

Development Management Sub Committee

Wednesday 14 January 2015

**Application for Advert Consent 14/04456/ADV
At Land 45 Metres South Of 9 East Mains Of Ingliston,
Eastfield Road, Edinburgh
Erect 1 illuminated digital signage screen made from frosted
and printed polypropylene.**

Item number	4.1
Report number	
Wards	A01 - Almond

Summary

The proposal due to its scale and size is a visually obtrusive addition to the open nature of the site within the green belt. It would be detrimental to the visual amenity of the area and contrary to Council Guidance on the location of large scale adverts and digital screens.

Links

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

Report

Application for Advert Consent 14/04456/ADV At Land 45 Metres South Of 9 East Mains Of Ingliston, Eastfield Road, Edinburgh Erect 1 illuminated digital signage screen made from frosted and printed polypropylene.

Recommendations

1.1 It is recommended that this application be Refused for the reasons below.

Background

2.1 Site description

The application site is located on the western side of Eastfield Road near to the junction with Fairview road on the approach to Edinburgh Airport. An unadopted road runs along the southern boundary of the application site. The site is currently a green field and is located within the wider estate of the Royal Highland and Agricultural Society of Scotland (RHASS).

The application site is located within the Green Belt.

2.2 Site History

June 2010 - Planning permission in principle submitted for redevelopment and extension of show ground site including show ground related uses, offices hotel(s) with public house licence, conference, exhibition, education, training and retail facilities including access, car parking and landscaping. Application minded to grant subject to the conclusion of a legal agreement (10/01832/PPP).

Main report

3.1 Description Of The Proposal

The application proposes to erect a digital totem advert measuring 11.5 metres in height. The structure will contain 2 digital screens which will each measure 3.7 metres x 5.5 metres.

LED lighting is proposed within the supporting base structure of the sign.

An access road is proposed from the unadopted road to the south of the application site.

The applicant states that the purpose of the sign would be to improve the existing welcome signage and to promote events for the Royal Highland Showground.

The proposed sign has been reduced following pre-application discussion from 15.8 metres high to 11.5 metres high. The overall digital screen size has also been reduced from 8.4 metres x 6.2 metres to 5.6 metres x 3.8 metres.

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 proposals harm amenity;
- b) the proposals harm public or road safety;
- c) comments raised have been addressed; and
- d) any impacts on equalities or human rights acceptable.

(a) Amenity

The applicant states that the purpose of the sign would be to improve the existing welcome signage and to promote events for the Royal Highland Showground. The proposed sign has been reduced following pre-application discussions from 15.8 metres high to 11.5 metres high. The overall digital screen size has also been reduced from 8.4 metres x 6.2 metres to 5.6 metres x 3.8 metres.

Supplementary planning guidance on Advertisements, Sponsorship and Guidance details that digital advertising will be acceptable in key established advertising locations provided that there will be no adverse impacts on amenity and public safety.

Despite the reduction in scale the signage represents a significant feature in the approach road to the airport. Whilst the application provides some indicative text, the content of the digital screen cannot be controlled and on this basis the application has to be considered as a large roadside digital advertisement hoarding.

The proposal involves the loss of trees in order to enhance the impact of the sign from Eastfield Road. The general amenity of this area is currently of a semi-rural character. There is no commercial backdrop for this large advertisement as required within the supplementary guidance for roadside advertisements.

The proposed signage is considered to be excessive in scale and will adversely impact on the amenity of the area.

It is acknowledged that this area is due to change within the future. However, until this takes place the advertisement is considered to have an adverse impact on the amenity of the area.

(b) Public and Road Safety

The proposed sign is located on the west side of Eastfield Road, a main route to Edinburgh Airport and the main city. Transport Planning have raised no objection to the advert in terms of road safety.

The proposals include the repositioning of a road sign on the main approach to the airport. No details have been provided of the exact positioning of this sign and it is unclear that this could be achieved. Any revised road sign location must comply with regulations and would need to be agreed with the Head of Transport.

(c) Public Comments

One letter or representation which provides the following comments:

- Site is semi- rural in character and not appropriate for a commercial sign - addressed in paragraph 3.3a).
- Size and scale would detract from visual amenity - addressed in paragraph 3.3a).
- Repositioning of road sign would be detrimental to road safety - addressed in paragraph 3.3b).

(d) Human Rights and Equalities

This application was assessed in terms of equalities and human rights. No impact was identified. An Equality and Rights Impact Assessment Summary is available to view on Planning and Building Standards Online Services.

Conclusion

The proposal due to its scale and size is a visually obtrusive addition to the open nature of the site within the green belt. It would be detrimental to the visual amenity of the area and contrary to Council Guidance on the location of large scale adverts and digital screens.

It is recommended that this application be Refused for the reasons below.

3.4 Conditions/reasons/informatives

Reasons:-

1. The proposal, due to its scale and size, visually obtrusive addition to the open space within the Green Belt and will therefore be detrimental to visual amenity contrary to Council Guidance on the location of large scale adverts and digital screens.

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

Pre-application Discussion

Pre-application discussions took place which stated that the Council considers the location an important gateway to the city and therefore the principle of a sign to highlight this is acceptable. However it was stated that Eastfield Road has a considerable history of advertisement refusals and enforcement action due to the sensitivity of the area as a main arterial route to the city. The applicant was advised to considerably reduce the size of the digital totem sign which at pre-application stage measured 16.5 metres in height.

8.2 Publicity summary of representations and Community Council comments

One letter of representation has been received. The following material comments have been raised;

- Site is semi- rural in character and not appropriate for a commercial sign;
- Size and scale would detract from visual amenity; and
- Repositioning of road sign would be detrimental to road safety.

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 located within the Royal Highland Centre and Airport Public Safety Zone in the Rural West Edinburgh Local Plan.

Date registered

28 October 2014

Drawing numbers/Scheme

01-06,

David R. Leslie

Acting Head of Planning and Building Standards

Contact: Rebecca Taylor, Trainee Planner

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Links - Policies

Relevant Policies:

Relevant policies of the Rural West Edinburgh Local Plan.

Relevant Non-Statutory Guidelines

Non-statutory guidelines 'GUIDANCE FOR BUSINESSES' provides guidance for proposals likely to be made on behalf of businesses. It includes food and drink uses, conversion to residential use, changing housing to commercial uses, altering shopfronts and signage and advertisements.

Appendix 1

Application for Advert Consent 14/04456/ADV At Land 45 Metres South Of 9 East Mains Of Ingliston, Eastfield Road, Edinburgh Erect 1 illuminated digital signage screen made from frosted and printed polypropylene.

Consultations

TRANSPORT

I have no objections to the application subject to the following being included as conditions or informatives as appropriate:

- 1. The proposal includes the relocation of an existing direction sign. No details of this relocation have been provided and it is not clear that a suitable location is available. Any sign location must comply with regulations and be agreed with the Head of Transport prior to work commencing;*
- 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/m²;*
- 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.*

Note:

This location has been assessed as low risk. No injury accidents have been reported in the last 5 years.

Location Plan



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