

**Advert Application  
at  
Pavement Beside 10 Princes Street  
Edinburgh  
EH2 2AN**

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

**Proposal:** Bus shelter with 2 double sided advertising panel (@ 10 -15 opposite Waverley Steps)  
**Applicant:** Clear Channel (Adshel).  
**Reference No:** 03/00371/ADV

**1 Purpose of report**

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

**Conditions**

1. The advertising bus shelter hereby approved shall be removed from the site within one month of the completion of the building works at 33 to 38 Princes Street.

**Reasons**

1. In order to give due recognition to the temporary nature of the proposed development.

## **2 Main report**

### **Site description**

The site is on the north side of Princes Street, directly in front of 10-15 Princes Street (Burgerking) and opposite the entrance to Princes Mall (former Waverley Market). 10-15 Princes Street are category C(s) listed.

Listed buildings are also located adjacent to the site (General Register House category A listed and 16-18 Princes Street category B listed). Across the road is the B-listed Balmoral Hotel.

The site lies within the New Town Conservation Area and the World Heritage Site.

### **Site history**

This application has been submitted as part of the street furniture contract between The City of Edinburgh Council and Adshel. A number of shelters have already been granted consent and erected along Princes Street and elsewhere within the city centre.

### **Development**

The application is for a new bus shelter with two double-sided advert panels.

The shelter is 7.6 metres long and has an overall canopy height of 2.8 metres. The advert panels are at the either end of the shelter and are double-sided and internally illuminated. The position of the panel is such that there are gaps around it to allow views to waiting passengers of oncoming buses.

The new bus shelter incorporates the pole mounted bus stop sign, which forms part of the supporting structure.

The long rear panel faces out to the road and will be maintained as a clear panel.

This application has been made due the bus shelter outside the former C&A building being removed whilst demolition and works are taking place. It is anticipated that this shelter will be temporary and will be relocated to its former position once works are completed.

### **Consultations**

#### **Transport**

No objection.

## **Representations**

The application was advertised on 14 February 2003 and one letter of representation has been received from The Cockburn Association. The Association objects to the application on the grounds that this is a set down location only and that the two-sided advert panels restrict views of the on-coming buses and result in passengers spilling into the pavement causing congestion.

## **Policy**

The Central Edinburgh Local Plan identifies the site as being within the City Centre Retail Core. The site is also within the New Town Conservation Area and the World Heritage Site.

### Relevant Policies:

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 CD22 (STREETSCENE) sets out design and quality objectives for street furniture and paving.

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

## **3 Conclusions and Recommendations**

### DETERMINING ISSUES

Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 limits the exercise of powers of control of advertisements solely to the interests of amenity and public safety.

The determining issues are:

- whether the proposals preserve or enhance the character and appearance of the conservation area; there being a strong presumption against the granting of planning permission if this is not the case;
- whether the proposals preserve the building or its setting or any features of special architectural or historic interest. 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.
- whether the proposals comply with the development plan;
- if the proposals do comply with the development plan, whether there are any compelling reasons for not approving them;

- if the proposals do not comply with the development plan, whether there are any compelling reasons for approving them.

## ASSESSMENT

To address these determining issues, the Committee needs to consider whether:

- a) the proposed advert panel on the bus shelter will have a detrimental impact on the character and appearance of the conservation area or listed buildings;
- b) the proposed advert panel on the bus shelter is visually appropriate in this location and;
- c) whether there are any implications for road safety.

This application has been submitted as part of the street furniture contract between the Council and Adshel. The design of the bus shelter has been considered by the streetscape Working Group to ensure consistency of design with all proposed street furniture in the city centre. This particular site is one, which has been agreed upon as part of the street furniture contract.

a) The proposal is located within the New Town Conservation Area. The character of the conservation area is summarised in the local plan as follows;- *A planned urban concept of European significance, the New Town has an overriding character of Georgian formality. The First New Town, built to James Craig's 1767 plan, has experienced significant redevelopment, while the Second, Third and Fourth New Towns, which were laid out on estates to the north, east and west retain most of their original buildings. Stone built terrace houses and tenements, built to the highest standards, overlook communal private gardens; to the rear are lanes with mews buildings, many of which are now in housing use. The importance of the area therefore lies in the formal plan layout of buildings, streets, mews and gardens and in the quality of the buildings themselves. Many of the New Town's buildings are listed category 'A' of national importance and the area contains some of the city's finest interiors.*

In terms of the bus shelter's impact on the adjacent listed buildings, these are in the main commercial premises which have a degree of illumination and signage, and therefore the shelter will not detract from their setting. The shelter will not disrupt views to General Register House.

It should be noted that consent has been granted for a similar double-sided advertising panel on replacement bus shelters along the length of Princes Street.

It is considered that the proposal will not detract from the character and appearance of the conservation area or adversely affect the setting of the listed buildings.

b) The non statutory guidelines on Advertising on Street Furniture considers that advertisements on bus shelters, within a casing which is part of the bus shelter design, are considered inoffensive in the majority of locations. Main arterial routes and streets with commercial or retail backgrounds are generally considered acceptable for such advertisements. The exceptions to this are where the site is adjacent to open parkland, in a residential area, and in certain parts of the World Heritage Site where the streets are of primary historic importance, such as the High Street and George Street, or where advertising would disturb important views or the setting of individual listed buildings.

