

Development Management Sub Committee

Wednesday 3 March 2021

Application for Advert Consent 20/03676/ADV at Advertising Drum, Portobello High Street, Edinburgh. Arts and Culture Advertising Structure,

Item number

Report number

Wards

B17 - Portobello/Craigmillar

Summary

The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), and the Council's guidance on Advertisements, Sponsorship and City Dressing and Guidance for Businesses.

Amenity and public safety will not be compromised by the installation of the advertising drum.

There are no other material considerations which outweigh this conclusion.

Links

[Policies and guidance for this application](#)

NSG, NSADSP, NSBUS, NSGD02,

Report

Application for Advert Consent 20/03676/ADV at Advertising Drum, Portobello High Street, Edinburgh. Arts and Culture Advertising Structure.

Recommendations

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

Background

2.1 Site description

The site is a pedestrian footway that runs along Portobello High Street. The footway has been widened at this point. The area is a mixed-use area, with an Aldi Supermarket to the south and housing to the north. A tree belt and fencing run alongside the footway to the north, separating the public street from adjacent housing. There are currently two light poles and a bus shelter in proximity to the proposed site.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description of the Proposal

This application seeks advertisement consent for the installation of an Arts and Culture Advertising Drum on the widened footway.

The proposed design is a basic cylindrical, essentially an advertising column. The tubular body of the drum is created using a rolled galvanised steel panel, with galvanised steel sheeting wrapped around the concrete base at the foot of the drum. The drum's cylinder body will measure approximately 2.4 metres in height, with a poured concrete base reaching 200mm. The structure and base at its widest part will cover an area of approximately 1.3 metres.

The design incorporates a flat copper lid with green roof. This is designed to patinate to a verdigris effect over time and provide ecological benefits by being adorned by a living roof of Ivy.

The proposal is part of a wider initiative through the Arts and Culture sector within Edinburgh to meet current and future advertising needs on a financially accessible basis, whilst at the same time, helping to maintain a cleaner City.

The scheme seeks to promote the reduction of fly-posting etc in the City by contracting Clean-Down services within a 30-metre radius of each Arts and Culture Advertising Drum which removes unauthorised advertising such as flyposting, poster/railing boards, cable ties, stickers and graffiti, tagging etc. As such, enhancing the amenity of the area, and improving the public realm, as per the Public Realm Strategy 2009.

A statement in support of the application has been submitted detailing the importance of the Advertising Drum. The statement can be viewed 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 impact of the proposal on amenity is acceptable;
- b) The proposal would compromise public safety and
- c) Any Public Comments have been addressed.

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

Advertisements must be compatible with the Council's Street Design Guidance section within the Edinburgh Design Guidance. The proposal should not increase street clutter, nor result in potential obstructions for those with visual impairments or other disabilities.

Section 2.2 of the Council's Outdoor Advertising and Sponsorship Guidance also refers to various additional documents which support the enhancement of the public realm throughout the city which should be considered. This guidance constitutes a material factor in the assessment of applications for advertisement consent. Section 9 of the Guidance, 'Small Format Outdoor Advertising Displays/ Advertising on Street Furniture' is also applicable.

a) Amenity

The advertisement drum will be installed on the widened footpath. There are no windows in proximity, and it will have no impact upon outlook or residential amenity.

The drum is compatible with surrounding signage in the area, including those associated with the food store. It will not result in street clutter when viewed cumulatively with existing street furniture. As such it will not have an adverse impact upon the character of the area.

The proposal is acceptable in design, form and materiality within the context of the urban site. The green roof provides an organic, colourful and environmentally friendly element to the streetscape.

The applicant has confirmed a gardening/management company will be retained to maintain the roof top of the structure.

Overall, the proposal will have no adverse impact on the amenity of the area.

b) Public Safety

The drum will be located centrally in the widened footway and set back from the edge of the public road. Its size and positioning ensure it will not impede pedestrian movements, and there is adequate space for pedestrian and wheelchair/pushchair users to pass, taking into consideration other structures on the pavement.

