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## NORTH AYRSHIRE COUNCIL

### Planning Committee

Locality	Arran
Reference	18/00419/PP
Application Registered	10th May 2018
Decision Due	10th July 2018
Ward	Ardrossan And Arran

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<b>Recommendation</b>	Approved subject to Conditions
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<b>Location</b>	McLaren Hotel Brodick Isle Of Arran KA27 8AJ
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<b>Applicant</b>	AbodeGroup
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<b>Proposal</b>	Demolition of existing hotel and erection of new hotel and restaurant
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### 1. Description

Planning permission is sought for the erection of a 3 ½ storey hotel fronting onto Brodick promenade. The hotel would accommodate 88 bedrooms over 4 floors with a lounge/bar on the ground floor. Five rooms for staff accommodation and staff room would also be provided on the 4th floor of the hotel. The proposal would see the demolition of the existing vacant hotel, known as the McLaren Hotel.

The building would be rectangular in form to the front with an extension to the rear. A front projection would provide much of the space required for the lounge and would appear as 1 ½ storeys.

The frontage of the building would be approximately 28 metres wide, 20 metres in depth, eaves height of 11 metres to the front with a pitched roof extending to 13 metres. The rear extension would be 19 metres in depth, 22 metres in width, eaves height of 9.5 metres and overall ridge height of 12 metres. The projection to the front would extend 10 metres forward of the building, 21 metres in width with an eaves height of 4.4 metres and ridge height of 7 metres.

An internal stair block would be attached to the rear of the building.

The resulting building would be located centrally within the site with a footprint of some 1262 square metres set within a plot of some 4411 square metres. The remainder of the site would accommodate landscaping, 80 car parking spaces, one way access road, cycle parking and a bin store. The current accesses from the main road would be maintained.

The building would be finished in stone cladding to the front, render and slate cladding to the rear extension with a slate roof.

In support of the proposals the applicant has provided the following documents:

### *Design and Access Statement*

The Design and Access Statement summarises the characteristics of the site, its surrounding and general built character in Brodick. It confirms that the site is occupied by the McLaren Hotel which has been vacant since 2015. The building itself has a variety of extensions and buildings of differing quality and design. The statement makes references to a number of design precedents that have informed the new build. The statement summarises the brief for the project which was to develop a hotel that took account of more modern needs and provided a certain room type that could allow for basic self-catering and a size that would allow a family or small group to share one room. The scale of the building reflects the scale of hotel required to provide the facility but at a scale that ensures the business model is viable. The building has been designed to take account the Brodick Design Framework which took account of materials and detail of buildings whilst maintaining visual gaps between buildings on the frontage. The statement contains various photographs and visuals of the proposed development in context. The statement is supplemented with a room comparison document which confirms that the hotel would provide 88 studio type accommodation which would be approximately 30 square metres each, accommodating a bathroom, bed and social space. The target customer are couples or small families. A draft room layout is provided. With respect to staff, 180 square metres of space has been allocated to accommodate up to 20 staff on a temporary basis to provide temporary accommodation during the working week. The intention is to create 10 twin rooms with remaining space used for kitchen and common areas.

### *Planning Statement*

The Planning Statement summarises the characteristics of the site, the information submitted and the proposed building. It assesses the development against key LDP policies, other Council strategies and other material considerations. Reference is made to previous planning applications and one which was approved, in 2007, by the Planning Committee but subsequently withdrawn due to a failure to agree a Section 75 agreement. The statement concludes that the proposal complies with the LDP and other relevant tourism strategies at both local and national level which aims to provide 5 star tourism experiences for the budget traveller without the need for 4 or 5 star accommodation.

### *Economic Impact Appraisal*

The appraisal provides a quantitative assessment of the expected economic benefits derived from delivering this proposal including details of local expenditure from the hotel, its guests as well as job creation. It states that 471 of the island's 2,000 employees are employed in the accommodation and food industry and from a bed audit undertaken by

North Ayrshire Council the sector provides capacity for 2,600 over a range of accommodation establishments.

The appraisal states that as a result of the closure of the McLaren Hotel there is no mid-range offering on the island. The hotel development proposal aims to fill that gap by providing a high quality, affordable hotel. The aim is both to increase the total number of visitors to the island and to encourage day trippers to stay longer. The target market is both families and workers, as well as golfers, bikers, hikers and walkers.

The proposed hotel would be a 3\* establishment. The appraisal estimates that the proposal would directly create 25 FTE jobs in management, food & beverage and housekeeping. It states that the hotel would directly spend some £0.6m annually on local goods and services whilst accommodating approximately 29,000 guests annually who would spend some £1.4m locally, on an annual basis. (based on a £50 per day spend). Construction costs would be in the region of £4.7m

The report acknowledges the difficulties in recruitment and the need to accommodate workers, the majority of which would be seasonal workers from the mainland. As such space for 20 FTE members of staff (80%) would be accommodated on site with the remaining 20% expected to be employed locally. There will be displacement of staff from other hotel facilities but this is expected within the sector.

The report concludes that taking into account the expected expenditure in the local economy some 20FTE jobs would be created in the hotel, 5.2 FTE jobs would be supported with hotel expenditure, guest expenditure would support some 35 FTE jobs and the construction would support some 75 FTE jobs.

### *Flood Risk Assessment*

This FRA provides a summary of potential flood risk to the development and any potential impacts that result from construction on the site. The report states that the site is at risk from extreme sea levels in the Firth of Clyde with existing drainage on the main road and culvert which passes through the site offering very low risk to flooding of the site. The report provides a series of recommendations for the final building which include:

- a) Site level raised above the 200 year sea level (i.e. 3.62 m AOD);
- b) An overland flow path is provided along the western boundary of the site at least 1m wide and direct flows north towards the A841.
- c) Finished Floor Levels no less than 4.52m AOD;
- d) Finished ground levels designed to shed water away from any buildings and direct any potential surface water entering the site from the south away from the buildings without increasing the risk of flooding to others.

The assessment confirms that these measures should not increase the risk of flooding to others outside the site boundaries.

### *Transport Report*

The statement provides a summary of existing transport links around the site which will provide access for guests and staff. It refers to the sites location close to Brodick Harbour, the existing path network, public transport links, existing roads for vehicles and cyclists as

well as the connection to the mainland. The statement provides a summary of parking standards and confirms that a total of 79 spaces are required, with 80 being delivered, and 10 cycle spaces being required, with 14 being proposed. The statement assesses the expected traffic impacts as a result of the development and confirms that staff vehicles are reduced by the proposed accommodation within the building. It also states that there will be an impact on the road network as a result of vehicle movements but that the existing road network is under capacity and additional vehicle movements could be safely accommodated on the roads. The report summaries that the site is located in one of the most accessible locations, in transport terms, on the island. The site is easily accessible by a range of non-car-based modes of travel i.e. walking, cycling and public transport. A wide range of measures are proposed to encourage non-car-based modes of travel by guests and staff but that any vehicle movements would not have a detrimental impact on road safety.

In the adopted Local Development Plan (LDP) the application site is located within the settlement of Brodick. As the site contains an existing hotel the principle of the development in this location is established. The provision of tourism facilities within settlements complies with Policy TOU1. As the proposal would result in a significant increase in the scale of the establishment Policy PI1 is relevant given the potential for trip generation.

The General Policy of the LDP is relevant and requires all development proposals to be considered against a set of assessment criteria, the relevant ones in this case being (a) siting, design and external appearance, (b) amenity, and (d) access, road layout, parking provision. Furthermore the Brodick Design Framework audits the key characteristics of the seafront and provides a series of guidelines for any new development on the frontage.

The Council's approved Coastal Design Guidance is also relevant, which aims to guide the design of new development to ensure that it will enhance and build upon existing good quality local character and contribute to the area's regeneration rather than detract from it.

