

**Advert Application 06/03574/ADV
at
67 Grassmarket
Edinburgh
EH1 2HJ**

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

1 Purpose of report

To consider application 06/03574/ADV, submitted by Mr Dunbar. The application is for: **Illuminated sign 'Pyramid Imaging' on top sections (2x) of front window, to be lit 9am - 6pm only (retrospective)**

It is recommended that this application be **REFUSED AND ENFORCED** for the reasons below.

2 The Site and the Proposal

Site description

The application site comprises of the ground floor shop of a 4-storey 4-bay symmetrical tenement block with Scots Baronial details. The building is a category B listed building and was listed on 12.06.1996 (LB Ref: 47869).

This property is located within the Old Town Conservation Area.

Site History

- Application for change of use from retail unit to form licensed bookmakers and erect satellite dish on roof - granted on 06.08.1998.

- Enforcement Enquiry opened (06/00460/E01) on 03.07.2006 regarding neon signage and painting of shopfront.

Description of the Proposal

The retrospective application is for the erection of red illuminated neon signs to be displayed in the top sections of the front windows of the ground floor shop.

3 Officer's Assessment and Recommendations

Determining Issues

Do the proposals harm the character or appearance of the conservation area? If they do, there is a strong presumption against 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 not, there is a presumption against the granting of permission. For the purposes of this issue, "preserve", in relation to the 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, are there any compelling reasons for approving them?

ASSESSMENT

To address these determining issues, the Committee needs to consider whether:

- a) The proposals have an adverse impact on the listed building and its setting;
 - b) The proposals have an adverse impact on the character or appearance of the conservation area;
 - c) The proposals adversely affect public safety.
-
- a) There is a presumption against the use of inappropriate illuminated signage on listed buildings. Illumination should be carefully controlled to minimise impact on the streetscene and historic character and should be subtle to

protect the character of the building. In this case, the red neon illumination has seriously impacted upon the listed building to its detriment.

Due to the lack of advertising space above the windows, and the signage being of an appropriate size, the principle of signage in the window of this property is acceptable. However, despite being informed that white illumination would be more appropriate the applicant has declined to amend the application accordingly. The signage is not discreet and is an inappropriate addition to the listed building.

b) The character of the conservation area is described in the Central Edinburgh Local Plan as follows:

"Centred on the Royal Mile, the city's main historic thoroughfare, the Old Town evolved from two separate burghs. Although few medieval buildings remain, the original plot widths and the 'fishbone' street pattern of narrow closes and wynds remain extensively visible, although overlain by major Victorian rebuilding and street improvements. The administrative, ceremonial, legal and religious functions of the modern city remain focused within the Old Town. The key elements of the area's character are therefore its density of building and mixture of uses with high tenements and important historic buildings arranged on a historic street pattern."

The principal facade of the building contributes significantly to the streetscene and to the character of the conservation area. The red neon illumination is inappropriate and has a clear adverse impact on the character of the conservation area. Whilst it is acknowledged that a number of shops on the north side of the Grassmarket have brightly coloured illuminated signage, the south side has retained an appearance more in keeping with the historic character of the area. The property is surrounded by buildings which retain more sympathetic frontages and signage at ground floor level and as a result the use of red neon illumination is to the detriment of the character of the area.

c) There are no safety issues.

In conclusion, the proposals do not accord with the statutory development plan and non-statutory guidelines and have an adverse impact on the listed building and conservation area. The proposals have an adverse affect on the amenity of the surrounding area.

There are no material considerations which outweigh this conclusion.

It is recommended that the Committee refuses this application, for the reasons stated and agrees to initiate enforcement action to secure the removal of the signs.


Alan Henderson
Head of Planning and Strategy

Contact/tel	Euan McMeeken on 529 3428
Ward affected	32 - Tollcross
Local Plan	Central Edinburgh Local Plan
Statutory Development Plan Provision	Mixed Activities
Date registered	29 August 2006
Drawing numbers/ Scheme	1 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 gavin.king@edinburgh.gov.uk or carol.richardson@edinburgh.gov.uk

Application Type Advert Application
Application Address: 67 Grassmarket
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Proposal: Illuminated sign 'Pyramid Imaging' on top sections (2x) of front window, to be lit 9am - 6pm only (retrospective)

Reference No: 06/03574/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken

Representations

None

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 application site is located within a Mixed Activities Zone and a zone for Secondary Frontages within 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 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.

