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<b>Report To:</b>	<b>The Planning Board</b>	<b>Date:</b>	<b>6th April 2011</b>
<b>Report By:</b>	<b>Head of Regeneration and Planning</b>	<b>Report No:</b>	<b>11/0017/IC Plan04/11</b>
			<b>Local Application Development</b>
<b>Contact Officer:</b>	<b>Guy Phillips</b>	<b>Contact No:</b>	<b>01475 712422</b>
<b>Subject:</b>	<b>Change of Use from Shop Unit to Office Unit at 53 Belville Street, Greenock</b>		

## **SITE DESCRIPTION**

The site is a disused Council owned shop unit on the ground floor of a four storey, 1970s building on the north side of Belville Street, Greenock, fronting Serpentine Walk. The upper floors of the building contain three storey maisonettes. To the north, the shop unit is bound by a hairdressing salon and to the south by a former Council housing office. There is also a housing association office in the ground floor of the building. The shop fronts onto an area of communal parking, serving the adjoining high rise blocks at Peebles Court and Selkirk Court.

## **PROPOSAL**

It is proposed to change the use of the shop to a Class 4 office. Class 4 includes a range of business uses that may be carried out in a residential area without detriment to amenity due to noise, vibration and odour.

## **LOCAL PLAN POLICIES**

Local Plan Policy H1 - Safeguarding the Character and Amenity of Residential Areas

The character and amenity of existing residential areas, identified on the Proposals Map, will be safeguarded, and where practicable, enhanced. New residential development will be acceptable, in principle, subject to other relevant Local Plan policies.

Local Plan Policy H9 - Non-Residential Development Proposals within Residential Areas

The introduction of new, or the extension of, non-residential uses in existing residential areas will be acceptable only where such uses are compatible with the character and amenity of the area and satisfy other relevant policies of the Local Plan.

## **CONSULTATIONS**

**Head Of Environmental And Commercial Services** - No objections.

## **PUBLICITY**

The application was advertised in the Greenock Telegraph on 25th February 2011 as there are no premises on neighbouring land.

## **SITE NOTICES**

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

## **PUBLIC PARTICIPATION**

No written representations have been received.

## **ASSESSMENT**

The material considerations in the determination of this planning application are the Local Plan and the consultation response.

Policy H1 of the Local Plan seeks to safeguard and, where practicable, enhance residential character and amenity. The best measure, I consider, of whether or not the proposal satisfies this aim is to assess it against Policy H9. Policy H9 advises that the introduction of new, or the extension of, non-residential uses will be acceptable only where such uses are compatible with the character and amenity of the area and satisfy other relevant policies of the Local Plan. Given that there are two offices in the ground floor of the building (one disused), I consider that the provision of a further office use is in character with the area. Regarding residential amenity, I consider that the pedestrian and vehicular comings and goings associated with a Class 4 office are likely to be less than for the previous use as a shop and note the restrictions on impact from noise, vibration and odour. I further consider that bringing the premises back into beneficial use is to the benefit of residential amenity. There are no objections from the Head of Environmental & Commercial Services on road safety grounds.

Overall, I consider the proposal satisfies the aim of Local Plan policy H1 of safeguarding residential amenity.

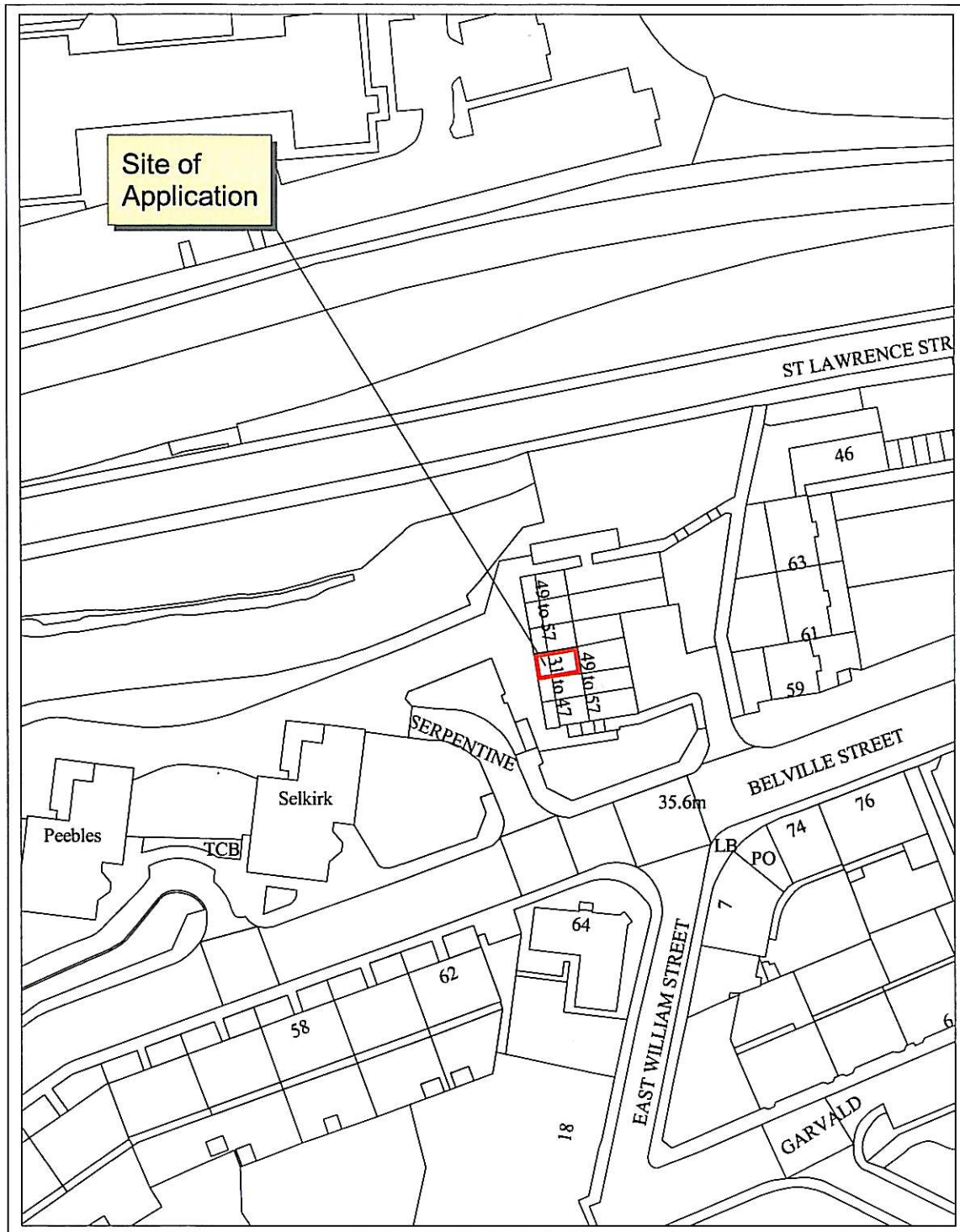
## **RECOMMENDATION**

That the application be granted.

Stuart Jamieson  
Head of Regeneration and Planning

## **BACKGROUND PAPERS**

1. Application form
2. Plans
3. Inverclyde Local Plan
4. Consultation responses



Drawing No. 11/0017/IC 53 Belville Street, Greenock.

Drawn by: JML

Date: 10:03:11

