

APPENDIX II - The Strategies

Industrial and Employment Land Strategy

Introduction

Employment in South Ayrshire has traditionally been centred in and around the main towns and centres of population: notably Ayr, Prestwick, Troon, Maybole and Girvan. Employment has traditionally been concentrated in manufacturing and primary industries, tourism and other services.

This strategy is primarily concerned with the planning of land for industrial and business employment, but also covers aspects related to the airport and port areas, which are concentrated into relatively well contained locations. The strategy does not however relate to aspects of the service sector such as retailing, leisure, recreation, tourism or traditional rural based industries - which are given due guidance in the main Local Plan text.

The Council recognises the importance of an industrial/employment hierarchy comprising of small, medium and large sized companies working within the economy. These also include companies working in different types of industry such as heavy engineering, storage and distribution, high technology, light industry, electronics, precision engineering, biotechnology business use, research, freight and other transport functions. Each of these activities have different site selection criteria and this has often resulted in the creation of identifiable characteristics in particular industrial areas.

Purpose of the Strategy

The purpose of the strategy is to provide guidance to investors in terms of the types of activities which are likely to be encouraged within the different industrial areas. It is intended that the guidance will assist in creating a stable environment for investment, whilst also giving re-assurance to existing firms with regard to the type of industry which may locate within their vicinity. The provisions of this strategy take cognisance of the statutory Use Classes Order as it relates to employment uses.

The Strategy intends to give an indication of the nature and scale of industrial activity which is considered appropriate in a particular location. In defining industrial areas, care has been taken to ensure that sites provide for the full range of industrial uses. In this respect, cognisance has been given to not only current land demands, but also latent and possible future demands. By identifying, protecting and seeking to maintain or improve the intrinsic qualities of existing industrial areas, this Strategy can be expected to further economic development in South Ayrshire.

The Strategy

The Council has undertaken a qualitative land use assessment of existing and proposed industrial areas, through which a simple seven type site classification has been devised to reflect the overall character of the area. The Strategy recognises that areas do not always fall completely within one of the classifications - and that alternative uses from those specified may not be acceptable. The seven types comprise:

- Business Area
- General/Light Industry
- General Industry and Distribution

- Heavy Industry
- Light Industry
- Port Related Industry
- Airport
 - a) Terminus Facilities
 - b) Runway Related Industry
 - c) Runway Related Freight
 - d) Airport Related Industry

Industrial Estates and their Future Development

Based upon a detailed assessment of the provision of industrial land and premises, 15 industrial/employment estate areas have been identified. The location of these estates (whether established or developing) and the availability of industrial land sites, is illustrated on the Strategy Diagram.

The following text indicates the character of each of the 15 areas identified, categorises them into one of the seven classifications and offers guidance as to the type of industrial development which would be considered as being appropriate at these locations. The following information is based on information available at May 2002.

1. Olympic Complex, Dundonald: General Industry/Distribution

- Location:** The Olympic Complex is located ½km north of Dundonald, to the west of the B730.
- Characteristics:** The site is an established industrial estate with extensive car and HGV parking. The area contains two large traditional two storey office buildings (vacant) and a range of large office and hanger buildings currently in use. A number of temporary buildings are also in use. Road access to the A759 linking to the A78 and Trunk Road network is good.
- Preferred Uses:** General industry, light industry, and large scale storage and distribution uses would be acceptable. Business uses may also be acceptable.

2. Palmer Mount, Dundonald: Light Industry

- Location:** The site is located to the northeast of Dundonald, to the north of, and accessed from, the A759. Road access to the A78 and Trunk Road network is good.
- Characteristics:** The site comprises an established industrial estate, predominantly of small to medium scale recently constructed units in storage and distribution use.
- Preferred Uses:** Light industrial uses and small scale storage and distribution uses will be considered acceptable. Some small scale business use units may also be appropriate.

