

Development Management Sub Committee

Wednesday 20 June 2018

**Application for Advert Consent 18/01095/ADV
At Advertising Station 4, Calder Road, Edinburgh
Internally illuminated digital advertisement to underside.**

Item number	4.5
Report number	
Wards	B07 - Sighthill/Gorgie

Summary

The proposed advertisement complies with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposed advertisement will not harm the amenity of the area and are acceptable in terms of road and public safety.

Links

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

Report

Application for Advert Consent 18/01095/ADV At Advertising Station 4, Calder Road, Edinburgh Internally illuminated digital advertisement to underside.

Recommendations

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

Background

2.1 Site description

The application site is an established roadside advertisement station located on a grass verge to the north of Calder Road. Calder Road is a busy arterial route both into and out of the city centre. The immediate area surrounding the application site has a mixed nature, with commercial, industrial and residential uses. To the north of the application site is a BP Petrol Station, to south is the designated Sighthill Local Centre as defined by the Edinburgh Local Development Plan (LDP) and to the west is the designated Sighthill Industrial Estate.

2.2 Site History

26.06.2015 - Advertisement consent granted to erect 1 digital display static advertisement hoarding at the roadside (application number 15/00304/ADV).

19.11.2014 - Advertisement consent granted to erect 2 illuminated Premiere 200 advertisement displays (application number 14/03272/ADV).

Main report

3.1 Description Of The Proposal

The application is for the replacement of an existing roadside advertisement with an internally illuminated digital advertising board. The board is double sided, pole mounted and of the dimensions 6218 mm length x 3100 mm length x 1630 mm depth, with a total advert area of 20 square metres. The display is a fabricated steel frame which is clad with steel sheet. The Light Emitting Diodes (LEDs) are protected by a toughened plastic shade.

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 road or public safety; and
- c) any public comments made have been addressed.

a) Amenity

The Council's non-statutory Guidance for Advertisements, Sponsorship and City Dressing (ASCD) states that proposals for the erection of roadside advertisements will not normally be acceptable within a conservation area or where overlooked by residential properties. Roadside advertising by means of a pole mounted panel or display on a verge will only be considered in non-residential areas with a commercial backdrop. Digital advertising is acceptable in principle in all forms in established advertising locations provided that there will be no adverse impact on amenity and public safety as stated in the ASCD Guidance.

The application site is an established advertising location. The site is not located within the boundary of a designated conservation area and has a commercial backdrop. Although there are a number of residential dwellings surrounding the site, the nearest residential properties are approximately 40 metres away to the south on Calder Road. This is a sufficient distance to ensure that the amenity of these residents is not adversely affected by the proposed panel. In addition, the advertisements proposed have been angled to face north east and south west, which will mean that they do not directly face any residential dwellings.

The scale and size of the advertisement panel will not change. This will have a minimal visual impact on the existing streetscape.

Conditions have been imposed to control the levels of luminance of the signage to protect residential amenity.

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

b) Public and Road Safety

The Roads Authority was consulted and raised no objections to the application subject to a number of conditions being imposed. These conditions will protect the safety of the public and road users.

The proposal will have an acceptable impact on public and road safety, in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

c) Public Comment

No comments have been received in regards to this application.

Conclusion

The proposed advertisement will not harm the amenity of the area and is acceptable in terms of road and public safety. The advertisement proposed complies with Regulation 4 (1) of the Town & 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. Advertisements shall be static images only.
3. 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.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. To safeguard public safety.
3. In order to safeguard the amenity of neighbouring residents and other occupiers.

Informatives

It should be noted that:

1. a) Adverts must not contain moving images or sequencing of images over more than one advert;
b) 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;
c) There should be no message sequencing where a message is spread across more than one screen;

- d) Phone numbers, web addresses details etc should be avoided;
- e) It is recommended that the speed of change of image should be set to be in effect instantaneous;
- f) 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;
- g) Adverts should not resemble existing traffic signs or provide directional advice;
- h) 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; and
- i) 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

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

- 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

Date registered 14 March 2018

Drawing numbers/Scheme 01 - 02,

Scheme 1

David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

Contact: Rachel Mushet, Trainee Planning Officer

E-mail: rachel.mushet@edinburgh.gov.uk Tel:

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.

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 18/01095/ADV At Advertising Station 4, Calder Road, Edinburgh Internally illuminated digital advertisement to underside.

Consultations

ROADS AUTHORITY ISSUES

Further to the memorandum of 13 April 2018, there are no objections to the application subject to the following being included as conditions or informatives as appropriate:

- 1. With respect to Note 2.a) below, images, animation, video or full motion images are not permitted and with respect to Note 2.b) below, for this location, a maximum change rate of one static advert every 15 seconds will be permitted (i.e. 4 adverts per minute). If these conditions are 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. 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. 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;*
- 3. 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 costs for undertaking such action and the applicant should note that the display of any moving images is likely to result in immediate action under Section 93.*

Note:

- 1. This location has been assessed as medium risk. A combined Stage 1 and 2 Road Safety Audit has been carried out and submitted with the Designer's Response;*
- 2. 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 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 specifically 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 digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No.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;

3. Adverts must not contain moving images or sequencing of images over more than one advert;

4. 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;

5. There should be no message sequencing where a message is spread across more than one screen;

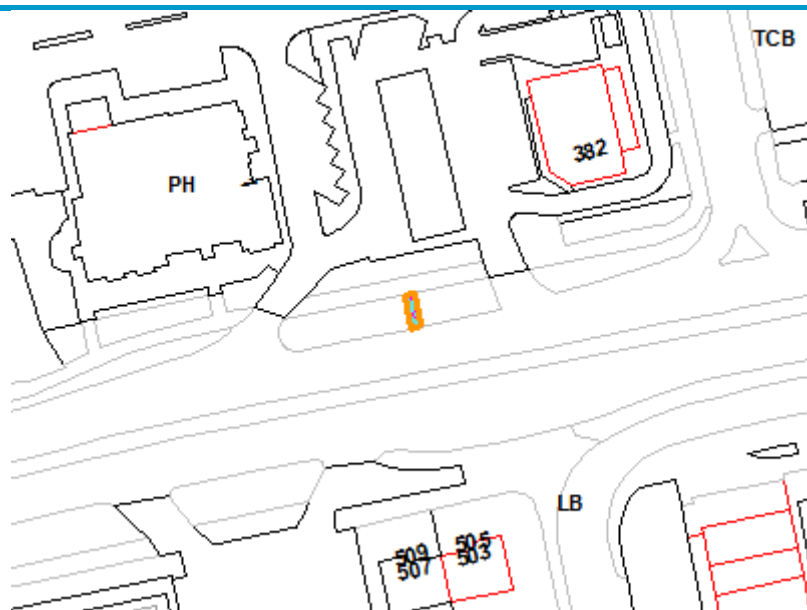
6. Phone numbers, web addresses details etc should be avoided;

7. It is recommended that the speed of change of image should be set to be in effect instantaneous;

8. 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;

9. Adverts should not resemble existing traffic signs or provide directional advice.

Location Plan



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