

Advert Application 08/03990/ADV
at
St James Centre
Edinburgh

Development Management Sub-Committee
of the Planning Committee

1 Purpose of report

To consider application 08/03990/ADV, submitted by Henderson Global Investors. The application is for: **Advert printed on mesh panel surrounded by banner illustrating the St James redevelopment proposals**

It is recommended that this application be **GRANTED** subject to the conditions below.

2 **The Site and the Proposal**

Site description

The application site is the north-east elevation of the north-east wing of New St Andrew House, which forms part of the St James Centre complex. The centre is located at the east end of Princes Street and bracketed by Leith Street to the east and York Place to the north. The elevation subject to the proposal forms the visual stop when viewed from Elm Row and Picardy Place roundabout to the north.

The site is located within the Edinburgh World Heritage Site.

This property is located within the New Town Conservation Area.

Site History

September 2008 - outline planning application submitted for the re-development of the St James Centre (08/03361/OUT)

September 2008 - conservation area consent application submitted for the demolition of the St James Centre, including New St Andrew House. (08/03361/CON)

Description of the Proposal

The proposal is to erect and display a banner measuring 72.9 metres in length by 18.4 metres in height. It would have an illuminated advertisement panel, measuring 20 metres in length by 10 metres in height, set within the larger banner.

3 Officer's Assessment and Recommendations

Determining Issues

Do the proposals preserve the building or its setting or any features of special architectural or historic interest which it possesses? If not, there is a presumption against the granting of permission. For the purposes of this issue, "preserve", in relation to the 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 these determining issues, the Committee needs to consider whether:

the proposed advertisement would have an adverse impact on

(a) amenity and

(b) public safety.

(a) The application to erect and display a banner advertisement is related to the applications currently being assessed to demolish the St James Centre and New St Andrew House and erect a mixed use development. The proposed advertisement would cover the upper levels of the existing building's elevation, comprising vacant office accommodation, above the northern pedestrian entrance into the centre.

It is proposed to display varying images on the main area of the banner, including impressions of the interior of the proposed development, revealed gradually as a jigsaw image.

The non-statutory guidance in relation to 'Advertisements and Sponsorship' seeks to control the size of banners in relation to the building on which they are to be displayed so that they do not detract from the building. It also recommends that banners should be shaped and located as to respect the architectural form of the building.

Although the banner would be large, it would be set in the context of a host building that is very considerable in scale and massing. The townscape element of the New Town Conservation Area Character Appraisal identifies the St James Centre as being an obtrusive development due to its location, height and bulk.

The proposal would provide an opportunity to conceal this part of the complex, the appearance of which is exacerbated by virtue of the office accommodation being empty. It would introduce a potentially interesting and stimulating feature which would be limited to a single elevation, thereby ensuring an appropriate degree of visual containment when read against the backdrop of the remainder of the complex.

The limited use of illumination would ensure the banner would not be visually obtrusive. It would provide the public with information in relation to the re-development of the St James Centre and would clearly be viewed as a temporary feature given the content of the images and the nature of the signage.

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The consent would be for a period of three years to safeguard the long term visual amenity of the area.

The proposal would be an appropriate method of advertising in these particular circumstances, and would have no adverse effect on the amenity of the New Town Conservation Area.

(b) The advertisement is set back from the main arterial route of Leith Walk and the method of illumination will have no impact on road safety.

The proposal would have no adverse effect on public safety.

It is recommended that Committee approves this application subject to a condition restricting the display of the advertisement to a period of no more than three years from the date of consent.



John Bury
Head of Planning

Contact/tel	Alan Moonie on 0131 529 3909
Ward affected	A11 - City Centre (NEW)
Local Plan	Central Edinburgh local Plan / Edinburgh Central Local Plan
Statutory Development Plan Provision	Office Core / Central Area Proposal 1
Date registered	18 November 2008
Drawing numbers/ Scheme	1-15 Scheme 1

Advice to Committee Members and Ward Councillors

The full details of the application are available for viewing on the Planning and Building Control Portal: www.edinburgh.gov.uk/planning.

If you require further information about this application you should contact the following Principal Planner, Elaine Robertson on 0131 529 3612.
Email: E.Robertson@edinburgh.gov.uk.

