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REF: 19/00237/ADV – 2 Joppa Road Edinburgh EH15 2EU; Advertisement of the following types: Fascia sign, hoarding (in retrospect)

Portobello Community Council wishes to **comment** on this application.

Nearby residents raised concern about the signage at our January 2019 meeting and we agreed an action to undertake a short on-line consultation when the retrospective advertising application was validated. This consultation ran from 6 February 2019 to 18 February 2019.

During the consultation period we also had discussion with the business owner, including a planning statement which we unloaded alongside the survey.

The consultation attracted 86 responses: 5 in support, 8 commenting and 73 objections. From the comments left the overwhelming concern was on the brightness of the LED lighting and the impact this would have on residential amenity and road safety.

The business owner attended our February 2019 meeting, looking to reassure the community on the proposal. He has stated that the sign will be much dimmer than when previously turned on via the use of a dimmer and will also be operated on a timer (turned off after main commuting hours).

These changes, if implemented appropriately, should address the bulk of the concerns raised during our consultation, so the community council agreed on a neutral representation.

We would ask that in order to address these concerns that sufficient assurances on brightness reduction and operational time are either secured in advance of any determination of the application, or as conditions if the Council is minded to consent.

Thanks

Lee Kindness, co-chair Portobello Community Council

/encl anonymised responses



Position	Comment
Object	Far too bright for local residents. Dazzles cars driving past. Sets a bad precedent for the rest of Portobello. Just not necessary to be so bright.
Comment	Signs are too big, fluorescent and light up a residential area far too intrusively.
Object	
Object	Unnecessarily bright.
Object	I object on the basis that the light from this sign intrudes on the neighbouring residential properties.
Object	I do not think this level of illumination is appropriate for a residential area
Comment	This is an excellent addition to the Portobello and Joppa area, however the illumination of the signage is excessive. It causes a significant distraction to drivers and would put my self as a motorcyclist at risk while driving past with the distraction to other drivers.
Support	The property has changed hands frequently over the years with various signage. The Hi Fi corner signage is tasteful and business like and sets a more refined look to the street.
Comment	Too bright
Object	The sign is absolutely ridiculous given the residential area it is situated in. No compassion for the neighbours at all. There's absolutely no need to have a sign as bright as this in that area. It's blinding to traffic and inconsiderate to the people who live there. Lots of period properties and it's not in keeping with the look and feel of the area. It needs to be turned off at night.
Object	Unnecessarily intrusive and not in keeping with the aesthetic of the area
Object	I feel the signage is out of character and too bright for the area. Very happy to have the business in the area just the sign is too much!!
Object	This signage is far too intrusive and out of keeping with a residential area.
Object	<p>From the photographs it would appear that this signage is far too bright causing a huge amount of light pollution. This will cause distress to the local residents, as such bright artificial light through the brain's reaction to it will cause disturbed sleep patterns and therefore such lighting is a danger to the residents' physical and mental health.</p> <p>It is also a danger to road users as it will distract drivers and if looked at may cause temporary night blindness. Also such dazzling light will make the shadows deeper making pedestrians more difficult to see and therefore putting them in danger.</p> <p>As a driver I find night driving in Edinburgh unnecessarily challenging due to all the bright signage and the new form of very white headlights for the reasons above and the lighting in the application form is much brighter than usual.</p> <p>Such bright signage is a health and safety danger.</p>
Comment	<p>This is a residential area. People have a right, when living in such an area, not to have their lives blighted by unnecessary light pollution.</p> <p>Hi-Fi Corner is a specialist retailer, which relies primarily on people making a special journey to buy its products. It does not rely on passing trade, so the idea that it needs to advertise its location in such a garish way is not warranted.</p>
Object	Having a negative impact on the local residents. Intrusive and unnecessary.



