

# Development Management Sub Committee

Wednesday 1 August 2018

**Application for Advert Consent 18/01230/ADV  
At Advertising Station 2, Sir Harry Lauder Road, Edinburgh  
Display of double sided internally illuminated digital  
advertisement hoarding.**

<b>Item number</b>	4.7
<b>Report number</b>	
<b>Wards</b>	B17 - Portobello/Craigmillar

## Summary

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The proposal complies with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. It will not harm the amenity of the area and is acceptable in terms of road and public safety. There are no material considerations which outweigh this conclusion.

## Links

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<a href="#">Policies and guidance for this application</a>	NSG, NSADSP,
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# Report

## **Application for Advert Consent 18/01230/ADV At Advertising Station 2, Sir Harry Lauder Road, Edinburgh Display of double sided internally illuminated digital advertisement hoarding.**

### **Recommendations**

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

### **Background**

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#### **2.1 Site description**

The application site comprises a central reservation island within the Sir Harry Lauder Road (A199), to the north of its junction with the A1 Industrial Estate.

At this location the road is bounded to the north and south by tree and shrub covered embankments. There is a high level footbridge leading from St Mark's Place to the north to Hope Lane to the south crossing over the railway line, the industrial estate and Sir Harry Lauder Road.

The single carriageway road is limited to 40mph through this junction section. There is an existing 48 sheet advertising display in position on the site.

#### **2.2 Site History**

24 November 2014 - Consent granted for the display of 4 scrolling 48 sheet advertisement displays all with internal low energy LED illumination (static) (application reference 14/03204/ADV).

### **Main report**

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#### **3.1 Description Of The Proposal**

The application proposes the display of one double sided digital advertisement hoarding, with one screen facing east and the other facing west. The display area of the advertisements would measure 6.2 metres wide x 3.3 metres high with a larger supporting structure. It is proposed that the display will have an intensity of illumination of 2500 Cd Max and a 300 Cd night time limit.

The advertising images are to be changed every 10 seconds and the transition from one image to another will be instantaneous. No moving images will be shown on the screens.

The proposals will replace the existing advert on the site.

## 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) is in keeping with the general characteristics of the locality;
- (b) would compromise public safety.
- (c) comments raised have been addressed.

### a) Impact on Amenity

The two displays would be set at right angles to the approaching traffic, in both directions, as per the existing displays.

As this form of advertising is established at this location and given the nature of the area, as a wide and open area of public road flanked by mature tree belts, the increase in size would not be unduly noticeable at this position. However, it is noted that there is a degree of advertising clutter in the immediate area with a number of unauthorised advance directional signs relating to neighbouring businesses located within the central reservation and entrance to the industrial estate.

Accordingly, the proposals will not have a significant adverse effect on the existing levels of amenity of the immediately surrounding area.

### b) Public Safety

The site is an area which is characterised by high levels of traffic movements. The advertisement is located approximately 20 metres from a slip road access to the industrial estate travelling westbound and 50 metres from a junction which crosses the carriageway when travelling eastbound.

The application proposes that the images shown on the digital hoarding will change every 10 seconds. The roads authority has raised no objections in respect of road safety. The proposed levels of illumination are in excess of those which are generally permitted on recently upgraded digital advertisements across the city but a condition has been added to ensure that movement, sequencing and night time illumination can be controlled.

### c) Public Comments

#### **Material Considerations**

- Driver distraction and resultant road safety implications (addressed in Section 3.3b above),
- Impact on vulnerable road users (addressed in Section 3.3b above) and,
- Brightness of the screen affecting drivers night vision (addressed in Section 3.3b above).

#### **Conclusion**

The proposal does not raise any issues in respect of amenity or public safety and the proposal therefore 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**

1. Consent is granted for a period of five years from the date of consent.
2. Advertisements shall be static images only.
3. 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.

#### **Reasons:-**

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. To safeguard public safety.
3. In order to safeguard the amenity of neighbouring residents and other occupiers.

#### **Informatives**

It should be noted that:

1. 1. a) Adverts must not contain moving images or sequencing of images over more than one advert;
- b) 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;

- c) There should be no message sequencing where a message is spread across more than one screen;
- d) Phone numbers, web addresses details etc should be avoided;
- e) It is recommended that the speed of change of image should be set to be in effect instantaneous;
- f) 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;
- g) Adverts should not resemble existing traffic signs or provide directional advice;
- h) 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; and
- i) 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**

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### **4.1 The financial impact has been assessed as follows:**

The Council has a contract with the applicant to provide outdoor advertising and street furniture, primarily bus shelters, in the city. The financial impacts to the Council were reported to Finances and Resources Committee on 5 June 2014.

## **Risk, Policy, compliance and governance impact**

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5.1 Provided planning applications are determined in accordance with statutory legislation, the level of risk is low.

## **Equalities impact**

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### **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**

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### **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**

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### **8.1 Pre-Application Process**

Pre-application discussions took place on this application.

### **8.2 Publicity summary of representations and Community Council comments**

One objection was received, the contents of which have been addressed in the main report in the assessment section.

## **Background reading/external references**

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- 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

**Date registered** 22 March 2018

**Drawing numbers/Scheme** 01-05,

Scheme 1

### David R. Leslie

Chief Planning Officer

PLACE

The City of Edinburgh Council

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## Links - Policies

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### 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 18/01230/ADV At Advertising Station 2, Sir Harry Lauder Road, Edinburgh Display of double sided internally illuminated digital advertisement hoarding.**

### **Consultations**

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#### **Transport Planning**

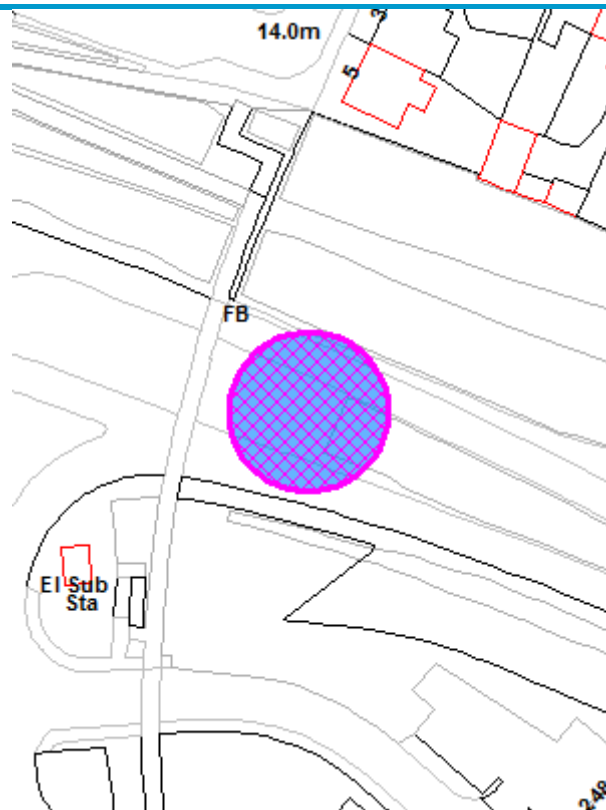
1. This location has been assessed as low risk;
2. As outlined in the Council's Report to Planning Committee 27 February 2014 for the control of digital forms of advertising, this advert will be expected to comply in full with the Outdoor Media Centre (OMC) voluntary code for digital large format roadside 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/m<sup>2</sup>;
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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