

Agenda item	<b>7.8</b>
Report no	<b>PLN/044/17</b>

## HIGHLAND COUNCIL

**Committee:** North Planning Applications Committee

**Date:** 13.June.2017

**Report Title:** 17/01875/ADV Ronald Macdonald Photography  
Location: Park Road, Portree, IV51 9EP

**Report By:** Area Planning Manager North

### 1. Purpose/Executive Summary

1.1 (Description of development ) Erection of advertisement sign

(Ward) 10 - Eilean A' Cheò (formerly ward 11).

( Category) Local Development

(Reasons Referred to Committee), Application submitted by a Member of The Highland Council.

All relevant matters have been taken into account when appraising this application. It is considered that the proposal accords with the principles and policies contained within the Development Plan and is acceptable in terms of all other applicable material considerations.

### 2. Recommendations

2.2 Members are asked to agree the recommendation to grant as set out in section 11 of the report.

### **3. PROPOSED DEVELOPMENT**

- 3.1 This application seeks Advertisement Consent for the replacement of a fascia sign to the East gable of a building on Park Road in Portree. The building is occupied by Ronald MacDonald Photography. The proposed non-illuminated sign will measure 2450mm X 1000mm. It will consist of acrylic white lettering on a black back ground. The sign will be installed above an existing sign, for the Highland Hospice, which will be repositioned below the proposed sign.
- 3.2 Informal pre-application consultation regarding the requirement of advertisement consent.
- 3.3 The application is supported by a photomontage of the sign on the gable end of the building.
- 3.4 **Variations:** N/A

### **4. SITE DESCRIPTION**

- 4.1 The building is a single storey, semi-detached retail unit on Park Road in Portree. The gable elevation on which the sign is to be installed is white painted rough cast.

### **5. PLANNING HISTORY**

10/01702/ADV	Fascia Sign	Permitted 11.05.2017
09/00356/FULSL	Subdivision of building into two	Permitted 22.12.2009
09/00336/ADVSL	Erection of signage	Permitted 21.12.2009
09/00051/ADVSL	Erection of advertisement sign	Permitted 09.04.2009
08/00143/FULSL	Change of use from shop to hot food	Permitted 22.08.2008
99/00155/FULSL	Re-roof Building	Permitted 29.04.1999

### **6. PUBLIC PARTICIPATION**

- 6.1 Advertised : Section 65 – Affecting the Conservation area.  
Representation deadline : 02.June.2017  
Timeous representations : None  
Late representations : None
- 6.2 All letters of representation are available for inspection via the Council's eplanning portal which can be accessed through the internet [www.wam.highland.gov.uk/wam](http://www.wam.highland.gov.uk/wam). Access to computers can be made available via Planning and Development Service offices.

### **7. CONSULTATIONS**

- 7.1 N/A

### **8. DEVELOPMENT PLAN POLICY**

The following policies are relevant to the assessment of the application

## 8.1 **Highland Wide Local Development Plan 2012**

Policy 28	Sustainable Design
Policy 29	Design Quality and Place Making
Policy 34	Settlement Development Area
Policy 57	Natural, Built and Cultural Heritage

## 8.2 **West Highland and Islands Local Plan 2012 (as remained in force)**

Portree conservation area boundary

## 9. **OTHER MATERIAL CONSIDERATIONS**

9.1 Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997.

## 10. **PLANNING APPRAISAL**

10.1 Part 2 section 4 of the Town and Country Planning(Control of Advertisements) (Scotland) Regulations 1984 states that the control of advertisements can only be assessed in terms of public safety and amenity.

10.2 The property falls within the Conservation Area. Section 64 of the Planning (Listed Buildings and Conservation Areas) (Scotland) Act 1997 requires of planning authorities that special attention should be paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area.

Policy 57 of the HwLDP cascaded down from this statutory duty in that it states that developments will be supported where they can be shown not to have an unacceptable impact upon the natural environment, identified protected amenity and heritage resource.

### 10.4 **Material Considerations**

### 10.5 **Visual Impact on Conservation Area**

10.6 The proposed sign will replace an existing sign which advertises the same business. The sign is slightly greater in size and will therefore occupy more of the gable of the building however it is considered that the new sign will have no significant impact on the character or appearance of the conservation area as the sign is of suitable high quality design and will not be unduly prominent.

### 10.7 **Public Safety**

10.8 The development raises no issues with respect to public safety.

### 10.9 **Other Considerations – not material**

N/A

## 10.10 Matters to be secured by Section 75 Agreement

N/A

## 11. CONCLUSION

11.1 All relevant matters have been taken into account when appraising this application. It is considered that the proposal accords with the principles and policies contained within the Development Plan and is acceptable in terms of all other applicable material considerations.

## 12. IMPLICATIONS

12.1 Resource – Not applicable

12.2 Legal –Not applicable

12.3 Community (Equality, Poverty and Rural) –Not applicable

12.4 Climate Change/Carbon Clever –Not applicable

12.5 Risk – Not applicable

12.6 Gaelic – Adheres to Council Policy

## 13. RECOMMENDATION

**Action required before decision issued** N

**Subject to the above**, it is recommended the application be **Granted** subject to the following conditions;

Standard advert conditions apply as per Schedule 1 of The Town and Country Planning(Control of Advertisements)(Scotland) Regulations 1984.

Signature: Dafydd Jones

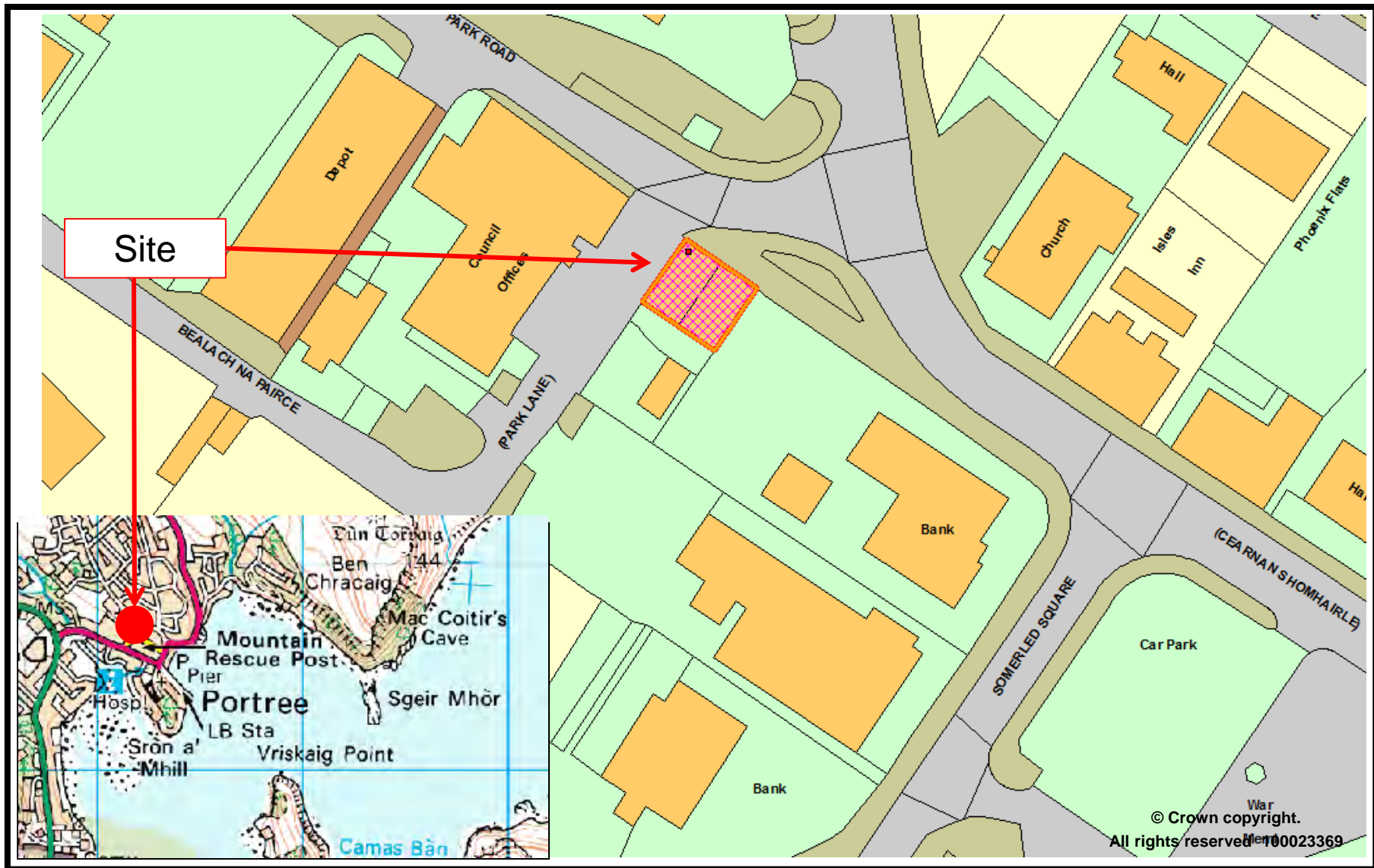
Designation: Area Planning Manager - North

Author: Colin Bradley

Background Papers: Documents referred to in report and in case file.

Relevant Plans: Plan 1 – 000001 Location Plan

Plan 2 – 000002 Signage Details



The Highland Council  
Comhairle na Gàidhealtachd

Planning and Development Service

Location Plan  
17/01875/ADV  
Erection of advertisement sign

Date: June 2017

Scale:



LAND REGISTER  
OF SCOTLAND

Officer's ID / Date

4844  
13/2/2005

TITLE NUMBER

**INV5288**



ORDNANCE SURVEY  
NATIONAL GRID REFERENCE

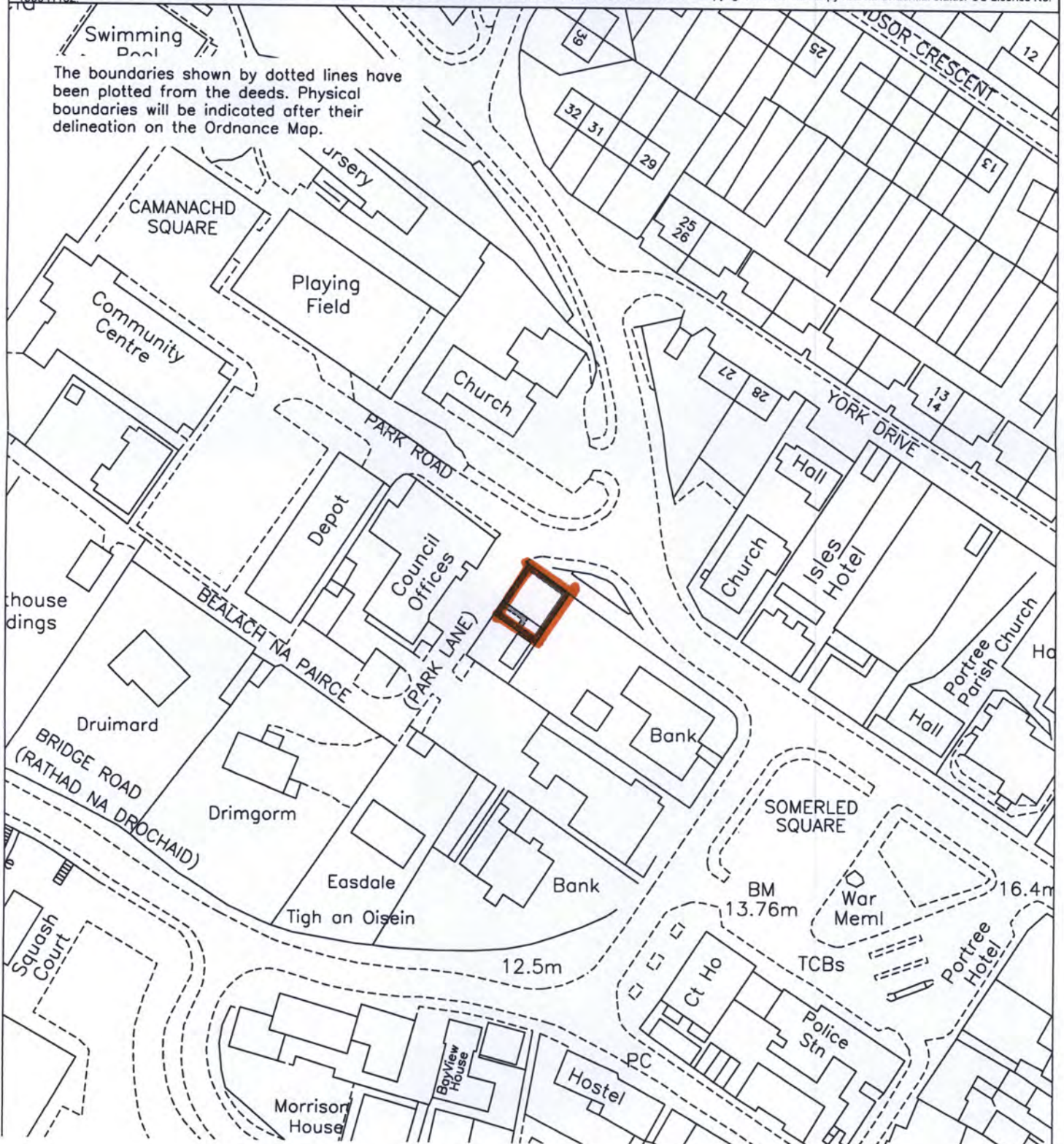
70m

NG4843 NG44SE

Survey Scale

1/2500

CROWN COPYRIGHT © - Produced from REGISTERS DIRECT on 12/04/2017 at 16:04 with the authority of Ordnance Survey pursuant to section 47 of the Copyright, Designs and Patents Act 1988. Unless that act provides a relevant exception to copyright, the copy must not be copied without the prior permission of the copyright owner. This copy has no evidential status. OS Licence No. 100041182



*ant-eilean gallery*

Made in Skye Landscape Photographs  
Scottish gifts and jewellery.

1000mm

**[www.ronaldmacdonaldphotography.co.uk](http://www.ronaldmacdonaldphotography.co.uk)**

2450mm



VISUAL MOCKUP OF NEW SIGN,  
 WITH HIGHLAND HOSPICE SIGNIFORS  
 MOVED DIRECTLY DOWN (TITSHIT AUCI APPROVED THE PROFESSOR CIVILIS)