

Advert Application 05/03615/ADV
at
111A George Street
Edinburgh
EH2 4JN

Development Quality Sub-Committee
of the Planning Committee

1 Purpose of report

To consider application 05/03615/ADV, submitted by Mr Pickett. The application is for: **Internally illuminated fascia 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

The application property is the ground floor and basement unit of a three storey building with attic and basement dating from circa 1785. A modern shopfront is built out in front of the building line for 111 George Street. The building is category B listed and situated within the New Town Conservation Area and World Heritage Site.

Site history

28.06.2005 - (05/00789//FUL/LBC) consent granted for internal alterations to conjoin premises 111a + 113-115 to form bar restaurant, replacement shopfront to 111A

Site history for number 111a George Street

12.08.2004 - (04/01053/FUL/LBC) consent granted for change of use from print shop to public house, installation of new shop frontage and access to number 111a.

24.10.2002 - (02/03394/LBC/FUL) consent granted for alterations to shopfront.

12.10.1995 - (95/02002/FUL) consent granted to form external door opening to lower ground floor/rear courtyard.

Site history for numbers 113-115 George Street

11.07.2003 - (03/01873/ADV) consent refused for fascia sign

10. 06 2003 - (03/01088/LBC) consent granted for alterations to ground floor of premises to form bar/restaurant.

25.06.2001 - (01/02040/ADV) consent granted for hanging plaque fixed to existing wrought iron sign post.

23.07.2001 - (01/02033/LBC/ADV) consent refused for projecting illuminated box signage to be fixed to existing stone facade, Hanging sign to be erected on a new post at back of pavement.

02.02.2001 - (01/02851/FUL/LBC) consent granted for change of use of ground floor to mixed use restaurant/bar and basement to public house use, plus rear extension to the building.

20.05.1999 - (99/01020/LBC) consent granted to replace signage due to corporate rebranding.

Description of the Proposal

This is a retrospective application for the addition of gold leafed perspex letters applied to a sand blasted glass unit on the top glazed panel of a modern shopfront. A white backing panel behind the glass removes the translucent element of the glass and makes the panel appear opaque and solid.

The original scheme incorporated fluorescent lighting between the external glass panel and the backing panel.

3 Officer's Assessment and Recommendations

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 New Town Conservation Area is described in the Central Edinburgh 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.

George Street is characterised by predominantly high quality shopfronts and signage using good quality materials. The applied perspex lettering applied for in this application is an inferior material. Although the fluorescent lighting behind the glass has been deleted from this application the white backing panel still is part of the application. The effect is to create a solid panel within the glazing when the original intention when the shopfront alterations were approved was to create a more fully glazed unit with an etched glass logo in the top pane. Both the inferior quality of the lettering and the creation of, what is in effect, a sub-fascia panel in the glazing has an adverse effect on the character and appearance of the conservation area and the character of the listed building.

b) The signage is not detrimental to public safety.

The signage does not comply with the development plan and non-statutory policies, and has an adverse effect on the character of the conservation area. It has no detrimental impact on public safety.

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

It is recommended that the Committee refuse this application for the reasons stated relating to character and appearance of the conservation area and take appropriate enforcement action to remove the sign.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Barbara Stuart - Tuesday, Thursday Only on 0131 529 3927 - (FAX 529 3717)
Ward affected	18 - New Town
Local Plan	Central Edinburgh Local Plan
Statutory Development Plan Provision	Office Core
Date registered	28 October 2005
Drawing numbers/ Scheme	1, 2a 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

Application Type Advert Application
Application Address: 111A George Street
Edinburgh
EH2 4JN

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Reference No: 05/03615/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

No representations have been received.

Planning Policy

Central Edinburgh Local Plan, Office Core.

Relevant Policies:

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

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 shopfront advertising, including illuminated signs.

Non-statutory guidelines 'ALTERATIONS TO LISTED BUILDINGS' provide general guidance for assessing proposals for both internal and external alterations.

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 CD23 (SHOPFRONT DESIGN) promotes high standard shopfront design and sets out criteria for assessing shopfront proposals.