3. Troon Harbour: Port Related

- Location:** Harbour Road and Troon Port are located approximately 1km north east of Troon Town Centre. The area is predominantly associated with the sea port facility. Access to the area is by road or sea. Other than a vacated site of 5.6 hectares, land availability is physically constrained.
- Characteristics:** Heavy engineering (ship building/repairs) and largescale storage and distribution facilities associated with the port predominate.
- Preferred Uses:** The site will be safeguarded and promoted for heavy engineering, sea freight storage/distribution and especially ferry terminus facilities. Preference will be given generally to uses requiring a port location.

4. Dukes Road, Troon: Light Industry

Location:	The site is close to the town centre and Troon Harbour, with undeveloped land to the north and mixed residential and retail uses to the south.
Characteristics:	Modern small and medium sized purpose built industrial units house light industrial and business uses.
Preferred Uses:	Light industry, small scale storage and distribution uses with ancillary office/business activities.

5. Glasgow Prestwick International Airport (GPIA)

Location:	Glasgow (Prestwick) International Airport (GPIA) is located adjacent to, and to the north of the urban area of Prestwick. One operational runway runs in an east/west direction, whilst a lesser-used second, runs in a north/south direction and adjoins the eastern urban boundary of Prestwick. Activities directly concerned with the operational requirements of the airport, those using the airport directly and others linked to the activities of the airport have become established, and continue to be developed adjacent to the airport curtilage.
------------------	---

I. Airport Terminus: Airport Terminus Facilities

Location:	The airport terminus is located to the northern end of Prestwick urban boundary, south of the operational east/west runway. The area is highly accessible by road and rail, with a dedicated railway station.
Characteristics:	The area comprises a high profile terminal building with associated storage and transport uses requiring direct runway access. 30.8 hectares of undeveloped land remains available.
Preferred Uses:	The site will be safeguarded and promoted for Airport Terminal facilities.

II. Monkton: Airport Related

Characteristics:	The site is characterised by very large scale airport and runway related activities. The area is close to the Trunk Road network, but access is via Monkton village.
Preferred Uses:	Airport and runway related industries are preferred although some light industry, storage and distribution or business uses may also be acceptable where linked to airport activities.

III. Shawfarm Road and Freeport: Airport Related

Location:	Located within Prestwick urban boundary, the site is situated within land defined by the convergence of the airport runways, being south of the east/west runway, and west of the north/south runway.
Characteristics:	This large industrial estate is characterised by modern, large scale industrial units with light industry, storage and distribution and airport related uses. The site is adjacent to the 2 runways with good road access to the trunk road network. There is 32.6 hectares of land available for development.
Preferred Uses:	Protection of large scale units from sub-division, with encouragement and safeguarding of the site through Policies of the Local Plan for further similar scale development, especially for airport related uses. Some scope for runway related and business/office use may also be appropriate.

IV. Orangefield: Runway Freight

Location:	The site is located to the north of Prestwick urban area, south of the operational runway and with direct access to it. Road access is good to the A79 and Trunk Road network.
Characteristics:	Some largescale runway related industrial development exists, notably to the west of the site. Approximately 3.15 hectares of land remains undeveloped.
Preferred Uses:	The site will be safeguarded and promoted for Runway/Runway Freight uses, or other runway related use.

V. Monktonhill: Airport Related

Location: Monktonhill is located to the west of, and adjacent to Monkton, and to the north of the main runway, from which it is separated by Station Road.

Characteristics: The site is currently under-construction for aerospace/airport related industrial development.

Preferred Uses: The site will be safeguarded and promoted for Airport Related Industrial development.

VI. Monkton Runway, Monkton: Runway Related

Location: The site is located to the east of Monkton, to the north of, and with direct access possible to the main runway. Road access to the site from the A77 is good, although it passes through Monkton.

Characteristics: The site comprises former airport runway land, now unused.

Preferred Uses: The site will be safeguarded and promoted for Runway Related Industrial development.

VII. Esperanto Road: Airport Related

Location: The site is located to the northeast of Prestwick's residential area, in close proximity to the second airport runway.

