

# Development Management Sub Committee

Wednesday 19 November 2014

**Application for Advert Consent 14/03220/ADV  
At Advertising Station 2, London Road, Edinburgh  
Erect 1 Premiere 450 advertisement display with internal low  
energy LED illumination (static).**

<b>Item number</b>	4.9
<b>Report number</b>	
<b>Wards</b>	A14 - Craigentiny/Duddingston

## Summary

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The proposed advertisement is acceptable in terms of its scale, location and illumination. There will be no detrimental impact on visual amenity or public safety.

## Links

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<a href="#"><u>Policies and guidance for this application</u></a>	NSG, NSADSP,
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# Report

## **Application for Advert Consent 14/03220/ADV At Advertising Station 2, London Road, Edinburgh Erect 1 Premiere 450 advertisement display with internal low energy LED illumination (static).**

### **Recommendations**

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

### **Background**

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#### **2.1 Site description**

The site is an area of open space located between London Road and the main stand of Meadowbank Stadium. The area is mixed use with the stadium dominating the north side of London Road with smaller commercial uses to the south.

#### **2.2 Site History**

##### Nearby Sites

9 February 1999 - Advertisement consent was granted for the display of an externally-illuminated, double-sided, 48-sheet Ultravision (rotating) hoarding on a site approximately 160 metres to the east of the current application site. This was subsequently amended so that one side should have an internally-illuminated fixed display (98/01621/ADV).

10 November 1999 - Advertisement consent was granted for the display of an internally-illuminated, free-standing, 48-sheet advertisement hoarding on the pavement approximately 60 metres to the east of the current application site (99/02787/ADV).

14 August 2003 - Advertisement consent was refused for the conversion of existing 48-sheet, internally illuminated advertising unit (granted under 98/01621/ADV) to a 48-sheet scrolling unit (03/02026/ADV).

23 December 2003 - Appeal against the refusal of 03/02026/ADV was allowed and consent was granted.

15 May 2012 - Consent granted for two premier 200 display advertisements on the south side of London Road approximately 100 metres to the south east of the current application site (12/00901/ADV).

2 October 2012 - Consent refused to erect one premiere 450 back-lit portrait display advert sign facing west and located on the south side of London Road approximately 100 metres to the south east of the current application site (12/02834/ADV).

## **Main report**

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### **3.1 Description Of The Proposal**

**NOTE:** The Council has agreed to enter into an 'Advertising and Street Furniture' contract with JC Decaux through which all advertising hoardings on Council owned land will be replaced with new advertising displays of various types. The contract would also permit JC Decaux to promote new advertising opportunities on Council owned land and buildings. The proposal described in this report has been submitted in anticipation of that contract being formally entered into by the Council and JC Decaux.

It is proposed to erect a back lit, Premiere 450 portrait display advertisement hoarding on the north side of London Road on an area of open space within the vicinity of Meadowbank Stadium.

The hoarding will be positioned so to be visible when approaching from the east and will have an advertising display of 5 metres wide by 7.45 metres high. The frame of the hoarding will be constructed of aluminium/steel with a PVC sheet covering the display area. Illumination will be achieved by low energy, low carbon LED lighting strips.

The contract with JC Decaux, when concluded, requires the installation of new advertising structures that comply with best practice in terms of environmental sustainability and the Council's own environmental policies e.g. through the use of renewable energy sources, including solar/LED lighting and the minimisation and recycling of water and waste materials.

### **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 will adversely affect the amenity of the locality;
- (b) the proposal will have an adverse impact on public safety;
- (c) there will be any impact in terms of equalities or human rights.; and

(d) comments raised have been addressed.

(a) Amenity

The proposal is for roadside advertising on a main arterial route into the city centre. The sign will be visually prominent to traffic travelling in a westerly direction, and seen against the backdrop of the main stand of Meadowbank Stadium, which is substantial in scale. The area is of mixed use and as such the commercial appearance of the proposal is not out of keeping with the character of the area. The display will be angled in a south westerly direction and will be visible from the tenement properties on Meadowbank Terrace. However, these properties are located over 150m away and will not directly overlook the sign.

The amenity of the nearby residential properties will not be affected by the advertisement.

(b) Public Safety

Transport Planning has been consulted on the application and raise no objections. However, they have advised that this location has been identified as medium risk due to the site's proximity to a signalised junction, bus stop and bus lane and junction of Clockmill Lane. In addition, there have been three accidents recorded, although it is unclear whether these can be attributed to driver distraction. A note detailing various recommendations has been provided. However, these recommendations seek to control the general content of the advertisement, which cannot be considered in the assessment of any application seeking express advertisement consent.

