

Development Management Sub Committee

Wednesday 10 January 2018

Application for Advert Consent 17/05093/ADV At Advertising Hoarding, Morrison Street, Edinburgh Erect self-standing poster advertising structure

| | |
|---------------|-------------------|
| Item number | 7.6 |
| Report number | |
| Wards | B11 - City Centre |

Summary

The proposal complies with regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The display of the proposed advertisements is acceptable in terms of amenity and public safety.

Links

[Policies and guidance for this application](#) NSADSP, CRPWEN,

Report

Application for Advert Consent 17/05093/ADV At Advertising Hoarding, Morrison Street, Edinburgh Erect self-standing poster advertising structure

Recommendations

1.1 It is recommended that this application be Granted subject to the details below.

Background

2.1 Site description

The application site is located on the northern side of Morrison Street adjacent to the Edinburgh International Conference Centre and the Atria Office Development. The site is on the eastern side of the pedestrianised walkway known as Ladyfield.

This application site is located within the West End Conservation Area.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

Advertisement consent is sought for the erection of an advertising drum for a period of 5 years.

The advert drum is of a circular form and is on a 200mm base with the zone for the advert 2.4 metres high. The overall advert area is 1.37 square metres. The structure has been installed on the site.

The advert drum is part of a programme of advert drums proposed across the city and there is currently a consultation event being run by the applicants on the design of the top of the drum. The finished top to the drums are designed to replicate some structure within the City.

The applicant, City Centre Posters is the successful bidder for the tendering process carried out by the Council to select a Company to install Arts and Culture Advertising Structures throughout the City.

Each application is considered on its own merits.

3.2 Determining Issues

Do the proposals affect the amenity of the locality? In the determination of the suitability of the site for the display of advertisements, the Planning Authority shall have regard to the general characteristics of the locality including the presence of any feature of historical, architectural, cultural or similar interest. The authority may disregard any advertisements displayed in the locality.

Do the proposals affect public safety? The Planning Authority shall in particular consider whether any such display is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal, or aid to navigation by water or air.

3.3 Assessment

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

- a) the proposal has an acceptable impact on amenity;
- b) the proposal would compromise public safety;
- c) the proposal would have any equalities or human rights impacts; and
- d) public comments have been addressed.

Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) states that advertisement control shall be exercisable only in the interests of amenity and public safety.

a) Amenity

The site is on the boundary of the West End Conservation Area and is set within the context of an area of significant change over recent years. The characteristics of this area are very much of a modern sector of the city with new office developments and extension to the Edinburgh International Conference Centre. The advertising drum is adjacent to the Atria office development and is set back from the pavement line on Morrison Street to within the new pedestrianised street of Ladyfield.

The advertising drum will be read within the context of these modern developments and does not have any adverse impact on the amenity of the area.

b) Public Safety

The proposal raises no concerns regarding public safety.

c) Equalities and Human Rights

This application has no impacts on equalities and human rights.

d) Public Comments

No letters of representation have been received.

Conclusion

Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) states that advertisement control shall be exercisable only in the interests of amenity and public safety. There are no issues in relation to amenity or public safety as a result of this proposal.

It is recommended that this application be Granted subject to the details below.

3.4 Conditions/reasons/informatives

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.

Financial impact

4.1 The financial impact has been assessed as follows:

The issues surrounding the advertising drums were reported to full committee on 29 June 2017 as part of the Monitoring Officer's Report (Item 8.6) following the report by the SPSO. Procurement and Legal are currently working to finalise the procurement process for the new project to put in place appropriate contractual arrangements.

Risk, Policy, compliance and governance impact

5.1 Provided planning applications are determined in accordance with statutory legislation, the level of risk is low.

Equalities impact

6.1 The equalities impact has been assessed as follows:

The application has been assessed and has no impact in terms of equalities or human rights.

Sustainability impact

7.1 The sustainability impact has been assessed as follows:

This application is not subject to the sustainability requirements of the Edinburgh Design Guidance.

Consultation and engagement

8.1 Pre-Application Process

Pre-application discussions took place on this application.

8.2 Publicity summary of representations and Community Council comments

No representations have been received.

Background reading/external references

- To view details of the application go to
- [Planning and Building Standards online services](#)
- [Planning guidelines](#)
- [Conservation Area Character Appraisals](#)
- [Edinburgh Local Development Plan](#)
- [Scottish Planning Policy](#)

Statutory Development**Plan Provision**

The site is located within the City Centre.

Date registered

2 November 2017

Drawing numbers/Scheme

1 and 2,

David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

Contact: Elaine Campbell, Team Manager

E-mail: elaine.campbell@edinburgh.gov.uk Tel: 0131 529 3612

Links - Policies

Relevant Policies:

Non-statutory guidelines 'ADVERTISEMENTS, SPONSORSHIP AND CITY DRESSING' 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.

The West End Conservation Area Character Appraisal emphasises that the area is characterised by mixed, residential commercial buildings. The central section of the conservation area is a major modern financial area consisting of modern offices. The Georgian and Victorian tenements within the area are mainly 4-6 storeys, and constructed of stone with pitched, slated roofs.

Appendix 1

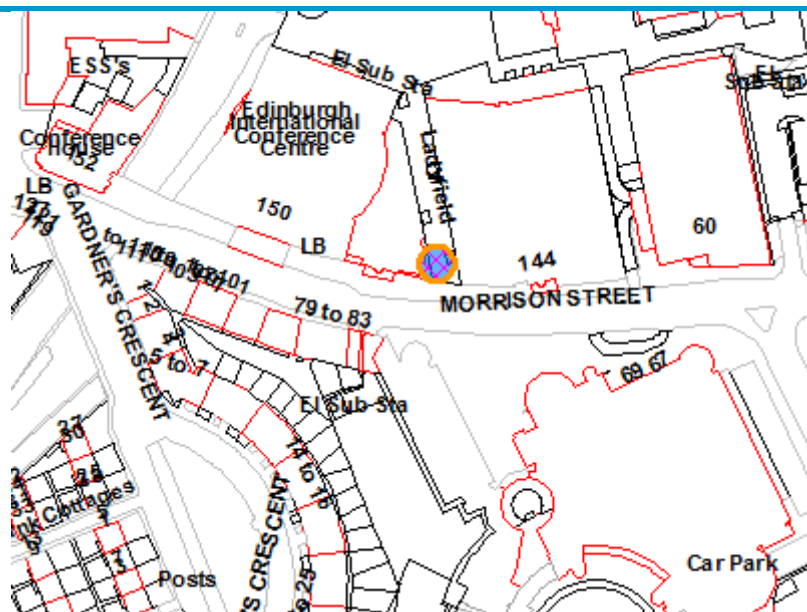
Application for Advert Consent 17/05093/ADV At Advertising Hoarding, Morrison Street, Edinburgh Erect self-standing poster advertising structure

Consultations

Transport Authority

No objections to the application.

Location Plan



© Crown Copyright and database right 2014. All rights reserved. Ordnance Survey License number 100023420
END