

Development Management Sub Committee

Wednesday 23 May 2018

**Application for Advert Consent 18/01187/ADV
At Proposed Advertising Hoarding 30 Metres South Of 69,
Marionville Road, Edinburgh
Advertisement of the following types : Two illuminated
hoarding signs (digital)**

Item number	4.8
Report number	
Wards	B14 - Craigentinny/Duddingston

Summary

The proposal raises concerns in relation to loss of residential amenity. Therefore, the proposal does not comply 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 18/01187/ADV At Proposed Advertising Hoarding 30 Metres South Of 69, Marionville Road, Edinburgh Advertisement of the following types : Two illuminated hoarding signs (digital)

Recommendations

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

Background

2.1 Site description

The hoardings sit on a small pocket of land between an industrial-style shed (used as a Tai Chi centre) and a freight railway line (linking Powderhall to the main east coast line).

However, the area is otherwise residential in character, varying from bungalows immediately opposite, to traditional flats to the south-west, with new flats recently built on the opposite side of the railway line. A care home for the elderly lies some 50m to the north-east, beyond the Tai Chi centre. Lochend Park lies to the north.

To the immediate south lies a landscaped edge, screening the rear of the Meadowbank Sports Centre. Lochend Park lies north of the site, to the rear of the Tai Chi centre.

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 digital advertisements in landscape orientation. The new digital advertisements will replace the existing internally illuminated 48 sheet hoardings. The proposal will use the existing supporting structure. 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 replacement matching the existing hoardings in size.
- 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.
- d) A night-time cut-off (11.30pm until 6am) is offered.

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 is currently used for advertising hoardings of the same size but conventionally lit. Although there is one industrial style building to the immediate north-east, the area is otherwise residential in character. In particular, the pair of bungalows directly opposite (54/56) look obliquely onto the proposed hoarding. Regardless of offers to limit night-time operation, it is considered that a ten second changeover, opposite main livingroom windows, is likely to cause a severe loss of amenity to those residential occupants opposite. Whilst it is noted that other housing to the west would be impacted to a lesser degree, it is considered that the likely impact upon residential amenity to the closest residents would not be acceptable.

The proposal therefore fails to meet the requirements of the regulation in relation to amenity.

b) Public Safety

The advertisements do not obscure or hinder the ready interpretation of any road traffic sign or traffic light. Sight lines from the access to the Tai Chi centre are unaffected by the works. The illumination levels of the digital display are controlled by sensors and would not unduly distract drivers using Marionville 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 raises concerns in relation to loss of residential amenity. Therefore, the proposal 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 proposals are contrary to the non-statutory guidelines on Adverts and Sponsorship as - the proposed illumination pattern is likely to cause loss of amenity to the houses opposite.

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**

The site lies within the Urban Area 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

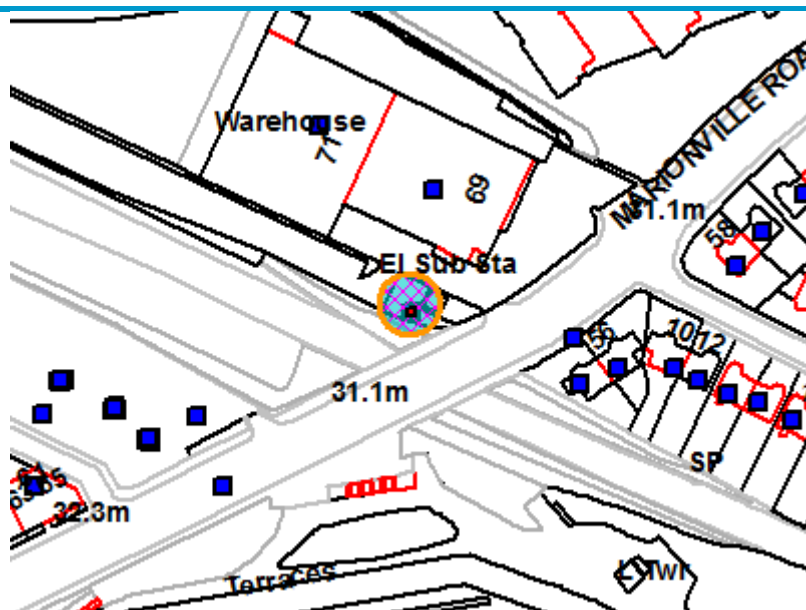
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Consultations

Roads Authority

No objections.

Location Plan



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