

# Development Management Sub Committee

Wednesday 1 August 2018

**Application for Advert Consent 18/01638/ADV  
At Advertising Station, Westfield Road, Edinburgh  
Internally illuminated digital display.**

<b>Item number</b>	4.10
<b>Report number</b>	
<b>Wards</b>	B07 - Sighthill/Gorgie

## Summary

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The advertisement proposed complies with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The proposed advertisement will not harm the amenity of the area and is acceptable in terms of road and public safety.

## 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 18/01638/ADV At Advertising Station, Westfield Road, Edinburgh Internally illuminated digital display**

### **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 site comprises two sections of railway embankment and commercial garage premises to the north west of Westfield Road.

Semi mature trees line the northern railway embankment, this providing a wooded backdrop to the site, with galvanised palisade fencing defining the site boundary to the road. A vehicle access route for Network Rail crosses the northern part of the site.

There is an existing advertisement on site, which is smaller than the proposed.

Industrial premises are located opposite the site to the south.

There are no residential properties in the locality of the application site.

#### **2.2 Site History**

19/11/2014 - Planning permission granted for advertisement consent for advertisement displays with static LED illumination. (Application Ref: 14/03218/ADV)

### **Main report**

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

The application is for the replacement of an existing roadside advertisement with an internally illuminated, digital advertising board. The board is single sided, pole mounted and of the dimensions 6233 mm x 3300 mm. The LED screen is capable of showing static images that will be automatically replaced every 10 seconds by means of a secure ISDN connection.

#### **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 proposal will have a detrimental impact on amenity;
- b) the proposal will have an adverse impact on road or public safety; and
- c) any public comments made have been addressed.

#### **a) Amenity**

The Council's non-statutory Guidance for Advertisements, Sponsorship and City Dressing (ASCD) states that proposals for the erection of roadside advertisements will not normally be acceptable within a conservation area or where overlooked by residential properties. Roadside advertising by means of a pole mounted panel or display on a verge will only be considered in non-residential areas with a commercial backdrop.

The application site is not in a conservation area and has a commercial backdrop. The proposal will also be replacing an existing sign. There are no residential properties in the vicinity of the application site and residential amenity would not be adversely affected by the proposal. The display would be positioned in an area which is visually contained by railway embankments, railway overbridge and industrial premises to the south. Given there is already a sign existing, the proposed new sign will have a minimal visual impact on the existing streetscape.

Digital advertising is acceptable in principle in all its forms in established advertising locations, provided that there are no adverse impacts on amenity and public safety as stated in the ASCD Guidance. Conditions and Informatives have been listed to protect the amenity.

The application complies with the ASCD Guidance. The proposal will have an acceptable impact on the amenity of the locality, in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

#### **b) Public and Road Safety**

The Roads Authority was consulted and raised no objections to the application subject to a number of conditions being imposed. These conditions will protect the safety of the public and road users.

The proposal will have an acceptable impact on public and road safety, in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

c) Public Comment

No comments have been received regarding this application.

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. This location has been assessed as low risk on balance given that the signs are to replace an existing static backlit sign station. It should be noted that it is a borderline medium risk. Note there have been 4 slight and 1 fatal accidents in the vicinity of the advertising station and at the nearby junction with Roseburn Street. However, the accident causal factors do not appear to be related to the advertising station;
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 10 seconds will be permitted at this location (i.e. 6 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.

## **Financial impact**

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

There are no financial implications to the Council.

## **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**

There is no pre-application process history.

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

No representations were received.

## **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**

Adopted Edinburgh Local Development Plan.

**Date registered**

16 April 2018

**Drawing numbers/Scheme**

01-03,

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 18/01638/ADV At Advertising Station, Westfield Road, Edinburgh Internally illuminated digital display

### Consultations

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#### ROADS AUTHORITY ISSUES

*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 on balance given that the signs are to replace an existing static backlit sign station. It should be noted that it is a borderline medium risk. Note there have been 4 slight and 1 fatal accidents in the vicinity of the advertising station and at the nearby junction with Roseburn Street. However, the accident causal factors do not appear to be related to the advertising station;*
- 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;*
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  - 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.*

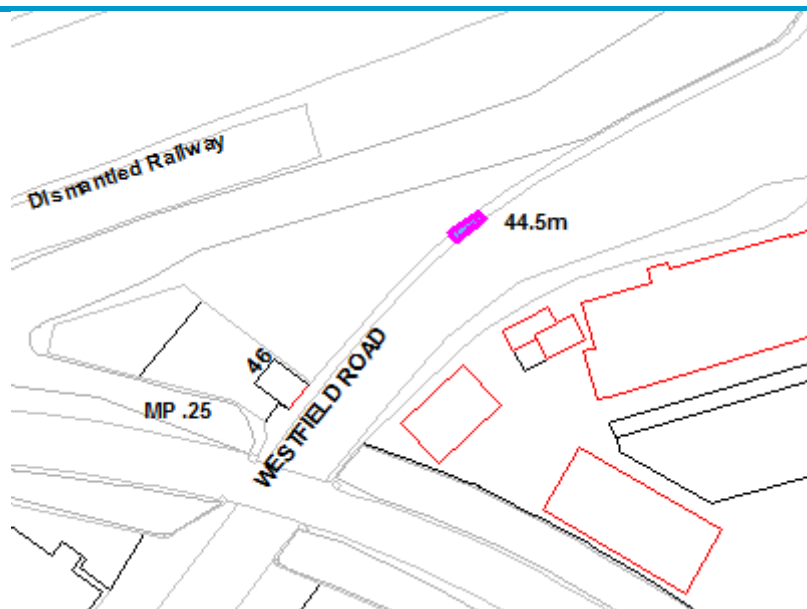
*With respect to item a) above images, animation, video or full motion images are not permitted and with respect to item b) above a maximum change rate of one static advert every 10 seconds will be permitted at this location (i.e. 6 adverts a minute). If either of these conditions is not adhered to it 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>;*
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## Location Plan

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