

Development Management Sub Committee

Wednesday 10 January 2018

Application for Advert Consent 17/05097/ADV At Advertising Hoarding, St Andrew Square, Edinburgh Erect self-standing poster advertising structure

Item number	7.7
Report number	
Wards	B11 - City Centre

Summary

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.

The proposal will have an unacceptable detrimental impact on the amenity of the location. The proposal does not accord with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), or the Council's guidance on Advertisements, Sponsorship and City Dressing. Refusal is recommended.

There are no material considerations which outweigh this conclusion.

Links

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

Report

Application for Advert Consent 17/05097/ADV At Advertising Hoarding, St Andrew Square, Edinburgh Erect self-standing poster advertising structure

Recommendations

1.1 It is recommended that this application be Refused for the reasons below.

Background

2.1 Site description

The site is a wide area of pavement located to the north eastern corner of St Andrew Square. A pedestrian entrance to St Andrew Square is located to the south of the site.

There are a number of listed buildings which face around St Andrew Square. The most notable of these are:

41-42 St Andrew Square, category A listed (LB ref 29708, 8 December 1987);
38-39 St Andrew Square, category A listed (LB ref 29707, 13 April 1965);
37 St Andrew Square, category A listed (LB ref 29707, 13 April 1965);
36 St Andrew Square, Dundas House, category A listed (LB ref 29705, 13 April 1965);
35 St Andrew Square, category a listed (LB ref 29704, 13 April 1965); and
Melville Monument, category A listed (LB ref 27816, 13 January 1966).

The site is within the World Heritage Site.

This application site is located within the New Town Conservation Area.

2.2 Site History

Adjacent Sites

23 November 2016 - Advertisement consent refused for the display of an advert on the St Andrew Square Tram Stop due to adverse impact on the amenity of the area (Application 16/03547/ADV).

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

St Andrew Square was laid out in 1770 as formal geometric pleasure gardens providing a retreat for the surrounding owners. The Square is an important part of the grid layouts of Craig's Plan and provides a key focal point for the view along George Street.

St Andrew Square is located within the New Town Conservation Area and the Edinburgh World Heritage Site. The architectural, historical and cultural value of the townscape of St Andrew Square is also recognised by numerous individual and some group listings.

The essential characteristics of the New Town Conservation Area, as identified within the Conservation Character Appraisal, are

The City's collection of civic statuary provides a focus and punctuation point for many vistas creating an outdoor sculpture gallery;

The use of grid layout forms throughout the area provides a formal hierarchy of streets with controlled vistas and planned views;

The central position, grid layout and uniform building heights make the area extremely sensitive to the effects of high buildings; and

Terminated vistas within the grid layouts and the long distance views across and out of the conservation area are an important feature.

Spatial mapping within the New Town Conservation Area Character Appraisal makes specific reference to the many views and landmark features along George Street. The Character Appraisal also makes specific reference to the special relationship linking St Andrew and Charlotte Squares, George Street, the central monuments and the terminating buildings.

The Square has an important role in reinforcing this character and providing the backdrop for the planned vista between Charlotte Square and St Andrew Square. In addition the square also provides the setting for some of the first buildings within the New Town including Dundas House.

The Outstanding Universal Value of the Edinburgh World Heritage Site is defined as the remarkable juxtaposition of two clearly articulated urban planning phenomena: the contrast between the organic medieval Old Town and the planned Georgian New Town which provides a clarity of urban structure unrivalled in Europe.

The Edinburgh World Heritage Site Management Plan ('the Plan') refers specifically to:

"The New Town plans establish major axes which are addressed by formal set piece architecture, often designed by the leading architects of the day. The North Bridge vista is closed by Robert Adam's Register House. Looking east along George Street, the view is closed by William Chambers' Dundas House. Melville Street aligns with George Gilbert Scott's St Mary's Episcopal Cathedral." In addition, the Plan notes that the relationship of stone buildings, pavements and setted streets provides a disciplined unity and cohesion.

The introduction of large advertising drum for effectively a permanent period, into this visually sensitive location would damage the unique and special historical character of St Andrew Square. The proposal will detract from the setting of and views to a number of listed buildings. The proposal will also result in street clutter which will be uncharacteristic of and detrimental to the special historical setting of St Andrew Square, and would result in the interruption of the designed relationship of stone buildings, pavements and the road.

