

South Ayrshire Local Plan

Text of the Plan



*Coast
Jobs
Tourism
Public
Transport
Shopping
Recreation
Environment
Heritage
Social
Housing
Leisure
Housing
Prestwick Airport
Roads
Education
Countryside*



*Planning for Houses, Jobs
and a Quality Environment*

SOUTH AYRSHIRE LOCAL PLAN

This Local Plan has been prepared by South Ayrshire Council under the provisions of the Town and Country Planning (Scotland) Act 1997. The local plan was adopted by South Ayrshire Council on 6th April 2007.

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FOREWORD



Rich in environmental quality, South Ayrshire has many attractions to those of us fortunate enough to live or work in the area. The scenic quality of the landscape, our parks and open spaces, the countryside, the historic towns and villages, and the outstanding natural beauty of the coastline are only some of the many assets that residents and visitors can enjoy. Maintaining and improving on these assets, the high architectural quality of many residential streets, the vitality of the town centres, the continued prosperity of Glasgow Prestwick International Airport and the rural development of the countryside are critical to improving the economic fortunes of South Ayrshire.

The South Ayrshire Local Plan provides a key tool in ensuring that these aims are delivered. In setting out the development strategy for the area for the period to 2012, the local plan promotes new development in the right locations and ensures that the consequences for the public services and infrastructure, such as roads and schools, are known; with provisions being put in place to deal with any impacts. Some of the most noticeable examples of this are the major developments proposed at Greenan in Ayr, North East Troon, and in the longer term at South East Ayr. The local plan has provisioned thirty two new housing developments, enabling more than 2,000 new homes to be built throughout South Ayrshire. In all these locations, not only have measures been put in place to ensure that the potential development consequences are mitigated, but in addition other community benefits, such as a proportion of affordable housing, are inherent requirements to the development.

Housing is only one of the many land uses promoted for development. The local plan also makes provision for business and industrial needs; it assists rural diversification, and plans for the needs of Glasgow Prestwick International Airport. Policies to protect the vitality and viability of town centres, but allow some new shopping developments at Heathfield are also set out. A flexible and dynamic policy framework to allow the evolving needs of the University of West of Scotland to be accommodated, where appropriate, are also incorporated to deliver on one of the core objectives of the Plan : to promote economic development through further education and research institutions.

The adoption of the South Ayrshire Local Plan on the 6th April 2007 is the conclusion to the process that began with publication of a Draft Plan and then a Finalised Plan. Many of you will have taken up the opportunity to engage with the consultative stages of the plan and some of you will have participated in the Public Local Plan Inquiry. The Council has now fully considered the recommendations of the Scottish Executive Reporters on that Inquiry and it is these considerations, taking on board comments that were submitted at various stages of plan preparation, that now forms the adopted local plan.

None of the development proposals set out in this plan, or the ongoing protection and improvement of the valued environment, can take place without the continued partnership working of the community, key government agencies and the prospective investors. Delivery of the provisions of the South Ayrshire Local Plan is a priority for the Council, and I now invite you to join with us to ensure that our valued environment is nurtured and our economic prosperity enhanced.

Councillor Peter Convery
Portfolio Carrier for Sustainability and Environment

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INTRODUCTION

The Local Plan for South Ayrshire

The South Ayrshire Local Plan (subsequently referred to as “the Local Plan”) sets out the policies, proposals and recommendations of South Ayrshire Council (subsequently referred to as “the Council”) as the local planning authority, for the development and other use of land, the protection of environmental resources and for the management of transport and traffic within the administrative area of South Ayrshire Council. Whilst the Local Plan does not have any formal end-date it is expected that all specific development proposals will be commenced within five years and substantially completed within ten years of the date of adoption of the Local Plan. Particular policies of the Local Plan, such as those concerned with the protection of natural and heritage resources can be expected to remain relevant for the longer term.

The Plan Area

This comprises the whole administrative area of South Ayrshire Council amounting to 1,093 square kilometres. The extent of the Plan area is shown on the Proposals Map.

The Plan Documents

The Local Plan comprises a Written Statement and a Proposals Map. The Written Statement (this document) sets out the policies, proposals and recommendations for the development or other use of land together with a reasoned justification and any necessary associated explanatory text. The policies and proposals in the Written Statement each have a reference number and, except where such policies and proposals cover the whole Plan area, they are annotated on the relevant part of the Proposals Map. For clarity many of the settlements are shown on larger scale inset maps.

Format and Layout of the Plan

The Plan groups all of the issues to be considered under six main headings, each of which forms a chapter of the Plan; they are settlement strategy, economic development, the environment, housing, facilities/services and implementation. Certain policies that have an overall significance are called ‘strategic policies’ and these have a particular degree of primacy. Some particular issues and certain localities have required a particularly detailed and comprehensive approach. The Strategies included within the Plan are the result of this approach.

It is especially important to appreciate that policies should not be considered in isolation. Almost any proposal will raise issues which are the subject of many policies and, therefore, these policies need to be considered together in order to provide the fullest local plan assessment of any planning application or other proposal.

Draft South Ayrshire Local Plan

The Council published the Consultation Draft South Ayrshire Local Plan in September 1999 for public consultation and comment. A total of 1,039 written representations were received. These were considered by the Council in its preparation of this Finalised Local Plan. A brief account of the steps taken by the Council to secure publicity through publication of the Consultation Draft Local Plan and the consideration of views received is set out in the Council’s “Statement on Publicity and Public Consultation” which is published separately.

The National Planning Context

The Local Plan has been prepared in accordance with the relevant provisions of the Town and Country Planning (Scotland) Act 1997, the Town and Country Planning (Structure and Local Plans) (Scotland) Regulations 1983, and relevant Circulars. Due regard has also been had to the National Planning Policy Guidelines and Planning Advice Notes published by the Scottish Executive.

The Strategic Planning Context: Ayrshire Joint Structure Plan

The Structure Plan for the entire area of this Local Plan is the Ayrshire Joint Structure Plan. This was prepared jointly by East, North and South Ayrshire Councils and approved by Scottish Ministers in January 2000. The Structure Plan provides the strategic planning context for local planning in South Ayrshire. It contains an overall development strategy which is founded on four key aims. These are:-

- Promotion of economic growth.
- Protection and promotion of the vitality and viability of existing settlements.
- Protection and enhancement of the countryside and the environment.
- Promotion of the principles of sustainable development.

The development strategy of the Structure Plan expands on these aims. It takes a positive approach to economic development and seeks to direct major new development to the main towns of Ayrshire. Elsewhere it provides the framework for Councils to define parts of their countryside as rural protection area where opportunities for new development will be limited, or rural diversification area where opportunities for appropriate development to assist rural regeneration are encouraged. There is also a strategic context for the definition at local level of a greenbelt at Ayr/Prestwick/Troon. The principles of sustainability underpin the Structure Plan's overall development strategy and this factor is especially relevant in the intention to implement a balanced and integrated transport strategy.

In addition to the inclusion of a strategic context for the greenbelt, the Structure Plan contains other provisions which relate specifically to the South Ayrshire area. These include:-

- Additions to the supply of strategic industrial land in Ayr and Girvan.
- Safeguarding of land to allow for expansion of Glasgow Prestwick International Airport and associated runway-related and airport-related development.
- Safeguarding of the strategic industrial site at Cockhill, near Ayr.
- Recognition of the following areas for priority integrated action: North Ayr : Girvan : Tarbolton/Mossblown/Annbank.
- Provision of land for new housing development to meet a shortfall in the supply of new housing.
- Ensuring the availability of sites for affordable and special needs housing in local plans.
- Safeguarding and promoting appropriate development in the strategically important sea ports at Troon, Ayr and Girvan
- Encouraging the Scottish Executive to implement at an early date an A77 bypass for Maybole and A77 junction improvements at Ayr/Prestwick.

This Local Plan has due regard to this strategic context provided by the Ayrshire Joint Structure Plan. The policies and proposals of this Local Plan conform with the provisions of that Structure Plan.

The Planning Vision for South Ayrshire

Shortly after its inception in 1996 the Council published its "A Vision of 2020" document which set its strategic direction and longer term vision for South Ayrshire. It established a framework within which the detail of the Council's policies, strategies and specific action plans would be formulated. There are five elements to the Council's overall vision for South Ayrshire. These are to:-

- be recognised as having one of the most attractive and safe environments in Scotland managed in a sustainable fashion, for the benefit of residents, businesses and visitors;
- achieve a strong and diverse local economy offering secure and quality employment opportunities, with an economic growth rate above the Scottish average;
- create opportunities for life long learning, that encourage full participation in community and cultural life;
- foster a caring community, supporting those in need, and seeking to overcome disadvantages; and
- develop a responsible community leadership role, that achieves progress through the combined involvement and effort of the Council's own workforce, the community, businesses, public agencies and the voluntary sector.

As the local planning authority for South Ayrshire, the Council is charged with statutory responsibilities for town and country planning. One of those responsibilities is a requirement to prepare a local plan which sets out a clear and robust approach to the future use of land in South Ayrshire. To provide a focus for this the overall planning vision draws upon the elements of its corporate strategy as set out above. Accordingly the vision for this Local Plan is to provide a co-ordinated land use strategy which contributes to:

- a strong and diverse local economy;
- meeting the needs and aspirations of South Ayrshire for housing, jobs, education and leisure; and
- maintaining and enhancing through a sustainable approach, the high environmental quality of the area.

SYNOPSIS OF POLICIES, PROPOSALS AND RECOMMENDATIONS

As a quick guide to the policies, proposals and recommendations in this Local Plan the following few pages provide a synopsis of each of these. The brief description of each is purely for ease of reference and is not in any way a substitute or qualification of the wording of the actual policy, proposal or recommendation as it appears in the main body of the Plan's Written Statement.

For further ease of reference some of the policies/proposals/ recommendations are annotated to indicate where such policies/proposals are relevant. Where there is no annotation the policy is specific to particular areas, for instance within town centres, and the areas are detailed in the Proposals Map. Otherwise:-

- * Indicates a general policy which applies throughout the Plan area.
- # Indicates a general policy applying through out the Plan, and which also directs proposals to specific locations. The areas within which the proposed development is to be directed are annotated on the Proposals Map with the policy number.
- ◆ Indicates a general policy applying through the Plan. Some specific sites are annotated with the policy number on the Proposals Map to emphasise their existence and importance.

Chapter 1: Settlement Strategy

STRAT1 [#]	Direct development to appropriate defined settlements, especially to vacant or derelict sites within them.
STRAT2	Development should not be detrimental to greenbelt integrity and quality.
STRAT3	Justification needed for development in the Rural Protection Area.
STRAT4	Justification required for development in the Rural Diversification Area.
STRAT5 [*]	Environmental Quality: requirement for development proposals
STRAT6	Major Settlement Expansion – Longer Term Strategic Growth Area - South East Ayr

Chapter 2: Economic Development

Training

FE1 [*]	Encourage proposals for Further & Higher Education establishments.
FE2	Safeguard land at Craigie Estate and Dam Park for Further Education / green space uses.
FE3	Encourage proposals for expansion of Scottish Agricultural College Auchincruive and Hannah Research Institute.

Development Opportunities

OPP1	Encourage development on specific opportunity sites.
OPP2	Safeguard and promote comprehensive redevelopment of town centre opportunity sites for town centre uses.

Industry

IND1 [◆]	Industrial proposals to be assessed against the Industrial Strategy.
IND2 [*]	Maintain a quality, marketable supply of industrial land.
IND3	Promotion of strategic industrial sites at – Heathfield North, Grangestone and Cockhill.
IND4	Retention of existing industrial areas.
IND5 [#]	Industrial and Business development directed to industrial areas – sequential test.

Newton

NTN1	Proposals considered in terms of the Newton Strategy.
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Heathfield

HFD1 Proposals considered in terms of the Heathfield Strategy.

Airport

AIR1 Safeguard land for runway related development.

AIR2 Safeguard and promote sites for Airport related development.

AIR3 Safeguard and promote sites for airport terminus facilities

Port/Harbour

PORT1 Retain and encourage Seaport uses.

PORT2 Encourage tourism, recreational use of ports and harbours.

Offices

OFF1[#] Direct class 2 office development to town centre peripheral areas and neighbourhood centres.

OFF2 Change of use from house to class 2 office (and vice versa) may be acceptable.

Retailing

RET1[#] Retail and commercial investment directed to existing town centres.

RET2[#] Large scale retail proposals should be located in town centres-sequential approach.

RET3 Retail of building supplies and fuels or goods at site of manufacture.

RET4 Range of uses acceptable in town centre core areas.

RET5 Range of uses acceptable in town centre peripheral areas.

RET6[#] Hot food/amusement centres directed to town centres.

RET7 Planning Strategy for Ayr Town Centre

RET8 Encourage and protect neighbourhood retail/office provision.

RET 9* Extensions to Existing Large Food Stores

RET10 Restriction on range of goods at Heathfield Retail Park and preference given to proposals in Heathfield integrating with the Retail Park.

RET 11 Food Retail at Heathfield Retail Park may be acceptable.

RET 12 Garden Centres and horticultural retail may be acceptable in the Rural Protection Area or Rural Diversification Area

RET13 Retail of goods at sites of manufacture/production may be acceptable in the countryside.

Tourism

TOUR1* Encourage proposals which provide or improve tourism and leisure facilities.

TOUR2* Encourage provision and improvements to existing self catering sites.

TOUR3* Presume in favour of retaining significant leisure, recreation and tourist facilities.

TOUR4* Presume in favour of protecting and improving golf facilities.

TOUR5[#] Direct large scale leisure developments to town centre locations-sequential approach.

Countryside and Rural Economy

RE1 Favourable consideration for farm diversification.

RE2 Rural Businesses – Accommodation/ operational requirements.

RE3 Safeguard mineral deposits.

RE4 No outline application for mineral workings.

RE5 Justification required for mineral extraction.

RE6 Small scale opencast coal extraction may be acceptable.

RE7 Extensions to active mineral workings.

RE8 Progressive restoration of mineral extraction sites required.

RE9* Commercial Forestry should be in compliance with the Forestry Strategy.

Chapter 3: The Environment

Natural Environment

ENV1	Protection of SAC, SPA, SSSI.
ENV2*	Protection of designated sites of natural heritage value.
ENV3*	Protection of sites of recognised natural heritage interest.
ENV4*	Encourage appropriate promotion of natural resources for education or recreation.
ENV5	Safeguard amenity and recreational green space.
ENV6	Deleted.
ENV7*	Protection of River Ayr, Doon and environs.
ENV8	Protection of scenic areas.
ENV9*	Safeguard the Foreshore and coastal area. Ensure proposals conform to the Coastal Strategy.
ENV10*	Protection of Historic Gardens and Designed Landscapes.
ENV11*	Encourage woodland planting.
ENV12*	Protection of important trees.
ENV13	Protection of prime quality agricultural land.

Built Environment

BE1*	Design must comply with minimum standards. (design panel)
BE2*	Retention of Listed Buildings.
BE3	Safeguard character of conservation area.
BE4	Encourage upgrading and enhancement of conservation areas.
BE5	Design Guidance Standards within Conservation Areas.(design panel)
BE6*	Protection of ancient monuments and archaeological sites.
BE7*	Recording of archaeological resources required prior to development affecting them.
BE8	Development within countryside estates may be acceptable.
PROPOSAL 1	Proposed allocation of land at Fullarton, Troon for sports pitches
PROPOSAL 2	Proposed conservation areas at Troon, Southwoods, Barrhill, Tarbolton, Ayr (Ayr I and Ayr II), Maybole and Crosshill.

Chapter 4: Housing

Maintaining Effective Land Supply

H1*	Maintain five year Land Supply, brownfield preferably.
H2A	Brownfield housing sites
H2B	Greenfield housing sites – Town and village extensions.
H3A	Major Greenfield Housing Release site at north east Troon.
H3B	Major Greenfield Housing Release site at Greenan, Ayr.
H4	Housing land supply sites safeguarded for housing development.

General Development Guidance

H5*	Requirement to accord with Housing Site development criteria.
H6	Encourage conversions/development on Gap and Infill sites (criteria).
H7	Protection of character of residential areas.

Housing in Greenbelt, Countryside and Rural Areas

H8	Small scale residential development in the Rural Diversification Area may be acceptable.
H9	Conversion to dwellinghouse in the countryside may be acceptable.
H10	Extensions to houses in the countryside may be acceptable, subject to criteria.
H11	Replacement dwelling in the countryside may be acceptable, subject to criteria.

H12 Protection of agricultural land from domestic enclosure.

Public Sector/Affordable Housing

H13* 25% affordable housing contribution sought from all new housing sites with a capacity of 15 units or more, or a site equal to or exceeding 0.6 hectares.
H14 Deleted.
H15 Deleted.
H16 Special needs housing encouraged near services and facilities.

Housing in Town Centres

H17 Retention of dwellinghouses in town centres and conversion of upper floor premises for housing use encouraged.

Non Permanent dwellings

H18* Non Permanent Dwellings considered against housing or tourism policies

Housing in Multiple Occupation

H19* Housing in multiple occupation – within, or outwith town centres acceptable, subject to criteria.

Chapter 5: Infrastructure, Public Facilities and Services

Public Services

SERV1* Encourage upgrading of infrastructure services.
SERV2* Promote energy conservation in new development.
SERV3* Encourage renewable energy production.

Transport

SERV4* Monitor operation of transportation network.
SERV5* Land uses generating high travel demands to be located where public transport is available.
SERV6* Encourage expansion of rail network services and provision of a Park and Ride facility.
SERV7* Protect public transport facilities.
SERV8* Provide and maintain footpaths, cycleways and cycle parking facilities.
SERV9* Protection of potential linear recreation resources.
SERV10* Parking provision to satisfy requirements of Roads Authority.
SERV11* Provision and safeguarding of off-street parking facilities.
SERV12* Encourage rail, sea and air freight methods.
SERV13* Provision of roadside facilities.

Waste Disposal

SERV14 Proposals for waste transfer at Holmston Toll and Girvan Mains Farm.
SERV15* New waste disposal facilities (criteria)

Flood Protection

SERV16* Consultation and advice required for development in potential flood risk areas.

Telecommunications

SERV17* Telecommunication proposals required to minimise visual impact.

Community Facilities

SERV18* Safeguard community and educational facilities.
PROPOSAL 3 Road improvement schemes proposed at Miller Road/Dalblair Road Link, Ayr & Murdoch's Loan, Alloway.
PROPOSAL 4 Continue to promote strategic cycle path.

RECOMMENDATION 1 Strong support for road improvement schemes on A77 at Maybole, A77 Whitletts roundabout and A77 route action plan.

Chapter 6: Implementation

IMP1* Development proposals will be expected to include provision for on and off-site infrastructure consequences.

IMP2* Regulation of unauthorised development.

CHAPTER ONE – THE SETTLEMENT STRATEGY

Introduction

The settlement strategy is a major element of the Plan. The settlement strategy provides the framework for the detailed planning policies that account for the diversity of South Ayrshire's environment.

The settlement strategy has been developed by having regard to a range of factors relating to the physical environment, the economic structure and the social structure of South Ayrshire. An assessment has been made of these factors and trends in order to address development needs and priorities in the context of meeting the vision, aims and objectives of the Plan.

The settlement strategy can be viewed as the foundation upon which all the subsequent policies in the Plan are built. Whilst the following chapters of the Plan are concerned with managing all the processes that impact upon the physical environment, the settlement strategy provides the vision for how the Council wishes to see the towns and countryside areas of South Ayrshire develop in the next 10 years. In essence the settlement strategy is concerned with providing a framework that best contributes towards the principles of maximising sustainable economic development and growth.

The following core objectives have been identified as those that are most able to maximise sustainable economic development. These sustainable development objectives have been incorporated into the objectives of all of the subsequent chapters in the Plan:

- To protect, enhance and improve the environment of the countryside generally, and particularly within the Greenbelt, to limit the extent of urban intrusion and control the growth of built-up areas;
- To maximise sustainable economic growth by seeking, where possible, to locate development within existing towns and villages so as to reduce the need for greenfield development;
- To maximise the efficient use of infrastructure and to reduce the need to travel to alternative locations by directing major land uses to Ayr, Prestwick, Troon, Maybole and Girvan;
- To minimise the need to travel, especially by car, by seeking to locate development that generates high density travel towards areas where there is frequent and reliable public transport; and
- To conserve and enhance valued resources of the natural and built environments and to maximise the environmental quality of towns and countryside areas.

The primary aim of the settlement strategy is to guide development towards existing settlements in order to maximise their viability, and to provide protection to the setting of settlements. Outwith settlements the remainder of South Ayrshire is defined as countryside within which measures to sustain the rural economy are promoted; and significant environmental resources protected. In the southern part of South Ayrshire a rural diversification area is defined with policies specifically aimed at maintaining the viability of existing settlements and combating rural economic decline.

The two primary components of the settlement strategy are firstly the towns and secondly the countryside.

1. Towns and Villages (settlements)

The towns and villages with a population of more than 100 and with a recognised nucleus of village life, such as a school, local shop or public house, have been defined on the Proposals Map and referred to collectively in this Plan as “settlements”. The boundaries defined include activities and land uses normally considered as being an integral element of these areas – (schools, shops, factories, houses and their gardens being prime examples of these). Great care has been taken in defining the boundaries of the settlements to allow for planned expansion whilst providing a clear distinction between what is “town or country”.

2. Land Outwith Settlements (the countryside)

The countryside lying outwith settlements is highly diverse, containing many valued built and natural heritage assets, including some of the best quality agricultural land. The designation of the countryside area aims to protect these resources. Increasingly, the countryside is also being used as a leisure and recreational resource. Many of these activities are recognised as being normal and traditional countryside activities.

The countryside is not uniform in terms of its landscape or land uses and the Council recognises that some parts of South Ayrshire are under great pressure for development (broadly relating to their proximity to the major urban areas of Ayr, Prestwick and Troon and their buoyant economies), to their potential detriment. Other parts of the countryside are under a lower level of pressure for built development, but still require careful management to ensure that they remain an asset to the environment and contribute to the wider economy. For these reasons, this Local Plan divides the countryside into three broad policy areas as follows:

- a. Greenbelt ([View Map](#))
- b. Rural Protection Area ([View Map](#))
- c. Rural Diversification Area ([View Map](#))

The Settlements

The importance of sustaining and improving the environmental and economic health of towns and villages is widely recognised as assisting in making them attractive places to live, work or visit and makes them more attractive for investment and further development, especially within town centres. In addition, the pressure for development to locate elsewhere will be reduced. The Council will therefore seek to direct development to locate within settlements in preference to alternative locations in the open countryside. This policy approach complies with the principles of sustainable development as outlined in the above listed objectives.

The Council seeks to enhance the important function of the larger settlements of Ayr, Prestwick and, Troon, as centres for major residential, economic, commercial educational and community development. The Council will also promote Maybole and Girvan for such development in recognition of their importance within their hinterlands. These settlements are referred to in the Plan as “**The five main towns**”.

In general, the purpose of the following strategic policies and subsequent, more detailed development guidance policies is to maintain and enhance the vitality and viability of settlements whilst protecting and enhancing both natural and built resources and ensuring the minimal use of non-renewable resources.

STRATEGIC POLICY STRAT1[#]

The Council will direct development to defined settlements and in particular to vacant or derelict sites in preference to greenfield locations. Large scale proposals will be directed to the five main towns of Ayr, [View Map](#) Prestwick, [View Map](#) Troon, [View Map](#) Maybole [View Map](#) and Girvan, [View Map](#) especially where the proposed development is to provide a service for more than one settlement.

Small hamlets or clusters of houses and farms in the countryside have not been specifically identified on the Proposals Map. Although they are important in their local context, they are not regarded as settlements (towns or villages) where services and facilities are more readily available. With the exception of the Rural Diversification Area, where development is more dispersed, allowing new development in these 'cluster areas' would be inconsistent with the sustainable development objectives of the Plan.

The settlements, which are recognised and identified on the Proposals Map, comprise:

Annbank	Dundonald	Monkton
Ayr	Dunure	Mossblown
Ballantrae	Failford	Prestwick
Barr	Fisherton	St. Quivox
Barrhill	Girvan	Straiton
Colmonell	Kirkmichael	Symington
Coylton	Kirkoswald	Tarbolton
Craigie	Loans	Troon
Crosshill	Maidens	Turnberry
Dailly	Minishant	

The Greenbelt ([View Map](#))

The Prestwick Airport Greenbelt was designated in 1965 to protect the operational needs of the airport. However, it has become clear that the Greenbelt has more recently assumed the functions of a conventional greenbelt, providing an effective method of managing the development pressures placed on land around Ayr, Prestwick and Troon in terms of:

- maintaining the identity of towns and preventing coalescence;
- maintaining the landscape setting of settlements;
- providing recreational opportunities; and
- protecting good quality agricultural land.

In addition, the Greenbelt's control on the spread of development means developer attention is more focused on existing sites within settlement boundaries. Development on these sites is beneficial as it assists in the ongoing aim of urban renewal and economic regeneration in run down or disused areas.

In recognition of the importance of the Greenbelt, its historical context and expanded role, this Plan has reviewed the boundaries of the designated area in order to ensure that the land included is only that of the highest landscape and environmental quality, especially in terms of maintaining the setting of settlements as well as those areas which are most sensitive to development pressure. This approach results in a Greenbelt in three distinct sections, giving a strong policy framework to endure for the medium to long term. However, the Council understands that not all development within the Greenbelt may be detrimental to its function, or its character. The extent of the Greenbelt is defined on the Proposals Map

STRATEGIC POLICY STRAT2

Development in the Greenbelt (including a change of use or intensification of use), or potentially having an adverse impact on the greenbelt will only be acceptable when it is justified in terms of:

- a) Having an exceptional economic benefit and a specific locational need; or**
- b) Constituting farm diversification in compliance with policy RE1; or**

STRATEGIC POLICY STRAT2 CONTINUED...

- c) Being a non residential re-use of a structurally sound and substantially intact traditional/vernacular building worthy of retention in terms of a positive or potentially positive contribution to its locality and which will not require significant external alterations; or
- d) Being an extension of an existing business or dwelling where the integrity of the greenbelt will not be compromised; or
- e) Being a recreational or tourism use which is primarily for enhancing the enjoyment of the countryside and which does not require the construction of any new buildings or structure, other than in exceptional circumstances; or
- f) Comprising the residential re-use of a structurally sound and substantially intact traditional/ vernacular building worthy of retention in terms of a positive or potentially positive contribution to its locality and which will not require significant external alterations and is in compliance with policy H9.

NOTE Permitted development rights for new development approved in the greenbelt may be removed in association with any consent given.

Whilst the control of, and restraint upon, development is an essential part of Greenbelt policy, it is also essential that the Council demonstrates its commitment to measures which will enhance the visual quality of the Greenbelt and promote its sensitive management for appropriate uses. The Council will therefore welcome and actively encourage proposals for landscaping and planting which it considers will make a positive contribution in the improvement of land within the Greenbelt, most particularly degraded or despoiled land located within, or clearly visible from the Greenbelt. In this regard, the planting of indigenous tree/shrub species and the introduction of new habitats for ecological benefit will be welcomed.

Rural Protection Area [\(View Map\)](#)

Whilst the Greenbelt covers closely defined areas and protects sensitive environments susceptible to development pressure, some areas outwith the Greenbelt are also under pressure for development, especially those areas within a short travel time from major towns. The designation of the Rural Protection Area is a recognition of these pressures and the need to protect the area from inappropriate non rural based uses or sporadic development.

