



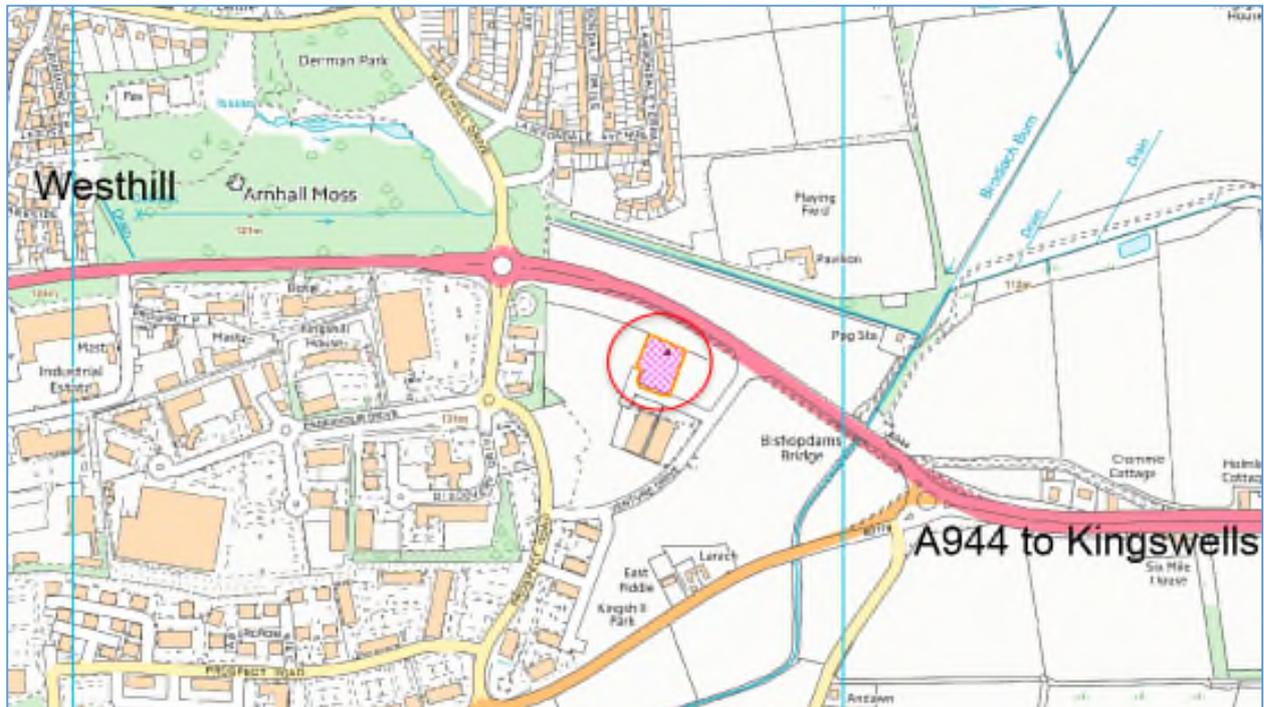
Garioch Area Committee Report – 21 November 2017

Reference No: APP/2017/2581

Advertisement Consent For Erection of Banner Sign at Unit 2, Kingshill Commercial Park East, Venture Drive, Arnhall Business Park, Westhill, Aberdeenshire, AB32 6FQ

Applicant: Knight Property Group PLC

Grid Ref:	E:383763 N:806500
Ward No. and Name:	W13 – Westhill and District
Application Type:	Advertisement Consent
Representations:	0
Consultations:	2
Relevant Proposals Map Designations:	Within Westhill settlement, OP2
Complies with Development Plans:	Yes
Main Recommendation:	Grant



NOT TO SCALE

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1. Reason for Report

- 1.1 The Committee is able to consider and take a decision on this item in terms of Section B.9.1 of Part 2A List of Committee Powers and Section C.3.1g of Part 2C Planning Delegations of the Scheme of Governance as there is an unresolved objection from a consultee.
- 1.2 The Head of Finance and Monitoring Officer within Business Services have been consulted in the preparation of this report and had no comments to make and are satisfied that the report complies with the Scheme of Governance and relevant legislation.

