

Advert Application

at

20-24 North Bridge

Edinburgh

EH1 1TR

Development Quality Sub-Committee of the Planning Committee

Proposal: 1) City logo (halo illuminated, 2) sportsters logos (internally illuminated) - Market Street elevation (in retrospect)

Applicant: Castle Leisure Group

Reference No: 03/02152/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 CD2, in respect of Listed Buildings, as the scale and design of the "city" sign has a detrimental effect on the character of the listed building.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD25, in respect of advertising, as the scale and design of the "city" sign is not discreet and represents a dominating form of advertising.

2 Main report

Site description

This application relates to a night-club in the three basement levels of the Scotsman Hotel Building. This is a three-storey, with garret and four basement levels, Scots Renaissance building designed by Dunn and Findlay in 1899-1902. It is category B listed within the Old Town Conservation Area and the World Heritage Site.

Site history

October 1991 - 91/01162/LBC: consent granted to install floodlighting.

January 1992 - 91/02107/ADV: permission granted to erect wall lettering.

October 1992 - 92/01162/LBC: consent granted to erect a satellite dish.

May 1995 - 95/00399/FUL: permission granted to form a new fire escape level above Market Street onto Scotsman Steps.

December 1998 - 98/01690/FUL: permission granted for change of use from newspaper office to hotel, restaurant, leisure uses, gallery, artists studios and conference rooms.

June 2000 - 00/01155/LBC: application withdrawn to redecorate existing painted windows.

December 2000 - 00/03152/ADV: permission granted to erect a project notice board (in retrospect).

September 2001 - 01/03033/ADV/LBC: permission granted to erect "North Bridge" sign identifying entrance to restaurant of that name.

May 2002- 02/00371/FUL and 02/00367/LBC: permission granted for internal and external alterations.

Development

The application is for the installation of signage for the night-club. The halo illuminated "city" logo sign is at the main entrance to the night-club. It is constructed of aluminium (sprayed blue) and mirror stainless steel letters and is fixed to the stonework arch in four locations above the door. The two "sportsters" signs are internally illuminated with materials of translucent vinyl and aluminium sprayed gold. They are suspended within the glazing above the doors to the bar. The application also includes details of lights which are to each side of each door.

The works are retrospective.

Consultations

No consultations undertaken.

Representations

No representations have been received.

Policy

The site is located within the Central Edinburgh Local Plan, in a Mixed Activities Zone.

Relevant Policies:

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

Policy CD25 (ADVERTISING) imposes restrictions on advertising on commercial buildings other than shopfronts and states that high level advertising will not be permitted.

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 Old Town Conservation Area is described in the Central Edinburgh Local Plan as follows:

"Centred on the Royal Mile, the city's main historic thoroughfare, the Old Town evolved from two separate burghs. Although few medieval buildings remain, the original plot widths and the 'fishbone' street pattern of narrow closes and wynds remain extensively visible, although overlain by major Victorian rebuilding and street improvements. The administrative, ceremonial, legal and religious functions of the modern city remain focused within the Old Town. The key elements of the area's character are therefore its density of building and mixture of uses with high tenements and important historic buildings arranged on a historic street pattern."

The signage for the main entrance (with the "city" logo) is unacceptable in terms of its scale as it is too large and bulky for the size of the opening. The signage with the "sportsters" logo is acceptable in terms of scale although it uses inferior materials in the form of translucent vinyl and aluminium. However its location behind the glazing minimises the effect of the materials and the signs are therefore acceptable. The "city" signage has an adverse impact on the character and appearance of the conservation area.

b) The signage is not detrimental to public safety.

The "city" sign does not comply with the development plan and non-statutory policies and has an adverse effect on the character of the conservation area. The signs have 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, and initiatives enforcement action to remove the "city" sign.


PV **Alan Henderson**
Head of Planning and Strategy

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Ward affected 34 -Holyrood

Local Plan Central Edinburgh

**Statutory Development
Plan Provision** Mixed Activities

File

Date registered 10 June 2003

**Drawing numbers/
Scheme** 1-4
Scheme 1

Address		Application number:	
20-24 North Bridge, Edinburgh, EH1 1TR		03/02152/ADV	
Proposal		WARD	34-Holyrood
1) City logo (halo illuminated, 2) sporters logos (internally illuminated) - Market Street elevation (in retrospect)			

PLANNING APPLICATION

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