

**Advert Application 05/02670/ADV
at
192 B High Street
Edinburgh
EH1 1RE**

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

1 Purpose of report

To consider application 05/02670/ADV, submitted by Mr Bremner. The application is for: **Erect hanging sign (in retrospect)**

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

2 The Site and the Proposal

Site description

This application relates to a ground floor retail unit that forms part of a classical 4-storey building with rusticated ground floor designed by William Nixon 1845-9. The building is linked in design with Parliament Square.

This is a category A listed building located in the Old Town Conservation Area and World Heritage Site.

Site history

02/03516/FUL GRA 13.11.2002 'Change of use from vacant, class 1 (retail) use to a bureau de change, class 2 (financial) use'.

04/01719/FUL GRA 21.07.2004 '.Alterations and change of use to form exhibition centre and retail premises'.

04/01719/LBC GRA 21.07.2004 'Alterations to form exhibition centre and retail premises (As amended)'.
05/03333/ADV Associated current application for 'A brass plaque, removable timber sign and signage behind the windows'.

Description of the Proposal

This is a retrospective application for the erection of new signage.

The signage is a hanging sign to the left of the front door of the building that leads onto the High Street.

The hanging sign is constructed of timber with a blue steel frame and is 500mmx700mm in size. It has painted white lettering and logo set against a dark blue background.

3 Officer's Assessment and Recommendations

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.

DETERMINING ISSUES

The determining issues are:

- Do the proposals harm the character or appearance of the conservation area? If they do, there is a strong presumption against the granting of permission;
- Do the proposals preserve the building or its setting or any features of special architectural or historic interest which it possesses? If they do not, there is a presumption against the granting of permission. For the purposes of this issue, "preserve", in relation to a building, means preserve it either in its existing state or subject only to such alterations or extensions as can be carried out without serious detriment to its character;
- 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:

- a) whether the signage has an adverse impact on the character or appearance of the conservation area, or the character of the listed building;
- b) whether the signage is detrimental to public safety.

a) The character of the Old Town Conservation Area is described in the Central Edinburgh Local Plan as follows:

"Centred on the Royal Mile, the city's main historic thoroughfare, the Old Town evolved from two separate burghs. Although few medieval buildings remain, the original plot widths and the 'fishbone' street pattern of narrow closes and wynds remain extensively visible, although overlain by major Victorian rebuilding and street improvements. The administrative, ceremonial, legal and religious functions of the modern city remain focused within the Old Town. The key elements of the area's character are therefore its density of building and mixture of uses with high tenements and important historic buildings arranged on a historic street pattern."

Prior to the erection of the unauthorised sign the applicant was advised during an informal consultation that a hanging sign would not be acceptable and suggested one plaque sign adjacent to the door and window signage was suggested.

The building forms the bookend to Parliament Square and is a fine piece of architecture built in a plain classical style with rusticated front. It is a building of domestic character that does not have a shopfront and as such, does not lend itself to hanging signs which detracts from the character and appearance of the conservation area.

- b) There are no public safety issues.

There are no other material planning considerations which outweigh this conclusion.

It is recommended that the Committee refuses this application and enforces the unauthorised signage, for reasons relating to the adverse impact on the character of the listed building and the conservation area.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Grainne Lennon on 0131 529 3543
Ward affected	34 - Holyrood
Local Plan	Central Edinburgh
Statutory Development Plan Provision	Mixed Activities
Date registered	6 October 2005
Drawing numbers/ Scheme	01,02,03 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, Martin Easson on 0131 529 3989. Email: martin.easson@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 or sarah.bogunovic@edinburgh.gov.uk

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Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

No representations have been received.

Planning Policy

Mixed Activities Zone within the Central Edinburgh Local Plan.

Relevant Policies:

Policy CD2 (LISTED BUILDINGS) sets out criteria for assessing proposals affecting listed buildings and seeks to safeguard their character and setting.

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 on Commercial Frontages supplement Local Plan Policies by providing guidance on shop frontages, shop front security, adverts and signs and blinds and canopies.

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.

