

Development Management Sub Committee

Wednesday 13 April 2016

**Application for Advert Consent 16/00412/ADV
At Proposed Advertising Hoarding, West Approach Road,
Edinburgh
Erect 48 sheet display digital 200 at the roadside.**

Item number	4.11
Report number	
Wards	A11 - City Centre

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](#) LPC, NONE, NSG, NSADSP, CRPWEN,

Report

Application for Advert Consent 16/00412/ADV At Proposed Advertising Hoarding, West Approach Road, Edinburgh Erect 48 sheet display digital 200 at the roadside.

Recommendations

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

Background

2.1 Site description

The site is located on the western verge of the West Approach Road. Electricity sub-stations immediately surround the site to the north, west and south west. Offices and associated commercial/industrial uses are situated to the south and east. The Edinburgh International Conference Centre (EICC) is approximately 50 metres to the south-east of the site. A modern brick built substation is situated immediately to the south of the site. The substation's western elevation incorporates the façade of the B listed former central electricity lighting station. The site is not situated within the world heritage site.

2 Dewar Place, Scottish Power Offices, Formerly Central Electricity Lighting Station: B Listed Building: Listed 23 March 2001: Reference: LB47721.

This application site is located within the West End Conservation Area.

2.2 Site History

27 February 2015 - Advertisement consent granted to erect internally lit static advertisement hoarding at roadside (as amended) (application number 14/05227/ADV).

Main report

3.1 Description Of The Proposal

The application is for the erection of one internally illuminated LED 48 sheet digital advertisement hoarding in landscape format. The advertisement is single sided orientated in a north-eastern direction on the west side of the West Approach Road and would be seen by those travelling west away from the city centre.

The proposed hoarding measures 6.2 metres wide by 3.3 metres high and will be located on a cylindrical pillar plinth 2.6 metres above ground level which gives a total height of 5.9 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 proposed signage will replace an existing internally illuminated 48 sheet advertisement.

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

a) Amenity

The proposed site lies within a commercial business district area of the city on a main arterial route linking the city centre with the west of the city. A large electricity sub-station provides a backdrop to the advertisement hoarding with the modern office development at Exchange Tower beyond. The characteristics of this site do not raise any amenity issues and there has been no material change in circumstances since the previous grant of express consent at this location.

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 proposed location of the hoarding has previously been assessed as, and remains, a low risk location in regards to 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 and has no impact in terms of equalities or human rights.

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. The advertisement should accord with the Outdoor Media Centre (OMC) Voluntary Code for Digital Large Format Roadside Advertising (January 2011):
 - a. there shall be no moving images, animation, video or full motion images displayed unless consent has been granted for such displays;
 - b. digital roadside billboards/hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays;
 - c. the luminance level of a digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003); and
 - d. Roadside digital displays will conform to the 5 'Standard Conditions' specified in Schedule 1 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

With respect to item a. images, animation, video or full motion images are not permitted including sequencing of images over more than one advert and with respect to item b. a maximum change rate of one static advert every 15 seconds will be permitted at this location (i.e. 4 adverts per minute). If either of these conditions are not adhered to it is likely that the Council, in its capacity as local roads authority, will take appropriate action under Section 93 of the Roads (Scotland) Act 1984. This may include isolation of the power supply to the unit.

2. 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.

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.

3. Phone numbers, web addresses details etc should be avoided.
4. It is recommended that the speed of change of image should be set to be in effect instantaneous.
5. 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.

Adverts should not resemble existing traffic signs or provide directional advice.

6. 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

4.1 The financial impact has been assessed as follows:

The Council has a contract with the applicant to provide outdoor advertising and street furniture, primarily bus shelters, in the city. The financial impacts to the Council were reported to Finances and Resources Committee on 5 June 2015.

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

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**

Edinburgh City Local Plan (2010): Central Area

Date registered

29 January 2016

Drawing numbers/Scheme

01,02, 04,

Scheme 1

John Bury

Head of Planning & Transport
PLACE
City of Edinburgh Council

Contact: Andrew Marshall, Planning Officer
E-mail:Andrew.marshall@edinburgh.gov.uk Tel:

Links - Policies

Relevant Policies:

Relevant policies of the Edinburgh City Local Plan.

Policies not applicable

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.

The West End Conservation Area Character Appraisal emphasises that the area is characterised by mixed, residential commercial buildings. The central section of the conservation area is a major modern financial area consisting of modern offices. The Georgian and Victorian tenements within the area are mainly 4-6 storeys, and constructed of stone with pitched, slated roofs.

Appendix 1

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Consultations

Transport

ROADS AUTHORITY ISSUES

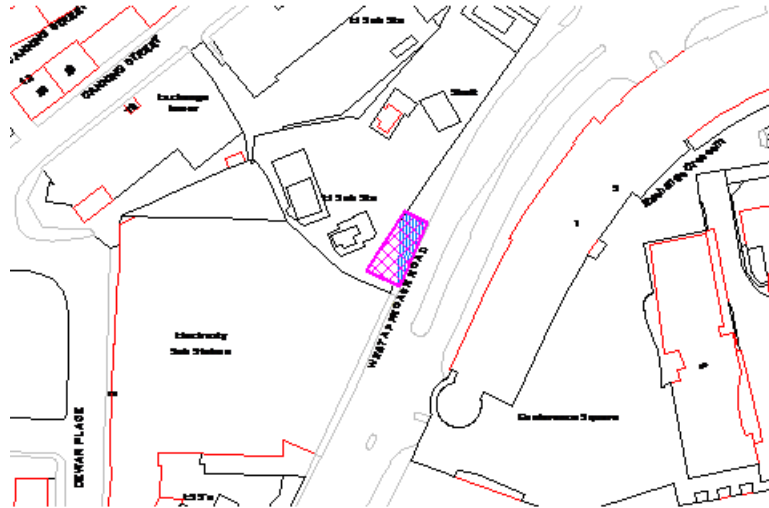
No objections to the application subject to the following being included as conditions or informatives as appropriate:

Note:

- 1. This location has been assessed as low risk.*
- 2. As outlined in the council's report to planning committee 27 February 2014 for the control of digital forms of advertising, this advert will be expected to comply in full with 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. This states that:
 - a. there shall be no moving images, animation, video or full motion images displayed unless consent has been granted for such displays;*
 - b. digital roadside billboards/hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays;*
 - c. the luminance level of a digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003);*
 - d. 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.**With respect to item a. above images, animation, video or full motion images are not permitted and with respect to item b. above a maximum change rate of one static advert every 15 seconds will be permitted at this location (i.e. 4 adverts per minute). If either of these conditions are not adhered to it is likely that the Council, in its capacity as local roads authority, will take appropriate action under Section 93 of the Roads (Scotland) Act 1984. This may include isolation of the power supply to the unit;**
- 3. Adverts must not contain moving images or sequencing of images over more than one advert;*
- 4. 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;*
- 5. There should be no message sequencing where a message is spread across more than one screen;*
- 6. Phone numbers, web addresses details etc should be avoided;*

7. *It is recommended that the speed of change of image should be set to be in effect instantaneous;*
8. *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;*
9. *Adverts should not resemble existing traffic signs or provide directional advice;*
10. *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;*
11. *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;*
12. *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.*

Location Plan



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