

**Advert Application  
at  
43-45 Lothian Road  
Edinburgh  
EH1 2DJ**

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

**Proposal:** Illuminated projecting sign, fascia panel sign (in retrospect)  
**Applicant:** Cafe Nero.  
**Reference No:** 04/00470/ADV

**1 Purpose of report**

To recommend that the application be **REFUSED AND ENFORCED**

**Reasons**

1. The proposal is contrary to Central Edinburgh Local Plan Policy CD2, in respect of Listed Buildings, as the new aluminium fascia sign detracts from the character of the building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD4, in respect of Conservation Areas, as the new sign fails to preserve the character or appearance of the conservation area.
3. The proposal is contrary to Central Edinburgh Local Plan Policy CD5, in respect of Conservation Areas - Redevelopment, as the new aluminium sign detracts from the character and appearance of the conservation area.

## **2 Main report**

### **Site description**

This application relates to a ground floor shopfront of a three storey and attic terraced building. The building is category C(S) listed building and is within the West End Conservation Area and World Heritage Site.

### **Site history**

2/9/02 - consent granted to change use to Class 2

24/3/03 - consent granted for new shopfront and signage

Concurrent planning application to change the use of unit from shop to cafe (approved 16/04/04)

### **Development**

This is a retrospective application to install a new aluminium fascia and projecting sign.

### **Consultations**

No consultations undertaken.

### **Representations**

No representations have been received.

### **Policy**

The site is within the Mixed Activities Zone of the Central Edinburgh Local Plan

Relevant Policies:

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

Policy CD4 (CONSERVATION AREAS) requires that developments in a conservation area retain all features which contribute to the area's character and appearance.

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 CD25 (ADVERTISING) imposes restrictions on advertising on commercial buildings other than shopfronts and states that high level advertising will not be permitted.

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 setting of the listed building;

b) whether the proposals are detrimental to public safety.

a) The previous fascia sign was in poor condition. It did, however, have a timber frame, did not project excessively from the face of the building and, in terms of materials, related well to the frontage. The replacement fascia has been formed in aluminium and has a pronounced projection, unlike the previous sign. The combination of this projection and the use of two different materials for frontage and sign has resulted in a sign that does not represent an improvement on the previous situation. The projecting sign is acceptable.

b) The sign will not be detrimental to public safety.

The proposals fail to comply with the development plan and non-statutory policies and would have an adverse effect on the character of the conservation area and listed building.

It is recommended that the Committee refuses this application for the reasons stated. It is further recommended that enforcement action is taken to ensure the removal of the fascia sign.

  
pp **Alan Henderson**  
Head of Planning and Strategy

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**Ward affected** 32 -Tollcross

**Local Plan** Central Edinburgh Local Plan

**Statutory Development  
Plan Provision** Mixed Activities

**File**

**Date registered** 15 March 2004

**Drawing numbers/  
Scheme** 01-04  
Scheme 1