

**Advert Application
at
16 - 22 Waterloo Place
Edinburgh
EH1 3DN**

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

Proposal: Global / UK Brawn adverts printed on mesh panels
Applicant: B L Developments Ltd.
Reference No: 04/01558/ADV

1 Purpose of report

To recommend that the application be **GRANTED** subject to;

Conditions

1. The advertisement shall be approved for a period of 1 year only, commencing on the date of consent
2. The advertising space on the building shall not exceed 15% of the actual erected area of fabric on the building.

Reasons

1. In order to comply with the planning authority's policy on Advertisements and Sponsorship, and due to the temporary nature of the scaffolding around the building
2. In the interests of visual amenity and in order to comply with the Council's policy on Advertisements and Sponsorship

2 Main report

Site description

The site is a four storey classical building on the south side of Waterloo Place with a large 1960's office block attached to the rear, on eight floors and overlooking Calton Road and Waverley Station. To the rear of the site on the south side is The Venue night club on three floors below the site. Across the connecting bridge in Waterloo Place is the former GPO building, currently under development as offices.

The principal building is category 'A' listed, designed by Archibald Elliot and Joseph Kay in 1815 and built 1818-19. It is ranged over 3-4-storeys with a substructure. The building has ionic columns and an arched ground floor. The building has been gutted of original features and has a modern addition at the back.

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

Site history

The building has been vacant for one year or more, and was previously used as offices by the Crown.

March 2004 - Planning permission and listed building consent granted to convert the listed building and the office block to the rear to 37 flats (as amended) (03/03559/FUL/LBC).

Development

The application, as revised, is to erect an advertisement panel measuring 17 metres by 10 metres on the narrow south elevation of the existing office block, with the remainder of that elevation and that of the west elevation being shrouded in a mesh cover printed with a 1:1 image of the proposed elevation of the building as converted for residential use. The advertisement will be illuminated by 5 x 500w downlighters.

Consultations

No consultations undertaken.

Representations

The application was not advertised and no representations have been received.

Policy

The site is allocated as in the Office Core 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 CD4 (CONSERVATION AREAS) requires that developments in a conservation area retain all features which contribute to the area's character and appearance.

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.

Non-statutory guidelines on 'LIGHT INTRUSION' provide guidance for minimising the effects of sky glow, light trespass and glare in lighting proposals.

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.

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 advertisement is acceptable in principle;

b) whether the proposals have an adverse impact on the character or appearance of the conservation area, or the setting of the listed building;

c) whether the proposals are detrimental to public safety.

a) The proposal does not comply fully with the advertisements and sponsorship policy as it is only in Princes Street that the policy allows the 15% allowance to be carried over onto the side elevation. However, it is considered that an exception to the policy is justified in this instance as placing a 17m x 10m advertisement in portrait format on the narrow south elevation of the building will complement the building better than rapping the advert in landscape format around the top corner of the west and south elevations (as originally submitted). The full west elevation will therefore be a 1:1 image and most of the south elevation will be an advertisement, complementing the shape of the building. The advertisement is acceptable in principle.

b) The proposal will allow the building to be covered with a suitable image of the building during construction works. This will enhance the building within the conservation area during the construction period and allow an advertisement solely on the end elevation. The downlighters are positioned so as to give out as little peripheral light as possible. The proposals will have no adverse impact on the character or appearance of the conservation area, or on the setting of the listed building.

c) The advertisement is securely fastened to the mesh cover on the building, will not be unduly distracting to highway users due to its distance from main roads and will not affect public safety.

The proposals comply with the development plan, are a justified exception to the non-statutory policies, have no adverse effect on the character of the conservation area or listed building, and have no detrimental impact on public safety.

There are no other material planning considerations which outweigh this conclusion.

It is recommended that the Committee approves this application, subject to the conditions stated.



