

**Advert Consent 12/03279/ADV
at
222 - 228 Portobello High Street
Edinburgh
EH15 2AU**

**Development Management Sub-Committee
of the Planning Committee**

1 Purpose of report

To consider application 12/03279/ADV, submitted by Sainsbury's Supermarkets Limited. The application is for: **Erect fascia and projecting signage with (1) Cash machine surround, (2) Entrance door vinyl panel and (3) Lockable poster frame, fixed to central wall face (as amended).**

It is recommended that this application be **Granted** by Committee.

2 The Site and the Proposal

Site description

The property is an existing operational hardware store on Portobello High Street forming part of a long two-storey category C listed terrace (ref.27486, listed on 14.12.1970). The hardware shop, currently occupying three original shops, is to remain in the right-hand unit only (redeveloping the full basement area over the three units to largely preserve volume), leaving the middle and left-hand unit to be redeveloped as a local supermarket.

This property is located within the Portobello Conservation Area.

Site History

A series of parallel applications exist, all lodged with this application:

12/03277/FUL - application for a new shopfront and ATM;

12/03278/FUL - application for plant within the rear courtyard; and

12/03436/LBC - listed building consent application for external and internal changes

Pre-Application Process

There is no pre-application process history.

Description Of The Proposal

The application proposes halo-lit lettering on a fascia above the central unit (224 Portobello High Street) only, above the retained entrance point. Existing signage on the western (left-hand) unit is removed entirely and replaced by a small hanging sign.

Lettering will be in the form of two words: "Sainsbury's" in orange and "local" in white, both on a burgundy background.

An ATM added to the left hand window has minimal signage connected to it.

A discreet hanging sign is proposed on the left-hand side of the building near the ATM.

Scheme 1

As originally submitted the scheme proposed a fascia spanning both 222 and 224 Portobello High Street. Lettering at this stage was internally lit acrylic letters.

3. Officer's Assessment and Recommendation

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.

ASSESSMENT

To address these determining issues, the Committee needs to consider whether:

- a) the proposed signage adversely affects the amenity of the conservation area; and
- b) the proposed signage affects public safety.

a) Although one word (Sainsbury's) is in orange, the signage is in the form of very limited use of orange and white letters lying upon a burgundy background, sitting well with the proposed charcoal grey shopfront below. This is an improvement on the existing bright blue signage, which covers a high proportion of the existing frontage. The degree of signage proposed is less than currently exists.

The proposed fascia simply replaces and improves existing signage on the central unit. Whilst there is a small element of orange lettering this is not the predominant colour and is acceptable. As there is no evidence to suggest that the stonework still exists behind the existing fascia, the application of individual letters onto stonework is not possible.

All lettering is halo-lit as part of a new applied fascia and the signage is considered to be of a high quality.

Signage at the ATM is minimal. An applied vinyl at the entrance simply conveys opening hours. The proposed "poster frame" was deleted from the scheme.

In combination with the existing signage being removed from the western section, the net coverage of signage is reduced and the net effect is one of improvement to both the listed building and the conservation area.

- b) There are no public safety issues arising from the proposed signage.

In conclusion, the proposed signage does not affect the amenity of the locality or public safety.

It is recommended that the Committee approves the application subject to a standard condition on commencement of works.

REASON FOR DECISION

The proposal no effect upon amenity or public safety in terms of the advertisement regulations.

