

# Development Management Sub Committee

Wednesday 19 November 2014

**Application for Advert Consent 14/03204/ADV  
At Advertising Station 2, 3, Sir Harry Lauder Road,  
Edinburgh  
Display of 4 scrolling 48 sheet advertisement displays all  
with internal low energy LED illumination (static)**

<b>Item number</b>	4.13
<b>Report number</b>	
<b>Wards</b>	A17 - Portobello/Craigmillar

## Summary

---

The proposed advertisement display is acceptable in terms of the interests of amenity and public safety and there are no material considerations which outweigh this conclusion.

## Links

---

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

# Report

## **Application for Advert Consent 14/03204/ADV At Advertising Station 2, 3, Sir Harry Lauder Road, Edinburgh Display of 4 scrolling 48 sheet advertisement displays all with internal low energy LED illumination (static)**

### **Recommendations**

---

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

### **Background**

---

#### **2.1 Site description**

The application site comprises the central reservation islands within the Sir Harry Lauder Road (A199), to the north of its junction with the A1 Industrial Estate (former freightliner railway depot).

At this location the road is bounded to the north by a tree and shrub covered embankment. Beyond that is a residential area either side of St Mark's Place. Equally, to the southern boundary the industrial estate is located behind an area of mature trees and shrubs. There is a high level footbridge leading from St Mark's Place to the north to Hope Lane to the south crossing over the railway line, the industrial estate and Sir Harry Lauder Road.

The single carriageway road is limited to 40mph through this junction section.

#### **2.2 Site History**

The relevant site history is:

14 April 2000 - Express advertisement consent was granted for the display of a cityscape, double-sided, freestanding advertisement located within the central reservation of the road to the west of the vehicular access entrance to the freightliner railway depot (reference 99/02785/ADV).

14 April 2000 - Express advertisement consent was granted for the display of a cityscape, double-sided, freestanding advertisement located within the central reservation of the road to the east of the vehicular access entrance to the freightliner railway depot (reference 99/02786/ADV).

3 October 2012 - Express advertisement consent was refused for the display of three directional advertisement signs located within Sir Harry Lauder Road close to its junction with the A1 Industrial Estate (former freightliner railway depot) (reference 99/02786/ADV).

Reason: "... as by way of their design, scale and location result in a dominant feature, paying no special attention to the general characteristics of the locality, the character of the surrounding area, all to the detriment of visual amenity and the safety of public safety."

7 January 2013 - An appeal against the 2012 refusal, made to the Directorate for Planning and Environmental Appeals, was dismissed.

## **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 application is for the display of four scrolling, 48-sheet sized, internally (static, low energy LED) illuminated advertisement signs to be displayed from two, freestanding single pillar and horizontal supporting arm. There would be one support structure located within each of the two central reservation islands east and west of the road junction with the A1 Industrial Estate.

Each advertisement display area measures 6.096 metres in length by 3.048 metres in depth and would be comprised of three advertisements that scroll at pre-determined frequencies (not less than 20 seconds apart).

The support pillar measures 5.7 metres high and 0.4 metres in diameter. The support arm measures 6.4 metres from the pillar. Overall the top of the advertisement display would be 6.6 metres and the underside would be 3.5 metres above the ground level.

These advertisements would replace the four existing advertisement displays at these two locations.

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:

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) Interests of Amenity**

The proposal is for the display of two, double sided roadside advertising hoardings to be located on established sites. The size of the advertisement display would be double that of those presently displayed at the site and would be set 0.5 metres higher above the adjoining land level. As such they would have a greater visual impact.

The two displays would be set at right angles to the approaching traffic, in both directions, as per the existing displays. There would be no impact on any residential amenity.

As this form of advertising is established at these two locations and given the nature of the area, as a wide and open area of public road flanked by mature tree belts, the increase in size would not be unduly noticeable at these two positions.

Accordingly, the proposals will not have an adverse effect on the existing levels of amenity of the immediately surrounding area.

#### **b) Interests of Public Safety**

Transport has indicated that this location is low risk with no injury accidents having been reported. As such they have raised no objections to the proposal on road safety grounds.

They have identified that the internal means of illumination should be controlled. It is agreed that a maximum level of illumination should be set and an appropriate condition is proposed to limit this to not exceed 350 candelas per square metre.

Other matters noted in their response relate to matters associated with digital advertising, that are not relevant in this instance, or seek to control the content of the advertisements to be displayed; these cannot be controlled by the Council under the provisions of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

The proposals would raise no public safety issues.

c) Equalities and Human Rights Impacts

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

d) Public Comments

No representations have been received.

CONCLUSIONS

In conclusion, the proposals do not raise any amenity or road 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**

---

**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. That contract would also permit 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'.

## **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**

This is an application for express advertisement consent to be assessed against the provisions of Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 only.

### **Date registered**

7 August 2014

### **Drawing numbers/Scheme**

01-05,

Scheme 1

## **David R. Leslie**

Acting Head of Planning and Building Standards

Contact: John Maciver, Senior planning officer

E-mail:john.maciver@edinburgh.gov.uk Tel:0131 529 3918

## **Links - Policies**

---

### **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 14/03204/ADV At Advertising Station 2, 3, Sir Harry Lauder Road, Edinburgh Display of 4 scrolling 48 sheet advertisement displays all with internal low energy LED illumination (static)**

### **Consultations**

---

#### **Transport**

*Requested that the application be continued.*

*Reason: To enable Transport to consider all of these applications fully and provide a consistent approach.*

#### **Transport - Additional submission**

*Have no objections to the application.*

*Note:*

- 1. This location has been assessed as low risk. No injury accidents have been reported.*
- 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

---



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