

Development Management Sub Committee

Wednesday 8 September 2021

Application for Advert Consent 21/02911/ADV At 28 Inglis Green Road, Edinburgh, EH14 2ER Erect Hoarding Sign

Item number

Report number

Wards

B07 - Sighthill/Gorgie

Summary

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

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

Report

Application for Advert Consent 21/02911/ADV At 28 Inglis Green Road, Edinburgh, EH14 2ER Erect Hoarding Sign

Recommendations

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

Background

2.1 Site description

The proposal site is located on the premises of Waterside Social Club located at 28 Inglis Green Rd. The site is predominantly commercial use with the Sainsburys Superstore and Petrol Station opposite.

There is a row of residential properties located across Inglis Green Road to the south.

2.2 Site History

There is no relevant planning history for this site.

Main report

3.1 Description Of The Proposal

Proposal

The proposed advertising display will comprise of a modern pressed metal frame enclosing a deep-set digital screen. It will measure 6.4m in width and 3.4m in height, installed on 2.4m high poles.

The display will present a range of static images only and not contain any movement, animation, video or flashing lights.

A new image is proposed to materialise approximately every 10 seconds or so, with the interchange between each image virtually instantaneous.

The proposed display would operate at a luminance of 300 cd/sqm.

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

a) Amenity

The installation of a digital screen does not have an adverse impact on amenity. The immediate amenity is characterised by modern retail units. The proposal is appropriate in size and scale.

The sign will face towards the car park and petrol station and is not directed towards any residential windows. Consequently, nearby residential amenity will not be affected. Conditions are recommended to limit the brightness of the display.

A condition is recommended to control night time light levels. Overall, there is no adverse impact on visual amenity and the proposed sign is compatible with the character or appearance of area.

b) Public Safety

The illuminated digital screen will face into the Sainsburys carpark and will not have an adverse impact on road users or other members of the public.

The Roads Authority was consulted on the proposal and has raised no objections to the proposed sign subject to the recommended conditions. These conditions include restricting the advert to static images with a restricted number of display changes in the interest of road safety.

c) Public Comments

No public comments have been received.

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.
2. Advertisements shall be static images only.
3. A maximum change rate of one static advert every 15 seconds will be permitted (i.e. 4 adverts per minute).
4. The intensity of illumination of the advertisement display shall be restricted to 75 candelas per square metre during night time hours, these hours being 30 minutes after sunset to 30 minutes before sunrise each day.

Reasons:-

1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.
2. To safeguard public safety.
3. To safeguard public safety.
4. In order to ensure that the level of illumination is appropriately restricted so as not to be detrimental to the amenity of the area.

Informatives

It should be noted that:

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

As outlined in the Council's Report to Planning Committee 27 February 2014 for the control of digital forms of advertising, this advert will be expected to comply in full with the Outdoor Media Centre (OMC) voluntary code for digital format roadside advertising (published in January 2011). The code reflects planning regulations in place throughout the UK. This states that:

- a. there shall be no moving images, animation, video or full motion images displayed unless consent has been specifically granted for such displays;
- b. digital roadside billboards / hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays;
- c. the luminance level of a digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003);

- d. Roadside digital displays will [in Scotland] conform to the 5 'Standard Conditions' specified in Schedule 1 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984;

With respect to item a) above images, animation, video or full motion images are not permitted and with respect to item b) above, for this location, a maximum change rate of one static advert every 15 seconds will be permitted (i.e. 4 adverts per minute). If either of these conditions is not adhered to it is likely that the Council, in its capacity as roads authority, will take appropriate action under Section 93 of the Roads (Scotland) Act 1984. This may include isolation of the power supply to the unit.

3. Adverts must not contain moving images or sequencing of images over more than one advert;
4. Drivers should only be able to see the details of a roadside digital advertisement on one screen or a pair of synchronised screens at a time. This is to ensure that multiple images do not change at different times;
5. There should be no message sequencing where a message is spread across more than one screen;
6. Phone numbers, web addresses details etc should be avoided;
7. It is recommended that the speed of change of image should be set to be in effect instantaneous;
8. Where the advert is visible in the same view as traffic signals, the timing of the signals should where possible be taken into account when calculating the message display time;
9. Adverts should not resemble existing traffic signs or provide directional advice;
10. Night time levels of luminance should be based on the luminance of other signs and surfaces in the area. Typical values in urban areas would be in the range of 75- 300Cd/m²;
11. Day time levels of luminance may need to be higher, this should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output is within acceptable limits;
12. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to disconnect and disable the sign, or take any other steps, required to ensure that any display on the sign which constitutes a danger to road users is removed or screened.

The Council will seek to recover their costs for undertaking such action and the applicant should note that the display of any moving images (ref note 4 above) is likely to result in immediate action under Section 93.

