

**Advert Application  
at  
Murrayfield Stadium  
102A Roseburn Street  
Edinburgh  
EH12 5PL**

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

31 March 2004

**Proposal:** Signage  
**Applicant:** Scottish Rugby Union.  
**Reference No:** 03/04724/ADV

**1 Purpose of report**

To recommend that the application be **REFUSED** for the following reasons;

**Reasons**

1. The proposal is contrary to policy CD25 (ADVERTISING) of the Central Edinburgh Local Plan in that the size and scale of the signage and its location on a prominent landmark stadium would be incongruous and would adversely affect the visual amenity of the surrounding area, which in turn would set an unacceptable precedent.

## **2 Main report**

### **Site description**

Murrayfield Stadium lies to the west of the city centre, approximately 4 km from Edinburgh Castle, just off Corstorphine Road. It is the home of the Scottish Rugby Union and the Scottish Claymores American Football team. The stadium was first opened in 1925 and now has a seating capacity of 67,500 after renovation work was undertaken in 1982 and 1989.

### **Site history**

December 2003-Planning permission granted for the installation of 3 antennas and ancillary development, reference number 03/04045/FUL.

January 2001-Planning permission granted for temporary ticket office on vacant land at Murrayfield Stadium, reference number 00/02789/FUL.

July 1999-Planning permission granted for telecommunications equipment and security hut, reference number 99/01621/FUL.

July 1999-Planning permission granted for the erection of a kiosk at, reference number 99/01620/FUL.

December 1998-Planning permission granted for the installation of 2 600mm microwave dishes and radio port units and ancillary development, reference number 98/02959.

### **Development**

The applicant seeks advertisement consent to install a covering on two planes of the south elevation steel work of the Stadium. This would incorporate advertising space on the south east and south west corners of the stadium. The covering would be high tenacity pvc mesh. The south-west and south-east adverts would be 40 metres by 15 metres and 35 metres by 12 metres respectively. The rest of the cover (approximately 75%) would incorporate images of Scottish Rugby, its history and players.

The advertising would face towards the Edinburgh to Glasgow railway line, which is to the south of the stadium. To the south east of the stadium there are a number of commercial industrial units. North of the south-east corner of the stadium by approximately 250 metres there are residential properties.

In support of the proposal, the applicant has cited the following reasons:

To enhance the building and bring some colour and visual impact to the venue, which is, used for both rugby and other leisure and entertainment events.

To produce revenue (approximately £100-150,000 per year over the next five years) from advertising and sponsorship and generate much needed income for the Scottish Rugby Union.

The advertising panels would be changed on a regular basis.

A copy of both documents are available in the party group rooms.

### **Consultations**

No consultations undertaken.

### **Representations**

The application was advertised on the 9 January 2004. No letters of representation have been received.

### **Policy**

#### **Central Edinburgh Local Plan:**

Housing and Compatible Uses.

#### **Relevant Policies:**

Policy CD25 (ADVERTISING) provides that advertising on other commercial buildings will generally be restricted to that necessary to identify discreetly the business or company occupier. High level advertising will not be permitted.

Non-statutory Guidelines concerning ADVERTISEMENTS AND SIGNS provides guidance with regard to the erection of advertisements and signs.

## **3 Conclusions and Recommendations**

### **DETERMINING ISSUES**

Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 limits the exercise of powers of control of advertisements solely to the interests of amenity and public safety.

The determining issues are:

- 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 Committee needs to consider whether:

a) The proposal would detract from the character or appearance of the stadium and the surrounding area and

b) there are any implications for public safety

a) Murrayfield Stadium is not a listed building or within a Conservation Area. However, it is a unique landmark structure. The horizontal cantilever steelwork of the structure, which forms the top part of the stadium, makes it easily identifiable within the urban environment.

Murrayfield Stadium is not, in strict terms, a commercial building such as for example, an office block. The primary use is for leisure purposes.

The stadium is a large structure, within a low-density area, with a number of commercial uses present. The steelwork of the stadium, which forms the top part of the structure, is an important feature. The signage would cover approximately a third of the stadium. Whilst a degree of transparency would be afforded, the signage would still be highly visible.

The signage would be located on the south elevation of the stadium in an area that is characterised by commercial uses and residential units.

Policy CD25 of the Central Edinburgh Local Plan is relevant to the determination of this application. It provides that advertising on other commercial buildings will generally be restricted to that necessary to identify discreetly the business or company occupier.

Having regard to this and the submitted justification from the applicant, it is considered that the proposal is contrary to this policy. Specifically, the signage is of a size and scale that would set an unacceptable precedent within the surrounding area and the City as a whole.

Given the large size of the stadium and its elevated position in relation to the surrounding area, the signage would be incongruous and therefore visually intrusive.

b) The applicant has indicated that the mesh covering would comply with all Health and Safety requirements. Additionally, structural engineers would be involved at all stages of the development process to ensure the integrity and safety of the attachment systems for the signage. It is therefore considered that the proposal would not adversely affect public safety.

