

# Development Management Sub Committee

Wednesday 13 April 2016

**Application for Advert Consent 16/00512/ADV  
At Advertising Station 3, Calder Road, Edinburgh  
Erect illuminated digital 450 display advertisement hoarding.**

<b>Item number</b>	4.2
<b>Report number</b>	
<b>Wards</b>	A07 - Sighthill/Gorgie

## Summary

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The proposal will have an acceptable impact on the amenity of the location and on public safety. The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), taking account of the Council's guidance on Advertisements, Sponsorship and City Dressing. A grant of express consent is recommended. There are no material considerations which outweigh this conclusion as advertisement control shall be exercisable only in the interests of amenity and public safety.

## Links

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<a href="#">Policies and guidance for this application</a>	LPC, CITD1, NSG, NSADSP,
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# Report

## **Application for Advert Consent 16/00512/ADV At Advertising Station 3, Calder Road, Edinburgh Erect illuminated digital 450 display advertisement hoarding.**

### **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 is the northern grass verge of Calder Road in the west of the city east of Cultins Road. Trees and lighting columns occupy the grass verge area.

To the north of the site is the Sighthill/Bankhead industrial estate and to the south over Calder Road the area is predominantly residential. The proposed location on Calder Road is a dual carriageway travelling in an east and west direction where the lines of traffic are separated by a wide grass verge, barrier and low hedgerow.

#### **2.2 Site History**

20 November 2014 - Advertisement consent granted to erect 2 Premiere 450 advertisement displays both internal low energy LED illumination (static). (application number 14/03213/ADV).

### **Main report**

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

The application is for a replacement advertisement. It would be one internally illuminated LED 48 sheet digital advertisement hoarding in portrait format. It is single sided and faces west.

The proposed hoarding measures 5 metres wide by 8 metres high and will be located on a plinth 2.45 metres above ground level which gives a total height of 10.45 metres.

It is proposed that the images are static, with a frequency of change of 15 seconds and that there shall be no animation or movement of images.

The existing advertisement installation is the same size.

### 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 proposals will not harm amenity;
- b) the proposals will not harm road or public safety;
- c) the proposals would have any equalities or human rights impacts; and
- d) comments raised have been addressed.

#### a) Amenity

The site is a busy arterial route into the city. There is an industrial/commercial area to the north and to the south there are flats.

The angled display will partially face the flatted properties of Calder View. However, these are separated by Calder Road. The impact on residential amenity will therefore be minimal provided levels of light are limited at night time.

The proposal is in accordance with the Council's guidance on Advertisements, Sponsorship and City Dressing.

To ensure the impacts on amenity at night time are acceptable, a condition is recommended to control light levels from the advertisement.

The proposal will have acceptable impact on the amenity of the location, in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

#### b) Road and Public Safety

The advertisement is would not be likely to obscure, or hinder the ready interpretation of, any road traffic sign. It would not obscure, or hinder the ready interpretation of any railway signal, or aid to navigation by water or air.

Subject to the images being static only, the advertisement would be acceptable with regard to public safety. A condition is recommended in this regard.

The frequency of change of any images is not a matter that can be controlled under the Advertisement Regulations. With respect to road safety, more appropriate controls exist under section 93 of the Roads (Scotland) Act 1984 (as amended).

The proposal will have an acceptable impact on public safety, in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

c) Human Rights and Equalities

This application was assessed in terms of potential impacts on human rights and equalities. There were no impacts found on human rights and equalities.

d) Public Comments

No representations have been received.

### **Conclusion**

The proposal will have an acceptable impact on the amenity of the location and on public safety. The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), taking account of the Council's guidance on Advertisements, Sponsorship and City Dressing.

A grant of express consent is recommended.

There are no material considerations which outweigh this conclusion as advertisement control shall be exercisable only in the interests of amenity and public safety.

