

**Advert Application 05/03450/ADV  
at  
20 Roseburn Terrace  
Edinburgh  
EH12 6AW**

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

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**1 Purpose of report**

To consider application 05/03450/ADV, submitted by Melbury Court Properties.. The application is for: **Erect (1) Fascia signage - aluminium lightbox with pushed through illuminated lettering (2) Projecting sign (3) Internal moving display**

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

**2 The Site and the Proposal**

**Site description**

The property is a retail unit (We Love Movies) at street level within a five storey, red sandstone tenement on the north side of the street. Surrounding uses are commercial/retail at street level, with residential above.

The property is within the Coltbridge and Wester Coates Conservation Area.

**Site history**

05/03450/FUL - concurrent planning application for change of use considered in a separate report.

January 2002 – advert consent refused (99/03024/ADV).

## Description of the Proposal

The proposal is for the replacement of signage. This will be in the form of a projecting box sign, internally illuminated, and an applied fascia sign with internally illuminated letters. There would be a wall mounted scrolling advert display behind the shop window. The projecting sign is 700mm by 700mm, and 150mm thick. The fascia sign is 3.7m by 1.1m and would be 150mm deep. The shopfront is to be painted 60Y 23/650 (red - 'sizzle').

The fascia sign has been erected.

## 3 Officer's Assessment and Recommendations

### DETERMINING ISSUES

Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 limits the exercise of powers of control of advertisements solely to the interests of amenity and public safety.

The determining issues are:

- Do the proposals enhance or preserve the character and appearance of the Conservation Area? there being a strong presumption against the granting of planning permission if this is not the case.
- 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 whether the design of the proposal is

- a) acceptable for its location within the conservation area.
- b) detrimental to road safety

a) The character of the conservation area is summarised in the local plan as follows:-

*The area contains two distinct character zones: the streets of Victorian and Edwardian villas to the west of Donaldson's School and the tenements and stone built terraces of Roseburn further west. Murrayfield House (1735) is an important listed building (category 'A'), the setting of which is defined by the surrounding streets of terraced housing. More recent housing constructed in*

*Wester Coates, although not visible from the main A8, has led to an erosion of character.*

The main concerns relate to the suitability of this form of signage in this location. The projecting sign is an internally illuminated lightbox and this is not appropriate. This sign should be a flat blade type projecting sign in high quality materials, or a traditional hanging sign. The fascia sign is an applied fascia box, and this is contrary to policy and guidelines. Any fascia signage should form an integral part of the shopfront, or may be in the form of applied lettering. The form and depth of the fascia are inappropriate and detrimental to the character and appearance of the conservation area.

b) there are no implications for road safety.

It is recommended that the Committee refuses this application for reasons relating to inappropriate materials and design; and agrees to authorise appropriate enforcement action to ensure the removal of the unauthorised signage.

*Alan Henderson*

**Alan Henderson**  
Head of Planning and Strategy

<b>Contact/tel</b>	Kingsley Drinkwater on 0131 529 3648 (FAX 529 3717)
<b>Ward affected</b>	15 - Murrayfield
<b>Local Plan</b>	Central Edinburgh
<b>Statutory Development Plan Provision</b>	Housing and Compatible Uses
<b>Date registered</b>	24 October 2005
<b>Drawing numbers/ Scheme</b>	01-4 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, Ian Dryden on 0131 529 3464. Email: [ian.dryden@edinburgh.gov.uk](mailto:ian.dryden@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)

**Application Type** Advert Application  
**Application Address:** 20 Roseburn Terrace  
Edinburgh  
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**Proposal:** Erect (1) Fascia signage - aluminium lightbox with pushed through illuminated lettering (2) Projecting sign (3) Internal moving display  
**Reference No:** 05/03450/ADV

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## Consultations, Representations and Planning Policy

### Consultations

No Consultations received.

### Representations

No representations have been received.

*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 is identified by the **Central Edinburgh Local Plan** as being within an area allocated for housing and compatible uses. The property is within a local shopping centre but is not on a designated retail frontage.

