
Report To:	The Planning Board	Date:	4th January 2012
Report By:	Head of Regeneration and Planning	Report No:	11/0311/IC Plan 01/12
			Local Application Development
Contact Officer:	David Ashman	Contact No:	01475 712416
Subject:	Use of land as a farmers' market at Land Adjacent To the Community Centre, Lochwinnoch Road, Kilmacolm		

SITE DESCRIPTION

The application site consists of a paved area of ground to the front of the new community centre at Kilmacolm Cross.

PROPOSAL

The applicant proposes to establish a farmers' market, to take place on the first Saturday of each month. The market will serve customers between 10am and 2pm. It is anticipated that vehicles associated with the market will be parked in the adjacent public car park.

LOCAL PLAN POLICIES

Local Plan Policy R1- Designated Centres

The following Centres are designated:

1. Town Centres, as defined on the Proposals Map:

- (a) Greenock, subdivided into a 'Central Shopping Area' and 'Outer Mixed/Commercial Area';
- (b) Port Glasgow;
- (c) Gourrock; and

2. Local Centres, as defined or indicated on the Proposals Map:

- (a) Kilmacolm (defined);
- (b) Dubbs Road, Port Glasgow (defined);
- (c) Sinclair Street, Greenock;
- (d) Belville Street, Greenock;
- (e) Lynedoch Street, Greenock;
- (f) Barrs Cottage (Inverkip Road/ Dunlop Street), Greenock;
- (g) Ravenscraig (Cumberland Walk), Greenock;
- (h) Cardwell Road, Gourrock (defined);
- (i) Main Street, Inverkip;

- (j) Ardgowan Road, Wemyss Bay;
- (k) By Station/Pier, Wemyss Bay.

Inverclyde Council, as Planning Authority, will seek to assist urban regeneration and sustainable travel patterns. This will be achieved by encouraging each Centre to serve its own retail and service catchments without detriment to other Centres and to the overall roles of Greenock, Port Glasgow and Gourock as the principal Centres serving the Authority.

Local Plan Policy R2 - Support for Designated Centres

The designated Centres identified in Policy R1 will be protected, enhanced and developed, where resources allow, through a range of initiatives aimed at achieving the following:

- (a) encouraging a diversity of retail, leisure, civic, public administration, office, residential and other uses, of the type which the Council, as Planning Authority, considers to be appropriate to the development of the individual Centres, in order to support their vitality and viability, particularly through mixed use developments and through the use of upper floors of commercial premises;
- (b) identifying and promoting opportunities for new development and for the redevelopment and reuse of existing premises, both within and on the edge of the defined Centres;
- (c) improving the quality of the urban environment through implementing programmes for the improvement of individual properties, the streetscape and open spaces;
- (d) improving accessibility and integration of services by bus, train, ferry and taxi;
- (e) improving accessibility for pedestrians and cyclists through the provision of safe and convenient facilities and routes both into and within the town centres;
- (f) managing provision of freight access and of car, motorcycle and cycle parking for residents, visitors, workers and shoppers in accordance with an approved strategy;
- (g) managing traffic flows to minimise congestion and pollution and to give priority to the disabled, pedestrians, cyclists, public transport and service vehicles; and
- (h) developing Town Centre Action Plans in partnership with other agencies.

Local Plan Policy R3 - Town Centre Uses

The following town centre uses will be directed towards the Central Shopping Area of Greenock, the other two Town Centres (Port Glasgow and Gourock) and the Local Centres:

- (a) Use Class 1 (Shops)
- (b) Use Class 2 (Financial, Professional and other Services);
- (c) Use Class 3 (Food and Drink);
- (d) Use Class 11 (Assembly and Leisure); and
- (e) Related uses such as public houses, hot food take-aways, theatres, amusement arcades and offices for taxis for public hire.

Outside these designated Centres, the above uses will be permitted in principle in the Outer Mixed/Commercial Area around the Central Shopping Area of Greenock Town Centre, according to the specification in Policy R5. Applications for any of the uses listed will be considered subject to the criteria outlined in Policy R10. Proposals for other uses in designated Centres will be considered on their merit.

