

Development Management Sub Committee

Wednesday 25 June 2014

**Application for Advert Consent 14/02013/ADV
At Advertising Hoarding 10 Metres East Of 46, Seafield Road,
Edinburgh
Digital portrait style advertisement display on steel supports.**

Item number	4.17
Report number	
Wards	A14 - Craigentinny/Duddingston

Summary

The application proposes to amend an unimplemented consent ref: (13/04703/ADV) for the same display of advertising hoarding incorporating a digital image that can be changed remotely by seeking to increase the size of the display. The proposed display complies with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposal will not harm the visual amenity and character of the area and is appropriate in terms of public safety.

Links

<u>Policies and guidance for this application</u>	NONE,
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Report

Recommendations

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

Background

2.1 Site description

The application site is located on the south side of Seafield Road. It is an established roadside advertising location and is displayed within a steel and aluminium box portrait with frame measuring 7000 mm high, 5000 mm wide and 500 mm deep with the base of the panel 2000 mm from ground level. The display is positioned on the gable end of a four storey tenement building and is located in a car park relating to industrial and retail warehouse units.

The surrounding area is of mixed use with commercial and industrial warehouses.

2.2 Site History

06 November 2008 - advert consent granted for a single sided free standing internally illuminated advertisement display unit (application reference: 08/03624/ADV).

28 February 2014 - advert consent granted to update existing internally illuminated display to digital display (application reference: 13/04703/ADV).

Main report

3.1 Description Of The Proposal

Proposal

The application proposes to amend previous consent ref 13/04703/ADV for the same display of advertising hoarding incorporating a digital image that can be changed remotely by seeking to increase the size of the display to 8640mm high, 5760 mm wide and 400 mm deep.

The proposed drawing and the application form does not state the proposed display will incorporate moving features. The applicant has confirmed through correspondence that the display will be static.

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 advertisement will harm the visual amenity and character of the area, and the existing building in terms of design and form, choice of materials and positioning;
- b) the proposal is appropriate in terms of public safety;
- c) any impacts on equalities or human rights are acceptable; and
- d) any public comments raised have been addressed.

a) Local Amenity

The proposed enlargement of the existing advert display constitutes a minor alteration; the format of the display will continue to be visible from a public highway in a mixed use area that is mainly commercial and industrial in character. The display of a digital display is not substantially different to a paper display. The proposed display will not cause harm to the amenity of the area, subject to a condition controlling the intensity of illumination.

b) Public safety

Transport has been consulted and raised no objection to the proposed display. However, concerns about the potential to distract drivers resulting in road accidents have been raised because of its function as a large television screen. Transport acknowledges that a link between any adverse impacts of such displays on road safety has not been established.

The proposed display is to remain static with digitally produced images. If the display is altered to incorporate moving features, the Roads Authority may take appropriate action under the Roads (Scotland) Act 1984.

The proposed display will not be harmful to public safety subject to conditions to ensure that the displays are static and do not change at a frequency greater than one change every 15 seconds.

c) Equalities and human rights

This application was assessed in terms of equalities and human rights. No impact was identified.

d) Public comments

No comments were received.

CONCLUSION

In conclusion, the proposal will have no detrimental impact on local amenity and public safety.

Approval is recommended, subject to the standard conditions, as stated.

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

3.4 Conditions/reasons/informatives

1. Consent is granted for a period of five years from the date of consent.
2. The intensity of illumination of the advertisement display shall be restricted to that appropriate within a 'high district brightness area' where the source intensity of the display during daylight hours is no greater than 30 kcd and during hours of darkness no greater than 2.5 kcd, as identified in the 'Institute of Lighting Engineers Technical Report Nos 5 (2003)'.
3. Advertisements shall be static images only.
4. The frequency of the change in the advertisement display shall be no greater than every 15 seconds.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. In order to ensure that the level of illumination is appropriately restricted so as not to be detrimental to the amenity of the area.
3. To safeguard public safety.
4. To ensure that the frequency of advert change is appropriately restricted so as not to be detrimental to the amenity of the area.

