

Kincardine & Mearns Area Committee Report 28 April 2020

Reference No: APP/2020/0471

Advertisement Consent for Erection of Signage at Chapelton, Newtonhill, Aberdeenshire

Applicant: Elsick Development Company, C/o Agent
Agent: Luke Slattery, Turnberry, 41-43 Maddox Street, London

Grid Ref: E:390224 N:793396
Ward No. and Name: W17 - North Kincardine
Application Type: Advertisement Consent
Representations: 0
Consultations: 2
Relevant Proposals: Aberdeenshire Local Development Plan
Map
Designations: Aberdeen Housing Market Area
Complies with: Yes
Development Plans:
Main Recommendation: Grant Advertisement Consent



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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.8.1 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 application for advertisement consent seeks to erect a sign adjacent to the west of the recently formed roundabout to serve the access road to Chapelton from the junction with the A90. The proposed sign shall measure 1.5m high by 5m wide and sit elevated 1.5m off the ground by posts set 3m apart. The sign shall face south east. The materials shall be plywood for the sign and solid timber posts, with the sign painted white with blue lettering saying, "Welcome to Chapelton".
- 2.2 To support the application, and respond to the objection from the Community Council, the applicant's agent has provided the following written response;

We respectfully disagree with the Community Council's claim that the signage is not within or close to the entrance of Chapelton. It is positioned on land owned by EDC and is less than 500m away from the first residential properties.

The positioning of the sign is intentional; designed to appeal to drivers from the Newtonhill direction. It is to be helpful for wayfinding in the first instance, but will also allow EDC to advertise events at Chapelton throughout the year to those travelling from Newtonhill.

We also disagree with claims that the advertisement does not fit within the rural locality and causes confusion/distraction. The sign itself is 1500mm tall and is set back from the road; sized so that it can be seen by drivers as they approach the roundabout before getting close. It is not intrusive or distracting, appealing only to motorists from one direction. The simple design is suitable for its rural location with a single colour background (white) and dark lettering (blue) in a simple font.

The proposed sign is essential to promote new homes which are clearly under construction. The sign is essential to promote and maintain interest in Chapelton as a place to live. It is no different to similar signs promoting other residential or indeed, commercial sites. We want Chapelton to play its full role in delivering new homes and this proposal is a reasonable and proportionate request to ensure the new town maintains and increases its profile amongst potential buyers.

3. Representations

3.1 No valid letters of representation have been received.

4. Consultations

4.1 **Infrastructure Services (Roads Development)** has no comments to make on the application.

4.2 **Newtonhill, Muchalls and Cammachmore Community Council** have objected to the proposal, stating they wish all outdoor advertising to be of high quality and make a positive contribution to the appearance and character of the area. They question the location of this sign, being too distant from the actual entrance to Chapelton. They also feel identifying the roundabout as the entrance to Chapelton it could cause confusion with existing signage for existing road users looking for Newtonhill or Cookney. They consider the signage to not fit with the predominantly rural aspect of the locality and would constitute a significant distraction for road users. They request the application be refused.

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

5.4 Other Material Considerations

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 (hereafter referred to as "the Regulations")

6. Discussion

- 6.1 The proposal seeks advertisement consent to erection a sign to mark the entrance to Chapelton. The Regulations referenced in 5.4 make provision for the Planning Service to only consider matters relating to amenity; relating to the site suitability and characteristics of the locality including any historical, architectural or cultural interests, and public safety; relating (in this instance) to safety of road users and whether the sign is likely to obscure or hinder the interpretation of any road sign, to the detriment of the function and safety of the road network. It is also worth noting the grant of any advertisement consent is only valid for a period of 5 years, thereafter the sign is to be removed and the ground reinstated, as set out in the Regulations.
- 6.2 The sign, detailed in 2.1 above, is to sit west of the existing roundabout, south of the existing access road to Chapelton. Existing directional road signs will still exist, this sign is intended to be promotional rather than directional, as set out by the applicant in their comments detailed in 2.2.
- 6.3 To aid consideration of compliance with the relevant Regulations, Policy P1 within the LDP helps to address the suitability of the siting and design of the sign. In general terms, the sign is of modest scale when viewed in the context of the adjacent "Park and Choose", bridge parapet over the A90, and existing street lighting and signage, but is of a more traditional and rural design style being timber. The sign is 12m away from the carriageway at its nearest point,

and due to its orientation will not be particularly visible from the southern approach to the roundabout. The general character of the area is one of a node in the transport network that sits between two settlements, therefore is of limited aesthetic, cultural or architectural significance. The location, scale and design of the sign is therefore not considered to pose any significant impact on amenity and is therefore considered to be in keeping with this aspect of the Regulations. The general location is also considered to be appropriate in terms of marking the destination that the north western arm of the roundabout takes drivers to, the sign will be in full view for vehicles utilising this road and will mark the “welcome” to Chapelton, which is the only destination along this road, there is no through road at present.

- 6.4 In terms of public safety, the Council’s Roads Development team have no concerns with the proposed sign. As outlined above, it will not be prominent from the southern approach to the roundabout where vehicle speed would perhaps be at the highest, therefore the sign would have little impact there. The sign faces south east, and will be in view for drivers going round the roundabout, however the sign is set back, of simple design and of modest size that it is not considered to pose any significant lasting distraction to road users, no more so than any directional sign that would exist to mark the destination from any road exiting a roundabout.
- 6.5 Notwithstanding the concerns of the Community Council, addressed above, the Planning Service are satisfied that the proposal does satisfy the requirements of the Regulations and advertisement consent can be granted. The proposal is therefore recommended for approval.

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 proposal 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

11.2 Reason for Decision

The proposed advertisement is well sited in relation to the destination it promotes, is of appropriate scale and design, and is not considered to pose any significant detrimental impacts on road safety, therefore the proposal raises no concerns in relation to amenity or public safety, and therefore complies with The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

Stephen Archer
Director of Infrastructure Services

Report by Neil Mair, Senior Planner, Planning and Environmental
Report Date 9 April 2020

NEWTONHILL, MUCHALLS and CAMMACHMORE COMMUNITY COUNCIL

Planning Department
Aberdeenshire Council

10 March 2020

Dear Mr Mair,

Re: APP/2020/0471 | Erection of Signage | Chapelton, Newtonhill, Aberdeenshire.

The Community Council has reviewed this application and is principally concerned with ensuring that all outdoor advertising is of high quality and makes a positive contribution to the appearance and character of the area.

The application is for a temporary advertisement that reads 'Welcome to Chapelton', but the proposed location on the roundabout is not within nor even close to the entrance of Chapelton. A better location for this advertisement would be much closer to the Causey Mounth on the Chapelton road. One should be welcomed to Chapelton as a doormat might 'Welcome' one into a house, at the very threshold, and not halfway down the street.

By identifying the roundabout as Chapelton, it adds a degree of confusion to existing road signage for road users seeking Cookney or Newtonhill.

The Community Council submit that the proposed advertisement does not fit within the predominately rural aspect of the locality and furthermore would constitute a significant distraction to road users. Section 4 of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 provides clear grounds for the planning authority to refuse permission for this advertisement.

The Community Council object to this application and request that permission is refused.

Yours sincerely,



Michael Morgan
Chair and Planning Officer
Newtonhill, Muchalls and Cammachmore Community Council
64 St. Michael's Road, Newtonhill, Stonehaven, AB39 3RW