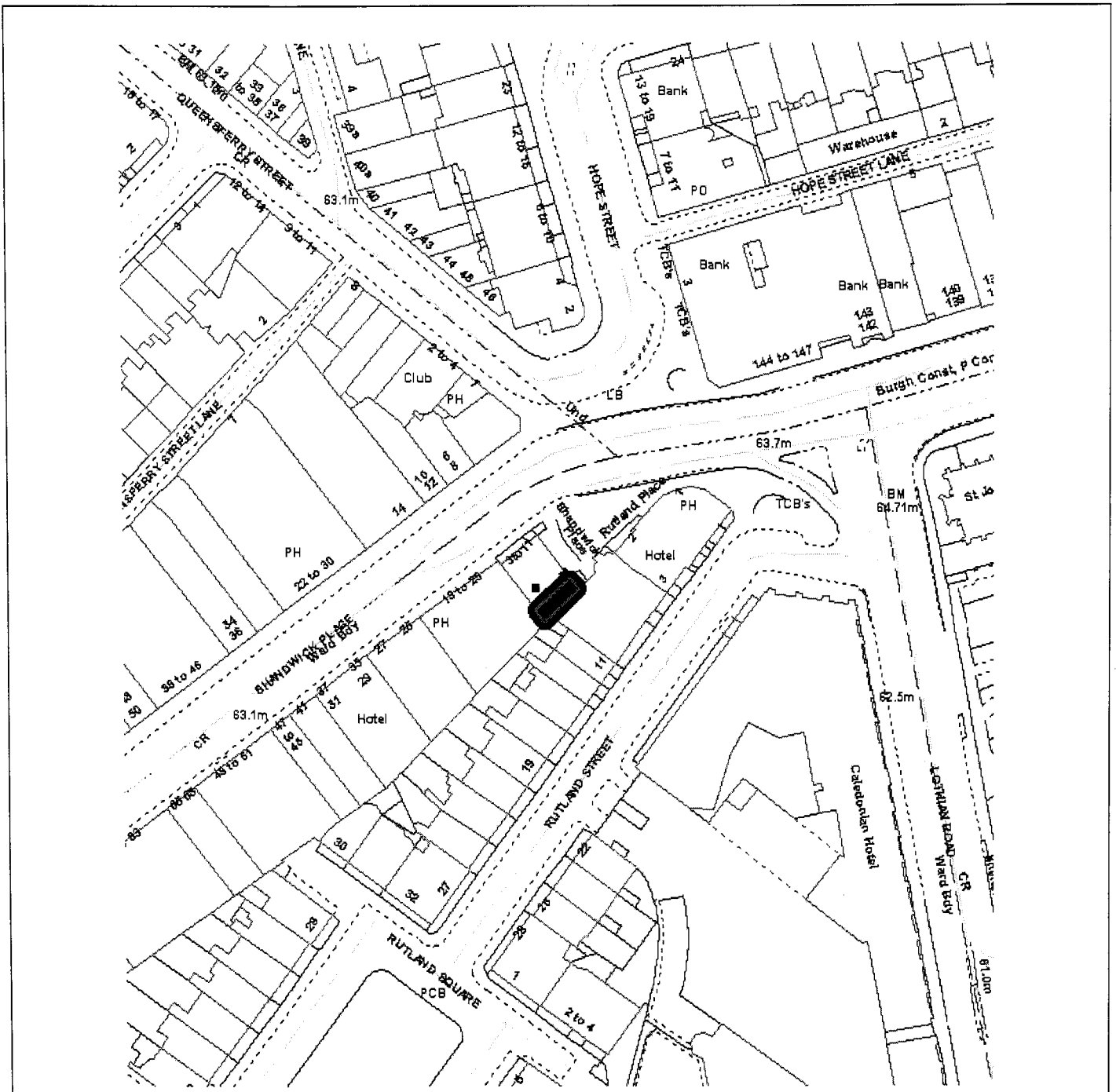
Local Plan Central Edinburgh

**Statutory Development
Plan Provision** Mixed Activities Zone

File AF

Date registered 30 August 2004

**Drawing numbers/
Scheme** 04 + 06-09
Scheme 2



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PLANNING APPLICATION

Address	3 Shandwick Place, Edinburgh, EH2 4RG		
Proposal	Paint door and window frames and internal shop fit out (in retrospect), install air-conditioning unit to rear and erect		
Application number:	04/02726/LBC	WARD	30- Dalry
THE CITY OF EDINBURGH COUNCIL			
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			