

Development Management Sub Committee

Wednesday 8 May 2019

Application for Advert Consent 19/00898/ADV At Land West Of Norton Farm Junction Of A8, Glasgow Road, Edinburgh Back to Back LED Displays

Item number	4.7
Report number	
Wards	B01 - Almond

Summary

The proposal does not comply with regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The display of the proposed advertisements is unacceptable in terms of amenity, public and road safety. It is recommended that consent for the proposal is refused. There are no material considerations which outweigh this conclusion.

Links

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

Report

Application for Advert Consent 19/00898/ADV At Land West Of Norton Farm Junction Of A8, Glasgow Road, Edinburgh Back to Back LED Displays

Recommendations

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

Background

2.1 Site description

The application site is part of the road verge of the A8, and located to the west of Ingliston Park and Ride and south of Edinburgh Airport.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

The proposal seeks advertisement consent for the erection of two back to back LED displays on the north side of the A8. The proposed structures will measure 6m wide by 17.49m high and 4.03m deep. The advert display area would measure 7.00m high and almost 6m wide. The road safety report submitted by the agent proposes that the sign illumination output will not exceed 300cd/m between dusk and dawn and will show only static images.

Supporting Statement

Road Safety Report

This document is available to view on the Planning and Building Standards Online Services.

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 would have an adverse impact on amenity;
- b) The proposal raises any issues in respect of public safety, and
- c) The proposal raises any issues in respect of equalities and human rights.

a) 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.

The proposal will introduce a bright and intrusive means of advertisement onto the site which will be extremely prominent, especially during night time hours. It is to be situated along a main road, which although not directly overlooked by residential properties, they are still in close proximity. The sign will be highly visible from the street to the detriment of nearby residential properties. This will be exacerbated by the sign's portrait orientation and structure's total height of 17.49m in an area with low rise residential properties.

It is noted that there is a BP/ Marks and Spencer's totem sign near to the site, however this measures approximately 7m high, significantly below the proposed structure. In addition this structure is not digital.

The location is not an area characterised by adverts and signs. The proposed signage will dominate views in and out of the area. The proposed site is not suitable for the display of advertisements of such scale and will have a detrimental effect on visual amenity.

Overall, the lack of a sufficient backdrop to reduce the sign's visual prominence, in conjunction with its scale will have an incongruous effect on the streetscape to the detriment of amenity. The proposal will have an unacceptable impact on the amenity of the location, contrary to Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

b) The Roads Authority were consulted on the proposal and recommended refusal due to the safety and convenience of road users. The proposed location is considered to be high risk in view of:

- a. the level and speed of traffic;
- b. the proximity of a side road junction;
- c. the proximity of a diverge junction;

- d. the proximity of a merge junction;
- e. the proximity of a petrol station; and
- f. direction signs.

Therefore the proposal raises issues in terms of road safety and does not comply with The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. It should also be noted that there are proposals to introduce a fully signalised junction on the A8 at its junction with Ingliston Road. The presence of a digital display in close proximity to the signals is likely to be to the further detriment of road safety.

Transport Scotland were consulted on the proposal. They did not advise against granting planning permission.

Edinburgh Airport were consulted on the proposal and do not object as it does not conflict with the safeguarding criteria from an aerodrome safeguarding perspective.

c) The proposal has been assessed and raises no issues in respect of equalities and human rights.

Conclusion

Overall, the proposal's scale is unacceptable for its location and therefore, the proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and it is recommended that consent for the proposal is refused. There are no material considerations which outweigh this conclusion.

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

3.4 Conditions/reasons/informatives

Reason for Refusal:-

1. The proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 as it will have an adverse impact on the amenity of the area and is detrimental to road safety.

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 area has been identified in Edinburgh's Local Development Plan as being within a Special Economic Area and Urban Area.

Date registered

22 February 2019

Drawing numbers/Scheme

01-02,

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

Application for Advert Consent 19/00898/ADV At Land West Of Norton Farm Junction Of A8, Glasgow Road, Edinburgh Back to Back LED Displays

Consultations

Airports

Edinburgh Airport do not object to the proposals.

The Roads Authority

The Roads Authority have recommended refusal for the safety and convenience of road users. The proposed location is considered to be high risk in view of:

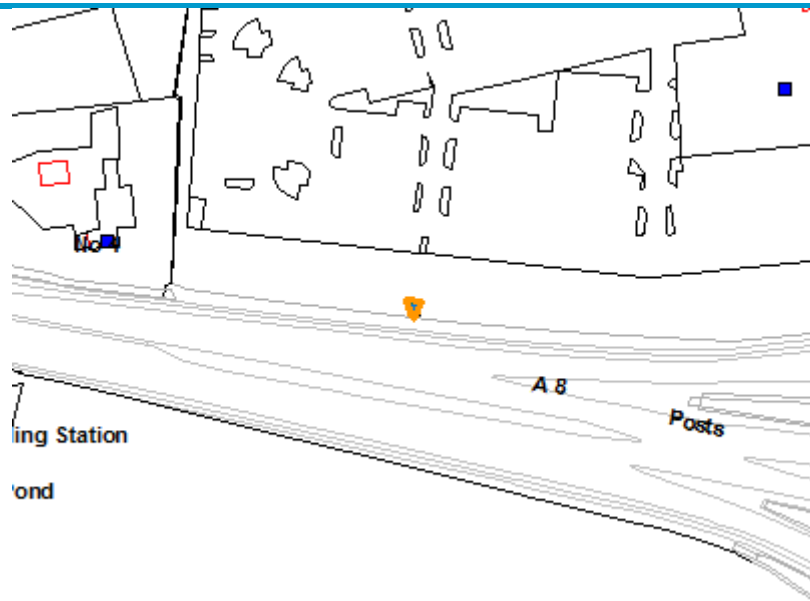
- a. the level and speed of traffic;*
- b. the proximity of a side road junction;*
- c. the proximity of a diverge junction;*
- d. the proximity of a merge junction;*
- e. the proximity of a petrol station; and*
- f. direction signs.*

In addition, it should be noted that there are proposals to introduce a fully signalised junction on the A8 at its junction with Ingliston Road. The presence of a digital display in close proximity to the signals is likely to be to the further detriment of road safety.

Transport Scotland

Transport Scotland do not propose to advise against the granting of permission.

Location Plan



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