STRATEGIC POLICY STRAT3

Development within the Rural Protection Area (including a change of use or intensification of use) will require to be justified, to the satisfaction of the Council in terms of being:

- a) A significant economic benefit; or
- b) A non residential use requiring a rural location due to its inappropriateness within a settlement; or
- c) Farm diversification in compliance with policy RE1; or
- d) A non residential re-use of a structurally sound and substantially intact traditional/vernacular building worthy of retention in terms of a positive or potentially positive contribution to its locality and which will not require significant external alterations; or

STRATEGIC POLICY STRAT 3 CONTINUED...

- e) An extension of an existing business where the predominant rural character of the locality will not be compromised; or**
- f) A recreational or tourism use which retains the rural character of the location and any new buildings or structures associated with it are unobtrusive and small scale; or**
- g) Residential development in compliance with policies H9, H10, H11, H12.**

NOTE 1 measures to ensure property security for any new rural business will be encouraged in association with, and at the outset of any new business proposal.

NOTE 2 In exceptional circumstances, permitted development rights for new development approved in the Rural Protection Area may be removed.

Rural Diversification Area [\(View Map\)](#)

The Rural Diversification Area is rich in natural resources but has a dispersed population which has implications for the provision of services and creates different, and lower, development pressures than those experienced elsewhere in South Ayrshire. In general, this area comprises the southern part of South Ayrshire.

A reduced level of services and local facilities could pose a threat to the continued economic viability of some of the rural settlements. For these reasons, policies are tailored to encourage some rural housing, where there are existing clusters of homes, and by renewing the commitment to the availability of local services and employment in the most accessible locations and ensuring that the natural resources and environment are safeguarded.

STRATEGIC POLICY STRAT4

Development within the Rural Diversification Area will require to be justified, to the satisfaction of the Council, in terms of being:

- a) A non residential use requiring a rural location due to its inappropriateness within a settlement; or**
- b) A non residential development with long term economic benefit; or**
- c) The non residential re-use of a structurally sound and substantially intact building, the retention and re-use of which would have positive environmental benefits to the locality; or**
- d) Residential development in compliance with policies H8, H9, H10, H11 and H12.**

NOTE measures to ensure property security for any new rural business will be encouraged in association with, and at the outset of any new business proposal.

Environmental Quality

This settlement strategy chapter has highlighted the importance of defining a strong framework to guide future investment and development. However, it is vitally important that this framework is supplemented with the detail needed to ensure that development is of a high quality and in appropriate locations. The following policy provides a basic standard that applies to all development proposals, notwithstanding any other presumptions or guidance provided in relevant policies provided elsewhere in the Plan.

STRATEGIC POLICY STRAT5*

In seeking to ensure a high quality environment, the Council will expect, that all development:

- a) Is appropriate in terms of layout, scale, massing, design and materials used in relation to its surroundings; and
- b) Is appropriate in terms of its siting and setting and is not visually intrusive; and
- c) Respects and safeguards natural heritage resources; and
- d) Respects and safeguards built or archaeological heritage resources; and
- e) Safeguards the amenity of nearby dwellings, schools, institutions, workplaces or communities; and
- f) Is appropriate to its locality in terms of road safety, by reason of type or volume of traffic generated by, or as a consequence of that development; and
- g) Will contribute to an efficient use of existing public services, facilities and infrastructure; and
- h) Can be adequately serviced without overburdening existing infrastructure provision; and
- i) Employs the principles of sustainable urban drainage and is safe from reasonable risk of flooding without increasing a risk of flooding in other locations; and
- j) Employs the principles of sustainability in its design, location and use of materials; and
- k) Is designed to facilitate crime prevention; and
- l) Takes cognisance of the implications of the existence of, or proposals for notifiable installations (e.g. hazardous substances), in accordance with the views of the Health and Safety Executive; and
- m) Complies with the aims and objectives of the Plan.

NOTE In addition to the above policy, the Council will encourage developers to ensure proposals conform to the principles of the Disability Discrimination Act.

Longer Term Strategic Growth Area

South Ayrshire generally, and Ayr, Prestwick and Troon especially have benefited from a long standing commitment from the Council to encourage development on brownfield land rather than on greenfield sites in the countryside. Whilst this will continue to be the priority, it is recognised that some of the brownfield sites are more suited to particular land uses than others, and that as more of these sites are redeveloped fewer opportunities remain. Furthermore, whilst brownfield development often makes the most efficient use of existing services, infrastructure and other facilities, in some locations, these may be approaching their natural capacities.

The housing strategy of the Plan provides sufficient land to meet with the requirements of the approved Ayrshire Joint Structure Plan (2000). However, in accordance with Scottish Planning Policy 3 "Planning for Housing" (2003), it is considered reasonable to provide clear direction on the location of future housing development, beyond the housing plan period of

2012, should the need for further greenfield land be identified in any subsequent structure plan.

The Council therefore considers that it must take a coordinated rather than ad-hoc and incremental approach towards longer term development within South Ayrshire, which will continue to attract major investment. Government policy and structure plan policy is clear about the need for new investment to be located in sustainable locations. Therefore, the containment of new development, the availability of local services and the opportunities to use a variety of modes of transport are vitally significant considerations in the allocation of land for development. South Ayrshire Council considers that the most sustainable course of action, should further greenfield land be required, is the coordinated and managed development of appropriate strategic locations for investment.

Land at South East Ayr is considered to have potential as a longer term urban expansion area, to provide housing development, if so required, and also industrial/business development. In reaching this view the Council considers the following factors to be particularly relevant:-

- The site has readily identifiable boundaries comprising the A77 trunk road, the A713 road and the High Corton Road;
- An operational passenger and freight railway line passes through the site providing opportunity for rail access to and from the site; and
- There is already development comprising three hospitals as well as the long established, but as yet undeveloped, industrial land allocation at Cockhill.

Notwithstanding the above merits of this land for long-term housing and industrial/business purposes, future housing requirements may be capable of being accommodated on other sites, (mainly brownfield), which are consistent with the development plan strategy of the Plan, and it is therefore uncertain whether further greenfield housing land will be required in the period beyond 2012, or by way of any future structure plan reviews. Policy STRAT 6 is intended to provide clear direction, by identifying the location of where the Council would be minded to release land for future development, should such a requirement transpire. In so doing at this early stage, not only does this plan provide certainty to the community and for the development industry over the longer term future development of South Ayrshire. It also provides an opportunity for the masterplan process to be undertaken with a view to the site being proven of required by the structure plan. In the meantime, until such a requirement has been established, the land remains outwith of the settlement boundary of Ayr, over which relevant strategic policies apply, namely rural protection area policy (STRAT3), the extent of this policy designation is indicated on the Proposals Map.

STRATEGIC POLICY STRAT 6 [“View Map”](#)

224 Hectares of land at South East Ayr is identified as a longer term strategic growth area, should a requirement for additional housing land be identified through the structure plan process. Any residential, or associated development in this location will be required to conform with the provisions of a master plan which has received the prior approval of the Council and which has been prepared in consultation and agreement with key service providers in order to ensure appropriate mitigation measures to address the consequential impacts arising from the development are incorporated within the overall master plan. It is an essential requirement that the site will not be made available other than for development in accordance with Strategic Policy IND 3, until such a time that a comprehensive master plan has been prepared.

Some elements of the development are already identified in this Local Plan and approved structure plan. Policy IND3 safeguards 30 ha of land at Cockhill as a strategic industrial site. The master plan preparation process will be required to examine whether this is the most appropriate location within the master plan area for a strategic industrial site.

In addition to the identification of residential and industrial land the comprehensive master plan for the site will also include the following elements:

- Provision of a substantial amount of affordable rented housing development;
- Identification of a site for a new primary school;
- Identification of land for shops and community facilities to serve the local area;
- A comprehensive scheme of traffic management and public transport plan to encourage use of a variety of modes of transport;
- The provision of a rail halt and line extension to provide a passenger rail service to the whole of the development area;
- Safe and adequate links across the A77 trunk road for pedestrians and cyclists;
- A comprehensive inventory of the infrastructure consequences of development; and
- The principles of layout and building design.

The above list is not exclusive.

CHAPTER TWO – ECONOMIC DEVELOPMENT

Introduction

The South Ayrshire economy is broad based, with a strong manufacturing sector, a well developed service sector encompassing retail, offices and tourism and a growing international freight and passenger airport facility. Particular challenges faced by the local economy include the decline of traditionally important sectors such as engineering, textiles, coal mining and fishing. Certain areas which depended heavily on these industries have suffered particularly noticeable decline with individual areas affected disproportionately; the Newton, McCalls Avenue and West Sanquhar Road areas of Ayr being such examples. In addition, many of the modern high technology manufacturing sector companies are externally owned and vulnerable to changes in highly competitive global markets, and significant job losses have also occurred within this sector.

Whilst unemployment rates recorded in South Ayrshire as at March 2002 (5.5%) compare equitably with other areas of Scotland, economic restructuring has resulted in localised areas of high unemployment, with this most evident in Girvan and North Ayr, where priority partnership areas have been designated to encourage new investment. Tarbolton, Mossblown and Annbank are also recognised as requiring priority investment to aid economic regeneration. Although there are undoubted concerns with regard to specific elements of the South Ayrshire economy, there are many opportunities to strengthen its base through consolidation, diversification and a commitment to the continued emphasis of town centres as the focal point for commercial and social activity.

The Council is seeking to build on the existing strengths of the local economy, and maximise opportunities to reduce unemployment and to promote growth and inward investment. It is considered that a fundamental element of addressing the issues of economic development will be the co-operation and co-ordination of a wide range of public and private sector organisations. This co-operation will ensure that the most benefit can be gained from the identification of, and investment in, development opportunities which might otherwise be lost.

Aims and Objectives

The economic development aims of the Plan are therefore to:

- create and retain employment; and
- maintain and increase the level of economic activity within South Ayrshire.

Having regard to these aims, the economic objectives of the Plan are:

- to promote sustained economic growth by seeking to accommodate and encourage the continued prosperity of existing firms and to attract further inward investment by ensuring that an adequate supply and distribution of land of adequate quality is available for development where required;
- to support the regeneration of communities suffering from symptoms of economic and social deprivation;
- to assist the economic stabilisation and promotion of the long term economic health of rural communities and the vitality and viability of towns and villages;
- to encourage the growth potential of Glasgow Prestwick International Airport for freight and passenger traffic; and

- to encourage the establishment or growth in centres of excellence for training and education.

This chapter, in recognition of the broad range of diverse elements that contribute towards the local economy, is sub-divided into the following sections for ease of reference;

- Training, Further & Higher Education and Research Institutions
- Development Opportunities
- Industry
- Newton Area of Ayr
- Heathfield Area of Ayr/Prestwick
- Glasgow Prestwick International Airport
- Port/Harbour Facilities
- Office Employment
- Town Centres and Retailing
- Tourism
- The Countryside and Rural Economy Including;
 - Farm Diversification
 - Rural Businesses – Operational Requirements
 - Minerals
 - Commercial Forestry

Training, Further & Higher Education and Research Institutions

Whilst no particular subject policy section should be seen as being more important than another, it is not by chance that the Training and Education Section begins, and underpins the Economic Development Chapter as the Council fully recognises the importance an appropriate skills base has in creating a diverse and growing economy.

South Ayrshire has a number of further and higher education establishments, the largest of which are the Ayr College and Paisley University Craigie Campus – both located within a short distance from Ayr town centre. Additional education institutions include the Scottish Agricultural College at Auchincruive, which also undertakes associated research and business functions. All of these institutions provide a wide range of specialist educational services – and offer significant economic benefits to South Ayrshire in terms of direct and indirect employment, educational benefits for the local population and also raise the profile of South Ayrshire in terms of academic excellence.

The Council recognises the contribution already made by these institutions and is concerned that their potential for further growth is achieved; both in terms of the expansion of facilities and also for increasing co-operation and association with business and industry.

STRATEGIC POLICY FE1*

The Council will favourably consider and encourage proposals for the establishment, associated/ancillary developments where they accord with the Plan's environmental objectives.

POLICY FE2 "View Map"

The Council will safeguard land at Craigie Estate, Ayr, for recreational and educational purposes. The Council in partnership with Ayr college and Paisley University will prepare an overall masterplan for the integration of education, open space and other uses in Craigie Campus Ayr. Any subsequent proposal will need to accord with the master plan.

POLICY FE3

The Council will favourably consider proposals for the expansion of the agricultural college at Auchincruive "View Map" and Hannah Research Institute "View Map" as indicated on the Proposals Map, for education and research/business uses.

Development Opportunities

The Plan identifies a number of development opportunities throughout South Ayrshire. In order to highlight and promote the most significant of these, the Council has produced the "Development Opportunities Brochure". This brochure is complementary to the Local Plan and will be regularly updated as further opportunities emerge. It provides a portfolio of sites under three headings to aid potential developers by providing succinct information in a user friendly format.

Whilst the promotion and development of the identified sites will contribute towards meeting the overall objectives of the Plan, the redevelopment and re-use of certain opportunity sites is of particular significance. The following section of the Plan considers this matter in greater detail.

Vacant and Derelict Land

The process of change is accepted as an essential element of economic survival. Some of this change involves processes or activities which are unable to be accommodated in existing buildings. This cyclical change has, in some locations, resulted in significant areas of vacant or derelict land and buildings. Most vacant or derelict land is located within, or very close to settlements and is usually serviced. These features make such land a wasted resource which could be maximised for economic development potential. Use of this resource would also assist in improving the environment (for example by removing derelict property).

The Council, in recognition of the potential that these sites offer for sustainable economic development and environmental improvement has produced a Redevelopment Opportunities Table as part of the Development Opportunities Brochure. The Redevelopment Opportunities Table lists all vacant and derelict land sites included in the brochure as May 2002. Each of the sites has been assessed as to the most appropriate type of use for that site. Reflecting the desire to redevelop the sites, a flexible approach has been taken and a range of potentially acceptable uses have been identified for most of the sites. This table is replicated as Table 1 in Appendix I (page 92). Table 1 will be given due regard by the Council in considering and promoting development at the opportunity locations.

POLICY OPP1

The Council will actively encourage redevelopment proposals on development opportunity sites, and will seek to direct development to these locations in preference to greenfield sites, in accordance with the Redevelopment Opportunities Table 1 of Appendix I of this plan.

NOTE The Proposals Map identifies the sites where policy OPP1 applies. A list of the sites is included in Table 1 on page 92. This identifies the range of uses assessed as being appropriate to each site. The uses outlined are not always exclusive. Proposals for alternative uses other than those listed may be viewed favourably provided that no other site specific policies of the Plan indicate otherwise.

Town Centre Opportunity Sites

Town centres are the focus of a range of retail, business, service and community activities, resulting in a mix of often interdependent land uses which contribute to a sense of place and the whole town's sense of identity.

A number of identified opportunity sites are located within, or adjacent to established town centres. These sites are of high importance in terms of providing development opportunities which will support and strengthen the vitality and vibrancy of these areas and consequently making them attractive for continued private sector investment. These sites are considered to be unique resources to town centres in that they offer opportunities for investment through the comprehensive redevelopment of sizeable areas that are capable of accommodating modern forms of retailing. So as not to lose these opportunities for comprehensive redevelopment, there will be a presumption against piecemeal development that could prejudice the redevelopment of the wider site. Furthermore, they represent an important element in any assessment of schemes for major retail, leisure, office or other town centre uses which may be proposed outwith town centres. (The Retail Section of the Plan gives additional comment and guidance in relation to this issue).

POLICY OPP2 (Refer to opportunities brochure for details of sites)

The Council will safeguard and promote the comprehensive redevelopment of the following sites for appropriate town centre uses in preference to other potential out-of-centre sites:

Site Reference	Site Address	Site Size (Ha.)
TC 01	Portland Street, Troon	1.65
TC 02	Beresford Terrace, Ayr	1.0
TC 03	Vicarton Street, Girvan	2.83
TC 04	North Shore Road, Troon	0.73
TC 05	Affleck's, Ayr	0.22
TC 06	Mill Street, Ayr	1.91

Industry

The main industrial areas of South Ayrshire have traditionally been centred in and around the towns and centres of population – notably Ayr, Prestwick, Troon, Maybole and Girvan, with activity being concentrated into relatively well contained areas providing a range of premises from small workshops to modern purpose built large-scale industrial units.

Whilst traditional manufacturing and processing operations will continue to be of importance, South Ayrshire has developed a strong association for manufacturing within the high technology industries such as computer chip or component construction, and precision engineering. It is considered that there is scope for further expansion within this sector and suitable high quality sites in accordance with the Industrial and Employment Strategy have been identified which would be attractive for these uses.

A Strategy for Guiding Industrial Development

The Council recognises the importance of an industrial hierarchy comprising of small, medium and large sized companies working within the economy. The Plan aims to ensure that the natural process of company formation and growth is not constrained for any element of the hierarchy. For this reason, the Council will seek to ensure that a range of land and premises are available in a choice of accessible locations in order that industrial activity and investment is not stifled through lack of space, or displaced by competing land uses.

In order that proposals for industrial investment can be guided to the most appropriate locations, the Council as part of this local plan has produced an industrial strategy through which a quality assessment of existing industrial areas is made. The strategy contains profiles of available sites and the types of industrial processes which may be considered environmentally acceptable at these locations. The Strategy can be found in Appendix II (page 3).

STRATEGIC POLICY IND1

Proposals for industrial and business development will normally be required to accord with the provisions of the Council's Industrial Strategy

Unless otherwise stated, within this Plan "industry" means classes 4, 5 and 6 of the Use Class Order. An extract of the "Use Classes Order (Scotland) 1997" is provided in Appendix

I. Exceptionally, development on industrial sites for some sui generis uses may be acceptable.

Maintenance of an Industrial Land Supply

The Council is committed to the continued vitality and expansion of the area's economy through the safeguarding, identification and provision of suitable industrial sites. It must therefore reconcile the need to protect and enhance the environmental quality of settlements and the countryside, while at the same time meeting the needs of the industrial sector of the South Ayrshire economy.

STRATEGIC POLICY IND2*

The Council will seek to safeguard and encourage:

- a) Provision of an adequate marketable supply of land for industrial and business development, and
- b) A high standard of layout, building design and landscaping for industrial/business areas and premises.

NOTE There may be circumstances where a proposed non-industrial use could be considered as an appropriate alternative use, particularly one which benefited existing adjacent communities, for example, the erection of a new school. In such circumstances, the Council would usually require that an acceptable alternative effective brownfield land of equal capacity and marketability is secured.

Greenfield Land Supply

The Ayrshire Joint Structure Plan requires that high quality strategic industrial sites be identified for inward investment at Ayr and Girvan. Finding enough land and in areas which will not adversely affect the environment, to meet potential demand is therefore a key element of the Plan's purpose of maximising development opportunities, inward investment and indigenous employment growth. The need is further emphasised by the deficit of quality sites capable of attracting investment.

In light of this requirement, the Council has completed an extensive search for land which is capable of being developed within the Plan period, and also which will meet the needs of industry whilst minimising any detrimental environmental impacts. Considerations of ease of access (including non car based travel), the availability of infrastructure, suitable land form as well as the sensitivity of environment and the availability of areas large enough to ensure adequate landscaping and screening have narrowed potential site location choices.

STRATEGIC POLICY IND3

The Council will safeguard and promote for industrial and business development:

- a) 35.6 hectares of land at North Heathfield; ["View Map"](#)
- b) 12.2 hectares of land to the north and west of Ladywell Avenue, Grangestone, Girvan ["View Map"](#) and 5 hectares for a rail freight terminal at land south of B741; ["View Map"](#)
- c) 30 hectares of land at Cockhill, Ayr ["View Map"](#)

NOTE Landscape planting will be expected to be implemented concurrently with Industrial development on each site.

Existing Industrial Areas

The requirement to identify additional land highlights the need to ensure existing industrial land and premises are not lost to competing land uses, and the desirability of encouraging the re-use and re-development of brownfield sites, especially where this enhances the flexibility of industrial uses and assists in urban regeneration.

POLICY IND4

The Council will seek to safeguard land and premises within industrial areas, as identified on the Proposals Map for industrial and business uses

NOTE In circumstances where land or premises fall out of industrial use, and it can be demonstrated to the satisfaction of the Council that industrial use is no longer appropriate, an alternative use may be considered to be acceptable. Additional guidance in this regard is included in the Industrial Strategy of this Plan.

POLICY IND5[#]

Proposals for industrial, business and associated development (including class 6 storage and distribution) will be directed to industrial areas identified on the Proposals Map and assessed in terms of their accordance with the Council's Industrial Strategy.

Where it is demonstrated to the satisfaction of the Council that there are no suitable sites within an industrial area, the Council may presume in favour of new industrial/business development in alternative, non residential locations when a significant economic benefit is demonstrated.

NOTE In assessing the merits of any such proposals, the Council will carefully weigh the benefits for the local economy with any environmental costs, particularly where certain environmental objectives of the Local Plan may be compromised.

Newton Area of Ayr

Newton is located to the north of the River Ayr, to the west of Main Street, with the coast forming its western boundary. It has a distinctive local character and has been recognised as providing a unique and bustling mix of industry and businesses located in small factory workshops and converted buildings. The area has historically provided relatively inexpensive business premises close to the centre of Ayr in which a diverse range of activities are able to co-exist as a vital tier of the overall industrial hierarchy, especially in terms of a role as a location for new start businesses. In light of the complex and varied land uses in the area, and their inter-relationship, the Council has prepared a specific strategy for Newton (Appendix II, page 27). The area to which the strategy relates is shown on the Proposals Map.

POLICY NTN1 (Not shown on interactive mapping)

The Council will require proposals for the Newton Area of Ayr, as identified on the Proposals Map to accord with the provisions of the Newton Strategy

Heathfield Area of Ayr/Prestwick

The Heathfield area of Ayr/Prestwick is located at the convergence of Ayr and Prestwick, on the eastern edge of the urban area and offers large tracts of redevelopment, or previously undeveloped land in a favourable development location. As a consequence, the area is subject to considerable development pressure.

Historically, the area has been identified for industrial development, with some 22.7 hectares remaining as part of South Ayrshire's marketable industrial land supply. More recently, retail and business development has taken place, including car showrooms and retail warehousing. There is also planning consent for food retail development.

The overall aim of the Council is to effectively manage and co-ordinate development in the area to ensure that an appropriate mix of uses are provided which complement the functions of Ayr and Prestwick town centres and have due consideration to the role of the area as a major corridor into Ayr and Prestwick. In light of the importance of the area in terms of the opportunities for economic development, and the issues of airport safety and transport infrastructure the Council has formed a specific strategy for the area (Appendix II, page 37).

POLICY HFD1 (Not shown on interactive mapping)

The Council will require proposals for the Heathfield area of Ayr/Prestwick, as identified on the Proposals Map, to accord with the provisions of the Heathfield Strategy.

The Council will give favourable consideration to the provision of a football stadium at Heathfield, to accommodate the relocation of Ayr United Football Club to premises which meet current standards as this would be a significant direct benefit to the wider communities of South Ayrshire.

Glasgow Prestwick International Airport

Glasgow Prestwick International Airport (GPIA) is situated to the north of Prestwick in an area widely regarded as being an excellent location for such a use in that it is not densely populated, and comprises relatively flat land. It also has favourable local weather patterns which enable the airport to operate with the lowest number of weather related flight cancellations compared to any other major U.K. commercial airport. This unique locational advantage has historically been maintained by ensuring development not serving the airport does not jeopardise its current or envisaged operational activities. Such an approach is maintained in the policies of this Local Plan.

A study into the potential of the Airport, and the implications for land requirements has been undertaken in association with the Ayrshire Joint Structure Plan Committee, Enterprise Ayrshire and the Airport Company. The findings of that study remain fully relevant and underpin this section of the Local Plan.

Airport Terminal and Runway Related Activity

Runway related developments clearly require more stringent locational criteria than airport related developments. The Council is supportive of developments at the Airport which are related to the expansion of terminal facilities or runway related activities. There is a need to ensure that there is no unnecessary constraint on this type of development. It is therefore important to safeguard specific locations which are uniquely placed to meet these particular requirements.

POLICY AIR1 ["View Map"](#)

The Council will safeguard land for runway related development and will favourably view proposals which are in accordance with the Industrial Strategy and are:

- a) Directly concerned with the operational requirements of the airport, and**
- b) Demonstrated as needing a location with direct access to the runway; or**

POLICY AIR1 CONTINUED...

- c) A logical extension to existing activities within the airport; and**
- d) There are no unacceptable environmental or infrastructure implications.**

NOTE Council approval for runway related development may require a legal agreement to ensure that the land will remain in uses directly concerned with the operational requirements of the runway or in employment use which requires a location directly adjacent to the airport.

Airport Related Activity

The 1998/99 study referred to above specifically examined the issue of the provision of airport related industrial land which would be capable of accommodating both airport related and aerospace industries, acting as a focus of attention to airport expansion and inward investment development. The study concluded that some 30 ha of land at Monkton, to the north of the airport would provide an appropriate location for airport related industry. Accordingly the Council will safeguard this area as a strategically important location for airport and aerospace industries.

The study also considered the land requirements for airport related industry more generally and concluded that land at Shawfarm, Prestwick should be safeguarded for that purpose. Additional land has also been allocated and safeguarded to meet potential requirements, and a site at Glenburn has been specifically identified for the establishment of a new Air Traffic Control Centre.

POLICY AIR 2

The Council will safeguard

- a) 21 Hectares of land at Shawfarm for airport related use; [“View Map”](#)**
- b) 7.5 Hectares of land at Esperanto road for development of the national air traffic control centre; [“View Map”](#)**
- c) 35 Hectares of land at Monktonhill as a Strategic Industrial Site for airport and aerospace industrial development; [“View Map”](#)**
- d) 15.5 Hectares of land at Monkton for airport related use. [“View Map”](#)**

NOTE 1 It is acknowledged that not every development opportunity can be anticipated in assisting the airport to fulfil a wider role in economic growth and regeneration. In all cases, benefits will be considered in terms of strategic policies STRAT2 and STRAT3, and the environmental and economic development objectives of the Local Plan.

NOTE 2 It is considered by the Council that not all airport related industry has to be located in close proximity to the airport and an element of flexibility may be expected from potential developers/operators.

POLICY AIR 3

The Council will favourably consider development which is related to the expansion of the terminus facilities provided that development is directly concerned with the requirements of the airport while recognising that issues of public safety must be taken fully into account.

The operational activities of airports are recognised to represent issues of public safety, with a number of legal requirements and guidelines currently in force to ensure a common sense approach is followed for development proposals in proximity to the airport and flight paths.

The Department of the Environment Transport and the Regions has designated public safety zones in recognition of this matter. The views of the Civil Aviation Authority will be sought and taken into consideration prior to any decision being taken on development which may have implications for the safety of the airport, or which in itself may have safety issues through its proximity to the airport. In accordance with the most recent Government policy statement, the extent of the designated public safety zones at the end of each of the Airport's runways are shown on the Proposals Map, whilst the zone does not preclude development taking place, particular attention must be given to building/structure heights and to ensuring the number of people in that area is not significantly increased at anytime.

Port/Harbour facilities

South Ayrshire has a number of sea port facilities. In Ayr and Troon, these serve multi purposes for industry and as a transfer station for goods moved by sea, rail and road freight, with Ayr having a long established coal shipping trade and Troon having a commercial fishing landing point/market and a new ferry terminal providing direct links with Northern Ireland.

Harbours to the south of Ayr developed historically in connection with the fishing industry, although only Girvan is a recognised fish landing port. The smaller harbours have predominantly fallen out of commercial use, although some local creeling activity is still evident.

