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<b>Report To:</b>	<b>The Planning Board</b>	<b>Date:</b>	<b>3<sup>rd</sup> February 2010</b>
<b>Report By:</b>	<b>Head of Planning and Housing</b>	<b>Report No:</b>	<b>09/0381/IC Plan02/10</b>
			<b>Local Application Development</b>
<b>Contact Officer:</b>	<b>James McColl</b>	<b>Contact No:</b>	<b>01475 712462</b>
<b>Subject:</b>	<b>Alterations to shop front at 83 Cathcart Street Greenock PA15 1DE</b>		

## **SITE DESCRIPTION**

The application relates to a ground floor retail unit, occupied by Art, Craft and Hobbies, located on Cathcart Street, Greenock. There are a variety of building designs and uses in the vicinity of the application site.

## **PROPOSAL**

It is proposed to refurbish the existing shopfront of this Council owned property. The works include the fitting of a new black finished hardwood profile to the existing window frames, re-glazing as appropriate and new glazed entrance doors, cladding on the entrance door surround and minor alterations to the stallrisers. New signage is also proposed however this is considered under a separate application for advertisement consent.

This application is one of many submitted as part of a scheme being taken forward, by Riverside Inverclyde, to refurbish existing shopfronts in Greenock Town Centre.

## **LOCAL PLAN POLICIES**

Local Plan Policy R18 - Shopfront Design

Inverclyde Council, as Planning Authority, will require new shopfronts to be compatible with the development site and its surroundings and to take cognisance of Planning Practice Advice Note No. 12 on Shopfront Design or any other relevant standards.

Local Plan Policy DC1 - Development Control Advice

Inverclyde Council, as Planning Authority, will support applications for planning, listed building and advertisement consent, where applicable, which accord with the principles established in the Council's Planning Practice Advice Notes.

PPAN12 - Shopfront Design applies.

## **CONSULTATIONS**

No consultations were required.

## **PUBLICITY**

The application was advertised in the Greenock Telegraph on 4th December 2009 as there are no premises on neighbouring land.

## **SITE NOTICES**

The nature of the proposal did not require a site notice.

## **PUBLIC PARTICIPATION**

No representations have been received.

## **ASSESSMENT**

The material considerations in the determination of this application are the Development Plan and the impact on the existing building and wider streetscape.

In considering the relevant provisions of the Inverclyde Local Plan, Policy R18 supports proposals where new shopfronts are compatible with the development site and its surroundings and take cognisance of Planning Practice Advice Note No. 12 on Shopfront Design. Policy DC1 also supports applications which accord with the guidance contained within PPAN 12.

Assessing the proposal, I note that the existing shopfront is receiving a full overhaul and refurbishment while maintaining the traditional proportion and shopfront design. I consider that the refurbishment works will result in an appropriate shopfront which will accord with PPAN 12 and have a positive benefit on the appearance of the building. The wider shopfront improvement scheme will be of significant benefit to the appearance of Cathcart Street.

To conclude, the proposal is appropriate for both the existing building and Cathcart Street, accords with the Inverclyde Local Plan and the guidance contained within PPAN 12, and therefore merits support.

## **RECOMMENDATION**

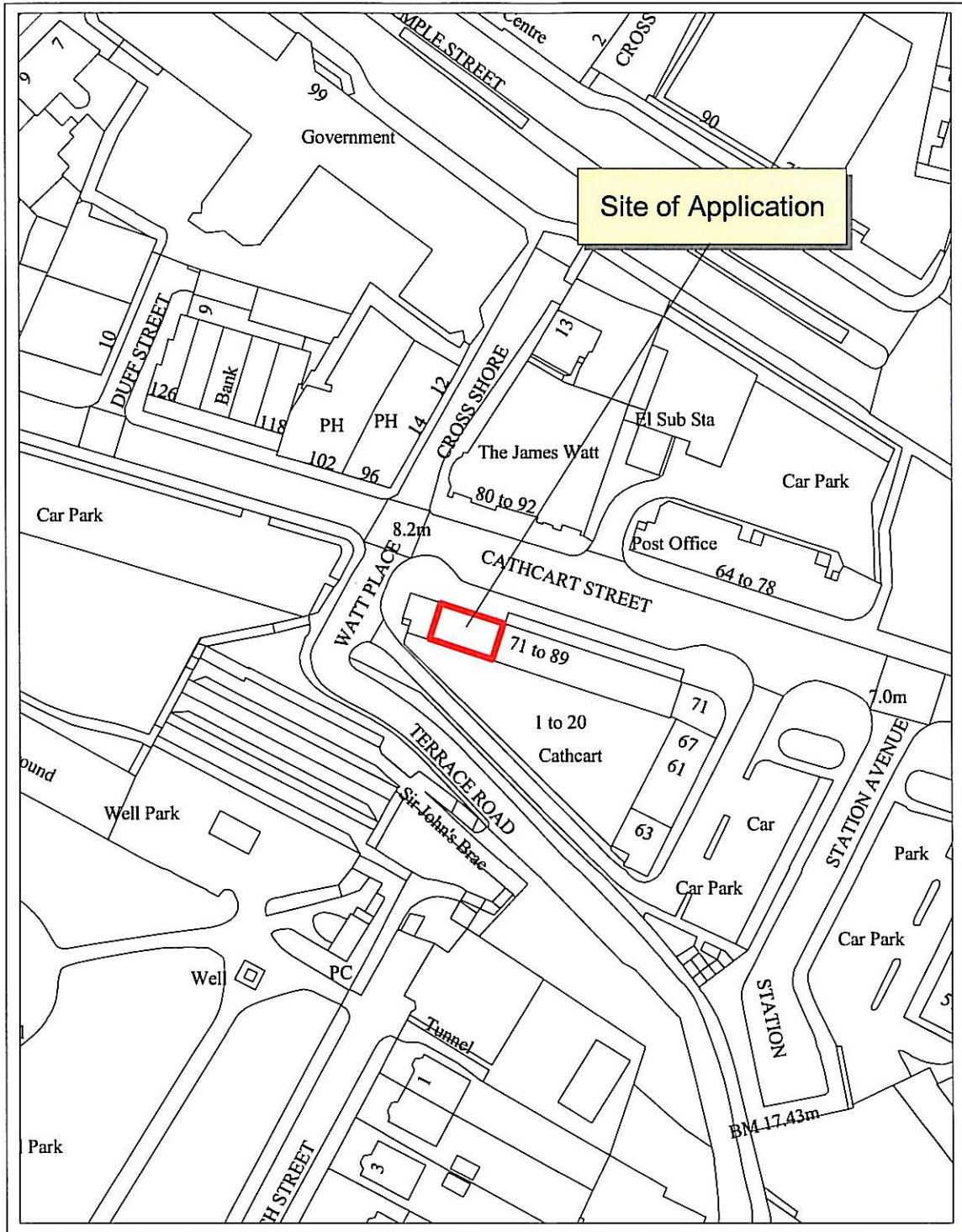
That the application be granted.

F. K WILLIAMSON

Head of Planning and Housing

### Background Papers

1. Application Forms
2. Application Plans
3. Inverclyde Local Plan
4. PPAN 12



Drawing No. 09/0381/IC  
 83 Cathcart Street, Greenock  
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