

Advert Application
at
Museum Of Scotland
Chambers Street
Edinburgh
EH1 1JB

Development Quality Sub-Committee
of the Planning Committee

Proposal: Lampost banners mounted on existing lamposts
Applicant: Bay Media (Outdoor) Ltd.
Reference No: 04/02753/ADV

1 Purpose of report

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

Conditions

1. Consent is granted for a period of five years from the date of consent.
2. The banners hereby approved shall be used for the purposes of advertising the Museum of Scotland and events held there only and not for commercial advertising purposes.

Reasons

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. In order to give due recognition to the special circumstances displayed by the applicant/s in this particular case, and to enable the planning authority to exercise appropriate control at the expiry of these special circumstances.

2 Main report

Site description

The application site relates to the modern Museum of Scotland on the corner of Chambers Street and George IV Bridge. The building is predominantly stone with concrete panels and red oxide coloured metal balustrades at street level.

The adjacent Royal Museum of Scotland is an A listed building, the site is in the Old Town Conservation Area and the World Heritage Site.

Site history

June 2004 Advertisement consent granted for signage on the Museum of Scotland (reference 03/02153/ADV). This application originally proposed a banner on the museum building. However, after objections from amenity bodies and the original architects for the museum, this was deleted.

Development

The application is for the erection of banners on the three lampposts directly outside the museum on George IV Bridge. The banners are fixed by rigid brackets top and bottom on the lamppost columns. The banners are 2.7 metres high, 0.8 metres wide and area located 2.4 metres above pavement level.

Consultations

No consultations were undertaken however it is known that discussions have taken place with officers from Street Lighting to ensure no conflict with this function of the Council.

Representations

The application was advertised on 6 August 2004. No representations have been received.

Policy

CENTRAL EDINBURGH LOCAL PLAN

The property is within the Mixed Activities Zone.

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.

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

Non-statutory guidelines 'FLAGPOLES, FLAGS AND BANNERS' supplement local plan conservation and design policies, providing guidance on the location of such features.

3 Conclusions and Recommendations

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:

- do the proposals preserve or enhance the character and appearance of the conservation area? there being a strong presumption against the granting of planning permission of this is not the case;
- 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 these determining issues, the following needs to be considered (a) the appropriateness of the signage in terms of its effect on the character and appearance of the existing building and the conservation area, and (b) any impact on public safety.

(a) The character of the conservation area is summarised in the local plan as follows; - *"Centred on the Royal Mile, the city's main historic thoroughfare, the Old Town evolved from two separate burghs. Although few medieval buildings remain, the original plot widths and the 'fishbone' street pattern of narrow closes and wynds remain extensively visible, although overlain by major Victorian rebuilding and street improvements. The administrative, ceremonial, legal and religious functions of the modern city remain focused within the Old Town. The key elements of the area's character are therefore its density of building and mixture of uses with high tenements and important historic buildings arranged on a historic street pattern."*

This application stems from a need to identify the museum as a public building. The museum has been designed in a particular manner and has no "fascia" on which to place signage, making it difficult to identify it as a public building. The Museum carried out a survey, which identified that many visitors to Edinburgh do not know that the building is a

museum. Further, from certain approaches it is not even clear where the entrance to the building is. The previous application originally proposed a banner on the building itself. However, this was not deemed to be appropriate due to the unique nature of the building.

The Councils Streetscape Working Group, on a matter of the principle of avoiding banners on street furniture, have expressed concerns, particularly as this might set a precedent.

The banners on lampposts provide a solution which gives the building a degree of visibility and indicates that it is a public building to those approaching from George IV Bridge and Forrest Road/Bristo Place. The banners are on lampposts directly outside the museum itself and are relatively small structures. Given that they relate directly to the activities of the museum they are considered appropriate in this context. They ensure there is no need for additional structures attached to the museum building itself without adding to street furniture. It is considered that the proposals preserve the character and appearance of the conservation area and would not set a precedent for similar structures generally in the city. However museums and galleries elsewhere in the city have banners approved.

(b) The banners are part of a commercial streetscene and are on existing items of street furniture. There are no implications for highway or pedestrian safety.

In conclusion, the banners provide a means to identify the public use of this building without prejudicing its architectural quality and in a manner which does not adversely impact on the character or appearance of the conservation area.

