

Development Management Sub Committee

Wednesday 23 November 2016

**Application for Advert Consent 16/03547/ADV
At St Andrew Square Tram Stop, St Andrew Square,
Edinburgh**

Proposed advertising display will consist of a vinyl wrap placed on the glass of the existing tram shelter structure . In addition, wrap to be placed on 4x Name Plates. TfE branding and stop information to be maintained on 50% of the space. No additional illumination required.

Item number

Report number

Wards

A11 - 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 16/03547/ADV At St Andrew Square Tram Stop, St Andrew Square, Edinburgh

Proposed advertising display will consist of a vinyl wrap placed on the glass of the existing tram shelter structure . In addition, wrap to be placed on 4x Name Plates. TfE branding and stop information to be maintained on 50% of the space. No additional illumination required.

Recommendations

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

Background

2.1 Site description

The site is the tram shelter constructed on the eastern side of St Andrew Square. The tram shelter sits within a raised platform, with the shelter centred on the middle of the platform. The shelter is constructed of clear glazed panels with a simple profile.

St Andrew Square is to the west of the site and the shelter is positioned just to the north of the pedestrian access in to the gardens.

There are a number of listed buildings which face towards the tram stop. 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

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

The proposal is for the application of vinyl advertising on the full extent to the tram shelter at St Andrew Square. The advertising would be visible from both sides of the shelter.

There are 2 vinyl advert panels of 3200mmx 3500mm proposed.

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.

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 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 which is located to the east of the application site.

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 Council's guidance on Advertisements, Sponsorship and City Dressing states that advertising on bus shelters will not be allowed in visually sensitive locations including in certain parts of the World Heritage Site where the streets are of primary historic importance (e.g. Royal Mile or George Street) or where advertising would disturb important views or the setting of individual listed buildings. There is no specific guidance for advertisements on tram shelters.

The introduction of advertisements on the tram shelter into this visually sensitive location would damage the unique and special historical character of St Andrew Square. The proposal will detract from terminated views running west to east, and 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 existing tram shelter is a minimal structure within the historic environment, it allows the category A listed buildings on the eastern side of the square to be viewed with limited interruption. The inclusion of advertisements on the tram shelter will disrupt these views to the listed buildings and will have an adverse impact on the setting of these buildings, in particular Dundas House and 35 St Andrew Square.

During the course of the assessment of the application discussions were held with the applicant to explore alternative options for the incorporation of appropriate advertising within the tram stop. The applicant has advised that they wish to have the current proposals considered and no alternatives have been put forward.

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

No comments were submitted on the application.

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. Refusal is recommended.

There are no material considerations which outweigh this conclusion.

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

3.4 Conditions/reasons/informatives

Reasons:-

1. 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, as it will have an unacceptable detrimental impact on the amenity of the location, in respect of the harm it would do to the historic environment, architectural and cultural interest of this part of the city being in the New Town Conservation Area, Old and New Towns World Heritage Site, and due to the proximity to a number of a listed buildings.

Financial impact

4.1 The financial impact has been assessed as follows:

The Council has a contract with the applicant to provide outdoor advertising and street furniture, primarily bus shelters, in the city. The financial impacts to the Council were reported to Finances and Resources Committee on 5 June 2014.

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

There is no pre-application process history.

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](#)

- [Edinburgh City Local Plan and Rural West Edinburgh Local Plan](#)
- [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. The site is adjacent to a Primary Shopping Frontage.

Date registered

18 July 2016

Drawing numbers/Scheme

1 - 4,

John Bury

Head of Planning & Transport
PLACE
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

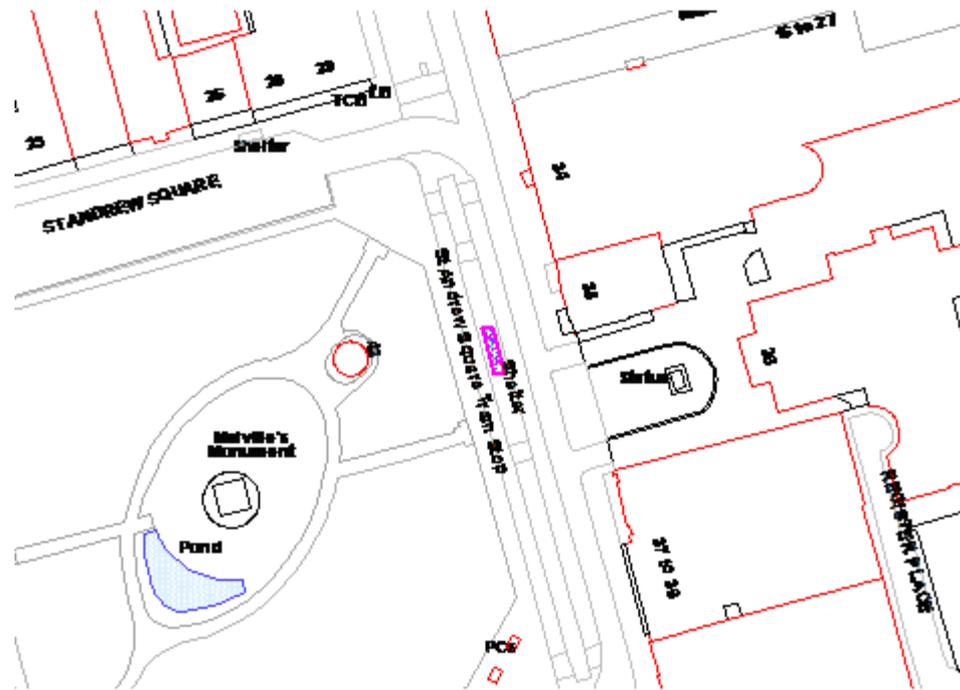
**Application for Advert Consent 16/03547/ADV
At St Andrew Square Tram Stop, St Andrew Square,
Edinburgh**

Proposed advertising display will consist of a vinyl wrap placed on the glass of the existing tram shelter structure . In addition, wrap to be placed on 4x Name Plates. TfE branding and stop information to be maintained on 50% of the space. No additional illumination required.

Consultations

No consultations undertaken.

Location Plan



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