

**Government Departments Application
at
67-83 Shandwick Place
Edinburgh
EH2 4SD**

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

Proposal: Erect signage
Applicant: M.O.D
Reference No: 04/00441/GDT

1 Purpose of report

To recommend that the Council **RAISE NO OBJECTION.**

Conditions

1. Approval for the signs is for a limited period of two years.

Reasons

1. To safeguard proposed transport initiative (TiE)

2 Main report

Site description

The site is located to the south of Shandwick Place and constitutes a ground floor commercial unit of a traditional stone-built tenement. The surrounding area is a mixture of ground floor commercial units and flatted dwellings above. The property lies within a secondary-shopping frontage. The property is not listed but is within the New Town Conservation Area.

Site history

There is no relevant planning history for this site.

Development

The applicant seeks approval for replacement signage to be fixed to the front elevation. Both signs would measure 600mm by 920mm and would be constructed in aluminium with text and logos in opal Perspex. Both signs would be internally illuminated. One sign would be above the door to the property which is set back within the property from the adjacent footway. The other sign would project from the front elevation.

Consultations

No consultations undertaken.

Representations

The application was not advertised. One letter of objection has been received from Transport Initiatives Edinburgh Limited. It comments that unless the Head of Planning can be satisfied that the signage can be cleaned, maintained and dismantled without breaching the 2.75 metre safety margin the application should be refused.

Policy

Central Edinburgh Local Plan:

Mixed Activities Zone

Secondary shopping frontage.

Relevant Policies

Policy CD17 (MATERIALS) sets out requirements for materials in new developments and seeks a greater use of stone, roofing slate and other traditional materials in appropriate cases.

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

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 CD5 (CONSERVATION AREAS-REDEVELOPMENT) provides that new development should ensure that it preserves or enhances the character and appearance of the surrounding area.

3 Conclusions 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 preserve or enhance the character and appearance of the conservation area? there being a strong presumption against the granting of planning permission of 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 these determining issues, the Committee needs to consider

a) whether the signs are of a high design standard as not to detract from the character or appearance of the property or conservation area.

b) whether the proposal would have a detrimental affect on public safety

a) The character of the conservation area is summarised in the local plan 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.

Policy CD24 of the Central Edinburgh Local Plan provides that shop signs in their design, scale, positioning and materials should relate well to the existing shop front detail and be suited to their surroundings. Illuminated signs will generally be restricted to the defined principal shopping streets and other commercial areas.

Taking both signs together, it is considered that their form, dimensions and colours are acceptable and fit comfortably in with the dimensions of the shop frontage and the conservation area and accord with the above Local Plan Policy and the non-Statutory guidance relating to 'Advertisements and Signs'. The illumination of the sign is acceptable and would not, it is considered, adversely impact on the streetscene.

b) In terms of public safety and amenity, the proposal's design, colours and means of illumination impact minimally on neighbouring amenity and would not be detrimental affect public safety in the area.

In terms of the comments from Transport Initiatives Edinburgh Limited, it is considered on this occasion that advertisement consent should be limited to a two-year period.

It is recommended that the Committee approves this application, subject to the conditions stated.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel Mark Russell on 529 3665

Ward affected 30 -Dalry

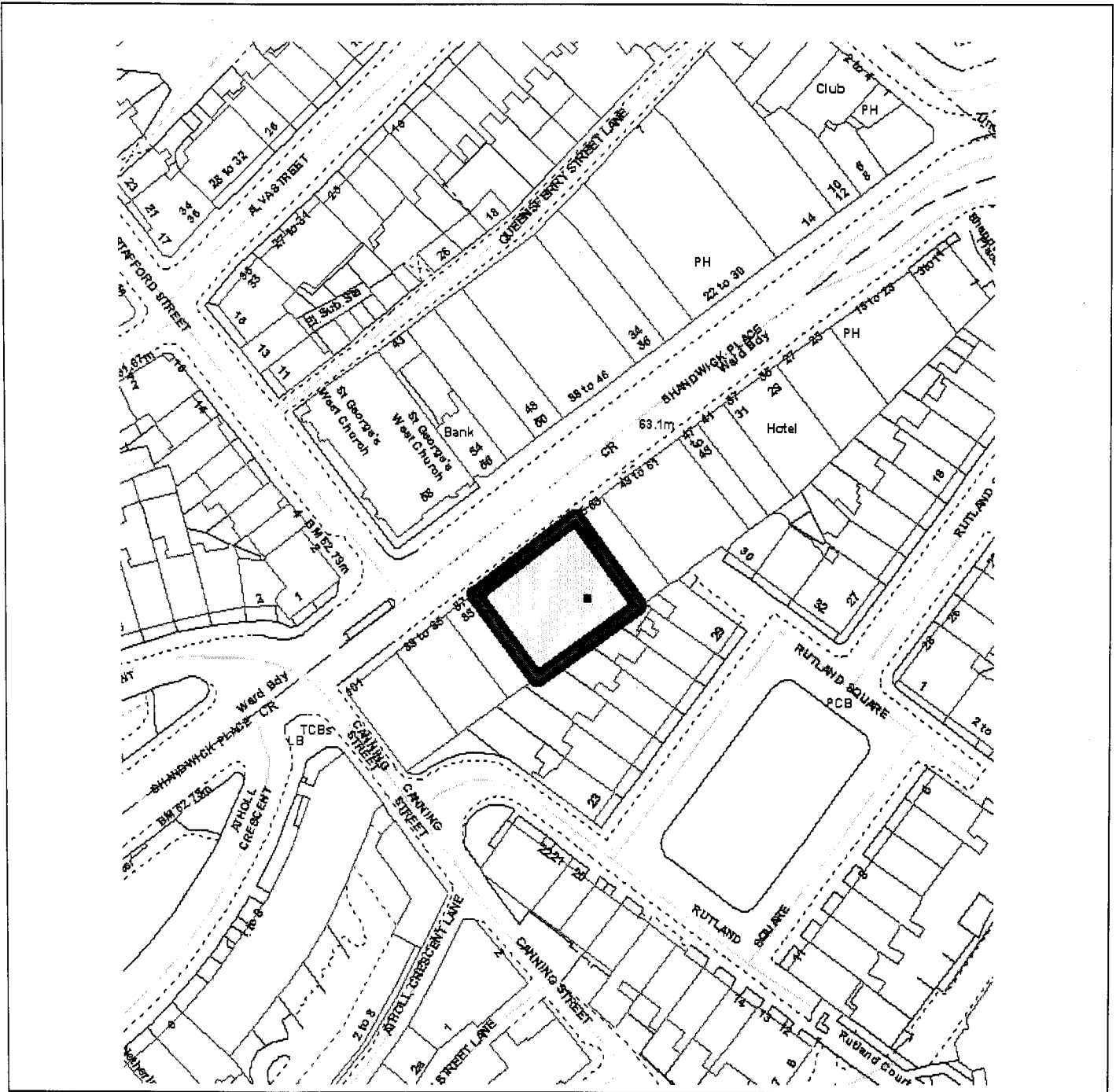
Local Plan Central Edinburgh Local Plan

**Statutory Development
Plan Provision** New Town Conservation Area

File 04/00441/GDT

Date registered 12 February 2004

**Drawing numbers/
Scheme** 1 to 3



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PLANNING APPLICATION

Address	67-83 Shandwick Place, Edinburgh, EH2 4SD		
Proposal	Erect signage		
Application number:	04/00441/GDT	WARD	30- Dalry

THE CITY OF EDINBURGH COUNCIL
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY