



Queensferry & District Community Council

www.queensferrycommunitycouncil.org



37 Sommerville Gardens
SOUTH QUEENSFERRY
EH30 9PN

Place
City of Edinburgh Council
Waverley Court
4 East Market Street
Edinburgh
EH8 8BG

12th September 2020

Attention of Rory Kyle

Dear Mr Kyle

**20/03378/ADV I Display 4x non-illuminated signs on roundabout I
Roundabout On Intersection With Ferrymuir Ferrymuir Road South
Queensferry**

I am writing on behalf of Queensferry and District Community Council (QDCC) with our comments regarding the application 20/003378/ADV for advertisement signage on the roundabout at Ferrymuir.

We understand the concept of this application and that the applicant will adhere to the ASA guidelines and CEC's own policies and we have noted that there are other applications in progress for advertising on CEC's roundabouts throughout the Edinburgh area. We are led to believe that each application will be treated on its own merits in the context of the relevant policy.

We wish to take this opportunity to highlight our concerns and those of residents who have commented to us.

- Queensferry took part in a Placemaking exercise with CEC and during this exercise CEC planning officers stated that the Ferrymuir roundabout was not user friendly for pedestrians and the barriers and road layout were seen as a barrier in crossing the road. The sight lines are not good either for the pedestrian, cyclist or the motorist. Noted in the Place Standard appendix 1 - developing strategic objectives report "To improve pedestrian and cycle access to retail park and a better pedestrian environment". QDCC contests that advertising is at odds with this key objective.

- Ferrymuir is not a traffic orientated roundabout it carries cyclists and pedestrians (including Queensferry High School pupils) who walk to the Tesco supermarket, the other businesses in the retail park including NHS24 and the housing development which is also located here. We have retirement flats opening soon and this area has a history of minor accidents at the junction with Kirkliston Road. The pavement protection railings have already had to be replaced due to collisions and the camber on the Tesco/south side, slides away from the centre. Line of sight would need to be tested for traffic, cyclists and pedestrian crossings.
- QDCC does not want to see excess or unnecessary clutter on this roundabout which will detract attention from important signage already in place i.e. signage for the low bridge on the B800 at Kirkliston.
- This roundabout can be busy at times and the attention of the drivers needs to be concentrated on watching for traffic and not distracted trying to read an advertisement. Traffic using this roundabout includes bus services which have come off the A90 and down the B800 to travel to the Forth Road Bridge to use the Public Transport Corridor.

Concerns from the public/residents

- Enough distraction for drivers without advertising signage
- Not a good idea to offer advertising on roundabouts - very distracting
- Sight lines on the roundabout are poor as it is. This will only make them worse. Motorists approaching the roundabout should be watching for traffic not reading advertisements.

We ask that our comments are taken into consideration when making a decision on this application.

Yours sincerely

Diane Job(Mrs)
QDCC Planning Convener