

**Advert Application 05/03029/ADV
at
14 South St Andrew Street
Edinburgh
EH2 2AZ**

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

1 Purpose of report

To consider application 05/03029/ADV, submitted by RRJ Estates Ltd. The application is for: **Global/uk brand adverts printed on mesh panels within a 1:1 computer rendered representation of the building**

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

2 The Site and the Proposal

Site description

This application relates to an early 20th century four storey building on the west side of South St. Andrew Street. The property is listed category B listed and is within the New Town Conservation Area and World Heritage Site.

Site history

03/03372/LBC - Provide one illuminated menu box, one new fascia sign behind glass and one projecting sign (as amended) - GRA - 03.11.2003

03/03372/ADV - Provide one illuminated menu box, one new fascia sign behind the glass and one projecting sign (as amended) - GRA - 21.10.2003

03/02705/FUL - Alter ventilation ducts to restaurant - GRA - 19.09.2003.

02/00665/LBC - Alterations to form residential flats at third - sixth floors - WDN - 17.10.2002

02/00665/FUL - Change of use to residential at third to sixth floors - WDN - 17.10.2002

01/04693/LBC - Internal alterations to form retail unit at basement, ground, first and second floors (as amended - GRA - 08.04.2002

01/04694/FUL - Change of use to residential at second to sixth floors - WDN - 08.02.2002

01/04693/FUL - Change of use to retail at basement, ground, first and second floors (as amended) - GRA - 08.03.2002

95/00283/FUL - Alter shopfront and erect signs - GRA - 19.04.1995

95/00263/ADV - Erect projecting sign with illuminated letters - GRA - 19.04.1995

Description of the Proposal

The proposal involves the shrouding of the buildings East elevation with a 1:1 image of the existing building with an advertisement fronting onto South St Andrew Street. The advertisement occupies 37% of the elevation, it is located just below a decorative cornice over the third floor windows extending downwards to the bottom of the second floor windows. The remainder of the elevation is covered with a 1:1 image of the existing building. The advertisement will be lit using four 500w daylight white downlighters. Scaffolding poles below the level of the cover will be boxed and painted for safety purposes.

3 Officer's Assessment and Recommendations

DETERMINING ISSUES

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 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;

- 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 adversely affect the character or appearance of the conservation area or the category B listed building and
- b) Whether there will be any adverse effects on road and pedestrian safety.

a) The advertisement is unquestionably in a prominent position within the city centre. The advertisement is sensitively positioned on the elevation but its scale exceeds the 15% limit for the World Heritage Site set down in non-statutory guidelines. However, it complies with the Trial for advertising on scaffold approved by Committee on 21 April 2005, which tests the effects of the minimum 120m² size of advert where the percentage in the guidance would fail to deliver this area. The applicant has stated that the anticipated timescale for the scaffolding to be in place is six to seven months. Therefore a condition has been added limiting the time period of the consent to seven months. There would be no harm to the character or appearance of the Conservation Area, The World Heritage Site or the building given that scaffolding and shroud is required for that period in any core in connection with works on the building which include roof and stonework repairs, stone cleaning and general maintenance.

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

In conclusion the proposal is in accord with the Council's Trial for Advertising on Scaffold. There would be no permanent harm to the character or appearance of the listed building, Conservation Area or The World Heritage Site.

It is recommended that the Committee approves this application for a seven month period.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	David Jeffery on 0131 529 3464
Ward affected	18 - New Town
Local Plan	Central Edinburgh
Statutory Development Plan Provision	Office Core
Date registered	7 September 2005
Drawing numbers/ Scheme	01 - 03 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: 14 South St Andrew Street
Edinburgh
EH2 2AZ
Proposal: Global/uk brand adverts printed on mesh panels within a 1:1
computer rendered representation of the building
Reference No: 05/03029/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

One letter of representation has been received objecting to the proposal on the grounds that the proposed advert will dwarf the reproduced facade of the building.

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

The site is within the Office Core as identified in the Central Edinburgh Local Plan

Relevant Policies:

Policy CD2 (LISTED BUILDINGS) sets out criteria for assessing proposals affecting listed buildings and seeks to safeguard their character and setting.

