
Report To:	The Planning Board	Date:	3rd March 2010
Report By:	Head of Planning and Housing	Report No:	10/0034/IC Plan 03/10
			Local Application Development
Contact Officer:	James McColl	Contact No:	01475 712462
Subject:	Alterations to existing shop front at 2 - 4 Bay Street, Port Glasgow		

SITE DESCRIPTION

The application relates to a ground floor retail unit, occupied by Hair Internationale, located on Bay Street, Port Glasgow. 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 new tiling to the stallrisers and pilasters together with a full repair and repaint of the existing shopfront, the fitting of a new black finished hardwood profile to the existing window frames, re-glazing as appropriate. 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 Port Glasgow 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

None required.

PUBLICITY

The application was advertised in the Greenock Telegraph on 9th February 2010 as there are no premises on neighbouring land.

SITE NOTICES

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

PUBLIC PARTICIPATION

The application was subject of neighbour notification and press advert. 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 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 Port Glasgow Town Centre.

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

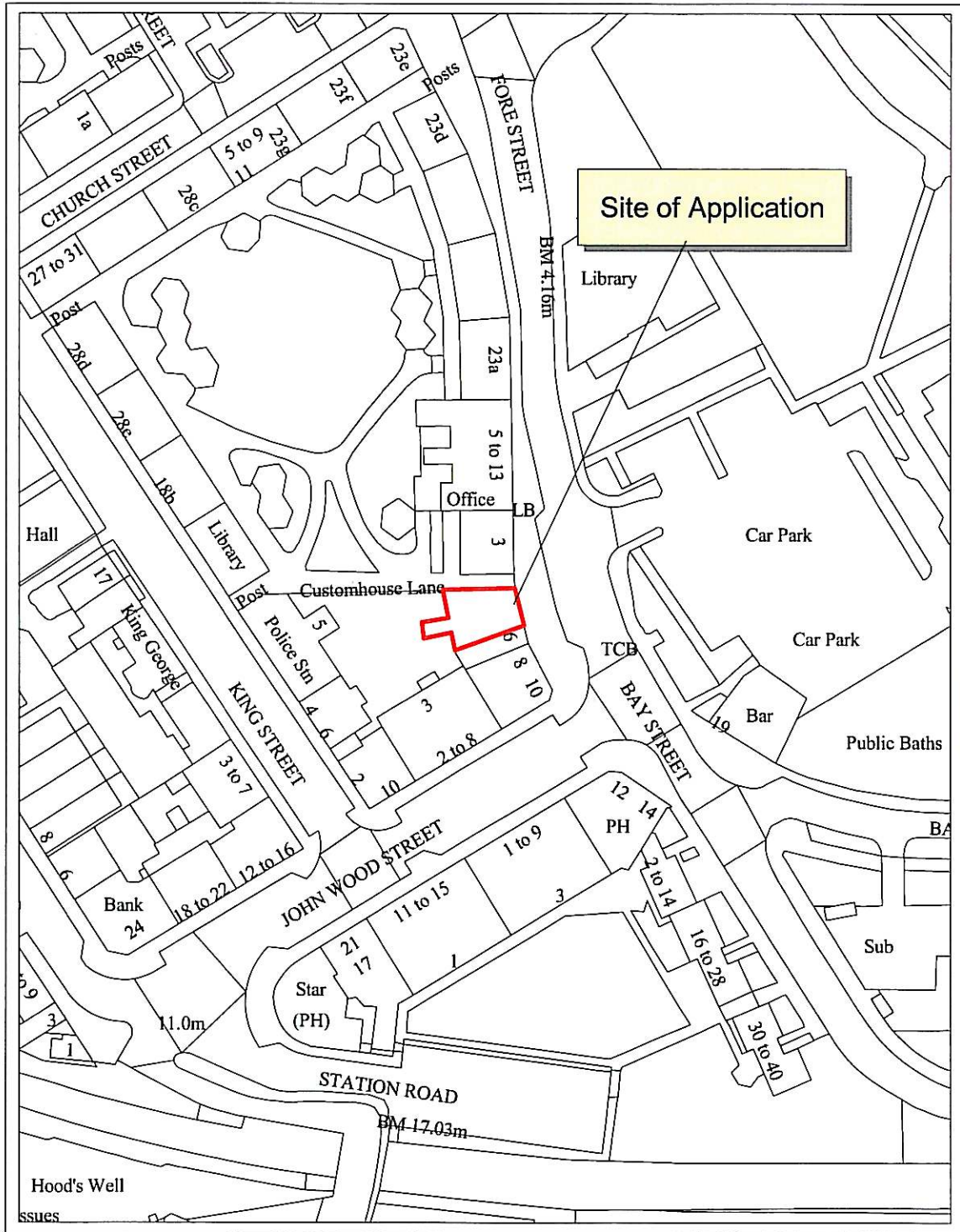
RECOMMENDATION

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. 10/0034/IC
 2-4 Bay Street, Port Glasgow
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 Date: 11:02:10



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