

EAST AYRSHIRE COUNCIL

SOUTHERN LOCAL PLANNING COMMITTEE : 08 SEPTEMBER 2000

**00/0331/AD : PROPOSED ERECTION OF ADVERTISEMENT HOARDING
AT JUNCTION C51/A76(T)
APPLICATION BY RAMSAY AND JACKSON**

EXECUTIVE SUMMARY SHEET

1. DEVELOPMENT DESCRIPTION

1.1 Advertisement consent is sought for the erection of a free-standing advance sign. The sign measures 1.2 metres by 1.2 metres and is set on twin posts. Overall, the sign will be three metres in height. This is a retrospective application as the sign has already been erected on site.

2.3 The purpose of the sign is to provide advance direction warning for the Ramsay and Jackson, Agricultural Engineers' premises which is situated approximately 500 metres further eastwards, along the C51, Knowehead Road. The double-sided sign is plastic with a white background and blue letters, and is supported by two steel black posts.

2. RECOMMENDATION

2.1 It is recommended that the application be refused on the grounds listed on the attached sheet.

3. SUMMARY OF ANALYSIS

3.1 The proposed development conflicts with adopted policy relating to the display of advertisements within the Former Cumnock and Doon Valley District Wide Local Plan in respect of the size and location of the sign. As the agricultural engineering business does not depend on passing traffic, an exception to policy would not be appropriate in this instance.

**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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AT JUNCTION C51/A76(T)****APPLICATION BY RAMSAY AND JACKSON****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 advertisement application which is to be considered by the Local Planning Committee under the scheme of delegation as the proposal is recommended for refusal.

2. APPLICATION DETAILS

2.1 **Site Description:** The application site lies on the east side of the A76 approximately 700 metres north of Mauchline. The site is located to the south of the junction of Knowehead Road with the A76. The site lies within the existing agricultural field outwith the limits of the public road.

2.2 **Proposed Development:** Advertisement consent is sought for the erection of a free-standing advance sign. The sign measures 1.2 metres by 1.2 metres and is set on twin posts. Overall, the sign will be three metres in height. This is a retrospective application as the sign has already been erected on site.

2.3 The purpose of the sign is to provide advance direction warning for the Ramsay and Jackson, Agricultural Engineers' premises which is situated approximately 500 metres further eastwards, along the C51, Knowehead Road. The double-sided sign is plastic with a white background and blue letters, and is supported by two steel black posts.

3. CONSULTATIONS AND ISSUES RAISED

3.1 Mauchline Community Council have not responded to the consultation letter.

Noted.

3.2 West of Scotland Archaeology Service advise that the proposed development does not raise any archaeological issues.

Noted.

3.3 East Ayrshire Council's Roads and Transportation Division have no objection to the proposal, subject to the sign being located outwith the road boundary and visibility splays of the C51/A76 junction.

The requirements of the Roads Division can be met by attaching conditions to any consent granted

4. REPRESENTATIONS

4.1 No representations have been received with regard to the proposed sign.

5. DEVELOPMENT PLAN STATUS

5.1 The relevant policy document is the East Ayrshire Local Plan, Finalised Version and the application site lies within the Rural Protection Area.

5.2 Design Guidance for the East Ayrshire Local Plan has yet to be agreed. The relevant design guidance is therefore contained within the Finalised Cumnock and Doon Valley District Wide Local Plan. Appendix 17 of the Finalised Plan lists development control policy documents, one of which relates to the Display of Advertisements. There are specific policies relating to advance signs for business premises.

Policy 9(b)(i) states that no advance sign shall normally be permitted in respect of business premises where these are located alongside or in clear view of a public road. The only exception to this policy is where the premises cannot be otherwise indicated with safety or reasonable clarity to passing traffic and then only if the business to which the sign refers is mainly dependant on passing traffic.

The proposal is contrary to this policy. Although the premises are located within an isolated location, they lie alongside and in clear view of a public road. Furthermore, it is considered that the type of business carried out, an agricultural engineers, is not dependent on passing traffic.

Policy 9(b)(iii) states that isolated premises not situated on a Class A or Class B road may be allowed up to a maximum of one sign at the last public road junction prior to the premises but not more than 2 miles distance from it.

The proposal complies with Policy 9(b)(iii), however it must also be assessed against Policy 9(c).

5.3 Policy 9(c) states that all authorised advance signs shall be located outwith the highway boundary, and be not more than 2.5 metres in overall

height. The maximum permitted area of each sign should not exceed 600mm by 300mm. All signs should be designed and constructed to the highest possible standards, to the satisfaction of the Council.

In this respect, the proposed sign is to be erected outwith the limits of the A76 Road. The sign, in terms of construction, colours and materials, is to an acceptable standard. However, the sign, being 1.2 metres by 1.2 metres in dimension and 3 metres in height, exceeds the maximum dimensions and height stipulated within the adopted Policy 9(c). The sign, in terms of its size, is considered to be intrusive at its prominent roadside location within the countryside.

6. OTHER PLANNING CONSIDERATIONS

6.1 If the Committee are minded to approve this application, it would not require to be submitted to the Development Services Committee for determination.

7. FINANCIAL AND LEGAL IMPLICATIONS

7.1 Financial Implications : There are no financial implications for the Council.

7.2 If the application is refused, legal implications would arise from any enforcement action that is initiated to seek the removal of this sign.

8. CONCLUSIONS

8.1 The proposed development conflicts with adopted policy relating to the display of advertisements within the Former Cumnock and Doon Valley District Wide Local Plan in respect of the size and location of the sign. As the agricultural engineering business does not depend on passing traffic, an exception to policy would not be appropriate in this instance.

9. RECOMMENDATION

9.1 It is recommended that the application be refused on the grounds listed on the attached sheet.

Alan Neish
Head of Planning and Building Control
VE/SMB
30 August 2000
FV/DVM

LIST OF BACKGROUND PAPERS

1. Application form and plans.
2. Consultation responses.
3. Development Control Policies relating to the Display of Advertisements.
4. Cumnock and Doon Valley District Wide Local Plan.
5. East Ayrshire Local Plan, Finalised Version.

Any person wishing to inspect the above background papers listed above, should contact Miss Vivien Emery on 01563 555485.

Implementation Officer : Pamela Clifford

Form TP24A

EAST AYRSHIRE COUNCIL

TOWN & COUNTRY PLANNING (SCOTLAND) ACT 1997

Application no: 00/0331/AD

Location	Junction C51/A76(T) MAUHLINE
Nature of Proposal:	Proposed erection of advertisement hoarding
Name and Address of Applicant:	Ramsay & Jackson Knothead Works, MAUHLINE KA5 6EY
Name and Address of Agent	

DPO's Ref: [VIVIEN EMERY]
PPO's Ref; []

The above **ADVERTISEMENT** application should be refused on the following grounds..

- (1) The proposed sign, in terms of its size and location, would be contrary to the Council's Development Control Policies relating to the Display of Advertisements, as outlined in Appendix 17 of the Cumnock and Doon Valley District Wide Local Plan; specifically in relation to Policy 9(c); the size of the sign exceeding the permitted dimensions.
- (2) The proposed development would set an undesirable precedent for similar advance signs, to the detriment of visual amenity..

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VIEWING PLEASE CONTACT (01563) 555320.**

AGENDA