

ABERDEEN CITY COUNCIL

COMMITTEE	Enterprise, Planning and Infrastructure
DATE	15th November 2011
DIRECTOR	Gordon McIntosh
TITLE OF REPORT	Notice of Motion from Councillor Young – “That Council instructs officers to liaise with the Ashwood Parade business community in the Bridge of Don to investigate ways in which better signage and better awareness of their businesses can be obtained to the betterment of both the residents of Ashwood Parade and to the business community of Ashwood Parade.”
REPORT NUMBER	EPI/11/284

1. PURPOSE OF REPORT

- 1.1 This report provides information to members of the Committee in relation to Councillor Young’s motion regarding the implementation of additional signage to improve awareness of the businesses and new residential properties off Jesmond Drive, opposite Forehill School.

2. RECOMMENDATION(S)

- 2.1 It is recommended that the Committee:
1. Note the content of this report and the measures that officers have recently discussed with the tenants of the business units.
 2. Agree that no further action should be taken with regard to the implementation of additional signage until the owner of the shop units has applied for formal addresses to his properties
 3. Instruct officers to agree, supply and implement additional signage from the Whitestripes Avenue area within the Bridge of Don if requested to and paid for by the businesses.

3. FINANCIAL IMPLICATIONS

- 3.1 There are no financial implications as a result of this report. Any additional signage would require to be funded by the businesses or owner of the properties.
- 3.2 However the committee should be aware that should additional signage be provided in the future, this would result in a minimal impact on our revenue budget in future years.

4. OTHER IMPLICATIONS

- 4.1 None.

5. BACKGROUND / MAIN ISSUES

- 5.1 At its meeting on 13 September 2011 the Enterprise, Planning and Infrastructure committee considered a motion raised by Councillor Young "That Council instructs officers to liaise with the Ashwood Parade business community in the Bridge of Don to investigate ways in which better signage and better awareness of their businesses can be obtained to the betterment of both the residents of Ashwood Parade and to the business community of Ashwood Parade".
- 5.2 The motion relates to the new residential properties and business units 1 to 8 that are located off Jesmond Drive, opposite Forehill School. (See enclosed plan Appendix 1).
- 5.3 These business units are located further north from the existing Asda store within the Bridge of Don area where a further 7 neighbourhood shop units are located. These Units within Asda are known as units 1 to 7 Middleton Park, Jesmond Drive and obviously this causes confusion for delivery drivers and visitors to the area.
- 5.4 It is understood that the tenants of the new businesses, opposite Forehill School have grouped together and decided that the shop units and adjacent access road should be called Ashwood Parade and have requested through Councillor Young that Aberdeen City Council provide additional road signage.
- 5.5 Officers have contacted the tenant, acting on behalf of the group and clarified the following:
- The shop units have current addresses of units 1 to 8 Jesmond Drive;

- There has been no formal application to the Roads Authority from the owner of the shop units to officially name these neighbourhood shops;
- Ashwood Parade (the preferred name by the shop unit tenants) would not be permitted as Ashwood Parade already exists nearby as a residential street. This would cause further confusion within the local area ;
- Barrett North East Scotland, who are currently building the residential properties to the rear of the shop units have already requested a formal name for the access road serving the new houses and shop units.

The new street name approved by the Roads Authority is Jesmond Grange. However the Road has still to be adopted and the street name plates have yet to be erected by the developer.

5.6 Officers have confirmed in writing to the above group that:

- If they decide to proceed with a formal name for the neighbourhood shop units then a formal application must be made to the Roads Authority. We in turn would consult with Royal Mail and all other consultees;
- Once a formal name has been agreed and registered, officers will assist in the design, supply and implementation of additional road signage from the Whitestripes Avenue area;
- All costs involved in the formal application and provision of additional road signage would be placed on the applicant.

6. IMPACT

6.1 The content of the report meets with the local Community Plan objectives to continually improve road safety and maximize accessibility for pedestrians and all modes of transport.

6.2 The proposals are in line with the Single Outcome Agreement to support the local economy and attract local business.

Consultees comments

Enterprise, Planning and Infrastructure Committee

Convener: Councillor Kate Dean - email sent 7/10/11

Vice Convener: Councillor John Corall - email sent 7/10/11

Local Members

Councillor Muriel Jaffrey

has been consulted and supports the provision of additional signage

Councillor Gordon Leslie

has been consulted and agrees with the recommendations

Councillor Willie Young

email sent 7/10/11

Councillor John Reynolds

email sent 7/10/11

Council Officers

Barry Jenkins, Head of Finance, *has been consulted and has no comments related to finance.*

Jane MacEachran, City Solicitor, Continuous Improvement *has been consulted and has no comments.*

Ciaran Monaghan, Head of Service, Office of Chief Executive has been consulted

Gordon McIntosh, Director of Enterprise, Planning and Infrastructure has been consulted

Hugh Murdoch, Head of Service, Shelter and Environment – has been consulted

Margaret Bochel, Head of Planning & Infrastructure, Strategic Leadership – *has been consulted and agrees with the recommendations.*

Mike Cheyne, Roads Manager has been consulted

Margaret Jane Cardno, Community Safety Manager has been consulted

Dave Young, Account Manager, Service, Design and Development has been consulted

Kathryn McFarlane, Service Co-ordinator

Allison Swanson, Committee Services

7. BACKGROUND PAPERS

Minute of Enterprise, Planning & Infrastructure Committee meeting, 13 September 2011.

8. REPORT AUTHOR DETAILS

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