

Development Management Sub Committee

Wednesday 23 May 2018

**Application for Advert Consent 18/01173/ADV
At Proposed Advertising Hoarding 28 Metres Northwest Of
90, Salamander Place, Edinburgh
Advertisement of the following types: Two illuminated
hoarding signs**

Item number	4.10
Report number	
Wards	B13 - Leith

Summary

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.

Links

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

Report

Application for Advert Consent 18/01173/ADV At Proposed Advertising Hoarding 28 Metres Northwest Of 90, Salamander Place, Edinburgh Advertisement of the following types: Two illuminated hoarding signs

Recommendations

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

Background

2.1 Site description

The site is a strip of land separating a number of small, modern industrial units from Seafield Road (the main coast road linking Leith and Portobello), close to a minor side road (Carron Place). The site currently contains two non-digital hoardings, illuminated by conventional lighting.

The area is generally industrial in character. The closest housing is a modern block of flats over 150m to the west (Pillans Place).

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

The proposal is for the erection of two internally illuminated advertisements in landscape orientation. The new digital advertisements will replace the existing internally illuminated 96 and 48 sheet hoardings. The proposal will use the existing supporting structure for the existing adverts, cut back to fit the new smaller digital display. The new screens will display static images with no movement or animation. The image will change every 10 seconds.

The replacement hoardings will measure 6.14 metres in length by 3.22 metres in height.

Supporting statement

The applicant has submitted a supporting statement stating:

- a) This would represent a 33% and 66% reduction in advertising display area in relation to the existing hoardings.

- b) Screens will display static images with no movement or animation.
- c) Luminance will be controlled by sensor connecting to the ambient light level 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 existing site is used for advertising hoardings, and hoardings are common along this section of the coast road. The surrounding area consists primarily of industrial sheds, many will large scale advertising, and the site lies on a busy road. The closest housing is over 150m to the west. Whilst some of these flats will be able to see the west-facing hoarding this is much reduced in scale in relation to the existing hoarding and luminance controls will restrict any impact upon amenity.

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 traffic light. Sight lines from Carron Place are unaffected by the works. The illumination levels of the digital display are controlled by sensors and images are not to be moving or animated, so will not unduly distract drivers using Seafield Road.

There will be no adverse impact on pedestrian movement along the pavement.

The proposals 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. 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 moving images 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**

The site lies within the Edinburgh Waterfront (Salamander Place section) as shown in the local development plan.

Date registered

20 March 2018

Drawing numbers/Scheme

1-3,

Scheme 1

David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

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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

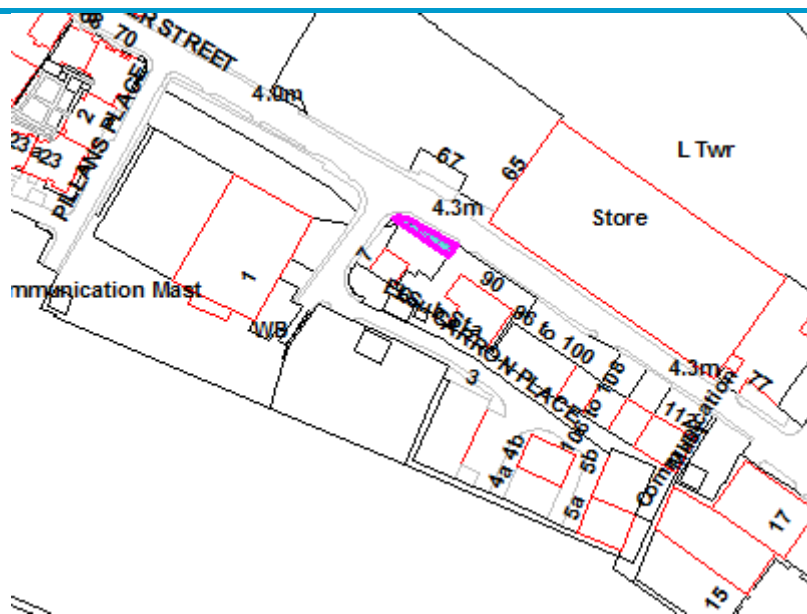
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Consultations

Roads Authority

No objections.

Location Plan



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