

Advert Application 05/02555/ADV
at
13 West Harbour Road
Edinburgh
EH5 1PN

Development Quality Sub-Committee
of the Planning Committee

1 Purpose of report

To consider application 05/02555/ADV, submitted by Waterfront Edinburgh Ltd. The application is for: **Waterfront Edinburgh Ltd general advertisement (billboard)**

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

2 The Site and the Proposal

Site description

The application relates to the vacant and unkempt site at the end of a former cycleway where it joins West Harbour Road. This site has a backdrop of industrial buildings and sites that are due for demolition and clearance as part of the regeneration of the area. Within the site is an existing non-illuminated panel sign. It measures 2.5m by 2.5m at a height of 1m above the ground. There are also advert hoardings in the vicinity including a hoarding on the opposite side of the West Harbour Road from the site. The site stands next to the former Custom House, a B listed building.

Site history

Advertisement consent was granted to erect a free standing non-illuminated panel sign on this site at the site to promote the regeneration of Granton Waterfront in 2001 (01/04285/ADV)

The applicants are undertaking a new advertising strategy and this is one of five related applications for advertisement hoardings to specifically portray information regarding the regeneration of the area owned by Waterfront Edinburgh Limited. The hoardings will not be used for the purposes of general advertising.

05/02543/ADV – Erection of hoarding at 70 & 132 West Granton Road – granted 5.10.05

05/02545/ADV – Erection of hoarding at 24-26 West Harbour Road – granted 5.10.05

05/02548/ADV – Erection of hoarding on gable of vacant property at 294-296 West Granton Road – still under consideration.

05/02551/ADV – Erection of hoarding at entrance to 3 West Shore Road – still under consideration.

Description of the Proposal

Scheme 2

This application is for a free standing illuminated 48 sheet hoarding (6m x 3m). The new hoarding will be sited some 8 metres back from West Harbour Road on a vacant site and be angled so that it is visible to traffic approaching from Granton Square. Timber screening will be provided to screen the area between the lower edge of the hoarding and the ground. The hoarding will be illuminated by downlighters. It will replace a smaller free standing non illuminated panel sign that currently stands on the site.

Scheme 1

As above, except there was no timber boarding below the hoarding.

3 Officer's Assessment and Recommendations

DETERMINING ISSUES

The determining issues are:

- 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 planning permission. For the purposes of this issue, "preserve", in relation to a building, means preserve 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 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) Whether the proposal will detract from visual amenity of the area or the setting of the listed building, and
 - b) Whether the proposal will adversely affect road safety.
- a) The proposal is located in a run down commercial area that with the exception of existing listed buildings is due to be cleared for redevelopment.

A further hoarding in this location would ordinarily infringe advertisement policies as it would add to the clutter of signage that contributes to the poor visual amenity of the area and setting of the listed building. However the whole area is in a state of change and the proposed hoarding is seen as an integral part of promoting this change. It is not for general advertising purposes and will only be temporary feature in the area. It replaces an existing, albeit smaller, advertisement and will have little additional impact on the setting of the listed building. In the circumstances a relaxation of policy is justified.

- b) The hoarding is set back from the road and will not impact on road safety.

It is recommended that the Committee approved this application subject to a condition relating to its removal after 5 years.

Alan Henderson

Alan Henderson
Head of Planning and Strategy

Contact/tel	Kevin Ryan on
Ward affected	10 - Granton
Local Plan	North West Edinburgh
Statutory Development Plan Provision	Granton Partnership
Date registered	25 July 2005
Drawing numbers/ Scheme	03,04 Scheme 2

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, Linda Nicol on 0131 529 3146. Email: linda.nicol@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: 13 West Harbour Road
Edinburgh
EH5 1PN

Proposal: Waterfront Edinburgh Ltd general advertisement (billboard)
Reference No: 05/02555/ADV

Consultations, Representations and Planning Policy

Consultations

No Consultations received.

Representations

The application was advertised on 23.9.05. No representations have been received.

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 Granton Partnership Area in the adopted North West Edinburgh Local Plan, and is within the Waterfront Granton Proposal Area in the Draft West Edinburgh Local Plan.

Draft West Edinburgh Local Plan

Policy GRA1 All proposals for new development in the Granton waterfront plan area should have regard to the overall development framework and design principles contained in the Master Plan.

Policy GRA4 Planning permission will not be granted for incremental or small-scale proposals if these would compromise the area as a whole and proposals that fail to demonstrate how they will effectively integrated into the overall development concept set out in the Master Plan

Policy DQ6 New development should be designed to make a positive contribution to the quality, accessibility and safety of the environment, having regard to the character, opportunities and constraints of the site and its surroundings and the basic character of the city.

Policy DQ12 Control advertisements to safeguard environmental quality of listed buildings, the Green Belt, conservation areas and the main approaches to the city by careful control of the form, dimensions and means of illumination of signage.

Policy DQ14 New development should safeguard the character and setting of listed buildings.

