

Development Management Sub Committee

Wednesday 5 June 2019

**Application for Advert Consent 19/00975/ADV
At 49 Eastfield Road, Edinburgh,
Double Sided LED Display.**

Item number	4.3
Report number	
Wards	B01 - Almond

Summary

The proposed structure is unacceptable in this location due to its scale and it will have a detrimental impact on the existing landscaped backdrop. The proposal therefore does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. There are no material considerations which outweigh this conclusion.

Links

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

Report

Application for Advert Consent 19/00975/ADV At 49 Eastfield Road, Edinburgh, Double Sided LED Display.

Recommendations

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

Background

2.1 Site description

The application site is located behind the grass verge on the west side of Eastfield Road, north of the roundabout at the entrance to Edinburgh Airport. The signalised junction at the entrance to Ingliston Park and Ride car park lies on the opposite side of the road from the site. The proposed site of the hoarding is within a landscaped area, containing trees and shrubs, which bounds the airport car parking facilities.

2.2 Site History

4 March 2005 - Application refused for advertisement consent to install a 6.3 metre high, double sided, illuminated pole sign on the west side of Eastfield Road, to the north of the existing application site (application number: 04/04488/ADV).

A number of other applications for signage have been submitted within the grounds of Edinburgh Airport, some of which have been withdrawn pre-determination.

Main report

3.1 Description Of The Proposal

The proposal is for a double sided, LED digital displayed, advertisement hoarding. The proposed hoarding, together with its perimeter frame is 6.6 metres wide, 4.6 metres high and 0.7 metres in depth. It is to be mounted on a 3 metre high, 'V' shaped, steel structure. The total height of the signage and its mounting structure is 7.6 metres. (It is noted that the dimensions given in the supporting road safety report do not match those specified on the proposed plans).

The road safety report submitted by the agent proposes that the sign illumination output will not exceed 300cd/m between dusk and dawn and will show only static images.

Supporting Statement

- Road Safety Report

This document is available to view on the Planning and Building Standards Online Services.

3.2 Determining Issues

Section 25 of the Town and Country Planning (Scotland) Act 1997 states - Where, in making any determination under the planning Acts, regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material considerations indicate otherwise.

Do the proposals comply with the development plan?

If the proposals do comply with the development plan, are there any compelling reasons for not approving them?

If the proposals do not comply with the development plan, are there any compelling reasons for approving them?

3.3 Assessment

To address these determining issues, the Committee needs to consider whether:

- a) The proposal would have an adverse impact on amenity;
- b) The proposal raises any issues in respect of public safety,
- c) The proposal raises any issues in respect of equalities and human rights; and
- d) Issues raised in representations.

a) 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 proposed hoarding is located on a part of the roadside where no other large scale digital advertisements are currently present.

The proposed advertisement hoarding is located on a landscaped bund on the roadside, which has been planted to screen views of the large car park to the rear and enhance the views on this approach road to the airport. This sign will require the reduction of the bund at the point of development and necessitate the heavy management of the trees, to prevent the hoarding from being obscured at this bend on the road. These works would potentially impact on the future viability of remaining trees and will reduce the effective and meaningful landscape quality of this element of the streetscape. As a result, the proposals would significantly impact on the area's amenity. This impact would be exacerbated by the sign's significant height, width and bulky framework. With its total height of 7.6 metres, in an area characterised by low rise development and car parking, it will form an incongruous element which will dominate views on this important approach route.

Overall, the proposal would result in significant damage to the existing tree belt, which forms an important landscaped backdrop at this location. Its substantial height and scale will exasperate this impact and have an incongruous and damaging effect on the streetscape to the detriment of the area's amenity.

b) Public Safety

Transport was consulted on the proposal and raised no objections, subject to the requirements agreed Outdoor Media Centre, Voluntary Code for Digital Roadside Advertising (January 2011). However, Transport has further recommended that for this location, the images should not be changed more frequently than once every fifteen seconds, (not every 12 seconds as stated in the supporting information). This recommendation has been made after taking into account local traffic conditions. If the application is approved, an Informative would be required advising of this limitation, which would be regulated under Section 93 of the Roads Scotland Act 1984.