Object	The sign is far too bright. It is distracting to drivers on there road, and also to the residents living beside and opposite the sign. This is a residential area, and bright lights like this should not be allowed. It changes the quiet nature of the street and causes light pollution.
Object	The brightness of the light from the signage is far too intense. It would be just as readable if the intensity was reduced.
Object	The amount of light radiating from the sign is excessive. It illuminates our garden over the road and is so bright it is distracting when driving. This is a residential area with only one other business within walking distance - a local newsagent.
Object	The sign is too bright, and in my opinion would be a distraction to drivers at night.
Object	Un-necessarily bright and intrusive to both the immediate neighbours and the general appearance of the area. The residential buildings are subject to preservation quirements which this would contravene. Light bleed/ pollution would require immediate neighbours to use screening for a reasonable le EI of protection. The scale of v the frontage provides ample clear room to state the businesses logo and intentions without resorting to intense illumination of an otherwise peaceful and low light pollution residential area
Object	Excessive in size and brightness for a residential area where there are no other businesses competing for visibility. A reduced in size and brightness sign should only be allowed to be illuminated up to say 6pm by which time majority of bus passengers have passed. Sign shouldn't be targeting car drivers at all. Not safe. Seeking approval retrospectively in a conservation area says it all really. Please take a firm line.
Object	The light pollution from this is ridiculous and would have a major affect on the neighbours.
Comment	If local people are not happy with the effects this sign will have on their outlook etc. I think their comments must be listened too.
Object	This sign is totally out of character of Joppa,it's so bright it's disturbing. Not only disturbing for residents but drivers as well. Is there not a certain lux that can be used for road signs and street lamps? These should apply to advertising lighting.
Object	Not befitting of the locale. An eyesore and also blazing lights into residents opposite.
Object	The signage is far to bright distracting drivers
Object	The nocturnal illumination of this signage is completely out of keeping with its entirely residential setting.
Object	Far too bright and blinding when driving past at night. Not in keeping with the buildings and homes nearby
Object	This image does not reflect the lit up sign which I have seen in other photo, as in below. It amounts to unnecessary light pollution to the community and it's so bright it distracts drivers let alone passers by. It will make me not want to walk my dog here. It's gluttonous lighting and energy use is misplaced and completely compromises the surrounding residents let alone an eye sore for the rest of us. Glad for new business in my neighbourhood but not at this cost. Any business needs to respect it's surrounding community, environment and locals. I'm happy to see it in person when lit up and respond again rather than just photos.
Object	Not suitable for residential area



Object	We have just bought a house on joppa Road. We have recently got planning for alterations to our new house on Joppa Road and can not believe this signage has been allowed in our area, given the strict rules we had to keep to with our planning Application. It is way to bright, and will cause light pollution in all whose property face it, never mind the distraction and blare for drivers. I can not see why such a bright sign is necessary and hope it has been an oversight by the Council that will be remedied as soon as possible.
Object	There is no need for any signage to be so bright, it is an eyesore and very distracting when driving past.
Object	Too big, too bright, not in keeping with the area . Will set a worrying precedent if passed
Object	An incredibly intrusive eyesore. Illumination in a conservation area!. Surprised this is even an issue in an area where replacing windows need approval.
Object	It is unnecessarily bright for a residential area.
Object	Too bright for the area. No need for such illumination. It's a disturbance to neighbours and traffic.
Object	This signage when lit is far too bright in a residential neighbourhood and will have a detrimental impact on everyone living in the vicinity.
Object	This is far too bright for Residents and inappropriate for the area of illuminated
Object	The light is dangerous and distracting to drivers and is an unacceptable nuisance to its neighbours who have the right to keep their curtains open without having the light from this shining into their houses.
Object	Unnecessarily bright. A distraction to passing drivers and affecting the quality of life of the local residents.
Object	
Object	A sign lit in this way, for example the low colour temperature and brightness level, is unsuitable for a location so close to homes of the type on Joppa Road - the light penetrates and floods rooms and passing traffic can aggravate this, providing a flicker effect which makes it more distracting and uncomfortable. The sign is out of character for the architecture and historic ambience of the area.
Object	The intensity of the lighting is impacting negatively on neighbouring houses.
Object	Friend lives right next door and says the lighting is very intrusive which you can clearly see from the pictures.
Object	Looks absolutely horrendous. So bright while you drive past. I had a near miss while driving my young children to church. I cannot imagine the impact the light will be having for anyone living opposite this.
Comment	The lighting must be subdued as it will affect the quality of life for residents nearby and the ambience of the area. No need to light up at night!!