The Council recognises the importance of sea port facilities as an integral element of the South Ayrshire economy and is therefore concerned to ensure their retention and further development. Whilst economies of scale have reduced activity at the smaller harbours, they are still considered to have potential for leisure, recreation and tourism uses – especially with regard to small scale pleasure/yacht craft.

POLICY PORT1

The Council will seek to ensure the retention and continued development of existing sea port facilities at Ayr, [“View Map”](#) Troon [“View Map”](#) and Girvan. [“View Map”](#)

POLICY PORT2

The Council will favourably view proposals for the sensitive development of port/harbour facilities for tourism and recreational use at Girvan, [“View Map”](#) Dunure, [“View Map”](#) Ballantrae [“View Map”](#) and Maidens. [“View Map”](#)

Office Employment

Traditionally, Ayr has been the business and administrative centre for the surrounding area, and as such, contains the majority of office provision within South Ayrshire. Specialist office and business districts have become well established in providing a focus for this type of activity and contribute to the overall vitality of these areas.

As with other sectors of the economy, the office/business sector is subject to changes in work practices. For example, the growth in large scale offices providing a service on a national scale, the increasing use of information technology and the trend towards more flexible open plan office layouts has led to a demand for modern purpose built office floorspace. The Council is concerned that there should be a supply of office floorspace which is capable of meeting the requirements of modern business needs and will encourage the development of new floorspace in appropriate locations.

In common with most sectors of the economy, locating employment activity within towns enables labour to be drawn from the local area, and ensures easy access by public transport. Whilst the preferred location for office development is in town centres, or edge of centre

locations, (for reasons of access, infrastructure and the need to support town centre viability), industrial or business parks around Ayr, Prestwick and Troon may also be suitable locations for this type of use.

STRATEGIC POLICY OFF1[#]

Class 2 office development will be directed to the peripheral retail area of town centres, and neighbourhood centres as identified on the Proposals Map.

Ayr's Office District

Many of the existing office premises have become established within the Miller Road, Barns Crescent and Wellington Square areas of Ayr, with the location now recognised as a focal point for this type of activity. In light of this, and to create confidence in the continued support of office provision within this core area, it is considered appropriate to allow for the conversion or extension of property to form such accommodation, subject to other policy provisions of the Plan. However, in order to ensure the character of the area is maintained, it is considered important to restrict proposed change of uses to preclude changes from office to general retail uses. In this regard an appropriate legal agreement or condition may be required prior to approval for a change of use to offices, in order that the area is not used for retail purposes.

POLICY OFF2

Changes of use from dwellinghouse to class 2 office, or office to dwellinghouse will normally be permitted.

Town Centres and Retailing

Retailing is an important sector of South Ayrshire's economy, providing for local needs and offering links to the tourism and leisure industries. It is therefore of paramount importance that the retail sector remains attractive to both investors in, and users of, the services available, and in the most appropriate locations in order to maintain and enhance the vitality and viability of this sector and the existing town centres.

Town Centres

There are five main town centres within the Plan area. These are within Ayr, Prestwick, Troon, Maybole and Girvan. Ayr is one of the largest town centres in the West of Scotland.

Much of the investment in retail provision during the 1990's concentrated on the refurbishment of malls and large chain stores in Ayr, and the development of both large-scale food and non-food stores – most notably in out of centre locations such as at Heathfield. The most up to date calculations in 2002 suggest that further major shopping developments in out of town centre locations, especially for non-food provisions, could seriously affect the viability of existing shopping centres.

The recognition of the limitations for new retail provision and the identification of main town centres provides a framework through which investment opportunities may be guided to existing town centres. This will assist in their maintenance as attractive and vibrant centres of activity. These principles are strongly supported by National Planning Policy Guidelines No.8 "Town Centres and Retailing" which promotes the aims of sustainable economic development and strongly resists out of centre development. The extent of the defined town centres of Ayr, Prestwick, Troon, Maybole and Girvan are shown on the Proposals Map.

STRATEGIC POLICY RET1[#]

The Council will seek to guide new retail and commercial leisure investment to existing town centres as identified on the Proposals Map, in preference to out-of-centre locations.

Retail Development

Retailing is widely recognised as a dynamic sector of the economy, with new shopping formats continually being introduced. It is within this context that existing centres must accommodate or compete with the challenges of the new formats.

The most effective method of ensuring the continued viability of retail centres is not simply to resist additional provision, but to encourage new investment in these areas; by giving a clear commitment that they will be viewed by the Council as the most appropriate places for such activity. In considering proposals, the Council will therefore operate a 'sequential approach' whereby proposals would be expected to locate in town centres wherever possible, or on edge of centre sites where town centre sites are not available or could not be made available. Exceptionally, and subject to meeting a range of criteria, new out of centre locations that are accessible by a range of transport modes may be considered where all other options have been proven unacceptable.

Wholesale warehouses are regarded as storage and distribution use, and relevant policies are therefore contained in the industrial section of this chapter. All other retail formats are regarded as "shops".

STRATEGIC POLICY RET2[#]

There shall be a presumption in favour of large scale retail developments (over 1,000sqm gross floorspace) being directed to the defined town centres of Ayr, "[View Map](#)" Prestwick, "[View Map](#)" Troon, "[View Map](#)" Girvan "[View Map](#)" and Maybole. "[View Map](#)" Where there is no alternative site firstly in, or secondly, adjacent to town centres, the preference will be to edge of centre sites and then to Heathfield Retail Park, identified on the Proposals Map. Developments outwith existing centres but still within settlements may be acceptable provided they can be justified against the following criteria:

- a) The applicant has demonstrated that there are no suitable sites, through the above mentioned sequential locational preference, and that there is no practical means by which the proposal could be adapted to fit into existing town centres; and
- b) Where such development could co-exist with existing town centres without individually or cumulatively adversely affecting the vitality, viability or character of existing town centres; and
- c) Where there is sufficient capacity for the proposal in quantitative terms or that the proposal would introduce choice or quality of provision that will reduce leakage of
- d) expenditure, such that it will create sufficient capacity for the proposal in the catchment area; and
- e) The site is well located for existing regular, frequent and convenient bus services, or other public transport and easy pedestrian and cycle access; and
- f) The standard of design, including its scale and relationship to its surroundings, would provide lasting benefits and contribute positively to the overall quality of the urban area and where there is scope for integration with, and the enhancement of, other uses; and

STRATEGIC POLICY RET 2 CONTINUED...

- g) The proposal does not raise any infrastructure implications or costs not borne by the developer; and
- h) Goods to be sold in out-of-centre retail warehouses are restricted to DIY, furniture, carpets, electrical and gardening goods; and
- i) Non food goods floorspace in out of centre large food stores will be restricted to an ancillary level and the range of non food goods sold other than household, DIY, furniture, carpets, electrical and gardening goods will be restricted to no more than 10% of the gross floorspace of the store.

NOTE 1 If considered necessary by the Council there shall be restrictions on floorspace, subdivision of floorspace and the range of goods sold to ensure the development remains as originally intended and approved.

NOTE 2 Where new public transport links are required to comply with criteria d, above, these must be guaranteed for a period to be agreed with the Council.

NOTE 3 Sites are identified in Policy OPP2 as being retained for town centre development, and particular regard will be given as to whether the proposed developer has considered these sites under criteria a). However, additional sites within or adjoining town centres may exist and an assessment against these may also be required.

POLICY RET3

There will be a presumption in favour of retail outlets within settlements where:

- a) Goods to be sold are manufactured on site; or
- b) Goods comprise fuels or building materials.

NOTE The impact and cumulative impact of the provision of retail floorspace outwith town centres or neighbourhood centres will also be considered in terms of the criteria of Policy RET 2.

Vital and Vibrant Town Centres

Retailing is the primary function upon which the vitality and viability of the town centre depends. However, a vital and vibrant town centre is one that provides for a diversity of activities and which maximises opportunities in which to shop, spend leisure time, to work, and to live in. Nevertheless, the encouragement of a diverse range of activities can introduce uses that could detract from the environmental quality of towns and undermine the vitality of the centre as a whole.

Town centres typically have readily identifiable core areas, where there is a concentration of shops, often represented by national multiple retailers. These 'cores' have a long standing history, which is represented by the historic townscape of these areas. As one moves away from these cores the presence of these uses gradually fades and gives way to other uses, such as residential. These areas can be described as 'peripheral' areas. All five of the town centres in South Ayrshire – Ayr, Prestwick, Troon, Maybole and Girvan- have areas that display characteristics of being core and peripheral.

The encouragement of shops to locate into core areas, thereby concentrating the attractions that shoppers may wish to visit, is thought to have the greatest potential to maximise vitality and viability of a town. However, there may be scope for a range of other town centre uses, such as cafes and restaurants, especially where such uses provide the vitality typically generated from shopping provision, in terms of pedestrian flow and in making a positive contribution to the environment and townscape.

Within peripheral areas, in addition to the town centre uses acceptable in the core areas, there is scope for a still wider range of uses, such as residential and tourist, which may encourage a broader range of visitors to the town. Such use could also contribute to the

vitality of the town by introducing additional 'footfall', especially during the evening. Therefore, in areas where an increasing number of retail units have become vacant, with little realistic hope for their re-use as shops, providing such uses do not predominate to such an extent as to be detrimental to adjacent uses, such proposals may be viewed positively.

POLICY RET4

Within the core shopping areas of town centres, as identified on the Proposals Map, shops should be the predominant ground floor use. However, to ensure the continued vitality and viability of town centres there will be scope for a range of town centre uses where such proposals;

- a) Provide benefits to the town centre and to customers in terms of providing added value in service or by meeting a qualitative deficiency in provisions within the shopping centre or by providing new or innovative proposals; and**
- b) Maintain a high and continuous degree of public contact in the normal day to day running of the use; and**
- c) Maintain an adequate and attractive window display or appropriate frontage; and**
- d) Do not have an overall detrimental effect on the vitality and viability of the shopping centre; and**
- e) Ensure the amenity of the surrounding area will not be adversely affected by the use: particular consideration will be given where there is evidence of an undesirable concentration of uses;**

Within Ayr Town Centre proposals shall also require to accord with the policy RET 7.

NOTE 1 Whilst each proposal will be considered on its merits the Council will be concerned if the proposals would result in a concentration of uses to the extent that either 'dead frontages' develop or the amenity of the area is compromised.

NOTE 2 Town Centre Uses refers to those uses permitted by classes 1,2,3 (excluding hot food and snack bars), 7 and 11 of the use class order. Sui generis use public house are also considered acceptable. Hot Food uses will require to comply with policy RET 7.

NOTE 3 Favourable consideration may be given to the diversification of activity within restaurants and cafes to provide an ancillary and subsidiary hot food carry out facility where it is demonstrated, to the satisfaction of the Council that the proposal would not compromise the principles of the above policy.

POLICY RET5

Within the peripheral areas of town centres, as defined in the Proposals Map, proposals for town centre uses and other complementary uses (as defined in note 1 below) will be favourably viewed. The re-use or redevelopment of vacant shops for non town centre uses, which complement the character of the area and which do not undermine the vitality or viability of the town centre may be acceptable.

NOTE 1 Town Centre Uses refers to those uses permitted by classes 1, 2, 3,4,7,9 and 11 of the use class order and sui generis public houses. Hot Food and Amusement Centre uses will require to comply with policy RET 7.

Hot Food and Amusement Centres

Outwith of core areas, there may be scope to allow uses, such as hot food and amusement centres, that are not easily compatible with residential areas or main shopping thoroughfares. Providing that such uses do not predominate to such an extent as to be detrimental to adjacent uses, they may positively contribute to the variety of activities within the locality and the continued viability of town centres.

POLICY RET6[#]

Applications for amusement centres and hot food carry out uses will be directed to the peripheral areas of town centre locations, and will be assessed in terms of:

- a) Their effect on the character of the shopping centre and their impact on surrounding uses; and**
- b) The impact and effects on the character and amenity of neighbouring and surrounding land uses, especially with regard to residential properties and schools**

Planning Strategy for Ayr Town Centre

Ayr town centre makes a significant contribution to the economy of South Ayrshire, and it plays an important role in attracting tourists and visitors to South Ayrshire. It is therefore especially important that the town centre remains an attractive place to visit. A planning strategy for the town centre (Appendix II, page 21) provides an overview of the manner in which the Council wishes to see the town centre develop. This strategy provides a framework for considering proposals in the town centre and identifies sites that could be developed to achieve that vision.

POLICY RET7

Proposals in Ayr town centre will be assessed against the Planning Strategy for Ayr Town Centre. [“View Map”](#)

Local Retail Provision

It is recognised that not all retail activity takes place within town centres, and provision within neighbourhood centres, corner shops and in smaller settlements performs an important function of serving local needs. It is also considered that public houses and local hotels may provide a valued feature of commercial and community activity. Such provision should be maintained to reduce the need to travel for goods/services and help prevent areas from becoming isolated from essential facilities, especially for the less mobile. Many areas also suffer from inadequate provision and therefore for similar reasons, encouragement will be given to new retail development of an appropriate scale to meet local needs where there is currently a deficiency or possible future deficiency. The Council will therefore be sympathetic to proposals for investment in new or existing businesses in these locations.

POLICY RET8

The Council will seek to safeguard public houses/hotels, retail and class 2 office uses serving local communities within villages and at neighbourhood centres identified on the Proposals Map and will direct new retail and class 2 office development to these locations, subject to the provisions of policy RET2. Proposals for amusement centres and hot food carry out uses within these areas will be assessed in terms of criteria a) and b) of policy RET 6.

POLICY RET8 CONTINUED...

NOTE 1 The cumulative impact of the provision of retail floorspace outwith town centres will also be considered in terms of Policy RET2 (b).

NOTE 2 The Council may give sympathetic consideration to proposals which may result in the loss of an important local commercial facility where it is demonstrated, to the satisfaction of the Council, that the loss will not have an unacceptable impact on the overall local availability of such services.

Extensions to Out of Centre Retail Stores

It is recognised that the retail sector is dynamic and that shops and stores will wish to evolve and adapt to meet changing retail trends. Shops within town centres may be able to manage change through acquisition of larger premises also located in the town. However stores in out of centre locations, that wish to remain at their existing location have less capacity to expand as there is a general presumption against further retail expansion out of centre. However, there is scope to allow for modest expansions that would not undermine the strategy for investing in town centres. Proposals for more significant levels of expansion will require to be assessed against the terms of policy RET 2, which requires retailers to respond to new space requirements by giving consideration to amending their retail format, perhaps by splitting the product offer between out of centre and town centre locations.

RET9*

Proposals to extend stores at out of centre locations may be acceptable where;

- a) the proposal represents the expansion to a non food store, and the extension does not exceed 500m²; or**
- b) the proposal represents the expansion of a food store, and the extension does not exceed 1000m²**

And where in all cases the store has not been expanded in the preceding ten years, and there is not a significant change in retail or traffic patterns as a result of the expansion, from that of the original development

NOTE This policy excludes Heathfield Retail Park which is subject of policy RET10

Heathfield Retail Park

Following trends to decentralise retail activity a number of retail warehouses have been developed throughout Scotland. Within West Central Scotland the majority of these retail warehouses are restricted to the sale of 'bulky goods' i.e. DIY, furniture, floorcoverings, gardening and electrical goods. Within South Ayrshire this type of retail park has been developed at Heathfield – The Heathfield Retail Park – which also has consent for a large food store (4,500m²) on land adjoining the Retail Park.

Policy RET 2 identifies a sequential preference for further retail development. The Heathfield area is not currently well served by public transport and therefore any further retail proposals within this area, that are able to satisfy policy RET 2 shall also require to provide a convenient, regular and frequent public transport service. Additionally, recognising the environmental and infrastructure benefits of integration, proposals within the Heathfield area that demonstrate integration with the existing Heathfield Retail Park shall be given preference to other sites in the Heathfield area.

POLICY RET10 “View Map”

The Heathfield Retail Park will be restricted to the sale of DIY, furniture, floorcoverings gardening and electrical goods and there is a presumption against subdivision of any unit. Proposals for retail development in the Heathfield area, which adjoin and integrate with the existing Heathfield Retail Park, as defined on the Proposals Map, and which satisfy policy RET 2, will be given preference subject to the following criteria;

- a) The applicants shall require to provide from time of opening of the development a convenient, regular and frequent public transport service, which shall be sustained for a period of time to be agreed with the Council; and
- b) The sale of goods will be restricted to DIY, furniture, floor coverings, electrical and gardening goods.

NOTE The Heathfield Area is defined by the area detailed in the Heathfield Strategy and indicated on the Proposals Map.

POLICY RET11 “View Map”

The Council will favourably view proposals for food retail development on land adjoining Heathfield Retail Park as defined on the Proposals Map, provided the development accords with the following criteria;

- a) The development functionally integrates with the Heathfield Retail Park; and
- b) The range of goods to be sold is restricted to the sale of convenience goods and that which meets with the terms of criterion h) of policy RET2.

NOTE Once developed this site will be considered to comprise part of the Heathfield Retail Park.

POLICY RET11A “View Map”

The Council will favourably view proposals for non food retail development subject to the following criteria:

- a) Proposals will require to integrate with the Heathfield Retail Park, as defined on the Proposals Map; and
- b) The sale of goods will be restricted to DIY, furniture, floorcoverings, electrical and gardening goods.

POLICY RET11B “View Map”

Land to the south of Heathfield Road is allocated for retail purposes and will be restricted to the sale of DIY, furniture, floorcoverings, gardening and electrical goods.

Garden Centres/Horticultural Retail

In general terms, large garden centres are no different to other forms of retailing. However, in practice they operate in a way that would be difficult to accommodate within a town centre. In addition, their origins are within a market garden and agricultural context. For these reasons, the Council may view this type of retail format favourably outwith a town centre, or indeed when located in a suitable rural location. Other types of retail development may also be considered acceptable in the countryside, for example as part of a small scale farm diversification scheme where the produce sold is grown at that location.

POLICY RET12

Garden centres/horticultural retail may be acceptable within the Rural Protection Area and Rural Diversification Area where:

- a) Permanent structures containing goods on sale to the public do not exceed 1000m²;
- b) Non plant sales and ancillary uses/services do not exceed 10% of the total sales/display area.

POLICY RET13

Retail development outwith a settlement may be acceptable where goods to be sold are crafts or other products made or produced on site and:

- a) It comprises the re-use of a structurally sound and substantially intact traditional/ vernacular building worthy of retention in terms of a positive or potentially positive contribution to its locality and which will not require significant external alterations; and
- b) It does not exceed 1000m² gross floor area of sales; and
- c) The proposal or cumulative impact of the proposal does not have a potentially detrimental effect on retail provision within a settlement.

NOTE 1 The sale of goods not made or produced on site will be restricted to 10% of the total floor area.

NOTE 2 Proposals granted through the above policy will not be viewed as comprising unrestricted Class 1 Retail Development. The future use of the premises may therefore be restricted accordingly.

Tourism

Tourism is recognised as being a vital and traditional element of the South Ayrshire economy. An aim of this Local Plan is to maximise tourism potential whilst recognising the importance of environmental sustainability. Accordingly, the Council has adopted a positive approach which encourages and directs development and activity to areas best able to sustain visitor pressure, where potential environmental problems will be minimal.

A balanced approach to tourism development is required to ensure new development does not compromise the environmental objectives set out in the Plan and that existing facilities are upgraded and managed as appropriate.

POLICY TOUR1*

The Council will favourably view proposals which will provide or improve tourist and leisure facilities.

Tourism Accommodation

The Council seeks to encourage an increase in the current level of over-night trips, which are estimated to generate more income per visitor within the wider local economy than day trips to the area. Accommodation for this type of visitor has traditionally been provided by hotel or bed and breakfast establishments and the more formal, organised centres such as Craig Tara. However, recent trends indicate an increasing preference for high quality, self-catering

accommodation which is less prevalent in South Ayrshire, and more upper quality range hotel accommodation. The provision of conference facilities with hotel accommodation will be encouraged

Traditional small bed and breakfast and hotel establishments will continue to be of importance to the seasonal tourist trade, and proposals for such uses will be encouraged by the Council.

POLICY TOUR2 ♦

The Council will encourage proposals for tourist accommodation which are in accordance with the coastal strategy and which would improve the standards and appearance of existing self catering or touring caravan/camping sites, and will normally permit the development of new sites subject to:

- a) All new accommodation being restricted for holiday use only; and**
- b) The proposal being suitably screened and appropriate in terms of the landscape setting and its design; and**
- c) The proposal not being isolated or sporadic development.**

NOTE This policy relates to newly proposed sites and to proposed extensions to existing sites.

Static caravan sites and other forms of self catering holiday accommodation can be highly visible and do not normally integrate well with their surroundings. The Council will ensure sites are more effectively screened by attaching appropriate conditions to any planning consents it may grant for existing or new sites.

Tourist Facilities and Attractions

South Ayrshire has a number of high quality visitor attractions and leisure facilities. However it is considered that there is considerable scope to diversify opportunities further, especially with regard to activities and attractions which would assist in lengthening the tourist season, or capitalise on specific marketable themes such as the importance of Ayrshire in the life and work of Robert Burns. Such development may also assist in spreading the benefit of economic activity derived from tourism.

The value of tourist resources is recognised by the Council, both in terms of an image for South Ayrshire, and also the contribution to the local economy. As such, the Council will seek to protect and encourage the improvement of these resources wherever possible.

POLICY TOUR3 ♦

There shall be a presumption in favour of the retention and improvement of existing significant leisure, recreation and tourist facilities.

In addition to the recognition of Robert Burns, South Ayrshire has an enviable international reputation for many golf courses, two of which (Turnberry and Royal Troon) regularly stage the Open Championship. The Turnberry Hotel, leisure facilities and golf courses are a major local employer and generate an economic benefit to a wide area, particularly so when it hosts the Open Championship.

POLICY TOUR4 ♦

The Council will safeguard existing golf courses and will encourage the development and improvement of golf facilities. Proposals which the Council considers may adversely affect the status of Turnberry and Royal Troon as venues for the Open Championship will not generally be permitted.

New Commercial Leisure Developments

Historically, leisure facilities such as swimming pools, cinemas, sports or dance halls have been located within town centres. As a national trend, developers and leisure facility operators have increasingly viewed out of centre locations as being preferable, to allow easier site conditions for the construction of larger scale facilities with adjacent car parking. This, in many cases, has resulted in the relocation of facilities and the vacation of town centre sites.

It is considered that out-of-centre locations for leisure development may seriously disadvantage those who rely on public transport and may ultimately deny town centres the variety of uses which contribute to their character, identity and function as a focus of activity, especially in the evening.

In order to ensure the continued vitality of town centres and encouragement of a lively mix of activities throughout the day in these locations, the Council will direct major leisure development proposals to town centre locations and seek to safeguard the continued use of established large scale town centre leisure facilities for leisure and recreational purposes.

POLICY TOUR5

There shall be a presumption in favour of large scale commercial leisure developments being located in the existing town centres of Ayr, [“View Map”](#) Prestwick, [“View Map”](#) Troon, [“View Map”](#) Girvan [“View Map”](#) and Maybole. [“View Map”](#) Where there is no alternative site in, or adjacent to a town centre, developments outside existing centres, but still within settlements may be acceptable where convenient and frequent public transport is available, and it is demonstrated that there would be no detrimental impact on the vitality or viability of a town centre.

The Countryside and Rural Economy

Land outwith settlements are subjected to a wide range of development pressures, many of an urban nature, and this gives the impression of a strong and vibrant local economy. The Council recognises that this masks specific problems of pockets of high unemployment, land dereliction, low levels of public transport and limited access to services and facilities. These problems are more acutely evident in the southern part of South Ayrshire.

Economic development does not only relate to urban areas, indeed most of South Ayrshire is rural and the Plan’s policies are applicable throughout the Council area. However, some issues are specific to the countryside. Economic activity traditionally associated with the countryside such as agriculture, forestry and mining have changed to remain economically viable and competitive but this has had implications on both employment levels and the landscape.

Farm Diversification

The Council recognises farming as an important industry within the South Ayrshire economy. Changes in the farming industry have led to the loss of many smaller, financially marginal farms – together with an increase in the number of part-time, as opposed to full-time agricultural jobs. For these reasons, the farming community is increasingly seeking new sources of income through a diversification of their activities from food production into tourism and other business ventures.

The Council is sympathetic to the process of agricultural restructuring, realising that its resources can be re-used to encourage new enterprise and provide opportunities for economic and employment growth. The settlement strategy of this Local Plan gives an indication of other business uses (which are not linked to farm diversification) in the countryside which may also be viewed favourably.

POLICY RE1

Other than in exceptional circumstances, the Council will only favourably view proposals for farm diversification where the activity remains an adjunct to the agricultural unit and where:

In the Greenbelt:

- a) The proposal re-uses redundant farm buildings of traditional, vernacular character and appearance within the farmstead; and**
- b) No new buildings or structures will be erected for the new use or as a consequence of it; or**

In the Rural Protection Area:

- c) The proposal will re-use redundant farm buildings of traditional, vernacular character and appearance within the farmstead where possible; and**
- d) Any additional buildings or extensions to buildings for the new use are in keeping with the scale and character of the existing traditional buildings in the farmstead, and are located within the farmstead grouping; and**

In all cases:

- 1. The proposal will not adversely affect the operation of agricultural activity; and**
- 2. The proposal will remain part of the farm holding in perpetuity or revert to agricultural use; and**
- 3. The proposal will not detrimentally affect the amenity or natural heritage value of the farm; and**
- 4. The scale, character, design and location of the proposals are in keeping with the character of the area; and**
- 5. The proposal or cumulative impact of the proposal does not have a potentially detrimental effect on retail or service provision within a settlement; and**
- 6. Total retail floorspace of the proposed development does not exceed 1000m² gross; and**
- 7. The proposal will not necessitate the erection of new/replacement agricultural buildings.**

POLICY RE1 CONTINUED...

- NOTE 1** The Council may require applicants to enter into an appropriate agreement to ensure that the land or premises for the proposal remain part of the agricultural unit in perpetuity and cannot be sold separately from that unit.
- NOTE 2** Within the Greenbelt and Rural Protection Area, the Council may also remove permitted development rights for the farm holding in order to guide any associated future development proposals more effectively.
- NOTE 3** For the avoidance of doubt all references to 'farm diversification' in this plan mean activities which are undertaken solely on the farm unit, where the income from the activity will be used to supplement the income of that farm. It does not therefore include the sale of land based assets to release a capital sum for investment.

Rural Businesses-Essential Residences

A common feature of the Greenbelt and Rural Protection Area is the pressure for new housing, usually single houses in isolated locations which may be poorly served by infrastructure and on prominent sites. Such developments contribute to urban sprawl, are often visually intrusive and can conflict with natural environment and agricultural interests. New housing in these locations is therefore generally considered inappropriate. The conversion of existing property to residential use in these areas may be viewed sympathetically. However, it is recognised that in some limited circumstances, where the operation of a rural business cannot be operated without associated residential accommodation, the Council may favourably view proposals for new build housing in the Rural Protection Area or Rural Diversification Area, but not within the Greenbelt.

POLICY RE2

“Where a proposal for a rural based business is in compliance with policy STRAT3 or STRAT4, the Council may give favourable consideration to the provision of temporary on site residential accommodation for a worker employed in that business, for a period of two years, providing that:

- 1. It is demonstrated to the satisfaction of the Council, that the business cannot operate without continuous on site attendance and that there are no alternative means of operating such a business, and**
- 2. A business plan is submitted which demonstrates the economic viability of the business and associated buildings/property; and**
- 3. There is no other existing accommodation on the holding that could be used; and**
- 4. An existing dwelling serving or connected to the business or holding has not been sold or in some other way separated or alienated from the holding in the previous five years; and**
- 5. Any proposed buildings or structures form or complement a coherent group of buildings and are not visually intrusive.**

Where it is demonstrated that a rural based business is in compliance with policy STRAT3 or STRAT4, has been operated in a viable manner over a period of two years, and will continue to be so for the foreseeable future, then favourable consideration may be given to the provision of a permanent dwelling providing that:

- 6. The proposal is in full compliance with criteria 1, 2, 3, 4 and 5; and**
- 7. The proposal accords with the Council’s design guidance for housing in the countryside.**

POLICY RE2 CONTINUED...

