

Development Management Sub Committee

Wednesday 7 March 2018

**Application for Advert Consent 17/05602/ADV
At 587 Ferry Road, Edinburgh,
Display of two internally illuminated digital 48 sheet
advertisements in landscape orientation.**

Item number	4.2
Report number	
Wards	B05 - Inverleith

Summary

The proposal does not raise any issues in respect of amenity or public safety. The proposal complies 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 granted.

Links

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

Report

Application for Advert Consent 17/05602/ADV At 587 Ferry Road, Edinburgh, Display of two internally illuminated digital 48 sheet advertisements in landscape orientation.

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 located on the southern side of Ferry Road close to the fire station. There are existing advertisement hoardings along this side of the road. These are internally lit; one is a 96 sheet board which faces towards the pedestrian bridge and the other a 48 sheet board located next to the access road for the fire station. The hoardings are located on an embankment, elevated from the pavement and are located opposite a large office building.

2.2 Site History

26th September 2007 - planning permission was granted for a roadside advertisement display (internally illuminated) (07/03595/ADV).

Main report

3.1 Description Of The Proposal

The proposal is for the erection of two internally illuminated digital 48 sheet advertisements in landscape orientation. The new digital advertisements will replace the existing internally illuminated 96 and 48 sheet hoardings. Full use will be made of the existing supporting structure for the 48 sheet advertisement and the existing structure for the 96 sheet advertisement will be cut back to fit the new smaller digital display. The new screens will display static images with no movement or animation.

The replacement hoardings will measure 6.4 metres in length by 3.45 metres in height.

Supporting Statement

The applicant has submitted a supporting statement stating:

- a) This would represent a 34% reduction in advertising display area.
- b) Screens will display static images with no movement or animation.

- c) There will be no increase in the overall luminance, which will be controlled by sensor and within the recommended levels set by the Institute of Lighting Engineers.

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 proposals are contrary to the interests of amenity;
- b) the proposals are contrary to the interest of 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 (a) amenity and (b) public safety.

When assessing amenity, Regulation 4(2)(a) determines the suitability of the use of the site for displaying advertisements in light of the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest; and when assessing the general characteristics of the locality the authority "may disregard any advertisements being displayed therein."

The proposal site has a history and is currently used for advertising hoardings. There is an advertisement hoarding with a digital display (similar to those proposed) sited to the north west of the site. The surrounding area consists of a large office building opposite the site, a fire station to the rear of the site and is on a busy road.

Set within the context of the surrounding streetscape, the advertisements form acceptable features and do not have a detrimental impact on the amenity of the surrounding area.

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 Ferry Road. The illumination levels of the digital display is to be no brighter than the internal illumination of the existing hoardings and are not to be moving or animated so will not be a distraction to drivers using Ferry Road.

There will be no adverse impact on pedestrian movement along the pavement and therefore do not raise any issues in respect of 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 does not raise any issues in respect of public safety and will have no adverse impact on amenity. Therefore, 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 ensure that the level of illumination is appropriately restricted so as not to be detrimental to the amenity of the area.
3. To safeguard public safety.

Informatives

It should be noted that:

1.
 - a. All advertisements displayed, and any land used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Planning Authority.
 - b. Any hoarding or similar structure, or any sign, placard, board, or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the Planning Authority.
 - c. Where any advertisement is required under the Regulations to be removed, the removal thereof shall be carried out to the reasonable satisfaction of the Planning Authority.
 - d. Before an advertisement is displayed on land, the permission of the owner of that land or other person entitled to grant permission shall be obtained.

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 were received. The application was advertised on the weekly list on the 18 December 2017.

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 property is in the Urban Area designated in the Edinburgh Local Development Plan. There are no special designations on the site.

Date registered

30 November 2017

Drawing numbers/Scheme

1-3,

Scheme 1

David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

Contact: Sheila Bernard, Planning Officer

E-mail: sheila.bernard@edinburgh.gov.uk Tel:

Links - Policies

Relevant Policies:

Relevant policies of the Local Development Plan.

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 17/05602/ADV At 587 Ferry Road, Edinburgh, Display of two internally illuminated digital 48 sheet advertisements in landscape orientation.

Consultations

TRANSPORT

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. 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:

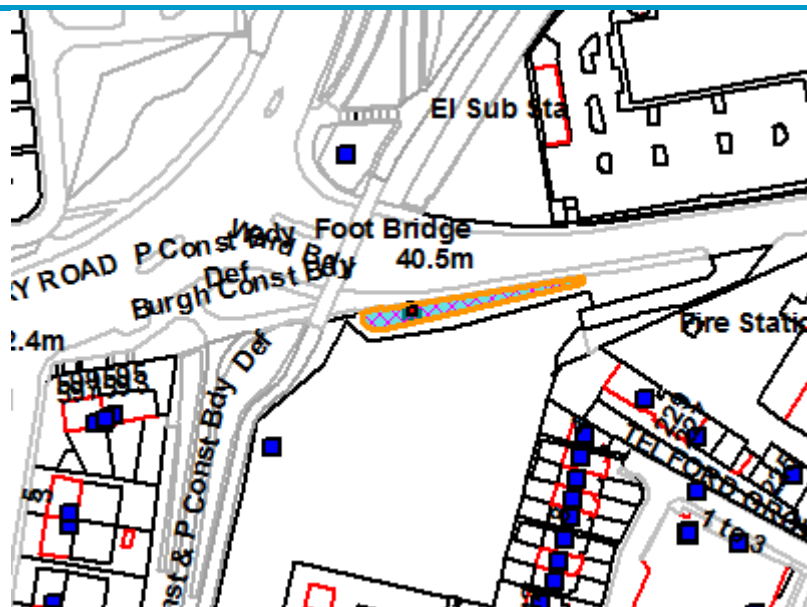
- a) there shall be no moving images, animation, video or full motion images displayed unless consent has been granted for such displays;
- b) digital roadside billboards/hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays;
- c) the luminance 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;
- 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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