
CAIRNGORMS NATIONAL PARK AUTHORITY

Title: **REPORT ON CALLED-IN PLANNING APPLICATION**

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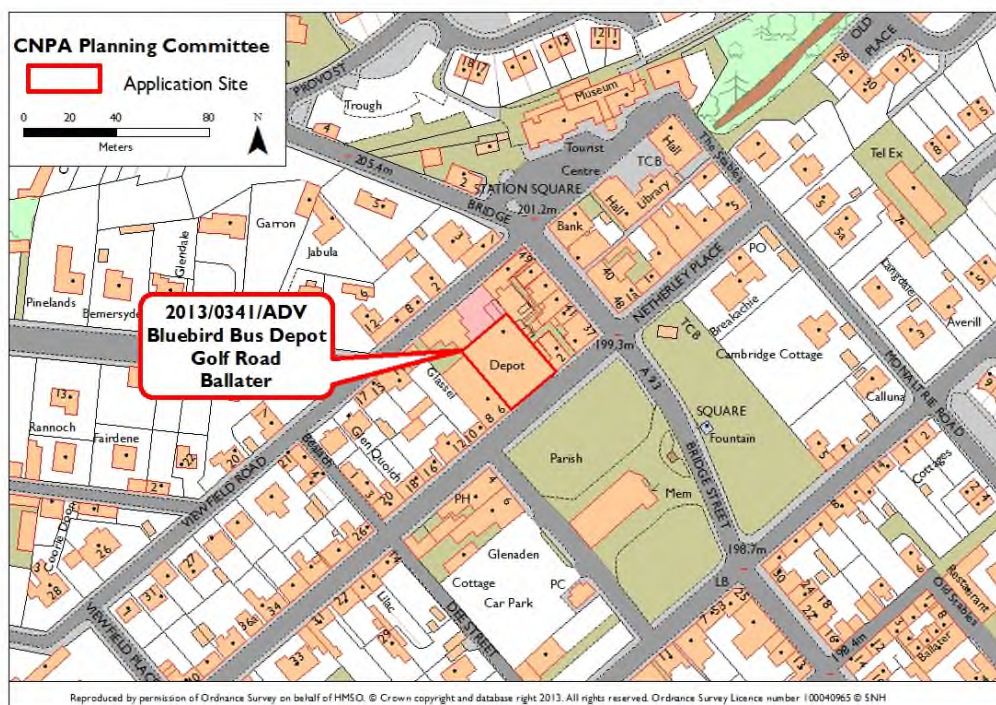
DEVELOPMENT PROPOSED: **ERECTION OF SIGNAGE AT
BLUEBIRD BUS DEPOT, 4 GOLF
ROAD, BALLATER, AB35 5RE**

REFERENCE: **2013/0341/ADV**

APPLICANT: **FUTURAMA**

DATE CALLED-IN: **21 October 2013**

RECOMMENDATION: **APPROVAL SUBJECT TO
CONDITIONS**



Grid reference: 336944, 795830

Fig. 1 - Location Plan

REASON FOR REPORT

SITE DESCRIPTION AND PROPOSAL

1. The site of this application is the existing Stagecoach Bus Depot in Golf Road to the north-west of the Church Square in Ballater town centre, just off the A93. The site is located within the Ballater Conservation Area. Planning permission was granted subject to various requirements and conditions on the 8 November to change the use of the depot to a shop (Application No 2013/0149/DET).
2. The building currently has a plain granite frontage with two large openings to allow buses to enter and exit. The planning permission includes the installation of full height glazing in place of the bus access doors, and the widening of the pedestrian doors at either side of the Golf Road elevation. As part of the permission, the existing signage, canopy and realtime display will be removed and the elevation made good.



Fig 2: Photo of existing Golf Road Elevation

Development Proposal

3. The application proposes the display of an individual letter sign identifying the shop name. The letters are acrylic with a coloured vinyl finish. The dimensions of the lettering are a cap height of 540mm, a span of 6.559m and a depth of 031mm including fixings. The words 'The co-operative' are dark blue and 'food' is green.



