

**Advert Consent 12/00405/ADV
at
155 - 159 Bruntsfield Place
Edinburgh
EH10 4DG**

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

1 Purpose of report

To consider application 12/00405/ADV, submitted by Sainsbury's Supermarkets. The application is for: **Signage to front and side elevations.**

It is recommended that this application be **Granted** by Committee.

2 The Site and the Proposal

Site description

The application property is a ground floor retail unit on a busy shopping street. The building is category B listed. It was designed by Hippolyte Jean Blanc, and begun in 1882. It was listed on 12 December 1974 (ref: 26861).

This property is located within the Marchmont, Meadows And Bruntsfield Conservation Area.

Site History

23 December 2011 - Consent granted for external plant and machinery to rear (planning ref: 11/03659/FUL).

27 January 2012 - Consent granted for internal alterations (listed building ref: 11/03824/LBC).

13 January 2012 - Replacement external plant to rear granted consent (planning ref:11/03826/LBC).

Pre-Application Process

There is no pre-application process history.

Description Of The Proposal

The application is for fascia lettering, illuminated by existing lamps, a projecting sign and window vinyls. The proposal is to fix individual, aluminium fret cut letters 250mm high, in orange and white finish. These are to be externally illuminated by the existing floodlights mounted on metal rods projecting from the top of the fascia. A double sided projecting sign, 800 x 550mm is proposed on the main road frontage, illuminated by short trough lights. Window manifestations are proposed, all to be based on opaque frosted vinyl in the lower third of the window panels on the front elevation and two thirds height on the side street elevation.

Original Scheme

Fascia lettering was 350mm high and exceeded guidelines. Window manifestations included a two third height photographic representation of Edinburgh Castle and Shopkeepers, on the side and front elevation respectively and a two thirds height black vinyl sheet with white opening hours lettering on the side elevation. The projecting sign was 900mm x 600mm, slightly exceeding guidelines.

3. Officer's Assessment and Recommendation

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 affect the amenity of the locality? In the determination of the suitability of the site for the display of advertisements, the Planning Authority shall have regard to the general characteristics of the locality including the presence of any feature of historical, architectural, cultural or similar interest. The authority may disregard any advertisements displayed in the locality.

Do the proposals affect public safety? The Planning Authority shall in particular consider whether any such display is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal, or aid to navigation by water or air.

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 proposed signage adversely affects the amenity of the conservation area; and

b) the proposed signage affects public safety.

a) The fascia lettering will be clear of the shutter boxes and is approximately two thirds the height of the fascia, which complies with guidelines. The projecting sign will be 0.44m² and therefore complies with guidance concerning sign area not exceeding 0.5m², and is acceptable. The use of metal letters as opposed to plastic letters is appropriate to the listed building and the conservation area and the size of signage complies with guidelines. Similar external spot lighting exists next door at the, The Montpellier Bar and the existing form of illumination - floodlights on rods - is acceptable as a form of illuminating the proposed flat metal lettering, as it will not alter the existing format in this street frontage.

The Marchmont, Meadows and Bruntsfield Conservation Area Character Appraisal states that "*Most tenements have small front gardens to the street. The exceptions to the latter are where parades of shops occur, with their shop fronts coming down hard on the heel of the pavement.*" In terms of essential character, the document states "*Consistent quality of building form and materials provide integrity and character*"; and under Activities and Uses it states there is "*A busy shopping environment on Bruntsfield Place.*"

The window manifestations and photographic representations have been changed in favour of one third height frosted vinyl on the inside of five window panels in order to partly screen cash tills and checkout counters from the main street. This is a significant improvement on the almost blank and full height original 'photographic' representations submission and is as a result of applying the non-statutory guidelines which state "*advertises behind the glass should be kept to a minimum to allow maximum visibility into the premises.*" The frosted vinyl will allow security and privacy to customers whilst allowing clear views over the top to the interior, without being too conspicuous and detrimental to the frontage or the area. The opening hours lettering on the side street elevation has been changed to black on frosted vinyl, in place of white on black vinyl. This improves the appearance of the frontage in the more domestic side street.

The internal illumination of the shop cannot be controlled by planning.

The frosted vinyl, as amended, will allow a reasonable degree of the interior to be seen and is therefore compliant with guidelines. Its neutral appearance is appropriate to the listed building and the conservation area.

The proposals are acceptable and will not adversely impact on the amenity of the area.

b) The proposed signage has a minimal impact and does not affect public safety.

In conclusion, the proposals comply with policy and non-statutory guidance and do not affect the amenity of the area or public safety.

There are no other material considerations which outweigh this conclusion.