A condition to control the luminance of the advertisement is considered necessary and will be imposed on any consent.

Overall, in terms of public safety, the hoarding is acceptable.

(c) Equalities or Human Rights

The proposal has been assessed in terms of equalities and human rights. No impact was identified.

(d) Public Comments

No representations have been received.

CONCLUSIONS

In conclusion, the proposal does not raise any amenity or public safety issues. There are no material considerations which outweigh this conclusion.

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 each of the advertisement displays shall not exceed 350 candelas per square metre.

#### **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 display does not cause distraction to drivers of vehicles along this traffic route, in the interests of road safety.

#### **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**

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#### **4.1 The financial impact has been assessed as follows:**

The Council has agreed to enter into an Advertising and Street Furniture contract with JC Decaux through which all advertising hoardings on council-owned land and street furniture, principally bus shelters, will be replaced with new and improved infrastructure. The contract also allows JC Decaux to exploit new advertising opportunities on council-owned land and buildings. The proposal described in this report has been submitted in anticipation of that contract formally being entered into and its requirements implemented. As a consequence of this and associated proposals it is expected that there will be an increase in revenue to the Council arising from large format advertising proposals.

### **Risk, Policy, compliance and governance impact**

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**5.1** Provided planning applications are determined in accordance with statutory legislation, the level of risk is low.

### **Equalities impact**

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#### **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**

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### **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**

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### **8.1 Pre-Application Process**

Pre-application discussions took place on this application.

### **8.2 Publicity summary of representations and Community Council comments**

Neighbour notification was not undertaken in respect of this application; there is no requirement to do so under the provisions of the Town & Country Planning (Control of Advertising) (Scotland) Regulations 1984. Notice of receipt of the application was however published in the 'weekly list'.

## **Background reading/external references**

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- To view details of the application go to
- [Planning and Building Standards online services](#)
- Finance and Resources Committee 5 June 2014  
Item B1.4 Advertising and Street Furniture – New Contract – report by the Acting Director of Services for Communities

**Statutory Development  
Plan Provision**

Edinburgh City Local Plan - Urban Area and Open  
Space: Meadowbank Sports Centre.

**Date registered**

7 August 2014

**Drawing numbers/Scheme**

01-04,

Scheme 1

**David R. Leslie**

Acting Head of Planning and Building Standards

Contact: Alexander Gudgeon, Planning officer

E-mail:alexander.gudgeon@edinburgh.gov.uk Tel:0131 529 6126

**Links - Policies**

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**Relevant Policies:**

**Relevant Non-Statutory Guidelines**

**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.

# Appendix 1

## **Application for Advert Consent 14/03220/ADV At Advertising Station 2, London Road, Edinburgh Erect 1 Premiere 450 advertisement display with internal low energy LED illumination (static).**

### **Consultations**

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#### **Transport Planning**

*I have no objection to the proposed application.*

*Note:*

- 1. Whilst this location has been assessed as medium risk, it is noted that there are a number of concerns relating to the specific location, including signalised junction, bus stop and bus lane and junction of Clockmill Lane. In addition three accidents have been recorded on this section of road; one on the approach to the signalised junction with vehicles behind failing to stop and; two due to vehicles turning in the road. It is unclear whether these were due to driver distraction;*
- 2. Adverts must not contain moving images or sequencing of images over more than one advert;*
- 3. Drivers should only be able to see the details of a roadside digital advertisement on one screen or a pair of synchronised screens at a time. This is to ensure that multiple images do not change at different times;*
- 4. There should be no message sequencing where a message is spread across more than one screen;*
- 5. Phone numbers, web addresses details etc should be avoided;*
- 6. It is recommended that the rate of change of image should be set to be in effect instantaneous;*
- 7. Where the advert is visible in the same view as traffic signals, the timing of the signals should where possible be taken into account when calculating the message display time;*
- 8. Adverts should not resemble existing traffic signs or provide directional advice;*
- 9. Night time levels of luminance should be based on the luminance of other signs and surfaces in the area. Typical values in urban areas would be in the range of 100-300Cd/m<sup>2</sup>;*
- 10. Day time levels of luminance may need to be higher, this should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output is within acceptable limits;*
- 11. 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.*

## Location Plan

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