Informatives

It should be noted that:

1. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to adjust the intensity of any non-adopted lighting applicable to the application address

Financial impact

4.1 The financial impact has been assessed as follows:

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:

This application was assessed in terms of equalities and human rights. The impacts are identified in the Assessment section of the main report.

Sustainability impact

7.1 The sustainability impact has been assessed as follows:

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

None.

Background reading / external references

- To view details of the application go to
- [Planning and Building Standards online services](#)

Statutory Development Plan Provision

The site is located in an urban area designated by the Edinburgh City Local Plan.

Date registered

21 May 2014

Drawing numbers/Scheme

01,

Scheme 1

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Links - Policies

Relevant Policies:

Policies not applicable

Appendix 1

Consultations

Transport Planning

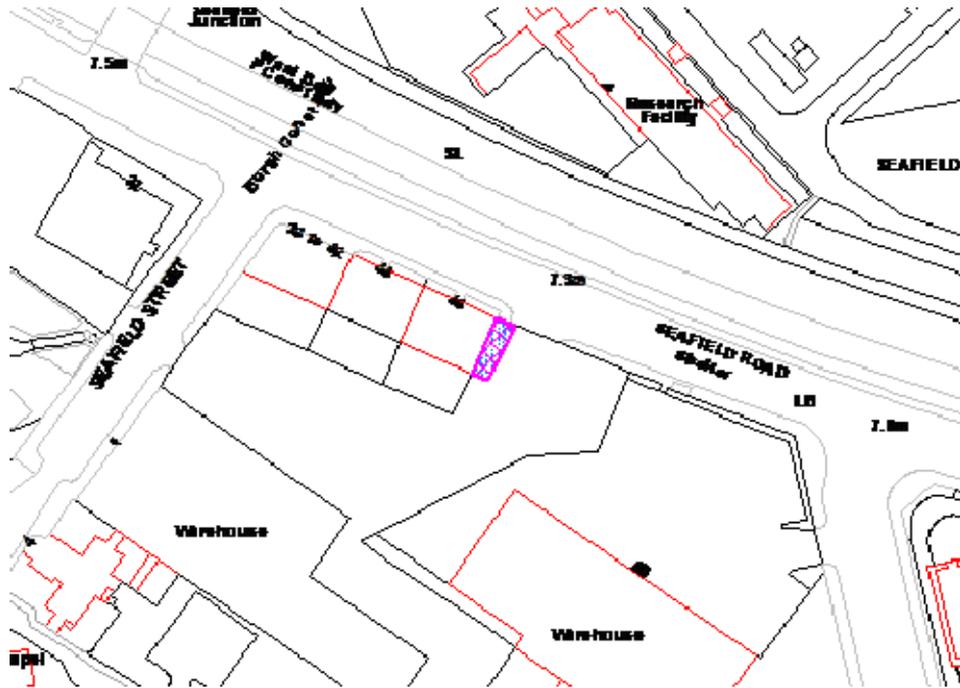
I have no objections to the proposed planning application subject to the following being included as conditions or informatives as considered appropriate:

- 1. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to adjust the intensity of any non-adopted lighting applicable to the application address.*

Note

- 1. Whilst the application is for a static digital display, Transport has concerns that moving images may be used in future which may be distracting to drivers, and that this may result in damage and injury accidents. A similar site at Croall Place, Leith Walk has already been changed to digital and attracted a number of complaints and criticisms with regards to the increase in size and distracting nature of what is now effectively a large television screen. However, it is not clear that there has been any real impact on road safety;*
- 2. The Outdoor Media Centre (OMC) voluntary code for digital large format roadside advertising (published in January 2011). The code reflects planning regulations in place throughout the UK and states that:*
 - there shall be no moving images, animation, video or full motion images displayed unless consent has been granted for such displays;*
 - digital roadside billboards/hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays;*
 - the luminance level of a digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003);*
 - Roadside digital displays will [in Scotland] conform to the 5 'Standard Conditions' specified in Schedule 1 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.*
- 3. You will also be aware of the Report submitted to the Council's Planning Committee meeting of 27 February 2014.*

Location Plan



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