In exceptional circumstances where it can be demonstrated, to the satisfaction of the Council, that an established rural based business cannot continue to operate without additional residential accommodation, the Council may give favourable consideration to the provision of an additional dwelling providing the proposal is in full compliance with criteria 2-7 inclusive above and that it is clearly demonstrated that all other means of operating that business, or providing alternative additional accommodation have been investigated and proven to be inappropriate for the operation of that business.

NOTE 1: In all cases, all existing and proposed dwelling(s) considered by the Council to be part of the rural business/land based unit must be tied together with that business and its land/property based assets by legal agreement (and, where appropriate, by a planning condition), in order that none may be separated or alienated from that land/property based business unit in the future.

NOTE 2: The business plans will be required to clearly demonstrate, to the satisfaction of the Council, that by the third year of operation, the business will employ at least one essential worker per dwelling on a full time basis at a wage of at least 50% of the South Ayrshire average and that the remaining income from the business would support the total equivalent borrowing cost of creating the business, together with its land, property and residential accommodation assets."

Mineral Extraction

Mineral extraction whilst providing employment and economic benefit, by its nature and methods of working often creates public concern, and a potential conflict of interests between economic and environmental issues.

The Ayrshire Joint Structure Plan provides a framework which directs mining activity to specific areas The Structure Plan does not identify any area of search in South Ayrshire for opencast coal extraction and therefore, in accordance with the Structure Plan, winning and working shall only be acceptable where there are clear environmental and community benefits.

The Ayrshire Joint Structure Plan Committee has also assessed the long term availability of aggregates and other mineral resources, in accordance with Government planning guidance (National Planning Policy Guideline No. 4 "Land for Mineral Working 1994)". This assessment has indicated that no additional preferred or search areas will be required for the foreseeable future. However, it is still considered important to protect mineral resources for possible future extraction.

POLICY RE3

The Council will seek to ensure that known mineral deposits are not permanently sterilised by development proposals, unless significant economic benefits would be prejudiced by any future extraction operations.

POLICY RE4

Due to the nature of mineral extraction operations and the information required to properly determine such proposals, outline planning applications will not be accepted by the Council.

NOTE Where a proposal falls within the scope of the Environmental Assessment (Scotland) Regulations 1998, the Council will require the applicant to submit a formal Environmental Statement in association with a planning application. The environmental statement may be forwarded to the Institution of Environmental Assessment for independent appraisal and audit.

In light of the over-riding environmental objectives of the Plan, it is considered unlikely that a strong justification, acceptable to the Council, could be made for large scale mineral (including coal or peat) extraction proposals within South Ayrshire during the Plan period. However, some small scale extraction proposals may still be considered acceptable, where economic and environmental benefits are considered to outweigh environmental and amenity concerns. Policies therefore seek to prevent the spread of extraction activity to protect environmental resources, and to ensure that any sites permitted will have minimal environmental impacts.

POLICY RE5

Proposals for the winning and working of minerals (excluding coal) will only be acceptable where:

- a) Alternative supplies of the mineral are not available; or**
- b) It is located within the Rural Diversification Area and there is a clearly demonstrated and justified local requirement for the mineral in that Rural Diversification Area; and**
- c) The requirements for road transportation of the mineral and its effect on local communities are minimised.**

NOTE 1 Where roads transport must be used, mineral operators may be required, at their own expense, to bring all roads used by their haulage vehicles up to an acceptable standard for such use prior to their use. A suitable legal agreement may also be required to ensure compliance with the above policy.

NOTE 2 The cumulative impact of proposals will be given due consideration.

POLICY RE6

The winning and working of coal by opencast methods will only be acceptable if:

- a) There is a clearly demonstrated overall environmental benefit through the restoration of existing areas of despoiled or degraded land which outweighs any environmental or amenity concerns; and**
- b) Opencast working is the most appropriate means of restoring that despoiled or degraded land; and**
- c) There is a net benefit for communities affected; and**
- d) The proposal is small scale and short term; and**
- e) The requirements for road transportation of the mineral and its effect on local communities are minimised.**

NOTE 1 Small scale relates to proposals of less than 25 hectares total site area; short-term relates to proposals with a total preparation, extraction and restoration period of less than 2 years.

NOTE 2 The cumulative impact of proposals will be given due consideration.

POLICY RE7

Extensions to active mineral extraction workings including opencast coal shall only be acceptable where:

- a) The site is a logical and incremental progression of the existing working; and**

POLICY RE7 CONTINUED...

- b) The extension will enhance restoration of the whole site; and**
- c) Restoration of the original site will not be delayed; and**
- d) The total site area (comprising the original site plus the proposed extension) is less than 2 hectares (or 25 hectares for opencast coal); and**
- e) The period of extraction and restoration of the total site (comprising the original site plus the proposed extension) is less than 2 years, if the proposal is for opencast coal extraction.**

NOTE In terms of policy RE6 and RE7 above, applicants will be required to support applications for new or extended sites (except for opencast coal) with clear justifications as to the need for the land to be released for extraction, indicating the intended markets to be served.

POLICY RE8

The progressive restoration of mineral extraction sites may be required to reduce the impact of operations and to return land to a productive or beneficial use (including habitat creation) at the earliest opportunity.

NOTE A restoration bond of appropriate value will normally be required to ensure the full restoration of the site should work be abandoned prior to completion.

Commercial Forestry

Forestry development has been one of the most significant land use changes to occur in rural South Ayrshire during the last century, with commercial afforestation now accounting for over 20% of the Council area. The planting of woodlands and forests does not require planning permission. However, the Council is consulted by the Forestry Commission (the Government's Department for Forestry) on grant applications for new planting and felling licences. In response to these consultations the Council can seek to influence the location and form of forestry.

The Council has prepared a detailed framework for future forestry development in South Ayrshire. This "Forestry Strategy" is contained in Appendix II (page 41). The Ayrshire Woodland Strategy has also been approved.

POLICY RE9*

In accordance with its forestry strategy, the Council will seek the co-operation of private forestry operators to ensure forestry proposals are sympathetic to the environment, nature and wildlife interests, and, wherever appropriate, that they provide public recreational opportunities.

In the promotion of education and recreation opportunities directly linked to new forestry a modest amount of ancillary development, which is well designed and which fits well into the landscape, will normally be permitted.

CHAPTER THREE – THE ENVIRONMENT

Introduction

The geographical character and form of South Ayrshire is highly diverse. It comprises of a varied mixture of urban and rural environments, much of which hosts valuable natural and built assets and resources of national, regional, as well as local significance. Such assets and resources justify protection and conservation. The policies and proposals which appear in this chapter have been formulated with the aim of protecting these resources and stimulating economic development in the most appropriate locations. The Plan also recognises the importance of other environmental resources, which have not been formally designated but which nonetheless add diversity and contribute to the overall quality of the local environment.

The environmental objectives of the Plan are:

- To conserve the character, appearance and general amenity of towns and villages by seeking to ensure a high standard of design for new developments, by maintaining areas of valuable open space and landscape quality and by protecting and enhancing areas of townscape value including conservation areas and listed buildings.
- To preserve the landscape character generally and provide a setting for settlements; in particular to ensure the integrity of the landscape and environment of the Scenic Coast and Areas are maintained and enhanced.
- To protect, maintain and improve the amenity, natural heritage and recreational value of open space and the countryside generally, and in particular to protect and enhance sites of scientific interest, wildlife sites, habitats of value, good quality agricultural land and South Ayrshire's archaeological heritage.

Structure of the Chapter

In recognition of the varied elements which the chapter is required to consider, it has been divided into two specific sections.

Section One – “Natural Environment”

This section of the chapter concentrates on the natural elements of what contributes to making South Ayrshire a unique and attractive place to live, work and visit – the landscape, coast, farmland, woodlands and rivers being prime examples.

Section Two – “Built Heritage, Design and Conservation”

This second section of the chapter concentrates on the rich historical legacy of man made elements of South Ayrshire and identifies which of these are recognised as contributing to the sense of place of South Ayrshire – that is, the elements which help to distinguish the towns, villages, and building in the countryside from any other areas in Scotland.

Section One – Natural Environment

Nature Conservation

Nature conservation is not, and should not be regarded as protecting only endangered species from harm. Greater recognition of the overall benefits of wildlife is now emerging amongst the wider public from an interest in nature, to simply enjoying the countryside, parks or small areas of open space and gardens. All of these areas are inter-related and consequently an overall view of nature conservation and the natural environment is essential in order that valuable physical and environmental resources are not diminished or lost.

Different areas are able to absorb these pressures to varying degrees without serious detriment to their environmental value. In this regard, it is important to identify the areas where development may be encouraged, and areas which, due to sensitivities of landscape or nature conservation interest should be protected from inappropriate development or uses. The Ayrshire Local Biodiversity Action Plan and South Ayrshire Council's Wildlife Strategy have been influential in identifying and forming the framework for the Plan's nature conservation policies.

It is also important to recognise that valuable natural heritage resources may be located in urban as well as rural areas, and the Plan seeks to recognise and conserve these resources. Some specific sites are recognised to be of national or international importance, protected by UK legislation and European Directives. These sites are accordingly also granted strong protection through the environmental objectives of the Plan. However, it is recognised that Natural Heritage is not confined to nationally or locally designated areas and the Plan affords a mechanism to safeguard the wider natural heritage environment in accordance with national planning guidance.

For ease of reference, the following policies have been divided into those relating to statutorily designated sites, non statutorily designated sites and sites of general nature conservation interest.

POLICY ENV1

There will be a strong presumption in favour of protecting all existing or proposed:

- a) Special Areas of Conservation (SAC) and Special Protection Areas (SPA) unless there are imperative reasons of over-riding public interest and there is no alternative solution; and**
- b) Sites of Special Scientific Interest unless any adverse effects are outweighed by social or economic benefits of national importance.**

POLICY ENV2*

The Council will presume in favour of safeguarding the integrity of the following sites of local natural heritage value:

- a) Local nature reserves; and**
- b) Sites containing species protected by the Habitats Directive, Wildlife and Countryside Act 1981 or the Badgers Act 1992; and**
- c) Wildlife sites and provisional wildlife sites; and**
- d) Ornithological sites.**

Wildlife Strategy

The Local Biodiversity Action Plan and Wildlife Strategy, prepared as a requirement of the Ayrshire Joint Structure Plan, emphasise the importance of green wildlife corridors, especially within urban areas (The Wildlife Strategy is to be found in Appendix II, page 53). The Plan recognises the importance of these features generally, and has identified such areas which are of importance in maintaining a network of interrelated wildlife resources.

POLICY ENV3*

The Council will require development proposals to have regard to safeguarding features of nature conservation value including woodlands, hedgerows, lochs, ponds, watercourses, wetlands and wildlife corridors in accordance with the Wildlife Strategy.

NOTE 1 The Wildlife Corridors are identified on Wildlife Strategy Map

NOTE 2 In operating this policy, prospective developers should be aware that the Council does not necessarily accept that in all cases, development proposals can adequately safeguard such areas of nature conservation value.

The Council will seek to promote a greater awareness and understanding of wildlife in South Ayrshire, which it is hoped will lead to a greater appreciation of this asset and a corresponding respect and protection within the community as a whole.

POLICY ENV4*

Development proposals which directly assist in the promotion/ interpretation of natural resources for educational or recreational purposes will be encouraged.

Green Spaces

Maintained (and other) green space makes a significant contribution to the environment of settlements, especially within residential areas. National planning guidance suggests that this contribution arises from a range of visual, amenity, townscape and recreational benefits. Green spaces are often used for more than one purpose, and even dedicated sports pitches may have more than one benefit to the community as a whole.

Green spaces also act as “green lungs” for urban areas, providing green landscape corridors, which are important for wildlife. The Council’s Wildlife Strategy emphasises the importance of wildlife corridors and green spaces more generally as providing an essential element of supporting wildlife in the wider environment. In addition a number of landscape corridors have been identified. These corridors play an important role in linking key areas of green space, and not surprisingly these often coincide with the wildlife corridors. The landscape corridors are outlined on the map of the Wildlife Strategy (Appendix II)

The Council has undertaken a fundamental review of green spaces within South Ayrshire by assessing the provision of different types and sizes of spaces especially in terms of the quality of these areas in relation to distances from residential and other catchment areas. Whilst the Plan seeks to safeguard all green space which is important to amenity or recreational use, some sites have been identified on the Proposals Map to emphasise their contribution to the wider environment. However, the Council also recognises that even small spaces may have significance to their locality and whilst these do not have strategic importance and are, therefore, not identified on the Proposals Map they may nonetheless be unable to absorb development without impact on the local environment or townscape. In such instances, development proposals shall require to be carefully assessed against the criteria of policy STRAT 5.

The Council recognises that green spaces are important local resources and will continue to safeguard them accordingly. However, it is recognised that not all functional green space (such as a dedicated sports pitch) have amenity merits and there may therefore be opportunities to enhance these facilities- for example through the provision of changing facilities or a more intensive use. Exceptionally, it may be acceptable to displace an existing facility to another site where the amenity value of the original site is not also a significant reason for its retention.

STRATEGIC POLICY ENV5

The Council will presume in favour of safeguarding from development all green spaces which are important to local amenity or recreational use. Recreational spaces includes sports fields, pitches, greens and other similar open air facilities. Those green spaces which are identified on the Proposals Map make, in addition to their local importance, a valued and valuable contribution to the wider environment.

NOTE 1 Development to provide facilities associated with an amenity or recreational open space may be acceptable if they meet the following criteria:

- (i) where the development is appropriate in terms of scale, use and design to the existing character of the green space and there is no individual or cumulative adverse effect on the amenity or recreational value of that site; and
- (ii) proposals for development that result in the loss of an existing facility must include measures to ensure the provision of a substitute facility of enhanced quality in an acceptable location; and
- (iii) where any replacement facility is provided it must be within the same catchment area as the existing unless the Council decides otherwise.

PROPOSAL1 “View Map”

An area of 4.8 Hectares of land to the south of the existing sports facilities at Fullarton is allocated for use as sports pitches.

The Council, through the principles of policies ENV3, ENV4 and ENV5, recognises the importance of maintaining a network of green corridors. The undeveloped areas of the Rivers Ayr and Rivers Doon are considered to be particularly significant in landscape, recreational and biodiversity terms. The River Doon area, especially, has a long established recognition of being environmentally sensitive and has been specifically safeguarded from development since the 1950s.

POLICY ENV7 ◆

The Council will presume in favour of the protection of the banks of the River Ayr and River Doon, for their nature conservation interests, landscape importance and informal recreational purposes.

NOTE In Policy ENV7 the reference to landscape importance means that the Council will have particular regard to development which affects the delicate balance of developed/undeveloped parts of these areas. Proposals which, by their very nature, alter this balance to the extent that their impact on the locality is significantly adverse will not be permitted.

Landscape

South Ayrshire is an area of high environmental quality. A significant element of this is the interesting and varied landscape of much of the area. In accordance with the overall environmental objectives of the Plan the aim is to protect and, wherever possible, enhance the quality of the landscape, particularly by ensuring that new development is suited to the landscape setting. The approach adopted to considering development proposals has been

influenced by, but adapted from a full and comprehensive Ayrshire Landscape Character Assessment, which was undertaken as part of the preparation of the Ayrshire Joint Structure Plan.

In addition it is recognised that there are important visual links between rural landscapes and urban areas. There is scope to enhance certain key routes through urban areas to reinforce these links. Map STR9 of the Wildlife Strategy identifies some of these key routes as 'landscape corridors', where the Council will give particular attention to the desirability of improving the visual connection between urban and rural landscape elements, and the relationship these locations may have with the network of wildlife corridors.'

Scenic Areas

Notable areas of particular landscape quality are the Heads of Ayr, the Carrick Hills, the mainly upland area of South Carrick and the coastal strip in the southern part of the Plan area. These have been afforded Scenic Area status in the Plan. It should however be noted that in general, potential impacts on the environment and landscape will be considered even if the area is not specifically identified as being within a designated scenic area.

STRATEGIC POLICY ENV8

The acceptability of proposals located within or having an impact on, scenic areas, will be considered using the following criteria:

- a) The significance of impacts and cumulative impacts on the environment, particularly landscape and visual impacts; and where relevant**
- b) The extent of any economic benefit; or**
- c) Specific, justified requirement for a rural location.**

The Coast

South Ayrshire has a coastline of approximately 70km, which serves many different functions, ranging from locations for intensive industries to recreational or important wildlife habitat resources.

Much of the coast is a complex, sensitive environment where any new development could have significant adverse individual or cumulative impact – especially within the foreshore. The variation in the character of the coast is reflected in the pressures for different types of development including residential, tourism and industrial uses. Unless carefully managed these could destroy this valuable and unique environmental and economic resource.

Government guidance states that an appropriate means of protecting the coast whilst encouraging sensitive development proposals is by defining coastal types – and guiding development proposals to the area type which already most closely resembles the proposed use. For this reason, a specific Coastal Strategy has been prepared for this Plan.

The Coastal Strategy and associated diagram is included in this Plan in Appendix II (page 67). It is intended to be indicative only, although it should be recognised that there are different characteristics within particular areas and these have been afforded a different policy framework to reflect the pressures at these locations.

STRATEGIC POLICY ENV9*

The Council will presume in favour of protecting the foreshore from development. Proposals for development within the wider coastal area will be required to accord

STRATEGIC POLICY ENV9 CONTINUED...

with the principles of the Coastal Strategy, and safeguard or enhance the scenic and environmental quality of the locality.

NOTE Development within the foreshore may be considered acceptable where there is an overriding justification agreed by the Council.

Historic Gardens and Designed Landscapes

Often, though not exclusively, large designed gardens and landscapes were formed as a setting for important buildings, or for recreation. Many of the buildings for which these landscapes were formed are afforded statutory protection, although the landscapes themselves had no specific protection. Scottish Natural Heritage together with Historic Scotland identify eight such sites in South Ayrshire as being of conservation value (identified in table below). The Garden History Society has identified a further 31 sites, which although of importance, do not remain in their original form. The Council also recognises the value of these sites in relation to the environment of South Ayrshire. Other gardens/designed landscapes recognised as being of historic value may also be assessed in terms of the principles of policy ENV 10.

Historic Gardens And Designed Landscapes as at November 2003;

Auchincruive	Glenapp
Bargany	Kilkerran (Barclanachan)
Blairquhan	Rozelle (La Rochelle)
Carnell (Cairnhill)	Culzean Castle

POLICY ENV10*

The Council will seek to safeguard historic gardens and designed landscapes. Proposals affecting these areas will be considered in terms of landscape impact and in relation to their history, architecture, horticulture and nature conservation qualities.

Forestry, Woodlands and Trees

For the purposes of this Plan, three elements, comprising commercial forestry, woodland and tree preservation orders have been covered as separate entities although in practice, they overlap.

Woodland and Tree Planting

The Council recognises the importance of trees and woodlands in enhancing the environment, the quality of built development, providing a habitat for wildlife and for recreational opportunities. This applies throughout South Ayrshire, although some of the greatest benefits of tree and woodland planting may be obtained in urban areas, or on the fringes of urban areas, where community woodland schemes may also offer educational or economic benefits.

POLICY ENV11*

The Council will generally support tree planting/greening and woodland planting schemes which will improve the landscape and provide ecological benefits, especially where these also offer benefits for public access, recreation, education provision or will assist in the restoration of despoiled or degraded land.

The Council will prepare and promote a comprehensive greening strategy to enhance the landscape setting of major settlements as part of its positive approach to this policy.

Tree Preservation

Trees can often be a significant positive feature of the landscape, both within settlements and the countryside. Mature trees in urban areas, together with areas of ancient and semi-natural woodland, are particularly valuable resources. Some particular trees and woodlands are protected by a preservation order. The Council recognises the value of offering protection to important trees and will continue to identify and protect them through the use of such orders, especially where they may be under threat.

POLICY ENV12*

In assessing development proposals involving loss of, or works to, trees the Council will consider the extent of any adverse impact on the locality and will include as part of its assessment of such development proposals measures to safeguard trees, especially those covered by a provisional or confirmed tree preservation order.

Agricultural Land

The predominant land use within the countryside is agriculture, which is of importance in terms of employment, the landscape character and ecological diversity of these areas. Prime quality agricultural land and better quality grazing land/in-by land is regarded as a national resource which should be protected from development unless there is justification as to why its loss to development is necessary.

POLICY ENV13

There will be a presumption in favour of protecting prime quality agricultural land (defined as grade 1, 2 or 3.1 in the Macauley Land Classification system), where an alternative location for development may exist.

NOTE The principles of this policy will also be applied where agricultural land or holdings are potentially fragmented by proposed development.

Section Two - Built Heritage, Design and Conservation

Building Design

Development and building design in the past relied heavily on local tradition, building form and materials. However, more recently the adoption of modern standardised building materials and building design has, in some cases, begun to erode the unique character of South Ayrshire's environment. Good design is therefore clearly relevant when considering proposals which may affect older buildings; especially those which are listed due to their architectural or historic interest. Careful consideration should however also be given to the design of all new development.

Whilst it is considered that style is a matter of personal taste, or preference, good design is easier to define and forms a strong element of Government planning policy and guidance in terms of buildings, their settings and the spaces around them. Design is therefore viewed as an important element in the protection of townscape character, as a means of enhancing environmental quality and as a way of ensuring a positive contribution is made by new development to the environment as a whole.

In order to achieve the aims of protecting and enhancing the built environment the Plan provides general design principles and guidance.

POLICY BE1*

To ensure a consistent high standard of development within the plan area, proposals will be considered in terms of compliance with the design criteria detailed in panel 1

NOTE PANEL 1 is considered to form an integral part of POLICY BE1 and applies to both new development and extensions to existing development/buildings.

DESIGN PANEL ONE

General Criteria for New Development

1. The Council is committed to the promotion of developments which comprise well designed buildings, which are sensitive to their locality and respect the local vernacular building and townscape character built with high quality materials, and incorporating attractive open spaces - both for public or private use which are sympathetic and make a positive contribution to the essential townscape character of the main towns, settlements and/or countryside.
2. The Council will encourage, and is sympathetic to, contemporary architecture where in compliance with point one above.
3. All development, regardless of scale, will be expected to be carefully designed so as to be appropriate in terms of the character of the area in which it is to be located.
4. The design of a proposed development should respect and reflect the character of its setting and locality in terms of:
 - the density of the proposed development;
 - the ratio, location and treatment of open space provision to built form;
 - building height, scale and massing;
 - dominant traditional architectural characteristics of the locality; and
 - wall/roof proportions, windows and door proportion and siting within façade.
5. Materials used in the construction of proposed development should reflect the character of buildings in the locality in terms of:
 - material type, colour, texture, roof materials, window frames and doors; and
 - the size, or appearance of size, of individual building blocks or units (e.g. brick, stone blocks etc.
6. New development and extensions to existing premises must demonstrate consideration for the amenity of adjoining property - especially in terms of the maintenance of privacy and ambient daylight in dwellings and their garden spaces.
7. Developments should have regard to the principles of barrier free design in order that they are easy to use by any member of the population, especially those with special needs or mobility requirements. This is especially relevant in respect of facilities and premises open to the public.
8. Development proposals should take into account whether elements of the building's design, or site layout could create potential problems in terms of personal or property security and aim to eliminate such possibilities. Different uses of the proposed development, or different times of usage may require consideration in this regard.

DESIGN PANEL ONE CONTINUED...

9. Security of property should be an integral consideration of design rather than an after thought. Where additional security measures are considered necessary, they should not become a dominant feature of the development at any time (e.g. use of open mesh shutters with recessed housing in preference to solid shutters or with obtrusive external housing).

Listed Buildings

Some 790 buildings within South Ayrshire are listed by Historic Scotland as being of special architectural or historic interest. This list identifies properties which are afforded special statutory (legal) protection. The list is divided into:

1. Category A listed buildings, which are of national importance;
2. Category B listed buildings, which are of regional importance; and
3. Category C(s) listed buildings, which are of local importance.

Approximately half of all of the listed buildings and structures are located within the urban area of Ayr, reflecting its historic role as a county town. However, the process of listing buildings recognises the historical and architectural importance of smaller, or more simple buildings, both within, and outwith settlements. This means that small rural cottages, farm buildings and traditional agricultural or industrial properties may also be afforded status and protection.

The Council recognises the value of listed buildings in terms of their heritage value, but also recognises their potential economic and social benefits to the community as a whole. Consequently, the Council will advise and encourage owners to undertake appropriate maintenance and repair to such properties.

POLICY BE2*

The Council will presume in favour of protecting listed buildings and their settings, especially from inappropriate development and will actively encourage the sensitive maintenance, restoration and re-use of all such properties.

NOTE Proposals affecting a listed building shall be expected to be of a quality commensurate with that of the original building and any proposal for the demolition of a listed building will normally only be considered when in association with the assessment of detailed redevelopment proposals and where it is demonstrated beyond reasonable doubt that every effort has been exerted by all concerned to find a practical way of keeping the building.

Conservation Areas

South Ayrshire has a number of areas that, due to their architectural or historic merit, are considered worthy of preservation and enhancement for future generations continued enjoyment. These areas are afforded protection through designation as conservation areas by the Council. A total of 19 such areas are currently designated, 5 of which are deemed to be of outstanding status by the Scottish Executive. Additional influence on development is afforded in these areas through the use of Article 4 directions that enable the Council to guide development in respect of works that would not normally require planning permission.

Conservation Areas Designated (as at May 2002):

Alloway Burns Monument*	Kirkmichael	
Ayr I (Central)*	Colmonell	Kirkoswald
Ayr II	Crosshill	Maybole*
Ballantrae I	Dundonald	Monkton
Ballantrae II	Dunure*	St. Quivox
Barr Girvan	Straiton*	Symington

*Denotes Outstanding Status

POLICY BE3

All new development within or affecting the setting of a conservation area shall be required to preserve or enhance its character or appearance.

POLICY BE4

The Council will actively encourage and, where resources permit, implement upgrading and enhancement programmes for conservation areas.

NOTE The Council will undertake a study to identify and prioritise areas for future potential enhancement programmes.

POLICY BE5

To ensure a consistent high standard of development within conservation areas, proposals will be considered in terms of compliance with the design criteria of panel 1 of policy BE1 and the following design panel 2.

NOTE PANEL 1 and 2 are considered to form an integral part of POLICY BE5.

DESIGN PANEL TWO

Criteria for Development in Conservation Areas

General

1. Applications for development within conservation areas will be expected to include detailed plans, sections and elevations of the existing building(s) and any proposed alterations. Details of materials proposed for use, external finishing materials, landscaping, (where appropriate) and the relationship of the proposed development within the overall townscape will also be expected.

Redevelopment

2. Where it has been demonstrated to the satisfaction of the Council that a listed building or building within a conservation area cannot be retained, preference will be given to proposals which retain building frontages which are important to the townscape over demolition and redevelopment proposals.
3. The demolition of listed buildings, or buildings considered to be important within conservation areas will normally only be approved where acceptable re-development proposals are submitted and approved concurrently. Short term landscaping or appropriate screening of such sites may also be required.

