

**Advert Application 08/01515/ADV
at
69 St James Centre
Edinburgh
EH1 3SP**

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

1 Purpose of report

To consider application 08/01515/ADV, submitted by John Lewis.. The application is for: **Advertisement board above entrance for special offers within the Edinburgh store (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 the John Lewis department store which forms part of the St James shopping centre. The main external frontage of the store is on Leith Street.

The building is approximately 4 storeys in height; the exterior of the building is predominantly stone with large window features.

The application site is located within the city centre within an area characterised by commercial uses and is located within the World Heritage Site.

This property is located within the New Town Conservation Area.

Site History

07.03.95 Erect illuminated canopy fascia sign and lettering (95/00349/ADV) granted

30.10.96 Chiller replacement, erect louvre screens (96/01942/FUL) granted

21.03.02 206sqm second floor extension to John Lewis (02/00434/FUL) granted

01.04.03 Business name signs, built up illuminated letters, tray sign, pole sign, canopies (03/00087/ADV) granted

11.07.03 Provide safety systems for accessing the roof of the building (03/01973/FUL) granted

21.07.06 Erection of additional and replacement signage (06/01109/ADV) refused

31.10.06 New signage for new image John Lewis/NCP (06/03375/ADV) granted

18.02.08 Enforcement enquiry Advert without consent (08/00120/EADV) pending consideration

Erection of pole mounted CCTV camera to flat roof of building (08/01602/FUL) pending consideration

Description of the Proposal

Retrospective permission is sought for the erection of a large advertisement above the north entrance to the store on Leith Street. The advert material is vinyl which has been adhered to the window. The advert is approximately 9.45m in height by 5.03m in width.

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 proposal adversely impacts on visual amenity; and
- b) the proposal adversely impacts on road safety.

(a) Whilst the New Town Conservation Area character appraisal does not specifically offer advice on adverts and signage it does refer to the relevant Non Statutory Guidelines.

The advert is positioned at a high level in a visually prominent location visible from a great distance from the site. Due to its scale and location it detracts from the appearance of the building and area, resulting in a detrimental impact upon the character and appearance of the wider area.

This part of the building has an extensive shop front fascia. Until this retrospective sign was erected, it was devoid of any signage with the exception of discreet lettering identifying the store, found both immediately above the entrance and at an elevated level. Retaining this advert will cause an unacceptable precedent for further large scale high level signage, which if copied, will harm the appearance of this shop front and the conservation area in general. It is unacceptable on this building and in the conservation area.

The advert visually detracts from the character and appearance of the building resulting in a detrimental impact upon the visual amenity of the conservation area.

(b) There is no impact on road safety

In conclusion, the proposal does not comply with the development plan and the relevant non statutory guidance in respect of the impact on visual amenity and there are no compelling reasons for departing from policy. The proposal is unacceptable because of its scale, location and resultant visual intrusion which harms the visual amenity of the immediate street scene and historic character of the wider area. The proposal does not preserve or enhance the character of the conservation area. There are no other material considerations which outweigh this conclusion.

It is recommended that the Committee refuses this application, for these reasons, and authorises action to enforce the removal of the advert from this shop front.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Catriona Lyle on 0131 529 6475
Ward affected	A11 - City Centre (NEW)
Local Plan	Central Edinburgh Local Plan
Statutory Development Plan Provision	Office Care
Date registered	12 May 2008
Drawing numbers/ Scheme	01-05 Scheme 1

Application Type Advert Application
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Consultations, Representations and Planning Policy

Consultations

Transport

No objections to the application

Representations

No representations have been received.

Planning Policy

The application site is located within the Office Core as designated in the Central Edinburgh Local Plan and within the Town Centre, Central Area and within a Central Area Development Proposal area (St James Quarter) in the finalised Edinburgh City Local Plan.

Both local plans identify the site as being within the New Town conservation area.

Relevant Policies:

Relevant policies of the Central Edinburgh Local Plan.

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 shop front advertising, including illuminated signs.