The proposal is considered to conform to the guidelines as it will be sited against the backdrop of a busy commercial area of the city.

c) In terms of road safety, this is a city centre location with commercial premises with advertising already present. It is not considered that there will be any implications for road safety. Transportation has no objections to the proposals.

The bus shelter is necessary as an alternative location for the shelter previously located outside the C & A building. Once works are completed on this building it is anticipated that the shelter will be relocated to its former position. A condition is therefore attached to this consent requiring the removal of the shelter once works to the building are complete.

Whilst the Council has an interest in the proposals, they are not contrary to the development plan, and there has been no substantial level of objection. Referral to the First Minister is not required.

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

*Alan Henderson*

**Alan Henderson**  
Head of Planning and Strategy

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**Ward affected** 18 –New Town

**Local Plan** Central Edinburgh Local Plan

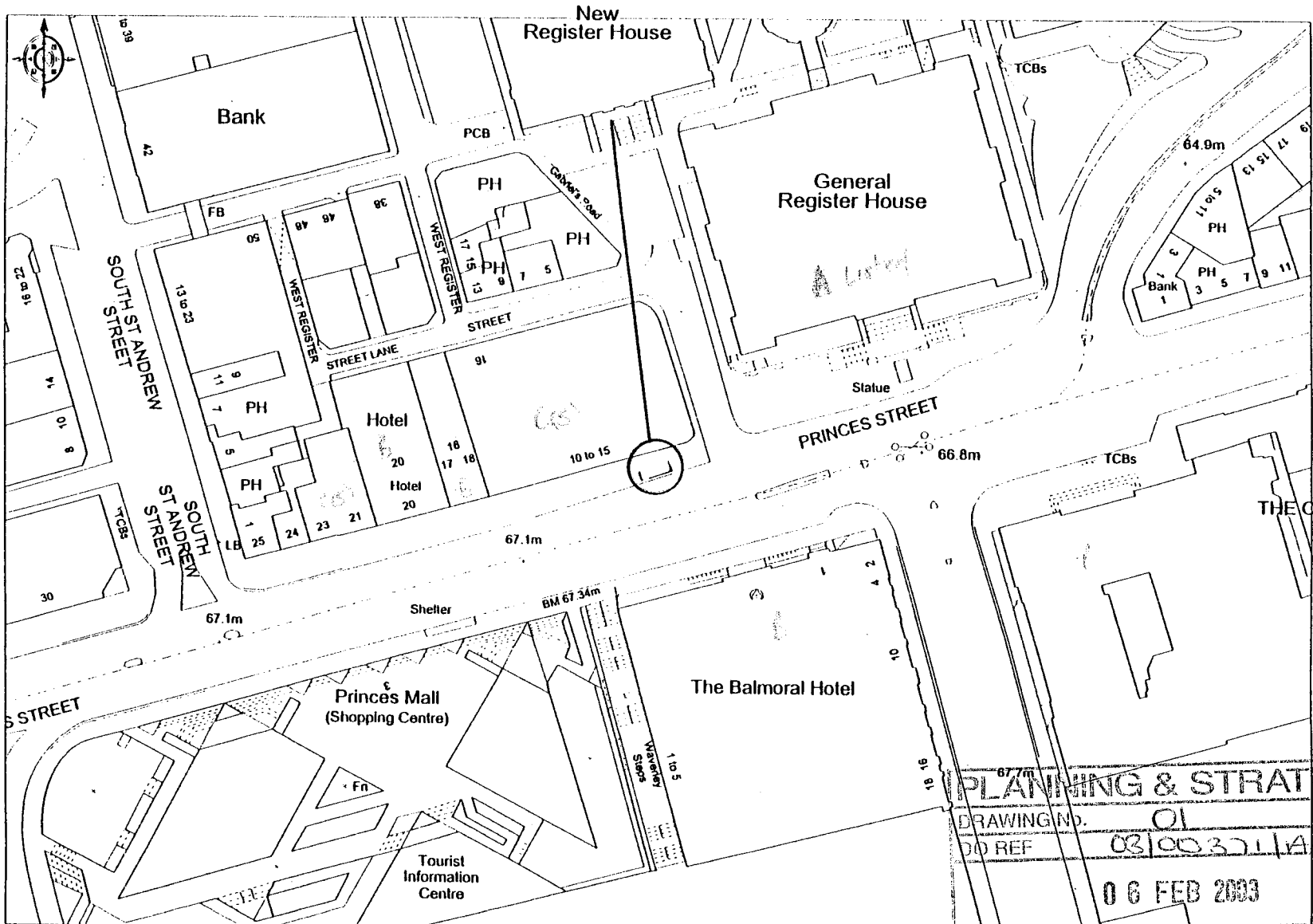
**Statutory Development  
Plan Provision** Retail Core

**File**

**Date registered** 6 February 2003

**Drawing numbers/  
Scheme** 01-03

# Princes St ( North side ) at 10-15 opp Waverley Steps



PLANNING & STRATEGY		
DRAWING NO.	01	
DO REF	03/00371/A0V	
06 FEB 2003		
MEETING	AGENDA ITEM	DECISION



Ordnance Survey

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Clear Channel (Adshel)  
119 Deerdykes View  
Westfield Ind Estate