

Advert Application 09/00597/ADV
at
2 Joppa Road
Edinburgh
EH15 2EU

Development Management Sub-Committee
of the Planning Committee

1 Purpose of report

To consider application 09/00597/ADV, submitted by Saint Gobain Building Distribution. The application is for: **Replacement of existing sign with new illuminated sign (in retrospect)**

It is recommended that this application be **GRANTED** subject to the conditions below.

2 **The Site and the Proposal**

Site description

The application premises are a large, flat roofed single storey unit on the north side of Joppa Road. It is in use as a retail showroom.

The building line is set back approximately 10 metres from the public road, with a vehicle forecourt located between the pavement and the building. The premises are flanked on either side by stone built, two storey residential units which are set forward onto the public pavement.

This property is located within the Portobello Conservation Area.

Site History

26.9.2000 - advertisement consent granted for display of signage (00/02147/ADV)

2.11.2000 - enforcement enquiry in relation to signage (00/00760/A01)

15.5.2008 - enforcement enquiry in relation to signage (08/00332/EADV)

Description of the Proposal

The proposal, which is in retrospect, is to display an internally illuminated fascia sign set at the level of the flat roof. The sign is 18.5 metres in length and 2 metres in height. It has a white vinyl skin, with various visual elements in blue and grey.

3 Officer's Assessment and Recommendations

Determining Issues

Do the proposals preserve the building or its setting or any features of special architectural or historic interest which it possesses? If not, there is a presumption against the granting of permission. For the purposes of this issue, "preserve", in relation to the building, means preserve it either in its existing state or subject only to such alterations or extensions as can be carried out without serious detriment to its character.

Do the proposals comply with the development plan?

If the proposals do comply with the development plan, are there any compelling reasons for not approving them?

If the proposals do not comply with the development plan, are there any compelling reasons for approving them?

ASSESSMENT

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

- (a) the signage has an adverse effect on the amenity of the conservation area and
- (b) the signage has any impact on public safety.

(a) The sign which is the subject of this application is of the same proportions, and in the same location, as the previous, internally illuminated fascia sign that was approved in 2000, and so the principle of an advertisement of the scale proposed has been accepted.

The present sign has more visual elements by way of text and images than the previous advertisement. However, these are relatively modest in scale and colour, and do not cause any adverse impact on the amenity of the area.

Portobello Conservation Area Character Appraisal

The character appraisal identifies a number of essential elements in relation to the residential zone of the conservation area. These include:

- *Variations in plot sizes and building types, heights, spacing and setbacks from the pavement;*
- *Small scale cottages with narrow plot widths at the west and east end of the conservation area*

The set back of the building assists in reducing not only the visual impact of the building itself, but also the signage. It is relatively well screened from approaches from the east and west by the adjacent residential properties. The industrial appearance of the building also lends itself to accommodating signage of this nature to a greater degree than a building of a more residential or traditional character.

In these circumstances the replacement sign has no additional effect on the character and appearance of the conservation area than the previously consented signage.

The intensity of illumination, which has been included in one of the letters of objection, cannot be controlled under the Control of Advertisements (Scotland) Regulations 1984, and would have to be addressed through public health legislation.

The proposal has no adverse effect on the amenity of the area.

(b) Whilst the signage is illuminated, it does not contain any colours that could cause confusion to road users. It is an acceptable distance from pedestrian crossings.

The proposal has no adverse impact on public safety.

The proposal is acceptable and approval is recommended subject to the statutory condition below.


 pp. John Bury
 Head of Planning

Contact/tel	John Maciver on 0131 529 3918
Ward affected	A17 - Portobello/Craigmillar
Local Plan	North East Edinburgh Local Plan Finalised Edinburgh City local Plan
Statutory Development Plan Provision	Housing and Compatible Uses/Urban Area
Date registered	25 March 2009
Drawing numbers/ Scheme	01-02 Scheme 1

Advice to Committee Members and Ward Councillors

The full details of the application are available for viewing on the Planning and Building Control Portal: www.edinburgh.gov.uk/planning.

If you require further information about this application you should contact the following Principal Planner, Graham Dixon on 0131 529 3519.

Email: graham.dixon@edinburgh.gov.uk.

