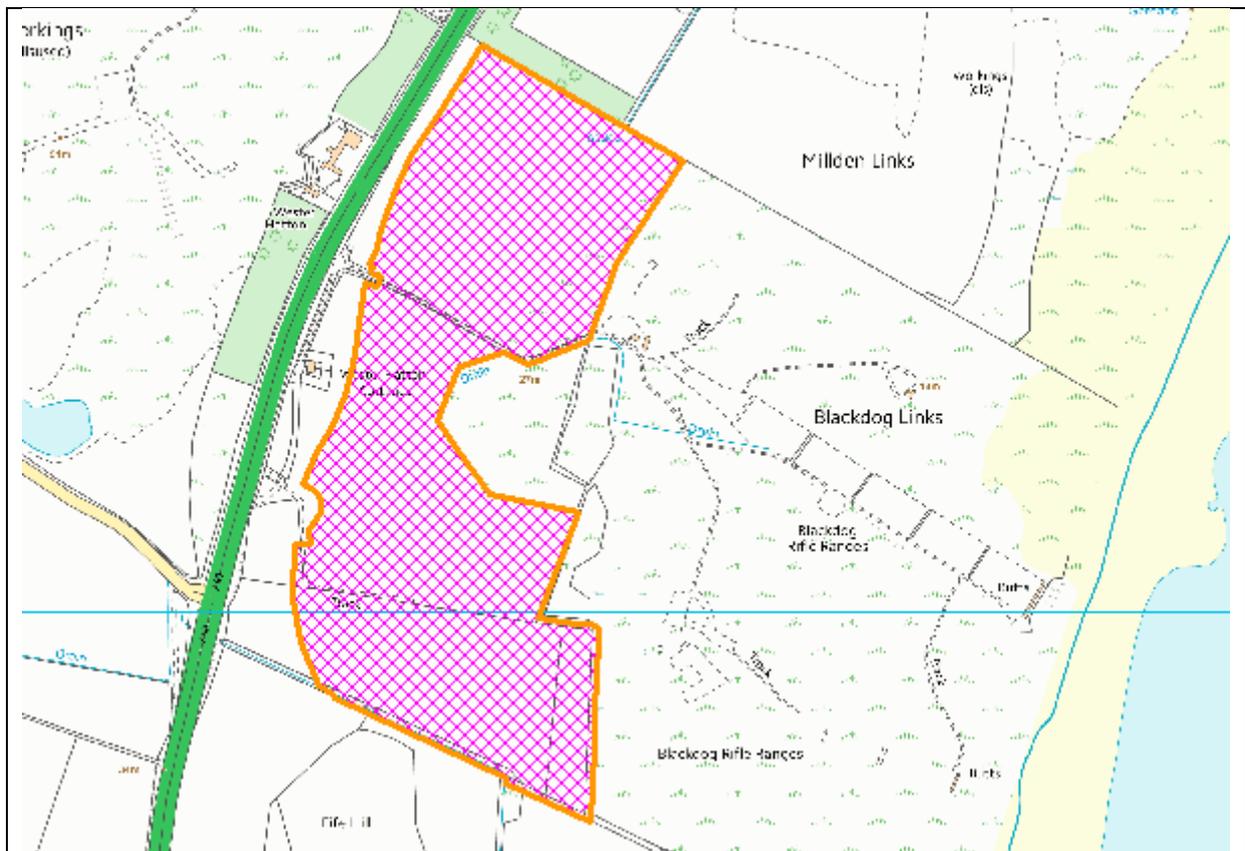


Formartine Area Committee Report - 25 September 2018

Reference No: APP/2018/1600

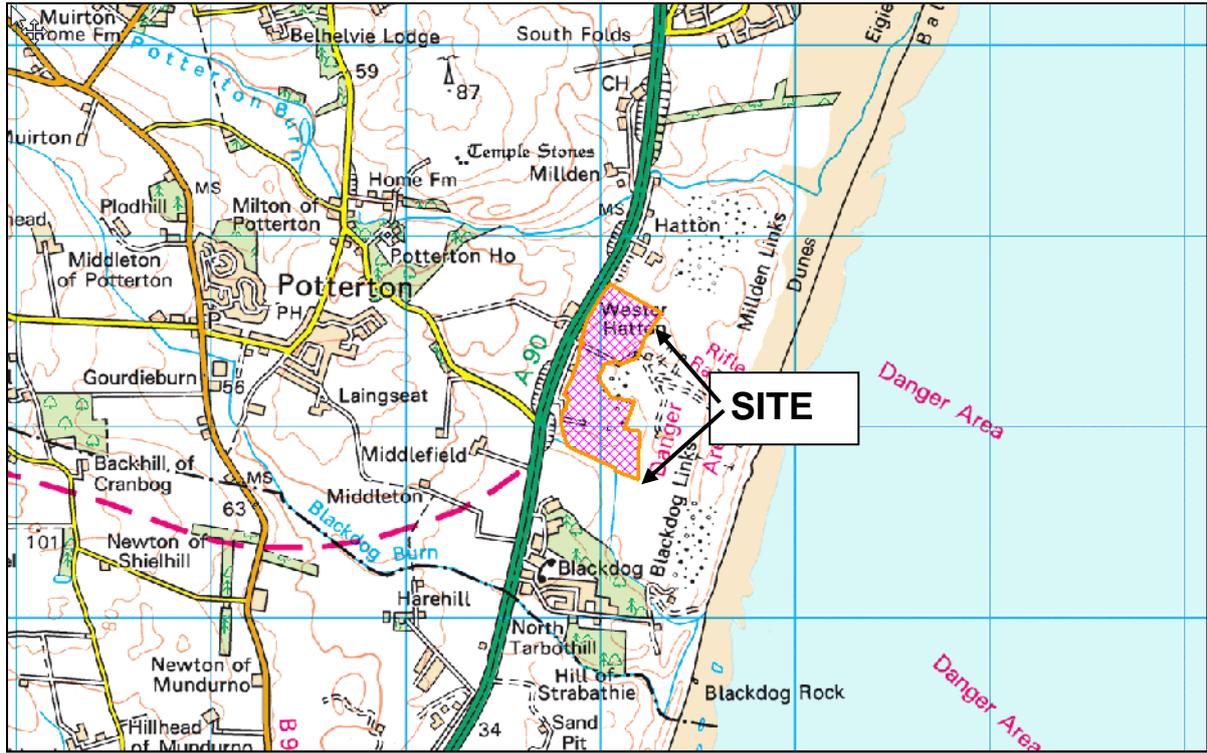
Advertisement Consent for Display of Signage (Non-illuminated) at Land to West and South West of Rifle Range, Blackdog, Aberdeen