It is recommended that the Committee refuses this application, for the reason stated.

Alan Henderson

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**Alan Henderson**  
Head of Planning and Strategy

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**Ward affected** 15 -Murrayfield

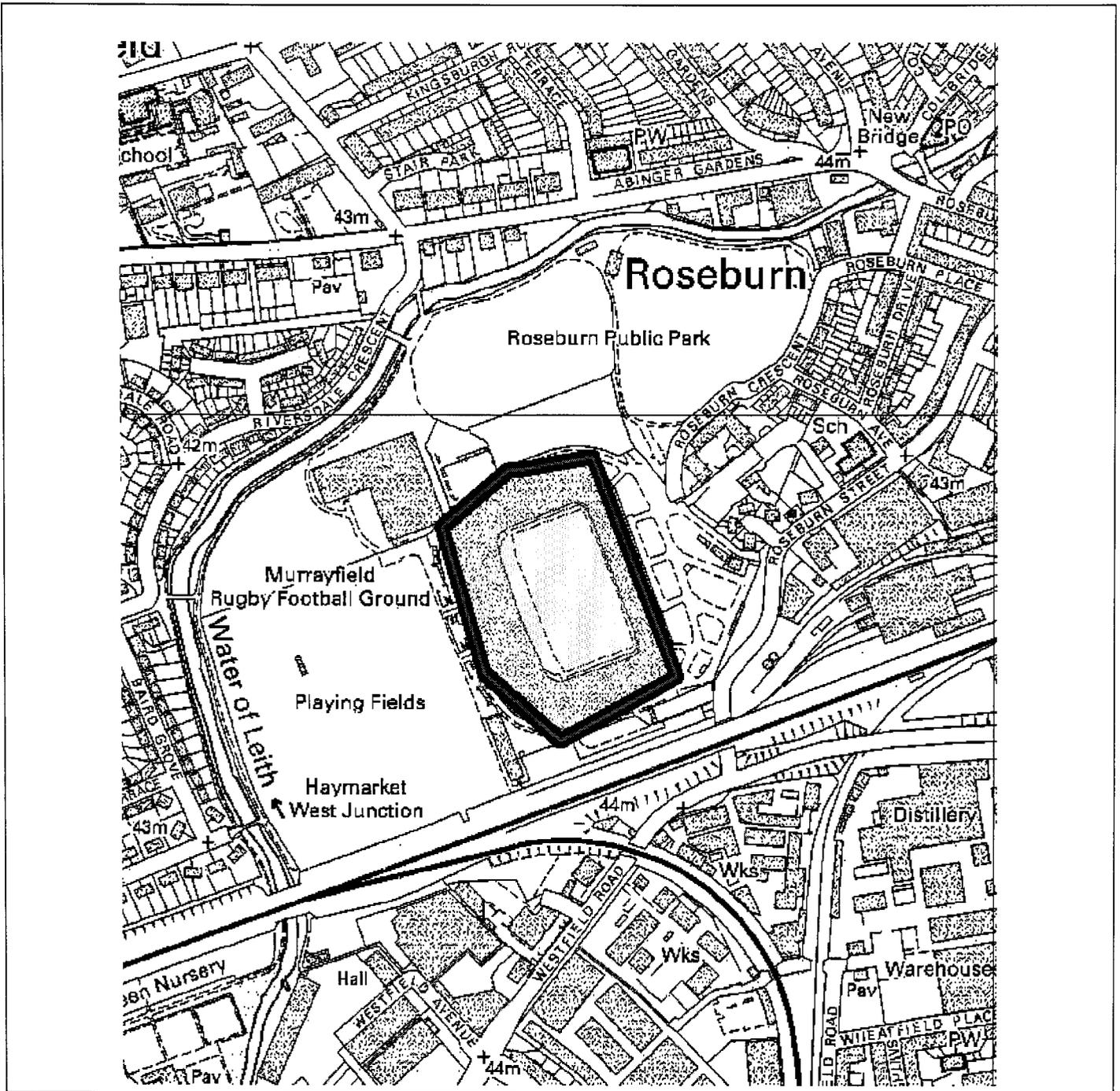
**Local Plan** Central Edinburgh Local Plan

**Statutory Development  
Plan Provision**

**File** 03/04724/ADV

**Date registered** 22 December 2003

**Drawing numbers/  
Scheme** 1 to 3



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# **PLANNING APPLICATION**

<b>Address</b>	<b>Murrayfield Stadium, 102A Roseburn Street, Edinburgh,</b>		
<b>Proposal</b>	<b>Signage</b>		
<b>Application number:</b>	<b>03/04724/ADV</b>	<b>WARD</b>	<b>15- Murrayfield</b>
<b>THE CITY OF EDINBURGH COUNCIL</b>			
<b>THE CITY DEVELOPMENT DEPARTMENT- PLANNING &amp; STRATEGY</b>			