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 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**

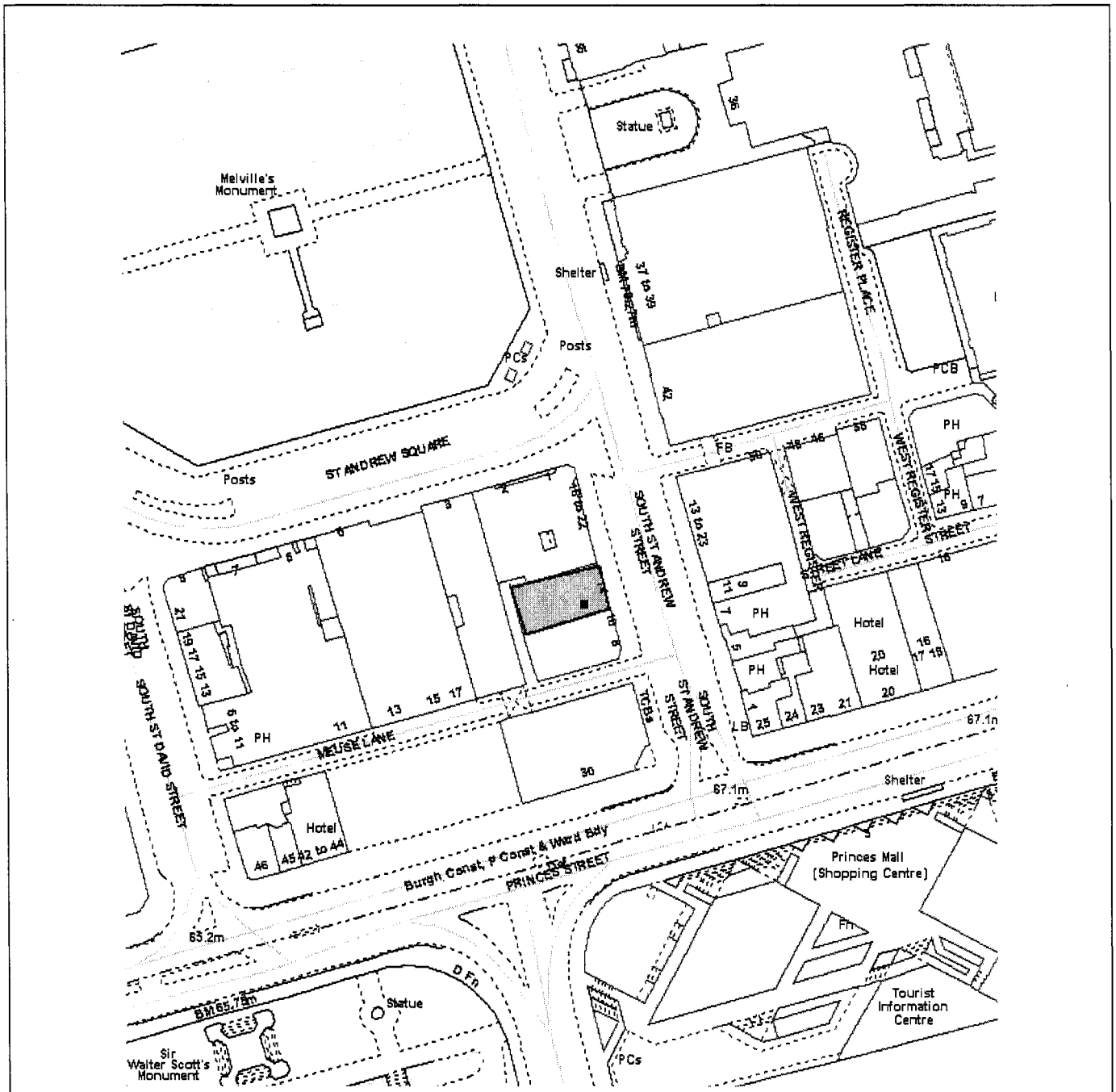
Conditions

1. The advertisement shall be removed directly after the completion of the works or remain for no longer than 7 months from the date on which consent is given.

Reasons

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

End



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PLANNING APPLICATION

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Application number:	05/03029/ADV	WARD	18- New Town
THE CITY OF EDINBURGH COUNCIL			
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY			