

AGENDA ITEM 7

APPENDIX 2

2015/00396/ADV

COMMUNITY COUNCIL RESPONSE

aviemore & vicinity
community council

"Stand fast, Craigellachie"



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12th December 2015

Mr Andrew McCracken,
Area Planning & Building Standards,
Badenoch and Strathspey,
100 High Street,
Kingussie
PH21 1HY

Dear, Mr McCracken,

**15/04359/ADV | ADVERTISEMENT OF THE FOLLOWING TYPES :
HOARDING AND ILLUMINATED ADVERTISEMENT SIGN | LAND 115M SE
OF FOUR SEASONS HOTEL MACDONALD AVIEMORE THE AVIEMORE
CENTRE GRAMPIAN ROAD AVIEMORE**

I refer to the above planning application and have to inform you that Aviemore and Vicinity Community Council object to the application and make the following comments;

- 1) The application is for proposed marketing signage to assist with promoting the opportunities of ownership of the proposed retirement flats at the site. This is putting the cart before the horse. The proposed retirement flats development lies on land within the MacDonalds Aviemore Resort Masterplan, however building in that area was not included in the masterplan and in fact was withdrawn from the Masterplan at the Cairngorms National Park Authority planning meeting.
- 2) The area of land is in the Cairngorms National Park Local Development Plan 2015 as land which should be retained as open space, enhanced with landscaping and tree planting. The application will have an adverse effect on that open space and will restrict access to the area delineated in the Local Development Plan. The application for the hoarding should be refused.

- 3) During discussion with the applicant's representative, at a Community Council meeting on 10th December 2015, it was said by him that the fence was also for security. That is not what this application is about. It is for advertising and there is no mention of security in the application. In any case the idea of it being for security is totally flawed because half the site is not protected. Also hiding the site with a high solid fence will decrease security as people cannot see any criminal acts, such as theft or vandalism, being carried out on the site. Criminals will be able to act unhindered. If the application had been for security fencing the Community Council would be objecting to that as well.
- 4) The solid nature of the fencing, as has been seen elsewhere in Aviemore, will not allow for the strong winds encountered in Badenoch and Strathspey and could endanger the public.
- 5) The application does absolutely nothing to conserve or enhance the natural and cultural heritage of the area. People passing through Aviemore will be confronted by an 'over the top' advertising hoarding. The proposal to erect an advertising hoarding with flags and lighting is not in keeping with the existing wider community open space use.
- 6) The use of such advertising hoardings in larger conurbations is common but we contend is not suitable for a village such as Aviemore. It would serve to conflict and undermine the former development planning decision taken in response to the clear need for an amenity area. The application should be refused
- 7) The proposed advertising hoarding will not promote sustainable economic and social development of the area's communities. Aviemore is a major tourist resort and anything which affects the general ambience and attractiveness of the area for tourist will undoubtedly have a detrimental effect.
- 8) The advertising hoarding is not in keeping with other signage within Aviemore. It has to be accepted that signage in Aviemore is a bit haphazard however none of it has anything like the bold impact that this proposal will have. The hoarding is 2.5metres high, however, the signs are going to be 6.5metres high with flagpoles 9metres high. Other developments have been restricted in the advertising they have been allowed.

In conclusion;

This application is for a proposed advertising hoarding for retirement flats that do not exist at present, do not have planning permission and the intended location of the flats is on ground identified by Cairngorm National Park Local Plan as land to be retained as open space. The advertising hoarding will restrict public access to that area.

However, although the application is inexorably linked to another planning application and is 'secondary' to it, the Community Council's objections are based on the application in front of it.

The proposal to erect an advertising hoarding with flags and lighting is not in keeping with the existing wider community open space use or other signage in Aviemore and approval of the application would in no way enhance or reinforce the status of the amenity site.

The application is contrary to the aims of the Cairngorms National Park in its failure to conserve and enhance the natural and cultural heritage of the area and to promote understanding and enjoyment of the special qualities of the area by the public.

Aviemore and Vicinity Community Council objects to the application.

Yours sincerely,



John Grierson
Chairman