

THE HIGHLAND COUNCIL

**PLANNING APPLICATIONS COMMITTEE –
15 December 2015**

Agenda Item	6.1
Report No	PLN/067/15

**15/03417/ADV : Punch Taverns
Portree Hotel, Somerled Square Portree**

Report by Area Planning Manager

SUMMARY

Description: Retrospective advertisement signage of the following types : Fascia, Hoarding, 2 Sets of Halo Illuminated Letters, Four Fascia Signs, Eight Poster Units, Six Lanterns and Five Downlights

Recommendation - GRANT

Ward : 11 - Eilean A' Cheò

Development category : Local Development

Pre-determination hearing : None

Reason referred to Committee : Objection from Community Council as statutory consultee

1. PROPOSED DEVELOPMENT

1.1 The application seeks retrospective advertisement consent for the erection of:

- Two sets of halo illuminated lettering measuring 9.71m x 0.746m
- A single sided illuminated fascia sign measuring 9m x 0.95m
- One single sided illuminated fascia sign measuring 1.52m x 0.51m
- One single sided illuminated fascia sign measuring 1.52m x 0.51m
- Six poster cases measuring 0.699m x 0.914m
- Two poster cases measuring 0.488m x 0.633m
- Five LED downlighters
- Six Brass lanterns
- One single sided illuminated fascia sign measuring 8m x 0.95m

1.2 A previous application 14/04116/ADV was approved in May 2014 for new signage to be added onto the hotel. After a full renovation and modernisation of the building, amended signage was discussed with the case officer and the officer confirmed that a new application would be required.

1.3 The signage was installed on site prior to the determination of the application.

1.4 The eight poster cases included within the application are all advertisements that could be displayed with deemed consent – that is, without the need for any advertisement consent being applied for. This is granted under Schedule 4 Class 4 of Town and Country Planning(Control of Advertisements)(Scotland) Regulations 1984.

1.5 **Variations:** The signage on the original submission of the application did not match up in terms of its size with the signage that had been installed on the building. The signage installed was all slightly larger than that which had been submitted. On discussion with the agent it was recommended that the drawings be amended and the application be re-advertised.

2. SITE DESCRIPTION

2.1 The building is a large 3½ storey Hotel located in a landmark position at the corner of Somerled Square and Wentworth Street. The site is located within the village centre of Portree amongst other shops and hotels and is the most prominent and largest building within Somerled Square. Portree Hotel is also located within the conservation area for Portree and is in close proximity to the war memorial in the centre of Somerled Square. The Hotel has just undergone a full renovation. The exterior of the building has been recently repainted in accordance with planning permission 15/03213/FUL.

3. PLANNING HISTORY

3.1 06/00191/FULSL Alterations to Hotel Permitted 16/08/2006

3.2 14/01116/ADV Advertisement of the following types : Fascia Sign, Box Sign, Hoarding. New lighting. Permitted 16/05/2014

3.3 14/02025/FUL The proposal relates to the formation of a new window within an existing door opening fronting Somerled Square, and the reinstatement of two former windows to the rear elevation of the property Permitted 25/07/2014

3.4 15/03213/FUL Retrospective application for the painting of the external walls at The Portree Hotel Permitted 23/10/2015

4. PUBLIC PARTICIPATION

4.1 Advertised : Section 65 – Affecting the Conservation area expires 23.10.15
Section 65 – Affecting the Conservation area expires 06.11.15

Timeous representations : 3 objections from 3 different households.

Late representations : None

4.2 Material considerations raised are summarised as follows:

- The signage materially alters the appearance of a building within the conservation area.
- Too many signs
- Signs are too large

4.3 All letters of representation are available for inspection via the Council's eplanning portal which can be accessed through the internet www.wam.highland.gov.uk/wam.

Access to computers can be made available via Planning and Development Service offices.

5. CONSULTATIONS

5.1 **Building Standards** : No Comments

5.2 **Historic Environment** : Response awaited

5.3 **Portree Community Council** : Objection

- Signage not in keeping with area.
- Signage too big and conspicuous.
- Signage detracts from the importance of the war memorial.

6. DEVELOPMENT PLAN POLICY

The following policies are relevant to the assessment of the application

6.1 Highland-Wide Local Development Plan 2012

Policy 28 Sustainable Design

Policy 29 Design Quality and Place making

Policy 34 Settlement Development Area

Policy 57 Natural, Built and Cultural Heritage

6.2 West Highland and Islands Local Plan 2010

Policy 1 Settlement Development Area

8. PLANNING APPRAISAL

8.1 Part 2 section 4 of the Town and Country Planning(Control of Advertisements)(Scotland) Regulations 1984 states that the control of advertisements can only be assessed in terms of public safety and amenity.

