

Development Management Sub Committee

Wednesday 25 February 2015

**Application for Advert Consent 14/05227/ADV
At Proposed Advertising Hoarding, West Approach Road,
Edinburgh
Erect internally lit static advertisement hoarding at roadside
(as amended).**

Item number	4.7
Report number	
Wards	A11 - City Centre

Summary

The proposal will not have an unacceptable impact on amenity or public safety. The proposal is acceptable.

Links

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

Report

Application for Advert Consent 14/05227/ADV At Proposed Advertising Hoarding, West Approach Road, Edinburgh Erect internally lit static advertisement hoarding at roadside (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 is located on the western verge of the West Approach Road. A grouping of electricity sub stations lies immediately to the west and north, and offices and associated commercial/industrial uses lie to the south and east. The Edinburgh International Conference Centre (EICC) is approximately 50 metres to the south east of the site.

The brick built modern industrial building immediately to the south of the site is connected to the former central electricity lighting station and was formerly Scottish Power's headquarters, the oldest part having been constructed in 1894. The building is category B listed (reference 47721, listed on 23.03.2001).

This application site is located within the West End Conservation Area.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

The proposal is for the erection of a freestanding internally lit (LED) static advertisement hoarding.

The advertisement panel will be in a landscape format with dimensions of approximately 6.3 metres in width, 3.3 metres in height and 0.6 metres deep, and will be angled to face north east towards West Approach Road to be seen by those travelling west away from the city centre. The panel will be constructed from steel, cast iron and zinc and will be supported by two posts. The total height of the hoarding above ground will be approximately 6 metres.

Scheme 1

The original proposal was for a freestanding hoarding in a portrait format, with a panel dimension of approximately 5 metres wide and 7.5 metres high. The overall height of the hoarding resulted in the panel being higher than the ridge line of the adjacent listed building. The total height of the hoarding from ground level was not confirmed prior to the amendment of the proposal.

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 advertisement will harm the amenity of the area;
- b) the proposal is appropriate in terms of public safety;
- c) any impacts on equalities or human rights are acceptable; and
- d) any public comments raised have been addressed.

a) Amenity

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 (a) amenity and (b) public safety.

When assessing amenity, Regulation 4 (2) (a) determines the suitability of the use of the site for displaying advertisements in light of the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; and when assessing the general characteristics of the locality the authority *may disregard any advertisements being displayed therein.*

Setting of Listed Building

The hoarding will be set in front of the north east facing elevation of the listed former central electricity lighting station and Scottish Power headquarters. This part of the listed building is a modern brick built addition to the original building located at Dewar Place, and is of a simple design with a generally horizontal form.

The building is noticeably lower than the surrounding buildings in the immediate context and this makes it a visually distinctive feature in the street scene, particularly when viewed from the north east.

Whilst the hoarding will be a prominent feature when approaching the site from the north east, particularly due to the rise in ground levels from east to west, its landscape format and height below the ridge line of the listed building would not detract significantly from its setting. Consequently, the amenity of the area in relation to the listed building and views to it will not be unacceptably impacted upon as a result of this proposal.

Impact on Conservation Area

The Council's non-statutory guidance on Advertisements, Sponsorship and City Dressing states that advertisement hoardings on the roadside will not normally be acceptable within conservation areas. The guidance also states that hoarding will only be permitted in non-residential areas with a commercial backdrop.

The Edinburgh International Conference Centre is noted as a visual focal point within the West End Conservation Area Character Appraisal. The commercial buildings which flank West Approach Road are also noted as landmarks in the Appraisal and therefore provide visual markers and focal points within the surrounding area.

The proposed hoarding will be a prominent feature in views particularly looking south west, however its scale and design is such that it is not expected to have a significant impact on the legibility of this location and the focal points highlighted in the Character Appraisal. It will not obstruct views to the landmarks buildings identified and it will be set against the backdrop of an existing commercial building set within an urbanised area with a partially industrial character. The proposal will not be directly overlooked by residential properties.

On this basis, the proposal is acceptable and will not have an adverse impact on the amenity of this part of the West End Conservation Area.

b) Public safety

The proposed display will be static and will be internally lit. The Head of Transport has raised no objection to the proposal. It is acknowledged in the consultation response that the location has been assessed as low risk and that no injury accidents have been reported in the last five years.

c) Equalities and Human Rights

This application has been assessed in terms of equalities and human rights. No impact was identified.

d) Public comments

No comments were received.

Conclusion

The proposal will not have an unacceptable impact on amenity or public safety. The proposal is acceptable.

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.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. In order to safeguard the amenity of neighbouring residents and other occupiers.

Informatives

It should be noted that:

1. Phone numbers, web addresses details etc should be avoided
2. Adverts should not resemble existing traffic signs or provide directional advice
3. 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.
4. 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

Pre-application discussions took place on this application.

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](#)
- [Edinburgh City Local Plan and Rural West Edinburgh Local Plan](#)
- [Planning guidelines](#)
- [Conservation Area Character Appraisals](#)
- [Edinburgh Local Development Plan](#)
- [Scottish Planning Policy](#)

Statutory Development**Plan Provision**

The site is located within the Central Area and the West End Conservation Area.

Date registered

17 December 2014

Drawing numbers/Scheme

05, 06, 07, 08,

Scheme 2

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Acting Head of Planning and Building Standards

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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.

The West End Conservation Area Character Appraisal emphasises that the area is characterised by mixed, residential commercial buildings. The central section of the conservation area is a major modern financial area consisting of modern offices. The Georgian and Victorian tenements within the area are mainly 4-6 storeys, and constructed of stone with pitched, slated roofs.

Appendix 1

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Consultations

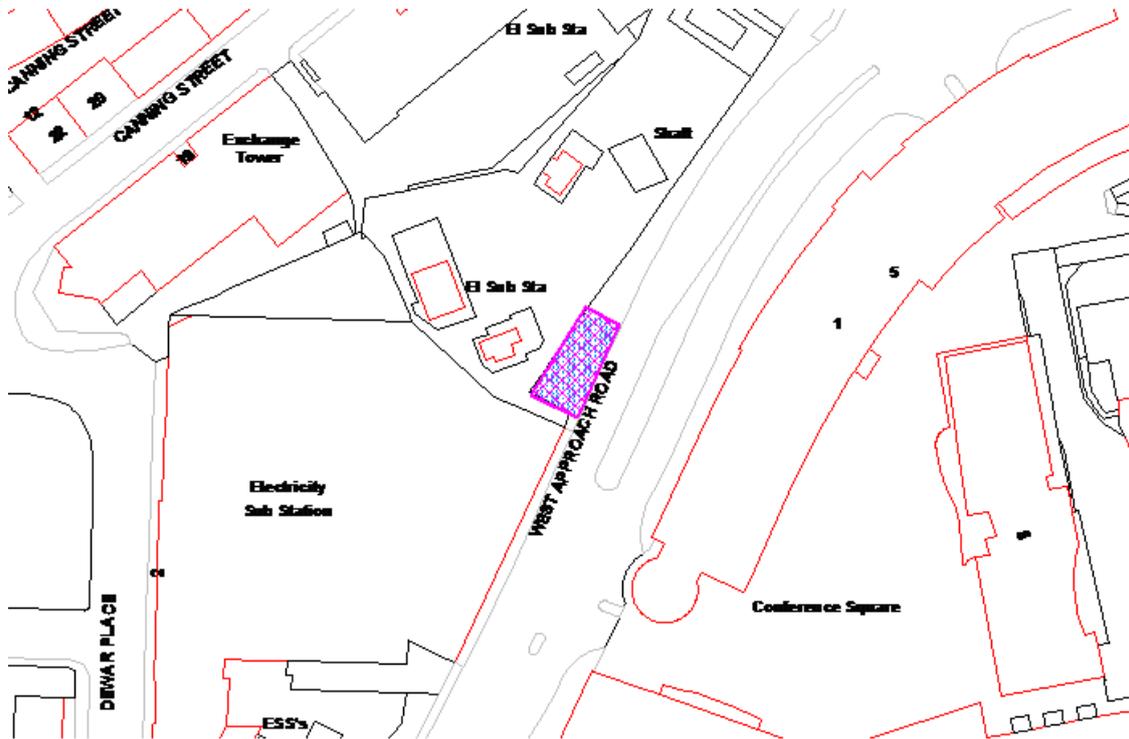
Transportation

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

Note:

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

Location Plan



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