



North Ayrshire Council  
Comhairle Siorrachd Àir a Tuath

## **SUPPLEMENTARY AGENDA**

for the consideration of  
the Planning Committee at its  
meeting on 3 December 2014

### **Business**

**5. Garnock Valley**

Submit report on the following applications:

**14/00643/ADC: Kilbirnie Dental Surgery, 1 Bridgend, Kilbirnie**

Erection of 2 externally illuminated fascia signs to side elevations of dental surgery

**6. Urgent Items**



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**NORTH AYRSHIRE COUNCIL**

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**Agenda Item 5**

Planning Committee

**3 December 2014**

Planning Area

**Garnock Valley**

Reference

**14/00643/ADC**

Application

**30th October 2014**

Registered

Decision Due

**30th December 2014**

Ward

**Kilbirnie and Beith**

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<b>Recommendation</b>	<b>Grant with Conditions contained in Appendix 1</b>
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<b>Location</b>	1 Bridgend, Kilbirnie
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<b>Applicant</b>	Kilbirnie Dental Surgery 1 Bridgend, Kilbirnie
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<b>Proposal</b>	Erection of 2 externally illuminated fascia signs to side elevations of dental surgery
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**1. Description**

The application proposes the erection of 2 no. externally illuminated signs on the gables of the Kilbirnie Dental Surgery. A previous proposal, which sought advertisement consent retrospectively, was refused consent in 2013 (ref. 13/00262/ADC ) and subsequently dismissed at appeal. The unauthorised signs remain in situ.

The proposed scheme differs from the application which was refused in 2013, which comprised of folded aluminium box signs with deep returns, signage positioned at top of first floor level, and very dominant due to size of signage. This application again provides for 2 no. signs located on the gables; however the signs would be flat panels (3mm thick, 2.9m wide and 0.8m deep) with 50mm x 50mm hardwood timber moulded border similar to the design and proportions of the approved signage on the front elevation (ref. 1400427/ADC), the signage positioned below first floor windows to line through with the approved fascia sign, and proportionate in scale to the gable elevations

The signage would be externally illuminated with overhead trough lights as per the approved signage for the front elevation. The signage on the south west gable would be positioned centrally on the wall, whereas the north east gable sign would be positioned closer to the street at the corner of the building. This is to take into account the restricted visibility to the north east caused by its proximity to a nearby 3 storey tenement building.

In terms of the adopted Local Development Plan, the site is located within the area identified as Kilbirnie Town Centre. The application requires to be considered in terms of the Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984. The Council has also produced and adopted its own supplementary guidance 'Control of Advertisements.'

## **2. Consultations and Representations**

The application did not require either publicity or any consultations.

## **3. Analysis**

The Town and Country Planning (Control of Advertisements) (Scotland) Regulations 1984 limits the exercise of the powers of control of advertisements solely to the interests of amenity and public safety. Applications for advertisement consent must therefore be considered on these grounds. The Council's supplementary guidance 'Control of Advertisements' gives advice on how applications for certain types of adverts will be considered.

There are no public safety issues raised by the proposal.

In terms of the Reporter's decision (ref. ADA-310-2000), the unauthorised signs on the building were found to be unacceptable due to their "nature, bulk, scale and size." Furthermore, the Reporter considered that the unauthorised signs "significantly detract from the character of the building." Finally, the Reporter noted that the signs did not "provide a satisfactory modern alternative to blend with the traditional appearance of the property."

The current application has been formulated to address these concerns and to provide a comparable design solution to the approved front elevation sign under ref. 14/00427/ADC. It should also be noted that, when initially submitted, ref. 14/00427/ADC also sought consent for gable signs. However, the signs proposed in that application were of a scale and at a position on the building that was not materially different to the unauthorised gable signs. Accordingly, gable signs were omitted from that application, with consent approved only for one sign on the front elevation of the building above the entrance door.

It is considered that the proposed signage in the current application would satisfactorily address the issues relating to design and position on the building not addressed previously. The proposed gable signs would line-through horizontally with the approved front elevation sign. The signs would have a comparable size and a similar rectangular shape, and they would utilise similar materials and detailing. The signs would be visible from the public road (A760) along a short distance to either side of the site.

The Council's 'Control of Advertisements' guidance provides advice on illuminated fascia signs. It states that "fascia signs shall be permitted in principle above shops, public houses, cafes and similar commercial premises. In busy commercial areas such as town centres a wide variety of designs would be acceptable subject to the fascia sign being related to the design of the shop front and below the level of the first floor. It is considered that a variety of styles can add interest to a busy town centre." The proposed signage would be situated above the dental surgery, and therefore complies with this aspect of the guidance.

The guidance also states "where buildings have no recognisable fascia, care should be taken to ensure the design of the sign is compatible with the character and size of the building."

The proposal relates to a type of signage that is equivalent in design, scale and position to a fascia sign. The policy does not exclude such signs on the gables of buildings within town centres, and it is considered that the proposal would be comparable in character to such signs. It is also considered that there would be a definite visual relationship between the proposed signs and the previously approved front elevation sign. It is considered that the design of the proposed gable signs would be compatible with the character and size of the building, addressing the design/scale issues raised both by the unauthorised aluminium box signs and the previous proposal.

In summary, this is considered to be an acceptable proposal for gable signage at 1 Bridgend Kilbirnie. Advertisement consent should be granted subject to the standard 5 year condition and a condition to secure the removal of the unauthorised gable signs within 2 months of the date of approval.

#### **4. Full Recommendation**

See Appendix 1



KAREN YEOMANS  
Executive Director (Economy and Communities)

Cunninghame House, Irvine  
25 November 2014

For further information please contact Mr Anthony Hume, Senior Development Management Officer , on 01294 324318

## **APPENDIX 1**

### **RECOMMENDATION FOR PLANNING APPLICATION REF NO 14/00643/ADC**

Grant subject to the following conditions:-

1. That the display shall be for a period of 5 years from the date of this consent.
2. That the unauthorised signage on the gables shall be removed within 2 months of the date of this consent to the satisfaction of North Ayrshire Council as Planning Authority.

The reason(s) for the above condition(s) are:-

1. That the specific duration of advertisement consent is considered expedient having regard to the provisions of Section 18 of the Town and Country Planning (Control of Advertisement) (Scotland) Regulations 1984.
2. In the interest of the amenity of the area.





# Committee Plans

14/00643/ADC



North Ayrshire Council  
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