



Business Centre G.2 Waverley Court 4 East Market Street Edinburgh EH8 8BG Email: planning.support@edinburgh.gov.uk

Applications cannot be validated until all the necessary documentation has been submitted and the required fee has been paid.

Thank you for completing this application form:

ONLINE REFERENCE 100697575-001

The online reference is the unique reference for your online form only. The Planning Authority will allocate an Application Number when your form is validated. Please quote this reference if you need to contact the planning Authority about this application.

Description of Proposed Advertisement(s)

Please describe the proposal: (You must select at least one) *

- ☐ Fascia sign ☐ Box sign ☐ Canopy ☒ Projecting sign
☐ Hoarding ☐ Flag ☐ Advance sign ☐ Other

How many advertisement signs are you seeking consent for? *

1

Will the advertisement(s) be illuminated or non-illuminated? *

illuminated

Please describe the type and colour of illumination to match the details on your plans. (e.g. by external white floodlights, internal blue lighting etc): * (Max 500 characters)

The sign will be lit by a trough on either side (to match the design of other blade signs down the street). The lighting level will be 3000k, a warm white. This matches with the back lit illuminated Monica Vinader logo on the shopfront.

Please describe the dimensions of the advert, materials used for its construction and the methods to be used for fixing it to the building: * (Max 500 characters)

Double-sided logo signage • 560 x 560mm. Depth 80mm • Single arm coming out from wall with box section suspended below. All fixings hidden from view. • Brass logo SAV overlayed • Matt powder-coat finish metal, colour dark brown, code ral 8019

Will any of the proposed advertisement(s) project over a footway or public road? *

☒ Yes ☐ No

Is this a renewal of a previous consent: *

☐ Yes ☒ No ☐ Dont Know

Site Address Details

Planning Authority:

City of Edinburgh Council

Full postal address of the site (including postcode where available):

Address 1:

35A GEORGE STREET

Address 2:

NEW TOWN

Address 3:

Address 4:

Address 5:

Town/City/Settlement:

EDINBURGH

Post Code:

EH2 2HN

Please identify/describe the location of the site or sites

Northing

674055

Easting

325297

Applicant or Agent Details

Are you an applicant or an agent? * (An agent is an architect, consultant or someone else acting on behalf of the applicant in connection with this application)

☒ Applicant ☐ Agent

Applicant Details

Please enter Applicant details

Title:	Miss	You must enter a Building Name or Number, or both: *
Other Title:		Building Name: Wellington House
First Name: *	Joanne	Building Number: 125
Last Name: *	Hinsley	Address 1 (Street): * 125 Strand
Company/Organisation	Monica Vinader	Address 2: 3rd Floor
Telephone Number: *		Town/City: * London
Extension Number:		Country: * United Kingdom
Mobile Number:		Postcode: * WC2R 0AP
Fax Number:		
Email Address: *		

Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement: *

☒ 5 Years ☐ More or less than 5 years

Pre-Application Discussion

Have you discussed your proposal with the planning authority? *

☒ Yes ☐ No

Pre-Application Discussion Details Cont.

In what format was the feedback given? *

☐ Meeting ☐ Telephone ☐ Letter ☒ Email

Please provide a description of the feedback you were given and the name of the officer who provided this feedback. If a processing agreement [note 1] is currently in place or if you are currently discussing a processing agreement with the planning authority, please provide details of this. (This will help the authority to deal with this application more efficiently.) * (max 500 characters)

A advertisement consent was submitted to the council with included the project sign and illuminated Monica Vinader logo. Feedback off this application advised us to redesign our projecting side. We removed the design from our previous application to push ahead with the install of the main sign for the store launch. We now have updated the projecting sign to the design requested by Laura O'Brien.

Title:	Ms	Other title:	
First Name:	Laura	Last Name:	O'Brien
Correspondence Reference Number:	24/03919/LBC	Date (dd/mm/yyyy):	15/10/2024

Note 1. A Processing agreement involves setting out the key stages involved in determining a planning application, identifying what information is required and from whom and setting timescales for the delivery of various stages of the process.

Interest in the Land

Does the applicant own the land or buildings concerned? *

☐ Yes ☒ No

Has the permission of the owner or any other person entitled to give permission for the display of an Advertisement been obtained? *

☒ Yes ☐ No

Planning Service Employee/Elected Member Interest

Is the applicant, or the applicant's spouse/partner, either a member of staff within the planning service or an elected member of the planning authority? *

☐ Yes ☒ No

Checklist – Application for Consent to Display an Advertisement

Please complete the following checklist to make sure you have provided all the necessary information in support of your application. Failure to submit all this information may result in your application being deemed invalid. The planning authority will not start processing your application until it is valid.

A Location plan which identifies the land to which the application relates drawn to an Identified scale and showing the direction of north. *

☒ Yes ☐ No

A copy of other plans and drawings or information necessary to describe the proposals. * (two must be selected)

☒ Site Plan or block plan identifying where advert will be displayed.

☒ Detailed Elevations.

☒ Drawings of signs (including details of illumination).

☒ Cross sections of signs showing relationship to building.

☐ Photomontage.

Owners consent: ☒ Yes ☐ No

You must submit a fee with your application. Your application will not be able to be validated until the appropriate fee has been received by the planning authority.

Declare – Advertisement Consent

I, the applicant/agent certify that this is an application for advertisement consent as described in this form, the accompanying plans, drawings and additional information.

Declaration Name: Miss Joanne Hinsley

Declaration Date: 08/01/2025

Payment Details

Online payment: 7363521947926889404247;
Payment date: 08/01/2025 16:03:00

Created: 08/01/2025 16:03