

Development Management Sub Committee

Wednesday 9 March 2016

**Application for Advert Consent 16/00243/ADV
At 114A Salamander Street, Edinburgh
Advertisement of the following types: Hoarding.**

Item number	4.5
Report number	
Wards	A13 - Leith

Summary

The proposed advertisements are acceptable in terms of amenity and public safety.

Links

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

Report

Application for Advert Consent 16/00243/ADV At 114A Salamander Street, Edinburgh Advertisement of the following types: Hoarding.

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 land on the south side of Salamander Street. It is in the Waterfront Area of Change and a Business and Industry area, both designated in the Edinburgh City Local Plan.

2.2 Site History

19 March 2008 - express advertisement consent was granted for "Conversion of existing advertising site 5 x 48 sheets illuminated to a reduction of 2 x 48 billboards", reference 08/00406/ADV.

29 October 2013 - express advertisement consent was granted to "Replace two existing illuminated light boxes with two illuminated LED screen advertising units", reference 13/03945/ADV.

14 May 2014 - express advertisement consent was granted "for the display of two internally illuminated advertisements on supporting plinths - previous application reference nos. 08/00406/ADV and 13/03945/ADV", reference 14/01144/ADV.

Main report

3.1 Description Of The Proposal

The application is for express advertisement consent to replace an existing 48 sheet display measuring 6m wide x 3m high with a LED display measuring 4m wide x 6m high, and to replace an existing backlit display measuring 4m wide x 6m high with a LED display measuring 6m wide x 3m high. Essentially, the proposal is to change the orientation of two displays from portrait to landscape and vice versa, without increasing the total size of advertisements on the site.

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 proposed advertisements will adversely affect amenity or public safety.
- a) The proposed advertisements will not adversely affect amenity. The area is largely industrial, and advertisements have been displayed on this site with express advertisement consent since before 2008.

The proposed advertisements will have no adverse impact on public safety.

The proposed advertisements are acceptable in terms of amenity and public safety. Express advertisement consent ought to be granted.

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. In order to safeguard the interests of road safety.

Informatives

It should be noted that:

1. There shall be no moving images, animation, video or full motion images displayed unless consent has been granted for such displays.
2. Digital roadside billboards/hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays.
3. The luminance level of a digital roadside billboard shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003).
4. Roadside digital displays will conform to the five 'Standard Conditions' specified in Schedule 1 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

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

There is no pre-application process history.

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

Date registered 21 January 2016

Drawing numbers/Scheme 01, 02,

Scheme 1

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Links - Policies

Relevant Policies:

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 16/00243/ADV At 114A Salamander Street, Edinburgh Advertisement of the following types: Hoarding.

Consultations

Planning & Transport, Development Control

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

- 1. The Outdoor Media Centre (OMC) voluntary code for digital large format roadside advertising (published in January 2011). The code reflects planning regulations in place throughout the UK and states that:
there shall be no moving images, animation, video or full motion images displayed unless consent has been granted for such displays;
digital roadside billboards/hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays;
the luminance level of a digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003);
Roadside digital displays will [in Scotland] conform to the 5 'Standard Conditions' specified in Schedule 1 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.*

Location Plan



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