

Development Management Sub Committee

Wednesday 25 April 2018

Application for Advert Consent 18/00210/ADV At 1 Cliftonhall Road, Newbridge, EH28 8PW Illuminated Hoarding Signs x2

Item number	4.4
Report number	
Wards	B01 - Almond

Summary

The advertisement does comply with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 as its scale and height will not have a detrimental impact on the amenity and appearance of the area. The proposal does not raise any road safety issues.

Links

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

Report

Application for Advert Consent 18/00210/ADV At 1 Cliftonhall Road, Newbridge, EH28 8PW Illuminated Hoarding Signs x2

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 grassed verge adjacent to the forecourt of the BP service station, served off the Cliftonhall Road and Old Liston Road which is located to the south west of the Newbridge roundabout. The surrounding area is a mixture of commercial and industrial buildings.

2.2 Site History

08/06/2014 - Planning permission granted for an extension to existing sales building and formation of extended parking area (application number 14/01287/FUL).

20/05/2015 - Advert consent granted for click and collect lockers (application number 15/01521/ADV).

08/06/2015 - Planning permission granted for the installation of click and collect lockers (application number 15/01522/FUL).

Main report

3.1 Description Of The Proposal

The application is for two freestanding 48 sheet digital advertising displays. The units measure 6.8 metres wide x 3.8 metres high and will be mounted on a single monopole support leg. The overall height of the display unit will be 6.8 metres from ground level. Each illuminated panel will incorporate changing images, there are to be no moving images, animation or sound. The panel will be visible to drivers travelling on the Old Liston Road and will not be visible from the Newbridge Roundabout.

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 advertisement will harm the visual amenity of the street, the character of the area in terms of design form, choice of materials and positioning;
- b) the proposal is appropriate in terms of public safety;
- c) any impacts on equalities or human rights are acceptable; and
- d) comments raised have been addressed.

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 Council's Non Statutory guidelines on Advertisements, Sponsorship and City Dressing (February 2010) require advertisements to be carefully controlled in their form, dimensions, location and means of illumination to minimise their impact in the interest of amenity and public safety.

Circular 10/1984 of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 makes it clear that whilst a planning authority may wish to adopt or publish guidelines (possibly in a local plan) or design standards for the display of various types of advertisement, failure to conform to such a policy statement or design standard cannot be cited as the sole reason for the refusal of express consent.
General characteristics of the locality

The advertisement is not located within a conservation area or an area of special control. The general characteristic of the locality is of commercial and industrial buildings, a road network, and the garage forecourt which has a number of illuminated adverts on display. There are no residential properties within the immediate locality of the site, and given the commercial and industrial character of the area the advertisement will not have a detrimental impact on amenity.

Illumination

The advertisement is illuminated. Given the backdrop of the advert and the location on the road network, the illumination of the advert will not have an adverse impact on the amenity of the area.

b) Public Safety

The Roads Authority identified the location as low risk and raises no objection to the application subject to informatives on luminance.

c) Equalities and human rights

This application was assessed in terms of equalities and human rights. No impact was identified.

d) Public comments

None received.

Community Council

No comments were received.

Conclusion

In conclusion, the location and size of the advertisement will not have an adverse impact on the visual amenity of the locality and there is no impact on public or road safety.

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. 1. 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;
2. Adverts must not contain moving images or sequencing of images over more than one advert;
3. 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;
4. There should be no message sequencing where a message is spread across more than one screen;
5. Phone numbers, web addresses details etc should be avoided;
6. It is recommended that the speed of change of image should be set to be in effect instantaneous;
7. 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;
8. Adverts should not resemble existing traffic signs or provide directional advice;
9. 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;
10. 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;

11. 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

There is no pre-application process history.

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 - Business and Industry.

Date registered

17 January 2018

Drawing numbers/Scheme

01-04,

Scheme 1

David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

Contact: Lynsey Townsend, Senior Planning Officer

E-mail:lynsey.townsend@edinburgh.gov.uk Tel:0131 529 3905

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 18/00210/ADV At 1 Cliftonhall Road, Newbridge, EH28 8PW Illuminated Hoarding Signs x2

Consultations

Roads Authority

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

LARGE FORMAT ADVERTISING SIGNS

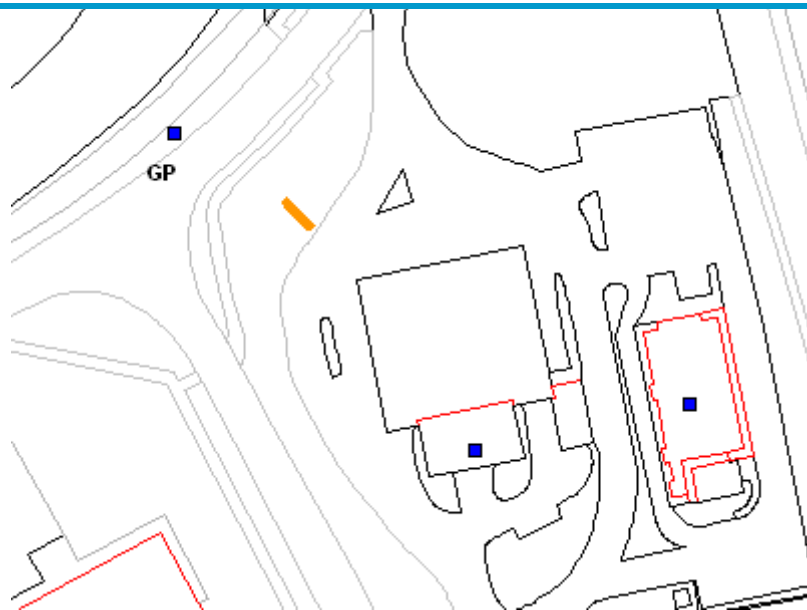
Note:

- 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



© Crown Copyright and database right 2014. All rights reserved. Ordnance Survey License number 100023420

END