

Development Management Sub Committee

Wednesday 19 November 2014

**Application for Advert Consent 14/03219/ADV
At Advertising Station, Roseburn Terrace, Edinburgh
Erect 1 Premiere 400 and 1 Premiere 450 advertisement
displays both with internal low energy LED illumination
(static). (as amended)**

Item number	4.12
Report number	
Wards	A06 - Corstorphine/Murrayfield

Summary

The proposed display complies with Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposed display is acceptable in terms of the interests of amenity and public safety and there are no material considerations that outweigh this conclusion.

Links

[Policies and guidance for this application](#) NSADSP, CRPCWC,

Report

Application for Advert Consent 14/03219/ADV At Advertising Station, Roseburn Terrace, Edinburgh Erect 1 Premiere 400 and 1 Premiere 450 advertisement displays both with internal low energy LED illumination (static). (as amended)

Recommendations

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

Background

2.1 Site description

The site comprises a steep grass embankment to the north of Roseburn Terrace, this bounded by a rubble stone retaining wall to the back of the footway.

The site is currently occupied by six poster hoardings comprising four 96 sheet and two 48 sheet displays with external illumination. These are arranged at various angles along the top of the grass embankment. An area of woodland to the north of the application site provides a wooded backdrop to the hoardings.

Modern residential flatted properties and convenience store lie opposite the site to the south, with traditional tenemental properties including business uses at ground floor lying to the west and south west. A vehicle access route from Roseburn Terrace to the Roseburn Cycleway crosses the application site to the west.

The category B listed former railway bridge crosses Roseburn Terrace to the west of the application site (Date of listing;- 24 July 1992, LB Reference ;- 30287).

The site is partially designated as Open Space, with a Local Nature Conservation Site adjacent.

The site is located in the Coltbridge and Wester Coates Conservation Area. This application site is located within the Coltbridge And Wester Coates Conservation Area.

2.2 Site History

23 January 1996 - Advertisement consent granted to provide illumination to existing 2x96 and 4x48-sheet advertisement (Reference;- 95/00507/ADV);

13 February 1996 - Advertisement consent granted to provide illumination to existing advertisement hoarding (as amended) (Reference;- 95/00572/ADV);

13 May 2002 - Appeal against refusal dismissed to replace 2 existing 96s static displays with 2 moving 96s display (3 faces) (References;- 01/00302/ADV and 01/00140/REF).

Main report

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.

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.

Amended proposal

The existing poster hoardings would be replaced by two single sided advertising displays, these being internally illuminated by LED.

The Premiere 400 display to the western part of the site, would be retained as per the original proposal. The Premiere 450 display to the eastern part of the site has now being omitted and substituted with a second Premiere 400 display to be positioned in the central part of the site, immediately to the west of the vehicular access route.

Each display would measure 6.27 metres in width and 3.3 metres in height, these being mounted on in a cantilevered arrangement by a single support post.

The displays would be positioned in a splayed arrangement to face the oncoming traffic and sited on the upper section of the embankment.

Previous scheme

As above, with each display being detailed as follows;-

A Premiere 400 display to the western part of the site adjacent to 2b Roseburn Terrace. This display would be landscape in format, measuring 12.3 metres in width and 3.3 metres in height and supported as in a cantilevered arrangement by a single support post.

A Premiere 450 display to the eastern part of the site adjacent to the former railway embankment and listed railway bridge crossing Roseburn Terrace. This display would have been portrait in format, with the display measuring 7.45 metres height and 5.0 metres width and supported in a cantilevered arrangement by a single support post.

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:

The advertisement display:

- a) is in keeping with the general characteristics of the locality;
- b) would compromise public safety;
- c) would have any equalities or human rights impacts; and
- d) comments raised have been addressed.

a) Amenity

The site comprises a visually sensitive location within the Coltbridge and Wester Coates Conservation Area, with listed former railway bridge adjacent. The site is also designated Open Space with a Local Nature Conservation Site adjacent.

Council guidance on Advertisements, Sponsorship and City Dressing states that proposals for the erection of permanent advertisements will be considered on their individual merits but not normally be acceptable in conservation areas or where overlooked by residential properties. However, the site has been used to display poster hoardings for many decades and the applicant intends to rationalise the number of displays from 6 to 2 utilising more modern equipment.

Following discussion with the applicant the proposal has been amended. The Premiere 450 display originally proposed to the eastern part of the site has now been omitted from the proposals. This has been substituted with a second Premiere 400 display to be positioned in the central part of the site. This revised proposal addresses original concerns that the proposed display to the eastern part of the site, would have adversely affected the amenity of neighbouring properties and the setting of the listed former railway bridge.

Whilst the proposed displays will project outwards over the slope of the embankment, this arrangement is not considered to be detrimental to the appearance of the street scene or the general amenity of the location.

The number of displays will be rationalised allowing the natural character and appearance of the open space to be enhanced.

The revised arrangement of the two displays will minimise the impact on neighbour amenity with the easternmost display now being orientated away from the majority of properties lying opposite the site to the south. The position and orientation of the displays would have a negligible impact on the amenity of residential properties to the south west, with the overall number of displays being reduced. However, given the presence of residential properties in the locality, it is suggested that a condition be applied requiring that levels of illumination do not exceed specified limits.

b) Public Safety

Transport has advised that it has no objections to the proposed display subject to an informative being applied regarding the intensity of illumination. A condition will also be applied requiring that the levels of illumination do not exceed specified limits. There are no concerns regarding public safety.

Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 states that advertisement control shall be exercisable only in the interests of amenity and public safety.

The amended design of the proposal would not adversely affect the amenity of the location or raise issues in respect of public safety. The proposal accords with requirements of Council guidance covering Advertisements, Sponsorship and City Dressing.

(c) Equalities and Human Rights Impacts

This application has no impact in terms of equalities or human rights.

(d) Public Comments

Representations have been addressed as follows;-

- The applicant has not provided sufficient information, with insufficient details regarding levels and landscaping proposals - Noted, further information will be requested from the applicant where required but details are considered sufficient to determine the application;
- The proposed displays would raise traffic safety issues in that they would be a distraction to drivers - Noted and addressed in 3.3(b);
- The proposal would be detrimental to residential amenity, being overlooked by a number of residential properties - Noted, the proposal has been amended, as addressed in 3.3(a);
- The former railway bridge is category B listed. The proposed size and arrangement of the hoarding to the east of the site would be detrimental the setting of the listed structure - Noted, the proposal has been amended, and addressed in 3.3(a);
- The appearance of displays would be inappropriate to the character of the location with various concerns being expressed regarding the scale, orientation of the displays - Noted, the proposal has been amended, as addressed in 3.3(a);

- The proposal would result in visual clutter, impact upon the skyline and undermine local efforts to enhance the character of the area, with landscaped nature of the site forming an attractive gateway to the city - Noted and addressed in section 3.3(a);
- The proposal is contrary to guidance which states that 'proposals for the erection of permanent advertisement hoardings will not normally be acceptable within conservation areas or where overlooked by residential properties - Noted and addressed in section 3.3(a);
- Object to the illuminated nature of the displays, which will result in light pollution and impact upon wildlife - Noted, although displays are located within an urban area with the proposed levels of illumination will be no greater than those used to illuminate the existing hoardings, addressed in 3.3(a);
- The existing hoardings are a relic of an era pre-dating planning controls and unsuited to the character of the location, all hoardings should be removed from the location - Noted and addressed in section 3.1 of the report;
- Application 01/00302/ADV sought to intensify these hoardings and was refused, this being held on appeal in 2001 - Noted, but current proposal is materially different to that considered at appeal; and
- Illumination has been added to the existing hoardings without notification or consent - hoardings can be illuminated under the terms of the existing permissions.

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 Road 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:

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

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

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'.

Objections have been received from 16 individuals including the Donaldson Area Amenity Association and Murrayfield Community Council and raise the following issues:-

- The applicant has not provided sufficient information, with insufficient information regarding levels and landscaping proposals
- The proposed displays would raise traffic safety issues in that they would be a distraction to drivers
- The proposal would be detrimental to residential amenity, being overlooked by a number of residential properties
- The site is located in the Coltbridge and Wester Coates Conservation and Local Nature Reserve
- The former railway bridge is category B listed. The proposed size and arrangement of the hoarding to the east of the site would be detrimental the setting of the listed structure.
- The appearance of displays would be inappropriate to the character of the location with various concerns being expressed regarding the scale, orientation of the displays
- The proposal would result in visual clutter, impact upon the skyline and undermine local efforts to enhance the character of the area, with landscaped nature of the site forming an attractive gateway to the city
- The proposal is contrary to guidance which states that 'proposals for the erection of permanent advertisement hoardings will not normally be acceptable within conservation areas or where overlooked by residential properties
- Object to the illuminated nature of the displays, which will result in light pollution and impact upon wildlife
- The existing hoardings are a relic of an era pre-dating planning controls and unsuited to the character of the location, all hoardings should be removed from the location
- Application 01/00302/ADV sought to intensify these hoardings and was refused, this being held on appeal in 2001
- Illumination has been added to the existing hoardings without notification or consent

Murrayfield Community Council have objected to the proposal and raised the following issues:-

- Welcome the proposal to remove all the exiting hoardings on the site although do not support the erection of two new advertising hoardings
- Various observations regarding the history of the site, including former industrial uses and proposed tram route
- Any permission should be granted on a temporary basis to allow alternative forms of development to be explored, e.g. residential uses

Background reading/external references

- 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 - Open Space. Local Nature Conservation Site and Tram Route Safeguard with proposed stop lie adjacent to the east, Local Shopping Centre lies adjacent to the west.

Date registered

7 August 2014

Drawing numbers/Scheme

01B-06B,

Scheme 2

David R. Leslie

Acting Head of Planning and Building Standards

Contact: Francis Newton, Senior planning officer

E-mail:francis.newton@edinburgh.gov.uk Tel:0131 529 6435

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 Coltbridge and Wester Coates Conservation Area Character Appraisal emphasises low density form of the area and the predominance of detached and semi-detached villas complemented by the profusion of mature trees, extensive garden settings, and stone boundary walls.

Appendix 1

**Application for Advert Consent 14/03219/ADV
At Advertising Station, Roseburn Terrace, Edinburgh
Erect 1 Premiere 400 and 1 Premiere 450 advertisement
displays both with internal low energy LED illumination
(static). (as amended)**

Consultations

Transport Planning - Development Control

No objections to the application.

Informative

a) 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



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