

## Advert Application 04/03885/ADV

at

**10 Albyn Place**

**Edinburgh**

**EH2 4NG**

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

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#### 1 Purpose of report

To consider application 04/03885/ADV, submitted by AEA Recruitment Consultants Ltd.. The application is for: **Company logos on window blinds (in retrospect)**.

It is recommend that this application be **REFUSED AND ENFORCED** for the reasons in Appendix B.

#### 2 The Site and the Proposal

##### Site description

The application property forms part of symmetrical classical palace block by James Gillespie Graham, designed 1822 and is currently in office use. The front elevation is 3-storey with basement and attic levels with timber sash and case windows.

The building is listed category A (A Group) (Item No. 570) and is located within the New Town Conservation Area and World Heritage Site.

##### Site history

There is no relevant planning history for this site.

## Description of the Proposal

The application is in retrospect and is for the installation of window blinds containing advertising set behind three windows at second and first floor level and two at ground floor level.

## 3 Officer's Assessment 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 advertisements have an adverse impact on the character or appearance of the conservation area, or the setting of the listed building;
- b) whether the advertisements are detrimental to public safety.

a) The character of the New Town Conservation Area is described 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 advertisement blinds at first and second floor constitute high level advertising, which is contrary to the statutory and non-statutory policies and would set a precedent if approved. The retention of this form of advertising would adversely impact on the building and the character and appearance of the conservation area. As the existing building retains its overall domestic appearance the addition of these high level advertisements introduces a greater commercial appearance to this building and diminishes its special character.

b) The advertising is not detrimental to public safety.

The retrospective works do not comply with the development plan and non-statutory policies, have an adverse effect on the character and appearance of the conservation area and the listed building, but have no detrimental impact on public safety.

There are no material planning considerations which outweigh this conclusion.

It is recommended that the Committee refuses this application and initiates enforcement action to secure the removal of the first and second floor signs as these high level advertisements are detrimental to the character of the listed building and to the character and appearance of the conservation area.

Alan Henderson

**Alan Henderson**  
Head of Planning and Strategy

<b>Contact/tel</b>	Damian McAfee on 0131 529 3529 (FAX 529 3717)
<b>Ward affected</b>	18 - New Town
<b>Local Plan</b>	CELP
<b>Statutory Development Plan Provision</b>	Housing and Compatible Uses
<b>Date registered</b>	15 November 2004
<b>Drawing numbers/ Scheme</b>	01 Scheme 1

**Advice to Committee Members and Ward Councillors**

The full details of the application are available for viewing on the Planning and Building Control Portal : [www.edinburgh.gov.uk/planning](http://www.edinburgh.gov.uk/planning).

If you require further information about this application you should contact the following Principal Planner, Nancy Jamieson on 0131 529 3916. Email: [nancy.jamieson@edinburgh.gov.uk](mailto:nancy.jamieson@edinburgh.gov.uk).

If this application is not identified on the agenda for presentation, and you wish to request a presentation of this application at the Committee meeting, you must contact Committee Services by 9.00a.m. on the Tuesday preceding the meeting on extension 4229/4239. Alternatively, you may e-mail [blair.ritchie@edinburgh.gov.uk](mailto:blair.ritchie@edinburgh.gov.uk) or [sarah.bogunovic@edinburgh.gov.uk](mailto:sarah.bogunovic@edinburgh.gov.uk)

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## **Consultations, Representations and Planning Policy**

### **Consultations**

No consultations undertaken.

### **Representations**

No representations have been received.

### **Planning Policy**

The application property lies within an area of Housing and Compatible Uses 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 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.

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.

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## **Conditions/Reasons associated with the Recommendation**

