

Development Management Sub Committee

Wednesday 25 May 2016

**Application for Advert Consent 16/01293/ADV
At Land 125 Metres North East Of 6, Lady Road, Edinburgh
Erect internally illuminated digital LED 48 sheet
advertisement.**

Item number	4.3
Report number	
Wards	A16 - Liberton/Gilmerton

Summary

The proposal will have an unacceptable impact on public safety. The proposal does not accord 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. Refusal 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, CITD1, NSG, NSADSP,

Report

Application for Advert Consent 16/01293/ADV At Land 125 Metres North East Of 6, Lady Road, Edinburgh Erect internally illuminated digital LED 48 sheet advertisement.

Recommendations

1.1 It is recommended that this application be Refused for the reasons below.

Background

2.1 Site description

The application site is the roundabout connecting Lady Road, Old Dalkeith Road and Peffermill Road. It is a five leg roundabout linking the main arterial routes of the A7 and A6095. Cameron Toll Shopping Centre is situated to the east of the site. The South-Suburban railway dissects the roundabout. The roundabout has pedestrian routes and soft landscaping. There is an existing back-lit scrolling advertisement on the site (6.6m x 3.5m) set within a steel upright, approximately 2.4m from ground level.

2.2 Site History

3rd June 2003: Advertisement consent refused to replace an existing 1x 48 sheet internally illuminated sign to a 48 sheet scrolling sign (03/02025/ADV).

27th April 2006: Advertisement consent granted for a sponsorship sign size (06/00106/ADV).

16th March 2015: Application to replace existing sign with a digitally illuminated sign was withdrawn (15/00253/ADV).

Main report

3.1 Description of the Proposal

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

The proposed hoarding measures approximately 6.6 metres wide by 3.5 metres high and will be located on a plinth 2.4 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 10 seconds and that there shall be no animation or movement of images.

The existing advertisement installation measures approximately 5.9 metres high by 6.1 metres wide.

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

The application site is located on an embankment next to a railway line, and is situated in the context of a major retail development at Cameron Toll Shopping Centre. There are no features of historic, architectural, cultural or similar interest in the immediate area. There are flats nearby. The proposal would replace an existing advertisement.

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

The proposal will have an 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 proposed LED advertisement, particularly the change from one image to another would affect the driver's ability to maintain a consistent lane position. At roundabouts this is critical, as any deviation could lead to collisions with adjacent vehicles. The advertisement could in addition hinder the ready interpretation of any road sign or traffic signal.

The advertisement would not be acceptable with regard to road and public safety.

The proposal will not 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 unacceptable impact on public safety. The proposal does not accord 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.

Refusal 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 Refused for the reasons below.

3.4 Conditions/reasons/informatives

Reasons:-

1. The proposal does not accord with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) as the digital LED display placed at this roundabout is likely to have an effect on the driver's ability to maintain a consistent lane position. The maintenance of a consistent Lateral Lane Position at roundabouts is critical, as any deviation could lead to collisions with adjacent vehicles.

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

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**

Edinburgh City Local Plan, Urban Area.

Date registered

30 March 2016

Drawing numbers/Scheme

01-08,

Scheme 1

John Bury

Head of Planning & Transport
PLACE
City of Edinburgh Council

Contact: Debbie McLean, Planning Officer
E-mail: Debbie.mclean@edinburgh.gov.uk Tel: 0131 529 4468

Links - Policies

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 16/01293/ADV
At Land 125 Metres North East Of 6, Lady Road, Edinburgh
Erect internally illuminated digital LED 48 sheet
advertisement.**

Consultations

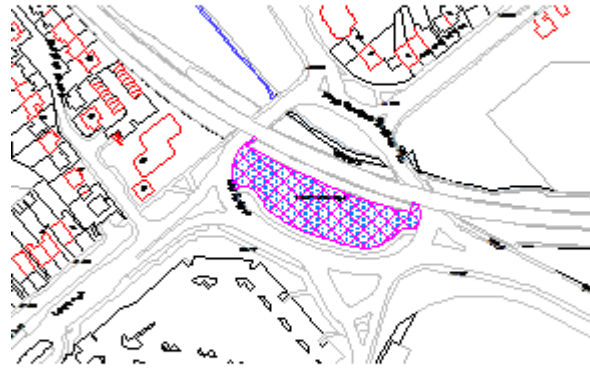
Roads Authority Issues:

I would advise that the application be refused.

Reason:

The application is for a digital LED display it is our view that digital adverts placed at roundabouts has an effect on the driver's ability to maintain a consistent lane position. The maintenance of a consistent Lateral Lane Position at roundabouts is critical, as any deviation could lead to collisions with adjacent vehicles. I therefore recommend refusal on road safety grounds.

Location Plan



© Crown Copyright and database right 2014. All rights reserved. Ordnance Survey License number 100023420

END