Characteristics: The site, presently undeveloped is flat, with light industrial uses anticipated to be developed to the north, runway activities to the east and borders residential use to the south. The land has planning permission for the construction of a new National Air Traffic Control Centre.

Preferred Uses: The site will be safeguarded and promoted for the development of a new National Air Traffic Control Centre.

VIII. Glenburn Bing: Runway Freight

Location: The site is located to the eastern edge of Prestwick urban area, to the west of, and adjacent to the airport runway.

Characteristics: The site, presently in leisure (open space) use is flat, with industrial land to the north and west designated for airport or light industrial development. The southern boundary borders a golf course, and direct access to the second airport runway could be formed to the east.

Preferred Uses: The site will be safeguarded and promoted for Runway Freight uses or other runway - related use.

6. Glenburn Road, Prestwick: Light Industry

Location: The Glenburn Road site is located to the northeast of Prestwick's residential area, in close proximity to the north/south airport runway.

Characteristics: Large scale light industrial uses currently exist and some associated business/office uses are evident. The area is predominantly surrounded by extensive industrial areas and has good access to the Trunk Road network.

Preferred Uses: Large scale light industrial, storage and distribution uses would be acceptable, with general industry also potentially being suitable.

7. Heathfield, Ayr & Prestwick, General Industry and Distribution

Location: The Heathfield site is located to the South of GPIA, adjacent to the Heathfield Retail Park.

Characteristics: The site is a large flat, undeveloped area of some 35 hectares with good access to Heathfield Road and the A77 Trunk Road Network.

Preferred Uses: Large scale general industry, business, storage and distribution uses would be acceptable. Airport related uses would also be appropriate.

8. Newton-on-Ayr

Location: Newton is situated on the north bank of the River Ayr. It developed as a small urban area centred around mining, and later industrial and port related activities. The area is now characterised by business, industrial and port related activities in small traditional buildings, or larger purpose built industrial buildings.

I. Ayr Port: Port Related

Characteristics: Large area of open land used for storage and stockpiling of shipment freight/cargo. The land is exposed to salt spray and high winds. Railhead and sidings are in use although road access is convoluted and partly through residential areas.

Preferred Uses: Enhancement and increased use of rail/sea haulage links, shipment storage and distribution, port related business. This site is safeguarded for port related business. There is no industrial land available in this location.

II. Newton: General/Light Industry

Characteristics: Small workshops in old properties - some converted from other uses. Recent medium scale units constructed. Concentration of mechanical engineering, coach works and building trade supplies. Some high density housing within and adjacent to the area. Road access narrow and convoluted.

Preferred Uses: Continued flexibility for the provision or conversion for small and medium scale general industry, workshop and business units. Small scale storage and distribution may also be acceptable. Scope for land assembly and port related uses. Some peripheral areas may be suitable for consolidation to residential uses. There is a vacant site of 0.3ha within the locality.

NOTE Newton is the subject of a specific strategy in this Local Plan which contains additional guidance.

9. Braehead, Ayr : 3 Sub Areas

Location: Land in proximity to the Ayr rail and waggon repair depot (Braehead) is situated approximately 1km east of Ayr Harbour, at the heart of the urban area's traditional manufacturing centre. As a consequence, it is characterised by large industrial and mill buildings with associated storage land, surrounded by traditional high density terraced and flatted dwellings.

I. Viewfield Road: General/Light Industry/Distribution

Characteristics: The area comprises two large scale units, one of which is sub-divided for business use within a predominantly residential area. Mixed uses of manufacturing, workshop, business/office premises are present. A rail line is located to east of site, but there is no direct access to it. However, road access is good to Ayr Town Centre inner ring road.

Preferred Uses: General industry, small scale/ancillary office and business use. Small scale storage and distribution may also be acceptable. There is no available marketable industrial land within the locality.

II. McCalls Avenue: General/Light Industry

Characteristics: Large scale, late Victorian manufacturing mills (vacant) with some purpose built small-medium scale workshops. There is a railway to the south, although there is no direct access. High density housing is located to the north and whilst road access is fair, roads are narrow and can be congested.