Policy CD25 (ADVERTISING) imposes restrictions on advertising on commercial buildings other than shop fronts and states that high level advertising will not be permitted.

Relevant policies of the Finalised Edinburgh City Local Plan.

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

Policy Des 12 (Shop fronts) sets criteria for assessing shop front alterations and/or advertising proposals.

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** for the reasons below.

Reasons

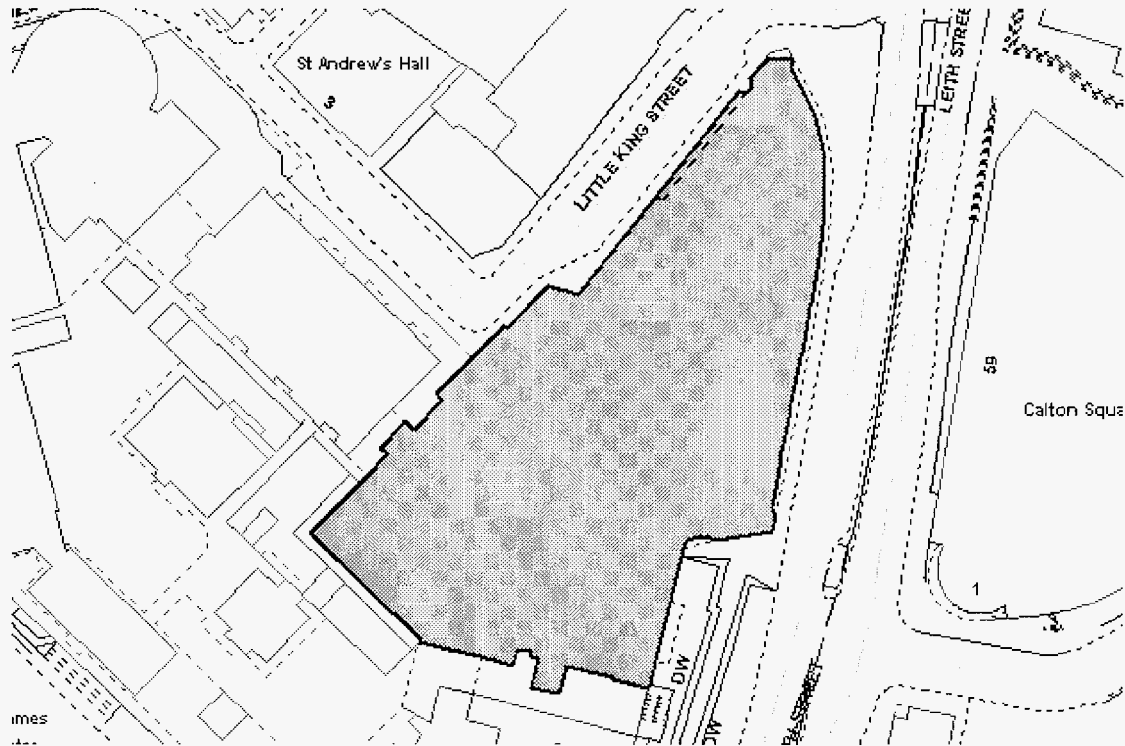
1. The proposal is contrary to Policy CD5 of the adopted Central Edinburgh Local Plan and Policy Env5 of the finalised Edinburgh City Local Plan as the advert by virtue of its size and location detracts from the visual amenity of the conservation area.
2. The proposal is contrary to Policy CD24 of the adopted Central Edinburgh Local Plan and Policy Des12 of the finalised Edinburgh City Local Plan as the advert, due to its size and positioning, does not relate sensitively to the building as a whole and has an adverse impact on the street scene and historic character of the area.
3. The proposal is contrary to Policy CD25 of the adopted Central Edinburgh Local Plan as the advert is visually obtrusive and located at a high level.
4. The proposal is contrary to Non Statutory Guidelines on Commercial Frontages as the high level advert detracts from the character of building, the street scene and the visual amenity of the wider area.

End

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Location Plan

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