Financial impact

4.1 The financial impact has been assessed as follows:

There are no financial implications to the Council.

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:

Consultation and engagement

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

- 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**

Adopted Edinburgh Local Development Plan

Date registered

9 June 2021

Drawing numbers/Scheme

01-02,

Scheme 1

David Givan
Chief Planning Officer
PLACE
The City of Edinburgh Council

Contact: Sonia Macdonald, Planning Officer
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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.

Appendix 1

Application for Advert Consent 21/02911/ADV At 28 Inglis Green Road, Edinburgh, EH14 2ER Erect Hoarding Sign

Consultations

Roads Authority

No objections to the application.

Note:

*1. This location has been assessed as low risk;
2. As outlined in the Council's Report to Planning Committee 27 February 2014 for the control of digital forms of advertising, this advert will be expected to comply in full with the Outdoor Media Centre (OMC) voluntary code for digital format roadside advertising (published in January 2011). The code reflects planning regulations in place throughout the UK. This states that:*

- a) there shall be no moving images, animation, video or full motion images displayed unless consent has been specifically granted for such displays;*
- b) digital roadside billboards / hoardings shall not change more frequently than every 5 seconds unless consent has been granted for such displays see below);*
- c) the luminance level of a digital roadside billboards shall comply with the Institute of Lighting Engineers Technical Report No's 5 (2003);*
- d) Roadside digital displays will [in Scotland] conform to the 5 'Standard Conditions' specified in Schedule 1 of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984;*

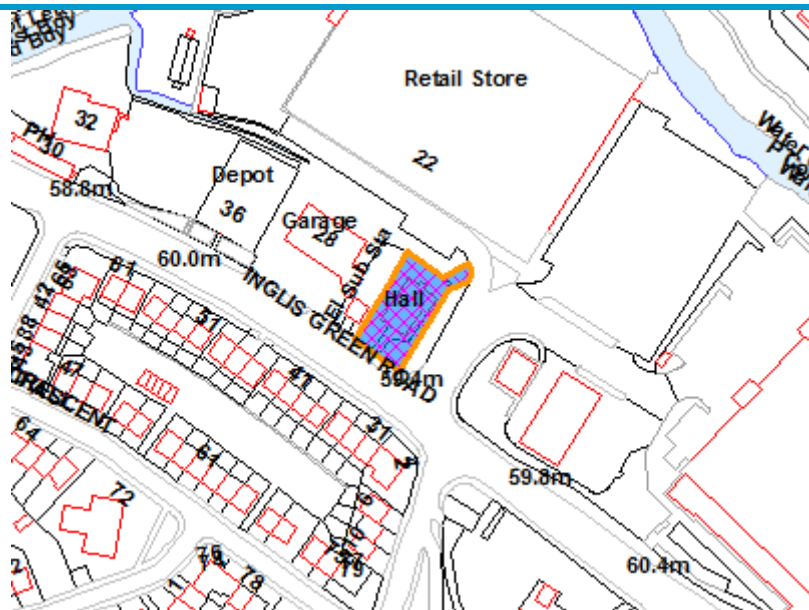
*With respect to item a) above images, animation, video or full motion images are not permitted and with respect to item b) above, for this location, a maximum change rate of one static advert every 15 seconds will be permitted (i.e. 4 adverts per minute).
If either of these conditions is not adhered to it is likely that the Council, in its capacity as roads authority, will take appropriate action under Section 93 of the Roads (Scotland) Act 1984. This may include isolation of the power supply to the unit;*

- 3. Adverts must not contain moving images or sequencing of images over more than one advert;*
- 4. Drivers should only be able to see the details of a roadside digital advertisement on one screen or a pair of synchronised screens at a time. This is to ensure that multiple images do not change at different times;*
- 5. There should be no message sequencing where a message is spread across more than one screen;*
- 6. Phone numbers, web addresses details etc should be avoided;*

7. It is recommended that the speed of change of image should be set to be in effect instantaneous;
8. Where the advert is visible in the same view as traffic signals, the timing of the signals should where possible be taken into account when calculating the message display time;
9. Adverts should not resemble existing traffic signs or provide directional advice;
10. Night time levels of luminance should be based on the luminance of other signs and surfaces in the area. Typical values in urban areas would be in the range of 75-300Cd/m²;
11. Day time levels of luminance may need to be higher, this should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output is within acceptable limits;
12. The City of Edinburgh Council acting as Roads Authority reserves the right under Section 93 of The Roads (Scotland) Act 1984 to disconnect and disable the sign, or take any other steps, required to ensure that any display on the sign which constitutes a danger to road users is removed or screened.

The Council will seek to recover their costs for undertaking such action and the applicant should note that the display of any moving images (ref note 4 above) is likely to result in immediate action under Section 93.

Location Plan



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