Local Plan Policy R10 - Assessing Development Proposals for Town Centre Uses

Any proposal for a development of one or more of the town centre uses identified in Policy R3, or for any other commercial use within a defined centre, will be required to satisfy the criteria listed below:

- (a) for developments on the edge of, or outside, the designated Centres, and retail developments on the edge of, or outside, Greenock's Central Shopping Area, the applicant should have adopted a sequential approach to site selection, including consideration of sites identified under Policy R6;
- (b) the applicant having demonstrated that there is a capacity for the development in terms of expenditure compared to turnover in the appropriate catchment area, or a qualitative deficiency in existing provision;
- (c) the proposal should not have a detrimental effect, including cumulatively, on the vitality and viability of existing Centres;
- (d) the size and format of the development is appropriate to the Centre for which it is proposed;
- (e) the proposed development should be accessible by a choice of means of transport from its forecast catchment, make provision for improved infrastructure where deemed necessary, not result in unacceptable changes in travel patterns and, where required, be supported by the production of a Transport Assessment;
- (f) the proposed development should be to a high standard of design and its scale, siting and relationship to the surrounding townscape and land uses should make a positive contribution to the quality of the urban environment;
- (g) the proposal should not have a detrimental effect on residential amenity or on the amenity and effective operation of existing businesses;
- (h) the proposal should be consistent with other relevant national, Structure Plan and Local Plan policies and guidelines, including any Town Centre Strategy or other relevant initiative which may have been instigated, the Council's Roads Development Guide, 1995 and any other standards; and
- (i) in Greenock Town Centre the proposed development should be consistent with Policies R4 and R5.

Where the proposal includes either a convenience retail development of over 1,000 square metres gross; comparison retail development of over 2,000 square metres gross; or Use Class 11 (Assembly & Leisure) developments that will attract a large number of users, it should be accompanied by a statement of justification addressing the above criteria and the criteria set out in the Structure Plan and NPPG8. At the Council's discretion, applications for development within designated Centres or small-scale development of town centre uses outwith the designated Centres may be exempted from the requirement to be justified against criteria (a)-(d).

Local Plan Policy R14 - Temporary Street Markets

Proposals for temporary markets will be considered favourably where:

- (a) the proposed site is located within or on the edge of Greenock, Port Glasgow or Gourock town centres;
- (b) there will be no significant adverse impact on the trade of retailers within permanent accommodation;
- (c) the range of goods to be sold will enhance the retail offer of the centre and be agreed in advance with the Council, as Planning Authority; and

(d) the market will operate for a maximum of 13 days in any 12 month period.

CONSULTATIONS

Head Of Environmental And Commercial Services – Concerns are expressed over the parking of commercial vehicles within the public car park.

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

The application was the subject of neighbour notification. No representations were received.

ASSESSMENT

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

Policy R14 does not identify Kilmacolm as a potential location for a street market, although this does not prevent consideration of any proposal. In this respect, it is appropriate to address the retailing policies as they apply to Kilmacolm. Kilmacolm village centre is a “local centre” as defined by policy R1 of the Local Plan. Policy R2 sets out how the designated centres are to be supported; the most relevant criterion is the encouragement of a diversity of uses of the type which the Council considers appropriate to the development of the individual centres in order to support their vitality and viability. Farmers’ markets tend to draw in customers from a wider area and in doing so, create the potential for “spin-off” shopping in the existing retail units. They can also help to retain expenditure within the centres in which they are located. Although there may be some concerns regarding adverse impact on some existing shops with competing trade, I note that the market is only to operate once a month and, on this basis consider that there are likely to be more benefits for the vitality and viability of the village centre. The proposal is therefore supportive of policy R2.

Policy R3 identifies the types of uses to be directed to local centres. A farmers’ market is not specifically identified but the policy indicates that it may to be considered on its merits. The best assessment of this is to assess the relevant criteria in policy R10 not already addressed; the temporary nature of the proposal restricts impact on retail capacity and I do not consider it necessary for the applicant to provide a detailed survey. The size of the site limits the number of stalls involved in the market operation to an acceptable size appropriate for the village centre. Located at the centre of the village, it is accessible by a range of means of transport and although there are nearby residences, they are located within the village centre where there is a degree of noise and activity. I do not consider there to be an adverse amenity impact as a result of the market. The proposal is therefore considered to be of merit, in respect of policy R3, and to satisfy the criteria associated with policy R10.

Overall, I am satisfied that the proposed development accords with the Local Plan.