Object	<p>The sign and lighting pollution in particular are out of character for the area. This is a conservation area and should be treated as such.</p> <p>I live directly next door and the light over-spill onto my property is significant, causing a breach of privacy.</p> <p>The size of the sign is also double in height as to the previous signage which consisted of soft back lighting.</p> <p>This lighting has turned this section of Joppa Rd & Ormelie Terrace into what now resembles a flood light football pitch, when switched on, and I strongly object to it.</p>
Object	<p>The signage is very large and doesn't seem in keeping with the victorian properties on either side. Added to that it's too bright for the surrounding residents.</p>
Object	<p>Far too bright and I feel this would be a danger to roads users and pedestrians alike. This distraction could have very serious consequences if it is approved.</p>
Support	<p>Looks perfectly fine to me.</p>
Object	
Object	
Object	<p>There is no information in the application detailing the intensity of the light, or the potential effects through the windows of neighbouring properties. When I have seen it, the light is glaring onto the road which means it could also be a distraction to passing motorists on a road that has already had a number of accidents. This kind of light does not seem in keeping with Portobello shop fronts.</p>
Object	<ul style="list-style-type: none">- the illumination is much too bright, a nuisance for residents and for the general public, and possible danger to traffic. It is much brighter than the street lamps.- the sign is face-illuminated which goes against the conditions under which the prev
Object	<p>This illumination is completely out of place and unnecessary.</p>
Object	<p>Far too bright and disturbing for everyone around the shop frontage.</p>
Comment	<p>The lighting in the signage is far too bright for a residential area. This will be a nuisance to the neighbouring properties, adversely affecting the residents. I feel it can be easily resolved before it becomes a nuisance to those around and the council are contacted with complaints.</p> <p>The brightness of the signage lighting must be reduced.</p>
Object	<p>Can the lumens in the lighting not be reduced to eliminate/reduce the light irritation/ pollution to neighbouring properties when it is dark rather than the removal of the sign. In a similar way that the council has reduced the lumens in street lighting in recent years (not done to reduce light pollution but to save money).</p>
Support	<p>I am rather perplexed to hear that there have been a number of objections to this sign. There are two reasons I think it would be utterly perverse and vindictive to refuse planning permission:</p> <ol style="list-style-type: none">1. The size and shape of the sign was not decided by the new business, nor was it decided by the previous piano shop but is simply an adaptation of the tile shop sign that once occupied that site.2. The new sign is just a logo the name of the shop and in uncontroverial slogan in lettering that seems entirely in proportion; white on grey, what is there to object to? <p>This is very high quality family business that the area is honoured to have attracted.</p>