Policy H12 states that development which would result in an unacceptable reduction in amenity for residents in the locality will not be permitted.

North West Edinburgh Local Plan

Relevant Policies:

Policy ED5 states that for land within the Granton Partnership area, Policy ED1 will be applied together with additional provisions relating to a range of employment purposes, and to the protection and, where appropriate, enhancement of specific areas within the Partnership area.

Policy E4 seeks to safeguard the character and setting of listed buildings.

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**

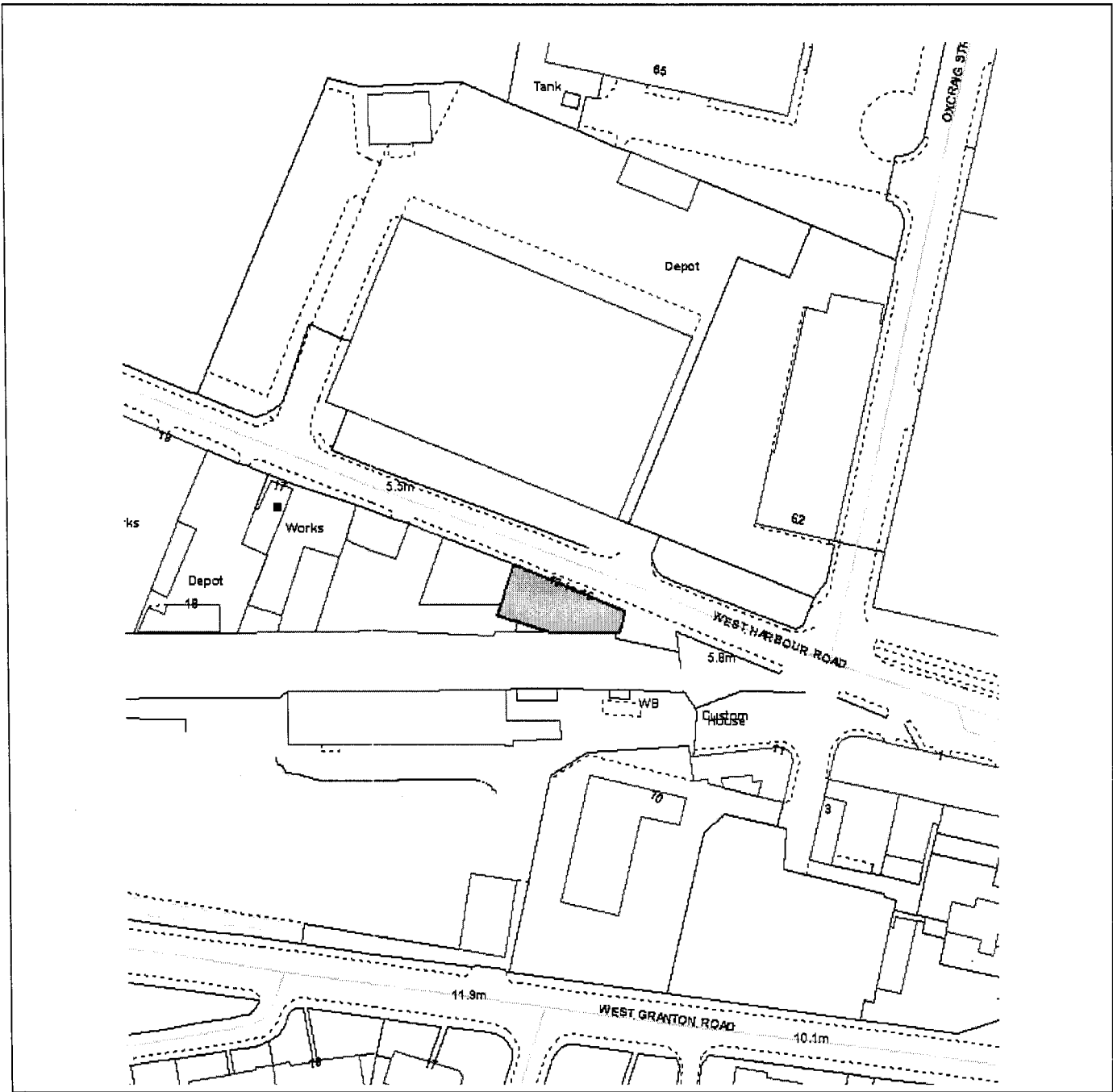
Conditions

1. The hoarding hereby permitted shall be removed from site no later than five years from the date of this consent, unless a further consent is granted by the planning authority.

Reasons

1. In the interests of visual amenity.

End



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PLANNING APPLICATION

Address	13 West Harbour Road, Edinburgh, EH5 1PN,
Proposal	Waterfront Edinburgh Ltd general advertisement (billboard)

Application number:	05/02555/ADV	WARD	10- Granton
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**THE CITY OF EDINBURGH COUNCIL
THE CITY DEVELOPMENT DEPARTMENT- PLANNING & STRATEGY**