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. This consent is for advertisement consent only. Work must not begin until other necessary consents, eg listed building consent, planning permission have been obtained.
2. Phone numbers, web addresses details etc should be avoided.
3. Adverts should not resemble existing traffic signs or provide directional advice.
4. 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.
5. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to disconnect and disable the sign, or take any other steps, required to ensure that any display on the sign which constitutes a danger to road users is removed or screened. The Council will recover their costs for undertaking such action and the applicant should note that the display of any moving images (ref Note 4 above) is likely to result in immediate action under Section 93.

## **Financial impact**

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

The Council has a contract with the applicant to provide outdoor advertising within the city. The financial impacts to the Council were reported to the Finance and Resources Committee on 4 June 2015.

## **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.

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## **Consultation and engagement**

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### **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 were received for this consultation.

## **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 application site is a roadside verge located in an Urban Area in the Edinburgh City Local Plan.

**Date registered**

2 February 2016

**Drawing numbers/Scheme**

01-03, 4A,

**John Bury**

Head of Planning & Transport  
PLACE  
City of Edinburgh Council

Contact: Miss Lucy George, Trainee Planner  
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**Links - Policies**

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**Relevant Policies:**

**Relevant policies of the Edinburgh City Local Plan.**

Policy Des 1 (Design Quality and Context) sets general criteria for assessing design quality and requires an overall design concept to be demonstrated.

**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 16/00512/ADV At Advertising Station 3, Calder Road, Edinburgh Erect illuminated digital 450 display advertisement hoarding.**

### **Consultations**

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#### Environmental Assessment

No objections.

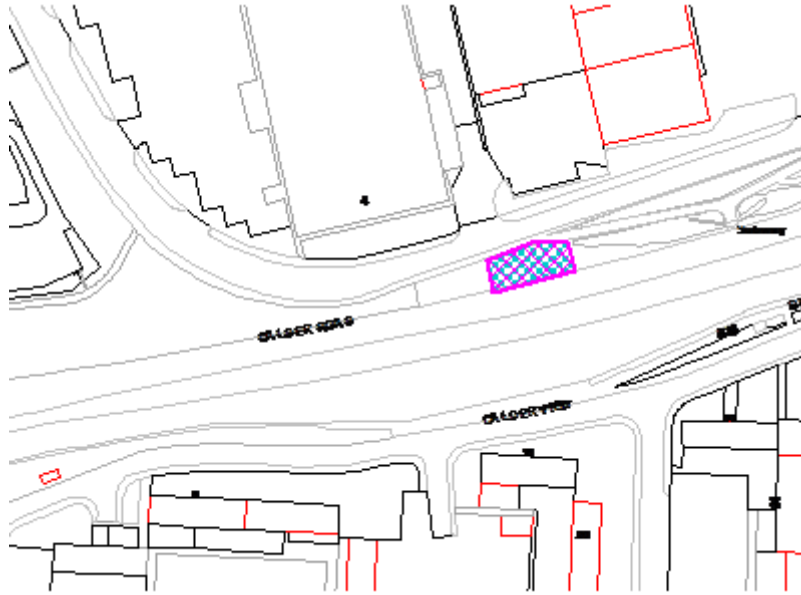
#### Road Authority Issues

1. Adverts must not contain moving images or sequencing of images over more than one advert;
2. 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;
3. There should be no message sequencing where a message is spread across more than one screen;
4. Phone numbers, web addresses details etc should be avoided;
5. It is recommended that the rate of change of image should be set to be in effect instantaneous;
6. 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;
7. Adverts should not resemble existing traffic signs or provide directional advice;
8. 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/m<sup>2</sup>;
9. 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;
10. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to disconnect and disable the sign, or take any other steps, required to ensure that any display on the sign which constitutes a danger to road users is removed or screened. The Council will recover its costs for undertaking such action and the applicant should note that the display of any moving images (ref note 4 above) is likely to result in immediate action under Section 93.



## Location Plan

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