

PROPOSED DISPLAY OF ADVERTISEMENTS

SOUTHFIELD PLACE (ROAD TUNNEL), PORTOBELLO EH15 1JH

ACCOMPANYING PLANNING STATEMENT



Mock-up of the proposed advertisement display

This application proposes the display of a 1664mm by 6235mm poster advertising panel on the west wall of the road tunnel at Southfield Place in Portobello.

The applicant

The applicant is Build Hollywood Ltd, trading as Jack Arts Scotland, of 9E Links Gardens Lane, Leith Links, Edinburgh, EH6 7JQ.

Jack Arts Scotland is a long-established independent outdoor advertising company. A major part of the Company's business is advertising from across the arts and cultural spectrum from events such as theatre shows, music gigs, comedy shows, nightclubs, to museums and festivals such as the Edinburgh International Film Festival, the Edinburgh International Book Festival, and the Edinburgh Jazz and Blues Festival, as well as local organisations. The Company provides such advertising services on a low cost, affordable basis which is crucial in the Arts and Culture sector where budgets are tight.

Having been operating in Edinburgh for over twenty years, Jack Arts Scotland employs local people in a variety of roles - including sales, billposting, maintenance, cleansing, legal and office staff. Wherever possible, Jack Arts Scotland uses local suppliers for any goods and services that are required for their operations in Edinburgh.

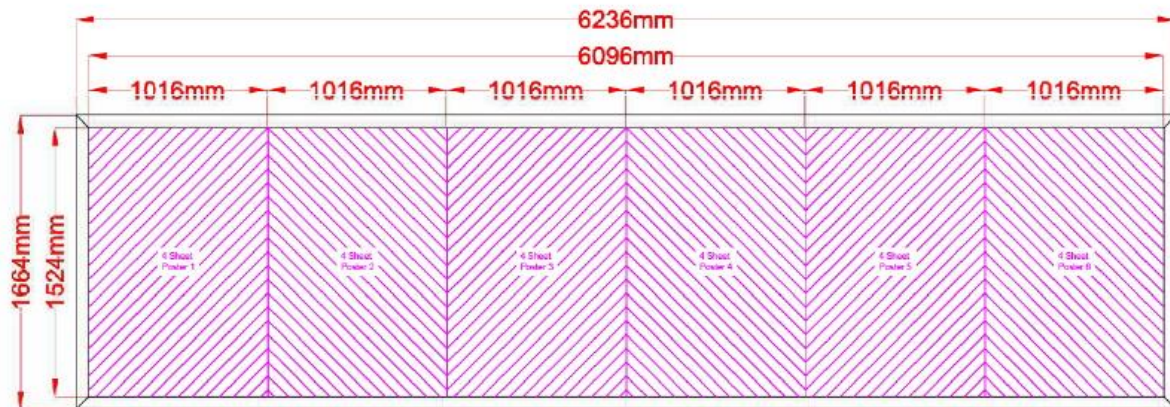
The site

The advertising panel is proposed to be fixed to a glazed-brick portion of the west wall of the road tunnel under the East Coast main line railway north of Southfield Place, in Portobello. The wall has no distinctive architectural features and is stained and subject to graffiti attacks.

The site is owned by Network Rail, with whom Build Hollywood Ltd. has agreement to install the panel.

