

**Advert Application 05/03006/ADV
at
Roseburn Street
Edinburgh
EH12 5PE**

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

1 Purpose of report

To consider application 05/03006/ADV, submitted by Clear Channel Billboards. The application is for: **Erect 1 x 96 sheet "wave" hoarding**

It is recommended that this application be **GRANTED** subject to the conditions in Appendix B.

2 The Site and the Proposal

Site description

The site is on the East side of Roseburn Street opposite the turnstile entrances to Murrayfield stadium. Existing advertisement hoardings are already located on the site including a wave hoarding which faces towards the adjacent rail line. Surrounding uses are predominantly commercial and industrial in nature (Scotrail-Haymarket Train Depot) to the East side of the road with Murrayfield stadium to the West.

Site history

The current advertising hoarding was granted permission on June 2nd 1993

Description of the Proposal

The proposal involves the alteration of an existing advertisement hoarding to create an illuminated wave hoarding. The dimensions of the existing sign will not change.

3 Officer's Assessment and Recommendations

DETERMINING ISSUES

The determining issues are:

- Do the proposals comply with the development plan?
- If the proposals do not 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 Committee needs to consider whether

a) The proposal will have any detrimental effect on the character and appearance of the area and

b) There will be any adverse effect on road and pedestrian safety.

a) As there is already an existing sign on the site and the replacement is to be of the same size, the proposals will not have any significant effect on the visual appearance of the area. Furthermore the sign's location next to other large advertisement hoardings (already wave hoarding style), a railway line and adjacent related railway buildings will be in keeping with the character of the area. Non Statutory Guidance on Advertisements and Sponsorship states that 'hoardings and roadside advertisements will not be acceptable within conservation areas or where overlooked by residential buildings'. In this instance the proposed signage is neither within a conservation area nor overlooked by residential properties.

The proposed wave hoarding by its very nature will provide the opportunity for a frequently change of advert display within the hoarding. It is not considered however that the frequent change of advert will have any greater adverse effect on the appearance of the area than the existing hoarding display. The existing sign was not illuminated. However taking into consideration the position of the hoarding which is not in close proximity to any residential properties the illumination is acceptable at this location.

b) There will be no adverse effect on road and pedestrian safety.

It is recommended that permission is granted for the usual five year period.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	David Jeffery on 0131 529 3464
Ward affected	15 - Murrayfield
Local Plan	Central Edinburgh Local Plan
Statutory Development Plan Provision	Housing and Compatible Uses
Date registered	6 September 2005
Drawing numbers/ Scheme	01 - 08 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.

If you require further information about this application you should contact the following Principal Planner, Ian Dryden on 0131 529 3464. Email: ian.dryden@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 or sarah.bogunovic@edinburgh.gov.uk

Application Type Advert Application
Application Address: Roseburn Street
Edinburgh
EH12 5PE
Proposal: Erect 1 x 96 sheet "wave" hoarding
Reference No: 05/03006/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

One letter has been received objecting to the proposals on the grounds that the wave hoarding will adversely affect the appearance of the area and the dignity of a nearby war memorial.

Full copies of the representations made in respect of this application are available in Group Rooms or can be requested for viewing at the Main Reception, City Chambers, High Street.

Planning Policy

Central Edinburgh Local Plan identifies the site as being suitable for Housing and Compatible Uses.

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 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.

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Conditions/Reasons associated with the Recommendation

Recommendation

It is recommended that this application be **GRANTED**

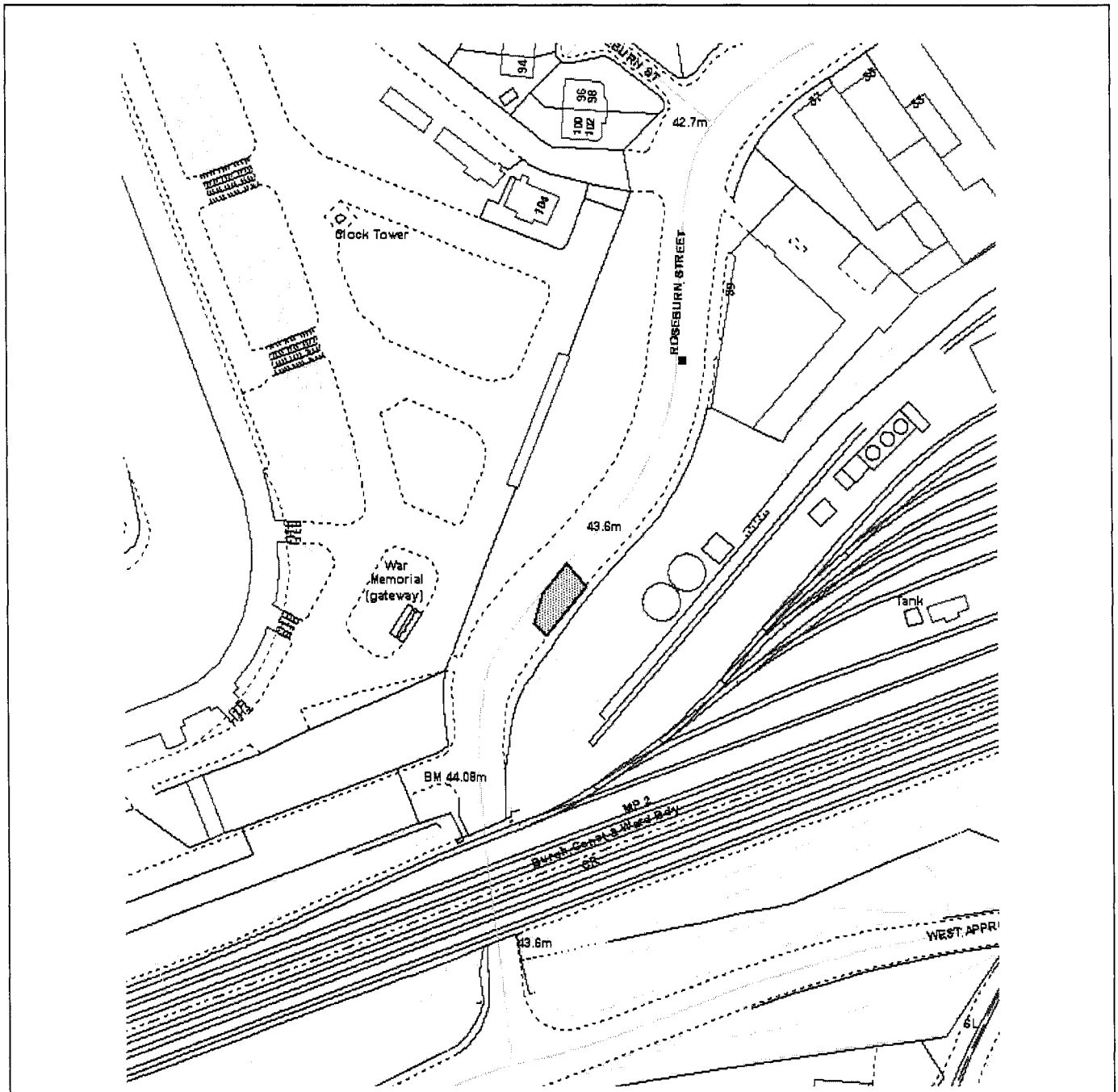
Conditions

1. Consent is granted for a period of five years from the date of consent.

Reasons

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

End



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PLANNING APPLICATION

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Proposal	Erect 1 x 96 sheet "wave" hoarding		
Application number:	05/03006/ADV	WARD	15- Murrayfield
THE CITY OF EDINBURGH COUNCIL THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			