Preferred Uses: General industry, light industry and ancillary office provision would be appropriate. There is some scope for small scale storage and distribution, especially with use of the railway line adjacent to the site. The former Mill may be suited to business uses although demolition and redevelopment for new purpose built units would be acceptable. There are, as at May 2002, 2 vacant sites of 0.56 hectares and 1.01 hectares within the locality.

III. Somerset Road/Walker Road/Lochside Road/West Sanquhar Road: General/Light Industry

- Characteristics:** The area contains traditional general and heavy industrial uses within old premises. It is adjacent to the rail line in the north but there is no direct access. Road access is fair, but it is narrow and can be congested. High density housing is situated to the south.
- Preferred Uses:** General industry would be acceptable, with small scale, light industry uses adjacent to residential area.
Whilst concerned to ensure the continuation of this important industrial sector, the Plan recognises that locations close to residential areas, or with access gained through residential areas may create a conflict of interest. This is most apparent where vehicle movements are frequent or involve large and articulated vehicles.
Given this position, the Council may sympathetically view proposals for uses which reduce potential conflict, but will still view the area primarily as being an important industrial location with the potential to sustain a significant employment base .

10. South Sanquhar, Ayr: General Industry / Distribution

- Location:** South Sanquhar is located to the northern side of the urban area of Ayr and comprises a large expanse of undeveloped land bordered by railway to the south, commercial use to the north and recent residential development to the west.
- Characteristics:** The area has one large industry (bakery) and a number of smaller units, including an abattoir and retail showroom. The site comprises predominantly undeveloped, open land, mostly bordered by other industrial areas. There is a rail line to the south of the site although there is no direct access to it. Road access is good to Heathfield Road and the A77 subject to the capacity of the Whitletts Roundabout.
- Preferred Uses:** A wide range of large scale general, and some heavy industrial uses would be acceptable, especially where associated with the adjacent rail line. Some storage and distribution may be acceptable, with scope for airport related industries. There are two sites currently vacant within the locality, comprising 10.8 hectares of marketable industrial land.
- NOTE** This site is included in the Heathfield Strategy of this Local Plan, which contains additional guidance. It should also be noted that the Council is supportive of the development proposals for a football stadium for Ayr United within this area.

11. Boundary Road, Prestwick: General Industry/Distribution

- Location:** Boundary Road is located to the north of, and accessed from Heathfield Road, being bordered by recent residential development to the north and west. Land to the south is in industrial and business use, with the Heathfield Retail Park to the east.
- Characteristics:** The site comprises medium scale workshops, storage and distribution with some ancillary retail. Some wholesale premises are located in old style industrial units. Light industrial processes in purpose built industrial units and some older style retail showrooms and warehouses are also evident. Access arrangements to Heathfield Road and the Trunk Road network are good with 4.2 hectares of land remaining undeveloped as at May 2002.
- Preferred Uses:** Small and medium scale light industrial uses, storage and distribution would be acceptable. Some ancillary office and business uses may also be considered appropriate.
- NOTE** This site is included in the Heathfield Strategy of this Local Plan, which contains additional guidance.

12. Heathfield Road, Ayr: Business

- Location:** Heathfield Road is the boundary between the urban areas of Ayr and Prestwick and acts as a main arterial route into both. Its edge of town location has resulted in high interest for retail and leisure related development, although it has historically been identified and safeguarded as marketable industrial land.
- Characteristics:** Modern development along the road frontage has resulted in the area being characterised by business uses, although general industry still predominates. Very high profile sites exist with good access to the A77 subject to the capacity of the Whitletts Roundabout. Most of the area is bordered by existing industrial development or industrial land.
- Preferred Uses:** Large scale business/office uses, light industrial use and airport related activity would be considered acceptable. There is also scope for additional car showrooms with associated workshop. Approximately 1.1 Hectares of marketable industrial land is available.
- NOTE** This site is included in the Heathfield Strategy of this Local Plan, which contains additional

guidance.

