

**Advert Application 05/02763/ADV
at
31 Bridge Street
Newbridge
EH28 8SR**

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

1 Purpose of report

To consider application 05/02763/ADV, submitted by S + N Pub Enterprises. The application is for: **General upgrade of existing signage and new signage to side entrance and 2 new lanterns (as amended)**

It is recommended that this application be **GRANTED** subject to the conditions in Appendix B.

2 The Site and the Proposal

Site description

The application premises are a one and two storied public house on the north-west corner of the crossroads formed between Bridge Street and Old Liston Road.

Site history

30.1.2006 - Planning application to form two windows and re-paint the premises. (05/02763/FUL) considered in a separate report.

30.1.2006 - listed building application to form two windows, re-paint the premises, erect signage and carry out internal alteration. (06/00144/LBC) considered in a separate report.

Description of the Proposal

The proposals involve the erection of an arch shaped painted sign on the rear gable wall of the building, the erection of sign above the doorway and a new amenity signboard to the side of the doorway on the Old Liston Road elevation of the building and replacement, upgraded signage to match existing on the front elevation of the building on Bridge Street.

It is also proposed to remove two existing projecting signs on the Old Liston Road and Bridge Street elevations of the building.

The signage on the front elevation of the building is to be constructed with an aluminium back panel and hardwood frame. The three signs, one above the door and two flanking it, are replacements in size and location for existing signage, although the colour scheme is a claret/deep wine background with gilded lettering, rather than the existing blue colour scheme.

3 Officer's Assessment and Recommendations

DETERMINING ISSUES

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.

The determining issues are:

- 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 proposals have an adverse impact on amenity;
- b) Whether the proposals are detrimental to public safety.

a) No consent has been obtained for the existing signs, and it is unclear how long they have been in-situ; the representation from the local community council makes reference to the present occupier erecting them. However, they are modest in size and have no adverse affect on surrounding amenity. In addition, it is proposed to remove a projecting sign that it currently erected at 1st floor level of the building on this elevation.

On the side elevation of the building, 170mm high individual timber, gilded letters, forming the premises name, and mounted on 30mm locators, are to be erected above the entrance to the building. In addition, a replacement amenity board, of the same size as the existing one, 0.6 metres in height and 0.4 metres in width, will be erected to the north of one of the two new windows that are to flank the entrance. These are considered in a separate report.

These proposals form a modest advertisement scheme for this elevation, with suitably mounted, high quality materials being used for the sign above the doorway.

On the rear gable of the building 400mm high painted letters, forming the premises name, are to be displayed in an arch shape at eaves level. This will be illuminated by an existing floodlight. Whilst this constitutes high level advertising, which is generally contrary to relevant policies and non-statutory guidance, this form of signage is a traditional method of advertising on suitably designed public houses, and in these circumstances is considered to be acceptable.

In summary, the proposed signage scheme will result in the removal of two high level, illuminated projecting signs, the upgrading of existing signage and the formation of two new signs on the side and rear elevations of the building. The signage will provide a modest, uniform scheme which will have no adverse impact on surrounding amenity.

- b) The proposals have no effect on public safety.

The proposals broadly comply with the development plan and non-statutory guidelines, have no adverse effect on the character of the listed building, and have no detrimental impact on public safety.

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

It is recommended that the Committee approves this application.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Alan Moonie on 0131 529 3909
Ward affected	03 - Dalmeny/Kirkliston
Local Plan	Rural West Edinburgh Local Plan
Statutory Development Plan Provision	Housing and Compatible Uses
Date registered	15 August 2005
Drawing numbers/ Scheme	01A-2 Scheme 2

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 gavin.king@edinburgh.gov.uk or sarah.bogunovic@edinburgh.gov.uk

Application Type Advert Application
Application Address: 31 Bridge Street
Newbridge
EH28 8SR

Proposal: General upgrade of existing signage and new signage to side entrance and 2 new lanterns (as amended)

Reference No: 05/02763/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

One letter of objection has been received from the Ratho -District Community Council concerned that the two amenity sign boards on the front elevation of the building have been erected without the benefit of consent.

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 within the Finalised Rural West Edinburgh Local Plan, in an area of 'Housing and Compatible Uses'.

Relevant Policies:

Policy E47 seeks to ensure that advertisements do not detract from the character of conservation areas and the main approaches to the City.

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 **GRANTED** subject to the conditions below.

