

Development Management Sub Committee

Wednesday 23 November 2016

**Application for Advert Consent 16/04000/ADV
At Gogarburn Tram Stop, Glasgow Road, Edinburgh
Advertising comprising vinyl wrap placed on glass of
existing tram shelter structure plus wrap to be placed on
tram stop nameplates**

Item number	7.1
Report number	
Wards	A01 - Almond

Summary

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

The proposal will have an unacceptable detrimental impact on the amenity of the location. The proposal does not accord with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), or the Council's guidance on Advertisements, Sponsorship and City Dressing. Refusal is recommended.

There are no material considerations which outweigh this conclusion.

Links

[Policies and guidance for this application](#)

NSG, NSADSP,

Report

Application for Advert Consent 16/04000/ADV At Gogarburn Tram Stop, Glasgow Road, Edinburgh Advertising comprising vinyl wrap placed on glass of existing tram shelter structure plus wrap to be placed on tram stop nameplates

Recommendations

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

Background

2.1 Site description

The application site is located on the northern side of the A8 to the east of the bridge to the banking head quarters at Gogarburn.

The site is elevated from the road and there is a landscaping bank between the site and the A8.

There are two tram stops on either side of the tracks. The existing shelters are a visually light-weight clear glass structure.

The land to the north of the site is open countryside.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

The application proposes advertising comprising a vinyl wrap placed on the glass of the existing tram shelter structures, plus an advert to be placed on the tram stop nameplates.

The vinyl is to be applied in panels, with a height of 2280mm, and individual widths of 960mm and 978mm. Overall the adverts would be 7.55m wide. The adverts would be design to be viewed from both sides.

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 Council's guidance on Advertisements, Sponsorship and City Dressing states that advertising will be acceptable in principle in all its forms in defined town centres, other commercial and established advertising locations provided that there will be no adverse impacts on amenity and public safety. Within the World Heritage Site, advertising will normally only be acceptable as an integral part of a bus shelter. No specific reference is made to tram shelters.

The guidance further states that advertising on bus shelters will not be allowed in visually sensitive locations including in certain parts of the World Heritage Site where the streets are of primary historic importance (e.g. Royal Mile or George Street) or where advertising would disturb important views or the setting of individual listed buildings.

The site is part of the International Business Gateway as allocated in the Local Development Plan (as modified) and therefore it is expected that there will be a degree of change in the character of this area. However within the position of the tram stop there is a defined landscape setting that has been established. When viewed from the A8 the tram stops blend in to the landscape setting with the trees beyond clearly legible. The design of the tram shelters within this location is of a light-weight clear structure which does not interfere with the landscape setting. The introduction of large advertising panels within the tram stops will detract from the landscape setting of the site to the detriment of the amenity of the area.

Furthermore, within the tram stop the amenity of the site would be diminished with views from the tram stops being reduced as a result of the adverts on the glass.

During the course of the assessment of the application discussions were held with the applicant to explore alternative options for the incorporation of appropriate advertising within the tram stop. The applicant has advised that they wish to have the current proposals considered and no alternatives have been put forward.

The proposal will have an unacceptable impact on the amenity of the location, contrary to Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

b) Public Safety

Due to the position away from the road there are no road safety issues.

The proposal raises no concerns regarding public safety.

c) Equalities and Human Rights

This application has no impacts on equalities and human rights.

d) Public Comments

No comments have been received on the application.

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

The proposal will have an unacceptable detrimental impact on the amenity of the location. The proposal does not accord with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), or the Council's guidance on Advertisements, Sponsorship and City Dressing. Refusal is recommended.

There are no material considerations which outweigh this conclusion.

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

3.4 Conditions/reasons/informatives

Reasons:-

1. The proposal will have an unacceptable detrimental impact on the amenity of the location. The proposal does not accord with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), or the Council's guidance on Advertisements, Sponsorship and City Dressing.

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 2014.

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**

Edinburgh City Local Plan

Date registered

18 August 2016

Drawing numbers/Scheme

01-03,

John Bury

Head of Planning & Transport
PLACE
City of Edinburgh Council

Contact: Emma Woodhouse, Trainee Planner
E-mail:emma.woodhouse@edinburgh.gov.uk Tel:0131 469 3598

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.

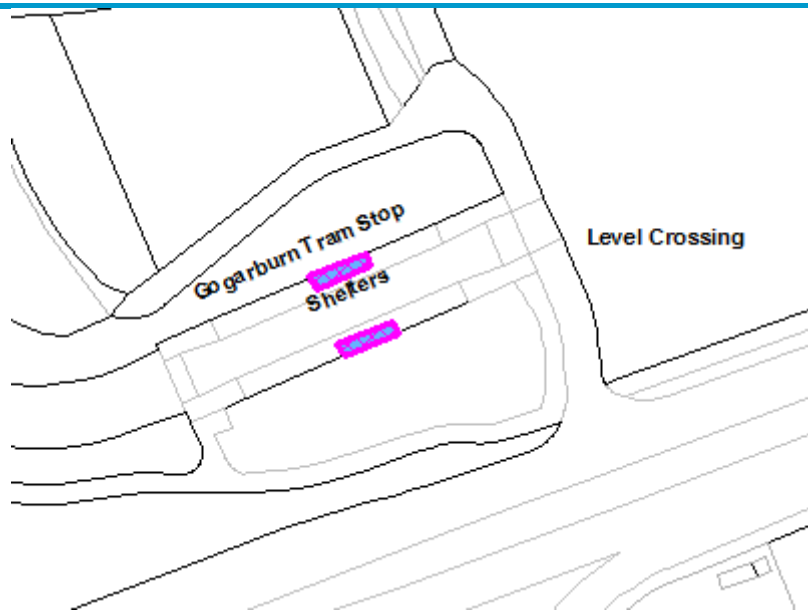
Appendix 1

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Consultations

No consultations undertaken.

Location Plan



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