

# Development Management Sub Committee

Wednesday 25 April 2018

**Application for Advert Consent 18/00526/ADV  
At Advertising Hoarding 8 Metres North Of 6, Pilton Drive  
North, Edinburgh  
Internally LED illuminated 48 sheet digital advertisement in  
landscape orientation.**

<b>Item number</b>	4.22
<b>Report number</b>	
<b>Wards</b>	B04 - Forth

## Summary

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The proposal does not raise any issues in respect of public safety. However, the proposal would have an adverse impact on amenity due to the close proximity of the proposed digital advertisement to nearby residential properties. Therefore, the proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and it is recommended that express consent for the proposal is refused. There are no material considerations which outweigh this conclusion.

## Links

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<a href="#">Policies and guidance for this application</a>	NSADSP, NSBUS,
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# Report

## **Application for Advert Consent 18/00526/ADV At Advertising Hoarding 8 Metres North Of 6, Pilton Drive North, Edinburgh Internally LED illuminated 48 sheet digital advertisement in landscape orientation.**

### **Recommendations**

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

### **Background**

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#### **2.1 Site description**

The site comprises an existing 96 sheet, internally illuminated advertisement hoarding, located at the junction of Pilton Drive North and West Granton Road. The advertisement site is located at the rear of a grassed area and is flanked by a high timber fence.

#### **2.2 Site History**

28 August 2008 - Express advertisement consent for display of a back lit hoarding refused (application reference 05/01829/ADV). Application was granted on appeal at DPEA (reference ADA-230-133).

29 January 2018 - Express advertisement consent for display of an internally illuminated LED, digital 48 Sheet advertisement in landscape orientation refused (reference 17/05249/ADV).

### **Main report**

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#### **3.1 Description Of The Proposal**

The proposal seeks advertisement consent for the removal of one 96 sheet, internally illuminated hoarding and its replacement with one internally illuminated 48 sheet digital advertisement hoarding in a landscape orientation.

The replacement hoardings will measure 6.4 metres in length by 3.4 metres in height, and be positioned 2.7 metres above ground level. The supporting information states that the intensity of illumination will be no greater than the existing advertisement, but does not provided any figures of proposed levels.

The design of the proposed digital advertisement is unchanged from application 17/05249/ADV. The change from the refused scheme in this application relates to additional information included in a supporting statement submitted.

### 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 would have an adverse impact on amenity; and
- b) The proposal raises any issues in respect of public safety.

#### a) Impact on Amenity

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

The application site is located in close proximity to residential properties to the north and east of the site, including some which directly face the site. Although there is a small parade of ground floor retail units forming a local centre to the north of the proposed advertisement, the surrounding area is predominantly residential in character.

Regulation 4 (1) allows the planning authority to disregard any existing advertisements displayed in the locality when determining whether to grant or refuse express consent. The existing advertisement is illuminated internally. The proposed digital advertisement would be much more prominent than the existing arrangement, particularly during night time hours. The ability of the digital advert to change colours and brightness at regular intervals would reflect into the windows of residential properties above the retail units on West Granton Road and Granton Crescent, which are less than 40 metres from the proposed advertisement. The amenity of neighbouring residents will be adversely affected by the close proximity of such intrusive advertisements.

The supporting statement suggests that the display could be switched off between midnight and 6am, with a luminance level of 300 cd/m<sup>2</sup> between dusk and dawn. It is not considered that these measures would adequately address the concerns about the amenity of the site. This is an issue of introducing digital advertisement hoardings in an area which is of a mixed character with a large degree of residential properties in the vicinity.

The proposal would have an adverse impact on amenity.

## b) Public Safety

The proposal does not raise any issues in respect of public safety.

### Conclusion

In conclusion, the proposal does not raise any issues in respect of public safety. However, the proposal would have an adverse impact on amenity due to the close proximity of the proposed digital advertisements to nearby residential properties, level of illumination and changing images. Therefore, the proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and it is recommended that express consent for the proposal is refused. 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 would have an adverse impact on amenity due to the close proximity of the proposed digital advertisement to nearby residential properties, levels of illumination and changing images. Therefore, the proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

### **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**

Pre-application discussions took place on this application.

### **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>	Urban area as identified in the Local Development Plan.
<b>Date registered</b>	6 February 2018
<b>Drawing numbers/Scheme</b>	01, 02,  Scheme 1

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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.

**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.

# Appendix 1

**Application for Advert Consent 18/00526/ADV  
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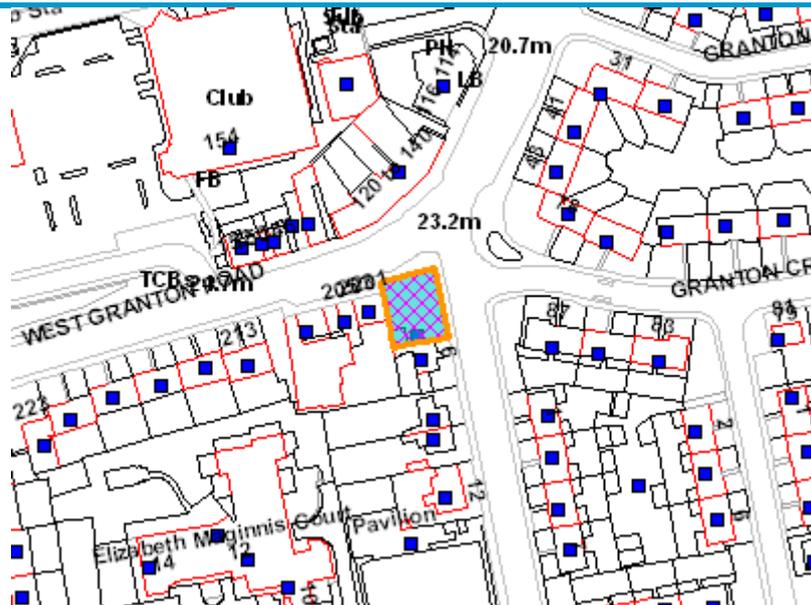
## Consultations

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No consultations undertaken.

## Location Plan

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