2. Background and Proposal

- 2.1 The applicant seeks retrospective advertisement consent for the installation of a non-illuminated advertising sign at Unit 2, Kingshill Commercial Park, Venture Drive, Arnhall Business Park, Westhill.
- 2.2 The advertisement sign consists of a mesh banner which is fixed to the steel cladding on north elevation of the commercial unit which is parallel to the A944. The elevated site is south east of Westhill and is visible on approach from Aberdeen and Westhill. The sign is approximately 11 metres in length and 3 metres in height and is installed approximately 3 metres from ground level. The banner advertises the vacant unit and indicates that the unit is 'to let'.
- 2.3 Consent is sought for a temporary period of four years
- 2.4 This is a retrospective application, submitted at the request of the Enforcement Team as the proposal was the subject of an Enforcement Complaint (COMP/2017/0250). The applicant was advised that planning permission would be required for the advertisement sign. Pre-application discussions subsequently took place with the planning authority requesting advice and assistance in completing the application.

3. Representations

- 3.1 No valid letters of representation have been received.

4. Consultations

- 4.1 **Infrastructure Services (Roads Development)** has no comment to make on this application.
- 4.2 **Westhill and Elrick Community Council** has objected to the retrospective planning application on the grounds that it impacts on the visual amenity of the area. It is further stated that it is not known how long the sign may remain and that it could set a precedent for other unlet buildings.

5. Relevant Planning Policies

- 5.1 Scottish Planning Policy

The aim of the Scottish Planning Policies is to ensure that development and changes in land use occur in suitable locations and are sustainable. The

planning system must also provide protection from inappropriate development. Its primary objectives are:

- to set the land use framework for promoting sustainable economic development;
- to encourage and support regeneration; and
- to maintain and enhance the quality of the natural heritage and built environment.

Development and conservation are not mutually exclusive objectives; the aim is to resolve conflicts between the objectives set out above and to manage change. Planning policies and decisions should not prevent or inhibit development unless there are sound reasons for doing so. The planning system guides the future development and use of land in cities, towns and rural areas in the long term public interest. The goal is a prosperous and socially just Scotland with a strong economy, homes, jobs and a good living environment for everyone.

5.2 Aberdeen City and Shire Strategic Development Plan 2014

The purpose of this Plan is to set a clear direction for the future development of the North East. It promotes a spatial strategy. All parts of the Strategic Development Plan area will fall within either a strategic growth area or a local growth and diversification area. Some areas are also identified as regeneration priority areas. There are also general objectives identified. In summary, these cover promoting economic growth, promoting sustainable economic development which will reduce carbon dioxide production, adapt to the effects of climate change and limit the amount of non-renewable resources used, encouraging population growth, maintaining and improving the region's built, natural and cultural assets, promoting sustainable communities and improving accessibility in developments.

5.3 Aberdeenshire Local Development Plan 2017

Policy P1: Layout, siting and design

5.4 Other Material Considerations

Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984 (as amended). The powers conferred by these regulations with respect to the granting or refusal of consent for the display of advertisements, the revocation or modification of such consent, and the discontinuance of the display of the advertisement with the consent deemed to be granted, shall be exercisable only in the interests of amenity and public safety.

6. **Discussion**

6.1 The key issues under consideration for this application are the layout, siting and design of the advertising sign and the impact it may have on road safety and public amenity. In order to determine the merits of this application, it will be assessed against Policy P1: Layout, siting and design of the Aberdeenshire Local Development Plan 2017.

6.2 Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984 (as amended) require the planning authority to determine

the suitability of the use of a site for the display of advertisements in light of the general characteristics of the locality and to consider whether the display of advertisements would have any adverse effect on public safety.