The Brodick Design Framework provides an overview of key characteristics of the townscape and general guidance on how new development could complement the existing urban pattern. The framework confirms that: Brodick has a series of bigger structures to the seafront, several of these are hotels or former hotels, replacement of these buildings should be with structures of similar bulk and frontage; the width of the building frontages are critical in maintaining the permeability of this front layer of buildings, the gaps between the larger buildings should be maintained. The framework notes that tree planting has been a significant part of the Brodick townscape and that where appropriate new planting of native trees should be considered as part of new developments. The remainder of the framework refers to the development potential of land behind the frontage in the west of the town which is not relevant in this case.

The Council's Tourism Action Plan 2018-2022 focusses on capitalising on the North Ayrshire coastline and states that tourism has potential to make a massive difference to local economic revival. The coastline is unique and plays a key part in attracting visitors but the plan does outline 4 key actions, one of which is 'Driving Growth' which encourages the formation of new businesses to meet the needs of visitors and offer new prospects for employment locally. Therefore there is a balance to be struck between protecting the coastline and encouraging growth that supports tourism businesses.

The application has been subject to revisions following objections and concerns raised by Planning Officers with respect to the scale of the building, parking provision and lack of staff accommodation. The resulting building has been reduced in scale from 97 rooms with 50 parking spaces and a 2 storey front projection to 88 rooms, 5 staff rooms for accommodation, 80 parking spaces and a 1 ½ storey front projection. Minor changes to the design of the building's exterior have also been made.

### **Relevant Planning History**

07/01003/PP for Erection of 24 dwelling flats, associated car parking and attached bistro restaurant Application Withdrawn on 11.04.2012.

06/01023/PP for Demolition of hotel and erection of 42 dwelling flats with associated car parking Application Withdrawn on 15.02.2007.

### **Relevant Development Plan Policies**

#### ***TOU1***

#### ***POLICY TOU 1: TOURIST ACCOMMODATION AND FACILITIES***

Proposals to create or extend tourist facilities, hotels, boarding houses, bed and breakfast facilities and guesthouses, within Class 7, and managed units (see glossary) shall generally accord with the LDP where the proposed site is within a settlement boundary. Proposals for such development in the Countryside shall accord with the LDP provided:

- (a) the development is an existing building suitable for conversion; OR
- (b) development can demonstrate a site specific locational need; AND
- (c) there is a social and/or economic benefit to the area; AND
- (d) it is of a scale and character which is not detrimental to the amenity and landscape of the area.

Where the proposal is for an individual tourism accommodation unit and the unit is not clearly allied to a tourist facility, the proposal is unlikely to be supported.

The proposal must be compatible with the underlying land use and appropriate in design and scale to surrounding uses.

Restrictions to retain tourism use are likely to be required where this has formed the justification for development in the countryside - this may be secured via legal agreement if appropriate. Proposals for staff accommodation will only be acceptable where an operational need for staff to be located on site has been demonstrated (and is not merely for convenience) and this will be secured via legal agreement (see Policy ENV 2 for further details).

#### ***General Policy***

#### ***GENERAL POLICY***

- (a) Siting, Design and External Appearance:

- Siting of development should have regard to the relationship of the development to existing buildings and the visual effects of the development on the surrounding area and landscape.
- Design should have regard to existing townscape and consideration should be given to size, scale, form, massing, height, and density.
- External appearance should have regard to the locality in terms of style, fenestration, materials and colours.
- Development will require to incorporate the principles of 'Designing Streets' and 'Designing Places'.
- The particularly unique setting of North Ayrshire's rural, coastal, neighbourhood and town centre areas, and those with similar characteristics, necessitates that all development proposals reflect specific design principles unique to these areas. Coastal, Rural, Neighbourhood and Town Centre Design Guidance (four separate documents) are Supplementary Guidance to the Plan and contain further details.
- Consideration should be given to proper planning of the area and the avoidance of piecemeal and backland development.
- Design should have regard to the need to reduce carbon emissions within new buildings.

(b) Amenity:

Development should have regard to the character of the area in which it is located.

Regard should be given to the impact on amenity of:

- Lighting;
- Levels and effects of noise and vibration;
- Smell or fumes;
- Levels and effects of emissions including smoke, soot, ash, dust and grit or any other environmental pollution;
- Disturbance by reason of vehicular or pedestrian traffic.

Development should avoid significant adverse impact on biodiversity and upon natural heritage resources, including those outwith designated sites and within the wider countryside. Development proposals should further have regard to the preservation and planting of trees and hedgerows, and should also have regard to their potential to contribute to national and local green network objectives.

In relation to neighbouring properties regard should be taken of privacy, sunlight and daylight.

(d) Access, Road Layout, Parking Provision:

Access on foot, by cycle, by public transport and other forms of transport should be an integral part of any significant development proposal. Development should have regard to North Ayrshire Council's Roads Development Guidelines and meet access, internal road layout and parking requirements.

## 2. Consultations and Representations

The standard neighbour notification was undertaken and the application was advertised in the local press on 18 May 2018. Twenty four letters of representation were received, 23 objecting and 1 letter of support. The main points of objection were:

1. Design - The scale of the building would impact on the setting of Brodick when viewed from the ferry or further afield. It will dominate the frontage. The proposed siting, width, height and scale of the proposal is contrary to the Brodick design framework. The use of stone is not characteristic of modern buildings on the island and will not complement the appearance of the Douglas Hotel, render would be more suited. The building is too high. The quality of the design is poor and the front extension is out of character/dominated the building. It is not of Arran design and would be more suited to an urban area. The proposal would result in overdevelopment of the site. A smaller hotel of some 25-30 rooms would be more appropriate. The proposal will overshadow neighbouring land.

*Response: The applicant was requested to consider these comments and respond as appropriate with respect to the re-design.*

2. Parking - There is insufficient parking proposed which would result in overspill onto the main road.

*Response: Agreed, the applicant was requested to increase the level of parking proposed.*

3. Staffing - There are insufficient levels of workers to staff the development. Staff would have to come from the mainland. There is a lack of staff accommodation associated with the proposals. There is no staff parking proposed.

*Response: Whilst not a Planning issue the applicant was advised to consider these comments and respond as appropriate with respect to the re-design.*

4. Other issues - The site is prone to flooding from the sewage system and there is insufficient capacity in the local water system for the development. There is insufficient emergency services on the island to cope with the demand that this proposal may create. There has been no consultation with the community on the proposals. The proposal would result in mass tourism which is not welcome. Previous proposals for flats on the site were refused.

*Response: Scottish Water, SEPA and NAC Flooding did not object to the proposals. It would be the applicant's responsibility to ensure the proposal can be serviced appropriately. No formal public consultation is required for a development of this scale but it is understood the applicant did discuss the proposals with the local community. The existing site accommodates a hotel, the development of tourism facilities within North Ayrshire is encouraged by the Councils tourism strategy and LDP.*

5. Support - One letter was received which supported the removal of the currently vacant McLaren Hotel which would improve the appearance of the town. The proposal would bring investment and jobs to the island.

Following the publicity of the application, the key issues raised by objectors were provided to the applicant. The applicant took this opportunity to redesign parts of their proposal and provide staff accommodation.

Following changes the application was subject to further notification which was undertaken between 27th September and 18th October 2018. 13 further letters of objection were received which raised the following concerns:

1. Design - The building is too high and too far forward of the building line. Concerns regarding the scale, design and amenity impacts remain. The square frontage and front projection is out of character with Brodick. The proposal still does not comply with the Brodick design framework. Due to its scale and positioning the building will impact on daylight and views from adjacent properties. The building should be restricted to 2.5 storeys. If granted planning permission the stone cladding should be replaced with render to tie in with the character of modern buildings in the town.

*Response: These matters are considered in the Analysis below. The use of stone cladding would be considered appropriate, given the sites exposed location.*

2. Parking - The increase in parking is positive and will help alleviate parking issues. There still remains a lack of parking associated with the development. There are limited blue badge parking spaces and no electric chargers proposed.

*Response: The level of parking proposed complies with North Ayrshire Councils parking standards. There has been no objection from Active Travel and Transport.*

3. Staffing - The staff accommodation is still insufficient. The staff numbers within the applicant's document are understated.

*Response: The staffing numbers and accommodation are not a material planning consideration but the applicant has sought to amend the proposals to take account of advice provided through the public consultation.*

4. Other issues - The removal of the café/restaurant will impact on the amenity of guests, they will have nowhere to eat. A larger café would have been a positive addition. No community consultation has been undertaken. The resulting building will be used to accommodate people from the mainland who are homeless or have physical/mental problems. If consent is granted the existing building and site should be cleared within 6 months. The site is prone to flooding. There is insufficient emergency services on the island to cope with the demand that this proposal may create. The proposal would result in mass tourism which is not welcome. The rooms are too small with little amenity for guests.

*Response: The removal of the restaurant assists in reducing the scale of the operations and will encourage guests to dine in local establishments, therefore benefitting the local business community. Scottish Water, SEPA and NAC Flooding did not object to the proposals. It would be the applicant's responsibility to ensure the proposal can be serviced appropriately. No formal public consultation is required for a development of this scale but it is understood the applicant did discuss proposals with the local community. The application is for a hotel not a residential institution. The applicant has provided an indicative room comparison which confirms that the rooms would be double the size of a standard Travelodge room.*

## Consultations

**SEPA** - previously objected to this proposal in May 2018 due to a lack of information. SEPA requested further information regarding the A841 culvert blockage, comment/assessment on flood risk from the Strathwhillan Burn and clarification on whether all aspects of the hotel redevelopment can be set at an appropriate finished floor level. In June 2018 this information was provided within the applicants Flood Risk Assessment and the objection was removed. No objections.

*Response: Noted.*

**Scottish Water** - No objections. The development would be fed from Balmichael Water Treatments Works. There is sufficient capacity at Brodick SEP Waste Water Treatment works for foul water. There is an existing combined sewer running through the site which may be affected by the development. The applicant should contact Scottish Water to discuss any conflicts.

*Response: Noted. The applicant has been made aware of the Scottish Water asset and advised to contact Scottish Water prior to any construction.*

**NAC Active Travel and Transport** - In May 2018 objected on the grounds that inadequate parking was proposed on site. Following revisions to the proposal there are no objections to the development. The Roads development Guide States that for a hotel 1 parking space per 2.5 bed spaces is required, where 2 bed spaces is a double bed, therefore, 88 rooms require a minimum of 71 parking spaces. In addition there is a requirement for 1 space per 3 staff members. 25 staff will require 9 spaces. The site proposes 80 off street parking. Therefore the site offers sufficient parking and turning within the confines of the site to accommodate the proposed development such that it will not impact on the adjacent public road network. Conditions regarding hard surfacing the first 5 metres, visibility splays and design of surface drainage should be attached.

*Response: Noted. The proposal would utilise existing accesses which served the previous hotel. As such a restriction on visibility splays could not be applied but conditions regarding surfacing and water collection could.*

**NAC Environmental Health** - No objections. Conditions regarding demolition works, construction timing, noise and disposal of waste from demolition should be applied.

*Response: Noted. Matters regarding the construction/demolition process are not material Planning considerations. These issues would be controlled through Environmental Health legislation or through any Building Warrant.*

**NAC Cleansing** - No objections. The anticipated waste provision for the premises would consist of 240ltr or 1100ltr Grey Bin - Residual Waste - weekly collection, 240ltr or 1280ltr Blue Bin - Mixed Dry Recyclate - weekly collection. Sufficient storage space should be provided to accommodate potential additional bins as the service may change in the future. Collections are made kerbside but provision can be made for collection on site through agreement.

*Response: Noted. A condition could be applied requiring full details of the proposed bin storage. It would be the applicant's responsibility to negotiate on site collection with Cleansing.*

**Arran Community Council** - Object. The application requires to be carefully considered against the current LDP and in particular Policy TOU 1 (d) which states 'any development should be of a scale and character which is not detrimental to the amenity and landscape of the area'. The community council are aware that other local groups have submitted representations to which the community council broadly agree and support.

*Response: Noted. In this case Policy TOU1 supports the principle of tourist facilities within settlement boundaries. Part (d) is not relevant to this particular site as it is within a settlement however matters regarding scale and character are considered within the General Policy. Assessment against the General Policy is considered in the Analysis below. The Community Council did not submit further comments.*

### **3. Analysis**

Sections 25 and 37(2) of the Town and Country Planning (Scotland) Act 1997 require that decisions by planning authorities shall be taken in accordance with the development plan, unless material considerations indicate otherwise.

Planning permission is sought for the demolition of an existing vacant 2 ½ storey hotel and erection of a 3 ½ storey hotel. The existing hotel contains 27 rooms. The proposed building would contain 88 rooms plus 5 rooms for staff accommodation. In the adopted Local Development Plan (LDP) the application site is located within the settlement of Brodick. As the site contains an existing hotel the principle of the development in this location is established. The provision of tourism facilities within settlements complies with Policy TOU1. As the proposal would result in a significant increase in the scale of the establishment Policy PI1 is relevant given the potential for trip generation.

The General Policy of the LDP is relevant and requires all development proposals to be considered against a set of assessment criteria, the relevant ones in this case being (a) siting, design and external appearance, (b) amenity, and (d) access, road layout, parking provision. The approved Brodick Design Framework audits the key characteristics of the seafront and provides a series of guidelines for any new development on the frontage.

The Council's Coastal Design Guidance is also relevant, which aims to guide the design of new development to ensure that it will enhance and build upon existing good quality local character and contribute to the area's regeneration rather than detract from it.

The Council's Tourism Action Plan 2018-2022 focusses on capitalising on the North Ayrshire coastline and states that tourism has potential to make a massive difference to local economic revival. The coastline is unique and plays a key part in attracting visitors but the plan does outline 4 key actions, one of which is 'Driving Growth' which encourages the formation of new businesses to meet the needs of visitors and offer new prospects for employment locally. Therefore there is a balance to be struck between protecting the coastline and encouraging growth that supports tourism businesses. In this case the applicant proposes to form an offering of accommodation that does not exist on the island at a scale that can assist in delivering on the Council's aims.

With respect to Policy PI1 the applicant has provided a transport report which provides a summary of existing transport links around the site that would provide access for guests and staff. It refers to the site's location close to Brodick Harbour, the existing path network, public transport links, existing roads for vehicles and cyclists as well as the connection to the mainland. The statement provides a summary of parking standards and confirms that a total of 79 spaces are required, with 80 being delivered, and 10 cycle spaces being required, with 14 being proposed. The statement assesses the expected traffic impacts as a result of the development and confirms that staff vehicles are reduced by the proposed accommodation within the building. It confirms that there would be an impact on the road network as a result of vehicle movements but that the existing road network is under capacity and additional vehicle movements could be safely accommodated on the roads. A wide range of measures are proposed to encourage non-car-based modes of travel by guests and staff but that any vehicle movements would not have a detrimental impact on road safety. Active Travel and Transport has not objected to the revised proposals and based on the information provided it is considered that the applicant has considered the needs of walkers, cyclists and public transport users as well as private vehicles. The proposal would comply with Policy PI1.

With regard to criteria a) of the General Policy, the approved Brodick Design Framework provides an overview of key characteristics of the townscape and general guidance on how new development could complement the existing urban pattern. The framework confirms that: Brodick has a series of bigger structures to the seafront, several of these are hotels or former hotels, replacement of these buildings should be with structures of similar bulk and frontage; the width of the building frontages are critical in maintaining the permeability of this front layer of buildings, the gaps between the larger buildings should be maintained. The framework notes that tree planting has been a significant part of the Brodick townscape and that where appropriate new planting of native trees should be considered as part of new developments. The remainder of the framework refers to the development potential of land behind the frontage in the west of the town which is not relevant in this case.

The proposed 3 ½ storey building would be located centrally within the site, some 14 metres from both the eastern and western boundaries, the rear projection would be 14 metres from the eastern boundary and 17 metres from the western boundary. To the front the 1 ½ storey projection would be approximately 10 metres from the main road and the main building approximately 21 metres. The overall footprint of the building would be 1262 square metres.

The existing site contains a 2 ½ storey hotel with a series of 1 storey structures attached to the front, side and rear of the building. The existing buildings on site have a footprint of some 1048 square metres.