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Conditions/Reasons associated with the Recommendation

Recommendation

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

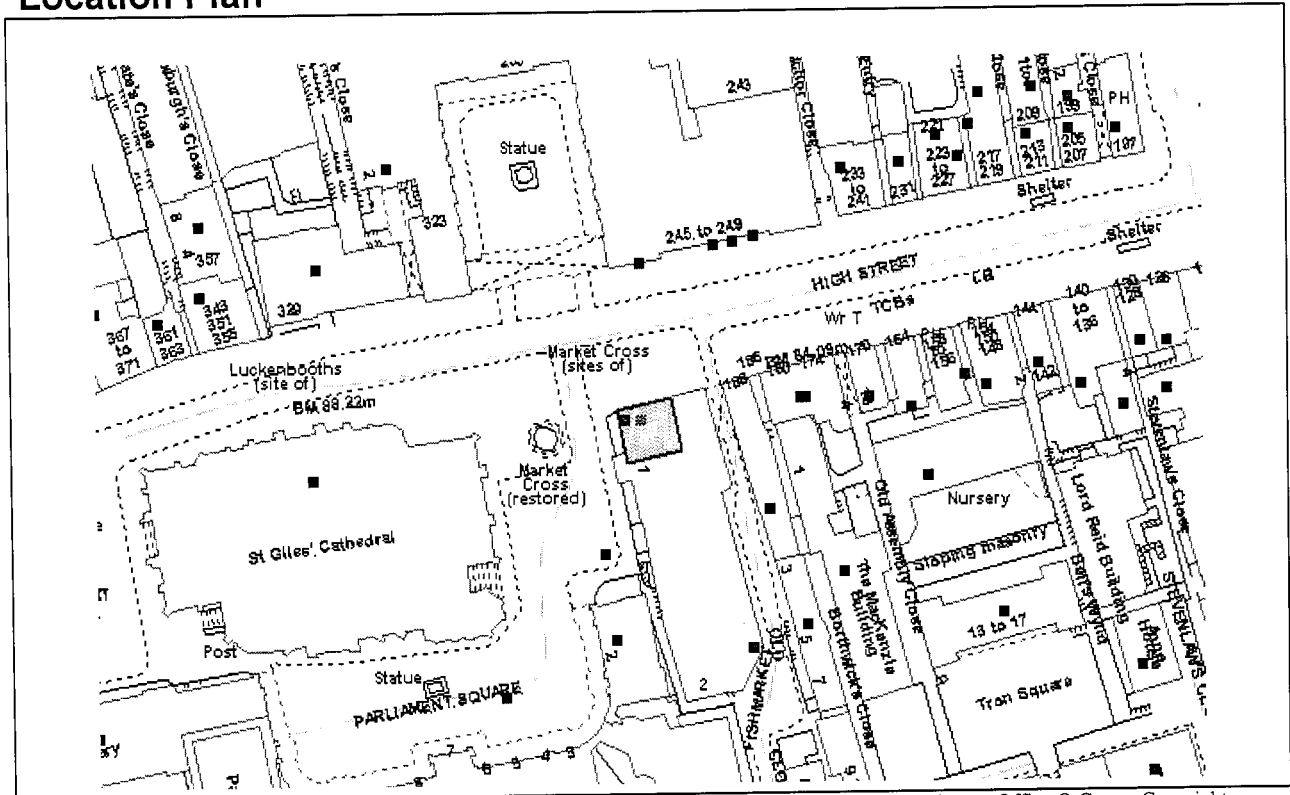
Reasons

1. The proposal is contrary to Central Edinburgh Local Plan Policy CD2, in respect of Listed Buildings, as the nature of the sign has an adverse affect on the character of the listed building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD24, in respect of shop signs, as the hanging sign does not relate well to the buildings domestic character or surroundings.
3. The proposal is contrary to Central Edinburgh Local Plan Policy CD25, in respect of advertising, as it detracts from the architectural integrity of the building.
4. The proposal is contrary to the Non-Statutory Guidelines in respect of Commercial Frontages, as the projecting sign has an adverse affect on the domestic character of the listed building.
5. The proposal is contrary to Central Edinburgh Local Plan Policy CD5, in respect of Conservation Areas - Redevelopment, as the nature of the sign has an adverse affect on the character of the conservation area.

End

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Location Plan



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