- 6.3 The sign is proposed on the north elevation of a large commercial building. The wall in question measures approximately 48 metres by 8.5 metres, with the sign covering around 12% of the available surface. Although large, the sign has a very specific purpose, to attract attention and facilitate the occupation of an empty unit by a new business. At the point of occupation, it is fully anticipated that the sign will be removed and replaced by more permanent corporate signage. In these circumstances, the scale of the advertising sign is considered to be acceptable and appropriately positioned on the north elevation of the commercial unit. The sign is non-illuminated and there would not be any detrimental impact to the surrounding area.
- 6.4 A response was received from Westhill and Elrick Community Council raising concerns that the sign is detrimental to the visual amenity of the area and in particular the residential housing opposite (refer to Appendix 1). Other matters raised about precedent and duration of any consent are not material to the determination of the application. The residential housing to the north is approximately 170 metres away and is well screened by trees and shrubbery. Consequently, the sign would not significantly detract from the amenity or character of the building or the appearance of the immediately surrounding area. Although prominent to road users on the A944, the sign poses no risk to public safety and is not considered to be unduly out of character in this context.
- 6.5 This is confirmed by Roads Development which has raised no objection to the advertising sign. Therefore, it is not considered to have any adverse impact on visibility or road safety.
- 6.6 Whilst the applicant is seeking advertisement consent for a temporary period of four years, the Planning Service is of the opinion that this is a fairly lengthy amount of time to display a sign of this nature. Notwithstanding the lack of concern about the impact of the sign for a two year period, it would not be appropriate to have the sign in situ for an extended period of time without greater justification. Consequently, a limited period of two years is considered to be appropriate for the consent of this advertisement sign.
- 6.7 In conclusion, there will not be any significant impact to neighbouring properties in terms of loss of amenity and the sign will pose no risk to public safety. Therefore, the advertising sign complies with Policy P1: Layout, siting and design as outlined Aberdeenshire Local Development Plan 2017 and is recommended for approval for a limited period not exceeding two years.

7. Area Implications

- 7.1 In the specific circumstances of this application there is no direct connection with the currently specified objectives and identified actions of the Local Community Plan.

8. Implications and Risk

- 8.1 An equality impact assessment is not required because the grant of permission in this case does not have a differential impact on any of the protected characteristics.
- 8.2 There are no staffing and financial implications.
- 8.3 There are no risks identified in respect of this matter in terms of the Corporate and Directorate Risk Registers as the Committee is considering the application as the planning authority in a quasi-judicial role and must determine the application on its own merits in accordance with the Development Plan unless material considerations justify a departure.

9. Sustainability Implications

- 9.1 No separate consideration of the current proposal's degree of sustainability is required as the concept is implicit to and wholly integral with the planning process against the policies of which it has been measured.

10. Departures, Notifications and Referrals

10.1 Strategic Development Plan Departures

None

10.2 Local Development Plan Departures

None

- 10.3 The application is not a Departure from the Local Development Plan or Strategic Development Plan and no departure procedures apply.
- 10.4 The application does not fall within any of the categories contained in the Schedule of the Town and Country Planning (Notification of Applications) (Scotland) Direction 2009 and the application is not required to be notified to the Scottish Ministers prior to determination.
- 10.5 The application would not have to be referred to Infrastructure Services Committee in the event of the Area Committee wishing to grant permission for the application.

11. Recommendation

11.1 GRANT Advertisement Consent subject to the following conditions:-

1. Advertisement consent is hereby granted for a temporary period only and shall cease to have effect on 21/11/2019 (the 'cessation date').

Reason: To ensure that the temporary development is timeously removed or an opportunity is given to reassess the need for the signage.

11.2 Reason for Decision

The proposal complies with The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and Policy P1: Layout, siting and design in the Aberdeenshire Local Development Plan 2017.

Stephen Archer
Director of Infrastructure Services
Author: Cameron Kirk (Planner)
Date: 06/11/2017

Comments for Planning Application APP/2017/2581

Application Summary

Application Number: APP/2017/2581

Address: Unit 2 Kingshill Commercial Park East Venture Drive Arnhall Business Park Westhill
Aberdeenshire AB32 6FQ

Proposal: Erection of Banner Sign|cr|

Case Officer: Cameron Kirk

Customer Details

Name: Mr John Long

Address: 52 Dunecht Road Westhill

Comment Details

Commenter Type: Community Council

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: Sent on behalf of WECC

Westhill and Elrick Community Council wish to object to the erection of an extremely large banner sign on Unit 2, Kingshill Commercial Park. It has a prominent location facing the main route in and out of Westhill and residential housing opposite. The sign is 11mtrs. x 3mtrs. and signage of this proportion hugely impairs the visual impact of the surrounding area.

We note that this is a retrospective application and the sign has been installed for several months, which has raised comments from local residents. Though it may be deemed a temporary sign it should still come under the same rules and conditions as a permanent sign since the extent of how long it will remain is unknown.

There are concerns that a precedence could be set for large temporary signs being erected on unlet buildings along the A944, which would be detrimental to a large residential area such as Westhill.

We would also like to take this opportunity to highlight our previously noted concerns, regards lack of clarity and way forward concerning the Landscaping Plan for this area, which was to be implemented to 'soften' the impact of any large industrial / commercial buildings.

Best Regards

John Long

Member WECC