

# Development Management Sub Committee

Wednesday 10 November 2021

**Application for Advert Consent 21/04200/ADV  
at 46 Dreghorn Link, Edinburgh, EH13 9QR.  
New non-illum Starbucks letters fitted centrally over  
windows, refurbished non-illum Starbucks ali panel - to  
replace existing on post sign, new int-illum Starbucks 1700m  
monument sign, refurbished int-illum Starbucks totem  
cladding, new non-illum Starbucks banner frame (as  
amended).**

Item number

Report number

Wards

B08 - Colinton/Fairmilehead

## Summary

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The proposal will not have a detrimental impact on amenity or road and public safety. The proposal complies with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

## Links

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[Policies and guidance for this application](#)

LDPP, LDES12, NSG, NSGOAS,

# Report

**Application for Advert Consent 21/04200/ADV at 46 Dreghorn Link, Edinburgh, EH13 9QR. New non-illum Starbucks letters fitted centrally over windows, refurbished non-illum Starbucks ali panel - to replace existing on post sign, new int-illum Starbucks 1700m monument sign, refurbished int-illum Starbucks totem cladding, new non-illum Starbucks banner frame (as amended).**

## 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 is situated next to the City-bypass, adjacent to the Dreghorn junction. The proposed signs are next to the Shell garage and the Travel Lodge hotel. The access road, Dreghorn Link, leads into a residential cul-de-sac.

### 2.2 Site History

There is no relevant planning history for this site.

## Main report

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### 3.1 Description of the Proposal

Scheme 2

The application proposes a series of advertisements, these include from south to north across the site.

- A replacement foil over existing stands to replace the existing totem Travel Lodge sign on the entrance from Dreghorn Link approaching the roundabout, 5700mm height by 1800mm, to be internally lit with LEDs
- replacement sign to a small post sign, aluminium tray 250mm x 885mm, over an existing inner frame, 650mm from the floor,
- on the building - a new sign 305mm x 2795mm letters 3mm thick cut flat aluminium, finished black, set up 2500mm from the floor.

## Scheme 1

The original application proposed additional advertisements, these include from south to north across the site.

- A replacement foil over existing stands to replace the existing totem travel lodge sign on the entrance from Dreghorn Link approaching the roundabout, 5700mm in height by 1800mm wide, to be internally lit with LEDs
- A new Starbucks banner sign between the Shell garage and the car park to the Starbucks, extending 4000mm wide by 2450mm high.
- Replacement sign to a small post sign, aluminium tray 250mm x 885mm, over an existing inner frame, 650mm from the floor,
- A new 1700mm high by 600mm width double sided monument sign, internally lit with LEDs,
- On the building - a new sign 305mm x 2795mm with letters of 3mm thick cut flat aluminium, finished black, set up 2500mm from the floor.

### 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 proposed display is contrary to the interests of amenity;
- b) the proposed display is contrary to the interest of public safety;
- c) any impacts on equalities and human rights are acceptable;
- d) any comments raised have been addressed.

#### a) Amenity

The proposal is of an appropriate scale and design and will adequately respect the character of the surrounding area. The proposed level of signage has been reduced and the remaining elements are modest and relate to the commercial property. The signage is located away from residential properties. The signs are of a scale and design to have no impact on the Pentland Hills Regional Park. The proposal will not have a detrimental impact on the character and appearance of the surrounding area.

#### b) Public Safety

The proposal will not prejudice the safety of pedestrians and/or road users. The proposal does not raise any concerns in respect of public safety.

### c) Equalities and human rights

This application was assessed in terms of equalities and human rights. No impacts were identified.

### d) Public Comments

The original application attracted 14 objections these may be summarised as follows.

- too many signs, not all necessary - the proposals have been amended to reduce the level of signage;
- concern re illumination of signs and proximity to the housing estate and Pentland Hills Regional Park addressed in section 3.3(a);
- concern re obstruction/distraction to drivers impacting on highway safety, addressed in section 3.3(b).

### No Material Comments

- concern regarding the heights of the signs and possibility of being blown over by strong winds;
- location of new signs potential on top of services (water , electricity);
- converting to a commercial strip - out of character with the location

The revised application which removes two totem elements was re-notified and the period ended on 18 October 2021. The revised proposal attracted no further representations.

### Conclusion

The proposal (as revised) does not raise any issues in respect of amenity or public safety. The proposal is in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) and the Council's Non-Statutory Guidance for Businesses.

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.

#### **Reasons: -**

1. In order to safeguard the amenity of neighbouring residents and other occupiers.

## **Informatives**

It should be noted that:

1. This consent is for advertisement consent only. Work must not begin until other necessary consents, e.g. listed building consent, planning permission have been obtained.

## **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**

A total of 14 letters of representation were received for the original scheme. The amended scheme was notified and no further comments 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**

The site is within the urban area

### **Date registered**

6 August 2021

### **Drawing numbers/Scheme**

1, 2a, 3a, 4a, 5,

Scheme 2

## **David Givan**

Chief Planning Officer

PLACE

The City of Edinburgh Council

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## **Links - Policies**

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### **Relevant Policies:**

#### **Relevant policies of the Local Development Plan.**

LDP Policy Des 12 (Alterations and Extensions) sets criteria for assessing alterations and extensions to existing buildings.

#### **Relevant Non-Statutory Guidelines**

Provides guidance on proposals for advertisements, imposing restrictions on adverts (including digital) on street furniture, hoardings, and at the roadside, and outlining the circumstances in which sponsorship and adverts on scaffolding should be acceptable.

# Appendix 1

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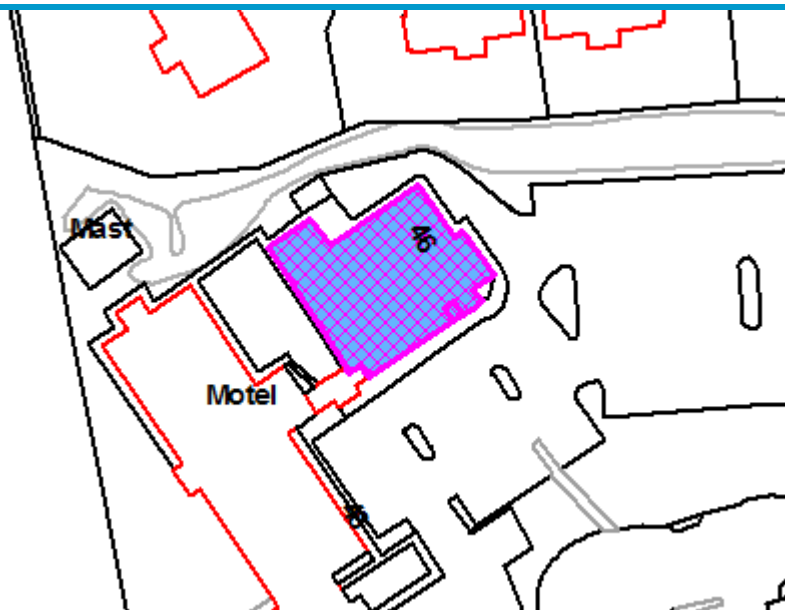
## Consultations

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No consultations undertaken.

## Location Plan

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