

# Development Management Sub Committee

Wednesday 8 November 2017

**Application for Advert Consent 17/03882/ADV  
At Bus Shelter 32 Metres North Of 295, Lanark Road,  
Edinburgh**

**Proposed advertising display will comprise a double sided internally illuminated unit at one end of an existing bus shelter.**

<b>Item number</b>	4.4
<b>Report number</b>	
<b>Wards</b>	B09 - Fountainbridge/Craiglockhart

## Summary

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The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), and the Council's guidance on Advertisements, Sponsorship and City Dressing and Guidance for Businesses. It will have an acceptable impact on the amenity of the location. There are no other material considerations which outweigh this conclusion.

## Links

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

# Report

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shelter.**

## 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 application site is a bus shelter opposite Kingsknowe Park on the east side of Lanark Road.

### 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

Advertisement consent is sought for an internally illuminated double sided advertising unit on a bus shelter.

### 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 advertisement will harm the visual amenity and character of the area, and the existing building in terms of design and form, choice of materials and positioning;
- b) the proposal is appropriate in terms of public safety;
- c) any impacts on equalities or human rights are acceptable; and
- d) any public comments raised have been addressed.

Regulation 4(1) of the Town and 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.

#### **a) Local Amenity**

The proposed advert signage is located within the bus shelter located against the backdrop of an area of open space and an electricity sub-station. The advertisement is acceptable in design, form and material choice and will have no adverse impact on the amenity of the area.

#### **b) Public safety**

The advertisement does not obscure or hinder the ready interpretation of any road traffic sign or interfere with the sight lines of drivers. There are no public safety issues arising from the proposal.

#### **c) Equalities and human rights**

This application was assessed in terms of equalities and human rights. No impact was identified.

#### **d) Public comments**

No comments were received.

#### **Conclusion**

The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), and the Council's guidance on Advertisements, Sponsorship and City Dressing and Guidance for Businesses. It will have an acceptable impact on the amenity of the location. There are no other material considerations which outweigh this conclusion.

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 amenity.
3. In order to safeguard public safety.

#### **Informatives**

It should be noted that:

1. This consent is for advertisement consent only. Work must not begin until other necessary consents, eg listed building consent, planning permission have been obtained.

#### **Financial impact**

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##### **4.1 The financial impact has been assessed as follows:**

There are no financial implications to the Council.

#### **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](#)
- [Planning guidelines](#)
- [Conservation Area Character Appraisals](#)
- [Edinburgh Local Development Plan](#)
- [Scottish Planning Policy](#)

<b>Statutory Development Plan Provision</b>	The site is within the urban area.
<b>Date registered</b>	21 August 2017
<b>Drawing numbers/Scheme</b>	01-04,

**David R. Leslie**  
Chief Planning Officer  
PLACE  
The City of Edinburgh Council

Contact: Murray Couston, Planning Officer  
E-mail:murray.couston@edinburgh.gov.uk Tel:0131 529 3594

## **Links - Policies**

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### **Relevant Policies:**

**Non-statutory guidelines 'GUIDANCE FOR BUSINESSES'** provides guidance for proposals likely to be made on behalf of businesses. It includes food and drink uses, conversion to residential use, changing housing to commercial uses, altering shopfronts and signage and advertisements.

**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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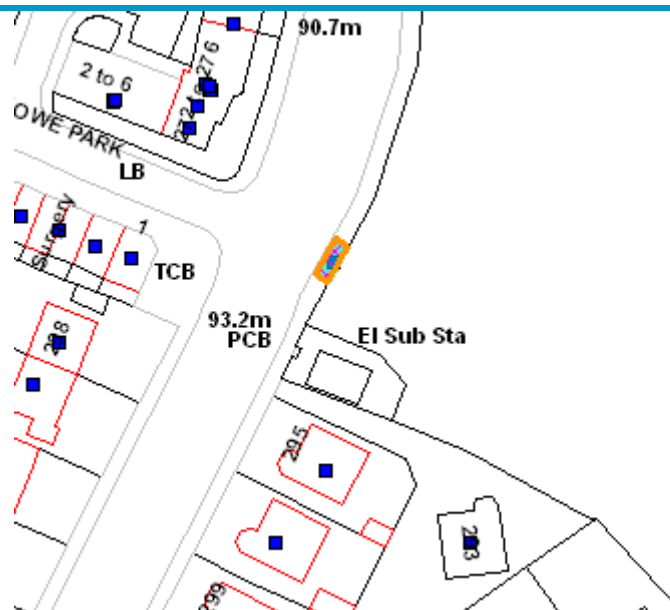
## Consultations

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No consultations undertaken.

## Location Plan

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