

**Advert Application
at
2 Lauriston Street
Edinburgh
EH3 9DJ**

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

Proposal: Internal window advertising (in retrospect)
Applicant: Mr Drummond
Reference No: 03/00270/ADV

1 Purpose of report

To recommend that the application be **REFUSED AND ENFORCED** for the following reasons;

Reasons

1. The proposal is contrary to Central Edinburgh Local Plan Policy CD5 (Conservation Areas Redevelopment), CD25 (Advertising) and to Non-Statutory Guidelines on 'Advertisements and Signs' as the signage in terms of it's scale and means of illumination is detrimental to character and appearance of the conservation area and building to which it relates.

2 Main report

Site description

The application site is located on the south side of Lauriston Street on the corner with High Riggs. The site comprises ground floor premises of a four-storey tenement building. The surrounding area is mixed in character with residential tenements and ground floor commercial premises similar to the application property.

The property is located within the West End Conservation Area. It is not listed.

Site history

Erect signage - Granted 19/8/97 (Ref: 97/02117/ADV)

Development

The application concerns the erection of 3 neon panel signs, which are attached internally to each of the three feature windows on the ground floor of the premises. The signs which are fixed to Black Foamex panels, measure 52" by 60" in size and each sign has different lettering which varies in lettering size ranging from 5.8 inches to 14.0 inches. The neon light colour is blue and red.

The signage has already been erected.

Consultations

No consultations undertaken

Representations

The application was not advertised and no representations were received.

Policy

Central Edinburgh Local Plan

The site is in the Mixed Activities Zone and the West End Conservation Area.

Relevant Policies:

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 CD17 (MATERIALS) sets out requirements for materials in new developments and seeks a greater use of stone, roofing slate and other traditional materials in appropriate cases.

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 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?

In considering an application for advertisement consent, the authority shall only consider it in the interests of amenity, and road safety.

ASSESSMENT

To address the determining issues, the Committee needs to take account of the following specific considerations:

- a) whether the proposed signage has any adverse effect on the visual amenity of the surrounding area
- b) whether there is any adverse effect on the amenity of neighbouring residents
- c) whether the signs would adversely affect public safety.

a) The signage, owing to its size and type of illumination, completely dominates the building frontage at this prominent location in the conservation area. In addition it does not relate well to the building frontage and therefore, in visual terms, is detrimental to the character and the appearance of the conservation area.

b) It is not considered that there are amenity implications for neighbours as the signage is at street level where commercial premises predominate.

c) There are no public safety implications as a result of this signage.

As the signage has already been erected, enforcement action is sought in order to remove the signage.

It is recommended that the Committee refuses this application for the reason stated.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/Tel Ian Dryden on 0131 529 3464 (FAX 529 3717)

Ward affected 32 - Tollcross

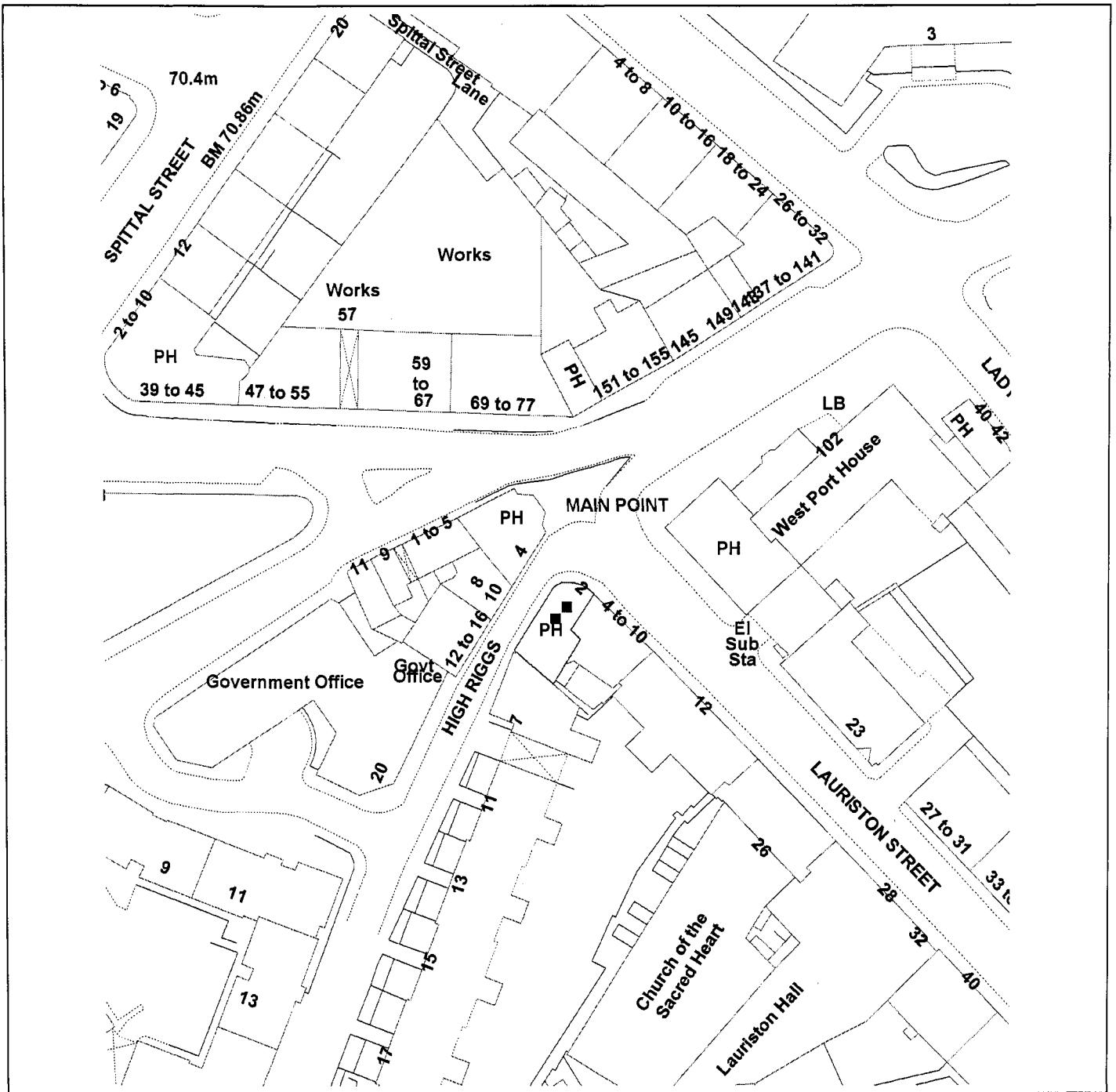
Local Plan Central Edinburgh Local Plan

**Statutory Development
Plan Provision** Mixed Activities Zone

File

Date registered 15 April 2003

**Drawing numbers/
Scheme** S1: 01-02
Scheme 1



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PLANNING APPLICATION

Address	2 Lauriston Street		
Proposal	Internal window advertising (in retrospect)		
Application number:	03/00270/ADV	WARD	32- Tollcross
THE CITY OF EDINBURGH COUNCIL			
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			