It is recommended that the Committee approves this application.

REASON FOR DECISION

The revised proposals comply with the development plan and the non-statutory guidelines stated, and will not adversely impact on the building, on the conservation area, or upon public amenity or highway safety.

John Bury
Head of Planning & Building Standards

Contact/tel	Duncan Robertson on 0131 529 3560
Ward affected	A10 - Meadows/Morningside
Local Plan	Edinburgh City Local Plan
Statutory Development Plan Provision	Primary Shopping Frontage
Date registered	10 February 2012
Drawing numbers/ Scheme	01; 02C Scheme 4

Advice to Committee Members and Ward Councillors

The full details of the application are available for viewing on the Planning and Building Standards Portal: www.edinburgh.gov.uk/planning.

If you require further information about this application you should contact the following Principal Planner, Anna Grant, 0131 529 3521, anna.grant@edinburgh.gov.uk

If this application is not identified on the agenda for presentation and you wish to request one at the Committee meeting, you must contact Committee Services by 9.00a.m. on the Tuesday preceding the meeting. Contact details can be found in the Committee agenda papers.

Application Type Advert Consent
Application Address: 155 - 159 Bruntsfield Place
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Proposal: Signage to front and side elevations.
Reference No: 12/00405/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

Not advertised, but 49 letters have been received, 38 of objection and 13 of comment, including those from the Merchiston Community Council and Councillor Mark McInnes; on the following grounds:

- blocking off windows with advertising, frosting and installing large plastic lettering in orange and white.
- high visual impact and impact on conservation area and listed building and the area of traditional Victorian shopfronts.
- constant illumination is likely to cause annoyance and disturbance to local residents.
- change character of existing neighbourhood.

The above comments are addressed in paragraph b) of the assessment in this report.

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 allocated as Primary Shopping Frontage in the Edinburgh City Local Plan.

Relevant Policies:

Relevant policies of the Edinburgh City Local Plan

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

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.

The Marchmont, Meadows and Bruntsfield Conservation Area is characterised by well proportioned Victorian tenemental perimeter blocks with Baronial detailing and the substantial area of the open parkland formed by the Meadows and Bruntsfield Links.

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**Conditions/Reasons associated with the Recommendation
Recommendation**

It is recommended that this application be Granted by Committee, subject to the conditions, reasons and informatives stated below.

Conditions:-

1. Consent is granted for a period of five years from the date of consent.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

Informatives

It should be noted that:

1. This consent is for advertisement consent only. Work must not begin until other necessary consents, e.g. listed building consent, planning permission have been obtained.

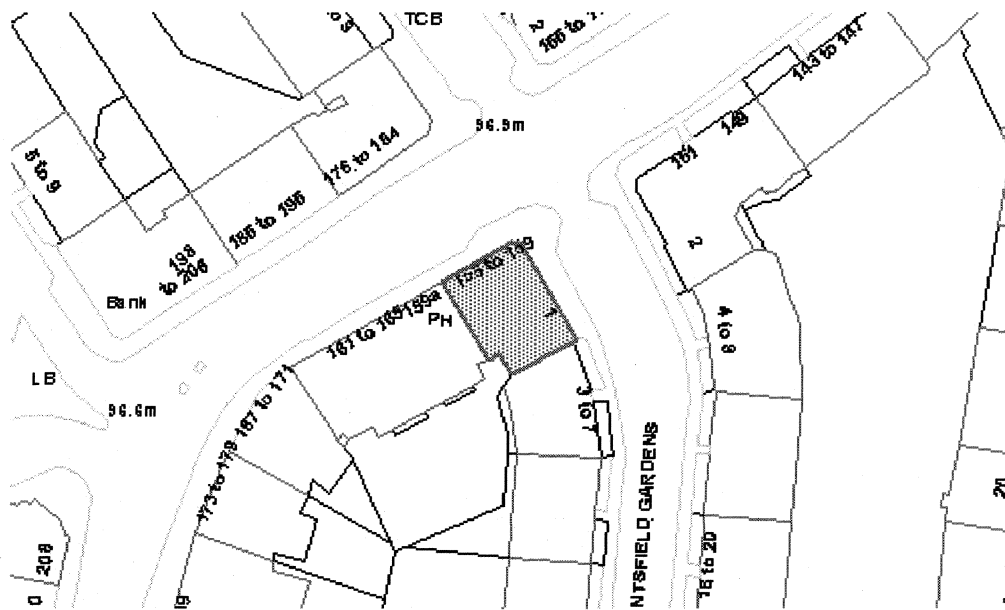
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Appendix C

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Location Plan

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