

# Development Management Sub Committee

Wednesday 25 March 2015

**Application for Advert Consent 14/04456/ADV  
At Land 45 Metres South Of 9 East Mains Of Ingliston,  
Eastfield Road, Edinburgh  
Erect an advertising structure incorporating two digital  
screens.**

<b>Item number</b>	4.3
<b>Report number</b>	
<b>Wards</b>	A01 - Almond

## Summary

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The proposed advertisement structure and digital display screens are acceptable in terms of the interests of amenity and public safety and there are no material considerations which outweigh this conclusion.

## Links

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[Policies and guidance for this application](#) LPRW, RWE47, NSADSP,

# Report

## **Application for Advert Consent 14/04456/ADV At Land 45 Metres South Of 9 East Mains Of Ingliston, Eastfield Road, Edinburgh Erect an advertising structure incorporating two digital screens.**

### **Recommendations**

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

### **Background**

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#### **2.1 Site description**

The application site lies immediately to the west of Eastfield Road and to the south of its junction with Fairview Road, Edinburgh. An unadopted road, which in time will form a new boulevard entrance to the Royal Highland Centre, and a mature belt of trees provide the southern boundary of the application site. The Hilton Hotel lies opposite the application site. The application site is part of a field, which is not in agricultural use, and forms part of the Royal Highland Centre estate.

A road direction sign and a lighting column lie within the grass verge to Eastfield Road adjacent to the application site.

#### **2.2 Site History**

27 April 2010: The Royal Highland Centre (RHC) masterplan proposals (application reference 10/01832/PPP) were first considered by the Development Management Sub-Committee at its meeting on 27 April 2011. At that time the sub-committee was minded to grant planning permission to the masterplan proposals subject to the conclusion of a suitable legal agreement to secure financial contributions to tram and other essential transport infrastructure considered necessary to support the proposed development. This matter was further considered at the sub-committee's meeting on 25 February 2015 at which the terms of the agreement were agreed.

18 April 2012: New development at the RHC will be accessed by a new entrance boulevard from Eastfield Road for which planning permission was granted in April 2012 (application reference 11/02313/FUL).

11 November 2014: The advertising hoarding located adjacent to the A8 Glasgow Road will be replaced with an upgraded modern frame to match the specification, colours and materials of that proposed at the Eastfield Road entrance on a like-for-like basis in terms of its size, position and location. The hoarding will continue to promote events at the RHC and will not carry commercial advertising.

The replacement hoarding received advertising consent on 11 November 2014 (application reference 14/04457/ADV).

## **Main report**

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### **3.1 Description Of The Proposal**

The application has been submitted jointly by the Royal Highland and Agricultural Society of Scotland (RHASS) and Ocean Outdoor UK Ltd.

#### Scheme 2

The application proposes the erection of an advertising structure containing two illuminated digital screens. The screens would be orientated in a portrait format; the dimensions of each screen extend to 5.64 metres in height and 3.84 metres in width. The proposed screens would be set within a polypropylene coated freestanding steel-framed structure and illuminated by an internal low energy light source.

In total, the display screens would be 6 metres in height. The optimum screen height from the ground level to the underside of each screen would be 5.5 metres. The resulting structure would have an overall height of 10.5 metres. The digital display screens would be arranged back-to-back within the structure in order for each screen to be visible to road users approaching Edinburgh Airport and travelling towards the A8 Glasgow Road.

The structure would be serviced via an access track taken from what is presently an unadopted road to the south of the application site but which in time will form a new boulevard serving the wider Royal Highland Centre and its facilities.

The proposed structure requires the removal of a belt of mature trees, which will be removed in due course to accommodate new development promoted in the RHC masterplan, and a road direction sign.

#### Scheme 1

The application as submitted promoted an advertising structure with an overall height of 11.5 metres, a metre higher than the revised 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) is in keeping with the general characteristics of the locality;
- (b) would compromise public safety;
- (c) other considerations
- (d) would have any equalities or human rights impacts; and
- (e) comments raised have been addressed.

#### (a) Interests of amenity

The proposal is being brought forward within a changing context at the RHC and the wider area as the proposals of the Edinburgh International initiative are realised. A masterplan to guide the development of the RHC has been prepared and is considered acceptable in principle to the sub-committee, proposals for the creation of an International Business Gateway are at an advanced stage and the number of passengers using Edinburgh airport continues to grow. Collectively these proposals are recognised and promoted by the Scottish Government as being nationally important development. Within this context, the applicants are promoting a bespoke structure to mark the gateway to the RHC and promote events. The proposed structure is considered to be consistent with the RHASS overall strategy for the development of the showground.

The supporting statement considers the visual impact of the proposed structure and notes that trees on the site's southern boundary will be removed and a road direction sign repositioned to allow an unobstructed view of the advertising structure. Whilst in the first instance the structure will be seen as an isolated object, it will in time be seen against a backdrop of commercial buildings and become an integral feature of development at the RHC. The supporting statement seeks to demonstrate this outcome in part by showing the proposed structure against future development proposed at the RHC.

In terms of its appearance the proposed structure has been designed by the architectural practice responsible for the airport's air traffic control tower; from which the application proposals have taken inspiration. The proposal complements the design of the control tower; on the approach to the airport the advertising structure and the control tower will be seen in the same view by those travelling on Eastfield Road. The proposed materials are acceptable in this location.

The applicants have amended the proposals to reduce its overall height by a metre, although at 10.5 metres it remains a significant structure. The proposal should however be considered in the context of major development coming forward at the RHC and the wider area as part of a westward urban expansion of the city.

Accordingly, in terms of the Council's approved guidance on Advertising, Sponsorship and City Dressing the proposed structure is acceptable as the application site is neither located in a conservation area nor overlooked by residential properties. The structure will be seen to some extent against the commercial backdrop of airport buildings and more so once development proposals come forward for the RHC.

In summary the proposal is acceptable in terms of the interests of amenity.

(b) Interests of public safety

The Head of Transport has assessed the application location as being 'low risk'. No injury accidents have been reported in this location in the last five years and accordingly has raised no objections to the advertising structure/digital screens in terms of public safety.

The proposals, if granted consent, will require the repositioning of a road direction sign presently situated in the grass verge immediately adjacent to the application site. The application does not provide details of how this is to be achieved. Any road sign must comply with relevant regulations and be agreed with the Head of Transport prior to any work being undertaken.

(c) Other considerations

Masterplan and development strategy - signage

The application is supported by a statement that describes the context within which new development and signage proposals will be brought forward at the RHC. With regard to signage the statement promotes the general principle that outdated external signage should be replaced with contemporary design features that mark and identify the RHC and provide a strong visual statement of the upgrading of showground facilities through the development of the masterplan proposals.

With particular regard to the signage proposed at Eastfield Road the statement notes that its siting takes cognisance of the masterplan and the position of key buildings. The statement further notes that new signage at the Eastfield Road location will mark the gateway to the new showground facilities and that it will be seen against the commercial backdrop of the airport, Hilton Hotel and, in time, a new hotel and office developments at the RHC.

The proposed Eastfield Road advertising structure, with its digital media screens, will have multiple uses and will reduce the need for supplementary or temporary signage for different events. No further external signage will be installed at the RHC and signage for individual elements e.g. hotel or the Centre of Excellence will be designed to be integral to each building.

Finally, the statement recognises that the air control tower at the airport should remain the key landmark and that any new advertising structure should be designed to be complementary to this iconic feature.

The applicant states that the purpose of the display screens is to mark the entrance to the RHC, improve its welcome signage, and promote events. The display screens would also carry commercial advertising to provide an income stream for the RHC. The RHASS has also indicated that it is willing to work in partnership with the Council to promote Scotland's and Edinburgh's attractions and key city events and public service messages.

In summary, the proposed advertising structure sits comfortably with wider the RHC masterplan proposals and development strategy.

#### (d) Human rights and equalities

The application has been assessed in terms of equalities and human rights. No adverse impacts have been identified. An Equality and Rights Impact Assessment summary is available to view through the Planning & Building Standards online service.

#### (e) Public comments

One representation letter has been received in respect of the application, lodged by Edinburgh Airport. Its concerns in summary are:

- impact of proposed advertisements on the amenity and road safety of Eastfield Road (addressed in paragraph 3.3 a & b);
- inappropriate location for advertising as the site presently has a semi-rural character and does not benefit from a commercial backdrop (addressed in paragraph 3.3a); and
- the repositioning of the directional road sign would be detrimental to road safety (address in paragraph 3.3b).

#### Conclusion

In conclusion, the proposals do not raise any amenity or public safety issues. There are no material considerations that 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 display 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 display does not cause distraction to drivers of vehicles along this traffic route, in the interests of road safety.
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.
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. The display of telephone numbers, web addresses and other contact details should be avoided.
6. It is recommended that the rate of change of images should be set to be in effect instantaneous.
7. Where an 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. Advertisements 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/m<sup>2</sup>.
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.