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

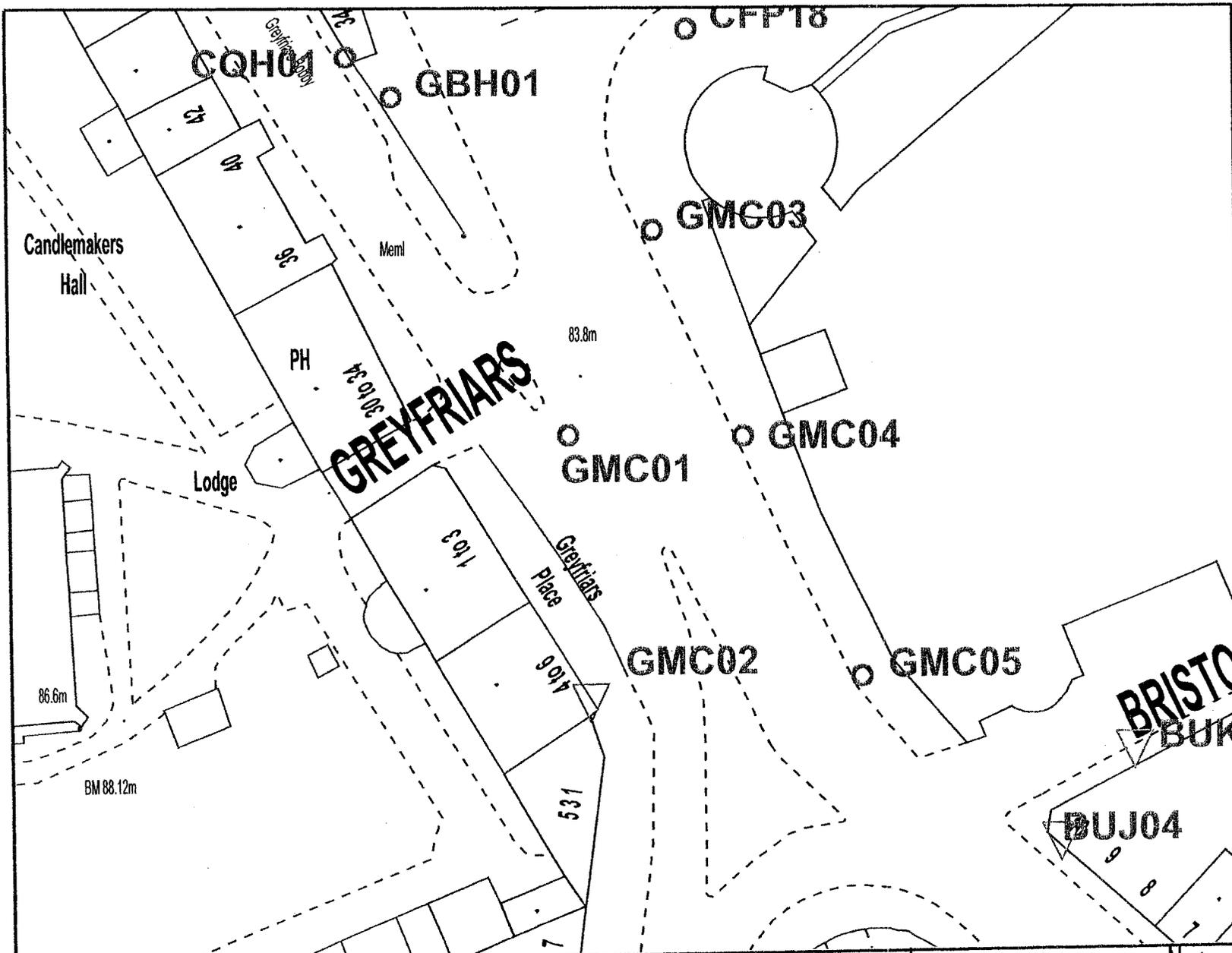
Local Plan Central Edinburgh Local Plan

**Statutory Development
Plan Provision** Mixed Activities

File

Date registered 20 July 2004

**Drawing numbers/
Scheme** 01,02



NOTES

KEY:
 OGM = denotes positions of lamp posts

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16

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Date: 29/06/2004
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