Non statutory Guidelines on Commercial Frontages supplement Local Plan Policies by providing guidance on shop frontages, shop front security, adverts and signs and blinds and canopies.

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Conditions/Reasons associated with the Recommendation

Recommendation

It is recommended that this application be **REFUSED AND ENFORCED**

Reasons

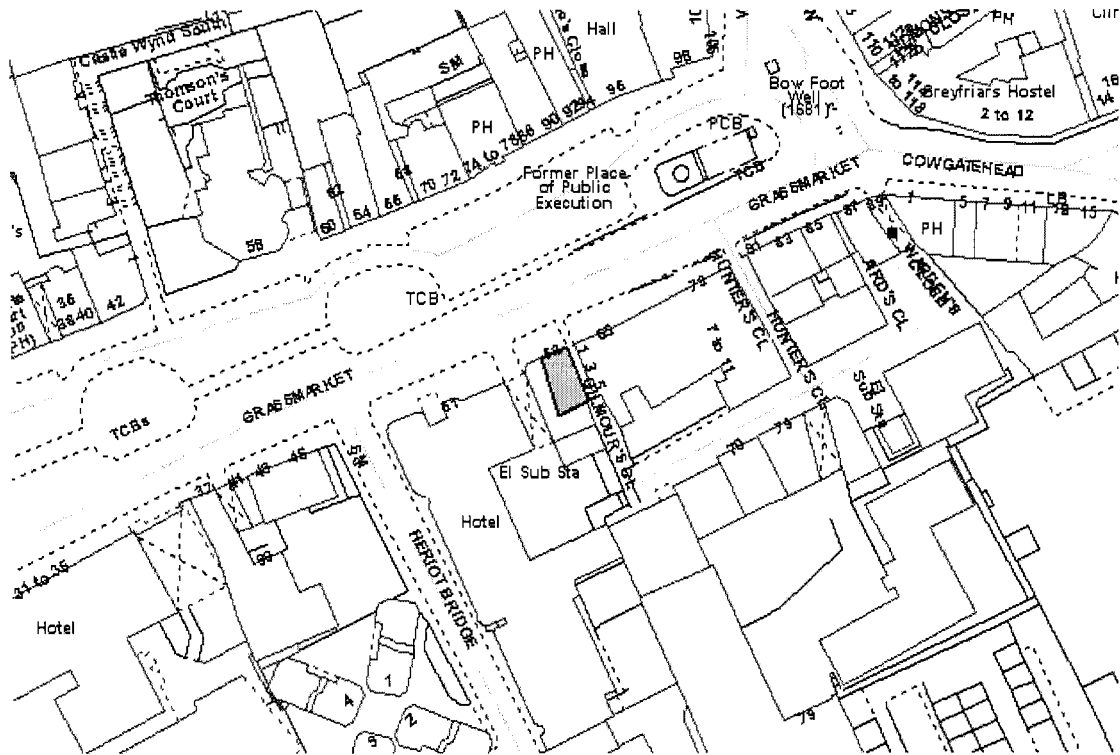
1. The proposal is contrary to Central Edinburgh Local Plan Policy CD2, in respect of Listed Buildings, as the red illumination is inappropriate and has an adverse impact on the character of the listed building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD23, in respect of Shopfront Design, as the red illumination has an adverse impact on the character of the listed building.
3. The proposal is contrary to Central Edinburgh Local Plan Policy CD24, in respect of shop signs, as the red illumination is inappropriate and has an adverse impact on the character of the listed building.
4. The proposal is contrary to Non Statutory Guidelines in respect of Alterations to Listed Buildings, as the red illumination is an inappropriate addition and has an adverse impact on the listed building

End

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Location Plan

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