13. Whitfield Drive, Ayr: Light Industry

Location:	Whitfield Drive is located to the northeastern side of the urban area of Ayr and comprises a recently established and purpose built small industrial estate, separated from general and heavy industrial uses to the north by a railway line, to which it has no direct access, and is bordered by recreational open space to the south.
Characteristics:	The area is occupied by modern, small and medium sized units occupied by light industrial and storage industries. Access by road is excellent to the A77 via Heathfield Road subject to the capacity of the Whitletts Roundabout.
Preferred Uses:	The area will be protected for small scale light industry and high amenity uses to maintain the integrity of previous investment of this type in the estate. Small scale business uses may also be acceptable. As at May 2002, 2.56 hectares of marketable industrial land is available.
NOTE	Whitfield Drive is included in the Heathfield Strategy .

14. Grangestone, Girvan

Location:	Grangestone is located some 1km north of Girvan to the east of the A77 Trunk Road, with access via the B741. There is potential for a railhead link on the existing Girvan to Ayr line which runs just to the south of the site.
Characteristics:	The site, on undulating land, comprises an established industrial estate dominated by a very large scale single operator as well as a number of medium to large general industry and storage and distribution premises.
Preferred Uses:	General industry, light industry and storage and distribution uses will be regarded as being appropriate.

15. Grangestone, Girvan (Proposed Extension to the Industrial Area)

Site Extension 1:

Location:	This site is located to the east of, and adjacent to the established Grangestone Industrial Estate, with access to the A77 Trunk Road via the B741.
Characteristics:	The site comprises 12 hectares of currently undeveloped land rising to the north, separated from agricultural land to the east and south by Ladywell Road and the B741 respectively.
Preferred Uses:	The site is considered suitable for general and light industrial uses, of both large and smaller scale.

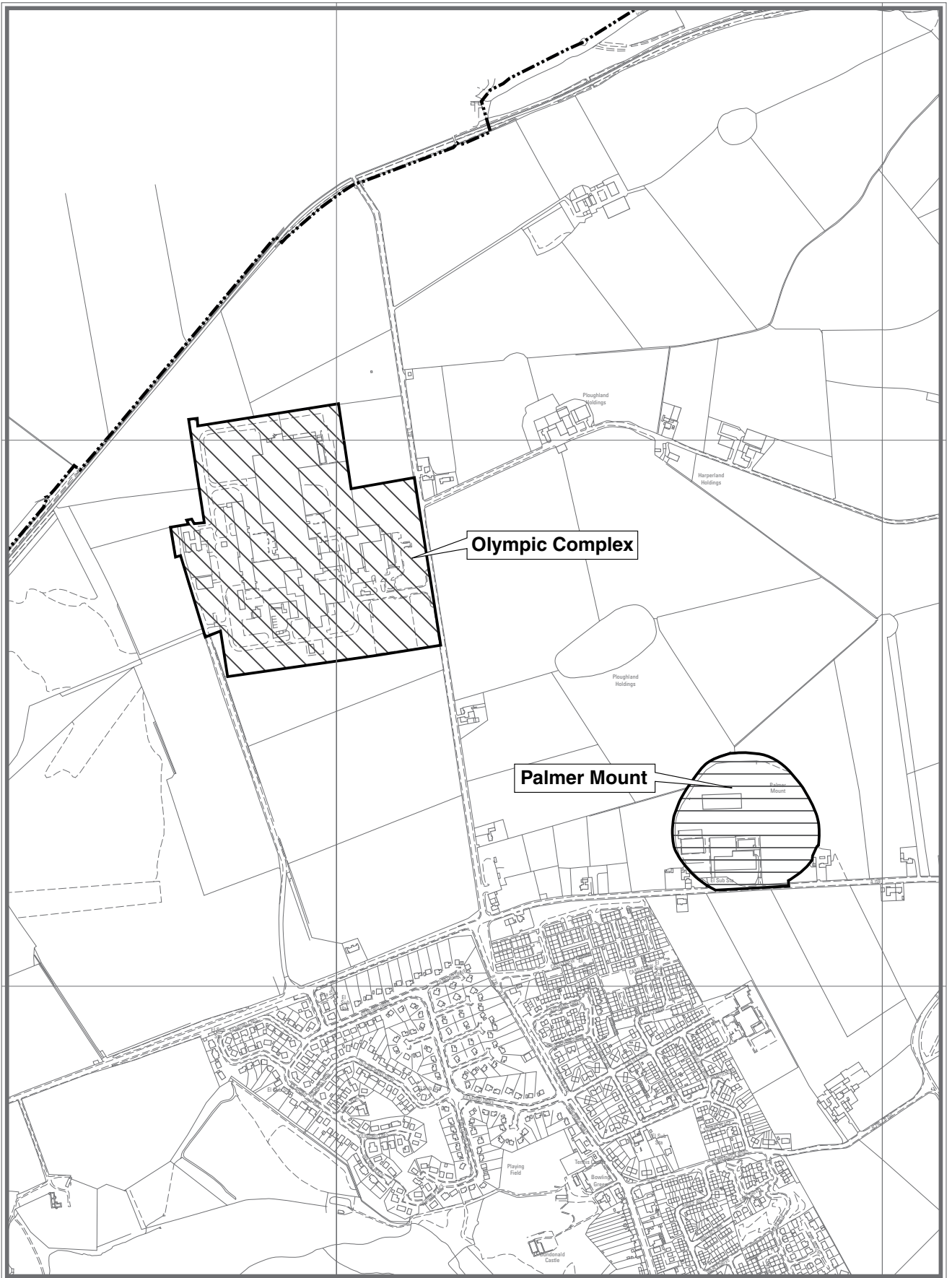
Site Extension 2:

