

Development Management Sub Committee

Wednesday 11 March 2015

**Application for Advert Consent 15/00132/ADV
At Main Terminal, 1 Edinburgh Airport, Jubilee Road
Freestanding landscape digital LED moving image media
display.**

Item number	4.7
Report number	
Wards	A01 - Almond

Summary

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

Links

<u>Policies and guidance for this application</u>	NSADSP,
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Report

Application for Advert Consent 15/00132/ADV At Main Terminal, 1 Edinburgh Airport, Jubilee Road Freestanding landscape digital LED moving image media 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 a proposed civic space to the east of Edinburgh Airport's terminal extension, north of a covered walkway linking the tram stop to the terminal building. The surrounding uses are all connected with Edinburgh Airport and commercial in nature.

2.2 Site History

The airport has an extensive site history. The most relevant recent history relating to the main terminal is as follows:

15.01.2015 - Decision pending for advertisement consent to fix advertisement wordmark to top and logos to side of static 'Starbucks' coffee van (application reference: 15/00123/ADV).

06.03.2015 - Advertisement consent granted to erect freestanding sign with the word "Edinburgh" in 3m high letters on east side of new entrance plaza at the main terminal (application reference: 15/00038/ADV).

Main report

3.1 Description Of The Proposal

The proposal is for the erection of a freestanding LED digital display screen on a steel supporting structure.

The digital display screen will be in a landscape format with dimensions of approximately 4 metres in width and 3 metres in height, and will be angled to face south east towards the proposed civic square. The total height of advertisement above the ground will be approximately 6 metres.

The proposal has been amended to remove reference to moving images.

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

The proposed display is of an acceptable size, form and finish to be displayed in a large open civic space in front of the airport's terminal building and will not appear overly dominant or lead to the cluttering of this space. The proposed display will not be overlooked by residential properties and will be set against the backdrop of the terminal building.

The proposal complies with the Council's non-statutory guidance relating to advertisements, sponsorship and city dressing.

The proposed display is not contrary to the interests of amenity.

b) Public Safety

The proposed display will be positioned in a civic space and there are speed and vehicle restrictions in place adjacent to the civic space. Transportation have confirmed that this location has been assessed as low risk, and are not aware of reported injury accidents in the last five years. Transportation have confirmed that the proposed location for the digital display screen does not pose a concern for pedestrians or road traffic, and therefore moving images are permissible in this case. Transportation raise no objections to the proposal subject to the inclusion of relevant informatives.

The proposed display is not contrary to the interests of public safety.

c) Equalities and Human Rights

This application was assessed in terms of equalities and human rights. No impacts were identified.

d) Public Comments

No comments to address.

Conclusion

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

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 proposed site is on or adjacent to the Edinburgh Tram which is now operational. Tram power lines are over 5m above the tracks and do not pose a danger to pedestrians and motorists at ground level or to those living and working in the vicinity of the tramway. However, the applicant should be informed that there are potential dangers and, prior to commencing work near the tramway, a safe method of working must be agreed with the Council and authorisation to work obtained. Authorisation is needed for any of the following works either on or near the tramway:
 - Any work where part of the site such as tools, materials, machines, suspended loads or where people could enter the Edinburgh Tram Hazard Zone. For example, window cleaning or other work involving the use of ladders;
 - Any work which could force pedestrians or road traffic to be diverted into the Edinburgh Trams Hazard Zone;

- Piling, using a crane, excavating more than 2m or erecting and dismantling scaffolding within 4m of the Edinburgh Trams Hazard Zone;
 - Any excavation within 3m of any pole supporting overhead lines;
 - Any work on sites near the tramway where vehicles fitted with cranes, tippers or skip loaders could come within the Edinburgh Trams Hazard Zone when the equipment is in use; and
 - The Council has issued guidance to residents and businesses along the tram route and to other key organisations who may require access along the line. See our full guidance on how to get permission to work near a tram way
<http://edinburghtrams.com/community/working-around-trams>.
2. 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.
 3. Day time levels of luminance may need to be higher and should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output within acceptable limits.
 4. It is understood that The City of Edinburgh Council is not the Roads Authority for Jubilee Road.

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 land designated as
Edinburgh Airport and Green Belt.

Date registered

16 January 2015

Drawing numbers/Scheme

01 - 05,

Scheme 1

David R. Leslie

Acting Head of Planning and Building Standards

Contact: Ruth King, Planning officer

E-mail:ruth.king@edinburgh.gov.uk Tel:0131 529 6475

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

Application for Advert Consent 15/00132/ADV At Main Terminal, 1 Edinburgh Airport, Jubilee Road Freestanding landscape digital LED moving image media display.

Consultations

Transportation

Further to my memorandum of 6 February 2015 and the subsequent clarification of the proposal, I confirm that I have no objections to the application subject to the following being included as conditions or informatives as appropriate:

TRAMS - Important Note:

The proposed site is on or adjacent to the Edinburgh Tram which is now operational. Tram power lines are over 5m above the tracks and do not pose a danger to pedestrians and motorists at ground level or to those living and working in the vicinity of the tramway. However, the applicant should be informed that there are potential dangers and, prior to commencing work near the tramway, a safe method of working must be agreed with the Council and authorisation to work obtained. Authorisation is needed for any of the following works either on or near the tramway:

- o Any work where part of the site such as tools, materials, machines, suspended loads or where people could enter the Edinburgh Tram Hazard Zone. For example, window cleaning or other work involving the use of ladders;*
- o Any work which could force pedestrians or road traffic to be diverted into the Edinburgh Trams Hazard Zone;*
- o Piling, using a crane, excavating more than 2m or erecting and dismantling scaffolding within 4m of the Edinburgh Trams Hazard Zone;*
- o Any excavation within 3m of any pole supporting overhead lines;*
- o Any work on sites near the tramway where vehicles fitted with cranes, tippers or skip loaders could come within the Edinburgh Trams Hazard Zone when the equipment is in use;*
- o The Council has issued guidance to residents and businesses along the tram route and to other key organisations who may require access along the line. See our full guidance on how to get permission to work near a tram way <http://edinburghtrams.com/community/working-around-trams>*

Note:

The proposed location is within the airport and does not affect an adopted road. However, I would note:

- 1. This location has been assessed as low risk. I am not aware of reported injury accidents in the last 5 years;*
- 2. Transport's opinion is that the proposed location for the digital display screen does not pose a concern for pedestrians or road traffic and therefore moving images are permissible in this case;*

3. *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;*
4. *Day time levels of luminance may need to be higher and should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output within acceptable limits;*
5. *It is understood that The City of Edinburgh Council is not the Roads Authority for Jubilee Road.*

Location Plan



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