

**Advert Application 05/04135/ADV  
at  
66 Murrayfield Avenue  
Edinburgh  
EH12 6AY**

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

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**1 Purpose of report**

To consider application 05/04135/ADV, submitted by Ashbourne Healthcare.  
The application is for: **Retrospective application for signage.**

It is recommended that this application be **REFUSED AND ENFORCED** for the reasons in Appendix B.

**2 The Site and the Proposal**

**Site description**

The application premises are an old people's home situated at the north end of Murrayfield Avenue. The home comprises of Murrayfield House and a separate extension to the east of the main house.

The premises retain much of the original grounds to the south of the house, with large, mature trees and lawns fronting onto Murrayfield Avenue.

The property is statutorily listed, category A, and is located within the Coltbridge and Wester Coates Conservation Area.

## **Site history**

Enforcement complaint - 30.8.2005 regarding the erection of the sign (05/00666/A01)

## **Description of the Proposal**

The proposal, which is in retrospect, is to display two 1.4 metre by 1.0 metre plastic coated signs, in 'V' form, erected on three 2.9 metre high metal support poles, within the grounds of the premises, approximately 4 metres to the west of the southern vehicular access from Murrayfield Avenue.

## **3 Officer's Assessment and Recommendations**

### **DETERMINING ISSUES**

The determining issues are:

- Do the proposals harm the character or appearance of the conservation area? If they do, there is a strong presumption against the granting of permission;
- Do the proposals preserve the building or its setting or any features of special architectural or historic interest which it possesses? 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 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 the determining issues, the Committee needs to consider:

- a) Whether the proposals have an adverse impact on the character or appearance of the conservation area;
- b) Whether the proposals are detrimental to public safety.

a) The sign is in a very prominent location, being at the top of Murrayfield Avenue, at the bend into Succoth Gardens. On approaching the application site from the south, the sign, due to a combination of its height, appearance and location is a focal point, and has a considerable impact on the streetscape.

Set against the backdrop of the soft landscaping within the front gardens of Murrayfield House, it is a stark and visually dominant feature which has an adverse affect on the character and appearance of the Conservation Area.

b) The sign has no adverse effect on public safety.

The proposals fail to comply with the development plan and non-statutory guidelines, and have an adverse effect on the character of the conservation area.

There are no other material planning considerations, which outweigh this conclusion.

It is recommended that the Committee refuses this application for these reasons, and initiates enforcement action to secure the removal of the sign.

*Alan Henderson*

**Alan Henderson**  
Head of Planning and Strategy

<b>Contact/tel</b>	Alan Moonie on 0131 529 3909
<b>Ward affected</b>	15 - Murrayfield
<b>Local Plan</b>	Central Edinburgh Local Plan
<b>Statutory Development Plan Provision</b>	Housing and Compatible Uses
<b>Date registered</b>	20 December 2005
<b>Drawing numbers/ Scheme</b>	01-02 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](http://www.edinburgh.gov.uk/planning).

If you require further information about this application you should contact the following Principal Planner, Martin Easson on 0131 529 3989. Email: [martin.easson@edinburgh.gov.uk](mailto:martin.easson@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 [gavin.king@edinburgh.gov.uk](mailto:gavin.king@edinburgh.gov.uk) or [sarah.bogunovic@edinburgh.gov.uk](mailto:sarah.bogunovic@edinburgh.gov.uk)

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## Consultations, Representations and Planning Policy

### Consultations

No consultations undertaken.

### Representations

Two letters of objection received from neighbouring residents, concerned at the size and height of the sign, and its impact on the views to Murrayfield House.

***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 located within the Central Edinburgh Local Plan, in an area identified as 'Housing and Compatible Uses'.

#### Relevant Policies:

Policy CD4 (CONSERVATION AREAS) requires that developments in a conservation area retain all features which contribute to the area's character and appearance.

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.

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.

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## Conditions/Reasons associated with the Recommendation

### Recommendation

It is recommended that this application be **REFUSED AND ENFORCED** for the reasons below.

### Reasons

1. The proposal is contrary to Central Edinburgh Local Plan Policy CD5, in respect of Conservation Areas - Redevelopment, as the signage introduces a discordant feature to the detriment of the character and appearance of the conservation area.
2. The proposal is contrary to Central Edinburgh Local Plan Policy CD4, in respect of Conservation Areas, as the sign is a visually dominant feature which detracts from the character and appearance of the area.
3. The proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - by introducing a visually dominant feature they fail to respect the amenity and appearance of the area

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End