Applicant:	Ashfield Land (Aberdeen) Ltd C/o Agent
Agent:	Scott Hobbs Planning
Grid Ref:	E:396053 N:815239
Ward No. and Name:	Mid-Formartine
Application Type:	Advertisement Consent
Representations:	0
Consultations:	4
Relevant Proposals Map:	Aberdeenshire Local Development Plan
Designations:	AHMA
Complies with Development Plans:	No
Main Recommendation:	Refuse



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 their comments are incorporated within the report and are satisfied that the report complies with the Scheme of Governance and relevant legislation.

2. Background and Proposal

- 2.1 This application seeks Advertisement Consent for the display of non-illuminated signage on land to the west and south west of the rifle range at Blackdog. The signs will be situated adjacent to the slip roads for the new Blackdog Interchange and will front the section of the A90 immediately to the north of the village. The sign will be visible to the users of this road (A90).
- 2.2 Both signs will measure approximately 12 metres in width by 4.5 metres in height and will be fixed 2.2 metres from the ground. While both signs are similar in design, one will state 'RETAIL + LEISURE' and the other 'OFFICE + INDUSTRIAL'. A drawing of each sign is attached as Appendix 2 & 3 while a Site Plan showing each location is attached as Appendix 1.
- 2.3 A supporting letter from the agent submitted on 2nd of July, 2018 which advised that the signage was required to advertise future development at Blackdog (approved 07 December 2017- APP/2016/0766 refers).

3. Representations

- 3.1 No valid letters of representation have been received.

4. Consultations

- 4.1 **Infrastructure Services (Contaminated Land)** has commented that they do not object to the application.
- 4.2 **Infrastructure Services (Roads Development)** has stated that they do not object to the application.
- 4.3 **Aberdeen Western Peripheral Route** did not respond within the time period.
- 4.4 **Transport Scotland** has stated that it objects to the application on the basis the signage will cause an unnecessary distraction to drivers on the trunk road and in turn will have an adverse impact on road safety.

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

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984

6. Discussion

- 6.1 The main issues for consideration in determining this application is whether the proposed signage would have an adverse impact on the amenity of the surrounding area, and whether they would pose a risk to public safety.
- 6.2 The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 stipulate that advertising consents should be determined only “in the interests of amenity and public safety”. Policy P1 also states that new development should ensure safety and protect amenity.
- 6.3 Transport Scotland were consulted on this application due to the site’s proximity of the A90 Trunk Road. Their objection is on the basis that the signage will cause an unnecessary distraction to drivers on the trunk road and would result in an adverse impact on road safety. This is clearly in conflict with the requirements of The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. It can also be said that the proposal is not compliant with Policy P1 because it creates an unsafe environment for road users.
- 6.4 In conclusion, it has been established that the proposal would be considered unacceptable because of the implication that it has for road safety. The proposed signage is in close proximity to a new trunk road and would be seen to be distracting for users of the road. Ultimately, the proposal is not compliant with Policy P1 Layout, siting and design and is therefore recommended for refusal.

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

8. Implications and Risk

- 8.1 An equality impact assessment is not required because the proposed development is not considered to give rise to any differential impacts on those with 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

Policy P1 Layout, siting and design

- 10.3 The application is a Departure from the valid Local Development Plan. Any representations received have been circulated as part of the agenda and taken into account in recommending a decision. The period for receiving representations has expired.
- 10.4 The application falls within one of the categories contained in the Schedule of the Town and Country Planning (Notification of Applications) (Scotland) Direction 2009 and therefore requires 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 REFUSE for the following reason:-

01. It has been established that the proposal would be considered unacceptable because of the implication that it has for road safety. The proposed signage is in close proximity to a new trunk road so careful consideration of its impact on road safety is required. Transport Scotland have stated that the proposed signage would be distracting for users of the new trunk road and so would be considered unacceptable. Ultimately, the proposal is not compliant with Policy P1 Layout, siting and design of the Aberdeenshire Local Development Plan 2017.

Stephen Archer
Director of Infrastructure Services
Author of Report: Alex Calderwood
Report Date: 5 September 2018