Conditions

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

Reasons

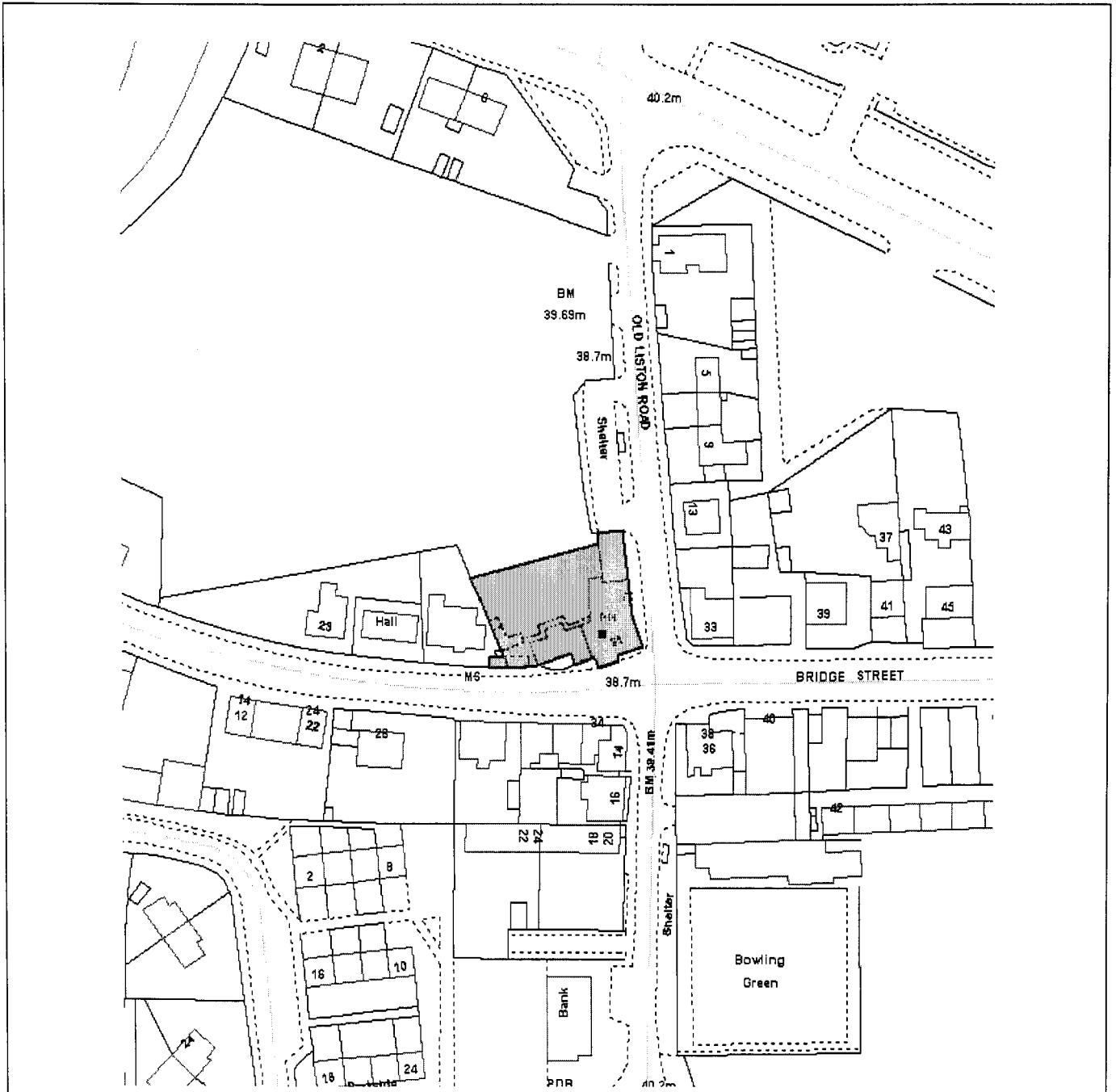
1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

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 have been obtained.

End



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PLANNING APPLICATION

Address	31 Bridge Street, Newbridge, EH28 8SR,		
Proposal	General upgrade of existing signage and new signage to side entrance and 2 new lanterns (as amended)		
Application number:	05/02763/ADV	WARD	03- Dalmeny/Kirkliston
THE CITY OF EDINBURGH COUNCIL			
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			