Location:	This site is located to the south of, and adjacent to the established Grangestone Industrial Estate, with access to the A77 Trunk Road via the B741.
Characteristics:	The site comprises 5 hectares of currently undeveloped land with the rail line to the south and the B741 to the north.
Preferred Uses:	The site is considered suitable for the establishment of a rail halt/freight loading point, with any remaining part of the site being appropriate for general and light industrial uses.

Ongoing Industrial Restructuring

The local plan has policies which operate to retain industrial areas and to safeguard these areas against competing land uses. However there may be circumstances where land or premises fall out of industrial use. Accordingly, exceptions to this policy may be allowed to enable the site to be developed for alternative purposes. As the local plan aims to ensure that there are sufficient opportunities for industrial development, and at the same time aims to protect environmental and residential amenity, the circumstances in which industrial sites can be developed for alternative purposes is limited to the following:-

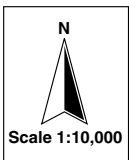
- the site must be located within a settlement boundary, as defined in the local plan; and
- development of the site should not fragment a larger industrial area or sever links between industrial users in that area; and
- if the proposed use is residential, that the amenity of the potential future residents would not be adversely or likely to be adversely affected by the activities of existing uses in the vicinity; and
- the proposed use does not otherwise contravene the Strategic Policies of the local plan; and
- it must be demonstrated, to the satisfaction of the Council that future industrial or business use of the land or premises is unlikely or undesirable.






