

Advert Application 04/03985/ADV
at
74-77 Queen Street
Edinburgh
EH2 4NF

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

1 Purpose of report

To consider application 04/03985/ADV, submitted by Wood MacKenzie. The application is for: **Company logo on blinds / Plaque at main entrance (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 a 10-bay classical facade built c1790 with modern offices behind erected in 1984. The front elevation is 3-storey with basement and attic levels and has 12-pane timber sash and case windows.

The building is listed category A (A Group) (Item No. 259) and is located within the New Town Conservation Area and World Heritage Site.

Site history

07.06.2000 - Listed building consent granted to install internal secondary glazing on the north elevation at ground and first floor levels, alter main entrance doors and erect new dormer to rear (00/00387/LBC)

Description of the Proposal

The application is in retrospect and is for the installation of window blinds containing advertising set behind three windows at first floor and two at ground floor. The application also includes the installation of a plaque at the entrance doorway.

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) 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 proposed plaque at the entrance doorway is a modest form of low level advertising and will have no adverse impact on the listed building or the conservation area. It would have had deemed consent under the Advertisement Regulations.

The three advertisement blinds at first floor constitute high level advertising and 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.

In conclusion, the brass plaques and ground floor blinds are acceptable, but the first floor blinds should be removed.

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 floor signs as these high level advertisements are detrimental to the character of the listed building and the character and appearance of the conservation area.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Damian McAfee on 0131 529 3529 (FAX 529 3717)
Ward affected	18 - New Town
Local Plan	CELP
Statutory Development Plan Provision	Office Core
Date registered	24 November 2004
Drawing numbers/ Scheme	01, 02 + photographs 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.

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.

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 or 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 Office Core, of concentrated office activity 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 CD19 (BUILDING ALTERATIONS) sets out requirements for the design, form, materials and positioning of alterations and extensions.

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 CD4 (CONSERVATION AREAS) requires that developments in a conservation area retain all features which contribute to the area's 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 advertisements at first 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 retention of the first floor advertisement blinds is not discreet and impacts adversely on the streetscene.
3. The proposal is contrary to the Non-Statutory Guidelines in respect of Advertisements and Signs, as the first floor advertisements results in high level advertising to the detriment of the building and area.
4. The proposal is contrary to Central Edinburgh Local Plan Policy CD5, in respect of Conservation Areas - Redevelopment, as the first floor advertisements neither preserve nor enhance the character or appearance of the conservation area.

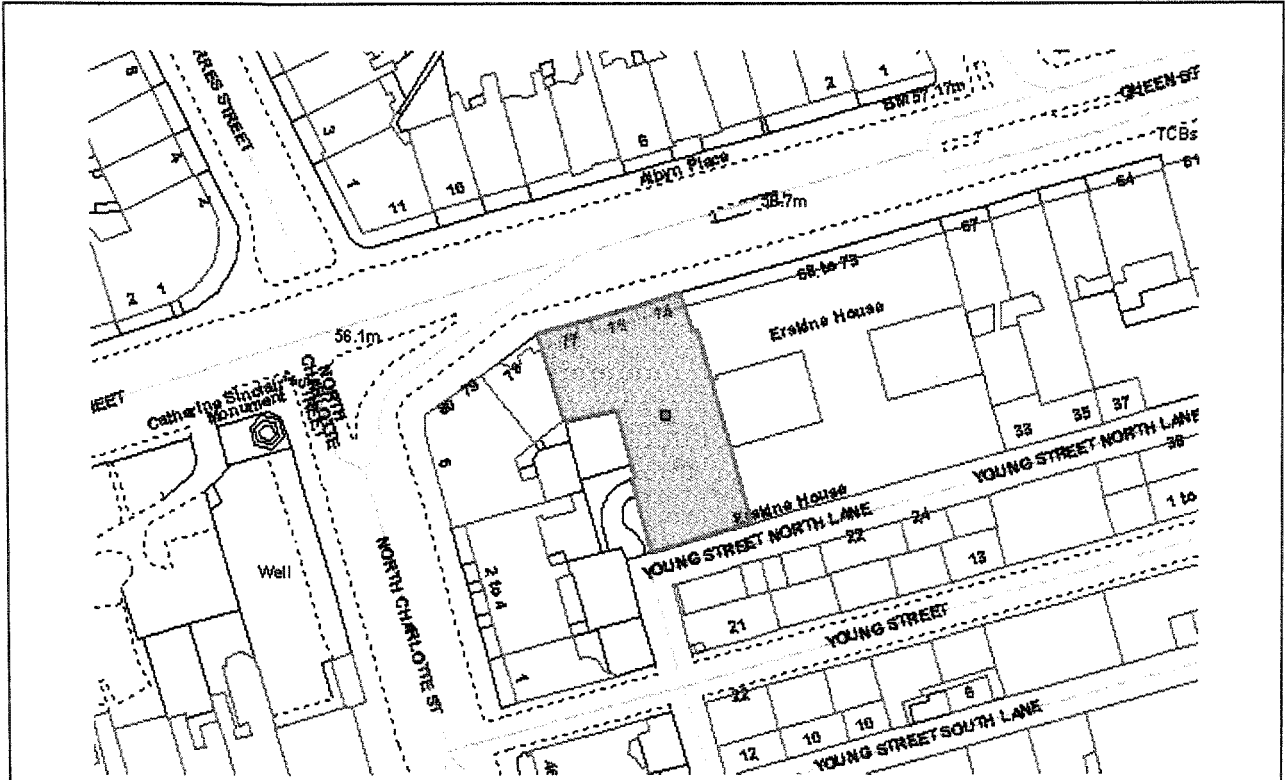
End

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Location Plan



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