

# Development Management Sub Committee

Wednesday 31 July 2019

**Application for Advert Consent 19/02194/ADV  
At East Lodge, Edinburgh Zoo, 134 Corstorphine Road  
Two freestanding digital billboards, measuring 6m wide by  
3m tall. Five 4m tall canvas signs on westerly approach to  
the zoo.**

**Item number**

**Report number**

**Wards**

B06 - Corstorphine/Murrayfield

## Summary

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The proposal is excessive in terms of both quantity and scale, and would also have a negative impact on existing landscape features and listed structures. Resultantly, the proposal would cause a loss of visual amenity to the existing streetscape and neighbourhood. The proposal does not comply 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](#)

NSG, NSADSP,

# Report

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## Recommendations

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

## Background

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### 2.1 Site description

The application site relates to two areas of land on the frontage of Edinburgh Zoo.

The west area currently contains a single advance sign around 2m high over the 2m boundary wall. The pavement is wider here for a length of around 10m then the boundary wall has a grass verge containing a line of immature birch trees.

The east side is an unenclosed landscaped banking, again with a single advanced sign for the zoo. This is a totem style sign, rising to around 6m above the pavement, with a 3-dimensional penguin on its top.

The entrance pavilion stands on raised ground between the two areas. The pavilion is referred to as the "West Lodge" in the listing, and is listed category C in two parts, a central section dating from 1891, and 1913 wings, all listed on 11 November 1997, references. 44751 and 44752 respectively.

### 2.2 Site History

The zoo has a very long planning history but none is relevant to the current proposal.

## Main report

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### 3.1 Description Of The Proposal

The application has two elements:

- Five large banners on the road edge to the west of the entrance, standing above the boundary wall, 4m high and rising to a net height of around 6 or 7m over the pavement level.
- A pair (presumably in V-formation) of moving digital displays, each 6m wide x 3m high rising to a net height of around 5m over pavement level.

The submission is largely in the form of photomontages and accurate dimensions are not included.

### **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) comments are addressed.

Regulation 4 (1) of the Town and Country (Control of Advertisements) (Scotland) Regulations 1984 states that advertisement control shall be exercisable only in the interests of (a) amenity and (b) public safety.

#### **a) Amenity**

The proposed advertisements are located on a part of the roadside where no other large advertisements are currently present.

The western banners appear to necessitate the loss and/or heavy trimming of existing trees. This is not quantified in the application. The replacement of a landscape view with a series of banners would have a major visual impact. Whilst the principle of signage in this area is acceptable, the scale and quantity is excessive, to the detriment of visual amenity.

The eastern (digital) displays are arguably less disruptive, sitting against a backdrop of the landscaped banking. However, the siting would sit awkwardly with the existing totem sign. This element is also considered too large in relation to its context.

The proposals flank the main entrance to the zoo, sections of which are a listed building. They will have an adverse impact on the setting of that building.

#### **b) Public Safety**

Given the nature of the adverts, in relation to the road, the Roads Authority were not consulted on the application.

Although it can be argued that the proposals are specifically designed to distract drivers, the proposal lies on a wide and gently curving section of the carriageway, and the proposal raises no issues in terms of road safety and would comply with The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 in terms of public safety.

### **c) Issues raised in Representations**

Proposals are excessive and will visually harm the existing streetscape. This is addressed in 3.3 (a).

### **Conclusion**

The proposal is excessive in terms of both quantity and scale, and would also have a negative impact on existing landscape features. Resultantly, the proposal would cause a loss of visual amenity to the existing streetscape and neighbourhood. The proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and is recommended for refusal for this reason.

No other planning considerations outweigh this conclusion.

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

### **3.4 Conditions/reasons/informatives**

#### **Reasons:-**

1. The proposal would cause a loss of visual amenity to the existing streetscape and neighbourhood and adversely affect the setting of the listed structures. Therefore the proposal does not comply with Regulation 4 (1) of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

### **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**

AHSS wrote in objection to the negative visual impact of the proposals.

## **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** 7 May 2019

**Drawing numbers/Scheme** 1-9,

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

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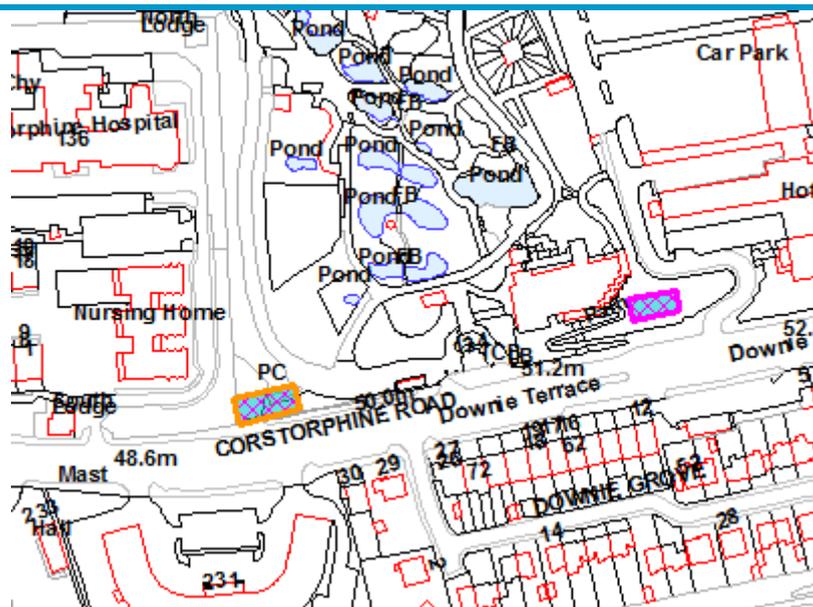
## Consultations

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No consultations undertaken.

## Location Plan

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