

# Development Management Sub Committee

Wednesday 31 July 2019

**Application for Advert Consent 19/03037/ADV  
At 40 Ferry Road, Edinburgh, EH6 4AE  
Advertisement of the following types: Fascia Sign.**

**Item number**

**Report number**

**Wards**

B13 - Leith

## Summary

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The advertisement complies with the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) Part II reg. 4(2) (a) in respect of amenity and safety.

## Links

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

# Report

## **Application for Advert Consent 19/03037/ADV At 40 Ferry Road, Edinburgh, EH6 4AE Advertisement of the following types: Fascia Sign.**

### **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 property is one of a section of projecting shopfronts attaching late Victorian villas at the north end of Ferry Road, close to Leith Library. The terrace was listed category C on 30 March 1994 (ref.27020). The existing frontage has a roller shutter contained in a projecting box at the bottom of the fascia.

This application site is located within the Leith Conservation Area.

#### **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**

The application proposes new hand painted signage on the frontage of the property.

#### **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 an adverse impact on amenity; and

b) the proposal will have an adverse impact on public safety.

a) Amenity

The proposed hand painted signage is of a scale and form that has no impact on the amenity of the area. The proposal is in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

b) Public Safety

The proposed signs do not raise any public safety in this location. The proposal is in accordance with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended).

### **Conclusion**

The proposal will have an acceptable impact on the amenity of the location and on public safety. The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended). There are no material considerations which outweigh this conclusion as advertisement control shall be exercisable only in the interests of amenity and public safety.

The application has been referred to committee for consideration as the applicant is a relative of an officer of the planning service involved in the determination of applications.

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 accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

### **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 have been 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

**Date registered** 25 June 2019

**Drawing numbers/Scheme** 1,2,

Scheme 1

### David R. Leslie

Chief Planning Officer

PLACE

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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 19/03037/ADV  
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Advertisement of the following types: Fascia Sign.**

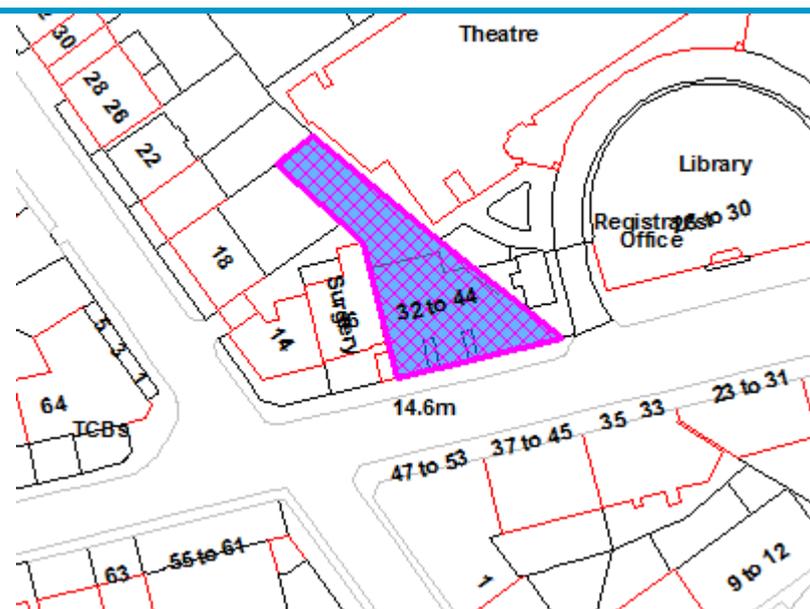
## Consultations

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No consultations undertaken.

## Location Plan

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