In terms of siting, the proposed building would maintain the existing gaps between buildings as required within the Framework. The proposed building would be set some 20 metres forward of the existing hotel and further forward than buildings immediately adjacent. However the existing hotel and adjacent buildings do not reflect the character of the original village which has a frontage directly on the road. The building line varies across the promenade. As such there is no defined building line.

The main consideration is whether the siting of the building is appropriate in its context.

The existing buildings directly to the east and west do not provide any form of containment or relationship with the main road with the frontage dominated by hardstanding. The type of building proposed in this application requires a significant level of parking, as such bringing

the building forward provides a balance between developing a more appropriate building line and locating the bulk of car parking to the side and rear of the site. Setting the building further back would result in a frontage overdominated by vehicles, as evidenced by the adjacent co-op building, which would not provide an attractive promenade. The building would provide more of a relationship with buildings further west, in particular those known as Craiglea Court, Dunvegan and the health centre which are located further forward than the existing hotel.

In terms of scale it is accepted that the proposed building would be higher than the existing buildings on the frontage, however there are examples of larger buildings in the vicinity including the Douglas Hotel which due to its siting on a hill gives the impression of a higher building as well as Craiglea Court. The overall building height in comparison with its surroundings is provided within drawing 268-04A and the visuals provided by the applicant.

Furthermore given the buildings use as a hotel, where traditionally a sense of scale may be expected and which may act as a landmark, the buildings mass is commensurate with similar hotels on the island including the Auchrannie and Kinloch Hotels, albeit both examples have a much larger footprint than the building proposed in this application.

The Framework does not preclude the development of larger buildings on the frontage but it is expected that any development respects the wider townscape whilst offering a quality of design that complements the promenade. It is considered that through the design, siting and materials proposed the development would provide an attractive and suitable development on the frontage, which respects the varied character of Brodick's frontage.

Landscaping of the site would ensure there is a successful relationship between the building and the promenade, as such it would be considered appropriate to attach a condition requiring a full landscaping plan and retention of existing mature trees located on the outer edges of the site.

It is considered that the proposal accords with the key aspirations of the Framework and would provide an attractive solution to a development on the site.

The Council's approved Coastal Design Guidance is also relevant, which aims to guide the design of new development to ensure that it would enhance and build upon existing good quality local character and contribute to the area's regeneration rather than detract from it. The guidance focusses on developing a unique character in new buildings which complement its waterfront location and makes the most of its coastal setting, excelling in terms of quality rather than adapting or reusing standard solutions from elsewhere. The guidance advises that new development provides an opportunity for development to knit together and repair what are often fragmented places.

In this case the scale, siting and design of buildings along the frontage varies considerably. The original settlement to the west of the site is characterised with 2 storey stone buildings, located directly on the road. The land between the original settlement and the Douglas Hotel contains a mix of building types, scales, materials and design.

The building has been designed to take advantage of views out from the site, whilst balancing the needs of a large hotel to maintain viability. The applicant has sought to address the comments made through representations by revising the design of the front projection and reducing the number of rooms proposed. By setting the proposal slightly

back from the road but using stone cladding on the larger main frontage the scale and appearance of the proposed building would not appear out of context. Similarly the replacement of the existing vacant building would result in a significant benefit to the overall appearance of the promenade.

As such it is considered that the proposed development represents a context driven response and that the development would not conflict with the Council's approved Coastal Design Guidance.

The proposed siting, design and appearance of the building would be considered acceptable. Subject to condition the proposals would comply with criteria a).

With regard to criteria b) the proposal includes windows on the front and side elevations of the building. Those windows to the front would overlook the public road and those to the side would overlook existing commercial developments. The windows would be over 9 metres from the mutual side boundaries ensuring that any future development on those sites is not significantly compromised. The three windows on the rear elevation would relate to a stairwell and would not impact on the privacy of existing neighbours.

Concern has been raised that the development would impact on daylight and overshadow existing residential properties to the rear of the site. Due to the aspect, siting and scale of the proposal, any impact would be to the north, east or west of the site, falling primarily within the applicant's site or hardstanding associated with the commercial buildings. There would be no notable impact on daylight within neighbouring residential properties to the rear.