Subject to these provisions, the proposal raises no issues in terms of road safety and would comply with The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

Edinburgh Airport Authority was consulted on the proposal and did not object as it does not conflict with the safeguarding criteria from an aerodrome safeguarding perspective.

c) Equalities and Human Rights

The proposal has been assessed and raises no issues in respect of equalities and human rights.

d) Issues raised in Representations

Material Issues:

- Inappropriate/ prominent location - this issue is addressed in section 3.2 (a).
- Impacts of height and scale - this issue is addressed in section 3.2 (a).
- Impact on existing tree belt - this issue is addressed in section 3.2 (a).
- Concerns regarding road safety - this issue is addressed in section 3.2(b).

Conclusion

The proposed structure is unacceptable in this location due to its scale and it will have a detrimental impact on the existing landscaped backdrop. The proposal therefore does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

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

3.4 Conditions/reasons/informatives

Reasons:-

1. The proposed advertisement is contrary to the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) Part II reg. 4(2) (a) in respect of amenity, owing to its significant height and scale and inappropriate location on this landscaped bund, where it will have a harmful impact on the quality of the existing landscaping and streetscape, and amenity.

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 considered 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

One letter of objection has been submitted in relation to this application on behalf of a neighbouring commercial landowner (Edinburgh Airport).

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 application site lies within a Special Economic Area, as designated in the adopted Edinburgh Local Development Plan (LDP).

The roadway has been identified under LDP policy Tra 9 for safeguarding or improving, in terms of pedestrian and, or cycle access provision.

Date registered

27 February 2019

Drawing numbers/Scheme

01,02,03,

Scheme 1

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

Contact: Carla Parkes, Senior Planning Officer
E-mail: carla.parkes@edinburgh.gov.uk Tel: 0131 529 3925

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 19/00975/ADV At 49 Eastfield Road, Edinburgh, Double Sided LED Display.

Consultations

Edinburgh Airport Safety Authority

The application has been examined from an airport safety perspective and does not conflict with safeguarding criteria. Therefore there are no objections to this proposal.

Roads Authority

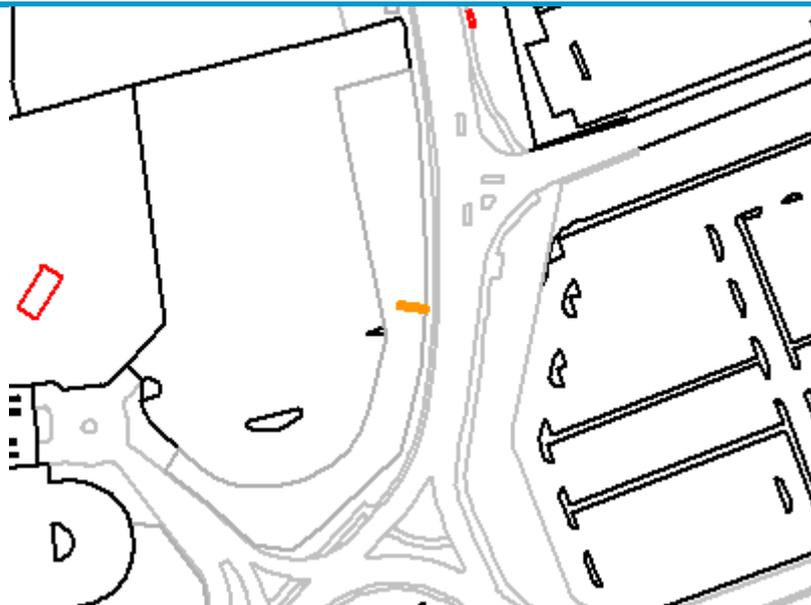
No objections to the application.

Advertising signs note:

- 1. This location has been assessed as low risk;*
- 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 see below);*
 - 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, for this location, a maximum change rate of one static advert every 15 seconds will be permitted (i.e. 4 adverts per 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;**
- 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;
10. 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
11. 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;
12. 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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