

# Development Management Sub Committee

Wednesday 19 November 2014

**Application for Advert Consent 14/03210/ADV  
At Advertising Station, 139A London Road, Edinburgh  
Erect 2 No. Premiere 400 advertisement displays both with  
internal low energy LED illumination (static).**

<b>Item number</b>	4.10
<b>Report number</b>	
<b>Wards</b>	A14 - Craigentenny/Duddingston

## Summary

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The proposed advertisements are acceptable in terms of their 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 14/03210/ADV At Advertising Station, 139A London Road, Edinburgh Erect 2 No. Premiere 400 advertisement displays both 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 at the top of a retaining wall enclosing the car park that serves Meadowbank Stadium. It is located at right angles to the back edge of the pavement of London Road to the south. There are high-rise office buildings to the east and the sports stadium to the north.

London Road is a four lane carriageway including bus lanes, close to the signal-controlled junction with Meadowbank Terrace. The vehicular entrance to Meadowbank Stadium car park (c.170 spaces) is located immediately adjacent the application site.

#### **2.2 Site History**

##### Application Site

9 February 1999 - Advertisement consent was granted for the display of an externally-illuminated, double-sided, 48-sheet Ultra vision (rotating) hoarding on the site. This was subsequently amended to allow one side to have an internally-illuminated fixed display (98/01621/ADV).

14 August 2003 - Advertisement consent refused for the conversion of existing 48-sheet, internally illuminated advertising unit 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.

##### Nearby Sites

10 November 1999 - Advertisement consent was granted for the display of an internally-illuminated, free-standing, 48-sheet advertisement hoarding on the pavement approximately 100 metres to the west of the current application site (99/02787/ADV).

15 May 2012 - Advertisement consent granted for two premier 200 display advertisements on the south side of London Road approximately 70 metres to the south west of the current application site (12/00901/ADV).

2 October 2012 - Advertisement 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 70 metres to the south west 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 two back lit, Premiere 400 display advertisement hoardings on the north side of London Road on an area of open space within the vicinity of Meadowbank Stadium.

The hoardings will be positioned back to back so to be visible when approaching from both east and westerly directions and will have an advertising space of 12.3 metres wide by 3.3 metres high. The frame of the hoardings 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) any comments have been addressed.

(a) Amenity

The proposal is for roadside advertising on a main arterial route into the city centre. The signs are to replace existing hoardings in the same location and will be visually prominent to traffic travelling in both easterly and westerly directions. 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. Although they are larger in scale than those that currently exist, the advertisements will have a similar impact in relation to the streetscape and will not harm the setting of the stadium. The displays will be at right angles to the roadside and will not directly face any of the tenement properties, the closest of which is approximately 60 metres distant.

The location is acceptable and 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 as part of the application.

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

- The proposal will be detrimental to the streetscape on the main road running through Meadowbank - addressed in section 3.3(a);
- The illuminated sign would have a detrimental effect on the amenity of the area - addressed in section 3.3(a);

- The size and scale of the structure would be imposing and distracting to drivers on London Road - addressed in section 3.3(b);
- The proposal would be dominant to the outlook of the area and would detract from the setting of the stadium - addressed in section 3.3(a); and
- The proposal would affect the character of the area - addressed in section 3.3(a).

## 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'.

The application has attracted one letter of representation from the local MP objecting to the proposed advertisements.

The reasons for objecting are:

- The proposal will be detrimental to the streetscape on the main road running through Meadowbank;
- The illuminated sign would have a detrimental effect on the amenity of the area;
- The size and scale of the structure would be imposing and distracting to drivers on London Road;
- The proposal would be dominant to the outlook of the area and would detract from the setting of the stadium; and
- The proposal would affect the character of the area.

## 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

01-02, 03A-04A, 05, 07,

## David R. Leslie

Acting Head of Planning and Building Standards

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## 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 14/03210/ADV At Advertising Station, 139A London Road, Edinburgh Erect 2 No. Premiere 400 advertisement displays both 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: a pedestrian crossing (uncontrolled), signalised junction, bus stop, bus lane and access into a car park for Meadowbank Stadium. In addition three accidents have been recorded on this section of road; on approach to the signalised junction with vehicles behind failing to stop. 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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