8.2 The application also requires to be assessed against all policies of the Development Plan relevant to the application, all national and local policy guidance and all other material considerations relevant to the application.

8.3 Development Plan Policy Assessment

The property falls within the Settlement Development Area for Portree and so Policy 34 of the Highland-wide Local Development Plan applies. Policy 34 supports development proposals within Settlement Development Areas if they meet the Design for Sustainability requirements of Policy 28. Policy 28 requires sensitive siting and high quality design in keeping with local character and historic and natural environments, and the use of appropriate materials. This Policy also requires proposed developments to be assessed on the extent to which they are compatible with service provision, as well as their impact on individual and community residential amenity.

Policy 29 repeats this emphasis on good design in terms of compatibility with the local landscape setting.

There is also a requirement to judge proposals in terms of their impact upon the natural, built and cultural heritage features identified by Policy 57. The site falls within the Portree Conservation Area in respect of which Policy 57.1 states that developments will be supported where they can be shown not to have an unacceptable impact upon the natural environment, identified protected amenity and heritage resource.

8.4 **Material Considerations**

Amenity

The amenity in question relates to the visual impact of the installed signage on the area.

The site is located within the centre of the Conservation Area of Portree and so the main consideration is the impact the signage has on the defined character of that area.

Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 requires of planning authorities that special attention should be paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

It is considered that the new signage, in conjunction with the repainting and modernisation of the building, has helped rejuvenate and improve the visual form of the frontage of this important and prominent building. In so doing, it has helped to enhance the overall appearance of Somerled Square and the wider Conservation Area.

The new signage makes a stronger visual statement than that it replaces, but this is considered to be commensurate with the importance of the building as the most active frontage in what is otherwise a square lacking such features. The signage is in scale with the size of the building and has helped to improve the visual appearance of the building in a vibrant and busy area of Portree that is focussed upon the tourist market.

Furthermore, given the scale of the square as a whole, it is difficult to find much ground to support the contention of the Community Council that the visual impact of the signage will undermine the setting of the unlisted war memorial at the centre of the square and some 40m from the hotel frontage.

Several of the objection comments have commented on the lighting within the new scheme as being too bright and overpowering. However, 8 downlights were located on the building prior to the redevelopment along with the illuminated signs. In the new scheme the number of downlights has been reduced to 5. The only new lighting is the 6 brass lanterns at the side of the entrance doors to the building.

Public Safety

In this case the considerations of public safety are the potential distraction of road users and obstruction of pedestrians on the pavement outside the hotel.

Road user distraction is a relevant consideration given that the signage is located at the side of Wentworth Street and Somerled Square and these are main thoroughfares for local traffic. However, it is not considered that the signage is unduly distracting in a way which reduces road safety and contribute to accidents in this busy area of the village. The above facts relating to the lighting incorporated in the scheme is particularly relevant in this regard.

The signage is all flat and wall mounted in form apart from the downlights and brass lanterns. The downlights are all located above head height and so cause no concern to pedestrian safety. Due to these specifications it is considered that none of the signage is likely to cause any adverse effect on the safety of pedestrians using the building or surrounding footpaths

8.5 Other Considerations – not material

- The application being retrospective
 - The legislation makes specific allowance for the determination of retrospective applications based upon the same procedures and considerations as other applications
- Questioning the wording on the signs
 - The signs do appear to contain a spelling error – an apostrophe ‘s’ in the word Ceilidhs. It is hoped that the applicants will correct this in their own interests but, again, the legislation makes clear that the detailed content of the signs is not a consideration for the planning authority

9. CONCLUSION

9.1 All relevant matters have been taken into account when appraising this application. It is considered that the proposal accords with the principles and policies contained within the Development Plan and is acceptable in terms of all other applicable material considerations.

10. RECOMMENDATION

Action required before decision issued	N
Notification to Scottish Ministers	N
Notification to Historic Scotland	N
Conclusion of Section 75 Agreement	N
Revocation of previous permission	N

Subject to the above, it is recommended the application be **Granted** subject to the five standard conditions and reasons required by the legislation.

REASON FOR DECISION

The proposals accord with the provisions of the Development Plan and there are no material considerations which would warrant refusal of the application.

