

**Advert Application  
at  
5 St Vincent Street  
Edinburgh  
EH3 6SW**

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

**Proposal:** a) 2 Brass plates on stone door surround  
b) 5 internal blinds on ground + 1st floor windows carrying  
logo and business name (in retrospect)

**Applicant:** Donald Cameron T/A Cameron Optometry

**Reference No:** 04/01224/ADV

**1 Purpose of report**

To recommend that the 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 blinds on the first floor adversely impact on the appearance and visual integrity of the building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD25, in respect of advertising, as the retention of the first floor advertisement blinds is not discreet and impacts adversely on the streetscene.
3. The proposal is contrary to the Non-Statutory Guidelines in respect of Advertisements and Signs, as the retention of first floor blinds results in high level advertising to the detriment of the building and area.

## **2 Main report**

### **Site description**

The site is a former town house on the west side of the street.

The building is category 'B' listed, designed by Robert Reid and William Sibbald, in the early 19th century.

The site is in the New Town Conservation Area and the Edinburgh World Heritage Site.

### **Site history**

March 2004 - Planning permission granted for change of use to consulting optometrist (as amended) (03/4077/FUL).

### **Development**

The application is for retrospective consent for the display of two brass plaques to the north side of the front door and the retention of five advertisement window blinds on which is printed the Cameron Optometry logo and consultants description; three on the first floor and two on the ground floor.

### **Consultations**

No consultations undertaken.

### **Representations**

None

### **Policy**

The site is allocated as Housing and Compatible Uses in 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 CD19 (BUILDING ALTERATIONS) sets out requirements for the design, form, materials and positioning of alterations and extensions.

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 'ADVERTISEMENTS AND SIGNS' set criteria for assessing such proposals.

### 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 character of the New Town Conservation Area is described 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."*

There is evidence that there were three plaques located here prior to the current optometrist's consultancy occupying the premises (one to the left and two to the right). The applicant has sought to renew the two to the right employing the existing screw holes in the stonework. The applicant was requested to put one of the signs on the left hand side of the doorway, but has stated that whilst accepting that the lower plate could be thus moved, 4 large screw holes would be left exposed, and two extra holes would remain on the left side of the door since the lower plate is smaller than the large one originally on that side.

Whilst the proposal does not strictly comply with the advertisements and signs guidelines, because there are two rather than a single brass plaque, the application only replicates what was previously there and these new signs do little to harm the character or appearance of the conservation area, or the building and its setting. A relaxation is therefore justified.

The applicant wishes to retain five advertisement blinds, three on the first floor and two on the ground floor. The first floor blinds constitute high level advertising, contrary to policy, and would set a precedent if approved. Their retention would adversely impact on the building and the character and appearance of the conservation area.

The conclusion is that the brass plaques and ground floor blinds are acceptable, but that the first floor blinds should be removed.

b) The proposals are not detrimental to public or highway safety.

The proposals do not comply with the development plan and non-statutory policies, have an adverse effect on the character of the conservation area and the listed building, but have no detrimental impact on public safety.

There are no material planning considerations which outweigh this conclusion.

It is recommended that the Committee refuses this application for the reasons stated, and initiates enforcement action to secure the removal of the first floor signs.

Alan Henderson

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**Alan Henderson**  
Head of Planning and Strategy

**Contact/Tel** Duncan Robertson on 0131 529 3560 (FAX 529 3717)

**Ward affected** 18 -New Town

**Local Plan** Central Edinburgh

**Statutory Development  
Plan Provision** Housing and Compatible Uses

**File** A/F

**Date registered** 5 April 2004

**Drawing numbers/  
Scheme** 01 + photos  
Scheme 1



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# **PLANNING APPLICATION**

<b>Address</b>	<b>5 St Vincent Street, Edinburgh, EH3 6SW</b>		
<b>Proposal</b>	<b>a) 2 Brass plates on stone door surround , b) 5 internal blinds on ground + 1st floor windows carrying logo and</b>		
<b>Application number:</b>	<b>04/01224/ADV</b>	<b>WARD</b>	<b>18- New Town</b>
<b>THE CITY OF EDINBURGH COUNCIL</b>			
<b>THE CITY DEVELOPMENT DEPARTMENT- PLANNING &amp; STRATEGY</b>			