Object	This sign is too bright for a residential area and is a nuisance for both residents nearby and passers by. In addition, Portobello has a lovely community feel and does not need such intense signage, it spoils our town. I wish the business every success but please reconsider the signage needed and make it appropriate to the area.
Object	This is unsightly and unnecessary. The sign is so bright it is distracting whilst driving and must be a pain for people living near by.
Object	Far too bright and obtrusive for this residential area.
Object	This is a residential area and the lighting intrudes into people's houses as well as onto the street itself. This is a specialist shop that does not need to advertise and would not need to attract passing trade. This would set a dangerous precedent and whilst I wish the business success they do not need to impinge upon residents by erecting lighting that is too bright.
Object	Brightness of Signage not appropriate for residential area.
Object	I feel this is unnecessarily bright at this particular site and will cause problems for those living close by. A far less intrusive sign would have the required effect for the showroom, which is very easy to spot even without an illuminated sign.
Object	I have no objection to the signage itself but do feel that the level of brightness when it is illuminated is entirely inappropriate for this residential area. As well as being inconsiderate to neighbours whose properties are effectively floodlit by the sign, I feel it will be distracting to drivers and is unsuitable in this conservation area
Object	Signage is intrusive
Object	The signage is far too bright for a residential area and I don't feel the planning application image represents the reality of the light impact at all.
Support	
Object	It is very obtrusive in a residential area. Could set a precedent for further inappropriate advertising in what is a conservation area.
Object	Lighting is an obstruction when driving
Object	
Object	<p>The signage is directly illuminated in contrast to the previous sign and as such represents a material change in conditions. The previous sign was softly backlit only and was given retrospective approval in 2009 on the basis that it was only softly back lit and provided no nuisance to neighbours.</p> <p>The current sign -erected without warning and without consultation or statutory approvals - is by contrast comprised of very brightly illuminated very large letters and logo, and light from it is invasive into neighbouring properties. As such it is our view it represents a nuisance to the residential context and is detrimental to the character of the Portobello Conservation Area which it sits within.</p> <p>The light levels measured along the road edge on the night the sign was first illuminated measured around 30lux along the pavement in front of the sign. Elsewhere the normal street lighting only provided 13 to 15 lux below lamp standards and 2 or 3 lux between posts. The sign is consequently far too bright.</p> <p>It is also likely to dazzle or to distract passing motorists.</p> <p>I consulted the installing electrician that night who advised me there was no opportunity for dimming within the installation.</p> <p>The applicant was approached and he expressed the view that no one could be upset because the signage was not finished. However it is now refinished and in my view it is</p>



	<p>inappropriately bright and unsuitable for the residential context and the conservation area as determined in the 2009 retrospective application.</p> <p>I have taken photographs both of the application site and also of the Rolls Royce Car dealership in Corstorphine road whose illuminated signage is subtle and potentially acceptable within a sensitive residential area. I understand their consultants also consulted you before erecting their sign as normal practice would require. On this basis I request that you refuse the application.</p>
Object	It's far too bright and is it really necessary outside business hours?
Object	This sign will be far too bright and will intrude on local residents.
Object	<p>Reasons for objecting:</p> <ul style="list-style-type: none">* High intensity light pollution* Out of keeping with period properties around it* Distraction to passing drivers* Sets precedent for similar future applications
Comment	Intrusive for neighbours.
Support	I can't see any issues with the signage
Object	
Object	Too bright for a residential area so close to houses
Object	I am concerned that the lighting level is inappropriate for a residential area and that the brightness will cause unnecessary residual light pollution both onto a main road and also into local residences. The brightness is not appropriate to the site.
Object	The sign is not in keeping with the local area. It is dazzling and distracting to drivers. Far too bright for a residential area. An absolute eye sore.
Object	The sign is illuminated, there is absolutely no need for this - we live next door & the light from the signage is so bright it spills into our living-room & master bedroom. On the evening it was lit up, it encroached into our family life making us anxious & uncomfortable. In addition, this is a conservation area & erecting a sign such as this is setting a dangerous precedent. It does not blend into its surroundings & would be more fitting in an industrial site, not a residential, conservation area. We would request that the option to have this sign illuminated is withdrawn
Object	This is intrusive and unnecessary and is not in keeping with the Portobello Conservation Area. The level of lighting constitutes environmental pollution for nearby residents.
Object	I am a resident of Portobello and a former resident of Joppa Road. The lit signage is horrendous spoiling a lovely conservation area plus adding to general light pollution. There would be no difficulty in anyone finding the premises without the lit signage as there are no other major business premises on Joppa Road. We wouldn't allow a huge billboard to be erected on the street so why would this be allowed just because it is on someone's premises. I feel sorry for the houses opposite - it will lower their value and it would put me off moving back to Joppa.