Fig 3: Proposed signage

DEVELOPMENT PLAN CONTEXT

4. As the application is for signage, this does not raise significant issues in respect of national or strategic planning policies.

Local Plan Policy

Cairngorms National Park Local Plan (2010)

5. The Cairngorms National Park Local Plan was formally adopted on 29th October 2010. The full text can be found at :
<http://www.cairngorms.co.uk/parkauthority/publications/results.php?publicationID=265>
6. The Local Plan contains a range of policies and new development requires to be assessed in relation to all policies contained in the Plan. The policies follow the three key themes of the Park Plan to provide a detailed policy framework for planning decisions:
 - Chapter 3 - Conserving and Enhancing the Park;
 - Chapter 4 - Living and Working in the Park;
 - Chapter 5 - Enjoying and Understanding the Park.
7. Policies are not cross referenced and applicants are expected to ensure that proposals comply with all policies that are relevant. The site-specific proposals of the Local Plan are provided on a settlement by settlement basis in Chapter 6. These proposals, when combined with other policies, are intended to meet the sustainable development needs of the Park for the Local Plan's lifetime. The following policies are appropriate to consider in the assessment of the current development proposal.
8. *Policy 16: Design Standards for Development* sets out the design standards to be met with new development and is supported by Supplementary Planning Guidance in the form of the Sustainable Design Guide
9. *Policy 10 – Conservation Areas* which requires development to preserve or enhance the character of the Conservation Area, with appropriate design standards sought.

Supplementary Planning Guidance

10. In addition to the adoption of the Cairngorms National Park Local Plan (2010) on 29th October 2010, a number of Supplementary Planning Guidance documents were also adopted, including the **Sustainable Design Guide**.

CONSULTATIONS

Ballater and Crathie Community Council

11. The Community Council has not made any comments on this application.

REPRESENTATIONS

12. There have been no representations from members of the public in relation to the proposals.

APPRAISAL

13. Planning legislation requires that planning applications are determined in accordance with current Development Plan policies unless there are material considerations which would indicate otherwise.

Development Plan Policies

14. The proposed signage is simple in design, centrally positioned above the proposed shopfront and non-illuminated. It is considered that the sign does not detract from the character or appearance of this property within the Conservation Area.

Material Considerations

15. There are no material considerations to be taken into account in considering this application.

Conclusion

16. The proposals accord with the Development Plan policies and there are no material considerations which would indicate that planning permission should not be granted.

IMPLICATIONS FOR THE AIMS OF THE NATIONAL PARK

Conserve and Enhance the Natural and Cultural Heritage of the Area

17. The proposed signage at the new shop is limited in scale and is appropriately located in order to minimise the visual impact in the immediate vicinity. While the signage is unlikely to present an opportunity to enhance the natural or cultural heritage of the area, it would not negatively impact on the first aim of the National Park.

Promote Sustainable Use of Natural Resources

18. The signage uses a small amount of manufactured materials of unknown origin. The proposal does not therefore appear to promote the sustainable use of natural resources.

Promote Understanding and Enjoyment of the Area

19. The proposed signage will not contribute significantly to the achievement of this aim, other than being of use to the general public and especially visitors by providing identification of the retail facility.

Promote Sustainable Economic and Social Development of the Area

20. The proposed signage helps support this aim as it relates to the provision of additional retail facilities for the public which will support the local economy. The local economy may also benefit from the construction of the development.

RECOMMENDATION

That Members of the Committee support a recommendation to grant advertisement consent subject to the standard conditions:-

1. All advertisements displayed and any land used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the planning authority.

Reason In the interests of amenity and as required by the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

2. Any hoarding or similar structure or any sign, placard, board or device erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition to the reasonable satisfaction of the planning authority.

Reason: In the interests of amenity and as required by the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

3. Where any advertisement is required under these regulations to be removed the removal thereof shall be carried out to the reasonable satisfaction of the planning authority.

Reason: In the interests of amenity and as required by the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

4. Before an advertisement is displayed on land the permission of the owner of that land or other person entitled to grant permission shall be obtained.

Reason: In the interests of amenity and as required by the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984.

Fiona Murphy

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Date 21 November 2013

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