
Report To:	The Planning Board	Date:	4th January 2012
Report By:	Head of Regeneration and Planning	Report No:	11/0318/IC Plan 01/12
			Local Application Development
Contact Officer:	Guy Phillips	Contact No:	01475 712422
Subject:	Change of use from school to film/tv set and production facilities at Greenock Academy, Madeira Street, Greenock		

SITE DESCRIPTION

The former Greenock Academy building is located on the north west side of Madeira Street. To the south west, the site is bound by Finnart Street, to the north east by Newark Street and to the north west by the rear gardens of houses on Dungourney Drive. Properties opposite the site on Finnart Street, Madeira Street and Newark Street are within the Greenock West End Conservation Area.

PROPOSAL

It is proposed to change the use of the school to a film/TV set and production facility. No external alterations are proposed. The proposed use of the site as a film/TV set and production facility is temporary with a two year lease having been agreed with a possibility for extension and date of entry to be set all subject to the granting of planning permission.

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.

Head of Safer & Inclusive Communities – in order to prevent disturbance to neighbouring residents, heavy goods vehicle movements to and from the site should not take place outwith the hours 7am to 8.30pm.

PUBLICITY

The nature of the proposal did not require advertisement.

SITE NOTICES

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

PUBLIC PARTICIPATION

One objection has been received. The objector is concerned that:-

1. There is no indication of the proposed hours of operation.
2. Film trucks shall arrive and depart at all times of the day.
3. There may be alterations to the exterior of the building.
4. Access to surrounding streets may be affected during filming.
5. The Council has agreed to lease the school in advance of the submission of the planning application for change of use.

ASSESSMENT

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

Policy H1 of the Local Plan seeks to safeguard and, where practicable, enhance residential amenity and character. In order to determine whether or not the proposal satisfies this aim, it is necessary to assess it against policy H9. Policy H9 advises that the introduction 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. As a former school, the use of the site was complementary to residential use. As with any school, there were peaks of activity as pupils and staff arrived and departed each day with associated noise, traffic movements and demand for on street parking. Use as a film/TV set and production facility is, I consider, unlikely to generate such significant peaks of activity. Given the wholly residential character of the adjoining area, however, movements of large lorries to and from the site require to be limited in order to prevent disturbance from comings and goings. This matter can be satisfactorily addressed by a condition in accordance with the advice from the Head of Safer & Inclusive Communities. The operator has indicated acceptability of this restriction.

No road safety objections have been raised by the Head of Environmental & Commercial Services. Any proposed closure of streets for filming is not a planning consideration and is a matter controlled by the Head of Environmental & Commercial Services and Strathclyde Police.

Overall, I consider the proposal merits support.

RECOMMENDATION

That the application be granted subject to conditions.

Conditions

1. The use of the building, hereby approved, shall cease at the expiration of three years from the date on this planning permission.
2. There shall be no heavy goods vehicles entering or leaving the site outwith the hours of 7am to 8.30pm.

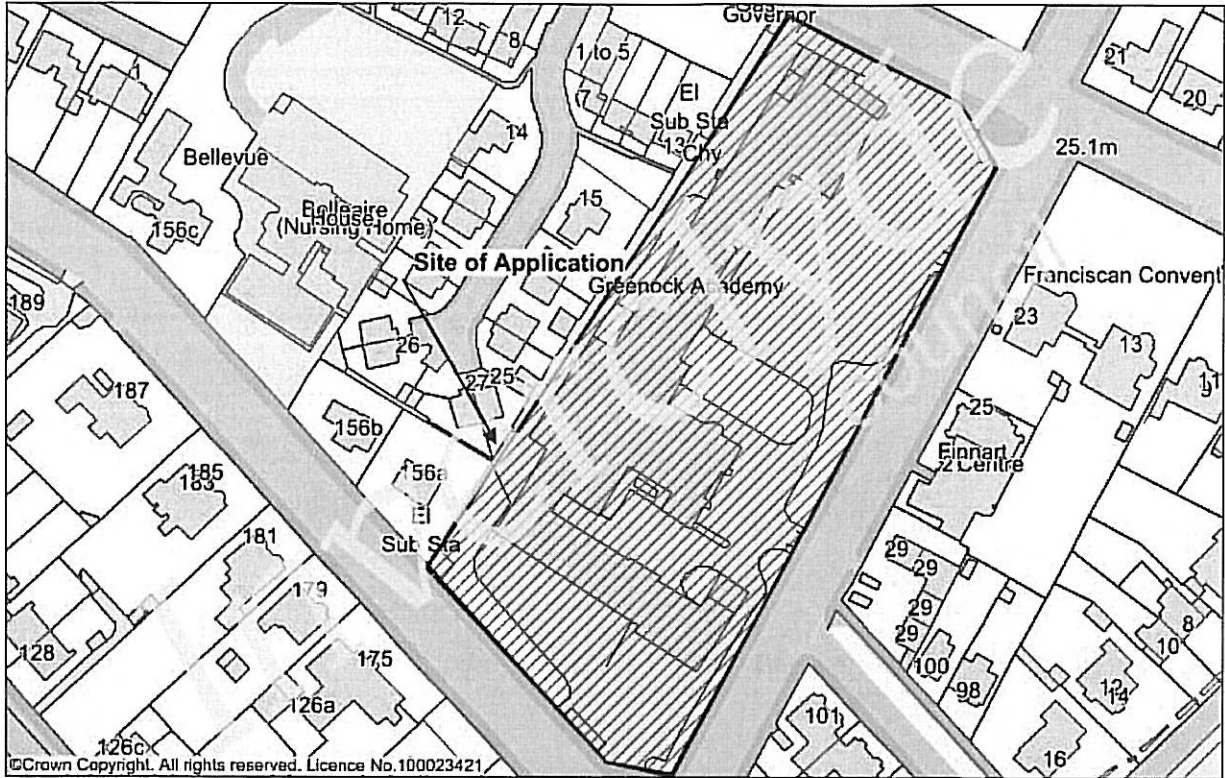
Reasons

1. Due to the temporary nature of the proposal and in order to allow the condition of the former school on the neighbouring Conservation Area to be assessed.
2. In order to prevent disturbance to adjoining residential properties.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

1. Application form
2. Application plans
3. Inverclyde Local Plan
4. Consultation responses
5. Written representation.



Application Number	11/0318/IC
Location	Greenock Academy Madeira Street Greenock PA16 7UJ
Proposal	Change of use from school to film/tv set and production facilities



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