If this application is not identified on the agenda for presentation, and you wish to request a presentation of this application at the Committee meeting, you must contact Committee Services by 9.00a.m. On the Tuesday preceding the meeting on extension 4229/4239. Alternatively, you may e-mail david.emerson@edinburgh.gov.uk or henry.scullion@edinburgh.gov.uk

Appendix A



Application Type Advert Application

Application Address: 2 Joppa Road
Edinburgh
EH15 2EU

Proposal: Replacement of existing sign with new illuminated sign (in retrospect)

Reference No: 09/00597/ADV

Consultations, Representations and Planning Policy

Consultations

No consultations undertaken.

Representations

One letter of objection has been received from the Portobello Amenity Society and three letters of objection have been received from neighbouring residents. The material grounds of representation are that it is too large and visually obtrusive due to the extent of illumination. These issues are addressed in Section (a) of the assessment.

Full copies of the representations made in respect of this application are available in Group Rooms or can be requested for viewing at the Main Reception, City Chambers, High Street.

Planning Policy

The site is located within the North-East Edinburgh Local Plan, in an area identified as 'Housing and Compatible Uses' and in the Finalised Edinburgh City Local Plan, in an area identified as 'Urban Area'.

Relevant Policies:

Relevant policies of the North East Edinburgh Local Plan.

Policy E21 (CONSERVATION AREAS - GENERAL): requires proposed development within a conservation area to retain all features which contribute to the character and appearance of the area.

Policy E30 (SHOP SIGNS): sets out criteria against which non-illuminated and illuminated advertisement proposals will be considered, including their design, location and visual impact

Relevant policies of the Finalised Edinburgh City Local Plan.

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

Policy Env 5 (Conservation Areas – Development) sets out criteria for assessing

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.

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Conditions/Reasons associated with the Recommendation

Recommendation

It is recommended that this application be **GRANTED**

Conditions

1. Consent is granted for a period of five years from the date of consent.

Reasons

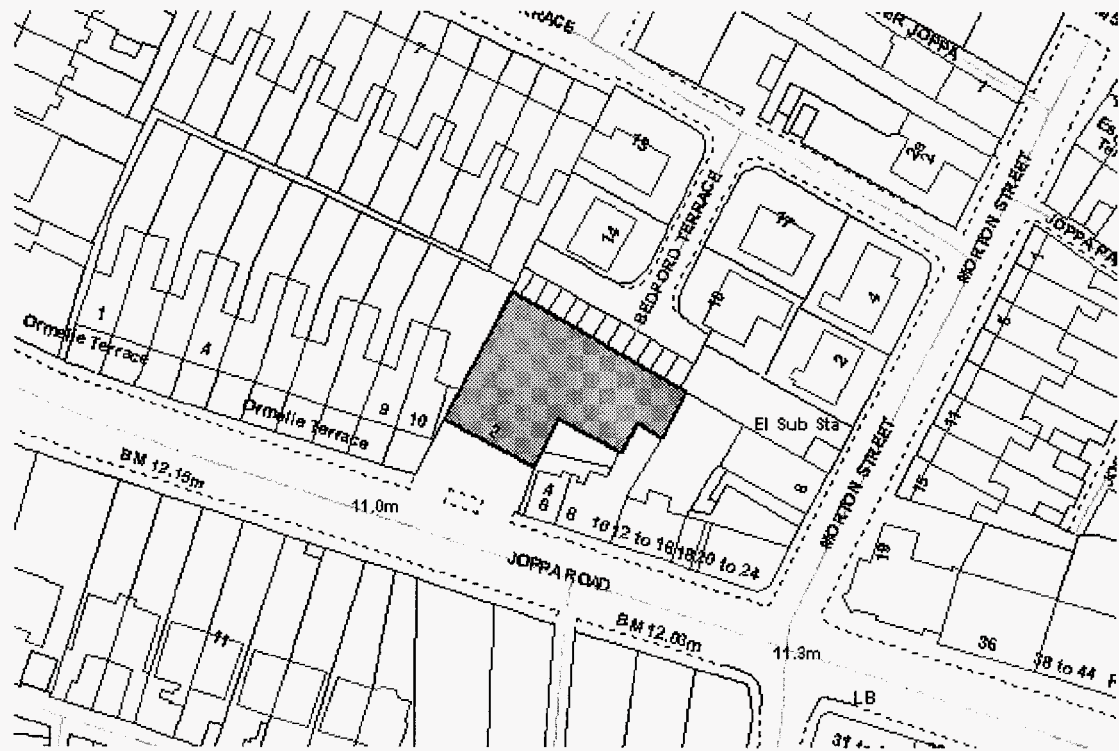
1. In order to accord with the statutory requirements of the Town and Country Planning (Scotland) Acts.

End

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Location Plan

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