TIME LIMITS

Duration of this Advertisement Consent

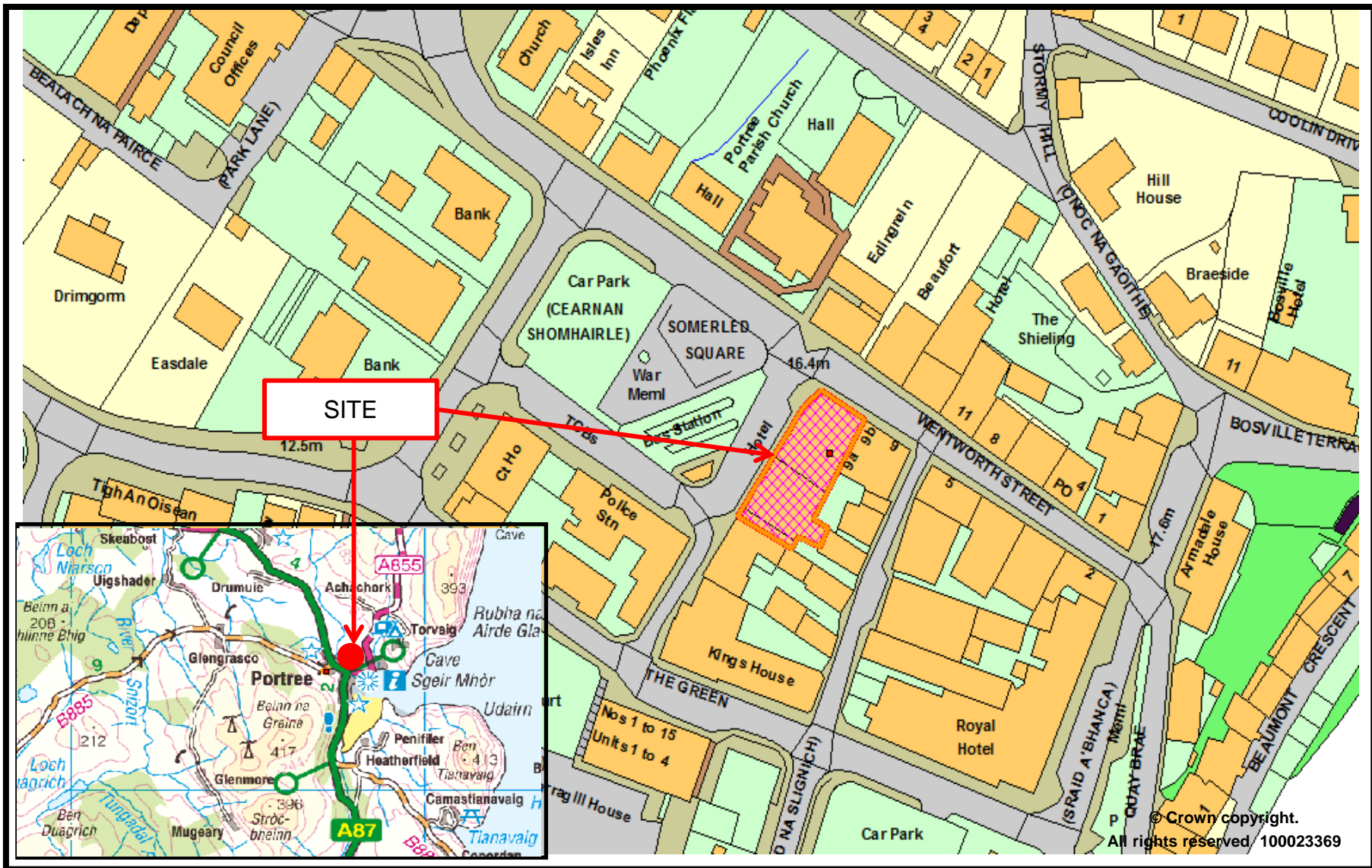
In accordance with Regulation 18 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (as amended) this consent for the display of an advertisement shall lapse FIVE YEARS from the date of this decision notice.

FOOTNOTE TO APPLICANT

Accordance with Approved Plans and Conditions

You are advised that development must progress in accordance with the plans approved under, and any conditions attached to, this permission. You must not deviate from this permission without consent from the Planning Authority (irrespective of any changes that may separately be requested at the Building Warrant stage or by any other Statutory Authority). Any pre-conditions (those requiring certain works, submissions etc. prior to commencement of development) must be fulfilled prior to work starting on site. Failure to adhere to this permission and meet the requirements of all conditions may invalidate your permission or result in formal enforcement action.

