

**EAST AYRSHIRE COUNCIL**

**CENTRAL LOCAL PLANNING COMMITTEE: 18 AUGUST 2000**

**00/0409/AD: ERECTION OF 3 ADVERTISEMENT HOARDINGS  
AT 2 HOLMQUARRY ROAD, KILMARNOCK  
BY APPLE OUTDOOR**

**EXECUTIVE SUMMARY SHEET**

**1. DEVELOPMENT DESCRIPTION**

1.1 It is proposed to locate three advertisement hoardings within the site. One large scale advertisement will be located to the east of the vehicle entrance to the factory measuring some 5.0 metres in height and 12.7 metres frontage. The other two hoardings will be smaller in scale and positioned more centrally in front of the factory building measuring some 5 metres in height over a frontage of 6.4 metres. As part of the scheme, the applicant proposes to erect 2.5 metre high fencing along the site frontage linking up the advertisements and forming a screen. It is also proposed to form grassed areas at the foot of the hoardings. The hoardings will be illuminated by an overhead gantry and will be constructed from timber with a steel frame.

**2. RECOMMENDATION**

**2.1 It is recommended that this application be refused for the reasons indicated on the attached sheet.**

**3. SUMMARY OF ANALYSIS**

3.1 The proposal is considered to be out of character with and detrimental to the visual amenity of the surrounding area. If allowed, the hoardings would result in an incongruous feature being introduced without appropriate locational justification. As such a refusal of Advertisement Consent would be appropriate.

**Alan Neish  
Head of Planning and Building Control**

**Note: This document combines key sections of the associated report for quick reference and should not in itself be considered as having been the basis for recommendation preparation or decision making by the Planning Authority.**

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**Report by Head of Planning and Building Control**

**1. PURPOSE OF REPORT**

1.1 The purpose of this report is to present for determination, an application for advertisement consent which is to be considered by the Local Planning Committee under the scheme of delegation because it is recommended for refusal.

**2. APPLICATION DETAILS**

2.1 **Site Description:** The application site is situated at 2 Holmquarry Road which is an industrial unit located centrally within Kilmarnock. The site for the three advertisements is located at the boundary of the factory unit with Holmquarry Road.

2.2 **Proposed Development:** It is proposed to locate three advertisement hoardings within the site. One large scale advertisement will be located to the east of the vehicle entrance to the factory measuring some 5.0 metres in height and 12.7 metres frontage. The other two hoardings will be smaller in scale and positioned more centrally in front of the factory building measuring some 5 metres in height over a frontage of 6.4 metres. As part of the scheme, the applicant proposes to erect 2.5 metre high fencing along the site frontage linking up the advertisements and forming a screen. It is also proposed to form grassed areas at the foot of the hoardings. The hoardings will be illuminated by an overhead gantry and will be constructed from timber with a steel frame.

**3. CONSULTATIONS AND ISSUES RAISED**

3.1 The Roads Division has advised that they have no objections.

***Noted.***

#### **4. REPRESENTATIONS RECEIVED**

4.1 No representations have been received.

#### **5. DEVELOPMENT PLAN STATUS**

5.1 The relevant policy document is the Finalised East Ayrshire Local Plan which the Council has agreed as the main policy base against which to determine its day to day decisions. There are however no relevant policies in the consideration of this application. This document supersedes the Kilmarnock Adopted Local Plan which is considered to be out-of-date.

5.2 The Finalised Kilmarnock and Loudoun District Wide Local Plan contained policy controls (EN26) which promoted free-standing advertisements only where related to tourism attractions or facilities and where they avoided visual intrusion.

#### **6. OTHER PLANNING CONSIDERATIONS**

6.1 The applicant initially approached this Division in pre-application discussion with a proposal to site three, 96-sheet advertisement hoardings (12.122m x 3.048m) at the application site. This Division noted the proposals which would, according to the applicant, result in an improvement to the surrounding area. The applicant contended that the site is currently in a state of disrepair being strewn with rubble and litter, and that the overall look of the site detracts greatly from the rest of the urban streets' modern, working appearance.

6.2 The applicant further submits that in addition to removing the potential hazards and securing the site, the proposal will treat the entire perimeter of the site creating two turfed areas. It is submitted that the timber fencing will contrast in a softer, more natural way with the palisade style fencing prominent in the 'south' street scene and the brick facade of the retail park to the 'east', and that the advertisement displays will add colour and interest. The site shall be serviced fortnightly and all litter, stripping, grass cuttings etc shall be removed from site and suitably disposed of with the displays and fencing painted each Spring.

6.3 The application before Members is in amended form. The applicant contends that the large hoarding (96 panel) at the car park, screens from view the most unsightly aspect of this site namely an assortment of bakery vans/cars, the conglomeration of disassociated buildings at the rear of the car park with their diversity of roof levels/scales, the large round shutter door and the poorly maintained gable of the main building. The two 48-sheet displays will give some assistance in screening the front of the building. When asked to further amend the proposal the applicant advised that one 96-sheet display is unviable commercially and would result in a screen timber fence along the rear of the

footpath creating a hard, sharp, bland boundary line which could not be considered to be attractive or desirable.

***In accordance with the Town and Country Planning (Control of Advertisements)(Scotland) Regulations 1984, applications for advertisements can be assessed only against their impact on public safety and amenity. In this instance the Roads Division have not objected and there are not any concerns in respect of public safety. The main determining issue relative to the application is therefore its impact on the amenity of the area. In addition, each application must be considered on its own merits, however in so doing the Division can point to a consistency of approach in respect of sites at Queens Drive, London Road, Campbell Street and others whereby the impact of hoardings on amenity has been assessed as follows:***

***It is in the nature of advertisement hoardings to be conspicuous however this may be acceptable where the hoarding is concealing or screening untidy land or buildings, or unsightly uses. Such justification does not presently exist to the extent of requiring the three proposed hoardings. This Council has taken an approach in past years, only to encourage hoardings where same will screen land or uses which are visually unacceptable or detrimental to the surrounding area. Such instances where the Council has accepted hoardings include:- to screen a motor vehicle scrap yard or where a site is undergoing redevelopment and the hoardings will screen construction works on a daily basis. It is not considered that the area is of such a poor standard to allow for the extent of hoardings proposed, even in terms of the amended scheme submitted by the applicant. Whilst the area displays some signs of disrepair, it is more due to a lack of routine maintenance rather than as a result of an inappropriate or unsightly use and could potentially be addressed through the issuing of a Waste Land Notice. This Division did approach the applicant with the suggestion of a single 96-sheet display located to screen the car park being the most visually intrusive element of the site. The applicant has however advised that such a scheme would not be commercially viable. There are no other hoardings in the immediate surrounding area and it is considered that the proposed scheme would be over prominent and comprise a visually intrusive and illuminated feature of significant scale and colouring which does not have sufficient locational justification . The proposal would in essence be out of character with its surroundings.***

6.4 If the Committee is of a mind to approve the application being of the view that the hoardings are in keeping with the surrounding area, then there would be no requirement for their referral to the Development Services Committee.

## **7. FINANCIAL OR LEGAL IMPLICATIONS**

7.1 There are no financial or legal implications for the Council in determining this application.

## **8. CONCLUSION**

8.1 The proposal is considered to be out of character with and detrimental to the visual amenity of the surrounding area. If allowed, the hoardings would result in an incongruous feature being introduced without appropriate locational justification. As such a refusal of Advertisement Consent would be appropriate.

## **9. RECOMMENDATION**

**9.1 It is recommended that this application be refused for the reasons indicated on the attached sheet.**

**Alan Neish  
Head of Planning and Building Control**

9 August 2000

(FMF/MMM)  
FV/DVM

### **LIST OF BACKGROUND PAPERS**

1. Application form and plans.
2. Statutory Notices and Certificates.
3. Consultation Replies.

Anyone wishing to inspect the above papers please contact Ms Fiona Finlay on 01563 576768.

***Implementation Officer: Dave Morris***

EAST AYRSHIRE COUNCIL

TOWN & COUNTRY PLANNING (SCOTLAND) ACT 1997

00/0409/FL

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Site of Proposal: 2 Holmquarry Road  
KILMARNOCK

Nature of Proposal: Proposed erection of 3 advertisement  
hoardings

Name & Address of Applicant: Apple Outdoor  
85 Kirkton Street  
CARLUKE  
South Lanarkshire  
ML8 4AD

Name & Address of Agent:

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DPOs Reference: FMF/MS

The above FULL application should be refused subject to the following grounds.

1. The proposed hoardings being located in a conspicuous location and featuring illumination would be detrimental to the visual amenity of their surroundings and there is no justification for the acceptance of their detrimental impact arising from any beneficial screening or concealing of adjacent untidy ground or buildings.

**DUE TO ORDNANCE SURVEY REGULATIONS AND COPYRIGHT  
THE MAP IS AVAILABLE FOR VIEWING AT THE COUNCIL'S  
PLANNING OFFICE IN KILMARNOCK. FOR INFORMATION ON  
VIEWING PLEASE CONTACT (01563) 576790.**

**AGENDA**