We hope people will have read our positive vision for the future of The George and will agree that in saving a valued historic building we can also bring significant benefits the community. Beyond renewed amenity, local cinema can help retain and recirculate money in the local economy, as an important source of entertainment and a means of attracting visitors, but also through its purchasing power and role as a local employer.

The relative benefit of 20 private flats (apx 1% of proposed residential development) is insufficient to justify the loss of amenity and a valued listed building.

If you agree with this position, you might consider commenting on the proposals for the erection of flats. **Even if you previously commented on a community council survey in December, the application is now formally lodged and you need to voice your opinion again.** There are two applications for the proposed flats. One for Listed Building Consent and one for Planning Consent. Some issues you might consider when commenting:

**Application for Planning Consent - REF 16/06447/FUL**

- The proposals represent substantial demolition of a historically important and valued listed building.
- Retention and rejuvenation could deliver significantly greater benefits to the community and local economy than 20 private flats.
- A realistic proposal for retention has been developed by others.
- Proposals represent further erosion of community amenity in face of significant population increase.
- The design is of insufficient quality for a prominent site on a main thoroughfare within a conservation area.
- Facade retention in the context of best conservation practice, should be seen as an approach of last resort and is undermined by the significant alterations proposed to the principal facade.
- The proposed block of flats represents over development with the bulk of the accommodation to the rear having an overbearing effect on the principal facade.
- The proposals will result in loss of amenity to neighbouring dwellings with regards to daylight and privacy.
Listed Building Consent - **REF 16/06449/LBC**

- The proposals represent substantial demolition of a valued listed building of historic and cultural importance.

- It is a fine surviving example of an architectural style unlike other buildings in Portobello, this range of styles is an important characteristic of the Conservation Area.

- It is a landmark building on the main thoroughfare between High Street and Promenade.

- The interior retains much of its original fabric and is relatively unaltered.

- The building is capable of being repaired.

- Realistic and realisable costed proposals for a scheme of restoration and rejuvenation have been prepared demonstrating a positive future for the existing building.

- Demolition is not essential to delivering significant benefits to economic growth or the wider community.

- 20 private dwellings will not bring significant economic growth or benefit to the wider community and local economy.