The advert drum will not distract drivers passing or impede driver's line of sight.

The Roads Authority was consulted on the proposal and has raised no concerns with regards to road or pedestrian safety.

c) Public Comments

Seven letters were submitted in support of the proposal and one letter of objection to the proposal.

Material Considerations

- additional hazard for the visually impaired and those with mobility problems- addressed in Section 3.3b;
- cause congestion due to very busy public street- addressed in Section 3.3b;
- nowhere for vehicles to stop to look at advert- proposed advert is for pedestrian traffic and not intended to be viewed by persons in vehicular traffic.

Non-Material Considerations

- would be seen by more passers on other side of the road next to Aldi.

Letters of Support- material

- carefully designed;
- in keeping with the character of area;
- adds colours and enhances character and appearance of the area and
- good positioning and location.

Letters of Support- non-material

- tidy and better to maintain than alternatives;
- necessary to help recover and rebuild post Covid-19 and help local arts;
- cost effective and
- reduces fly tipping.

Conclusion

The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), and the Council's guidance on Advertisements, Sponsorship and City Dressing and Guidance for Businesses.

Amenity and public safety will not be compromised by the installation of the advertising drum.

There are no other material considerations which outweigh this conclusion.

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

3.4 Conditions/reasons

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

4.1 The financial impact has been assessed as follows:

The drums project is led by the Council's Culture Service and provides a significant income stream for the Service. The drums also provide a low cost street advertising medium for the Council's Cultural Grants clients and the city's cultural venues. The financial benefits are not a material consideration in the planning assessment of the proposals.

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

Seven letters were submitted in support of the proposal and one letter of objection to the proposal.

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

Date registered 2 September 2020

Drawing numbers/Scheme 1-3,

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.

Non-statutory guidelines 'GUIDANCE FOR BUSINESSES' provides guidance for proposals likely to be made on behalf of businesses. It includes food and drink uses, conversion to residential use, changing housing to commercial uses, altering shopfronts and signage and advertisements.

Non-Statutory guidelines Edinburgh Design Guidance supports development of the highest design quality and that integrates well with the existing city. It sets out the Council's expectations for the design of new development, including buildings, parking, streets and landscape, in Edinburgh.

Appendix 1

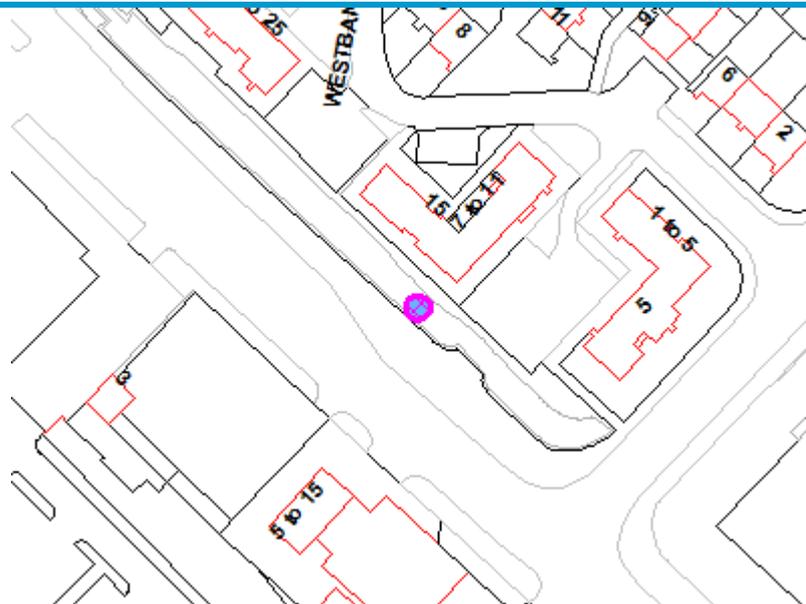
Application for Advert Consent 20/03676/ADV at Advertising Drum, Portobello High Street, Edinburgh. Arts and Culture Advertising Structure.

Consultations

Transport Planning

No objections to the proposal.

Location Plan



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