

**Advert Application 05/03106/ADV  
at  
24 Piersfield Terrace  
Edinburgh  
EH8 7BQ**

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

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**1 Purpose of report**

To consider application 05/03106/ADV, submitted by Jcdecaux UK Ltd.. The application is for: **Display an internally-illuminated, 96-sheet advertisement hoarding (retrospective)**

It is recommended that this application be **REFUSED AND ENFORCED** for the reasons in Appendix B.

**2 The Site and the Proposal**

**Site description**

There is a line of three 48-sheet hoardings (externally-illuminated) and a 96-sheet hoarding (internally-illuminated) located along the west boundary of the property at 24 Piersfield Terrace and set at right angles to Portobello Road. There is an existing two-storey Victorian house on the site, simple in detailing with a single-storey front bay and hipped roof: it is currently vacant and boarded up. Former workshops at the rear have been cleared. The land is flat and about 0.5 metres above street level.

Adjacent land to the west and rear of the property comprises extensive open car parking for a Morrisons supermarket which is sited at the back of its curtilage and with a petrol station towards the front. A footpath linking the supermarket to the street passes directly in front of the hoardings.

The neighbouring building to the east is a two-storey block of 4 flats aligned at right angles to the street. Beyond this is a public library of modern design. There are three-storey Victorian tenement buildings opposite the site on the main road frontage.

There is a pelican crossing on Portobello Road, located some 25 metres to the west of the site. The road is a classified highway (A1140).

### **Site history**

1 June 2001 - Advertisement consent was granted for the display of 6 externally-illuminated, 48-sheet hoardings along the west boundary of the residential site. The proposed hoardings had a base height of 2 metres and an overall height of 5.3 metres. The consent was for a limited period of 3 years and was subject to a condition limiting the display to the construction period of the approved residential development on the site (01/01665/FUL). The proposal was a modification (1 metre increase in height) of an earlier similar consent granted on 28 March 2001 (01/00739/FUL). The June consent was implemented shortly after being granted.

16 March 2000 - Full planning permission was granted for the redevelopment of the contiguous residential site with 6 flats (00/00130/FUL). This consent has now lapsed.

### **Description of the Proposal**

This is a retrospective application for the continued display of an internally-illuminated, 96-sheet advertising hoarding. The hoarding has a substantial frame and an overall height of about 5.5 metres. It is located at the north-west corner of a residential property, facing over an adjoining supermarket car park and petrol filling station.

The sign replaces three former 48-sheet hoardings. Three further, externally-illuminated 48-sheet hoardings on the same boundary are proposed to be removed and replaced with black-painted screen fencing.

The applicant has requested a two-year consent.

## **3 Officer's Assessment and Recommendations**

### **DETERMINING ISSUES**

The determining issues are:

- 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?

Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 states that advertisement control shall be exercisable only in the interests of amenity and public safety.

## ASSESSMENT

To address the determining issues, the Committee needs to consider whether the proposal

- a) Is in the interests of visual amenity and
- b) Compromises road safety.

a) Local Plan policies E25 and E26 broadly require new development (and, by implication, advertisements) to make a positive contribution to the street scene and to integrate into their surroundings. Policy E31 proposes that commercial advertising should be discreet. Non-statutory guidelines on Advertising & Sponsorship state that advertising hoardings will be considered on their merits but will not normally be acceptable in a residential area.

Screening of a development site is regarded as an acceptable justification for the provision of temporary hoardings. However, express advertisement consent is required in this case as the site is in a residential area and the previous approval (for non-commercial development) has lapsed. There are currently no outstanding consents or planning applications for the redevelopment of the site.

The non-illuminated hoardings on the site were granted temporary approval until 2004 on the basis that they would screen an approved development and the consent was conditioned accordingly. However, the hoardings were erected without any construction taking place and the three remaining hoardings do not have the benefit of advertisement consent. The applicant has taken no steps in the past three months to remove these three non-illuminated hoardings, an undertaking made with the current application.

The adjacent 96-sheet internally-illuminated hoarding, which is the subject of this specific advertisement application, faces across an open car park and the petrol station of a Morrisons' supermarket site. While this provides a commercial element in the site context, the scale and high, free-standing nature of the display, together with the neighbouring non-illuminated hoardings, render them highly prominent and visible from a distance across the open site; they dominate the area and are also incompatible with the scale and grain of the adjacent residential buildings.

