

Development Management Sub Committee

Wednesday 21 February 2018

Application for Advert Consent 17/05547/ADV At Proposed Advertising Hoarding 31 Metres Northeast Of 111 Longstone Road, Edinburgh, Erect 1x illuminated Hoarding Sign

Item number	4.5
Report number	
Wards	B07 - Sighthill/Gorgie

Summary

The proposal complies with regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The display of the proposed advertisements is acceptable in terms of amenity and public safety.

Links

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

Report

Application for Advert Consent 17/05547/ADV At Proposed Advertising Hoarding 31 Metres Northeast Of 111 Longstone Road, Edinburgh, Erect 1x illuminated Hoarding Sign

Recommendations

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

Background

2.1 Site description

The site consists of a two sided 48 sheet advertisement hoarding located on a section of vacant grassland covering an area of 148 square metres on the northern side of Longstone Road. The Murray Burn runs adjacent to the eastern side of the site, and the Longstone Road/Murrayburn Road Roundabout is located nearby to the east. The surrounding area is predominantly residential in nature and is characterised by semi-detached dwellinghouses and 'four in a block' flatted properties.

2.2 Site History

31 August 1998 - Advertisement consent granted for the erection of 48 sheet hoarding signage (application reference: 98/02387/ADV).

Main report

3.1 Description Of The Proposal

The proposal seeks express advertisement consent to alter the existing eastern facing advertisement hoarding panel on the site, denoted as 'panel 02' on the submitted drawings, to a digital advertisement. The advertisement will be digitised through the use of internal LED screen modules. No changes are proposed to the western facing hoarding on the site, denoted as 'panel 01' on the submitted drawings.

Supporting Documents

The applicant has submitted the following supporting document which is available to view on the Planning and Building Standards Online Services:

- Supporting Statement

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 will have a detrimental impact on amenity;
- b) the proposal will have an adverse impact on public safety, and
- c) any impacts on equalities and human rights are acceptable.

a) Amenity

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

The advert hoarding which will be changed to a digital display is orientated in such a manner that it does not face directly towards any of the nearby residential properties on the southern side of Longstone Road. Consequently, no windows on any nearby residential property will face directly onto the digital advertisements and residential amenity will not be affected. Conditions will be attached to this consent to limit the brightness of the display. In addition, the proposal does not involve the enlargement of the existing advertisement or the introduction of an incongruous feature into the local area.

The proposal will not have a detrimental impact on amenity.

b) Public Safety

The advertisements do not obscure or hinder the ready interpretation of any road traffic sign or interfere with the sight lines of drivers using Longstone Road. The Roads Authority were consulted on the proposal and raised no objection, subject to appropriate conditions being attached.

The advertisements will not have an adverse impact on public safety.

c) Equalities and Human Rights

The proposal has been assessed, and does not raise any issues in respect of equalities and human rights.

Conclusion

In conclusion, the proposal will not have a detrimental impact on amenity. Subject to the use of appropriate conditions, there will be no adverse impact on public safety. In addition, the proposal does not raise any issues in respect of equalities and human rights. The proposal complies with regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

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 existing amenity.
3. In order to safeguard public safety.

Informatives

It should be noted that:

1. 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 a minute). If either of these conditions is not adhered to it is likely that the Council, in its capacity as 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. Adverts must not contain moving images or sequencing of images over more than one advert;
3. 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
4. Phone numbers, web addresses details etc should be avoided.
5. It is recommended that the speed of change of image should be set to be in effect instantaneous
6. 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
7. Adverts should not resemble existing traffic signs or provide directional advice.
8. 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 seek to 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:

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:

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

Statutory Development**Plan Provision**

The site is located in an urban area in the adopted Edinburgh Local Development Plan (LDP).

Date registered

28 November 2017

Drawing numbers/Scheme

01 -02,

David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

Contact: James Allanson, Planning Officer

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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

Application for Advert Consent 17/05547/ADV At Proposed Advertising Hoarding 31 Metres Northeast Of 111 Longstone Road, Edinburgh, Erect 1x illuminated Hoarding Sign

Consultations

Roads Authority

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

LARGE FORMAT ADVERTISING SIGNS

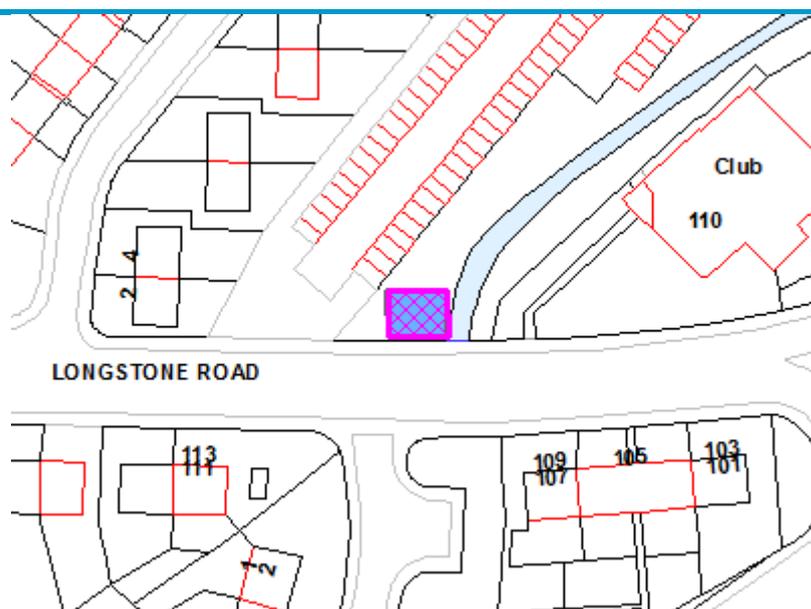
Note:

1. *This location has been assessed as low risk;*
2. *It is noted in the applicant's supporting statement that the, "screen will display static images with no movement or animation."*
3. *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 a minute). If either of these conditions is not adhered to it is likely that the Council, in its capacity as 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;
4. *Adverts must not contain moving images or sequencing of images over more than one advert;*
5. *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;*
6. *There should be no message sequencing where a message is spread across more than one screen;*

7. *Phone numbers, web addresses details etc should be avoided;*
8. *It is recommended that the speed of change of image should be set to be in effect instantaneous;*
9. *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;*
10. *Adverts should not resemble existing traffic signs or provide directional advice;*
11. *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;*
12. *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;*
13. *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 seek to 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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