

Development Management Sub Committee

Wednesday 29 April 2015

**Application for Advert Consent 15/00201/ADV
At Advertising Hoarding 44 Metres North Of 40A, Seafield
Road East, Edinburgh
Advertisement of the following types: Hoarding (digital
display). (as amended)**

Item number	5.11
Report number	
Wards	A14 - Craigentinny/Duddingston

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 acceptable in terms of public safety. The proposal is acceptable. There are no material considerations which outweigh this conclusion.

Links

Policies and guidance for this application	NSG, NSADSP,
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Report

Application for Advert Consent 15/00201/ADV At Advertising Hoarding 44 Metres North Of 40A, Seafield Road East, Edinburgh Advertisement of the following types: Hoarding (digital display). (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 spans two existing areas: a small parking area with a conventional hoarding placed to its rear (screening the railway line behind) and the southern end of a motorcycle training compound, currently holding the existing office on that site. The training area (an area of tarmac) stretches northwards from the office.

A former petrol filling station to the south is now solely used for car sales, with vehicles parked on its forecourt.

The site backs on to a freight railway line, serving the eastern end of Leith Docks, beyond which is a small embankment covered with immature trees and then the back gardens of bungalows on Wakefield Avenue. These gardens step down towards the railway line and are of various heights when viewed from Seafield Road East.

The site views over Seafield Road East to the groups of car showrooms which sit at lower level, off a sunken access road.

2.2 Site History

7.1.2015 - application for a larger hoarding of the same basic concept but rising to 19.3m was withdrawn (Reference:14/04668/ADV).

Main report

3.1 Description Of The Proposal

The application proposes an illuminated (digital) hoarding of parabolic form (two straight sections set at an angle relative to one another and separated by a central curve). This is set on an angled spike which rises beyond the hoarding itself.

The hoarding rises to just under 9m high, (6.9m wide x 4.8m deep).

The applicant has undertaken an assessment of the proposal to quantify the visual effect as seen from properties on Wakefield Avenue. The scale of the proposal was reduced as a result of this assessment. The proposal was originally just under 11m high plus a supporting structural spike rising to 12.5m overall (the spike element is removed totally from 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 public comments raised have been addressed; and
- d) any impacts on equalities or human rights are acceptable.

a) Amenity

The proposal sits on the site of an existing hoarding but is pulled forward, increased in scale and will now be illuminated.

The height of the proposed advertising structure has been reduced from that in an earlier, withdrawn application (reference:14/04668/ADV), plus further reduced during the course of this application. The height will now lie below existing landscaping on the railway embankment as seen from the bungalows to the west.

The proposal will be prominent when driving along Seaford Road East. However, this area is one of low sensitivity, being dominated by car sales. The street currently lacks visual interest on this side of the road. The proposal is considered appropriate in this context.

The proposal complies with the Council's Non-Statutory Guidance relating to Advertisements, Sponsorship and City Dressing.

The proposed display will not adversely affect the interests of amenity and is acceptable.

b) Public Safety

The proposed display will be midway along a long section of straight and wide carriageway. Transportation raise no objections to the proposal subject to the inclusion of relevant informatives.

The proposed display will not adversely affect 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 acceptable in terms of public safety. The proposal is acceptable. There are no material considerations which outweigh this conclusion.

As this is a large-format, digital advertising proposal, a Committee decision is required.

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 safeguard the amenity of neighbouring residents and other occupiers.
3. To safeguard public safety.

Informatives

It should be noted that:

1. The use of moving images at this location would not be supported;
2. Maintenance of the proposed advertising signs should be carried out so to not affect the road network at this location;
3. This location has been assessed as low risk;
4. No injury accidents have been reported in close proximity of the proposed sign in the last five years;
5. Adverts must not contain moving images or sequencing of images over more than one advert;
6. 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;
7. There should be no message sequencing where a message is spread across more than one screen;
8. Phone numbers, web addresses details etc should be avoided;
9. It is recommended that the rate of change of image should be set to be in effect instantaneous;
10. 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;
11. Adverts should not resemble existing traffic signs or provide directional advice;
12. 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 75-300Cd/m²;
13. 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; and
14. 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

As an application for advertisement consent the proposals were not advertised and were not notified to neighbours.

No representations were 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 shown as Urban Area within the Edinburgh City Local Plan.

Date registered

21 January 2015

Drawing numbers/Scheme

1,2,4-6 plus support info,

Scheme 2

David R. Leslie

Acting Head of Planning and Building Standards

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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 15/00201/ADV At Advertising Hoarding 44 Metres North Of 40A, Seafield Road East, Edinburgh Advertisement of the following types: Hoarding (digital display). (as amended)

Consultations

Transport

No objections to the application subject to the following being included as conditions or informatives as appropriate:

Note:

1. The use of moving images at this location would not be supported;
2. Maintenance of the proposed advertising signs should be carried out so to not affect the road network at this location;
3. This location has been assessed as low risk;
4. No injury accidents have been reported in close proximity of the proposed sign in the last five years;
5. Adverts must not contain moving images or sequencing of images over more than one advert;
6. 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;
7. There should be no message sequencing where a message is spread across more than one screen;
8. Phone numbers, web addresses details etc should be avoided;
9. It is recommended that the rate of change of image should be set to be in effect instantaneous;
10. 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;
11. Adverts should not resemble existing traffic signs or provide directional advice;
12. 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 75-300Cd/m²;
13. 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;
14. 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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