Townscape Features

4. In addition to the general guidance of design for new development in Panel One, proposals for new development in conservation areas should also, where practical, incorporate local townscape characteristics, for example pedestrian or vehicle pends, surfaced by whin setts stone or blockwork

DESIGN PANEL TWO CONTINUED...

Building Materials

5. Within conservation areas, building materials used will be expected to comprise natural stone, wet dash harling or lime washed smooth render. Windows and doors will be required to be proportioned sympathetically to adjacent properties, and roofs will be required to be finished in natural slate or acceptable slate substitute.

Views and Vistas

6. Development proposals should have due regard to their wider impact in terms of their visibility from distant points and the preservation of important landmarks, views and vistas from and through the development site.

Alterations and Extensions

7. Proposed alterations or extensions to buildings should utilise similar materials as used in the original structure, and be sympathetic to the design features, character and proportions of the original property. The original building will normally be expected to remain the dominant feature when viewed from its main frontage(s). Important features (e.g. string courses) should not be removed or obscured - especially where the property forms an element of a terrace or coherent group of buildings.

Repairs

8. Repairs to property within conservation areas should utilise the same materials as those which require repair wherever they remain available. Proposals to replace previous work which used non-traditional methods or materials, and restore original features will be favourably viewed.

Dormer Windows

9. The design of dormer extensions should complement the existing property and neither change its character nor alter the original profile. They should be kept as small as possible, set away from gables, hips, and below the roof ridge. They should have a traditional appearance, normally with hipped or gabled roof. Windows should reflect the style and proportion of existing windows and be positioned so as to form a definite relationship with the main facade of the building. It is the preference of the Council that dormers should generally be restricted to rear or secondary frontages. Additional detailed guidance is given in the Council's Dormer Window Policy Guide.

Stone Cleaning

10. Stone cleaning of listed buildings and all buildings within conservation areas requires the approval of the Council. The stone cleaning of listed buildings will be encouraged only where the proposed method is proven not to be detrimental to stone finish or detailing. The stone cleaning of individual properties within a terrace or listed group of premises will only be encouraged where the group is to be cleaned in one phase, and by the same method (approved by the Council).

Painting Buildings

11. Generally, unpainted stone frontages should remain unpainted, unless it is proven that the property was painted originally and forms an element of a terrace or group of painted buildings.
12. The repainting of frontages should utilise traditional, muted colour schemes with strong colours used sparingly. Window and door mouldings or other features may be emphasised with different colour tones where appropriate. Window and door frames, mullions and transoms should normally be painted white.

Retail/Commercial Buildings

13. Original retail and commercial frontages and features are now rare. Those remaining will be protected from insensitive alteration. Proposals which seek to restore or replicate such features will be supported.

DESIGN PANEL TWO CONTINUED...

14. The design of the frontages of shops, offices, restaurants etc., should be based on a carefully considered composition of traditional elements at ground floor level, i.e. fascia, shop window, door stall risers, pilasters and advertising signs. The proportions of any shop front and fascia should complement the balance of the complete frontage and it is insufficient to consider the design of the individual shop front in isolation from the frontage as a whole.

Additional, detailed guidance is available in the Council's guidelines for shop fronts, signage, sunshades and canopies in conservation areas.

As part of the ongoing review of the built environment, a number of areas, not already afforded the recognition and protection of conservation area status, but which may merit such designation – have been identified. These areas and reasons for identification comprise:

- **Troon:** The commercial development of Troon in the 1800's has given South Ayrshire some of its most impressive and well preserved examples of nineteenth century properties, arranged within a planned settlement structure of a grid/block road pattern.
- **Southwoods:** A unique area within South Ayrshire which contains fine examples of substantial residential properties dated from the early 1900's, located within a mature woodland setting.
- **Barrhill:** A small, linear village which has retained its traditional streetscape and surrounding agricultural landscape.
- **Tarbolton:** The historic core of the village, centred on the 'A' listed Parish Church and Burns Bachelor Club has strong historical connections with Robert Burns.

In addition to new conservation areas, the boundaries of existing conservation areas have been reviewed to ensure that they remain appropriate.

PROPOSAL 2

The Council will examine the merits of, and consider designating or altering conservation areas at Troon, ["View Map"](#) Southwoods, ["View Map"](#) Barrhill, ["View Map"](#) Tarbolton, ["View Map"](#) Ayr (Ayr I ["View Map"](#) and Ayr II ["View Map"](#)), Maybole ["View Map"](#) and Crosshill ["View Map"](#) where appropriate.

NOTE The extent of areas to be considered are identified on the Proposals Map.

Within Conservation Areas, additional powers are granted to the Council which allow greater control over the demolition of buildings which are not listed, as well as those which are already protected by being of listed status. However, minor works and alterations to unlisted properties may, in time, erode the overall architectural quality of the conservation area. Article 4 Directions (which require the approval of the Scottish Ministers) enable the Council to regulate development which would not otherwise require planning permission.

The conservation area boundaries and use of Article 4 directions will be regularly reviewed to ensure their integrity and effectiveness, and where resources permit, enhancement programmes for the areas will be implemented or encouraged.

Scheduled Ancient Monuments and Archaeological Sites

South Ayrshire has a rich variety of archaeological resources from castles to buried flint scatterings and crop marks. Many new sites of interest may yet be discovered. All these sites form an important part of our heritage and can be valuable tourism and educational resources as well as contributing to general amenity. The Council recognises their

importance and will seek to ensure that they are protected, interpreted and promoted or recorded as appropriate.

POLICY BE6*

The Council will seek to protect scheduled ancient monuments, (including their setting) and archaeological sites and encourage sympathetic proposals for their promotion for educational or recreational purposes.

NOTE 1 Applicants will be required to provide sufficient information to enable the evaluation of the importance of the site and enable full assessment of the impact of the proposals on that site.

NOTE 2 The use of management agreements to mitigate the effects of potentially conflicting land uses upon standing structures, earthworks or buried deposits may be required.

NOTE 3: The Council may seek guidance from an appropriate archaeological information service in considering applications within its area, including those within the Historic Medieval Burgh areas of Ayr, Ballantrae, Dundonald, Dunure, Girvan, Maybole, Newton on Ayr, Prestwick, Straiton, Symington and Tarbolton.

POLICY BE7*

Where the Council is convinced that the benefits of proposed development outweigh the benefits of preserving archaeology resources where known or considered likely to be present, the Council will ensure that provision is made by the developer for the proper excavation and recording of possible remains.

Country Estates

There has been a long tradition in South Ayrshire of the development of country estates, usually comprising extensive agricultural land and large mansion houses with associated buildings. However, this tradition has been in decline since the First World War and a number of important country houses are falling into disrepair. Given the importance of these estates and their buildings, the Council wishes to ensure their survival and maintenance, and to ensure that the integrated elements of house, garden and landscape should be protected as a whole. Consequently, whilst the preferred use of the property will remain as a single dwelling unit, sympathetic proposals for alternative uses of the properties which preserve the integrity of the estate may be viewed favourably by the Council.

POLICY BE8

Proposal for appropriate alternative uses of country estate properties worthy of retention will normally be viewed favourably by the Council where:

- a) Proposals preserve the landscape setting of the main house and associated buildings; and**
- b) Proposals preserve the character and appearance of the the main house and associated buildings; and**
- c) The proposals preserve the integrity and setting of any recognised designed garden and reinstate/restore key elements of that garden wherever practicable.**

NOTE 1 The Council will consider the following properties as comprising "country estates"

House/Estate	Grid Reference
Adamton, Prestwick	NS 375 277
Auchendrane, Ayr	NS 334 153
Bargany, Dailly	NS 243 003
Blairquhan, Straiton	NS 365 055
Carnell, Craigie	NS 465 325
Cassillis, Maybole	NS 341 128

POLICY BE8 CONTINUED...

Cloncaird castle, Kirkmichael	NS 359 079
Coodham, Symington	NS 395 325
Culzean, Maidens	NS 235 105
Dalquharran Castle, Dailly	NS 270 022
Dankeith, Symington	NS 385 330
Drumellan, Maybole	NS 305 105
Glenapp, Maybole	NS 094 807
Kildonan House, Barrhill	NX 228 830
Kilkerran, Dailly	NS 305 028
Kirkmichael House, Kirkmichael	NS 342 084
Knockdolian Castle, Colmonell	NX 123 855
Ladykirk, Prestwick	NS 384 270
Newark Castle, Ayr	NS 324 173
Sundrum Castle, Coylton	NS 412 212
Trochrague, Girvan	NS 215 005

NOTE 2 The Council may give sympathetic consideration to limited new development in association with the proposed future use of the estate where that development will subsidise the restoration and/or reinstatement of a building, garden, landscape or other significant element of the original estate. In considering the merits of a proposal the Council will bear in mind all of the relevant statutory and other designations applicable to the estate and its vicinity. The need for cross subsidy must be proven and the manner by which it will be achieved must be demonstrated all to the complete satisfaction of the Council.

NOTE 3 Developers may be required to ensure restoration of the properties prior to the completion of any agreed enabling development through an appropriate legal agreement and such proposals will require to be supported by a costed project appraisal/financial plan in order that they may be given proper consideration.

NOTE 4 Developers may be required to prepare, and ensure the implementation of, a long term management plan for the maintenance of the estate.

CHAPTER FOUR – HOUSING

Introduction

Population and Households

Whilst the total population of South Ayrshire remains relatively static, the number of households is projected to continue to increase considerably, as the number of people in each household continues to fall. This rise in the number of households is expected to continue within the local plan period from approximately 48,800 in 2000 to some 53,200 households by 2012. This clearly has implications for the demand for housing in both the owner-occupied and rented housing sectors. As at 2000, the population of South Ayrshire was estimated at 113,920 persons, with the majority living in the urban areas of Ayr, Prestwick and Troon.

The Council must reconcile the need to protect and enhance the environmental quality of existing settlements and the countryside, while at the same time meeting the housing needs of the population. This section of the Plan sets out the various strategic and detailed policies which will promote and guide residential development, while addressing the environmental, economic and social issues of housing provision.

The housing objectives of the Plan are therefore:

- To maintain an adequate range, choice and distribution of effective housing sites to meet projected demand over the Plan period.
- To seek to ensure the needs of all tenures of housing demand are accommodated.
- To stem the decline in population in certain rural parts of South Ayrshire by encouraging housing development in accordance with the Plan's environmental objectives.
- To maintain and enhance the generally high environmental quality of the area by ensuring good quality residential development is provided in terms of its scale, density, layout, landscaping and facilities required.
- To assist the sustainable development aims of the Plan by seeking to accommodate housing demand within existing settlement boundaries.
- To ensure new sites selected for residential development meet, as far as possible, with the Plan's aims for sustainable development by being economic to service and accessible by a range of modes of transport.

Maintenance of an Effective Land Supply

The provision of housing sites that are capable of being developed to meet demand is essential if problems of homelessness, outmigration and overcrowding are to be avoided. In addition, housing development may assist economic development, urban regeneration and provide a wider range of housing choice.

Housing is a major land user. Finding enough land to accommodate the required number of houses to meet demand is therefore a key element of the Plan. In order to safeguard undeveloped countryside, and to accord with national guidance, it is recognised that wherever possible, housing development should be directed to existing gap sites, or to redevelopment (or “brownfield”) sites within settlements. This approach, encouraging brownfield housing development on suitable sites, will assist in bringing vitality and an improved environment to areas which may have fallen into disuse or disrepair.

STRATEGIC POLICY H1*

The Council will seek to maintain an effective five year supply of land for housebuilding to meet projected demand and encourage housing development on appropriate brownfield sites, in preference to greenfield sites.

The housing land requirements will be regularly reviewed. Where deficiencies occur, sites may require to be found on suitable greenfield sites, as determined by the Council and which meet with the terms of national planning policy guidance and structure plan policy.

Housing Requirements

Current household forecasts for the South Ayrshire Housing Market Area are such that in the future it will not be possible to meet demand for housing from the existing Housing Land Supply (this includes sites that have the benefit of planning consent or which have previously been agreed by the Council for housing development). This deficiency will be especially evident in the Sub-Housing Market Area of Ayr and North Carrick, with the towns of Ayr, Prestwick and Troon under considerable housing pressure.

The Ayrshire Structure Plan provides the context for assessing the housing land requirements that the Local Plan aims to address. In this context there is a requirement to provide sufficient housing, at least to the medium term period (2012/13)

In identifying sufficient land to meet the housing requirement, various components, or types of land, are provided for in the policies of the Plan. A Technical Working Note, which accompanies the Plan, provides a guide to understanding the detail of this process and lists all the sites together with the contribution that each site can make to meeting the Plan requirement. However, the table below provides an outline of the estimated number of houses that can be built from the various aspects of the land supply forming part of this Plan – as provided by policies H2A, H2B, H3A and H4, which follow on in this chapter.

Housing Land Requirements and Land Supply

	5 Year Period to 2010/11	Medium Term Period to 2012/13	Longer Term Period to 2013/14
Requirement from the approved Ayrshire Joint Structure Plan	2315	2979	3310
Draft 2004 HLS, excluding H2A and H2B sites	894	1488	1783
H2A and H2B sites	789	849	869
Balance	-105	-639	-915
H3A and H3B sites	250	450	550
Balance	145	-189	-365

Base date of 2004, reflecting Draft 2004 Housing Land Supply and housing land requirements 2004 onwards. Utilising adoption date of 2006 to derive position for 5 year, medium and longer term positions. NB the land supply estimates shown above only include the output contribution for the period given.

Table 1 sets out the housing land requirements for the five year period (2006-2010/11), the medium term to 2012 and the longer term to 2013. Provided in the row below each of these time periods is the expected contribution from the existing housing land supply, which comprises those sites that have already been allocated for housing purposes, usually through the grant of planning consent or in a previous local plan. This demonstrates that there are substantial housing land deficiencies in all of the time periods. Even accounting for the expected contribution arising from the housing provisions of policies H2A and H2B there remains deficiencies in all the time period. Policies H3A and H3B, therefore, aim to meet the substantial part of the remaining shortfall.

Housing land requirements provided in the Ayrshire Joint Structure Plan are the requirements for all markets of housing, including affordable housing. Policy H13 refers to affordable housing need and the Council is fully committed to meeting these needs. However, these need estimates and the housing land requirements are not directly comparable, in that they derive from different methodologies and from different sources. However, the affordable housing needs are not additional to the requirements of the structure plan.

Whilst these figures are based on an assumption that past growth trends will continue, it would be wise to account for a continuation of this trend in the interests of planning in the most environmentally sound and sustainable way. Therefore, policies H2A, H2B, H3A, H3B and H4 seek to meet not only the requirement in the medium term but to substantially address the emerging housing requirement in the ten year period.

Brownfield Site Search

Reflecting the priority of developing brownfield sites, rather than greenfield sites, a Brownfield Site Search has been undertaken as part of the preparations of this Local Plan. Although there are a number of vacant sites in South Ayrshire, a significant number of these are already accounted for in the Established Housing Land Supply. Of those sites that are not currently part of the Established Land Supply, a large proportion are considered not to be suitable for housing development, for instance they may be located in a predominately industrial area. However, the Brownfield Site Search has identified twelve new sites as being suitable for housing development. Although housing is the preferred use for these sites, in the interests of maximising opportunities for all types of development and the reuse of vacant or derelict land, a range of other uses may also be acceptable. Policy OPP1 (page 12) provides the context for considering proposals on these sites.

STRATEGIC POLICY H2A

Residential development on the following sites, as identified on the Proposals Map, will be considered acceptable by the Council.

Ayr, Holmston Road
Ayr, McCall's Avenue (west)
Ayr, McCall's Avenue (east)
Ayr, Former Seafield Hospital
Ayr, Seaforth Road
Ayr, Viewfield Road

Dailly, Victory Cres.
Former Primary School, Dundonald
Girvan, Coalpots Bridge
Kirkoswald, Main Street
Prestwick, East Road

NOTE In order to provide an effective planning framework for these sites the following matters, which comprise an integral part of policy H2A, will require to be implemented.

Ayr - Holmston Road "View Map"

The site comprises 0.41 hectares of land which is occupied by former car showroom premises. The previous use of the site would suggest that an investigation into potential land contamination should be undertaken. It is anticipated that the site would accommodate 18 dwellings, although there may be potential for a higher density due to the proximity of the town centre and railway station. Design of the new buildings would be required to respect the local character of adjacent and nearby properties, especially regarding the character and building line of the adjacent Holmston Primary School, which is a listed building.

Ayr - McCall's Avenue (west) "View Map"

The site comprises 0.3 hectares of flat land which was formerly in industrial use. The previous use of the site would suggest that an investigation into potential land contamination should be undertaken. The site is bounded to the west by commercial properties fronting onto Prestwick Road, and by business and light industrial premises to the east. Properties fronting the northern side of McCall's Avenue comprise traditional two storey tenement dwellings. The site is considered suitable for the erection of 20 dwellings, a higher density may however be considered appropriate due to the site's proximity to good public transport links and existing areas of relatively high density housing.

Ayr - McCall's Avenue (east) "View Map"

The site comprises 0.96 hectares of land, on which the former Gray's carpet factory remains. The former factory premises are a four storey traditional mill building which may be suitable for conversion to residential use. However, the building is not listed and its removal would enable comprehensive redevelopment of the site. The site lies within a mixed use area of industry, business and relatively high density but traditional housing. A freight railway line forms the southern boundary of the site and consequently noise attenuation may be required for development of the site. It is anticipated that the site would accommodate 40 dwellings although a higher density may be considered suitable due to the proximity of existing high density housing, and good public transport connections.

Ayr – Former Seafield Hospital "View Map"

The site, which comprises 1.3 hectares, is located to the south of Ayr Town centre, within an established residential area. The use of the site as a former hospital may necessitate an investigation into potential land contamination. The site contains a number of listed buildings and mature trees (some of which are covered by a tree preservation order). There is no requirement to retain the unlisted buildings. The site is anticipated to be capable of accommodating 30 dwellings comprising both new build units and dwellings created from the conversion of the existing listed buildings.

Ayr – Seaforth Road "View Map"

The site comprises 4.8 ha of flat land at Seaforth Road from which access is taken. The previous use of the site requires that an investigation of potential land contamination should be undertaken. There is a history of mining activity in the vicinity and ground stability should be investigated. A traffic statement will be required along with details of access for road vehicles, cyclists and pedestrians. Structural planting will be required along the eastern boundary to screen the development from land allocated for industrial use within the Heathfield Strategy Area. Following clearance, and allowing for an appropriate scheme of planting and landscaping, the site is considered suitable for up to 70 dwellings.

STRATEGIC POLICY H2A CONTINUED...

Ayr, - Viewfield Road [“View Map”](#)

The site comprises 0.57 hectares of former educational land to the north of Ayr town centre within the Newton-on-Ayr area. The former educational buildings remain on site and would require clearing prior to redevelopment taking place. The site is located within a primarily high density residential area, consequently it is anticipated that the site could accommodate about 38 dwellings

Dailly – Victory Crescent [“View Map”](#)

The site comprises 0.5 hectares of elevated land within the settlement of Dailly, formerly accommodating pre-fabricated housing. It is anticipated that the development will comprise around 8 units with individual accesses onto Victory Crescent. The site has the potential to provide for self build housing plots.

Dundonald - Former Primary School [“View Map”](#)

The site is located within the centre of the village at Kilmarnock Road and comprises 0.69 hectares of land. The site is higher at Fullerton Avenue (to the north), than Kilmarnock Road (to the south), and requires to be cleared of former educational buildings. It is anticipated that the site would accommodate about 13 dwellings.

Girvan - Coalpots Bridge [“View Map”](#)

The site is located to the south east of the town and comprises 1.04 hectares of land formerly used as a parking area. It is anticipated that the site will accommodate about 14 dwellings. Structural planting will be required along the southern boundary of the site to screen the development.

Kirkoswald – Main Street [“View Map”](#)

The site of the former Kirkoswald petrol filling station comprises 0.4 hectares of relatively flat land to the south of Main Street. The use of the site as a petrol filling station may require an investigation into potential ground contamination. Agricultural land rises above the site to the south. It is anticipated that development of the land would provide approximately 9 dwellings, fronting onto Main Street. The dwellings should be of a design and scale which respects the proximity of the Kirkoswald conservation area. It is considered that there is considerable opportunity to create an integrated scheme with the adjacent housing site, possibly with a single road access point onto Main Road.

Prestwick - East Road [“View Map”](#)

The site comprises 3.7 hectares of flat land to the north of the established Kings Meadow residential area, with St Cuthbert's Golf Course forming the site's northern boundary. It is anticipated that the site would accommodate about 75 dwellings. The site was formerly an airport runway and the runway surface requires to be cleared prior to development taking place. Possible contamination requires to be investigated. Access to the site would be taken from the existing residential area at Kings Meadow or from east Road, although it is anticipated that a second access may be required. Hedgerow and tree planting will be required along the site's northern boundary with the golf course to provide a screen to the development and to define the extent of the built urban area at this location.

Greenfield Village and Town Extensions

Although brownfield, or redevelopment land will continue to be identified and prioritised for development by the Council, it is clear that additional greenfield sites will be needed in order to meet housing requirements. The Council has identified a number of new sites on the edge of most towns and villages, which it considers to be suitable for development. These are in addition to those that already exist. Collectively they provide a range of opportunities for new housing development throughout the towns and villages of South Ayrshire.

STRATEGIC POLICY H2B

Residential development on the following greenfield sites, as indicated on the Proposals Map, will be considered acceptable by the Council, subject to conformity with development briefs or master plans which will be prepared or otherwise approved by the Council.

Weston Avenue, Annbank
Main Street, Barrhill
Doonholm Road South, Ayr

Gowlands, Barrhill
Longhill Farm, Ayr

STRATEGIC POLICY H2B CONTINUED...

Main Street, Colmonell
Coalpots Road, Girvan
Main Street, Monkton
Mauchline Road, Mossblown
Knockbreck Road, Straiton
Symington Road North, Symington

Hole Road (west), Coylton
Bolestyle Road, Kirkmichael
Manse Road, Coylton/Hillhead
Baird Road, Monkton
Ayr Road, Fisherton
Croft Street/Garden Street, Tarbolton

NOTE In order to provide an effective planning framework for these sites the following elements, which comprise an integral element of policy H2B, will require to be implemented

Annbank – Weston Avenue “[View Map](#)”

Situated on gently sloping land to the south west of the village, the site comprises 0.72 hectares of land adjacent to an existing residential development site at Weston Drive. The site will be expected to accommodate 10 dwellings. The site boundaries will be required to be defined with hedgerow and native tree species planting. The existing trees within the site, and along the site boundaries should be retained.

Barrhill – Gowlands Terrace “[View Map](#)”

The site comprises 0.9 Hectares of land to the south of Barrhill. The site rises from the north to the south and is bordered by residential properties to the north, by Gowlands Farm to the west and a burn to the east. It is anticipated that the site would accommodate 8 dwellings which should be of traditional character.

Barrhill – Main Street “[View Map](#)”

The site comprised 0.21 Hectares of land within the settlement of Barrhill and it's proposed conservation area. The site, which is effectively an infill development opportunity rises to the south and is bounded by open fields to the south. It is expected that development will comprise four units which reflect the design and density of existing traditional dwellings along Main Street and be in keeping with the character of the locality. Access to the site will be taken from Main Street.

Doonholm Road, Ayr “[View Map](#)”

The site which is located primarily to the south-east of Alloway/Ayr comprises 15 hectares of land, rising to its northern boundary. The site itself is bounded by housing and a tree belt to the west, a former railway line to the north, Doonholm Road to the south and the A77 trunk road to the east. It is expected that the development will comprise of no more than 120 houses, and will incorporate the following elements:

- Development to be confined to lower ground.
- Development to be of low density.
- Additional structure planting to the south and eastern perimeters (20 metres width east, and 10 metres width south).
- Access to railway walkway.
- Contribution to cost of extending/improving Alloway Primary School.
- Open space to be provided in compliance with the Council's Open Space Standards.
- Tree planting along eastern perimeter.

Part of the site is highly prominent, rising to the north where there is a tree belt and Listed Wildlife Site. Restricting development to the lower land will assist in protecting these resources and minimising the visual intrusion of new buildings. Structure planting will complement existing planting to define a soft edge to the urban boundary and low density development will assist in forming a transitional urban form between the existing urban and countryside area.

Doonholm Road (South) Ayr “[View Map](#)”

The site comprises around 6.5 ha of agricultural land, which is located on the southern side of Doonholm Road between North Lodge and the old Doonholm Farm buildings. The site is located in a sensitive area being close to the River Doon valley corridor. It is expected that the development will contain a maximum of 50 houses, and that it will therefore be of low density. The development should be of a high quality and sensitively designed, all within a robust landscape framework. The design should take account of the listed building and Scheduled Ancient Monument to the west, and the boundary treatment to the east should be a minimum of 20-25 metres deep.

Longhill, Greenan (Ayr) “[View Map](#)”

The site, located to the south east of Ayr/Doonfoot, comprises 3.1 hectares of land. It is bounded to the north and east by new housing, and by the A719 to the south, across which is further existing housing.

STRATEGIC POLICY H2B CONTINUED...

It is anticipated that the development will comprise of no more than 70 houses and incorporate the following elements:

- Open space requirement to be provided in compliance with the Council's open space standard and include a usable area of sufficient size of recreational open space. This shall be provided at the north-east part of the site to link to the existing public open space at Kilbrandon Way.
- Contribution to social rented/affordable housing.
- Structural landscape planting to be provided to southern boundary (20 metres width) and western boundary (20 metres width); this is to complete and define the extent of the urban boundary.

The locality has few areas of significant open space. Links with new and existing open space provision in adjacent residential areas to form larger concentrations of open space will assist in addressing this issue.

Colmonell – Main Street “[View Map](#)”

The site comprises 0.44 hectares of flat land to the east of the settlement, between existing residential development and Clachanton Farm, and within the Colmonell Conservation Area. It is anticipated and expected that development will comprise four units which reflect the design and character of existing traditional buildings within the conservation area. Access to the site will be from Main Street.

Coylton – Hole Road (West) “[View Map](#)”

The site comprises 0.67 hectares of relatively flat land situated to the south east of Joppa, adjacent to recently constructed dwellings to the north. The site is anticipated to accommodate 12 dwellings. A traffic assessment will be required to ensure the existing roads infrastructure is capable of accommodating this scale of development.

Girvan – Coalpots Road “[View Map](#)”

The site, which lies to the east of Girvan comprises 2.7 hectares of relatively flat agricultural land. The site itself is bounded to the west by the urban area of Girvan, to the north by a housing area under construction, by agricultural land to the south and the line of the Girvan to Stranraer railway to the east. It is anticipated that the site will be developed for up to 50 houses, incorporating the following elements:

- Structural landscape along the eastern boundary to complete and define the extent of the urban boundary.
- Open space to be provided in compliance with the Council's open space standards and physically linking to existing open space off Coalpots Road.

Kirkmichael – Bolestyle Road “[View Map](#)”

The site comprises 0.8 hectares of land, gently sloping up towards agricultural land to the north east. It is anticipated that development will comprise approximately 10 units with individual, or twin accesses onto Bolestyle Road. Design of the dwellings should reflect the character of the adjacent Kirkmichael Conservation Area. Structural landscape planting at the southern and eastern boundaries of the site will be required to screen the development and to reinforce the settlement boundary.

