

Advert Application 04/03912/ADV

at

10 South Bridge

Edinburgh

EH1 1LL

Development Quality Sub-Committee of the Planning Committee

1 Purpose of report

To consider application 04/03912/ADV, submitted by Haj Atwal.. The application is for: **Fascia, projecting and internal 'open' sign (as amended)**.

It is recommend that this application be **GRANTED** subject to the conditions in Appendix B.

2 The Site and the Proposal

Site description

The property is a ground floor unit within a four storey block on the east side of South Bridge. The unit is currently vacant and was previously occupied by Greggs Bakery and subsequently a hot food take-away. The area is characterised by commercial uses at ground floor with some residential properties on the upper floors. The property lies within the Old Town Conservation Area and is a category C (S) Listed building.

Site history

18.09.2003 - consent granted for change of use to form hot food take away (03/02502/FUL)

10.09.2003 - consent granted for internal fit-out and re-paint of shopfront and signage (as amended) (03/02502/LBC/ADV)

Description of the Proposal

The amended proposals involve erecting new signage on this existing frontage. The signage will take the form of individual halo lit lettering on the existing fascia, a single internally illuminated projecting sign and an internal neon sign.

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 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 proposed signage has been amended to omit the proposed aluminium fascia panel and now includes the installation of individual halo lit letters set on the existing timber fascia. The proposed signage will see the re-use of the existing timber fascia and with individually applied letters will respect the existing character of this non-original shopfront. A condition is recommended

for the individual letters to have metal returns to ensure a high quality form of signage is installed.

The proposed projecting sign will be mounted on a metal bracket and will be a modest addition to this frontage. The proposed internal neon sign will display the word 'open' and will occupy a small area of the shop window. Set behind the existing glazing it will be a sympathetic form of signage.

(In response to the comments made by the Old Town Association, the current proposals do not constitute a change of use to a hot food takeaway. The property already has consent for use as a hot food takeaway.)

The proposed signage will have no adverse impact on the character or appearance of the conservation area, or the setting of the listed building.

b) The proposed signage will have no impact on public safety.

In conclusion the proposed signage will be sympathetic to the existing frontage, character and appearance of the conservation area and the character of the listed building.

The proposals comply with the development plan and non-statutory policies, have no adverse effect on the character 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 approve this application, subject to a condition requiring metal returns to the individual letters.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Damian McAfee on 0131 529 3529 (FAX 529 3717)
Ward affected	34 - Holyrood
Local Plan	CELP
Statutory Development Plan Provision	Mixed Activities Zone
Date registered	12 November 2004
Drawing numbers/ Scheme	01-03, 11-13 Scheme 2

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

One letter of representation was received.

The Old Town Association objected to the proposals on the grounds that the signage will be unsightly, is contrary to guidelines and is a change of use to hot food takeaway.

Full copies of the representations made in respect of this application are available in Group Rooms or can be requested for viewing at the Main Reception, City Chambers, High Street.

Planning Policy

The site lies within an area identified as a Mixed Activities zone and in a Primary Shopping Frontage.

Relevant Policies:

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

Policy CD23 (SHOPFRONT DESIGN) promotes high standard shopfront design and sets out criteria for assessing shopfront proposals.

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

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.

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

Non-statutory guidelines on 'SHOPFRONTS - DESIGN AND CONSERVATION' supplement local plan conservation and design policies, providing additional guidance on shopfront conservation and design.

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Conditions/Reasons associated with the Recommendation

Recommendation

To recommend that this application be **Granted**

Conditions

1. Consent is granted for a period of five years from the date of consent.
2. The proposed individual fascia letters shall have metal returns to the satisfaction of the Head of Planning and Strategy.

Reasons

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. In order to enable the Head of Planning & Strategy to consider this/these matter/s in detail.

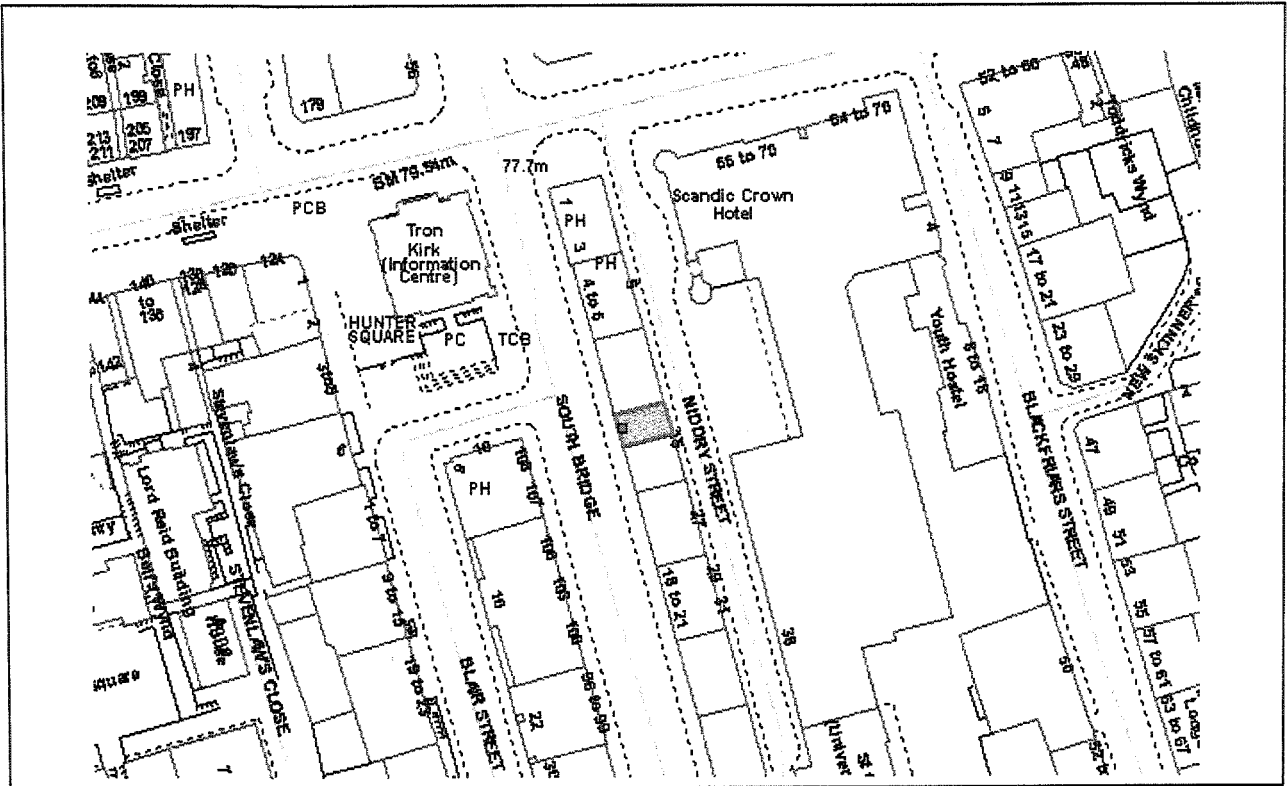
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Location Plan



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