If this application is not identified on the agenda for presentation, and you wish to request a presentation of this application at the Committee meeting, you must contact Committee Services by 9.00a.m. on the Tuesday preceding the meeting on extension 4229/4239. Alternatively, you may e-mail gavin.king@edinburgh.gov.uk or carol.richardson@edinburgh.gov.uk

Appendix A



Application Type Advert Application
Application Address: St James Centre
Edinburgh

Proposal: Advert printed on mesh panel surrounded by banner illustrating the St James redevelopment proposals

Reference No: 08/03990/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

The Application was advertised on 28 November 2008.

No representations have been received.

Planning Policy

The application site is located within the Central Edinburgh Local Plan, in an area identified as 'Office Core' and in the finalised Edinburgh City Local Plan, in an area identified as 'Central Area Proposal 1'.

Relevant Policies:

Relevant policies of the Central Edinburgh Local Plan.

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

Relevant policies of the Finalised Edinburgh City Local Plan.

Policy Env 5 (Conservation Areas – Development) sets out criteria for assessing development in conservation areas.

Relevant Non-Statutory Guidelines

Non-statutory guidelines 'ADVERTISEMENTS AND SPONSORSHIP' Provides guidance on proposals for advertisements, imposing restrictions on adverts on street furniture, hoardings, and at the roadside, and outlining the circumstances in which sponsorship, city dressing, banners and adverts on scaffolding should be acceptable.

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Conditions/Reasons associated with the Recommendation

Recommendation

It is recommended that this application be **GRANTED** subject to the conditions below.

Conditions

1. The advertisement shall be removed from the building no later than three years from the date of consent.

Reasons

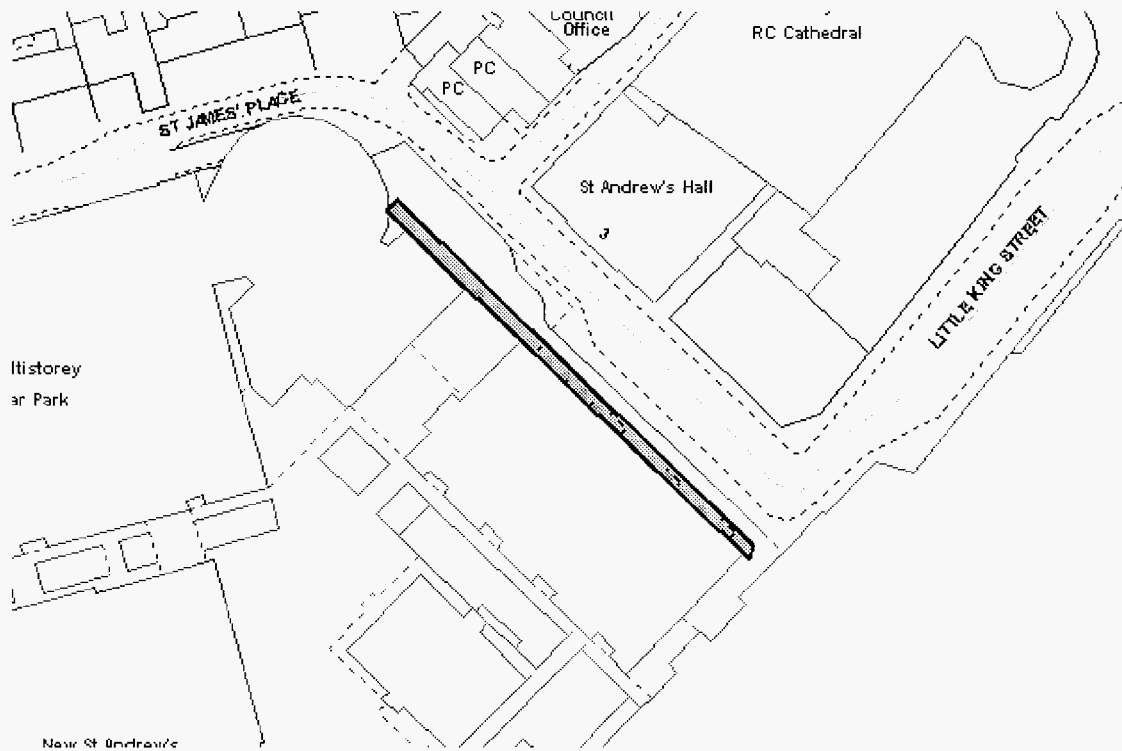
1. In order to safeguard the amenity of the area

End

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Location Plan

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