Main Street – Monkton “[View Map](#)”

The site comprises around 3 ha of relatively flat agricultural land, which is located to the west of Main Street. It is expected that the development will contain in the region of 35-40 houses. Development will be restricted to the northern part of the site, where: (i) the stone wall and trees along the eastern boundary of the site should be retained; and (ii) the existing planting to the west and north should be supplemented by further appropriate planting on site. The strip of land forming the southern part of the site should be properly laid out as a cycle and pedestrian link to the village and the Aerospace Park at the outset of the development.

Coylton/Hillhead – Manse Road “[View Map](#)”

The site comprises 1.05 ha of land to the west of Manse Road within the settlement of Coylton. To the north are houses with frontages facing on to the A70; to the west are rear gardens of houses on Corsehill Avenue; to the south, the site is partially bound by Manse Road and looks out onto open countryside; to the east, the northerly portion is bound by the back gardens of houses with frontages on Manse Road and the southerly portion looks onto Manse Road itself. The site falls gently from north to south; and the remains of a dismantled railway line run along the western boundary. The previous use of the site requires that an investigation of potential land contamination be undertaken. A traffic statement will be required along with details of access, including access for cyclists and pedestrians. Allowing for an appropriate scheme for planting and landscaping, the site is considered suitable for up to 20 dwellings.

STRATEGIC POLICY H2B CONTINUED...

Mossblown – Mauchline Road “View Map”

The site comprises 3.8 hectares of relatively flat land located to the east of the existing village and recently constructed dwellings. The northern boundary is defined by a hedge/fence along Mauchline Road, an electricity substation and former farm cottages to the east and a freight railway line to the south. The site is expected to accommodate about 75 dwellings. Access to the site should be taken through the existing development site located to the west (Johnstone Drive). Structural landscaping will be required along the northern boundary with Mauchline Road and along the eastern boundary with the electricity sub station and dwellings at Roadend. This structural landscape planting will be required to be of a depth of at least 20 metres to ensure continuity with the landscaping at the adjacent residential area.

Monkton – Baird Road “View Map”

The site, located to the south east of Monkton comprises 5.2 hectares of undulating land contained to the north by the Monkton Lodge Hotel, and by the urban area of Monkton and Prestwick Airport to the west and south. The eastern boundary of the site is marked by field boundaries and an electricity sub station. It is anticipated that the site will be developed for 90 houses, incorporating the following elements:

- Improved junction at Kilmarnock Road/Baird Road.
- Land to the east of the southernmost boundary of Manor Hotel should be safeguarded for public open space.
- Structural landscape planting to be provided at north and eastern boundaries (5 metres width at north, 20 metres width at east boundary of development - on a line south of the southernmost boundary of the Manor Hotel).
- Open space to be provided in compliance with the Council's open space standards.
- Screen planting to be provided for the electricity sub station.

Additional traffic using the Kilmarnock Road junction will require an improved sightline and curve radius to ensure future transport safety, especially with regard to the existing heavy vehicle movements at the locus. Structure planting will complete and define the urban area and provide a buffer between residential and industrial uses.

Planning consent has been granted for 56 dwellings on this site although at May 2002 the consent remains unimplemented.

Straiton – Knockbreck Road “View Map”

The site comprises 0.8 hectares of land, gently sloping up to agricultural land to the north east. It is anticipated that development will comprise approximately 10 units with dwellings fronting Knockbreck Road and a possible internal access road. Design of the houses should reflect the character and scale of those within the adjacent Straiton Conservation Area and Main Street in particular. Drainage/sewerage issues require to be resolved prior to the release of this site for development purposes.

Fisherton “View Map”

The site comprises 1.4 hectares of relatively flat land in an elevated coastal location. It is expected that the site will accommodate 35 dwellings. The development should present its main frontage to Ayr Road, from which access should also be taken. Particular attention should be given to creating a recognisable new frontage for Fisherton along the northern boundary of the site. This should include provision for landscaping and structural planting in tune with the mature trees to the west, and covering all of the remainder of the field to the north such that the identity of Fisherton would be maintained without detriment to the landscape character of the vicinity. Pedestrian and cycle access should be provided to Ayr Road and also Fisherton Place. Building height should be sensitive to the exposed location. All new landscaping should respect the gently undulating nature of the land in the vicinity and the local microclimate. The site itself should be screened by suitably landscaped and contoured bunds.

Symington-Symington Road North “View Map”

The site comprises 1.32 hectares of flat land at the entrance to the village. It is anticipated that the site will accommodate 20 dwellings, which should be sensitive to their location at the entrance to the village and in terms of the proximity of listed buildings and the conservation area. The layout of the site will be required to relate to the village and link to the adjacent public open space/ recreation area, rather than the roadside properties to the south. Structural planting and landscaping will be required along the eastern boundary of the site to clearly define the new village boundary.

Tarbolton-Croft Street/Garden Street “View Map”

The site comprises 3.9 hectares of land sloping down from north to south. It is anticipated that the site would accommodate approximately 100 dwellings, with vehicular access being taken through the existing development site at Croft Street, and additional pedestrian access being provided to Garden Street to the south and Springfield Road to the west.

Major Greenfield Housing Release

Whilst the H2A and H2B allocations contribute significantly to meeting the aims of ensuring a range of housing development opportunities across the towns and villages of South Ayrshire they do not provide for the scale of housing required to meet overall demand. That requires the identification of much more land. Although one option would be to disperse this evenly across the towns and villages of South Ayrshire such an approach has a number of disadvantages. As new houses are built development pushes further away from town centre services or other community facilities. Not only does development increasingly encroach into open countryside and contribute to urban sprawl, it may also create incremental pressure on the capacity of those facilities which do already exist in the area. Furthermore, it may be difficult to ensure that such outlying areas are served by public transport, leaving the residents isolated from facilities or dependent on private car travel.

A key factor reflected in Government and Structure Plan policy, is the need for new development to be as sustainable as possible. Therefore, impact on the environment, the containment of new development, the availability of local services and the opportunities to use a variety of modes of transport are vitally significant considerations. A further factor of key importance is the need to ensure that the allocated housing sites provide the necessary numbers of houses on time (i.e. the site is marketable) and also provide a choice of housing in terms of type.

In order to provide adequate land (for the 7 year period and taking account of the longer term projections) - which can be efficiently serviced, close to public transport networks and with a range of local facilities a larger site is also required. Such a site, which can be developed in phases offer the most satisfactory solution in terms of meeting the need for housing in accordance with the overall objectives of the Plan. Furthermore, such a strategy offers the realistic prospect of major investment in public facilities, services and the creation of opportunities for further economic development. Such a site therefore offers the opportunity for more than just new housing site, by creating a planned, co-ordinated and integrated settlement expansion.

It is clear that such a site should be located at Ayr, Prestwick or Troon for the following reasons:

- The level of development pressure is greatest, as evidenced by developer interest and the Council's own waiting lists.
- Sites in these areas are, as a consequence, more readily marketable with higher anticipated building rates than elsewhere in South Ayrshire, marketability being an essential requirement of an allocated site.
- Sites in these areas are more sustainable due to their proximity to the services in the main towns, the availability or potential availability of public transport, the opportunities to provide cycle/footpath links to the main towns and the relative ease and economy with which the sites can be provided with basic utility services.
- There is an increased opportunity for the Council to secure a proportion of them for affordable/social rented houses.

The Council is committed to a strategy which would enable the planned expansion and improvement of community services and facilities. Conversely, the allocation of a large number of smaller sites would not be acceptable as they would potentially create additional pressures on existing services and facilities without contributing to a resolution of these issues to any great extent. For these reasons, and to widen further the choice of locations for new house purchasers, a large site is to be released for development.

Following consideration of the written submissions received on the Draft Local Plan and further assessment of potential major sites for housing in the Ayr/Prestwick and Troon area, the Council has selected the site at North East Troon as the location for future residential development.

North East Troon

The allocated area for housing comprises flat open agricultural land with few features. It has strong boundaries to the east (the A759 road), to the north (Kilmarnock Road) and existing housing land to the west (existing and committed housing development). Accordingly, the site constitutes an acceptable expansion of Troon in terms of its urban form and landscape impact. The location is close to the range of employment, retail, commercial as well as education and other public services which residents of the new housing will require. Integration of footpaths and cycleways with existing adjacent development, coupled with the proximity of the site to local services will provide genuine opportunities for minimizing car usage. Furthermore, the proximity of the two railway stations at Troon and Barassie on the Ayr to Glasgow line provides further opportunity to maximize use of train rather than car travel.

STRATEGIC POLICY H3A [“View Map”](#)

Residential development on 44.3 Hectares of land at North East Troon will be considered to be acceptable by the Council, subject to conformity with master plans which will be prepared or otherwise approved by the Council

It is expected that this site will accommodate approximately 550 new dwellings. Whilst rates of building are difficult to predict with complete accuracy it is expected that a steady rate of development will cover a period extending beyond the 2008 thereby enabling continuity of supply towards the projected longer term housing demand in South Ayrshire.

Strategic Policy H3A requires a masterplan for this site. Until that is completed, and approved by the Council, no consent for development will be granted. As part of the preparation of this Finalized Local Plan the Council has considered the consequential requirements and prospective impact of this residential land allocation and has concluded that it is a viable and acceptable extension to Troon. The master plan for the site will require to address all of these matters to a level of detail which ensures the proper implementation of development. It will therefore be required to address:

- The overall disposition of land uses within the site; including housing densities and public open space;
- The provision of vehicular, cycle and pedestrian access to and from the site including any and all necessary consequential off-site works;
- The provision of all utility services to serve the site including any and all necessary consequential off-site works;
- The landscape framework for the site;
- The location of the main distributor roads within the site;
- The specific treatment of the southern and eastern boundaries of NET in order to round off the settlement and ensure an appropriate transition to the open countryside beyond and, in the case of the southern boundary, to ensure that there is no opportunity for future development closer to Loans (depth of boundary treatment along NET's eastern edge to be a minimum of 25m; and along the southern edge to be a minimum of 30m;
- The reservation of land which may be required for a new primary school;
- The reservation of land for small-scale retail premises to serve the development;
- The necessary consequential requirements for augmenting the provision of secondary education;
- The provision of affordable rented housing on the site;
- Measures to maximize the attractiveness of Troon and Barassie railway stations for use by residents of this site;
- Measures to maximize car parking provision and minimize traffic congestion in Troon Town Centre;
- The provision of community facilities either by on-site provision and/or upgrading/extension of existing off-site facilities; and
- The overall building design concept for the site.

The above list is not in any order of significance; nor is it exclusive.

Greenan

The allocated area for housing comprises open agricultural land which, in general terms, rises gently from the north eastern part of the site in a southerly and westerly direction. The site is roughly rectangular in shape, and its western boundary is defined by a track, which forms part of the National Cycle Route. There is existing housing to the north and south of the site, and development would represent a natural extension of the built up area of the southern part of Ayr. The location is reasonably convenient for a range of employment, retail, commercial, education and other public services which residents of the new housing will require. Integration of footpaths and cycleways with existing facilities, coupled with appropriate levels of bus service routed through the site, provide reasonable alternatives to traveling by car. There is also the further possibility of traveling by train from Ayr town centre to destinations outwith the area. The site could be developed without any significant adverse effects on statutory environmental or heritage designations

The Council wish to see a golf course developed on the land to the north and west of the site. While the housing development is not dependent on the provision of the golf course, it could be of benefit, and the council would wish to have discussions with the developer on the viability, and possible implementation, of this proposal.

STRATEGIC POLICY H3B [“View Map”](#)

Residential development on 35ha of land at Greenan will be considered to be acceptable by SAC, subject to conformity with masterplans, which will be prepared or otherwise approved by SAC.

It is expected that the site will accommodate approximately 430 dwellings. While rates of building are difficult to predict with complete accuracy, it is expected that development will be underway within 5 years of the likely date of the adoption of SALP, with completion in the medium term. The lead developer will be expected to demonstrate that the delivery of houses on this site could commence, and be completed, within the expected timescales.

Strategic policy H3B requires a masterplan for this site. Until that is completed, and approved by the Council, no consent for the development will be granted. As part of the preparation of SALP, the Council have considered the prospective impact and consequential requirements of the residential land allocation and have concluded that it is a viable and acceptable extension to Ayr. The masterplan for the site will require to address all of these matters to a level of detail which ensures the proper implementation of the development. It will therefore be required to address:

- the overall disposition of land uses within the site, including housing densities and public open space;
- the provision of vehicular, cycle and pedestrian access to and from the site including any and all necessary consequential off site works;
- measures to maximise the use of public transport by residents of the site;
- the provision of all utility services to serve the site including any and all necessary consequential off site works;
- the landscape framework for the site, including provision for an acceptable entrance to Ayr from the south;
- the location of the main distributor road(s) within the site;
- the specific treatments for the northern and western boundaries of the site to provide both defensible boundaries and a transition to the more open countryside and sensitive coastal area adjacent, and to ensure that there is no opportunity for further development (recommended depth of boundary treatment along Greenan’s western edge: a minimum of 25-30m; and more along the northern edge);
- any necessary consequential requirements for augmenting the provision of primary and secondary education;
- the provision of affordable rented housing on site;

- the provision of any required community facilities either by on site provision and/or upgrading/extending existing off site facilities;
- the overall building design concept for the site; and
- measures to co-ordinate the work of the development partners and to ensure the smooth delivery of all aspects of the proposal within the required timescale.”

Protection of Housing Land

The housing sites listed in policies H2A, H2B, H3A and above, represent a relatively small part of the overall housing land supply of the Plan. The main part of the supply of land which is identified for housing development in South Ayrshire comprises existing sites that have the benefit of planning consent or which have been included in previous local plans. As the Council is in the position of requiring to allocate greenfield land for further housing, it is vital that the housing land supply is not eroded by its loss to other permanent land uses.

POLICY H4

Proposals for development other than housing on land identified in the established housing land supply or identified for housing development on the Proposals Map will require to be justified in terms of environmental, economic or social benefits or otherwise be in accordance with Table I of Appendix I.

There may be circumstances where a proposed non-residential use could be considered as an appropriate alternative use, particularly one which may benefit existing adjacent communities. In such circumstances, the Council would normally require that alternative effective brownfield land of equal capacity and marketability is secured prior to the issue of any planning consent for the proposed non residential use, especially if the proposal would result in the overall land supply for housing being in shortfall of the required demand.

General Residential Development Criteria

The Council is concerned to ensure that all future housing development is of a high quality in terms of safety, amenity, accessibility, sustainability, layout and design. These principles are advocated throughout the Council's area as a matter of course, not just for greenfield sites, but especially where development may have an affect on established residential areas. Proposals which threaten the character or amenity of existing residential areas will therefore be viewed as being contrary to these principles.

POLICY H5*

When considering planning applications for new housing developments, the Council will normally require that the proposals accord with the criteria set out in table II of the local plan.

TABLE II
Criteria for Housing Sites Assessment

Proposals will be expected to comply with the following:

a. ACCESS

Access, road layout and parking provision should conform with current approved Roads Development Guidelines that are in force at the time when an application is considered.

b. OPEN SPACE STANDARDS

Development proposals should comply with the Council's supplementary policy guidance "The Provision of Private and Public Open Space and Play Areas Within Residential Areas".

c. DESIGN AND SITING

Consideration should be given to the impact of the development on the surrounding area in terms of its layout and form and the textures and colours of construction materials.

d. UTILITY SERVICES

All residential developments will require to meet the standards of all statutory undertakers and utility service providers.

e. LANDSCAPE/NATURAL AND BUILT HERITAGE/CONSERVATION

Important landscape features such as mature trees and watercourses, should be retained. There should be sufficient distance between such features and any development to ensure their setting and protection. Development should respect nearby buildings and/or structures of architectural or historic interest in terms of their character and location.

f. VISUAL IMPACT

The visual impact of a development should be considered when assessing the site's ground conditions, gradient and views both near and far.

g. CRIME PREVENTION

The design and layout of development should provide a clear definition of public and private spaces, a network of well surveilled and appropriately lit pedestrian and cycle routes through the site including any areas of public open space and children's play areas which should be naturally surveilled by surrounding homes.

h. LANDSCAPING

All developments should provide an integrated hard landscape and planting scheme of preferably native species, to the satisfaction of the Council. Development on the edge of settlements should ensure that a long term defensible boundary is created by structural landscape planting.

i. BARRIER FREE DESIGN

Consideration should be given to aspects of access to and around property, for the disabled.

j. AFFORDABLE RENTED HOUSING

Development proposals should seek to provide the optimum mix of housing tenure in accordance with the Public Sector, Affordable and Special Needs Housing section of this Plan.

k. ENERGY EFFICIENCY

Consideration should be given to incorporating principles and features for energy conservation.

Note Where proposals comprise a small scheme, particularly within an urban setting the Council may exercise discretion in the application of certain criteria in Table II

The following policies H6 and H7 seek to ensure that every opportunity to make the housing environment more attractive is realised.

POLICY H6

Within settlements, residential development and the conversion of properties considered by the Council to be suitable for residential use will normally be permitted subject to:

- a) The site having a vehicular access, of adequate standard, separate from other property and which directly connects to the public road network; and
- b) The layout, density, plot ratio, scale, form and materials of any proposed development not detracting from the character of the surrounding buildings and the locality; and
- c) The privacy and amenity of existing and proposed properties not being adversely affected; and
- d) The site does not form an area of maintained amenity or recreational open space unless already identified as contributing to the established housing land supply; and
- e) The provision of an acceptable residential environment/ amenity being provided; and
- f) Private and public open space provision reflecting and enhancing the current provision, amenity and density of surrounding properties, and in conformity to the Council's adopted open space guidelines.

POLICY H7

Within areas predominantly in residential use as identified on the Proposals Map, the Council will seek to protect the character and amenity of the area concerned, especially from non-residential development with potentially adverse effects on local amenity.

Countryside Residential Development Criteria

The Plan's settlement strategy establishes that new build housing in the countryside will generally be limited to that which is associated with agriculture or a rural enterprise when it is essential for its operation. However, within the Rural Diversification Area, areas outwith a reasonable commuting distance from the main centres of population are not subjected to the same levels of development pressure. In such areas national planning guidance recognises that provided environmental and sensitive natural resources are safeguarded, the encouragement of sympathetically designed and located single, or small scale residential development may assist in stabilising localised population loss and support the rural economy and services. The provisions of the Ayrshire Joint Structure Plan accord with this national planning guidance.

POLICY H8

Within the Rural Diversification Area, proposals for residential development outwith settlement boundaries may be permitted where it can be demonstrated that the proposal would constitute a limited addition to an existing, clearly defined nucleated cluster of four or more houses not delineated by a formal settlement boundary. Any

POLICY H8 CONTINUED...

proposed expansion of such a housing group will be limited to 50% of dwellings existing in that group as of May 2002, up to a maximum of four new housing units. The sensitive in-filling of any available gap sites consolidating existing dwellings within the group will be particularly encouraged.

Where proposals comply with the above, all developments must also demonstrate that:

- a) The proposal, or cumulative impact of the proposal would not constitute, or add to unacceptable ribbon development; and
- b) The proposal accords with the Council's design guide for housing in the countryside.

The overall settlement strategy for South Ayrshire, detailed in Chapter 1, states that the Council will continue to direct housing development to settlements, where services and infrastructure are more readily available than in the countryside. Development in the countryside outwith settlement boundaries is therefore generally only permitted in certain circumstances. The availability of genuinely redundant buildings in the countryside can offer the opportunity to provide new homes subject to certain criteria being fulfilled. Many of these properties comprise traditional farm buildings and are an integral part of the rural landscape. Their re-use is considered by the Council to be preferable to them remaining unused and possibly falling into dilapidation due to the potential financial burden they may become to their owners.

Whilst generally being supportive of this type of residential development, the Council will seek to ensure that it does not have a detrimental impact on both its immediate and wider surroundings.

POLICY H9

The Council will give favourable consideration to proposals for the conversion and re-use of a genuinely redundant building of traditional/vernacular character in the countryside for residential purposes providing the building is substantially intact and structurally sound, is of residential scale and form and the converted building will retain the scale, character and proportions of the original building; and

- a) if within the Greenbelt, it will not require significant external alterations and any extensions will be limited to those demonstrated as being essential to the creation of a single dwellinghouse from the original building; or
- b) if within the Rural Protection Area or Rural Diversification Area, any extensions proposed as part of the conversion shall be restricted to 50% of the original building (as at 1st July 1948), although sympathetic consideration may be given to larger extensions where there is no detriment to the locality or the original building.

NOTE 1 Permitted development rights may be removed in association with the approval of a conversion in the Greenbelt, and may in exceptional circumstances be removed as part of the approval of a conversion in the Rural Protection Area or Rural Diversification Area.

NOTE 2 In the Rural Protection Area or Rural Diversification Area, where it can be demonstrated that a building is structurally sound and intact, but the existing roof requires replacement, the Council may favourably view proposals which include the replacement of the roof with a new slate roof. In such circumstances the new roof must remain within the profile of the original roof and only minimal remedial repair works to the remaining structure which are essential to facilitate this replacement will be permitted.

POLICY H9 CONTINUED...

NOTE 3 In exceptional circumstances in the Rural Protection Area or Rural Diversification Area, the Council may consider the restoration of a building without a roof or which would require remedial works to make it structurally sound. In such circumstances the Council would require satisfactory demonstration that the building is of particular architectural or historic merit or forms an integral element of an existing contiguous and readily identifiable group of buildings and the proposal would preserve and enhance the integrity of that group of buildings.

In assessing the prospective impact of proposals the Council will have regard to proposed extensions to the original building, garages and other domestic structures, any of which may alter the relationship between built form or residential uses and the original rural character of the site.

A similar stance is also taken for existing houses in the countryside although it is recognised that some extensions would not require planning consent.

POLICY H10

The extension of a dwellinghouse in the countryside will normally be permitted provided that the proposal:

- a) Would not result in the creation of an additional independent dwelling; and**
- b) Is sympathetic to the scale, character and proportions of the original house, which should remain the dominant feature; and**
- c) Does not include any increase in maximum original wall head or roof ridge height.**

NOTE 1 Proposals for extensions to dwellings should respect the scale and character of the original building as at 1st July 1948 or, when first constructed if later. Due regard will be given to this issue and, in order to ensure the proposed development is not incongruous, the Council will seek to restrict proposed extensions to 50% of the original building. However, sympathetic consideration may be given to larger extensions where there is no detriment to the character of the original building or of the locality.

NOTE 2 Proposed extensions to dwellings which are the result of a converted building will be assessed in terms of the provisions and principles of policy H9

POLICY H11

The replacement of an existing dwelling in the countryside will normally be permitted where

- a) The existing dwelling is currently habitable; and**
- b) The existing dwelling is not the result of a temporary or series of temporary permissions and has been in use as a dwelling for at least 10 years; and**
- c) The proposal is in conformity with the Council's adopted policy guidelines for new houses in the countryside; and**
- d) The siting of the proposed dwelling is substantially the same as that of the dwelling it will replace. Exceptionally, alternative siting within the same plot of the original dwelling may be acceptable where improvements to landscape/screening are achieved.**

POLICY H11 CONTINUED...

e) The size of the replacement dwelling is equivalent to the original dwelling being replaced, as at 1st July 1948 or when first constructed if later, with any additional floorspace being considered as an extension under the principles of policy H10.

NOTE 1 The Council may give sympathetic consideration to proposals where the existing dwelling is not habitable due to accidental loss by fire, flood or other similar occurrence where a planning application is received within 3 years of such occurrence.

NOTE 2 Where a new dwelling is to be built in a different location to the original, the Council will require the demolition of the original building, preferably prior to the construction of the replacement property. In all cases the reference to the “same plot” refers to land within the immediate environment of the existing dwelling.

The construction or conversion of buildings for residential use in the Rural Protection Area or Greenbelt may also involve the enclosure of agricultural land for domestic purposes. Large areas of domestic gardens can create an encroachment of suburban features into countryside areas, sterilises agricultural land and may set a precedent for further loss of agricultural land. The enlargement of existing garden ground may also have similar detrimental consequences.

POLICY H12

The Council will protect all grades of agricultural land and the countryside setting of properties in the Rural Protection Area and Greenbelt from loss through enclosure for residential or domestic purposes and will seek to ensure that garden ground for new or converted properties is commensurate in size with the dwelling it will serve.

Affordable and Special Needs Housing

The Council has prepared a Local Housing Strategy, which identifies continued pressure across South Ayrshire for affordable housing, most particularly in the social rented sector, and also for those with “special needs”, such as mobility difficulties. The government, through national planning policy confirms that the planning system may make a contribution to provision of affordable housing where there is a shortfall, by addressing the issue through reviews of structure and local plans. This can include setting out policy to secure a contribution towards the supply of affordable housing from the private house building industry. The Government policy also requires local authorities to aim to address the need within the Housing Market Area.

The Local Housing Strategy and a study by Communities Scotland (June 2004); Local Housing Need and Affordability Model for Scotland – Update, together provide demonstrable evidence of housing need in South Ayrshire. PAN 74 ‘Affordable Housing’ provides guidance that in circumstances where local authorities demonstrate through a local plan that there is a role for affordable housing policies that a benchmark figure of 25% of the total number of units as affordable housing may be sought. The Council considers that the need in South Ayrshire substantiates a 25% target contribution from all new housing developments. In line with the Local Housing Strategy, the Council will aim for provision of 200 affordable rented houses every year. Given the scale of housing need and the nature of the land supply in South Ayrshire, a site size threshold of 15 units (or 0.6 hectares) is appropriate.

It is considered that development proceeded on the bases of partnership, between the mainstream housing developer and a Registered Social Landlord, assists with fluent implementation of both aspects of the housing development. Developers are, therefore, urged to seek early discussion with the Council.

Policy H13 below should be read in conjunction with Supplementary Planning Guideline “New Housing Developments and Affordable Housing: A Guideline for Developers”, which gives more detailed guidance on the implementation of the policy.

POLICY H13*

The Council will seek the provision of affordable housing on all new housing developments with a total site capacity of 15 units or more, or a site size equal to or exceeding 0.6 hectares. A target contribution of 25% of the total number of units will be sought.

NOTE 1 A Supplementary Planning Guideline 'New Housing Developments and Affordable Housing:

A Guide to Developers' accompanies policy H13, and all proposals shall require to comply with this guidance.

NOTE 2 Policy H13 applies to all housing developments that do not have an extant planning consent as of 11th May, 2004.

All new general needs housing, as far as possible, should be of barrier free standard. However, it is recognised that in some instances, specialist housing for people with specific housing requirements may be needed in close proximity to shops and other amenities.

POLICY H16

The Council will favourably view proposals within settlements for the provision of special needs housing within sites in close proximity to, or with easy access to local services and facilities.

Housing In Town Centres

The existing housing provision within town centres contributes to the variety of sizes and tenures of residential properties within easy access of a range of facilities and services. Such properties assist in reducing the need to travel and are also regarded as offering an important source of affordable accommodation.

The continued use of town centre properties for housing reduces the need for greenfield housing development and contributes to the level of vitality and viability of their locality and may also assist with passive surveillance and crime prevention, particularly outwith shopping hours.

The development of new dwellings in town centres represent opportunities for similar benefits to those identified for existing premises, and may also assist in the upgrading or redevelopment of vacant, or derelict sites - especially when forming part of a mixed use development scheme.

POLICY H17

Within town centres, the Council will presume in favour of retaining dwellings, especially where such dwellings are located above ground floor and will normally permit the conversion/development of properties to provide dwellings subject to compliance with policy RET4 and RET5, townscape considerations, the provision of an acceptable residential amenity, and the proposed dwelling(s) having access gained not solely through business or retail premises.

Residential Caravans/Non-Permanent Dwellings

For the purposes of this Local Plan, residential caravans and other non-permanent dwellings are classified as housing and proposals will therefore be assessed in accordance with the housing policies of the Plan.

