

**Advert Application  
at  
51- 53 Broughton Road  
Edinburgh  
EH7 4EP**

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

**Proposal:** Sign  
**Applicant:** McKay Trading Company.  
**Reference No:** 04/01001/ADV

**1 Purpose of report**

To recommend that the application be **REFUSED AND ENFORCED**

**Reasons**

1. The signs are incompatible with the use of the premises as a domestic dwelling, are a conspicuous feature on the property, detrimental to the amenity of the area as a whole, and are contrary to the Council's guidance for advance directional signs as stated in the Non-Statutory Guidelines on Advertisements and Sponsorship.

## **2 Main report**

### **Site description**

The application site is a main door ground floor flat that is situated on the north side of Broughton Road at its junction with Beaverbank Place. The property has a projecting bay onto the Broughton Road footway. The property is a four-storey stone tenement, with the bay and ground floor window surround to the west having been painted.

The adjoining properties to the west are in residential use, as are those on the opposite side of Broughton Road. On the opposite corner of Beaverbank Place to the application site is another four-storey tenement building with a newsagents at ground floor level. Land use in the vicinity is primarily residential and is characterised by traditional tenement buildings and modern flats.

The premises are neither listed nor fall within a conservation area.

### **Site history**

Planning permission was granted in November 1996 for alterations and change of use from shop to flat (A02276/96).

An application was submitted for the erection of signage (A02794/98), which was refused in 1998. The proposal involved the retrospective erection of two internally illuminated 6-sheet box signs. An appeal against the council's decision was dismissed on amenity grounds in April 1999.

An application was submitted for advance directional signage for Mackay Trading Company Limited (01/606/ADV). The application was incomplete and was abandoned in January 2002.

### **Development**

The proposal involves the retrospective erection of two advance directional signs for a business located in Beaverbank Place. The signs are positioned on either side of a projecting bay. The sign located on the bay's east elevation is 1855mm wide and 1555mm high, and some 1240mm from ground level. The sign on the west elevation is 1850mm wide and 1250mm high, and some 1485mm from ground level. They are both yellow plastic screen-printed signs, with black and red lettering, and aluminium trim.

### **Consultations**

No consultations were undertaken in respect of this application.

## **Representations**

No representations have been received in respect of this application.

## **Policy**

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 limit the exercise of control of advertisements solely to the interests of amenity and public safety.

The Central Edinburgh Local Plan identifies the site within an area of Housing and Compatible Uses. It is not in a designated retail frontage.

In this instance, relevant planning policy is supplemented by the advice contained in council non-statutory guidance on Advertisements and Signs.

### Relevant Policies:

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

Non-statutory guidelines 'ADVERTISEMENTS AND SIGNS' set criteria for assessing such proposals.

## **3 Conclusions 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?

In considering an application for advertisement consent, the authority shall only consider it in the interests of amenity, and road safety.

### **ASSESSMENT**

To address the determining issues, the Committee needs to take account of the following specific considerations:

- a) whether the proposed signage has any adverse effect on the visual amenity of the surrounding area
- b) whether there is any adverse effect on the amenity of neighbouring residents

c) whether the signs would adversely affect road safety.

a) The signs are positioned on a residential building. They are prominent in the streetscene, as the ground floor flat projects forward and the signs are located on either side of the bay. The bay itself is painted to match the window surround. The bay is not unsightly and there is no visual merit in partly covering it with the two signs. The signs are detrimental to the visual amenity of the area.

b) The signs have been erected on a property that is no longer in commercial use. The character of this building is now entirely residential. The sign to the west is perpendicular and adjacent to the living room of the flat, whilst the sign to the east is adjacent to the front door of the flat. The signs are incompatible with the use of the property for residential purposes and are detrimental to the amenity of the application premises.

c) The signs are unlikely to cause significant distraction and would not be detrimental to road safety.

It is recommended that the Committee refuses this application for the reason stated and takes enforcement action to secure the removal of the signs, which are already in place.