Signature: Dafydd Jones
Designation: Area Planning Manager North
Author: Chris Hallas
Background Papers: Documents referred to in report and in case file.
Relevant Plans: Plan 1 – Location plan 000001a
Plan 2 – Existing Elevations 000002a
Plan 3 – Proposed Elevations 000003a
Plan 4 – Signage Details 000004



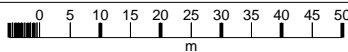
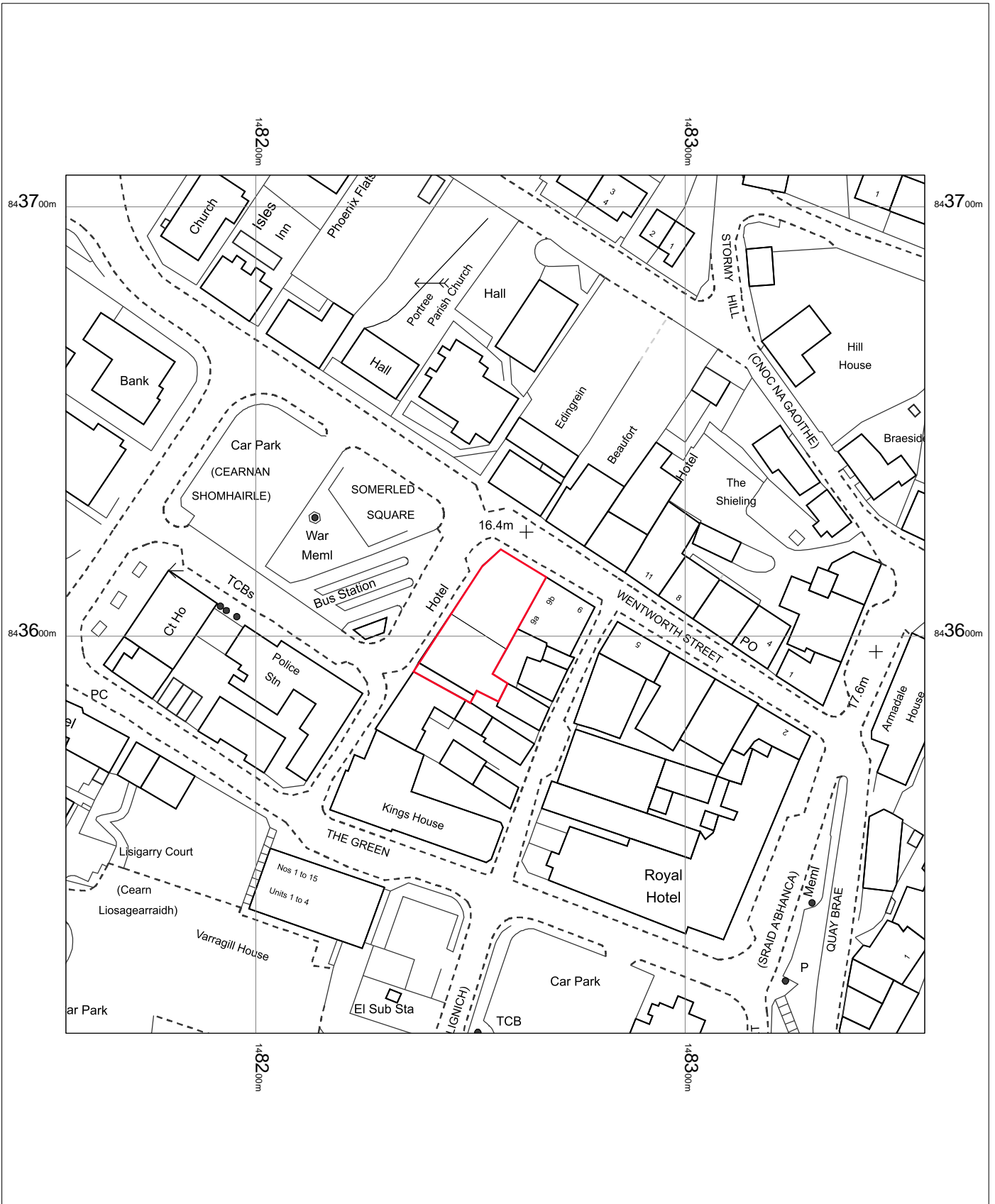
The Highland Council
Comhairle na Gàidhealtachd

Planning and Development Service

Location Plan
15/03417/ADV
Retrospective Advertisement Signage

15th December 2015

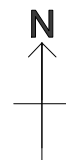
Scale:



OS MasterMap 1250/2500/10000 scale
 12 March 2014, ID: BW1-00305486
www.blackwellmapping.co.uk

