

Advert Application 07/04139/ADV
at
24 - 26 Craighall Road
Edinburgh
EH6 4SA

Development Management Sub-Committee
of the Planning Committee

1 Purpose of report

To consider application 07/04139/ADV, submitted by D Cornforth. The application is for: **Projecting (illuminating) sign outside**

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

2 **The Site and the Proposal**

Site description

This application relates to a ground floor commercial unit which is part of a 3-storey, 9-bay corner tenement dating from 1897. The unit is part of a row of commercial premises.

It is category C(s) listed and was listed on 17 Oct 1996 (Ref: 43690).

This property is located within the Newhaven Conservation Area.

Site History

June 2004 - Planning permission granted for change of use and alterations to form physiotherapy clinic (04/1323/FUL).

August 2007 - Enforcement Enquiry regarding the repainting of the shopfront. Still pending resolution (07/528/EOPDEV).

December 2007 - Concurrent listed building consent application for projecting sign, pending decision (07/4139/LBC).

Description of the Proposal

This application is in retrospect for the mounting of an illuminated projecting box sign on the fascia of this building, advertising the presence of the physiotherapy centre.

The sign is 720mm in diameter and is a silver metal framed light box with opal acrylic faces. It is mounted centrally over the main door.

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 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 whether:

- a) The proposals adversely impact on visual amenity
- b) The proposals adversely impact on road safety.

a) The shopping parade from No.24 - No.36 has a continuous shopfront fascia with periodic engaged fluted pilasters, making it a set piece design. It was devoid of any projecting signs until this retrospective sign was erected. Retaining this projecting sign will cause an unacceptable precedent for illuminated or non-illuminated signs on this parade of shops, which if copied, will harm the appearance of these shopfronts and the conservation area in general. Whether the sign is mounted on the main fascia or the sub-fascia

would make no difference to the conclusion that it is unacceptable in this conservation area and on this building.

b) There is no public safety issue.

In conclusion, the sign as erected is unacceptable because of its materials, its location and its visual intrusion.

It is recommended that the Committee refuses the application and takes action to enforce the removal of the sign from this shopfront.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Duncan Robertson on 0131 529 3560
Ward affected	A04 - Forth (NEW)
Local Plan	North East Edinburgh Local Plan/Finalised Edinburgh City Local Plan
Statutory Development Plan Provision	Housing and Compatible Uses/Urban Area
Date registered	7 November 2007
Drawing numbers/ Scheme	01 - 02 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, Anna Grant on 529 3521. Email: anna.grant@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

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Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

Not advertised.

No representations 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 lies within an area of Housing and Compatible Uses within the North East Local Plan and within the Urban Area of the finalised Edinburgh City Local Plan.

Relevant Policies:

Policy E18 (LISTED BUILDINGS) sets out criteria for assessing proposals affecting a listed building and its setting, including alterations, extensions and changes of use.

Policy E21 (CONSERVATION AREAS - GENERAL): requires proposed development within a conservation area to retain all features which contribute to the character and appearance of the area.

Policy E22 (CONSERVATION AREAS - REDEVELOPMENT): sets out criteria against which new development in conservation areas will be assessed.

Policy E30 (SHOP SIGNS): sets out criteria against which non-illuminated and illuminated advertisement proposals will be considered, including their design, location and visual impact

Relevant policies of the Edinburgh City Local Plan

Policy Des 12 (Shopfronts) sets criteria for assessing shopfront alterations and/or advertising proposals.

Policy Env 5 (Conservation Areas – Development) sets out criteria for assessing development in conservation areas.

Policy Env 3 (Listed Buildings – Alterations & Extensions) identifies the circumstances in which alterations and extensions to listed buildings will be permitted.

Relevant Non-Statutory Guidelines

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 proposed advertisement is contrary to the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) Part 11 Section 4(2) (a) in respect of amenity as the projecting sign adversely impacts on the appearance of the shop unit and the character and appearance of the Newhaven Conservation Area.
2. The proposal is contrary to North East Edinburgh Local Plan Policy E18, in respect of Listed Buildings, as the sign disrupts the appearance of the listed building within the uniformly designed shopping parade.
3. The proposal is contrary to North East Edinburgh Local Plan Policy E21, in respect of Conservation Areas, as it adversely impacts on the appearance of a historic shopfront within the Newhaven Conservation Area.
4. The proposal is contrary to North East Edinburgh Local Plan Policy E22, in respect of Redevelopment in Conservation Areas, as the sign adversely impact on the character and appearance of the parade of shops within the Newhaven Conservation Area.
5. The proposal is contrary to North East Edinburgh Local Plan Policy E30, in respect of Shop Signs, as the sign does not relate well to the existing shopfront detail and is not suited to its surroundings.
6. The proposal is contrary to Edinburgh City Local Plan Policy Des 12 in respect of Shopfronts, as the sign does not relate sensitively and harmoniously to the building and affects the visual amenity of the shop parade

7. The proposal is contrary to Edinburgh City Local Plan Policy Env 5 in respect of Conservation Areas - Development, as the sign does not preserve or enhance the character and appearance of the Newhaven Conservation Area
8. The proposal is contrary to Edinburgh City Local Plan Policy Env 3 in respect of Listed Buildings – Alterations and Extensions, as the sign adversely affects the appearance of the shop unit and the architecturally consistent parade of shops
9. The proposal is contrary to the Non-Statutory Guidelines in respect of Commercial Frontages, as the sign constitutes an unacceptable illuminated box sign which erodes the unity of the streetscene.

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Location Plan

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