As outlined above the buildings siting, design and scale would not have a detrimental impact on the visual amenity of the area.

In view of the foregoing therefore the proposed development would not have an adverse impact on amenity and would comply with criteria b).

With regard to d), NAC Active Travel has not objected to the proposals as an acceptable level of car parking and access to the site would be achieved. The proposals therefore comply with criteria d).

The proposed development would improve the setting of the site in respect to the currently vacant hotel building whilst resulting in a building that would complement its surroundings. Subject to conditions the proposal would comply with the LDP and it is recommended that planning permission be granted.

#### **4. Full Recommendation**

Approved subject to Conditions

#### **Reasons for Decision**

##### **Condition**

1. That prior to the commencement of the development the applicant shall submit for the written approval of North Ayrshire Council as Planning Authority:

i) Details and samples of the proposed external finishes;

- ii) Details of all external lighting;
- iii) Details of the proposed bin storage; and
- iv) Details of the proposed cycle parking spaces and storage (including number, location and design).

The details, which may be approved, shall be implemented in full to the satisfaction of North Ayrshire Council as Planning Authority. The approved cycle parking and storage shall be installed prior to the coming into use of the hotel accommodation, hereby approved, and thereafter retained.

**Reason**

To ensure these matters can be considered in full to the benefit of visual amenity

**Condition**

2. That the flood management measures recommended in the Flood Risk Assessment by Kaya Consulting Limited dated July 2016 shall be fully implemented and no development shall take place until information has been submitted for the written approval of North Ayrshire Council as Planning Authority in relation to flood risk, specifically:

(i) Site levels which ensure the site is raised above the 200 year sea level (i.e. 3.62 m AOD) and designed to shed water away from any buildings and direct any potential surface water entering the site from the south away from the buildings without increasing the risk of flooding to others;

(ii) Details of an overland flow path along the western boundary of the site which is at least 1 metre wide and directs flows north towards the A841;

(iii) Confirmation that the finished floor levels of the main building shall be no less than 4.52m AOD; and,

(iv) A programme for the implementation of the flood management measures, all to the satisfaction of North Ayrshire Council as Planning Authority.

The details which may be agreed shall be implemented in compliance with the programme in part (iv) and maintained in perpetuity to the satisfaction of North Ayrshire Council as Planning Authority.

**Reason**

To meet the requirements of the Scottish Environment Protection Agency.

**Condition**

3. That prior to the completion of the development the parking, as outlined in approved drawing 268-03C, shall be completed in full and operational prior to the coming into use of the hotel accommodation, hereby approved, and thereafter retained. For the avoidance of doubt the hotel shall be limited to 88 rooms for rental and at least 5 staff accommodation rooms.

**Reason**

To meet the requirements of North Ayrshire Council as Roads Authority.

**Condition**

4. That no development shall take place until there has been submitted to and approved by North Ayrshire Council as Planning Authority a scheme of landscaping, which shall include details of species, planting densities, soil treatment and aftercare and shall include indications of all existing trees and hedgerows on the land and details of any to be retained together with measures for their protection in the course of the development.

**Reason**

To ensure the visual amenity of the area is protected.

**Condition**

5. That all planting, seeding or turfing comprised in the approved details of landscaping shall be carried out in the first planting season and seeding seasons following the occupation of the buildings or the completion of the development, whichever is the sooner; and any trees or plants which, within a period of five years from the completion of the development die, are removed or become seriously damaged or diseased shall be replaced in the next planting season with others of a similar size and species, unless North Ayrshire Council as Planning Authority gives written consent to any variation.

**Reason**

To ensure the agreed landscaping scheme is implemented to the benefit of visual amenity.

**Condition**

6. That the first 5 metres of the access, measured from the heel of the footway shall be hard surfaced in order to prevent deleterious material being carried onto the carriageway and designed in such a way that no surface water shall issue from the access onto the carriageway.

**Reason**

In the interest of road safety.



Karen Yeomans  
Executive Director  
Economy & Communities

For further information please contact Mr Ross Middleton Planning Officer on 01294 324379.

## Appendix 1 – Location Plan

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