

**Enforcement Report into proposed Breach of
Control
at
92 Corstorphine Road
Edinburgh
EH12 6JG**

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

Owner/s Adam Dzierzek
92 Corstorphine Road
Edinburgh
EH12 6JG

Occupier N/A

Reference No: 05/00190/A01

1. Purpose of Report

Breach of Control:

The display of one non-illuminated banner sign without express consent or deemed advertisement consent.

Recommendation:

That enforcement action is taken under s24 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 to secure the removal of the unauthorised banner sign.

The Site

Site Description

The property is a hotel on the north side of Corstorphine Road. It is not Listed or within a Conservation Area, but it is on a "principal tourist route".

Site History:

A complaint was received on 30th March, querying planning permission requirements for a banner sign on the front of the building and another smaller banner on the railings beside Corstorphine Road. The sign on the railings was removed after a site visit on 1st April. Application forms were sent out for a retrospective application for advert consent on 6th April. A notice under s272 was sent to the owner on 5th May, as no application had been submitted at that point. To date there has been no response to this notice. On 23rd June a reminder was sent to the owner, following which contact details were provided for the architect who was to prepare the application. As of 25th November, no application has been submitted and there has been no further contact from the architect. Enforcement action is now necessary to secure the removal of the banner from the front elevation.

Representations

Two letters have been received, both relating to the unauthorised sign.

Description of Development

A banner sign on the front elevation between the ground floor and first floor windows. The sign is a white plastic banner with blue lettering and the phone number of the hotel in red.

3. Officer's Assessment and Recommendations

The determining issues are whether the development is acceptable with regard to the provisions of the development plan, so far as they are material, to any other considerations, and whether it is expedient to initiate enforcement action in the light of these considerations. For this purpose, the Committee needs to consider whether the development has an adverse impact on the amenity of the area.

Draft Rural West Edinburgh Local Plan (DWELP) Policy DQ12 states that proposals for the display of advertisements will be controlled to ensure that they do not detract from the main approaches to the city. Advertisements are to be carefully controlled in their form and dimensions to minimise their impact on the street scene. The site is on an identified "principal tourist route"; the large white banner sign, which is cable tied to the facade, is detrimental to the appearance of the building, and it is highly visible due to its colour, size, and position it is to the detriment of this principal approach to the city.

The sign does not incorporate good quality materials. It is a printed white banner with coloured lettering. It does not complement the appearance of the building to which it is attached. It is too large for the building and is located between the ground and first floor windows. It has been designed and positioned in order to be highly visible and it dominates the front elevation of the building to the detriment of the character of the area.

Policy DQ12 also states that high level signage will not normally be permitted. The sign in question is more than 2m high on the elevation and this prominence, when added to the fact that there is already a white panel sign

near the front wall which is visible from the street and is lawful, having been in place for more than 4 years, leads to an overprovision of signage on the site.

Informal discussions concerning possible changes to signage have been held, but no application has been made. It is recommended that Committee authorises initiation of enforcement action to secure the removal of the white banner sign from the front elevation.

Alan Henderson
Head of Planning and Strategy

Alan Henderson

Contact/tel Mark Dunlop on 0131 529 3478 (FAX 529 3585)

Ward affected Ward 15 - Murrayfield

Local Plan Draft West Edinburgh Local Plan

**Statutory Development
Plan Provision** Urban Area

File

**Date Complaint
Received** 6 April 2005

Planning Policy

Draft West Edinburgh Local Plan Policy DQ12

NSG - Commercial Frontages

Appendix A

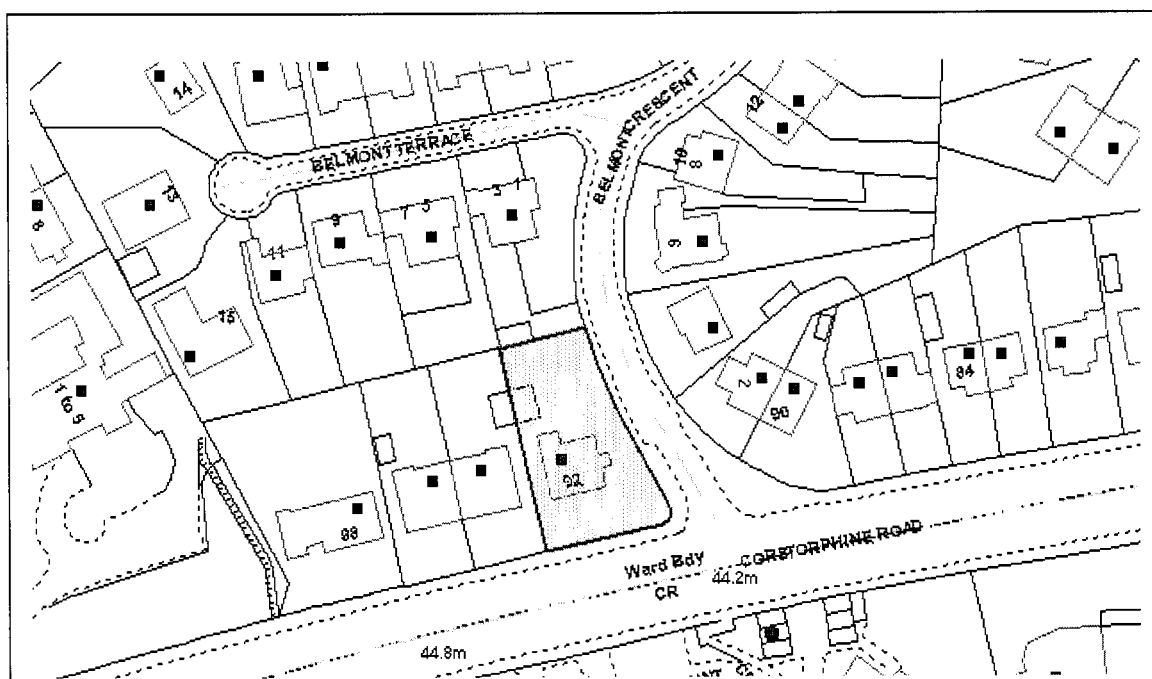
•EDINBURGH•
THE CITY OF EDINBURGH COUNCIL

Address: 92 Corstorphine Road
Edinburgh
EH12 6JG

Breach of Control: The display of one non-illuminated banner sign without express consent or deemed advertisement consent.

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Location Plan



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