

Development Management Sub Committee

Wednesday 16 December 2020

**Application for Advert Consent 20/02461/ADV.
Advertising Hoardings on Roundabout at Dreghorn Link,
Edinburgh.**

**Consent requested to install and display 3 non-illuminated
roundabout sponsorship signs on the roundabout facing 3
entrance roads. EDB028 - Straiton, 4 signs, Easting 327451,
Northing 666977. EDB029 (as amended).**

Item number

Report number

Wards

B08 - Colinton/Fairmilehead

Summary

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 proposals will not adversely affect amenity or public safety.

Links

[Policies and guidance for this application](#) LDES08, NSADSP,

Report

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Recommendations

1.1 It is recommended that this application be Granted subject to the details below.

Background

2.1 Site description

The Dreghorn Link roundabout is a four-way, soft landscaped roundabout. It is located to the north of the City Bypass, and connects with Swanston Muir housing development to the east, Swanston services and a small cluster of houses to the west and Dreghorn Link to the north.

The Burdiehouse Road roundabout is a five-way, soft landscaped roundabout. It is located to the north of the City Bypass. It connects Burdiehouse Road with Straiton Road, Lang Loan and the City Bypass, via slip roads.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description of the Proposal

This application, as amended, seeks advert consent for the installation of non-illuminated sponsorship signs (1200mm x 500mm) at two locations; Dreghorn Link, three signs are proposed at this location. Burdiehouse Road (Straiton); four signs are proposed at this location.

The application has been amended to delete the proposed signage at Biggar Road.

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 a detrimental impact on amenity;
- b) the proposal would have an adverse impact on public safety and
- c) any comments received have been addressed.

a) Amenity

The three signs proposed at the Dreghorn Link roundabout are positioned at the northern, southern and western entrances/exits. Although this location has residential properties nearby, the roundabout leads to a petrol filling station, an hotel and a link road; the immediate vicinity has a transitional character, forming a connection between the bypass and residential developments. The display of three, small scale, non-illuminated signs would have no adverse impact on the amenity of the area and would form a modest and acceptable addition to the roundabout.

The four proposed signs at the Buirdiehouse Road (Straiton) roundabout are positioned at four of the entrance/exits to the roundabout. The area has undergone significant development in the recent past, with a large housing scheme located nearby. However, the roundabout is situated at the slip roads to and from the bypass and the immediate vicinity does not have a residential character to it. The signs would be minor additions to a large scale roundabout and would have no adverse effect on amenity.

The introduction of non-illuminated signage at the above locations would not have an adverse impact on amenity.

b) Public Safety

The Roads Authority, whilst offering no objections in principle, has concerns in relation to the potential height of the supporting frames and the proximity of the signs to road signs on the roundabouts. It was recommended that road safety audits be undertaken for each location.

However, the signage would not be dominant, being of a small scale and non-illuminated. Each sign would form a modest addition to the roundabouts and would not conceal or obstruct directional signage on the roundabouts. They would not cause undue distraction to drivers.

Given the form and scale of the signage, the submission of a road safety audit is not considered to be a proportionate requirement. The proposal would not have an adverse impact on road users or other members of the public.

There are no public safety concerns.

c) Comments

66 letters of objection were received.

Amenity - the advertisements would form visual clutter, impacting on the amenity of the surrounding areas. - addressed in section 3 a)

Road safety - for drivers and cyclists navigating the roundabout and pedestrians trying to cross the roads on foot- addressed in section 3 b)

Fairmilehead Community Council (FCC) commented that the main concern is the impact on road safety and an increased likelihood of road accidents. It was outlined that the roundabout at Biggar Road is always very busy, and the roundabout at Dreghorn Link is beside a petrol station and a Travelodge which attracts many HGVs and other large vehicles, and it was concluded that the proposed signage at these locations is inappropriate.

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.

Informatives :-

It should be noted that:

1. The applicant will be required to submit further applications for road opening permits as appropriate. Planning permission in itself is not sufficient to permit work to be carried out on site;
2. The applicant will be required to provide road safety audits and detailed drawings prior to work on site.

Financial impact

4.1 The financial impact has been assessed as follows:

The Council would receive income from the applicant or its successor as part of the rental of both sites for the display of advertisements.