David R. Leslie
Acting Head of Planning & Building Standards

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|---|---|
| Contact/tel | Stephen Dickson on 0131 529 3529 |
| Ward affected | A17 - Portobello/Craigmillar |
| Local Plan | Edinburgh City Local Plan |
| Statutory Development Plan Provision | Primary Retail Frontage Portobello Conservation Area |
| Date registered | 18 September 2012 |
| Drawing numbers/ Scheme | 1,5b,6b,7a Scheme 3 |

Advice to Committee Members and Ward Councillors

The full details of the application are available for viewing at [Planning and Building Standards online services](#)

If you require further information about this application you should contact the following Principal Planner, Anna Grant, 0131 529 3521, anna.grant@edinburgh.gov.uk

Appendix A



Application Type Advert Consent
Application Address: 222 - 228 Portobello High Street
Edinburgh
EH15 2AU

Proposal: Erect fascia and projecting signage with (1) Cash machine surround, (2) Entrance door vinyl panel and (3) Lockable poster frame, fixed to central wall face. (as amended)

Reference No: 12/03279/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

The application attracted 87 material representations: 53 letters of material objection; 4 letters of comment; and 30 letters of support.

Letters of objection included letters from the Portobello Community Council, Portobello Amenity Society, Cockburn Association and a local councillor. Reasons for objection relating specifically to the advertisement application were:

- a) Objection to the use of "orange" signage/ corporate colours
- b) Detrimental effect of the signage on the building and on the wider conservation area.

These are addressed in section a) of the Assessment.

Representations, if any, are available to view in the document list at [Planning & Building Standards online services](#).

Planning Policy

The property lies in a Primary Retail Frontage in the Portobello Conservation Area as shown in the Edinburgh City Local Plan.

Relevant Policies:

Relevant policies of the Edinburgh City Local Plan.

Policy Des 12 (Shopfronts) sets criteria for assessing shopfront alterations and/or advertising proposals.

Relevant Non-Statutory Guidelines

Non-statutory guidelines on Commercial Frontages supplement Local Plan Policies by providing guidance on shop frontages, shop front security, adverts and signs and blinds and canopies.

Appendix B



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Conditions/Reasons associated with the Recommendation

It is recommended that this application be Granted by Committee, subject to any conditions, reasons and informatives stated below.

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.

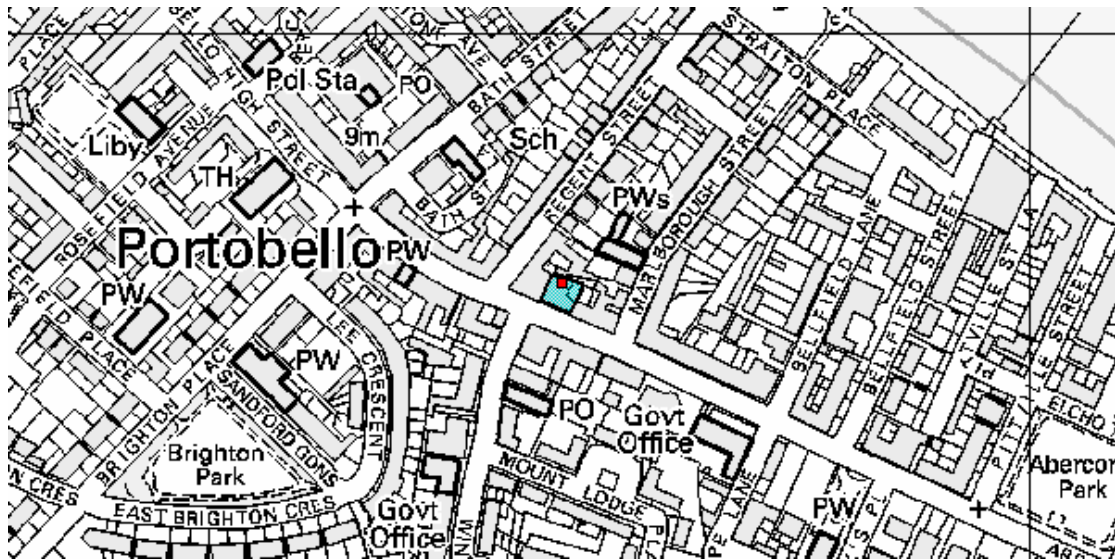
End

Appendix C

Application Type Advert Consent

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Reference No: 12/03279/ADV



Location Plan

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