

Development Management Sub Committee

Wednesday 9 October 2019

Application for Advert Consent 19/04000/ADV At Bus Shelter Adjacent To 46, Broughton Road, Edinburgh Replacement of non-advertising bus shelter with Foster advertising bus shelter including double-sided back-lit LED advertising panel

Item number

Report number

Wards

B12 - Leith Walk

Summary

The proposal accords with Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended), and non-statutory guidance on Outdoor Advertising and Sponsorship. It will have no impact on the amenity of the location or in terms of public safety. There are no other material considerations which outweigh this conclusion.

Links

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

Report

Application for Advert Consent 19/04000/ADV At Bus Shelter Adjacent To 46, Broughton Road, Edinburgh Replacement of non-advertising bus shelter with Foster advertising bus shelter including double-sided back-lit LED advertising panel

Recommendations

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

Background

2.1 Site description

The site is largely surrounded by four storey residential tenement blocks, with some commercial uses on ground floors. The site is perpendicular to the junction with Beaverbank Place. The existing shelter sits on an extended pavement and serves buses heading from Ocean Terminal towards the Gyle Centre. Road side parallel car parking spaces is provided to either side of the bus shelter.

Bus shelter reference: EDH3359AB.

2.2 Site History

There is no relevant site planning history.

Main report

3.1 Description Of The Proposal

The proposal seeks the replacement of a standard bus shelter with a double-sided LED advertising bus shelter on one elevation. The advertising panel will be 1160mm x 1710mm on each side, lit with four LED strip lights to provide uniform back light distribution. The visible screen area would be 1.9 square metres.

The existing bus stop is being replaced with a new bus shelter as part of the Council's advertising contract with JC Decaux (the Applicant). This application relates to advertisement consent only, with the shelters being installed under the Council's permitted development rights.

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 has an acceptable impact on amenity;
- b) the proposal would compromise public safety; and
- c) any material representations have been addressed.

a) Amenity

The Council's guidance on Outdoor Advertising and Sponsorship does not allow advertising on items of street furniture other than bus shelters, and advertising on bus shelters would not be permitted in visually sensitive locations. However, this location is not deemed to be visually sensitive and therefore there is no detrimental impact on the amenity of the area.

The proposal seeks to introduce advertising and illumination as an integrated part of a new streamlined bus shelter. Due to the positioning and orientation of the advert, there would be no adverse impact on residential amenity.

The proposals comply with the relevant Council Guidance.

b) Public Safety

The proposed advert is in line with the Council's Guidance. The advert will not impact on road safety, nor will it present any issues for pedestrians on Broughton Road.

The Roads Authority have advised they have no objections in terms of road safety.

c) Material Representations

No representations were received.

Conclusion

Regulation 4(1) of the Town and 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.

The proposal will not have an impact on amenity or public safety and complies with the Councils Guidance on Outdoor Advertising and Sponsorship.

There are no material considerations that outweigh this conclusion.

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

4.1 The financial impact has been assessed as follows:

The Council has a contract with the applicant to provide outdoor advertising and street furniture, primarily bus shelters, in the city. The financial impacts to the Council were reported to Finance and Resources Committee on 5 June 2014.

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 meets 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

No representations were 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	Urban Area.
Date registered	22 September 2019
Drawing numbers/Scheme	01-05,

David R. Leslie
Chief Planning Officer
PLACE
The City of Edinburgh Council

Contact: Nicola Orr, Planning Officer
E-mail: nicola.orr@edinburgh.gov.uk Tel: 0131 469 3712

Links - Policies

Relevant Policies:

Relevant Non-Statutory Guidelines

Non-statutory guidelines 'OUTDOOR ADVERTISEMENTS AND SPONSORSHIP'
Provides guidance on proposals for advertisements, imposing restrictions on adverts (including digital) 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

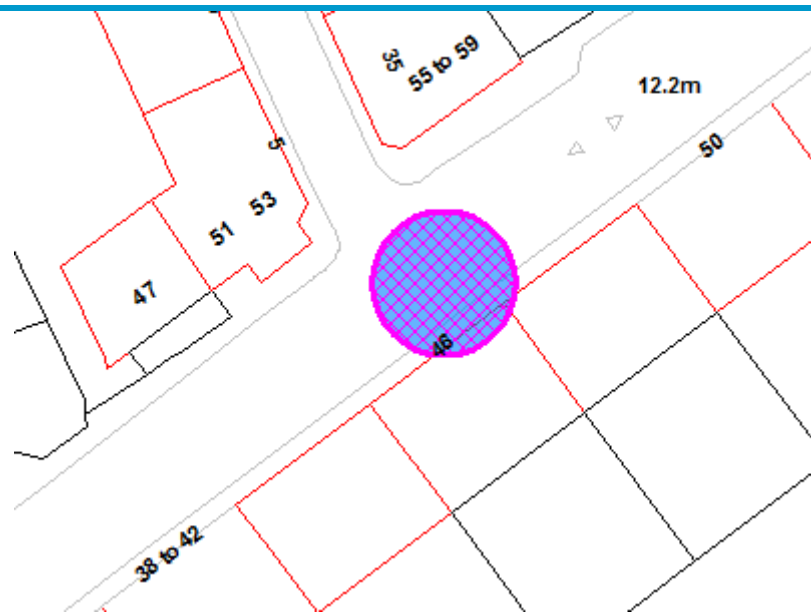
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Consultations

Transport

No Objections.

Location Plan



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