

61328 30-31 Princes Street Advertisement

30-31 Princes Street advertisement applications 24/03804/ADV and 25/00059/ADV

I am seeking recorded information only. I am not asking the Council to create new explanations or opinions.

By way of brief context only, the later appeal decision by David Buylla records that the advertisement covered approximately 50% of both façades, and recent street-level imagery appears broadly consistent with the view that the current advertisement space occupies around half of the scaffolded elevation. It also appears that the Council's later references to tram lines and road authority concerns may explain only a limited corner retraction in width, rather than the much larger apparent reduction in scaffold height visible from street-level imagery.

The applicant also relied on a claimed cost of around £50,000 for the enlarged wrap as part of the justification for the larger advertising area. This request is intended to understand how the earlier planning decision-making moved from the Council's 10% guidance position to approval of a materially larger scheme, and what recorded scrutiny was applied to that cost/need justification.

To keep this request within the cost limit, I do ****not**** need copies of:

- application forms, drawings, supporting statements, decision notices, or reports of handling already published on the planning portal; or
- routine administrative correspondence limited to validation, fee payment, document chasing, or publication.

Please limit the search to records created or held between 1 June 2024 and 1 May 2025 in relation to the following applications:

- 24/03804/ADV
- 25/00059/ADV
- 25/01907/ADV

Please provide the following recorded information:

Any internal emails, notes, meeting notes, diary notes, file notes, or call notes that discuss how officers assessed the increase in sponsor advertising area between 24/03804/ADV and 25/00059/ADV, including any discussion of the Council's Outdoor Advertisement and Sponsorship Guidance and the 10% recommendation for corner plots within the World Heritage Site.

[No such records have been identified. We hold correspondence with the contractor which references the percentage space of the advert but it is neither internal nor specifically relating to how the increase was assessed.](#)

[There are no other relevant records held.](#)

Any recorded calculations, annotated plans, measurements, or internal notes used by officers to assess the percentage coverage of the inset advertising areas on each elevation for either 24/03804/ADV or 25/00059/ADV.

There are no such records held.

Any internal recorded information explaining why 25/00059/ADV was considered acceptable under Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 despite the report of handling recording that the proposal exceeded the Council's guidance.

There is no such internally recorded information held. However, the acceptability of the advert under Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 is assessed within the published Report of Handling.

Any recorded information showing whether officers requested, received, considered, or discussed evidence for the applicant's claim that the enlarged wrap would cost around £50,000 and that the larger advertising areas were necessary to fund it, including any recorded discussion of whether that claimed cost was tied to the scaffold/shroud dimensions shown in the submitted drawings.

There are no such records held.

Any recorded pre-application or informal advice given by Council officers to the applicant or agent about:

- increasing the size of the sponsor advertising areas;
- whether the proposal should stay within or could exceed the 10% recommendation; or
- the removal of illumination from the earlier 2024 scheme.

The Council does not hold any recorded pre-application or informal advice outside of the assessment process of the application.