The 96-sheet hoarding occupies the forward most part of the overall advertising display and its substantial framework (required for the internal

illumination), and its projection in front of street building line, is unsightly and obtrusive. It does not enhance the appearance of the street scene.

While there are public and commercial uses in the locality, there are residential properties to the east of the site and on the opposite side of Portobello Road. It is a mainly residential area and the hoarding display is incompatible with this character. The display is also contrary to adopted guidelines on "Advertisements & Sponsorship" which state that hoardings will not normally be acceptable when overlooked by residential properties. The hoarding has also given rise to two recent enforcement complaints on the grounds of visual intrusion.

A temporary consent is inappropriate, given that there are no approved plans for the redevelopment of the adjoining site and given the failure of the advertiser to comply with a similar condition on the previous hoarding consent.

b) The static display is unlikely to create a hazard for road users.

In conclusion, all the hoardings on the site are visually intrusive and do not serve any temporary function in screening a building site.

It is recommended that the Committee a) refuses this application on the grounds of loss of visual amenity and b) authorises enforcement action to secure the removal of all the advertising hoardings currently displayed along the western boundary of 24 Piersfield Terrace for the same reason.

Alan Henderson

**Alan Henderson**  
Head of Planning and Strategy

<b>Contact/tel</b>	Ian Smith on 0131 529 3555 (FAX 529 3706)
<b>Ward affected</b>	36 - Mountcastle
<b>Local Plan</b>	North East Edinburgh
<b>Statutory Development Plan Provision</b>	Housing
<b>Date registered</b>	10 November 2005
<b>Drawing numbers/ Scheme</b>	01-06 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](http://www.edinburgh.gov.uk/planning).

If you require further information about this application you should contact the following Principal Planner, Graham Dixon on 0131 529 3519. Email: [graham.dixon@edinburgh.gov.uk](mailto:graham.dixon@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 [blair.ritchie@edinburgh.gov.uk](mailto:blair.ritchie@edinburgh.gov.uk) or [sarah.bogunovic@edinburgh.gov.uk](mailto:sarah.bogunovic@edinburgh.gov.uk)

**Application Type** Advert Application  
**Application Address:** 24 Piersfield Terrace  
Edinburgh  
EH8 7BQ  
**Proposal:** Display an internally-illuminated, 96-sheet advertisement hoarding (retrospective)  
**Reference No:** 05/03106/ADV

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## Consultations, Representations and Planning Policy

### Consultations

No consultations undertaken.

### Representations

No representations have been received.

### Planning Policy

The site is in an area of Housing and Compatible Uses in the North East Edinburgh Local Plan. Residential character and amenities are to be safeguarded.

#### Relevant Policies:

Policy E31 (ADVERTISING): requires advertising on commercial buildings to be located discreetly and presumes against high level advertising.

Policy H7 (HOUSING AMENITY) establishes a presumption against new development and changes of use likely to introduce increased levels of traffic or activity to the detriment of residential amenity or the reasonable prospects of further residential development where this is an objective of the Local Plan.

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.

Policy E25 (DESIGN OF NEW DEVELOPMENT - OBJECTIVE): encourages new development of the highest possible standard.

Policy E26 (QUALITY OF NEW DEVELOPMENT): sets out general design requirements for new development, and requires particular attention to be paid to main approach roads to the city centre and seafront and waterfront locations.

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## Conditions/Reasons associated with the Recommendation

