

Buchan Area Committee Report 27 August 2019

Reference No: APP/2019/1391

Advertisement Consent for Display of Signage at 7 Marischal Street, Peterhead, Aberdeenshire, AB42 1BS

Applicant: Mr Iain Sutherland, 7 Marischal Street, Peterhead,
AB42 1BS

Agent: No Agent

Grid Ref: E:413391 N:846107
Ward No. and Name: W05 - Peterhead North and Rattray
Application Type: Advertisement Consent
Representations: None
Consultations: 2
Relevant Proposals Map: Aberdeenshire Local Development Plan 2017
Designations: Peterhead Settlement Area; Town Centre; Rural Housing
Market Area; Peterhead Conservation Area

Complies with
Development Plans: Yes
Main Recommendation: Approve



NOT TO SCALE

Reproduced from Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office © Crown copyright and database rights. Ordnance Survey Licence Number 0100020767.

1. Reason for Report

- 1.1 The Committee is able to consider and take a decision on this item in terms of Section B.8.1 of Part 2A List of Committee Powers and Section C.3.1j of Part 2C Planning Delegations of the Scheme of Governance as the application has been submitted by, or on behalf of, a Member of the Authority, or their spouse or partner, and where the recommendation is to approve.
- 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 This application seeks advertisement consent for the display of signage upon a shop at 7 Marischal Street, Peterhead. (Appendix 1 - Site Plan) The site is located on a busy central street within the Peterhead Central Conservation Area. The property is within a traditional terrace. The existing shopfront sign is blue with light reflective writing. The proposed shopfront sign would be Pantone Cool Grey in colour with white writing in a border of a similar scale. The signage would be upon aluminium composite board (1.2m by 4.6m). (Appendix 2 - Existing & Proposed Front Elevations)

3. Representations

- 3.1 No valid letters of representation have been received.

4. Consultations

- 4.1 **Infrastructure Services (Environment – Built Heritage)** stated that the proposal will have a minor impact on the appearance of the commercial property or the wider character of the Peterhead Central Conservation Area. The Environment Team do not therefore foresee a problem in the suggested works which accord with Policy HE2 of the Aberdeenshire Local Development Plan 2017.
- 4.2 **Infrastructure Services (Roads Development)** stated that it had no comments to make on the application.

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.

From the 29 March 2019, the Strategic Development Plan 2014 went beyond its five-year review period. In light of this, for proposals which are regionally or strategically significant, or give rise to cross boundary issues between Aberdeen City and Aberdeenshire, the presumption in favour of development that contributes to sustainable development will be a significant material consideration in line with Scottish Planning Policy 2014.

The Aberdeenshire Local Development Plan 2017 will continue to be the primary document against which applications are considered. The Proposed Aberdeen City & Shire SDP 2020 may also be a material consideration.

5.3 Aberdeenshire Local Development Plan 2017

Policy P1 Layout, siting and design
Policy P3 Infill and householder developments within settlements (including home and work proposals)
Policy HE2 Protecting historic and cultural areas
Policy RD1 Providing suitable services

5.4 Other Material Considerations

Historic Environment Policy for Scotland

Historic Environment Scotland: Managing Change in the Historic Environment: Shopfronts and Signs, 1 October 2010

6. Discussion

- 6.1 The main issues to consider are the principle of development and the likely impact upon the character and amenity of the surrounding area.
- 6.2 Policy P3 Infill and householder developments within settlements (including home and work proposals) allows for development within a settlement provided it respects local character and amenity. Compliance with this policy and Policy P1 Layout, siting and design can only be determined through assessment of the application against Policy HE2 Protecting historic and cultural areas.
- 6.3 The proposed alterations to the signage are minor. The Built Heritage team are satisfied that the proposal will not have a significant negative effect upon the Conservation Area. The proposed signage colour is more neutral than at present and the proposed font is of a similar style and scale. The proposed painted border would help to formalise the shop's signage. Historic Environment Scotland have produced guidance relating to shopfronts and signage however the existing signage does not include any features which are noteworthy meriting its retention. In terms of appearance the proposals are acceptable and deemed to accord with Policy P1 Layout, siting and design.
- 6.4 The Roads Development team did not raise any specific objection to the proposals. It is therefore considered that there are no public safety concerns to vehicles or pedestrians. The proposal is not in conflict with Policy RD1 Providing suitable services, as it will have no adverse impact on existing services.
- 6.5 The proposals are acceptable in design terms and will not affect the character of the Conservation Area in any negative way. There are no concerns in terms of roads safety. The application accords with the relevant policies from the Aberdeenshire Local Development Plan 2017, particularly Policy HE2 Protecting historic and cultural areas.

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 Equalities 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

None

- 10.3 The application is not a Departure from the Local 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.

