

Development Management Sub Committee

Wednesday 19 November 2014

**Application for Advert Consent 14/03218/ADV
At Advertising Station, Westfield Road, Edinburgh
Erect 1 Premiere 400 and 2 Premiere 200 advertisement
displays all with internal low energy LED illumination (static).**

Item number	4.16
Report number	
Wards	A07 - Sighthill/Gorgie

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 amenity and public safety and there are no material considerations that outweigh this conclusion.

Links

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

Report

Application for Advert Consent 14/03218/ADV At Advertising Station, Westfield Road, Edinburgh Erect 1 Premiere 400 and 2 Premiere 200 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 site comprises two sections of railway embankment and commercial garage premises to the north west of Westfield Road.

Semi mature trees line the northern railway embankment, this providing a wooded backdrop to the site, with galvanised palisade fencing defining the site boundary to the road. A vehicle access route for Network Rail crosses the northern part of the site.

The site is currently occupied by five poster hoardings comprising three 96 sheet and two 48 sheets displays with external illumination. These are arranged at various angles across the site.

Industrial premises are located opposite the site to the south, with this site boundary displaying three further poster hoardings.

There are no residential properties in the locality of the application site.

2.2 Site History

The site has been used for the display of advertisements on an historic basis with the current displays likely to pre-date current planning controls relating to advertisements. There is no recent planning history relating to the site.

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 five existing hoardings would be replaced with three single sided static advertising displays, internally illuminated by LED.

The proposal would include a Premiere 400 display to the south western site boundary, measuring 12.45 metres in width and 3.6 metres in height. The display would be raised on side support posts, 2.5 metres above the ground.

Two smaller Premiere 200 displays would be placed in an angled formation at the northern corner of the site. These would measure 6.2 metres in width and 3.32 metres in height display would be raised on side support posts 2.9 metres above the ground.

The existing palisade fencing to the southern boundary would be realigned behind the displays to the north, with areas of open ground also being subject to landscape enhancements.

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) Amenity

The displays would be positioned in an area which is visually contained by railway embankments, railway overbridge and industrial premises to the south.

The proposal will allow for a rationalisation in the number of displays and replacement of the existing poster displays with more modern equipment. The applicant has indicated that the existing galvanised palisade fence would be realigned to the rear of the site with enhancements also being carried out to landscaping as part of the proposals. These measures would result in an improvement to the appearance of the site allowing the general amenity of the location to be enhanced.

There are no residential properties in the vicinity of the application site and residential amenity would not be adversely affected by the proposal.

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. 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 design of the proposal would not adversely affect the amenity of the location or raise issues in respect of traffic or 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

No representations have been received.

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.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

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. 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'.

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 - Urban Area

Date registered

11 August 2014

Drawing numbers/Scheme

01-06,

Scheme 1

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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.

Appendix 1

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(static).**

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



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