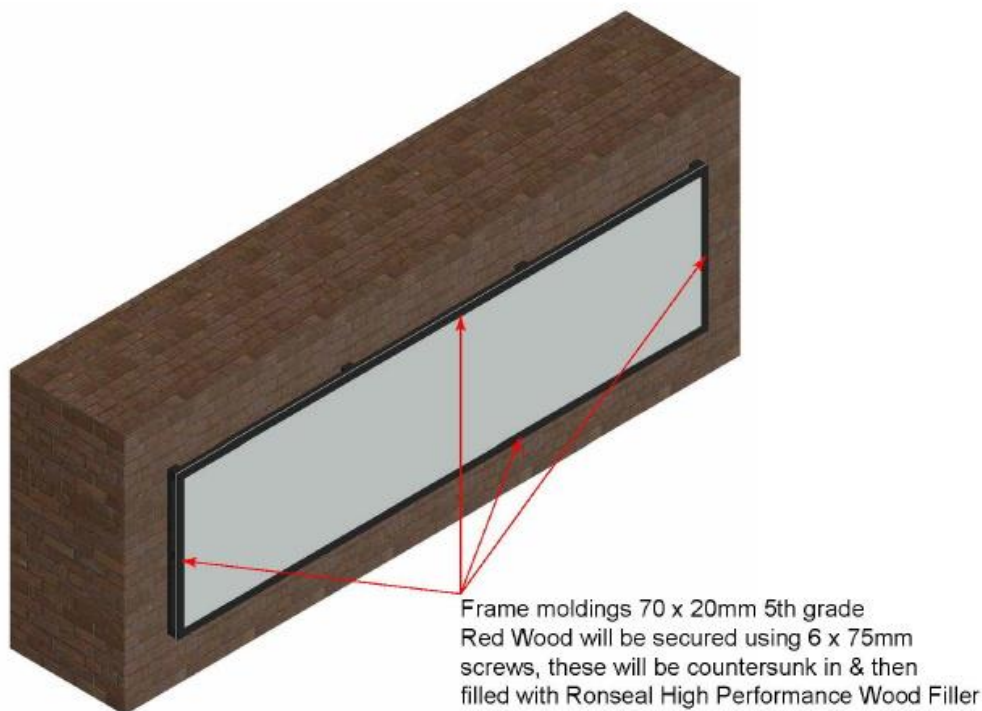
The proposal

The proposal comprises a 1664mm by 6236mm poster frame accommodated six standard-size “Four Sheet” (1524mm by 1016) posters, as illustrated below.



As with all the Company’s displays, the frames will be kept in good condition, and the posters kept continually refreshed. Recently, when demand for Arts and Culture Advertising has been reduced, the applicant organised and ran a nationwide campaign (including Edinburgh) during lockdown with the themes “Be kind. Let’s look out for one another” and “Community is Kindness.” They also ran a nationwide “Be Kind to the Front Line” and “Believe me these days will pass” campaign, the latter by Turner nominee Mark Titchner. These campaigns have so far picked up national interest and coverage in the media such as The Guardian, The Independent, the BBC (both Scotland and England) and Sky News as well as on social media such as Instagram.

Details of the specification is provided in the illustration below.



Amenity

Consideration of the effect of a proposed advertisement display on amenity and public safety are requirements of Regulation 4 (1) of the Town & Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

The part of the tunnel wall onto which the advertising panel would be installed is clad in white glazed bricks, and has no decorative features. It is subject to staining and has been the subject of graffiti attacks. The area is dark and colourless, and is dominated by the tunnel roof. It is an unattractive area for pedestrians.

The posters would add interest to and brighten up the pedestrian environment under at this dark and forbidding section of street. The mock-up photograph at the start of this statement illustrates that the poster frame would integrate into the design of the wall and would not represent an intrusive or dominant feature.

It has been found elsewhere in the city that well-maintained poster displays can enhance areas where the pedestrian environment is poor, and similar locations around the City already have been granted Advertisement Consent.

Part of the applicant's agreement with the site owner (Network Rail) is a commitment to keep the surroundings of the site free from graffiti or fly posting.

The proposed display would therefore enhance the amenity of this location.

Public Safety

The posters would be displayed on a side wall parallel with the road and therefore would not be a significant feature in drivers' vision. They would not obstruct drivers' views of junctions (of which there are none at the location), signs or other features. Pedestrians cannot cross the road at this location due to the railings on either side of the road.

We contend that there are no public safety issues concerning the proposed display.

On the basis of the above information, we submit that the proposed display of advertisements would meet the requirements of the 1984 Regulations, and as such should be capable of receiving consent.

The application

This application for Advertisement Consent contains the following documents:

- the application form, submitted on eplanning,
- this statement,
- a site location plan defining the Site with a red line and indicating the position of the frame, and
- a sheet which illustrates the elevation of the advert that forms the subject of the application.

We trust that the submitted documents fulfil the Council's requirements for processing this application as soon as possible. However, should you require any further information, please do not hesitate to contact me.

John Paton

PPD