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Article 4 Direction  
&  
Removal of Deemed Advertisement Consent

***Mauchline***  
**CONSERVATION AREA**

## What is an Article 4 Direction?

Although many types of development normally require planning permission, there are certain developments and alterations that can be carried out to properties without the need to submit a planning application. However, if an area is covered by an Article 4 Direction, extra controls will exist and planning permission will be required for a wider range of development or works; including construction and alteration of boundary walls and fences. Article 4 Directions can be made where stricter power controls are desirable, such as in conservation areas.

## What is the removal of Deemed Advertisement Consent?

Certain categories of advertisements can be displayed without express consent from the planning authority. Categories may be removed from Deemed Advertisement Consent, so that advertisement consent is required before such advertisements can be displayed. This can be desirable to protect local amenity, such as environments of architectural, historic, cultural or civic interest.

## How will the proposals affect me?

In order to protect and enhance the historic environment of the Mauchline Conservation Area and the improvement works carried out through the Conservation Area Regeneration Scheme, East Ayrshire Council is proposing to introduce an Article 4 Direction and a Removal of Deemed Advertisement Consent. If this proposal goes ahead, this will mean that several types of development or advertisements will now require permission from the Council which previously did not.

## Don't I require permission already?

Properties within a conservation area already require planning permission for more types of development than if they were outwith, such as:

- Some extensions of houses, such as conservatories;
- Alterations to the roof of a house;
- Stone cleaning, painting or cladding of the exterior of any building; or
- Installation of oil storage containers or telecommunications antennae.

## Will I need to pay application fees that would otherwise not be needed?

If the Article 4 Direction and the removal of Deemed Advertisement Consent were approved, any type of development or advertisement that would require planning permission or advertisement consent because of the Article 4 or the removal of Deemed Advertisement Consent alone would not incur a fee.

## What else would need permission under an Article 4 Direction and removal of Deemed Advertisement Consent?

The Article 4 Direction proposed is for categories that include:

- Construction or alteration of boundary walls or fences;
- Laying out of driveways or any means of access to a road;
- Works within a road by the Roads Authority; and
- Building of houses by the Local Authority.

The removal of Deemed Advertisement Consent is for categories including:

- Functional advertisements of local authorities and statutory undertakers;
- Signage on buildings or business premises; and
- Advertisements on hoardings.

## What properties will be covered by the Article 4 Direction and the removal of Deemed Advertisement Consent?

All buildings within the Mauchline Conservation Area. The map overleaf shows the properties which fall within the Conservation Area.

## What should I do?

It is recommended that if you are proposing any external improvements or alterations to a property within the Mauchline Conservation Area you should contact Development Management at [submittoplanning@east-ayrshire.gov.uk](mailto:submittoplanning@east-ayrshire.gov.uk) or on 01563 576790 beforehand.