POLICY H18*

All proposals concerning residential caravans or other non-permanent dwellings will be considered in terms of general housing policies and/or tourism policies. Temporary consent may be granted where on site accommodation is essential, pending construction or completion of a permanent dwelling with the benefit of all requisite permissions.

Houses In Multiple Occupation

Where a house is occupied by more than 5 unrelated people or more than 4 for a flat, planning permission for a "House in Multiple Occupation" is required. Multiple occupancy may create pressures on amenity, particularly common areas or parking, and can increase the prospect of disturbance and nuisance. Concentrations of such uses may intensify these pressures. Town centres, where there is already a wide mixture of uses are better suited to this type of development, although other areas may be able to absorb houses in multiple occupation on a smaller scale without detriment to residential amenity.

POLICY H19*

Within Ayr, ["View Map" Prestwick](#), ["View Map" Troon](#), ["View Map" Maybole](#) ["View Map"](#) and Girvan ["View Map"](#) town centre's a house in multiple occupation should be occupied by no more than 10 persons, or two persons per apartment, whichever is the lesser. The proportion of houses in multiple occupations in any readily identifiable street/block should not exceed 10% of the dwellings in that block, outwith town centre's the criteria will be no more than 6 persons or two per apartment, whichever is the lesser, and no more than 5% of a block.

CHAPTER FIVE - PUBLIC FACILITIES AND SERVICES

Introduction

The Council, together with a number of public and private sector organisations is responsible for the delivery or provision of a wide range of services to meet the needs of South Ayrshire's population and the promotion of economic activity.

Services include transport and basic utility services such as drainage, water supply and electricity required for developments. Other services provide for the social needs of the population, such as the network of community, educational, leisure and recreational facilities. Many of these facilities perform a dual service for both local residents and visitors to the area alike.

It is considered essential that services and facilities are provided, maintained or improved in order that the following objectives are realised.

- To seek to ensure that the transport requirements of the local population and economy are met.
- To provide opportunities to maximise a full range of transport methods in order to minimise the environmental impact of road traffic.
- To safeguard existing community facilities and to co-operate with both public and private bodies to improve and expand provision.

This chapter therefore considers policies and proposals for the following:

- Infrastructure
- Energy.
- Transport: including public transport, parking, footpaths, cycleways, freight transport and roadside facilities.
- Community Facilities.
- Waste Disposal.
- Flood Prevention.
- Telecommunications.

Infrastructure

The Council is responsible for the delivery of a wide range of public services in addition to those provided by external agencies. Private companies provide a number of additional services, such as gas and electricity supplies. The presence of these services may have safety implications for development nearby, and the Council may require to consult with the Health and Safety Executive to assess any public safety risks. A list of Major Hazard Sites in South Ayrshire is included in Appendix I of the Local Plan.

It is essential that all services (known as Infrastructure) are carefully co-ordinated to ensure that opportunities for economic development are not lost, and to ensure that development does not damage the environment. The Council is committed to ensuring that the most efficient use of existing facilities is achieved and that development should normally be directed to areas where the infrastructure has spare capacity, or where investment in these services by the developer would have major long term benefits for the locality.

POLICY SERV1*

The Council will encourage and support proposals for the upgrading of infrastructure services throughout South Ayrshire, where in accordance with the aims and objectives of the Plan.

NOTE Development proposals will be required to comply with the requirements of all statutory undertakers and environmental regulatory organisations and developers may be required to upgrade services prior to development taking place.

It is important to ensure that development is not constrained by a lack of service capacity on land which would otherwise be regarded as being suitable for development by the Council. The Council will therefore continue to encourage improvements to, and investment in infrastructure as part of its commitment to improving the economy and environment.

Energy

Planning has a role to play in encouraging the most efficient use of energy, whether this is from fossil fuels or renewable energy sources. This encouragement can take the form of guiding development to locations which will help to minimise the need for travel, or by promoting energy efficient building design and development principles – for example through the use of passive solar gain (using the sun to warm up buildings) – or avoiding exposed/windswept sites.

Consideration of how development may influence the use of energy resources when completed and ensuring the most efficient options are pursued can help to meet the environmental objectives of the Plan – especially with regard to the promotion of sustainable development.

POLICY SERV2*

The Council will encourage developers to take positive measures to ensure development proposals include good practice in terms of energy conservation.

The Council recognises the merit in promoting sensitive renewable energy production methods and is aware that South Ayrshire has a range of resources which may prove to be viable. Although these may have wide ranging benefits, they may not be without local detrimental impacts.

Though not exclusive, a substantial level of developer interest is anticipated in the creation of wind turbine/wind farm proposals, through which visual impact/dominance on the landscape may be important issues.

Whilst generally encouraging renewable energy developments, the Council will therefore seek to ensure that they do not result in any unacceptable impact on the natural or built environment.

POLICY SERV3*

The Council will presume in favour of proposals for renewable energy production developments where it is demonstrated, through the provision of an environmental impact assessment, to be acceptable in terms of environmental, infrastructure and community impacts.

Transport

Roads and transport are the responsibility of the Council in terms of roads, footpaths, verges, lighting and traffic management. The Strathclyde Passenger Transport Executive is responsible for public transport issues. Trunk roads are the responsibility of the Scottish Executive.

The Council considers that an effective and efficient transport system is essential to the economic health of South Ayrshire. However, the economic benefits have to be viewed in light of the impact traffic and roads may have on the environment, including pollution, safety and congestion. These issues have been incorporated in South Ayrshire's Local Transport Strategy and have been influential in the forming of this Plan.

South Ayrshire has a high rate of car ownership when compared to other areas of Scotland, reflecting both relative buoyancy of the local economy, and the need for personal transport in rural areas which are less well served by public transport. However, the Council recognises that a significant proportion of its population is dependent on public transport and will seek to improve this service. Therefore, whilst upgrading of the road network is required for economic reasons, the Plan also aims, through its land use policies, to reduce car dependency and the need for travel.

Generally, the road infrastructure and network is able to carry the level of traffic currently being generated although there are a number of specific locations where there are traffic volume concerns on the trunk road network – the A77 Whitlets roundabout being one such example. Some settlements, such as Maybole and other town centres are also adversely affected by high volumes of traffic passing through them.

Where the travel generated by a development results in a significant impact on the flow or safety of traffic on a trunk road, the developer will be expected to mitigate this impact. Such mitigation should initially focus on reducing the private car travel demand of the development, and only after all practicable measures to achieve this have been taken will infrastructure improvements to cope with additional traffic be considered. Infrastructure improvements to the trunk road network will be required to provide no net detriment to flow and safety. Developers will be required where appropriate to enter Planning Agreements to ensure delivery of mitigation measures.

POLICY SERV4*

The Council will review the transport network with the relevant controlling authority, to identify and implement, or encourage implementation of appropriate solutions to any problems on the transport network which may arise.

The location and type of new development can influence, and be influenced by, the type and nature of travel patterns. The Plan therefore aims to balance the need for development in the most accessible locations, with any consequences this may have in environmental terms. In

this regard, the Council will promote economic development whilst also seeking to encourage provision of a wide range of transport options – especially cycling, walking and public transport.

STRATEGIC POLICY SERV5*

The Council will seek to ensure that land uses generating high density travel demands are supported by green transport plans and are located where frequent and convenient public transport services are available, or will be made available.

NOTE 1 The cumulative impact of development on the road network will also be given due consideration in terms of policy SERV 5.

NOTE 2 Developments which include provision for public transport maintained for 10 years or any other timescale, as determined by the Council, based on the scale of development and the likely demand for public transport use, may be considered to have met the requirements of policy SERV 5.

Increasing the relative advantage of using non-car-borne travel in towns can make a significant contribution to the reduction of traffic and local congestion. This might include the re-allocation of road space and altered priorities to favour public transport and help make walking and cycling safer. Such action may also allow environmental improvements which in turn, increases the attractiveness of the locality for additional private sector investment.

Traffic calming measures are not only relevant in town centre areas and the Council will continue to encourage such measures in new and existing housing areas as a means of increasing pedestrian and cyclist safety (especially in relation to safe school access arrangements) as well as a means of creating a more pleasant residential environment.

The Council, in its role as roads authority has identified a number of road improvement schemes which, if implemented, would assist in the efficient management of traffic circulation - especially within urban areas. This process of identification and implementation of improvements is ongoing. However, some improvements, which require the construction of new roads (not required specifically to serve new developments) have been identified to be undertaken as a priority.

PROPOSAL 3

The Council will, subject to funding, implement the following road improvement schemes:

- **Miller Road/Dalblair Road Link, Ayr [“View Map”](#)**
- **Murdoch’s Loan, Alloway [“View Map”](#)**

Whilst the Council will be able to prioritise a number of schemes for its own implementation, other schemes will require significant investment by other agencies. The Council considers that action will be required by these agencies to ensure improvement to the transport network as a whole. The priority large scale road improvements schemes included in the following recommendation have been identified by the careful consideration of two main objectives, these being the improvement of the environment, and the need to enable continued economic and business development.

RECOMMENDATION 1

The Council strongly advocates the following road improvement schemes and recommends to the relevant implementing agency that they be treated as priority schemes:

RECOMMENDATION 1 CONTINUED...

- **A77 trunk bypass route for Maybole**
- **A77 trunk route improvements (route action plan)**
- **A77 trunk Whitletts Roundabout improvement**

NOTE The Whitletts Roundabout and development opportunities within Heathfield are given more detailed consideration as an integral element of the Heathfield Strategy (see Appendix II page 37).

Public Transport

The existing public transport system, based on bus and rail services is focused on Ayr and Prestwick with bus services being the most widely used form of public transport within the area. Rail services tend to serve the wider area, with a more limited local network of lines and stations.

Bus services provide a valuable link between different settlements within South Ayrshire but, like other forms of road borne transport, are subject to the delays of road congestion. This can be eased by ensuring public transport takes priority in particular areas, but such action is not appropriate in all circumstances, and the influence of the Council on the actions of bus operators is limited. Rail transport is not subjected to such restrictions, although the existing infrastructure in terms of track, stations and services is currently fairly limited. It is considered that there is considerable scope for increasing the value of rail travel within, and outwith, South Ayrshire, especially where this can be linked to large scale development proposals. In this regard, there are opportunities to encourage public transport provision in terms of greenfield housing sites, main industrial locations and tourist attractions, or for park and ride facilities to reduce the use of private cars within town centres. The Council will seek the co-operation of public transport operators, the Strathclyde Passenger Transport Executive and private developers to achieve improvements to the public transport network.

POLICY SERV6

The Council will encourage the expansion and use of the public transport network, and in particular will favourably view the provision of a park and ride facility to serve Ayr/Prestwick. The Council will promote and encourage greater use and expansion of the existing rail network, especially where this includes the provision of additional rail halt facilities to serve:

- a) Ayr Hospital “View Map”**
- b) The Heathfield area, Ayr “View Map”**

NOTE It is anticipated that feasibility studies for the provision of new rail halt and park and ride facilities may be required.

In order to ensure that currently operational transport facilities continue to contribute to the provision of a public transport service, the land which they use and require for operation will be protected from loss to other uses.

POLICY SERV7

The Council will seek to ensure that land in operational public transport use is retained and will resist proposals for their loss to an alternative use unless it can be demonstrated to the Council that the public transport facility use is redundant and that its loss would not reduce the extent or qualitative provision of the public transport service in South Ayrshire.

Footpaths and Cycleways

The Countryside (Scotland) Act 1967 charges local authorities with the responsibilities to assert, protect and keep open footpaths and rights of way and gives them powers to enter into public path agreements with landowners. Scottish Natural Heritage is charged with the responsibility of promoting access to the countryside. The Plan seeks not only to meet the Council's obligations, as detailed in the approved policies of the Council's Local Transport Strategy, but also to foster increased co-operation and co-ordination with all organisations concerned with the provision, safeguarding and promotion of footpaths and cycleways with links to national networks and also to ensure that any potentially detrimental impacts to the environment are minimised.

In recognition of the potential value cycle routes and footpath networks represent in terms of environmental benefits, the Council will seek to prioritise their provision and to ensure that appropriate safe and attractive cycle parking facilities are provided, and that new development for public use offers a safe pedestrian and cycling environment.

POLICY SERV 8*

The Council will seek the provision, improvement and protection from loss or detriment of pedestrian routes, footpaths, cycleways and cycle parking facilities throughout South Ayrshire and will seek their inclusion in new or redevelopment sites, especially in town centres and at community facilities.

POLICY SERV9*

The Council will protect disused railway lines, riverside walkways, and recognised rights of way which are currently of recreational value, or which contribute to an established footpath or cycleway network, and will seek to protect others for potential future footpath/cycleway provision.

As an integral element of the Council's aims to reduce the dependence on the private car and to increase the attractiveness of other modes of transport, a number of safe and convenient footpaths and cycleways are being established. The key project in this regard is the section of the proposed National Cycle Route which passes through South Ayrshire. This route will allow increased accessibility to Ayr and other towns and will provide a basis for the establishment of other routes in the future.

PROPOSAL 4

The Council will subject to funding, continue to promote the development of the strategic cycle path indicated on the Proposals Map. Proposals to supplement/extend this route will be welcomed.

NOTE The route has yet to be finalised in a number of locations.

Parking

Traffic not only has implications for the environment and safety when moving. Vehicles parked on roads can lead to congestion and a possible danger to pedestrians or cyclists, and can also increase the dominance of cars/traffic on the townscape, especially in residential areas.

Development which occurs without adequate provision of parking facilities may erode the effective use of the existing parking supply, or create pressure for on-street parking. Similar problems may occur if development takes place on existing off-street parking sites. For these

reasons, the Council will seek to ensure appropriate parking standards are achieved as an integral element of development, and locally important car parks are safeguarded.

Parking provision, and the effect of traffic on town centres may be a critical element on the viability of these areas in terms of their attractiveness to customers. Therefore, a balance has to be struck between the continued accessibility of these centres for short-stay retail and business trips and a deterrent to a growth in long-stay commuter traffic. These issues must be addressed without compromising the Council's aims of encouraging the use of public transport, or alternative transport methods. In light of this, the Council may impose maximum parking standards.

POLICY SERV10*

In all cases, the amount of parking to be provided should reflect the role of the development, the location in which it is situated and the projected capability of existing parking facilities.

NOTE 1 Green Transport Plans may be required to assess the impacts of development on traffic and parking requirements.

NOTE 2 Developers will be expected to provide parking in accordance with the Council's adopted parking standards, although in Town Centre locations, the relevant roads authority may reduce these standards where frequent and regular public transport provides a viable alternative to private car travel.

POLICY SERV11 ♦

The Council will safeguard existing car parking facilities in strategic locations, and especially those identified on the Proposals Map.

Freight Transport

South Ayrshire is crossed by a number of major transport routes to and from ferry ports, docks and Prestwick Airport. These create additional demands to those of indigenous industry and economic activity. Such activity creates a high level of freight transport, much of which is road borne. The Council accepts that a proportion of freight has to be moved by road, but is keen to encourage alternative transport methods as part of its overall aim of reducing congestion and improving the environment.

POLICY SERV12*

The Council will encourage the use of rail, sea and air transport of freight in preference to road borne transport and will favourably view proposals for new freight handling facilities which reduce the need for road based transportation.

Roadside Facilities

At a strategic level South Ayrshire is served by the A77 trunk road and a number of other 'A' class roads and it is recognised that there is a requirement for certain facilities to serve the motorist along these routes. In accordance with national Planning Policy Guideline 9 "The Provision of Roadside Facilities on Motorways and Trunk Roads in Scotland", the Council has made an assessment of public facilities and service areas for the travelling motorist. This assessment confirms that the level of current provision meets the standards required, from a combination of specific service areas such as those found at the Dutchhouse roundabout, Monkton, and facilities more generally available within settlements, and there is therefore no

quantitative requirement for any additional services. In addition, the Council considers that passing trade through towns and villages along roads contributes to the economic wellbeing of these settlements. Consequently, any proposals for roadside facilities will be directed to existing settlements.

It is recognised that in some areas, the lack of restaurants or hot food shops has resulted in the appearance of mobile snack bars. Where it can be demonstrated to the satisfaction of the Council that existing premises could not be used and that such a facility is needed, the development of purpose built premises may be viewed favourably. In all cases, the availability of ancillary facilities such as the local provision of public toilets and litter bins will be an element of the Council's assessment of the in the overall acceptability of the proposal.

POLICY SERV13*

Roadside facilities for the travelling motorist, including snack bars, will be directed to settlements, and especially town centres, and permanent structures will be viewed as being preferable to mobile or temporary structures used on a long term basis.

NOTE Proposals for roadside facilities will require to be justified in terms of meeting a demonstrated need of travelling motorists. General snack bar facilities will be considered in terms of the provisions of the Plan's retail policies.

Waste Disposal

In line with National Guidance, the Council's Waste Disposal Strategy and Area Waste Plan seek to promote the principles of waste minimisation, prior to its eventual disposal. As such, an increase in the recycling of wastes forms an integral element of the Strategy, with the ultimate aim of reducing the burden on disposal facilities and potential problems of pollution.

This move towards waste minimisation may lead to a requirement for the provision of further small recycling banks, for example at large commercial developments such as supermarkets and non-food retail warehouses, and civic amenity sites in locations which would not be detrimental to local amenity.

In addition to the requirements for civic amenity sites, there is a need to establish two centralised waste transfer depots for material sorting, reclamation and recycling. Modern, efficient waste transfer depots comprise an enclosed building within which the material sorting takes place for its onward distribution and disposal. A centralised site is required to reduce the need for the transport of material near to Ayr, and another close to Girvan. In this regard the Council has sought to identify potential locations for such a facility where minimal environmental implications would be felt. A site has been identified at Girvan Mains Farm, Girvan, which is close to the urban area and well located on the trunk road network.

Modern, efficient waste transfer depots comprise an enclosed building within which the material sorting takes place for its onward distribution and disposal. It is considered that the former Electricity Board site at Holmston Toll may be acceptable in that it comprises a redevelopment site with an established transport and distribution use, well located on the transport network, close to the urban area and already partially screened by established semi-mature trees and bushes. A further site has been identified at Girvan Mains Farm, Girvan which is also close to the urban area and well located on the trunk road network.

POLICY SERV14 "View Map"

The Council will favourably view proposals for the establishment of a waste transfer depot at Girvan Mains, Girvan.

NOTE Site suitability will require to be confirmed in terms of environmental and infrastructure implications and the design, landscaping, screening, access, operating hours being

POLICY SERV 14 CONTINUED...

Acceptable at Girvan Mains a prior archaeological investigation and assessment will be required.

The Council will continue to monitor the provision and operation of local recycling centres, large recycling facilities, civic amenity, waste transfer and landfill sites or other waste disposal facilities to ensure adequate provision and compliance with the environmental objectives of the Plan.

Whilst the Council is committed to the reduction of waste requiring disposal, there will remain a need for landfill capacity, as close to the source of this waste as practicable to reduce the need for transportation, of such material. Whilst capacity at existing sites is considered adequate for the short to medium term, the Council will be mindful of potential landfill (or other waste disposal method) opportunities for future capacity requirement, especially where this would lead to or assist in the restoration of despoiled or degraded land.

POLICY SERV15*

Should additional waste management or disposal facilities be needed, proposals for their location and operation will be assessed in terms of

- a) The site's proximity to the source of waste; and
- b) Demonstrated local need; and
- c) Community benefits outweighing any environmental or amenity concerns.

Flood Prevention

South Ayrshire is crossed by a number of rivers, most notably the Ayr, Doon, Girvan and Stinchar. With the exception of some localised incidents, developed land within the area is relatively unaffected by flooding and the damage it may cause. However, the Council is mindful of predictions of the impacts of climate change. Accordingly, the Plan aims to identify broad areas where consideration of potential flood risk or mitigation/management measures will be required in order that future flooding problems are not created by new development. Furthermore, in order to help reduce the risk of future flooding problems, and to maximise the capacity of existing infrastructure, the use of sustainable urban drainage methods will be expected to be considered as an integral element of development proposals. The future maintenance regime and responsibility for such drainage will also require to be established at an early stage in the consideration of development proposals.

The Council is also mindful of the effects of climate change on the risk of coastal flooding, and developers should also be aware of the potential risks of developing at coastal locations.

POLICY SERV16

In areas that the Council considers to be of potential flood risk, the advice of the Scottish Environment Protection Agency (SEPA) will be sought to ensure that development only takes place where the applicant is able to prove that the proposal is not threatened by flood risk, or that the threat can be managed to the satisfaction of SEPA. The applicant will also be required to demonstrate that the proposed development would not create a potential new flood risk or exacerbate flood risk elsewhere.

NOTE Additional information on the flood risk areas, together with the indicative 1 in 100 year flood risk maps as produced by the Institute of Hydrology are available for reference within the Council's Building Standards Services section.

Specific areas of concern for Policy SERV16 include those identified below, although the list is not considered exclusive and developers should satisfy themselves as to the suitability of the site for the proposed development.

- The March Burn, Prestwick
- The Pow Burn, Prestwick
- Heathfield, Ayr (Half Mile Burn)
- Struthers Burn, Troon
- Slaphouse Burn, Ayr

In order to protect existing and proposed development, the Council will not normally permit development on areas of potential flood risk unless SEPA is satisfied that appropriate mitigating measures are provided. All such measures which SEPA may require will be undertaken wholly at the expense of the prospective developer.

Telecommunications

The Council recognises the importance of efficient telecommunications systems as an integral element of the continued economic development of South Ayrshire and is therefore sympathetic to the requirements of the telecommunications industry. However, it is also recognised that masts, microwave antenna or receiving dishes may be proposed in sensitive locations. The Council will therefore seek to ensure that the impact of all such equipment is reduced, by requiring apparatus to be designed so as to minimise the contrast between the equipment and its surroundings and by requiring applicants to demonstrate that the application site represents the least visually intrusive solution to meeting the operational needs of that telecommunications network.

POLICY SERV17*

The Council will normally permit telecommunication development where it has been demonstrated to the satisfaction of the Council that the proposal comprises the most sensitive solution in terms of minimising visual impact and any contrast between the development and its surroundings.

In considering proposals, the Council will have regard to the cumulative impact of telecommunication masts and will favourably view development which would result in the consolidation of existing equipment, or its relocation to a less environmentally sensitive location. Similar favourable consideration will be given to proposals for mast/equipment sharing or at locations on existing structures in preference to new structures being erected.

Community Facilities

The Council provides a number of facilities throughout South Ayrshire, including those relating to leisure, recreation and tourism. These facilities include schools, public halls, libraries, community centres, cemeteries, sports halls, sports grounds and play areas. Additional facilities are also provided by private companies or clubs which are also of importance to both residents and visitors to the area. In recognition of the benefits these facilities offer, the Council is keen to ensure their retention.

In particular, the Council recognises the importance schools and other educational institutions have, not only in terms of education, but also in terms of their central role in the social structure of many settlements and neighbourhoods – especially where additional use is made of facilities by sports clubs, social clubs or other community organisations. It is this pivotal role schools provide that the Council wishes to safeguard. School grounds may also offer an important element of maintained open space within a predominantly urban environment.

Most of South Ayrshire's settlements are well served by a range of facilities, or are within a short distance of them. However, whilst the overall provision may be adequate, localised shortfalls may require to be addressed within the Plan period.

POLICY SERV18 ♦

The Council will seek to retain and improve existing educational and community facilities, especially where identified on the Proposals Map, whenever practicable, and will favourably view proposals for new educational and community facilities.

NOTE 1 Should educational facilities become surplus to requirements, the Council will seek to retain any associated sport or playing fields for public use. This consideration is in addition to the requirement of policies ENV5 and ENV6.

NOTE 2 In exceptional circumstances, and where no alternative site can be identified within a settlement, the Council may give favourable consideration to the provision of new community facilities (e.g. school building) outwith, but still adjacent to, a settlement.

CHAPTER 6 - IMPLEMENTATION

The proposals in this Plan can only be regarded as effective if there is a clear expectation that they can be implemented within the Plan period. The process of implementation involves not just the Council but a number of other agencies. All have well-defined, mostly statutory, responsibilities. In addition the private sector has a significant role in the implementation of the proposals in this local plan.

Central to this process is funding. The implementation of the Plan will require capital investment from both the public and private sectors. The private sector is expected to be responsible for developing most of the new housing allocations. The relevant public sector authorities and other bodies charged with providing and maintaining a public service will provide investment to meet their responsibilities. However, the provision of new, improved or extended infrastructure services to meet the demands of new development will normally require appropriate contributions in whole or in part from the private sector. The Plan also identifies additional social, community and recreational provision for which contributions from the private sector will be required.

Government policy recommends that planning authorities give guidance in their development plans on the particular circumstances in which they will seek to use planning agreements. It advises that the policies should be as precise as possible in order to inform the local community and the development industry. This allows for an informed debate on the policies and also provides landowners and prospective developers with as clear a view as possible of the financial implications of site development.

Consequently, it is the firm intention of the Council to specify its approach on the responsibilities of developers as clearly as possible. The Council considers it essential that developers contribute in whole or in part towards the infrastructure required to serve a site. It also considers it reasonable for developers to contribute towards additions and improvements, in order to cater for the additional demand created by new development and its occupants.

POLICY IMP 1*

The Council will expect planning applications for the development of sites to include within them provision for the infrastructure consequences. Such provisions may include:

- a) On-site facilities directly related to the proposed use in the interests of comprehensive planning; and**
- b) Off-site facilities necessary as a result of the development in order to avoid placing an additional burden on the existing community.**

Where appropriate, it may be necessary to view individual applications collectively in assessing off-site infrastructure requirements.

Policy IMP 1 applies equally to all new development, which may take place, although where some infrastructure requirements are already known for specific proposed development sites they are referred to in the main body of the Plan text.

Policy IMP 1 will normally be operated through legal agreements entered into by the Council and developers under Section 75 of the Town and Country Planning (Scotland) Act 1997.

Policy IMP 1 also applies to new development which may take place on land other than that allocated for such purposes in the Plan. In such cases the Council will have regard

to the likely cumulative effect of small site development upon demand for basic utility services as well as for social, community and recreational facilities. The details of any contributions that may be required or requested by the Council will be assessed as part of the consideration of any planning application which may be made.

Enforcement of Planning Policy

Implementation of planning policy may, in some instances, require the Council to undertake enforcement action. The following policy demonstrates the Council's commitment to apply a clear, consistent and fair approach to pursuing breaches of planning control.

POLICY IMP 2*

Enforcement action with regard to breaches in planning control will be initiated in cases where:

- a) Unauthorised and unsatisfactory development has taken place; or**
- b) The terms of planning conditions imposed on a development have not been substantially complied with.**

The type of enforcement action initiated will depend on the nature and seriousness of the breach. Developments which have most significant effect on the environment or on the amenity of neighbouring land will be likely to receive most priority in terms of both monitoring of planning permissions and in the investigation of complaints.

APPENDIX 1

Glossary of Terms

Redevelopment Opportunity Table

Monitoring the Effectiveness of Policies

Category 'A' Listed Buildings in South Ayrshire

Use Classes Order (Scotland) 1997

Health and Safety Executive: Major Hazard Sites in South Ayrshire

GLOSSARY OF TERMS

Adjacent/Adjoining

a site which, once developed, would be both physically and functionally integrated with existing sites.

Adjacent/Adjoining Town Centre (for Town Centre Uses)

a site which is within easy walking distance of a town centre as defined on the Proposals Map and which will be, once developed, positively linked to the town centre in both physical and functional terms, and providing parking facilities that serve the town centre as well as the proposed development, thus enabling one trip to serve several purposes.

