

Development Management Sub Committee

Wednesday 10 January 2018

**Application for Advert Consent 17/05096/ADV
At Advertising Hoarding, Shandwick Place, Edinburgh
A non-illuminated, self-standing poster advertising structure
at the juncture of Hope Street and Shandwick Place.**

Item number	7.8
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, CRPNEW, CRPWHS,

Report

Application for Advert Consent 17/05096/ADV At Advertising Hoarding, Shandwick Place, Edinburgh A non-illuminated, self-standing poster advertising structure at the juncture of Hope Street and Shandwick Place.

Recommendations

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

Background

2.1 Site description

The application refers to a wide area of pavement outside Fraser's department store at the corner of Princes Street and Hope Street.

The six storey, classical style store by J R MacKay, dating from 1935, is category B listed (ref. 43328, listed on 28.03.1996) and within the World Heritage Site. This application site is located within the New Town Conservation Area.

2.2 Site History

November 2017 - Planning permission granted for the siting of a Police Box retail unit (planning permission 17/04213/FUL).

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 siting of the proposed advertising drum is at a busy pedestrian and vehicular junction at the western end of Princes Street.

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.

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 proposed advertising drum is positioned in a location which is away from any key views or termination of vistas within the conservation area. The location within this wider public realm pavement area ensures that there is no interruption into the regular grid street pattern and does not interfere with the relationship between the buildings and the street form.

The proposed drum is located away from the main frontage of the adjacent listed building. The advertising drum will be seen within the context of the urban area and will not be detrimental to the setting of the listed building.

It is considered that the proposed advertising drum will not have any adverse impact on amenity.

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

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

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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

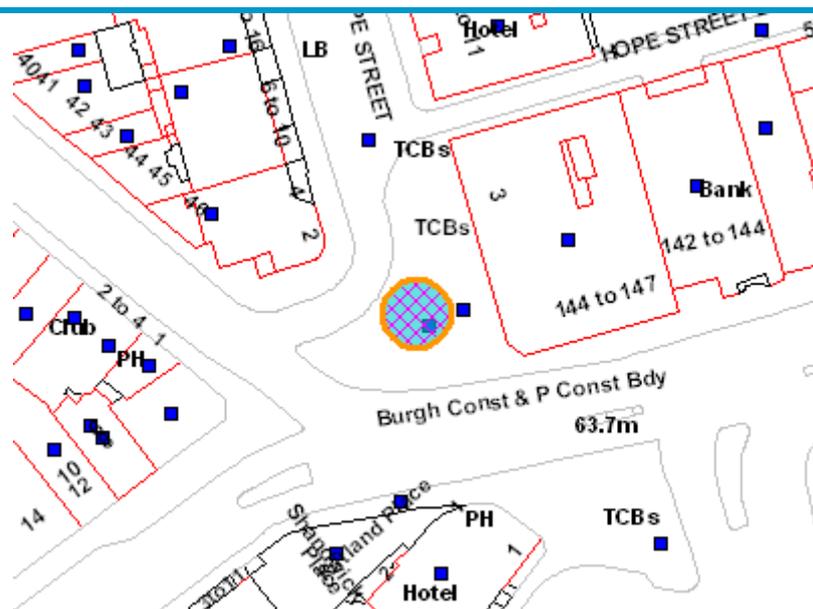
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Consultations

Transport Authority

No objections to the application.

Location Plan



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