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

Pre-application discussions took place on this application.

8.2 Publicity summary of representations and Community Council comments

66 letters of representation 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

Edinburgh LDP

Date registered

19 June 2020

Drawing numbers/Scheme

01-02, 04a, 05, 07-08,

Scheme 2

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PLACE

The City of Edinburgh Council

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Links - Policies

Relevant Policies:

LDP Policy Des 8 (Public Realm and Landscape Design) sets criteria for assessing public realm and landscape design.

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 20/02461/ADV
At Advertising Hoarding On Roundabout At, Dreghorn Link,
Edinburgh
Consent requested to install and display 3 non-illuminated
roundabout sponsorship signs on the roundabout facing 3
entrance roads. Also: EDB028 - Straiton, 4 signs, Easting
327451, Northing 666977. EDB029 (as amended).**

Consultations

ROADS AUTHORITY ISSUES

Whilst there is no objection in principle to the proposed roundabout sponsorship signs, a number of issues require to be addressed prior to installation on any particular site. In particular, the following concerns should be address:

1. It is unclear from the submitted drawings as to the total height of the proposed signs. It is therefore unclear as to the potential impact on road safety. In addition, the proposed signs may not be suitable for a particular site but more modest signs may be acceptable. It should be noted that the submitted location and site drawings give little indication as to the road names and it is not clear as to the actual location;
2. Drawings should be submitted showing the proposed signs in the context of the existing infrastructure, e.g. traffic signals, existing road signs, etc.;
3. Road safety audits should be carried out for each site;
4. Clarity should be provided on the future maintenance responsibility for the signs.

The application should therefore be continued.

Reasons:

The information submitted is not sufficient to fully assess the proposed signs and the potential impact on road safety.

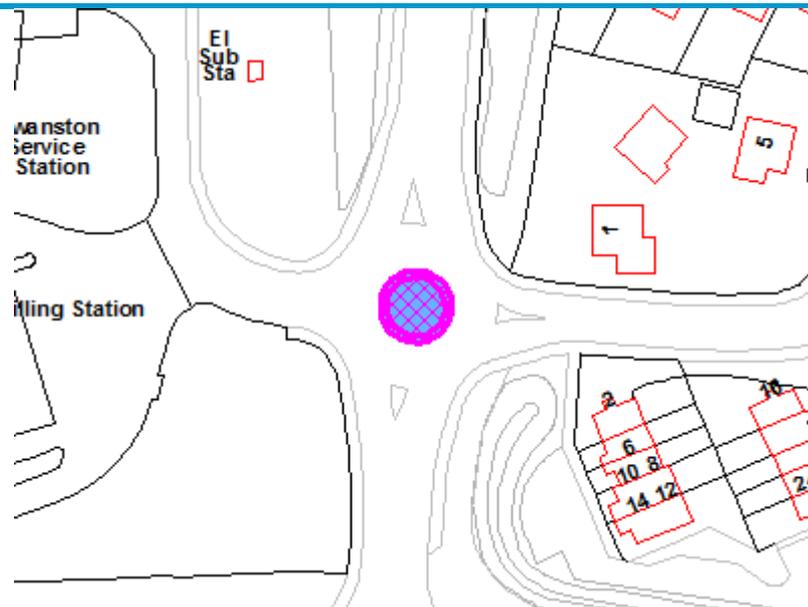
Should you be minded to grant permission, the following should be included as conditions or informatives as appropriate:

- a) The applicant will be required to submit further applications for road opening permits as appropriate. Planning permission in itself is not sufficient to permit work to be carried out on site;
- b) The applicant will be required to provide road safety audits and detailed drawings prior to work on site.

With regard to the specific proposed locations, the following should be noted:

- i. Dreghorn Link / Swanston Muir roundabout - this location may be acceptable depending on the outcome of the road safety audit;
- ii. Straiton Road / Burdiehouse Road roundabout - this location may be acceptable depending on the outcome of the road safety audit;
- iii. City Bypass / Biggar Road roundabout - the proposed location raises a number of concerns for road safety and the location is unlikely to be acceptable, even with more modest signs. This location includes an approach road under the control of Transport Scotland and their views should be sought.

Location Plan



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