Affordable Housing

this is broadly defined as housing of a reasonable quality that is affordable to people on modest incomes. The main ways through which this is achieved are:

- Social rented accommodation, usually provided by a housing association or the local authority;
- Low cost housing for sale, for example shared ownership, self build or other subsidized or discounted housing for sale; and
- Some private sector rented accommodation, available at lower cost than market rents, and provided either by local landowners or commercial landlords.

Airport Related Industry

uses which do not need direct access to the airport precinct and runway, but still need to be within a short drive time from the airport.

Article 4 Direction

mechanism to increase control over specified building (or other) operations which would otherwise not require planning permission.

Ayrshire and Arran Tourism Strategy

statement of vision and aims of the Ayrshire and Arran Tourist Board in promotion and development of the local tourist industry.

Barrier Free Design

external and internal building standards which ease access and use of buildings, especially for those with a disability.

Brownfield Land

land which has previously been developed. The term may encompass vacant or derelict land; infill sites; land occupied by redundant or unused buildings; and developed land within the settlement boundary where further intensification of use is considered acceptable.

Coastal Area

land (including water features) above the high water mark with significant visual, physical or environmental association with the sea or foreshore.

Conservation Area

an area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.

Countryside

land outwith the built up area and a defined town or village boundary, it may be covered by policies relating to either Greenbelt, Rural Protection Area or Rural Diversification Area.

Economic Benefit

Scale of benefit to the economy of the local community, particularly in terms of job creation or maintenance.

Significant Economic Benefit

scale of benefit to the economy of an area larger than the local community and usually to South Ayrshire as a whole, particularly in terms of job creation or maintenance.

Exceptional Economic Benefit

scale of benefit to the economy of an area larger than South Ayrshire, and usually Ayrshire as a whole, particularly in terms of job creation and maintenance.

Effective Housing Site

land expected to be free of development constraint and available for the construction of houses within a five year period.

Established Housing Site

sites with agreed potential for housing development.

Environmental Impact Assessment

document providing information to enable consideration of positive and negative impacts of a proposed development on the environment.

Edge of Centre

A location within easy walking distance of the town centre, and usually adjacent to the town centre, and providing parking facilities that serve the centre as well as the store, thus enabling one trip to serve another purpose.

Foreshore

Land between the coastline (high water mark) and the mean low water mark of the ordinary spring tides, including associated beaches, rock and the inter tidal area.

Greenfield Site

land which has never previously been developed, or fully restored formerly derelict land which has been brought back into active or beneficial use for agriculture, forestry, environmental purposes, or outdoor recreation.

Habitat Directive

European legislation to protect endangered animal and plant species.

High Technology

Office, research and development, computer manufacture etc., i.e. processes which could be carried out in a residential area without detriment to amenity.

House in Multiple Occupation

House occupied by more than 5 unrelated people, or more than 4 unrelated people in a flat.

Housing Market Area

an area which is relatively self-contained in terms of reflecting people's choice of location for a new home (i.e. a specific 'house search area').

Industrial Hierarchy

the network and relationship of small, medium and large industrial companies within the local economy.

Infill Site

land within a settlement boundary which could comfortably accommodate the proposed development without compromising the environmental quality of the locality.

Large Food Store

a store of 1000m² or over, gross floorspace, selling convenience goods.

Local Housing Strategy

This is a requirement of the Housing (Scotland) Act 2001. It is an assessment of needs and resources together with an action plan for the development of housing and related policies and services, over a 5 year period, and across all tenures within a Local Authority area.

Local Needs

Development principally serving the catchment of the local community.

Infrastructure

hardware or works which allows development to take place.

Landfill Site

An official, regulated or controlled site where waste is deposited into or onto the land.

Low Cost Home Ownership

subsidised housing in the private, owner-occupied sector which is available to people who cannot afford to occupy houses generally available on the open market.

Marketable Industrial Land

land which is, or will be available and capable of accommodating industrial development within the Plan period.

National Cycle Network

proposed cycle way on specific routes which will link all major towns within the U.K.

Neighbourhood Centre

group of shops and community facilities, including commercial premises which serve the day to day requirements of the local area.

Out of Centre

a location clearly separated from a town centre, as defined on the Proposals Map.

Park and Ride Facility

mechanism through which cars can be safely parked and an onward journey completed on public transport.

Public Sector Housing

housing rented from the Council or other publicly funded department or agency required by law to arrange for, or provide, particular housing services.

Regeneration Strategy

document through which the Council's aims and objectives are identified, for the improvement of the local economy and environment, especially within specific areas of high unemployment.

Residential Institution

Education or health facility with integral residential accommodation.

Retail Impact Assessment

exercise undertaken to assess the likely impact of new retail development on existing retail centres.

Settlement

defined town or village with a range of facilities and/or infrastructure.

Specific Locational Need

a rural based development which requires to be located at a particular location in order to use a specific resource found at that location which is essential to the proposal and which is unavailable within a settlement.

Special Needs housing

Amenity housing meeting specific design standards, e.g. for wheelchair access.

Structure Plan

land use planning document giving broad guidance on development proposals.

Structurally sound and substantially intact

a complete building (including its roof) which is proven by a structural report to be free of any serious structural defects in walls, roof or foundations which would require remedial repairs or rebuilding.

Substantially intact building

property which, when converted, will remain visually similar to the original property at the time of the planning application's submission

Sui Generis

Term used to describe an activity/use of land or buildings which is not specifically included in the Use Classes Order (Scotland) 1997.

S.A.C.

Special Area of Conservation, designated under European Union legislation for the protection of wildlife.

S.P.A.

Special Protection Area, designated under European Union legislation for the specific protection of birdlife.

S.S.S.I.

Site of Special Scientific Interest - designated under U.K. legislation for the protection of sensitive wildlife habitats or geological environments.

Traditional / vernacular

a stone built building built before 1st July 1948 which is of residential scale and form and which has a slate roof.

Tree Preservation Order

designated under Scottish legislation for the protection of mature trees or woodland.

Town Centre

concentrated areas which provide a broad range of facilities and services which fulfill a function as a focus for both the community and public transport. It excludes retail parks, neighbourhood centres and small parades of shops of purely local significance.

Town Centre Uses

uses including all Class 1 retail, Class 2 office, Class 3 food and drink (excluding hot food and snack bar), class 7 hotels, class 11 assembly and leisure, and sui generis public house developments.

Traffic Impact Assessment

exercise undertaken to assess the likely impact of new development on the efficient operation and safety of the road network.

Wildlife Site

wildlife sites (either "potential" or "confirmed") are sites identified by the Scottish Wildlife Trust and recognised by the Council as having local natural heritage value.

1991 Census

National Study undertaken to obtain information on the U.K. population.

TABLE 1: REDEVELOPMENT OPPORTUNITY TABLE

REF. NO	SITE NAME	TOWN	PROPOSED USES
RO1	Afflecks	Ayr	Retail, Leisure, Tourism, Office, Residential
RO2	Beresford Terrace	Ayr	Retail, Leisure, Office
RO3	Boundary Road	Ayr	General Industry, Storage and Distribution
RO4	Callander Road	Ayr	General Industry, Storage and Distribution
RO5	Citadel, Plot 9	Ayr	Leisure
RO6	Damside North	Ayr	Retail, Business, Leisure
RO7	Doonfoot Road	Ayr	Residential, Hotel
RO8	Heathfield	Ayr	General Industry, Business, Storage And Distribution
RO9	Heathfield Retail Park	Ayr	Retail – food only
RO10	Heathfield Road	Ayr	Business, Car Showroom
RO11	Heathfield Road	Ayr	Business, Light Industry, Car Showroom
RO12	Heathfield Road	Ayr	Business, Light Industry, Car Showroom
RO13	Heathfield Road	Ayr	Business, General Industry, Car Showroom
RO14	Holmston Road	Ayr	Residential, Office, Leisure
RO15	Kyle Centre	Ayr	Retail, Business, Leisure, car parking
RO16	Lochside Road	Ayr	General Industry, Storage and Distribution, Football Stadium
RO17	McCalls Avenue (East)	Ayr	Light Industry, Residential
RO18	McCalls Avenue (West)	Ayr	Light Industry, Residential
RO19	Mill Street	Ayr	Retail, Leisure, Office
RO20	Old Farm Road	Ayr	General Industry, Storage and Distribution
RO21	Sanquhar Farm Road	Ayr	General Industry, Storage and Distribution, Football Stadium
RO22	Somerset Road	Ayr	General Industry
RO23	South Harbour Street	Ayr	Hotel, Leisure, Residential
RO24	Whitfield Drive (North)	Ayr	Light Industry
RO25	Whitfield Drive (South)	Ayr	Light Industry
RO26	Whitfield Drive (West)	Ayr	Light Industry
RO27	Whitlets Roundabout (North)	Ayr	Business, Roadside Facility, Hotel, Gateway Business
RO28	Whitlets Roundabout (South)	Ayr	Business, Roadside Facility, Hotel, Gateway Business
RO29	Whitlets Roundabout (West)	Ayr	Business, Roadside Facility, Hotel, Gateway Business
RO30	Joppa, Former Garage Site	Coylton	Retail, Residential
RO31	Olympic Complex	Dundonald	Light Industry, Business, Storage and Distribution, General Industry
RO32	Palmer Mount	Dundonald	Light Industry, Business, Storage and Distribution
RO33	Coalpots Bridge	Girvan	Residential
RO34	Coalpots Road	Girvan	Residential
RO35	Former Nursery School	Girvan	Business, Garden Centre, Community Facilities
RO36	Grangestone Extension Area 1	Girvan	General Industry, Storage and Distribution
RO37	Grangestone Extension Area 2	Girvan	General Industry, Storage and Distribution, Railway Freight
RO38	Grangestone Industrial Estate	Girvan	General Industry, Storage and Distribution
RO39	Kirkpatrick Street	Girvan	Residential
RO40	Vicarton Street	Girvan	Retail, Business, Leisure, Residential
RO41	Former Garage Site, Main Street	Kirkoswald	Residential, Retail, Business
RO42	Former Telephone Exchange	Maybole	Retail, Business, Residential
RO43	Ladyland Road/ Faulds	Maybole	Retail, Residential, Leisure, Office
RO44	Redbrae	Maybole	Light Industry
RO45	St. Cuthberts Road	Maybole	Retail, Residential, Office, Leisure
RO46	Monkton. HMS Gannet	Monkton	Airport Related Industry
RO47	Prestwick Aerospace Park	Monkton	Aerospace and Related Industry
RO48	Glenburn	Prestwick	Runway Related Freight, Runway Related Industry
RO49	Monument Crescent	Prestwick	Airport Related Industry
RO50	Orangefield	Prestwick	Runway Related Freight, Runway Related Industry
RO51	Shaw Road	Prestwick	Airport Related Industry, Runway Related Industry
RO52	Ayr Street	Tarbolton	Light Industry
RO53	Dukes Road (North)	Troon	Retail (Foodstore)
RO54	Dukes Road (South)	Troon	Light Industry, Business
RO55	Harbour Road	Troon	Port Related Industry
RO56	North Shore Road	Troon	Residential, Leisure, Business, Retail

MONITORING THE EFFECTIVENESS OF POLICIES

The Local Plan Policies have been written to assist in meeting the issues and objectives of the Plan. However, although it is anticipated that they will meet this requirement, only through their use will it become apparent whether they have been successful.

The Plan will be regularly reviewed and monitored to ensure that it remains up to date, pertinent, and a robust tool for the assessment of planning applications and development proposals. It is considered that the most appropriate means of monitoring the effectiveness of the Plan, is through a critical assessment of the function and effectiveness of individual policies, and that this monitoring should be continuous from adoption of the plan.

Whilst the basis of the plan is to form a land use document, many of its aims and objectives are difficult to quantify. In addition, the Plan is only one element of a co-ordinated approach to improve the economy, improve the environment, provide employment etc. which is undertaken by the Council and a range of other vitally important public and private sector organisations. For this reason, whilst a policy may contribute to achieving an objective (or many objectives) - it may not be wholly responsible for it - the creation of employment being a good example.

Other policies seek to protect important elements of South Ayrshire, e.g. its historical buildings or wildlife areas. These types of policy are harder to monitor than policies which actively seek to promote activity. For example, have policies protected these resources, or have they just been left alone because no-one wants to develop the area in which they are located?

Clearly it will be easier to monitor policies which affect “countable elements” such as the number of houses built, or the amount of land remaining for industrial development; and also policies which are frequently used in decisions for planning applications build up pictures of their effectiveness. However other policies may be used only on rare occasions, but which nonetheless have an important implication for the area as a whole.

Given the above, and the need to monitor the effectiveness of the Plan and its policies it is considered that the most appropriate method is to group policies together according to their principle aims to provide an initial measuring framework for their assessment, and also to monitor their use within the development control process, i.e. frequency of use, decisions taken against recommendation, appeal decisions and pre-application discussions.

CHAPTER ONE: SETTLEMENT STRATEGY

SECTOR	POLICY	AIM	MEASURE
Settlements	STRAT 1	Enhance the vitality and viability of	Audit of effective land supply, property Vacancies
Greenbelt	STRAT 2	Protect and enhance function of greenbelt.	Audit of application decisions and land use.
Rural Protection Area	STRAT 3	Protect countryside from development pressure.	Audit of applications decisions and land use.
Rural Diversification Area	STRAT 4	Enhance vitality and viability of rural area.	Audit of available land, vacant premises and service provision. Demographic changes.
Environmental Quality	STRAT5	Safeguard environmental quality	Environmental audit
Major settlement Expansion	STRAT6	Create a sustainable future urban expansion area	land take up and environmental audit and masterplanning process.

CHAPTER TWO: ECONOMIC DEVELOPMENT

SECTOR	POLICY	AIM	MEASURE
Training	FE 1,2,3	Maintain and increase provision.	Maintenance and growth of provision.
Development Opportunities	OPP 1,2	Encourage re-use of vacant land.	Land uptake.
Industry	IND 1,3	Direct industry to appropriate locations.	Assess against industrial strategy, annual land Audit and environmental amenity.
	IND 2	Maintain supply of industrial land.	Annual land audit.
	IND 4,5,	Encourage indigenous growth and flexibility.	Incremental changes in floorspace provision.
Newton	NTN1	Encourage development and environmental improvement.	Assess against Newton Strategy land uses and vacant land audit.
Heathfield	HFD1	Encourage business development.	Assess against Strategy land uses.
Airport	AIR 1, 2, 3,	Encourage growth of airport related economy.	Assess against land strategy and annual land audit.
Port/Harbour	Port 1,2	Enhance vitality of ports and harbours.	Assess land availability.
Offices	OFF 1,2,	Encourage and direct class 2 office development to appropriate locations.	Assess changes in commercial floorspace and area amenity
Town Centres/ Retailing	RET 1, 2, 4, 5, 6, 7, 9	Maintain and increase vitality and viability of town centres.	Changes in retail provision, vacancies and alternative uses and shopping patterns.
	RET 8	Encourage and retain local provision.	Changes in local provision
	RET 10, 11	Maintain balanced provision of floorspace	Monitor floorspace provision
	RET 10, 11	Encourage rural diversification	Monitor provision of new development
Tourism	TOUR 1, 2, 3, 4, 5	Maintain and improve tourist facilities and encourage sustainable tourism proposals.	Monitor provision and Environmental audit.

THE COUNTRYSIDE AND RURAL ECONOMY

SECTOR	POLICY	AIM	MEASURE
Farm diversification	RE 1	Support agricultural economy.	Vacant farm buildings.
Rural business Requirements	RE 2	Protect countryside	monitor planning decisions
Minerals	RE 3, 4, 5, 6, 7, 8	Ensure environmentally sustainable approach.	Monitor decisions and environmental audit
Commercial Forestry	RE. 9	Enhance the environment	environmental audit and landscape character assessment

CHAPTER THREE: THE ENVIRONMENT

SECTOR	POLICY	AIM	MEASURE
Natural Environment/ Nature Conservation	ENV 1, 2, 3	Protect areas of Recognised Nature Conservation interest.	Environmental audit, assess against future biodiversity action plan and wildlife Strategy.
Green spaces	ENV 5, 6	protect areas of amenity, recreational and sports resources.	Environmental audit and monitor provision
Landscape	ENV 7, 8, 9	Protect and enhance Landscape quality	Environmental audit assess against landscape character assessment.
Historic Gardens	ENV 10	protect historic gardens of recognised value	Environmental audit of recognised gardens
Woodlands and Trees	ENV 11, 12	Protect nature conservation/ environmental interest.	Environmental audit and landscape character assessment - retain and designate TPO areas.
Agricultural land	ENV 13	Protect prime quality Agricultural land	Monitor planning decisions

BUILT HERITAGE, DESIGN AND CONSERVATION:

Building Design	BE 1	Ensure high quality of Building design	Assess development against design panel 1
Listed Buildings	BE2	Retain and enhance listed buildings.	Monitor number and condition of buildings (future buildings at risk register).
Conservation Areas	BE 3, 4, 5	Protect and enhance environment of conservation areas	Environmental audit, assess development against design guide panel 2
Ancient Monuments	BE 6, 7	Protect Ancient Monuments and Archaeological resources.	Monitor development affecting recognised sites.
Country Estates	BE 8	Encourage sustainable Management of Estates	monitor physical condition of estates and the integrity of their policies

CHAPTER FOUR: HOUSING

SECTOR	POLICY	AIM	MEASURE
Land Supply	H 1,2A, 2B, 4	Maintain effective land supply, prioritising brownfield sites	Annual land audit
Major Greenfield Release	H 3A	Create sustainable long term development site	Land take up, and development of public transport links
General Development Guidance	H 5,6,7	Ensure acceptable living environment.	Assess against site Criteria and environmental quality.
Countryside development criteria	H8,9,10,11,12	protect countryside from urban development pressure. Stabilise rural population and economy	monitor decisions, environmental assessments, population levels and vacancies in settlements
Public, Affordable and Special Needs	H 13, 14, 15, 16	Encourage provision to meet the needs of the local population.	Monitor housing completions by tenure
Housing in Town Centres	H 17	Encourage provision of town centre dwellings.	Monitor house completions and vacant property.

Non Permanent Dwellings	H 18	Encourage provision of permanent instead of temporary dwellings.	Monitor decisions.
House in Multiple Occupation	H 19	Ensure residential amenity is maintained.	Monitor decisions and concentration of activity.

CHAPTER FIVE: FACILITIES AND SERVICES

SECTOR	POLICY	AIM	MEASURE
Infrastructure	SERV 1	Sustainable use and upgrading of services	monitor capacity of services
Energy	SERV 2,3	Encourage sustainable energy production.	Monitor planning decisions.
Transport	SERV 4, 10, 11	Encourage environmentally sustainable and efficient transport use	Monitor decisions for large scale proposals.
Public Transport	SERV 5,6,7,	Encourage use of public transport.	Provision of services
Paths and Cycleways	SERV 8,9	Encourage use of facilities.	Provision of new routes.
Freight Transport	SERV 17	Encourage use of rail for freight.	Monitor decisions.
Roadside Facilities	SERV 13	Provide facilities in appropriate locations.	Monitor provision.
Waste Disposal	SERV 14,15	Ensure environmentally sustainable and efficient waste disposal.	Monitor decisions and community protection comments.
Flood Protection	SERV 16	Reduce development flood risk.	Monitor decisions, flood protection work.
Telecommunications	SERV17	encourage environmentally sensitive development	Monitor decisions and assess against landscape character assessment
Community facilities	SERV 18	Retain and improve facilities.	Monitor decisions and provision.

CHAPTER SIX: IMPLEMENTATION

SECTOR	POLICY	AIM	MEASURE
Infrastructure	IMP 1	Ensure efficient use of services.	Monitor decisions and consultation responses.
Enforcement	IMP 2	Protect environment and amenity	Monitor enforcement notices

‘A’ LISTED BUILDINGS IN SOUTH AYRSHIRE

PARISH/BURGH	ADDRESS
Ayr Burgh	Alloway Old Church, Alloway
Ayr Burgh	Brig O’Doon, Alloway
Ayr Burgh	Burns Cottage, Alloway
Ayr Burgh	Burns Monument
Ayr Burgh	Auld Brig over River Ayr
Ayr Burgh	1 Barns Crescent, (Barns House)
Ayr Burgh	Craigie House
Ayr Burgh	Fullarton Street, Holy Trinity Church (Scottish Episcopal)
Ayr Burgh	Kirk Port, Auld Kirk of Ayr (Church of Scotland)
Ayr Burgh	Kirk Port, Auld Kirk of Ayr Gateway
Ayr Burgh	Boat Vennal, Loudoun Hall
Ayr Burgh	1 and 3 New Bridge Street
Ayr Burgh	21 and 29 New Bridge Street and 1-9 High Street
Ayr Burgh	34 New Bridge Street and 2 and 2a Academy Street
Ayr Burgh	Rozelle, off Monument Road
Ayr Burgh	39 Sandgate, Queen’s Court House
Ayr Burgh	22 Sandgate and 2 and 4 Cathcart Street
Ayr Burgh	Savoy Park, Savoy Croft
Ayr Parish	Parish Church of St. Quivox and Churchyard
Ayr Parish	Oswald Temple or Tea House, Auchincruive
Ballantrae	Remains of former church
Ballantrae	Old Windmill, Mill Hill
Colmonell	Kildonan House
Dailly	Dalquharran Castle (Ruin)
Dailly	Dalquharran Castle (Mansion) including stable range
Dailly	Kilkerran House
Dailly	Drumburle
Dailly	Bargany House
Dailly	Killochan Castle
Dailly	Killochan Castle Stables
Dailly	Penkill Castle
Dundonald	Dundonald Castle
Dundonald	Auchans Castle
Dundonald	Fairlie House
Dundonald	Lodge, Fairlie
Dundonald	West Gatehead, Laigh Milton Viaduct
Dundonald	Grey Gables including Gatepiers, Terraced Garden and Garden Features
Kirkmichael	Dovecot, Drumfad
Kirkmichael	Cassillis Castle
Kirkoswald	Parish Church, Kirkoswald
Kirkoswald	Souter Johnnie’s Cottage
Kirkoswald	Baltersan Castle
Kirkoswald	Crossraguel Abbey
Kirkoswald	Culzean Castle
Kirkoswald	Culzean, Home Farm
Kirkoswald	Culzean, Camellia House
Kirkoswald	Culzean, Hoolity Ha’ Lodge
Kirkoswald	Culzean, Hoolity Ha’ Bridge
Kirkoswald	Culzean, Aviaries and Swan Cottage
Kirkoswald	Culzean, Gate Piers at Swinston Lodge
Maybole Burgh	Old Collegiate Church
Maybole Burgh	Castle, Garden Wall and Gatepiers
Maybole Burgh	St. John’s Cottage
Maybole Parish	Dunure Castle
Maybole Parish	Dunure, Dovecot,
Monkton and Prestwick	Ruined Church of St. Cuthbert and Old Graveyard
Monkton and Prestwick	Macrae’s Monument
Prestwick Burgh	Mercat Cross
Prestwick Burgh	Salt Pan Houses at St. Nicholas Golf Course
Straiton	Parish Church and Graveyard
Straiton	Blairquhan
Symington	Parish Church and Graveyard
Symington	Coodham Retreat House
Tarbolton	Parish Church
Tarbolton	Burns Bachelor’s Club, Sandgate
Tarbolton	Neilshill House
Troon Burgh	15 Craigend Road (Piersland House Hotel, formerly Piersland Lodge) including Summer Houses, Terrace and Columns
Troon Burgh	St. Meddan’s Street, Catholic Church of Our Lady of the Assumption and St. Meddan including Passage and Boundary Wall

USE CLASSES ORDER (SCOTLAND) 1997

CLASS 1 <i>Shops</i>	Retail sale of goods other than hot food, post office, sale of tickets, travel agent, sale of cold food for consumption off the premises, hairdressing, funeral directors, display of goods for sale, for the hiring out of domestic/personal goods/articles, etc. where the sale, display or service is principally to visiting members of the public.	No permitted changes
CLASS 2 <i>Finance, Professional and other Services</i>	For the provision of financial, professional or any other services which it is appropriate to provide in a shopping area to visiting members of the public.	Permitted change to Class 1
CLASS 3 <i>Food and Drink</i>	Use for the sale of food or drink for consumption <u>on</u> the premises.	Permitted change to Class 1 and 2
CLASS 4 <i>Business</i>	Use as office other than Class 2, for R&D or for any industrial process which could be carried out in a residential area without detriment to amenity (NB - this is the test for Class 4 and does not imply that such uses must or should be in a residential area).	Permitted change to Class 6*
CLASS 5 <i>General Industrial</i>	Use for the carrying on of an industrial process other than one falling within Class 4.	Permitted change to Class 6* and 4.
CLASS 6 <i>Storage/distribution</i>	Use for storage or as a distribution centre.	Permitted change to Class 4
CLASS 7 <i>Hotels/Hostels</i>	Use as a hotel, boarding house or guest house or hostel where no significant element of care is provided (refer to schedule on UCO 1997).	No permitted changes
CLASS 8 <i>Residential Institutions</i>	Use for the provision of residential accommodation and care to people in need of care other than in Class 9, a hospital or nursing home, residential school, college or training centre.	No permitted changes
CLASS 9 main residence by a single	<i>Houses</i> person or people living as a family, or not more than 5 residents living together including a household where care is provided for residents, and use as a B&B or guesthouse,	No permitted changes not as a sole or

where at any one time not more than 2 bedrooms are used for that purpose in a house with 4 or more bedrooms. Max. 1 bedroom for B&B in a house with less than 4 bedrooms.

CLASS 10	Use, not including residential use, as a creche,	
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CLASS 11 <i>Assembly and Leisure</i>	Use as a cinema, concert hall, bingo hall, casino, dance hall, disco, swimming bath, skating rink, gym, or are for other indoor or outdoor sports or recreation not involving firearms or motor vehicles.	No permitted changes
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SUI GENERIS	Sale of hot food for consumption off the premises.	Permitted change to Class 1 and 2.
	Sale of motor vehicles.	Permitted change to Class 1#.

NOTE: only those which have permitted changes are shown. Refer to UCO for full list.

- * only where not more than 235 square metres of floor area will be used for storage or distribution.
- # only where the total floor area of the building does not exceed 235 square metres.

HEALTH AND SAFETY EXECUTIVE: MAJOR HAZARD SITES IN SOUTH AYRSHIRE

COMAH Top Tier Sites

William Grant & Sons Distillers,
The Girvan Distillery,
Ayrshire,
KA26 9PT
1229/25/02/2000/N

COMAH Lower Tier Sites

Associated British Ports
Ayr and Troon Port Office,
Ayr
KA8 8AH
2255/23/01/2001N

Secro Gulf Engineering Ltd.,
Heathfield PSD,
Low Road,
Whitletts,
Heathfield,
Prestwick
2188/22/02/2001N

Soil Fertility Duns Ltd,
St. Quivox,
Ayr,
KA6 5HH
1469/11/07/2000

Transco Plc,
Ayr Holder Station,
Wier Road,
Ayr
KA8 8BD

NIHHS Sites

Autoglass Caledonia (CalorGas), Boundary Road, Heathfield Industrial Estate, Ayr

Chilton Brothers Ltd, Grangestone Industrial Estate, Ladywell Avenue, Girvan

McGawn Brothers, Ladywell Terrace, Maybole.

Explosives Sites

Associated British Ports, Port of Ayr.



Planning and Transportation - Development, Safety and Regulation Department
Burns House, Burns Statue Square, Ayr, KA7 1UT. Telephone: 01292 612000