

Development Management Sub Committee

Wednesday 13 April 2016

**Application for Advert Consent 15/05880/ADV
At Advertising Hoarding 20 Metres East Of 7 New
Broompark, West Granton Road, Edinburgh
Replacement of existing advertisement units with new
internally-illuminated LED advertising unit.**

Item number	4.5
Report number	
Wards	A04 - Forth

Summary

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

Policies and guidance for this application	NSG, NSADSP,
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Report

Application for Advert Consent 15/05880/ADV At Advertising Hoarding 20 Metres East Of 7 New Broompark, West Granton Road, Edinburgh Replacement of existing advertisement units with new internally-illuminated LED advertising unit.

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 located within a scrap metal yard to the east of the rear of 7 New Broompark, and to the north of West Granton Road where it curves to the south west. To the south there is an area of open space behind which are low rise houses and flats.

There exists in this location, two advert hoardings with trough lighting above. There is also a tall telecommunications mast which is just to the west of the hoardings and can be seen above them. Between the application site and West Granton Road is a low stone boundary wall.

2.2 Site History

There are two advert hoardings already in place, but no record of any recent planning history.

Main report

3.1 Description Of The Proposal

The application is for one internally illuminated LED 48 sheet digital advertising hoarding, in landscape format, behind the stone boundary wall adjacent to the pavement. The advertisement will be single sided facing the east.

The proposed hoarding measures 6.4 metres wide by 3.3 metres high, located on a 2.5 metre plinth above ground level which gives a total height of 5.8 metres. The hoarding will be supported on posts but these will be overclad with a metal sheet to form a plinth.

It is proposed that the images are static, with a frequency of change of 10 seconds and that there shall be no animation or movement of images.

The proposed signage will replace two existing hoardings are 6.4 metres wide by 3.3 meters high with an overall height above pavement level of 4.6 metres for an overall increase in height of 1.2 metres.

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 proposal has an acceptable impact on amenity;
- b) the proposal would compromise public safety;
- c) the proposal would have any equalities or human rights impacts; and
- d) public comments have been addressed.

a) Amenity

Regulation 4(1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 states that advertisement control shall be exercisable only in the interests of (a) amenity and (b) public safety.

The application site is not in a conservation area and is located within a scrap yard. There are no features of particular historic, architectural or cultural interest that are impacted by the proposals. The removal of one of the hoardings will be of benefit to the visual appearance of the area and the substitution of one of the hoardings with an internally illuminated digital advertisement of an increased height will be an overall improvement.

The nearest residential properties are on the other side of the open space on West Granton Road, which is a minimum of approximately 55 metres away. The dwellings currently face on to a scrap yard with advert hoardings and at this distance there is unlikely to be any harm to residential amenity.

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) Public Safety

The location of the proposed advertisements has been assessed as being one where there is a low risk in terms of road safety.

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) Equalities and Human Rights

The application has been assessed in terms of equalities and human rights. No impact was identified.

d) Public Comments

No comments 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. Advertisements shall be static images only.

3. 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.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. To safeguard public safety.
3. In order to safeguard the amenity of neighbouring residents and other occupiers.

Informatives

It should be noted that:

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. 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 limit.
9. 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:

This application was assessed in terms of equalities and human rights. The impacts are identified in the Assessment section of the main report.

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 application site lies within the urban area of the Edinburgh City Local Plan and the Second Proposed Local Development Plan and within the Waterfront Area of Change.

Date registered

24 December 2015

Drawing numbers/Scheme

1, 2, 3, 4, 5a, 6, 7,

Scheme 1

John Bury

Head of Planning & Transport
PLACE
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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.

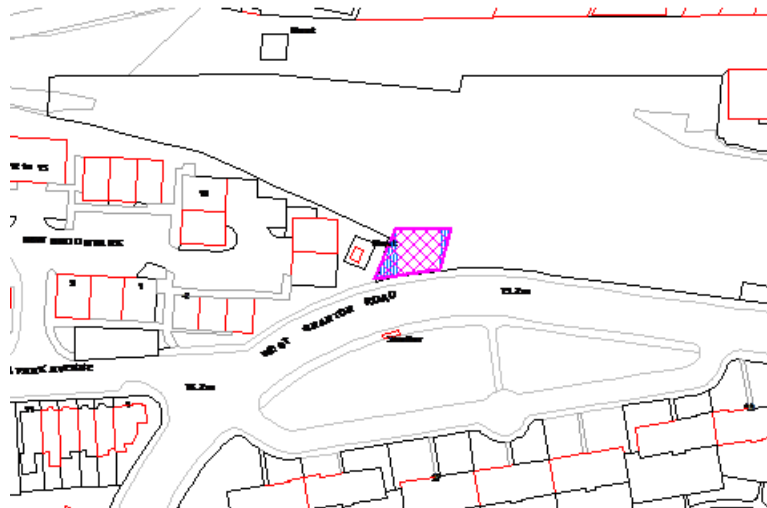
Appendix 1

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Consultations

No consultations undertaken.

Location Plan



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