### Recommendation

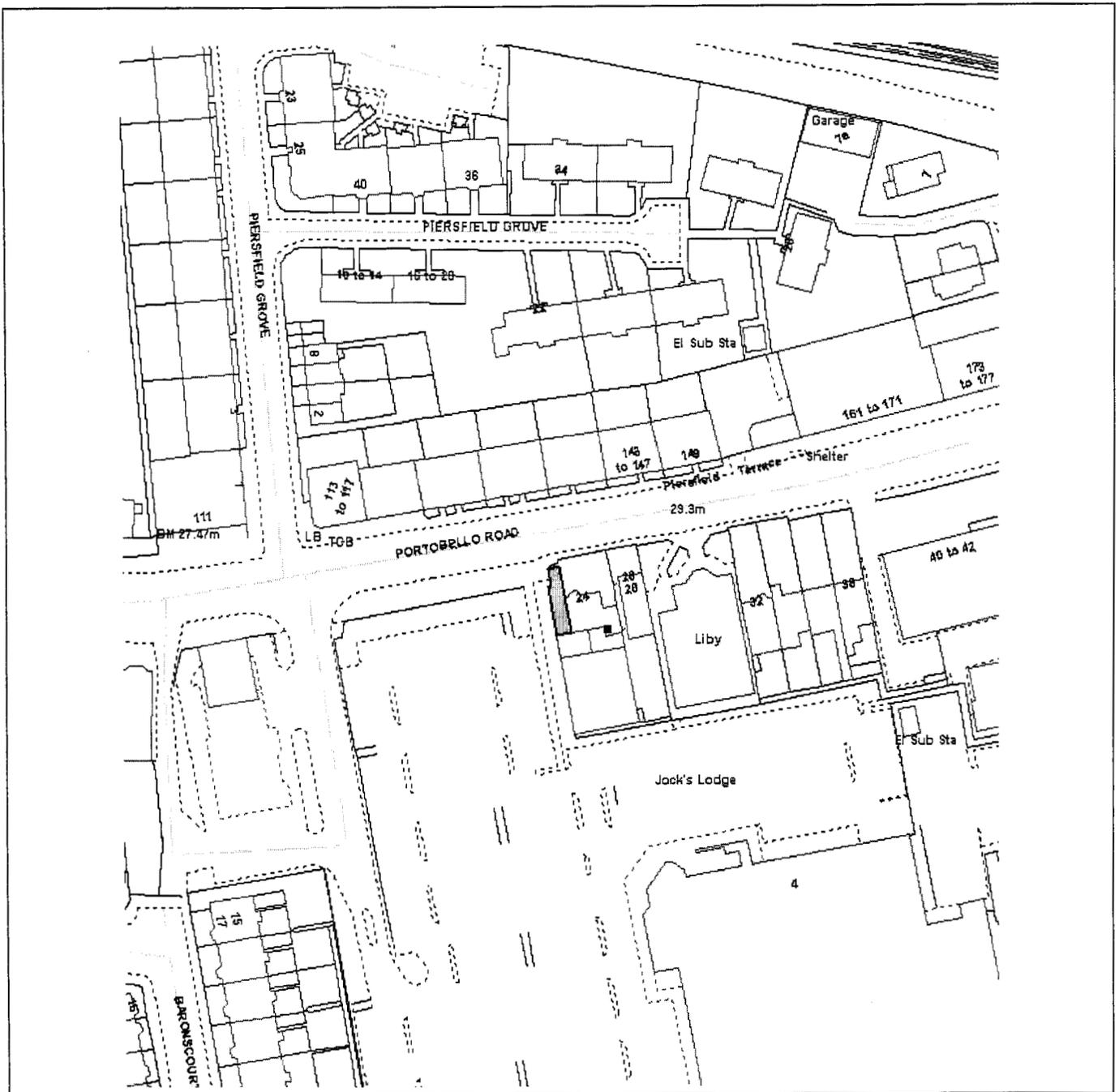
It is recommended that this application be **REFUSED AND ENFORCED**

### Reasons

1. The proposal is contrary to North East Edinburgh Local Plan Policy E31, in respect of Advertising, as the height, scale and position of the signage is visually obtrusive and not integrated into the street scene.
2. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - the height, scale and position of the signage is visually obtrusive in the street scene and residential area

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# **PLANNING APPLICATION**

<b>Address</b>	<b>24 Piersfield Terrace, Edinburgh, EH8 7BQ</b>		
<b>Proposal</b>	<b>Display an internally-illuminated, 96-sheet advertisement hoarding (retrospective)</b>		
<b>Application number:</b>	<b>05/03106/ADV</b>	<b>WARD</b>	<b>36- Mountcastle</b>
<b>THE CITY OF EDINBURGH COUNCIL</b>			
<b>THE CITY DEVELOPMENT DEPARTMENT- PLANNING &amp; STRATEGY</b>			