The proposal is therefore contrary to the Council's guidance on Advertisements, Sponsorship and City Dressing by virtue of its location. In addition, the proposal does not support the principles set out within the New Town Conservation Area Character Appraisal or The Edinburgh World Heritage Site Management Plan.

The proposal will have an unacceptable impact on the amenity of the location, contrary to Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

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

Material Considerations

- Adverse impact on the amenity of the historic area including the Conservation Area, World Heritage Site and Listed Buildings; addressed in 3.3 a);
- Structure will become an unnecessary obstacle for people with visual impairments; addressed in 3.3b) and
- Unacceptable obstruction within the footway, addressed in 3.3b).

The New Town and Broughton Community Council comment that:

- structure not in keeping with the aesthetics of the surroundings - addressed in 3.3a) and.
- impact on pedestrian movements on a busy thoroughfare - addressed in 3.3 b).

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.

The proposal will have an unacceptable detrimental impact on the amenity of the location. The proposal does not accord with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), or the Council's guidance on Advertisements, Sponsorship and City Dressing.

It is recommended that this application be Refused for the reasons below.

3.4 Conditions/reasons/informatives

Reasons:-

1. The proposal will have an unacceptable detrimental impact on the amenity of the location. The proposal does not accord with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), or the Council's guidance on Advertisements, Sponsorship and City Dressing.

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

A total of 27 letters of representation have been submitted including a letter from the New Town and Broughton Community Council. A full assessment of the representations can be found in the main report in the Assessment Section.

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 New Town Conservation Area and the Edinburgh World Heritage Site. The site is also part of the Central Area and the City Centre Retail Core.

Date registered

3 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 New Town Conservation Area Character Appraisal states that the area is typified by the formal plan layout, spacious stone built terraces, broad streets and an overall classical elegance. The buildings are of a generally consistent three storey and basement scale, with some four storey corner and central pavilions.

World Heritage Site

The historic centre of Edinburgh, including the medieval Old Town and the Georgian New Town, was inscribed on the United Nations Education, Scientific and Cultural Organisation's (UNESCO's) List of World Heritage Sites in December, 1995. This represents international recognition that the Site is of outstanding universal value.

The organic plan form of the medieval Old Town and the clarity of the geometrically planned neo-classical New Town together with the outstanding historic buildings are fundamental characteristics of the World Heritage Site. All proposals affecting the plan form or historic buildings, including their setting, will be considered for their impact on their design integrity.

Appendix 1

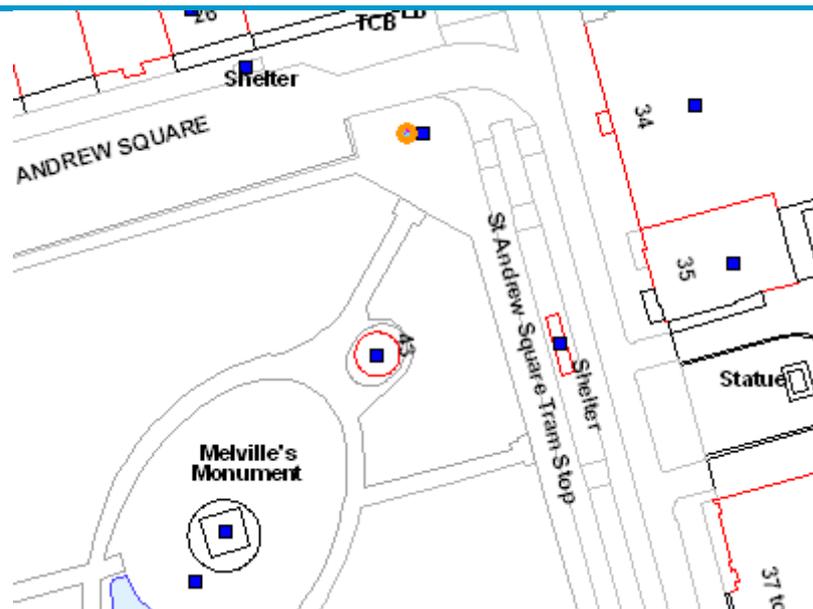
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Consultations

Transport

No objections to the application.

Location Plan



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