### **Recommendation**

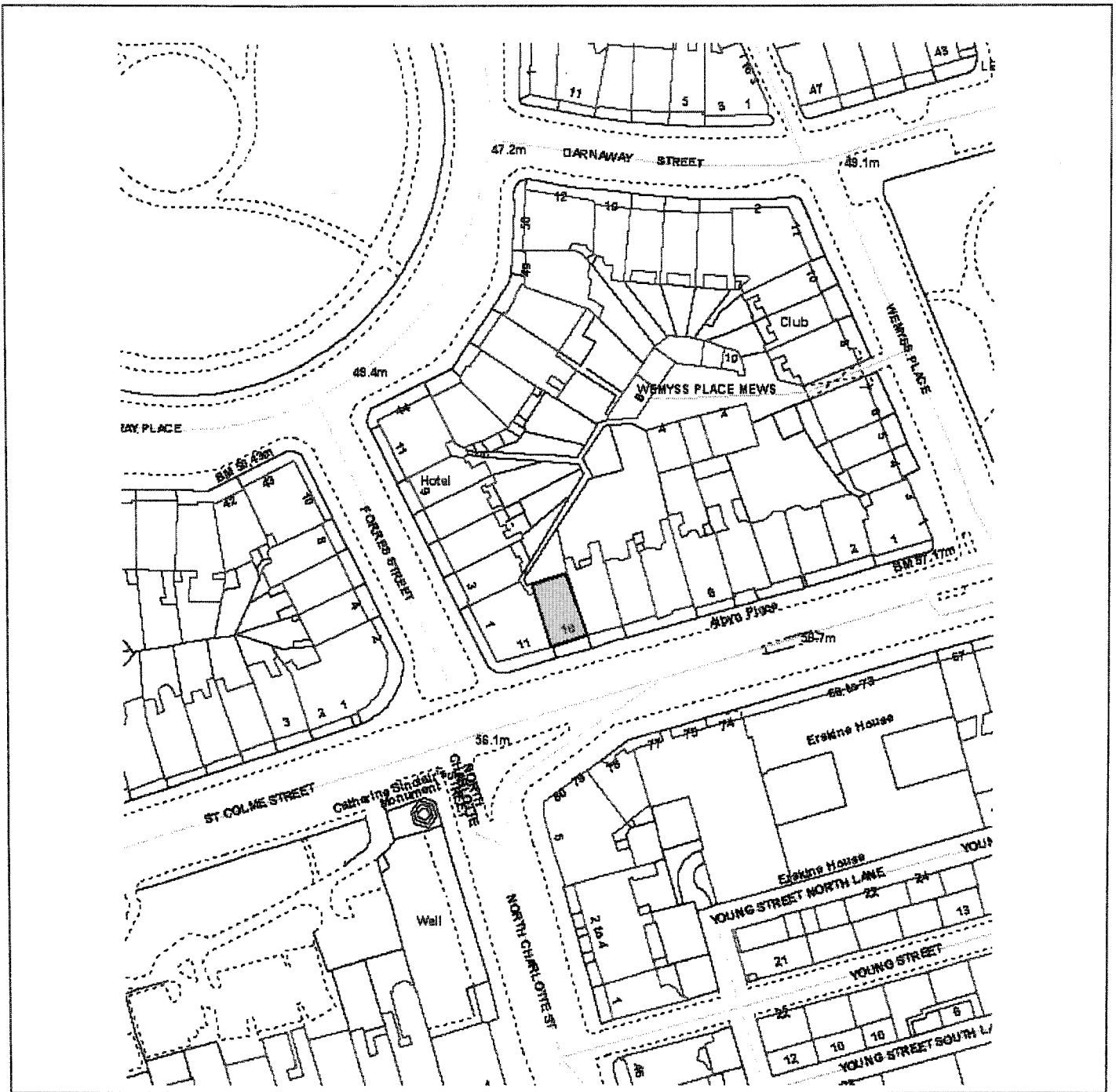
To recommend that this application be **Refused and Enforced** for the following reasons

### **Reasons**

1. The proposal is contrary to Central Edinburgh Local Plan Policy CD2, in respect of Listed Buildings, as the blinds on the first and second floor adversely impact on the appearance and visual integrity of the building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD25, in respect of advertising, as the first and second floor advertisements are not discreet and impact adversely on the streetscene.
3. The proposal is contrary to the Non-Statutory Guidelines in respect of Advertisements and Signs, as the first and second floor blinds result in high level advertising detrimental to the character of the building.
4. The proposal is contrary to Central Edinburgh Local Plan Policy CD5, in respect of Conservation Areas - Redevelopment, as the first and second floor advertisements neither preserve nor enhance the character or appearance of the conservation area.

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End



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# **PLANNING APPLICATION**

<b>Address</b>	<b>10 Albyn Place, Edinburgh, EH2 4NG,</b>		
<b>Proposal</b>	<b>Company logos on window blinds (in retrospect).</b>		
<b>Application number:</b>	<b>04/03885/ADV</b>	<b>WARD</b>	<b>18- New Town</b>
<b>THE CITY OF EDINBURGH COUNCIL</b>			
<b>THE CITY DEVELOPMENT DEPARTMENT- PLANNING &amp; STRATEGY</b>			