

# Development Management Sub Committee

Wednesday 23 November 2016

**Application for Advert Consent 16/04188/ADV  
At Gyle Centre Tram Stop, South Gyle Broadway, Edinburgh  
Proposed advertising display will consist of a vinyl wrap placed on the glass of an existing tram shelter structure. In addition, wrap to be placed on 8 name plates. TfE branding to be maintained on 50% of the space. No additional illumination required**

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|----------------------|----------------------|
| <b>Item number</b>   | 7.2                  |
| <b>Report number</b> |                      |
| <b>Wards</b>         | A03 - Drum Brae/Gyle |

## Summary

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The proposal is in accordance with Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposals are appropriate and will not have a detrimental impact on the visual amenity of the area, or on public safety.

## Links

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[Policies and guidance for this application](#) NSADSP,

# Report

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## 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 site is the tram shelters at the Gyle Centre. To the north of the site lies the Gyle Centre car park. To the south of the application site is South Gyle Broadway, which is a four lane road at this point.

The tram shelters are positioned below the height of the adjacent road with a wall, fence and hedge providing the boundary.

The tram shelters are on either side of the tram track.

### 2.2 Site History

There is no relevant planning history for this site.

## Main report

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### 3.1 Description Of The Proposal

The proposals are to apply advertising vinyls to each of the tram shelters at the Gyle Centre tram stop. In total there would be three vinyl adverts applied; two on the northern side and one on the southern side of the tram tracks.

The vinyls would have a dimension of 7752mm x 2280mm with the adverts visible from both sides of the shelter.

It is also proposed to add an advert area below the existing tram stop name plates. There are four within this location and each advert would measure 680mmx 280mm.

### 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 not be supported on items of street furniture other than bus shelters and then only in locations which are not deemed to be visually sensitive. Visually sensitive locations include parts of the Edinburgh World Heritage Site where the streets are of primary historic importance or where advertising would disturb important views of the setting of individual listed buildings. There is no specific guidance for advertisements on tram shelters.

The tram shelters are positioned lower than the adjacent road to the south and therefore there are limited views towards the shelters from any great distance. The shelters are seen against the backdrop of a high wall and railings to the south and hedging and car parking to the north. This area has a commercial feel and it is appropriate to allow the vinyl adverts to be applied to the tram shelters in this location.

Due to the specific characteristics of this location the proposal would not be detrimental to the amenity of the location and complies with the aspirations set out in the Council's guidance on Advertisements, Sponsorship and City Dressing, albeit the guidance does not refer specifically to tram stops.

#### b) Public Safety

There are no road or public safety issues arising from the proposal.

### c) Equalities and Human Rights

This application has no impacts on equalities and human rights.

### d) Public Comments

No comments were submitted on the proposals.

### Conclusion

The proposal is in accordance with Regulation 4(1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposals are appropriate and will not have a detrimental impact on the visual amenity of the area, or on 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.

#### **Reasons:-**

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

### **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 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**

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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.

## **Consultation and engagement**

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### **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**

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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 site is within the Gyle Commercial Centre as defined in the Local Development Plan (as modified).

**Date registered**

29 August 2016

**Drawing numbers/Scheme**

1 - 5,

**John Bury**

Head of Planning & Transport  
PLACE  
City of Edinburgh Council

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**Links - Policies**

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**Relevant Policies:**

**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

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No consultations undertaken.

## Location Plan

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