1:1250 scale print at A4, Centre: 148256 E, 843608 N

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 DH RED SAND
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 DH GOLDEN IVORY
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 Gold Finish
-
 RAL 10C31
-
 RAL 7015
-
 BLACK

PORTREE HOTEL

ISLE OF SKYE / PUNCH 4419-Scheme7 18.12.13 DS 27.2.14





CH RED SAND	DH GOLDEN MORY	BLACK
Gold Finish	RAL 10C31	RAL 7015

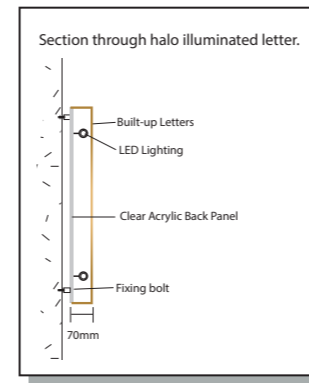
PORTREE HOTEL ISLE OF SKYE / PUNCH 4419-Scheme11 18.12.13 DS 123.14 DG 24.11.14 DG 1.12.14



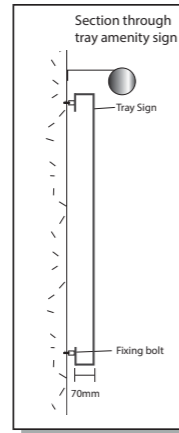
SIGN A - Two sets of individual halo illuminated letters fitted on locators. Size 9710x746mm. HAG

PORTREE HOTEL

SCALE 1:50 @ A3



SIGN B2 - One single sided fascia sign with applied display. Illuminated by trough light. Size 1520x510mm. HAG 2m



SIGN B3 - One single sided fascia sign with applied display. Illuminated by trough light. Size 1520x510mm. HAG 2m

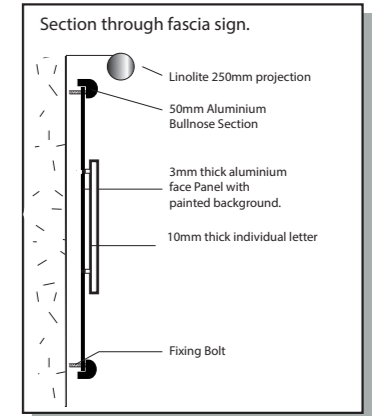


SCALE 1:25 @ A3

SIGN B1 - One single sided fascia sign with applied display. Size 9000x950mm. HAG



SCALE 1:50 @ A3



SIGN C1 - Six poster cases
Size 699x914mm. HAG 1m



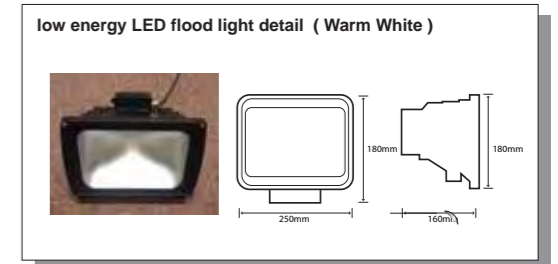
SCALE 1:25 @ A3

SIGN C2 - Two poster cases.
Size 488x633mm. HAG 1m



SCALE 1:25 @ A3

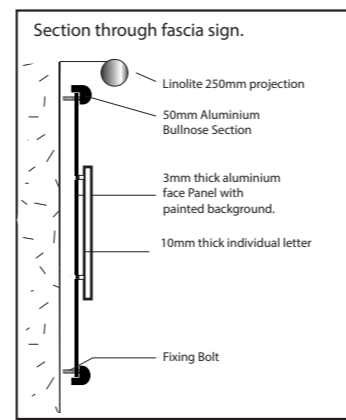
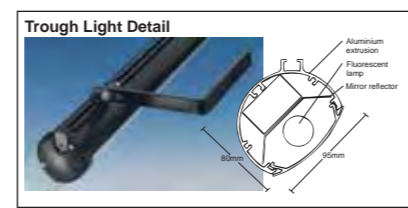
SIGN D - Five downlights
Size 250x1800mm. HAG 3m



SIGN F - One single sided fascia sign with applied letters. Illuminated by trough light from above. Size 8000x950mm. HAG 2.5m



SCALE 1:50 @ A3



SIGN E - Six brass lanterns
Size 250x580mm x 465 projection. HAG 2m



SCALE 1:25 @ A3

DH RED SAND	DH GOLDEN IVORY	BLACK
Gold Finish	RAL 10C31	RAL 7015

