

Development Management Sub Committee

Wednesday 17 December 2014

**Application for Advert Consent 14/03792/ADV
At Advertising Station, Calder Road, Edinburgh
Modification of existing internally illuminated advertising
hoarding to digital display.**

Item number	4.1
Report number	
Wards	A07 - Sighthill/Gorgie

Summary

The proposed display complies with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposal will not harm the visual amenity and character of the area and is appropriate in terms of public safety.

Links

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

Report

Application for Advert Consent 14/03792/ADV At Advertising Station, Calder Road, Edinburgh Modification of existing internally illuminated advertising hoarding to digital display.

Recommendations

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

Background

2.1 Site description

The application site is the northern grass verge of Calder Road to the west of Cultins Road. It is an established roadside advertising location. Trees, lighting columns and an existing hoarding (which is proposed to be replaced by the proposal) occupy the grass verge area.

To the north of the site is the Sighthill/Bankhead industrial estate and to the south of Calder Road the area is predominantly residential. Calder Road, at this location, is dual carriageway travelling in an east and west direction which is separated by a wide grass verge, barrier and low hedgerow.

2.2 Site History

26 September 2002 - Express consent refused for the erection of 1x48 and 1x96 advert hoarding on the grounds of highway safety. (Reference 02/01395/ADV).

8 April 2003 - Express consent refused for the erection of two advertisement hoardings (2 x 48 sheets) on Calder Road. The hoardings proposed measured 4.4 metres in height and 6.4 metres wide positioned on the northern side of the road. (Reference 02/04564/ADV).

24 June 2003 - Appeal upheld and express consent granted limited to a 1x 48 sheet externally illuminated advertisement hoarding. The reporter ruled that one sign would be acceptable. (Reference 03/00058/REF).

2 June 2004 - Express consent granted to convert the proposed 1x 48 hoarding from external to internal illumination. (Reference 04/00643/ADV).

6 January 2006 - Express consent refused for an internally illuminated roadside display located on the back of the existing hoarding. (Reference 05/03905/ADV).

30 May 2006 - Appeal dismissed and express consent refused to erect an internally illuminated roadside display located on the back of the existing hoarding. (Reference 06/00034/REF).

Main report

3.1 Description Of The Proposal

The application proposes to amend previous consent (04/00643/ADV) to convert an existing 48-sheet sized internally illuminated, single-sided, landscape orientated advertisement hoarding to a digital display.

The digital display area measures 6.0 metres in length by 3.0 metres in height and 0.3 metres in depth. The applicant has confirmed that the display will be static, the images will be changed at a frequency not greater than once every 15 seconds and the transition between images would take place via a smooth fade over a one second period.

The digital display would be displayed from a single freestanding steel support, landscape orientated to be viewed by traffic travelling east along Calder Road as per the existing hoarding.

The steel support measures 0.8 - 2.8 metres wide. The overall height of the advertisement would be 5.96 metres and the height from ground level to the underside of the display is 2.2 - 2.5 metres above the ground level.

Wooden fencing on which the current advertisement is located will be retained. The fencing is 2.5 metres in height and 11.5 metres in length.

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 proposal is for a replacement roadside advertisement on an established site which has a commercial backdrop. The proposed enlargement of the existing advert constitutes a minor alteration. The advertisement will continue to be visible from a public highway that is commercial in character. The proposed digital display is not substantially different to the existing illuminated paper display.

The proposal will be at a right angle to the road and will face the opposite direction to the nearest residential properties at Calder View. These properties are located approximately 85 metres south-east of the proposal and are separated by Calder Road. There will be no impact on residential amenity.

The proposal will not have an adverse effect on residential amenity or the amenity of the area subject to a condition controlling the intensity of illumination.

(b) Public Safety

Transport Planning has no objections to the proposal.

The proposed display is to remain static with digitally produced images. If the display is altered to incorporate moving features, the Roads Authority may take appropriate action under the Roads (Scotland) Act 1984.

The proposal will not be harmful to public safety subject to conditions to ensure that the displays are static and do not change at a frequency greater than one change every 15 seconds.

(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.

Conclusion

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

Conditions:-

1. Consent is granted for a period of five years from the date of consent.
2. The intensity of illumination of the advertisement display shall be restricted to 75 candelas per square metre during night time hours, these hours being 30 minutes after sunset to 30 minutes before sunrise each day.

3. Advertisements shall be static images only.

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 level of illumination is appropriately restricted so as not to be detrimental to the amenity of the area.
3. To safeguard public 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:

There are no financial implications to the Council.

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

There is no pre-application process history.

8.2 Publicity summary of representations and Community Council comments

No representations have been received.

Background reading/external references

- To view details of the application go to
- [Planning and Building Standards online services](#)

**Statutory Development
Plan Provision**

The application site is a roadside verge located in an Urban Area in the Edinburgh City Local Plan.

Date registered

22 September 2014

Drawing numbers/Scheme

01 - 04,

Scheme 1

David R. Leslie

Acting Head of Planning and Building Standards

Contact: Eilidh Shaw, Planning officer

E-mail: eilidh.shaw@edinburgh.gov.uk Tel: 0131 529 3903

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 14/03792/ADV At Advertising Station, Calder Road, Edinburgh Modification of existing internally illuminated advertising hoarding to digital display.

Consultations

Transport

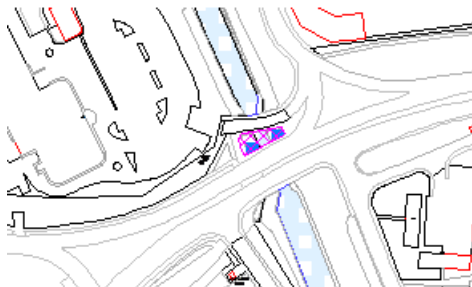
I have no objections to the application.

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.

b) The proposed advertising hoarding is to replace the existing one and is a static digital presentation.

Location Plan



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

END