*Alan Henderson*

**Alan Henderson**  
Head of Planning and Strategy

**Contact/Tel** Suzanne Walker on 529 3905

**Ward affected** 19 -Broughton

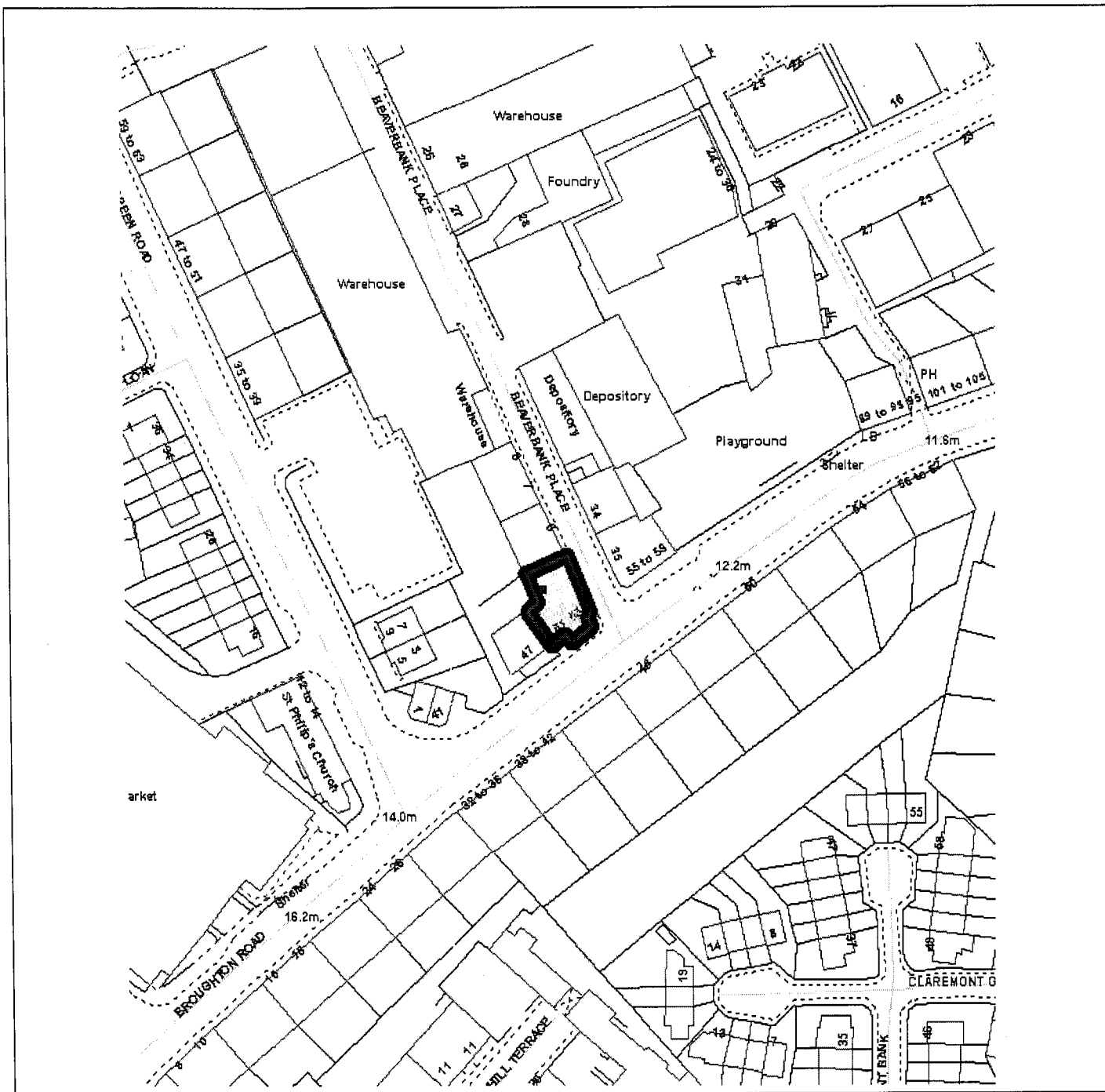
**Local Plan** Central Edinburgh

**Statutory Development  
Plan Provision** Housing and Compatible Uses

**File**

**Date registered** 22 March 2004

**Drawing numbers/  
Scheme**



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# **PLANNING APPLICATION**

<b>Address</b>	<b>51- 53 Broughton Road, Edinburgh, EH7 4EP</b>		
<b>Proposal</b>	<b>Sign</b>		
<b>Application number:</b>	<b>04/01001/ADV</b>	<b>WARD</b>	<b>19- Broughton</b>
<b>THE CITY OF EDINBURGH COUNCIL</b>			
<b>THE CITY DEVELOPMENT DEPARTMENT- PLANNING &amp; STRATEGY</b>			