With respect to the concerns raised by the Head of Environmental and Commercial Services, the market will involve farmers bringing produce for sale using their own transport. These will not be commercial vehicles, such as articulated lorries and large delivery vans and on this basis I do not consider there to be a delivery parking issue. Notwithstanding this, I am advised that there is a Traffic Regulation Order (TRO) in place in respect of the parking of commercial vehicles within the

car park and I am therefore also satisfied that should commercial vehicles become a problem then the TRO may be enforced by the Council.

I therefore consider that there are no material considerations suggesting that planning permission should not be granted. Nevertheless, in order to assess the impact of the market on matters such as parking arrangements, litter and the subsequent condition of the site, I consider it prudent to grant a temporary consent for a period of one year. This will allow any unforeseen problems to be addressed and the applicant will be at liberty to apply for renewal of the permission at the end of the monitoring period.

RECOMMENDATION

That the application be granted subject to condition:

Condition

1. That the permission hereby granted is for a temporary period only and shall expire on 4th January 2013.

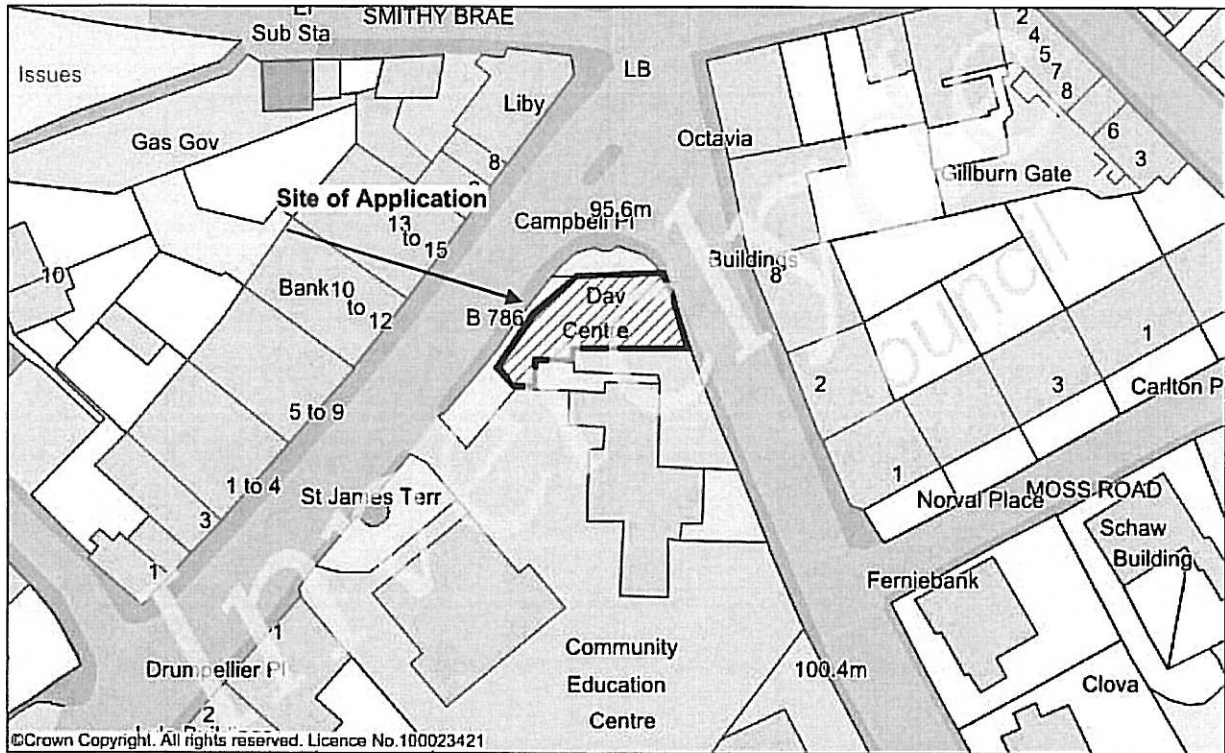
Reasons

1. To comply with Section 58 of the Town and Country Planning (Scotland) Act 1997 and to enable the Planning Authority to assess the impact on general amenity of the development.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

1. Application form and plans.
2. Inverclyde Local Plan.
3. Consultation reply.



Application Number	11/0311/IC
Location	Land Adjacent To Community Centre Lochwinnoch Road Kilmacolm
Proposal	Use of land as a farmers' market



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