Olympic Complex

Palmer Mount

MAP STR1



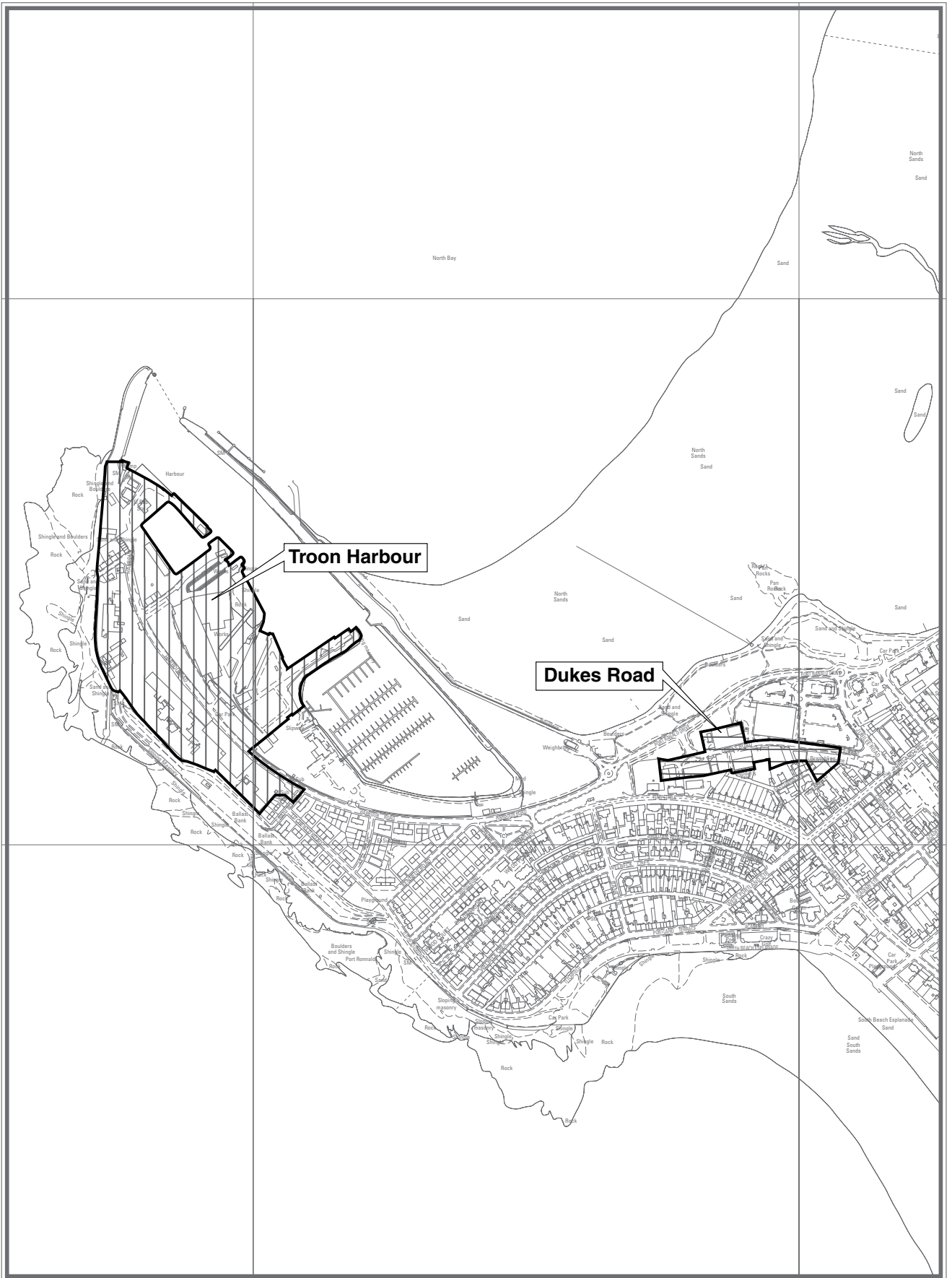
-  South Ayrshire Boundary
-  General Industry/Distribution
-  Light Industry

(NOTE: Refer to Main Policy Legend for full policy list)



South Ayrshire Local Plan
INDUSTRIAL AND EMPLOYMENT STRATEGY
DUNDONALD

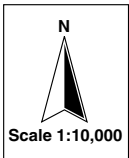


This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of Her Majesty's Stationery Office. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. South Ayrshire Council. 100020765, 2007.



MAP STR2

-  Light Industry
-  Port Related



(NOTE: Refer to Main Policy Legend for full policy list)

South Ayrshire Local Plan
INDUSTRIAL AND EMPLOYMENT STRATEGY
TROON



This map is based upon Ordnance Survey material with the permission of Ordnance Survey on behalf of Her Majesty's Stationery Office. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
 South Ayrshire Council. 100020765, 2007.