#### Relevant Policies:

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 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

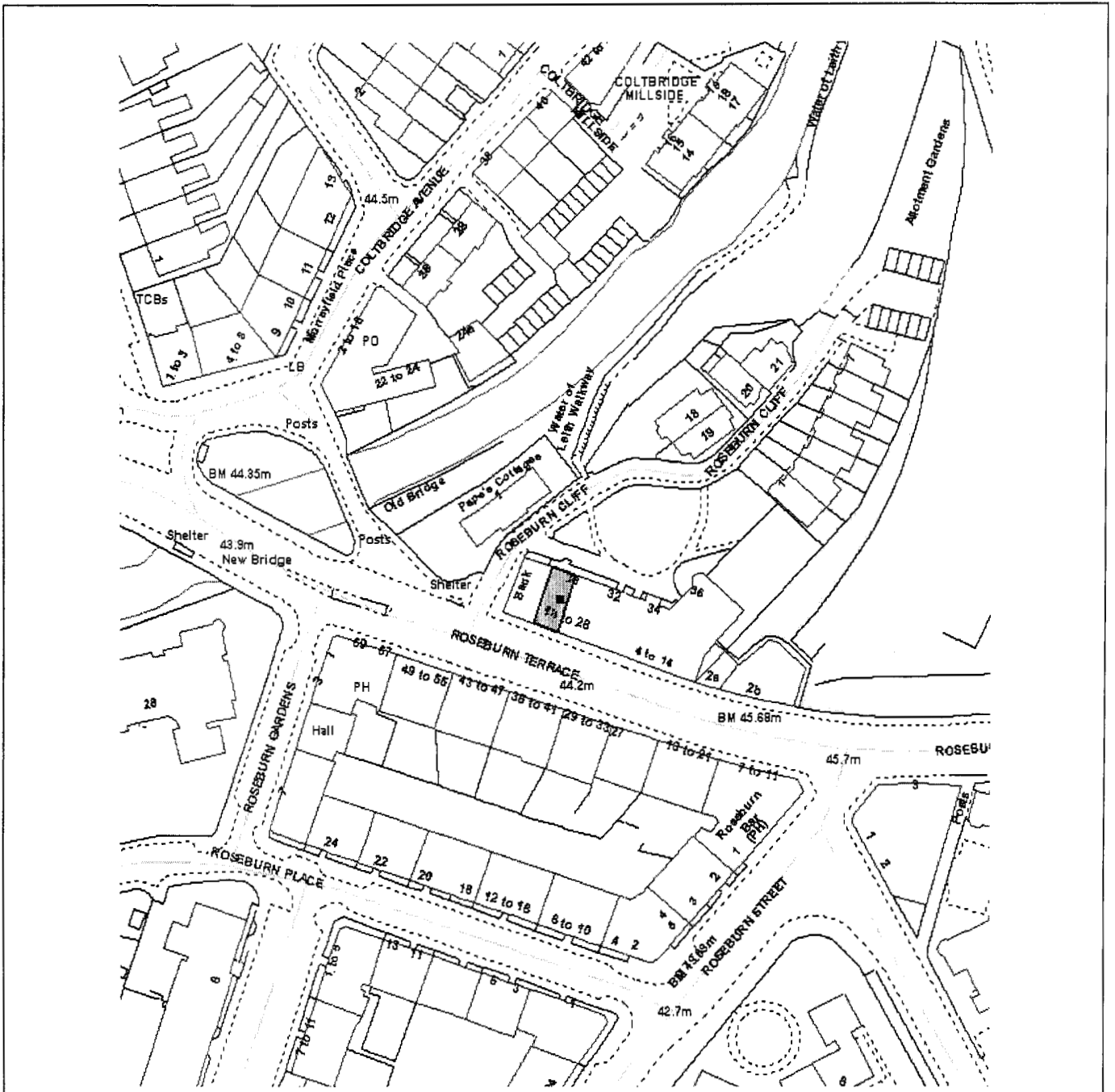
It is recommended that this application be **REFUSED AND ENFORCED**

#### Reasons

1. The proposal is contrary to Central Edinburgh Local Plan Policies CD4 in respect of Conservation Areas and CD24, in respect of shop signs and Non-Statutory Guidelines in respect of Commercial Frontages, as the internally illuminated box fascia and projecting sign, in terms of their design, form, means of illumination and materials are not appropriate for this location within a conservation area.

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End



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# **PLANNING APPLICATION**

<b>Address</b>	<b>20 Roseburn Terrace, Edinburgh, EH12 6AW</b>		
<b>Proposal</b>	<b>Erect (1) Fascia signage - aluminium lightbox with pushed through illuminated lettering (2) Projecting sign (3) Internal</b>		
<b>Application number:</b>	<b>05/03450/ADV</b>	<b>WARD</b>	<b>15- Murrayfield</b>
<b>THE CITY OF EDINBURGH COUNCIL</b>			
<b>THE CITY DEVELOPMENT DEPARTMENT- PLANNING &amp; STRATEGY</b>			