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

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Ward affected 34 -Holyrood

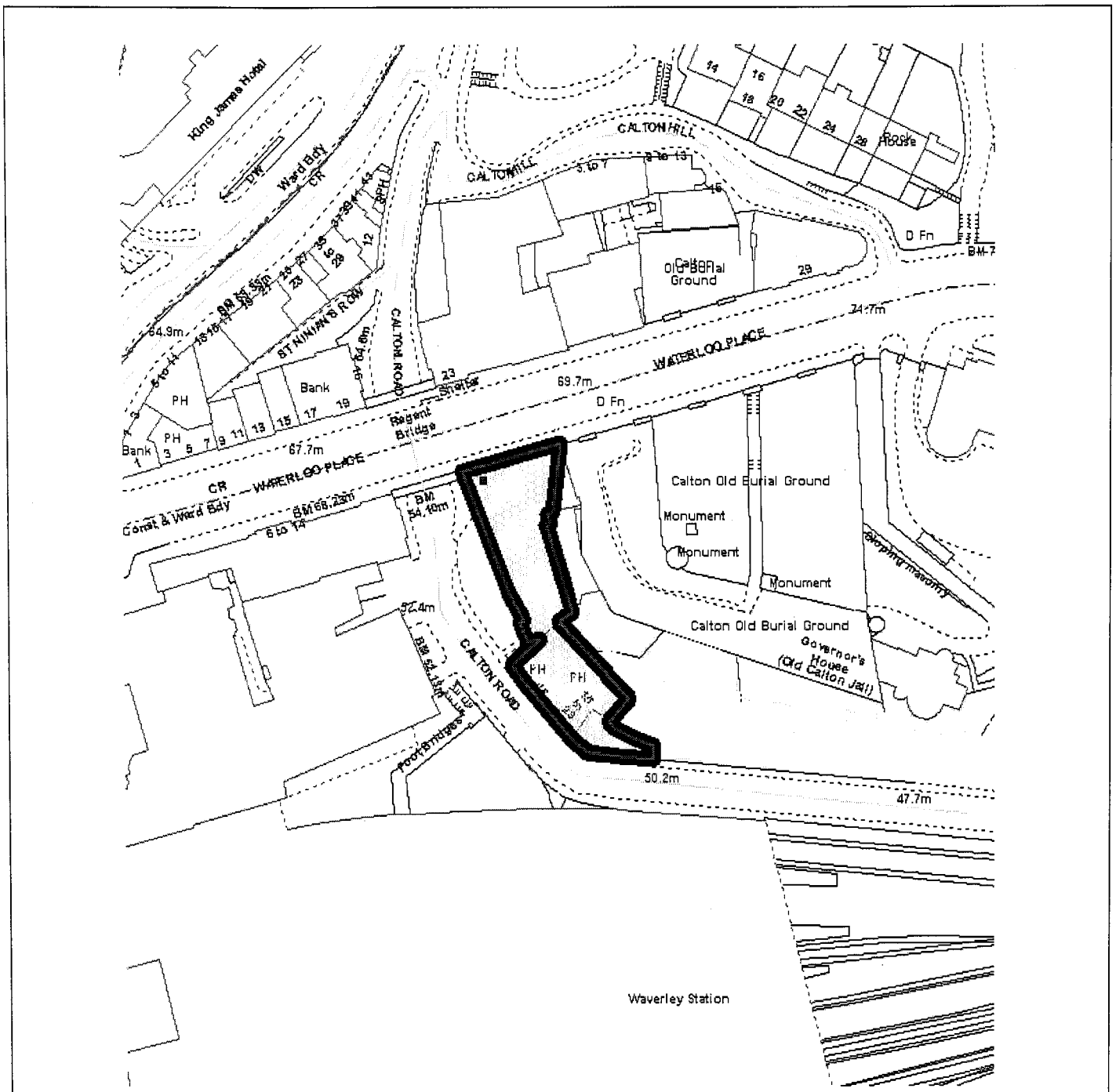
Local Plan Central Edinburgh

**Statutory Development
Plan Provision** Office Core

File A/F

Date registered 12 May 2004

**Drawing numbers/
Scheme** 03 - 05
Scheme 2



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PLANNING APPLICATION

Address	16 - 22 Waterloo Place, Edinburgh, EH1 3DN		
Proposal	Global / UK Brawn adverts printed on mesh panels		
Application number:	04/01558/ADV	WARD	34- Holyrood
THE CITY OF EDINBURGH COUNCIL			
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			