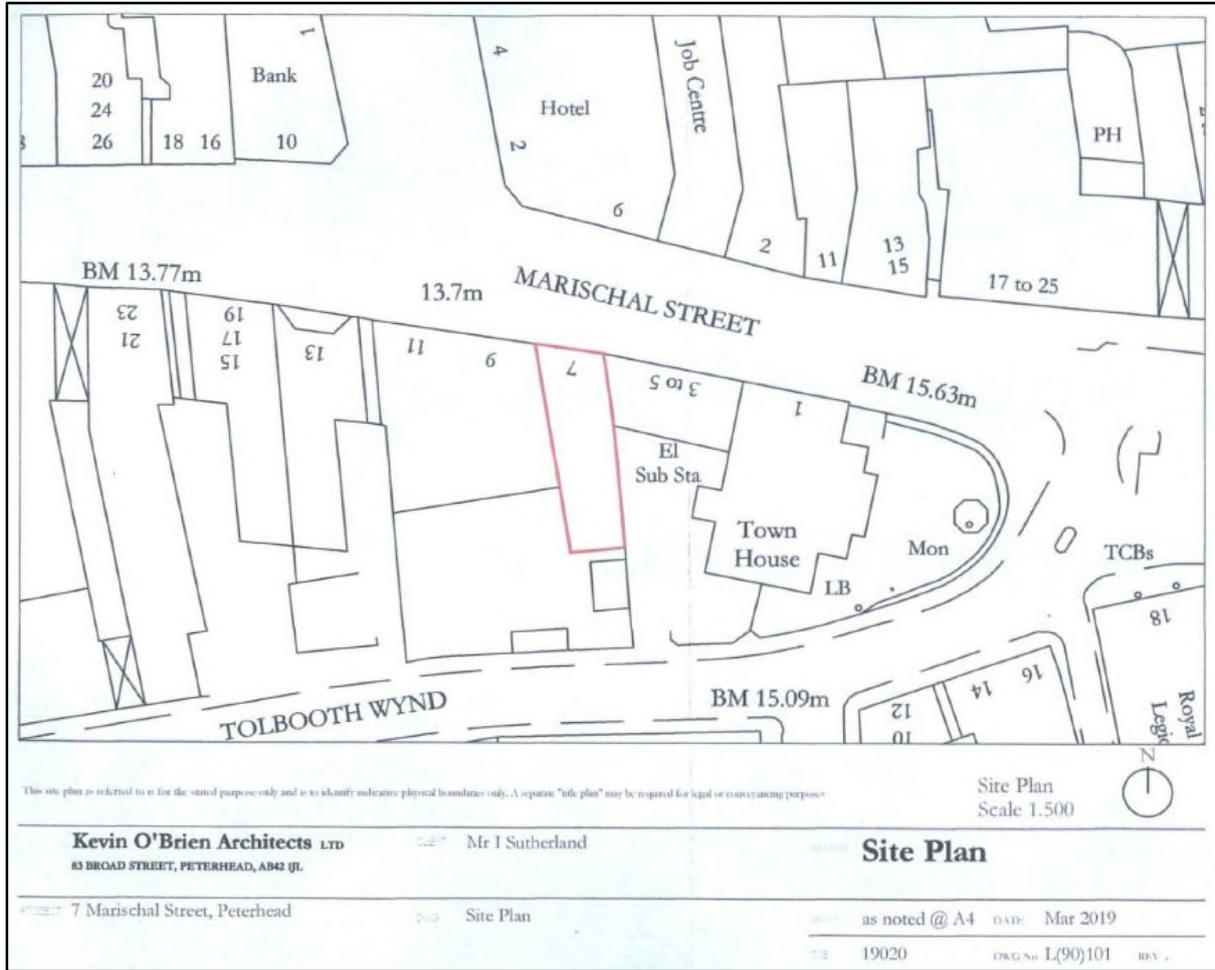
11. Recommendation

11.1 GRANT Advertisement Consent

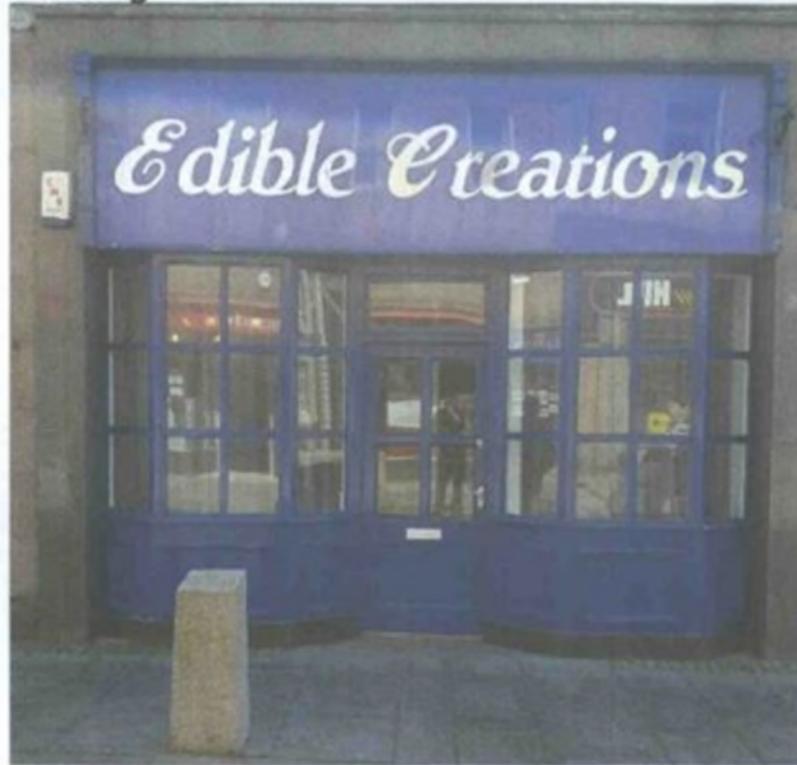
11.2 Reason for Decision

01. The proposal is acceptable in design terms and will not affect the character of the Conservation Area in a negative way. There are no concerns in terms of roads safety. The application accords with the relevant policies from the Aberdeenshire Local Development Plan 2017, particularly Policy HE2 Protecting historic and cultural areas. The proposal also conforms to The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 and is considered to be acceptable.

Stephen Archer
Director of Infrastructure Services
Author of Report: John Todd
Report Date: 5 August 2019



Existing



Proposed



■ Pantone: Cool Grey □ Pantone: P1-1 White

- The proposed advertising board will be flat and printed white on grey background.
- It will be made of aluminum composite board.
- It will be fitted by screws to existing wooden fascia.