## **Financial impact**

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### **4.1 The financial impact has been assessed as follows:**

There are no financial implications for the Council arising from this report.

## **Risk, Policy, compliance and governance impact**

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5.1 Provided planning applications are determined in accordance with statutory legislation, the level of risk is low.

## **Equalities impact**

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### **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**

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### **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**

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### **8.1 Pre-Application Process**

#### Pre-application Discussion

Pre-application discussions concluded that it was appropriate to mark the entrance to the Royal Highland Centre (RHC) with a suitably designed structure that could be used to promote events, particularly within the context of major development proposals coming forward for the RHC and wider area. The acceptability of the digital screens however would be dependent upon assessments demonstrating that advertising in this location would not harm amenity or public safety. The proposals presented at this stage measured 16.5 metres in height and the applicants were advised that the structure should be considerably reduced in height.

### **8.2 Publicity summary of representations and Community Council comments**

One representation letter lodged by Edinburgh Airport, has been received in respect of the application. Its concerns in summary are:

- impact of proposed advertisements on the amenity and road safety of Eastfield Road (addressed in paragraph 3.3 a & b);
- inappropriate to locate for an advertising as the site presently has a semi-rural character and does not benefit from a commercial backdrop (addressed in paragraph 3.3a); and
- the repositioning of the directional road sign would be detrimental to road safety (address in paragraph 3.3b).

## **Background reading/external references**

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- 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 Rural West Edinburgh Local Plan Proposals Map identifies the application site as forming part of the Royal Highland Centre - Policy ED6 of the Plan refers.

**Date registered**

28 October 2014

**Drawing numbers/Scheme**

01-06,

**David R. Leslie**

Acting Head of Planning and Building Standards

Contact: Andrew Sikes, Team Manager

E-mail:andrew.sikes@edinburgh.gov.uk Tel:0131 469 3412

**Links - Policies**

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**Relevant Policies:**

**Relevant policies of the Rural West Edinburgh Local Plan.**

Policy E47 seeks to ensure that advertisements do not detract from the character of conservation areas and the main approaches to the City.

**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 14/04456/ADV At Land 45 Metres South Of 9 East Mains Of Ingliston, Eastfield Road, Edinburgh Erect an advertising structure incorporating two digital screens.**

### **Consultations**

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#### **TRANSPORT**

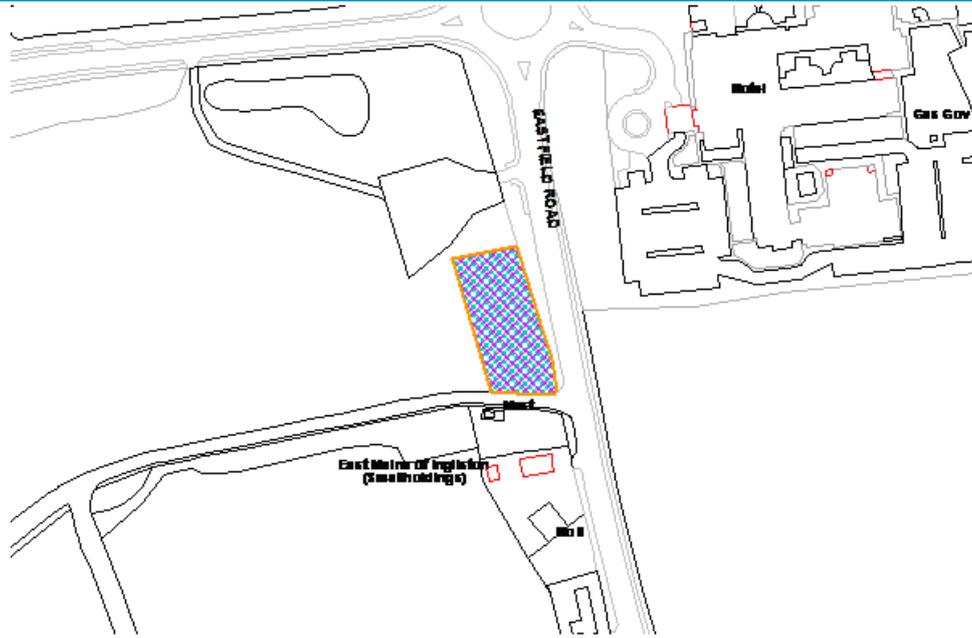
*I have no objections to the application subject to the following being included as conditions or informatives as appropriate:*

- 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/m<sup>2</sup>;*
- 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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