

Advert Application
at
169 Bruntsfield Place
Edinburgh
EH10 4DG

Development Quality Sub-Committee
of the Planning Committee

Proposal: Individual letters at fascia, clear perspex box letter with white neon tube enclosed within letter (as amended).
Applicant: Mr + Mrs Crolla
Reference No: 04/01052/ADV

1 Purpose of report

To recommend that the application be **GRANTED** subject to;

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.

2 Main report

Site description

The application property is a ground floor retail unit forming part of a 5-storey corner sandstone tenement block by Edward Calvert dated 1887. The unit is currently used as a hot food takeaway and has a non-original aluminium framed frontage, incorporating a deep sub-fascia and four spotlights.

The building is a category B listed building (Item No. 4) and is located within the Marchmont & Meadows Conservation Area.

Site history

22.04.92 - consent granted to alter shop front (as amended)
(92/00290/FUL).

Development

The proposals involve installing replacement signage on this shopfront. The proposed signage will be located at original fascia level and will consist of individual internally illuminated lettering. The proposals also include the installation of a smaller internal neon sign behind the glass of the shopfront.

The proposals were amended to reduce the size of the fascia lettering and to show stainless steel returns on each letter.

Consultations

No consultations undertaken.

Representations

One letter of representation was received.

The AHSS objected to the proposed illuminated lettering and window lettering as inappropriate to the appearance of this listed building and will set a precedent.

Policy

The application property lies within a Local Shopping Centre, of 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 CD23 (SHOPFRONT DESIGN) promotes high standard shopfront design and sets out criteria for assessing shopfront proposals.

Policy CD24 (SHOP SIGNS) sets out criteria for assessing proposals involving shop signs and shopfront advertising, including illuminated signs.

Policy CD4 (CONSERVATION AREAS) requires that developments in a conservation area retain all features which contribute to the area's character and appearance.

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.

Non-statutory guidelines 'ADVERTISEMENTS AND SIGNS' set criteria for assessing such proposals.

Non-statutory guidelines on 'SHOPFRONTS - DESIGN AND CONSERVATION' supplement local plan conservation and design policies, providing additional guidance on shopfront conservation and design.

3 Conclusions 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 proposals have an adverse impact on the character or appearance of the conservation area, or the setting of the listed building;
- b) whether the proposals are detrimental to public safety.

a) The proposed replacement signage will be an improvement on the current signage which takes the form of a deep sub-fascia (below the original fascia) illuminated by four large spotlights. The proposed internally illuminated letters will be constructed using stainless steel returns with perspex faces. Each letter will be internally illuminated to give a halo effect. The proposed signage will see the restoration of the original fascia level with the proposed individual lettering taking a more sensitive form of signage for this frontage.

The proposed internal neon lettering will occupy a small area of the overall shopfront glazing and will be a sympathetic addition within this context.

The proposed signage will have no adverse impact on the character or appearance of the conservation area, or the setting of the listed building.

- b) The proposed signage will not be detrimental to public safety.

The proposals comply with the development plan and non-statutory policies, have no adverse effect on the character of the conservation area or 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, subject to the conditions stated.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/Tel Damian McAfee on 0131 529 3529 (FAX 529 3717)

Ward affected 45 -Merchiston

Local Plan CELP

**Statutory Development
Plan Provision** Local Shopping Centre

File

Date registered 31 March 2004

**Drawing numbers/
Scheme** 04, 05, 06
Scheme 2