

Development Management Sub Committee

Wednesday 5 December 2018

Application for Advert Consent 18/03714/ADV At Land At 462 Westfield Road, Westfield Road, Edinburgh Proposed installation of bus shelter to include advertising panels

Item number	4.8
Report number	
Wards	B07 - Sighthill/Gorgie

Summary

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

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

Report

Application for Advert Consent 18/03714/ADV At Land At 462 Westfield Road, Westfield Road, Edinburgh Proposed installation of bus shelter to include advertising panels

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 existing bus shelter located on the south side of Westfield Road. Immediately to the rear of the bus shelter is an industrial building and open space with large billboards lie directly across from the site.

2.2 Site History

There is no relevant site history.

Main report

3.1 Description Of The Proposal

This application relates to advertisement consent only. A new bus shelter is being proposed at this location and is being installed under the Council's permitted development rights.

The advertising panel will be double sided and situated on the trailing end of the bus shelter. The advert will comprise an illuminated 6 sheet display that show a series of commercial messages and are manually changed every two weeks.

The panel will be designed to fit the shelter but will not be reliant upon it for support. The panel structure will measure approximately 2.1 metres high, 1.33 metres wide and 0.25 metres deep. The display screen areas will be approximately 1.9 square metres and the panel will be constructed from aluminium with a matt grey finish.

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

Council guidance states that advertising on bus shelters will not be permitted in visually sensitive locations. Visually sensitive locations include parts of the Edinburgh World Heritage Site where the streets are of primary historic importance (e.g. Royal Mile or George Street) or where advertising would disturb important views or the setting of individual listed buildings. Sensitive locations can also include residential neighbourhoods.

The site is not within the World Heritage Site, a conservation area or near to any listed buildings. The adjacent commercial unit and petrol station has a commercial outlook and a number of existing signs in place. The proposed advertisement is compatible with this backdrop.

The site is within a commercial area. The existing bus stop contains an area for advertisements although none are displayed at present. The proposed panel forms an integral part of the shelter design, with the structure providing a level of visual containment to the displays. The introduction of illuminated adverts in this location will not have an adverse impact on the amenity of the area.

The advert will not be detrimental to the amenity of the wider area or the proposed adjacent residential development.

b) Public Safety

The Roads Authority has advised that it has no objections to the proposed display with regard to public safety.

c) Equalities and Human Rights

This application has no impact in terms of equalities and human rights.

d) Public Comments

No comments received.

Conclusion

Regulation 4 (1) of the Town & 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 proposal raises no amenity or public safety concerns and accords with requirements of Council guidance covering Advertisements, Sponsorship and City Dressing.

There are no material considerations that 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.

Reasons:-

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

Informatives

It should be noted that:

1. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to adjust the intensity of any non-adopted lighting, or disconnect and disable a sign, or take any other steps required to ensure that any display on a sign which constitutes a danger to road users is removed or screened. The Council will seek to recover their costs for undertaking such action.

ADVERTISING SIGNS

Note:

1. The proposal is for a new bus stop shelter at an existing site but with a LED backlit (double-sided) poster advertising panel to one end. Background information documentation indicates that the shelter is to replace an existing installation. However, there are no notes to this effect on the submitted drawings;
2. Whilst not strictly large format advertising, for consistency this application has been assessed against standard criteria in terms of the risk assessment of roadside advertising. This location has been assessed as low risk.

Financial impact

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 Finance and Resources Committee on 5 June 2014.

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 meets 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	Edinburgh Local Development Plan - Urban Area.
Date registered	12 July 2018
Drawing numbers/Scheme	01-05, Scheme 1

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 The City of Edinburgh Council

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Links - Policies

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

Application for Advert Consent 18/03714/ADV At Land At 462 Westfield Road, Westfield Road, Edinburgh Proposed installation of bus shelter to include advertising panels

Consultations

Roads Authority

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

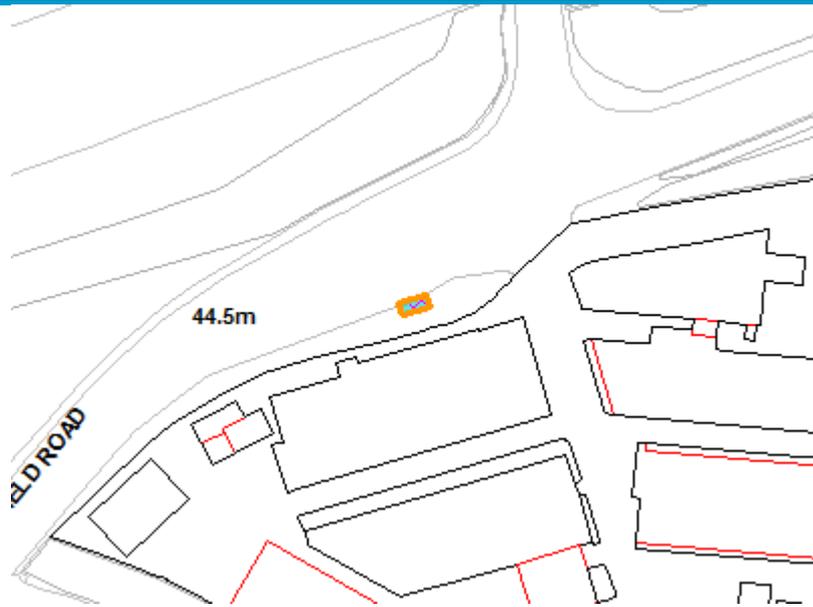
1. *The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to adjust the intensity of any non-adopted lighting, or disconnect and disable a sign, or take any other steps required to ensure that any display on a sign which constitutes a danger to road users is removed or screened. The Council will seek to recover their costs for undertaking such action.*

ADVERTISING SIGNS

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Location Plan



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