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Conditions/Reasons associated with the Recommendation

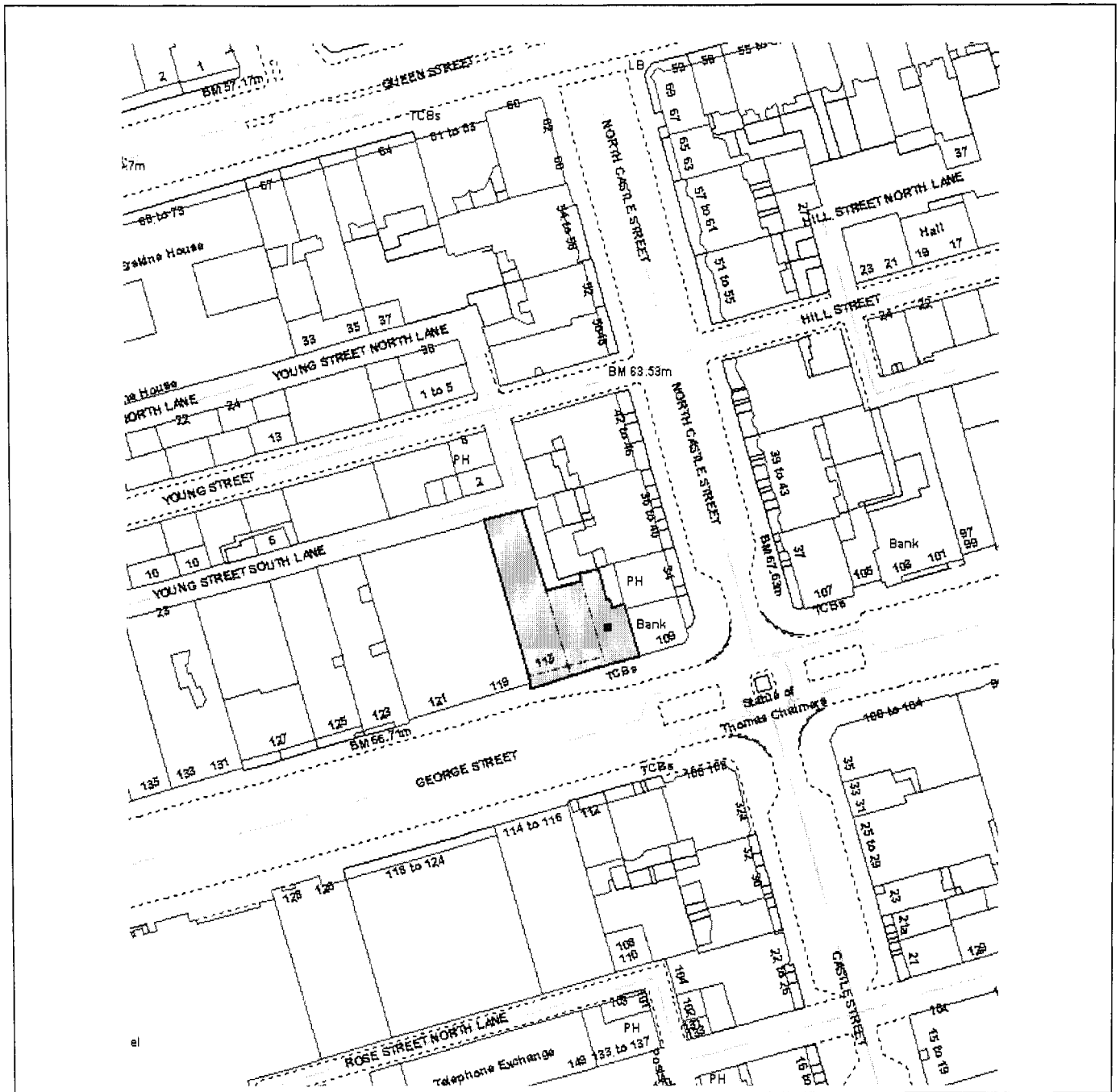
Recommendation

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 proposals diminish the architectural integrity of the listed building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD5, in respect of Conservation Areas - Redevelopment, as the proposals do not preserve or enhance the character and appearance of the conservation area.
3. The proposal is contrary to Central Edinburgh Local Plan Policy CD23, in respect of Shopfront Design, as the shop sign in terms of its materials, is not suited to its surroundings.
4. The proposal is contrary to Non Statutory Guidelines in respect of Alterations to Listed Buildings, as the alterations detract from the character of the listed building
5. The proposal is contrary to the Non-Statutory Guidelines in respect of Commercial Frontages, as the proposals do not employ good quality materials.

End



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PLANNING APPLICATION

Address	111A George Street, Edinburgh, EH2 4JN,		
Proposal	Internally illuminated fascia sign (in retrospect)		
Application number:	05/03615/ADV	WARD	18- New Town
THE CITY OF EDINBURGH COUNCIL			
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			