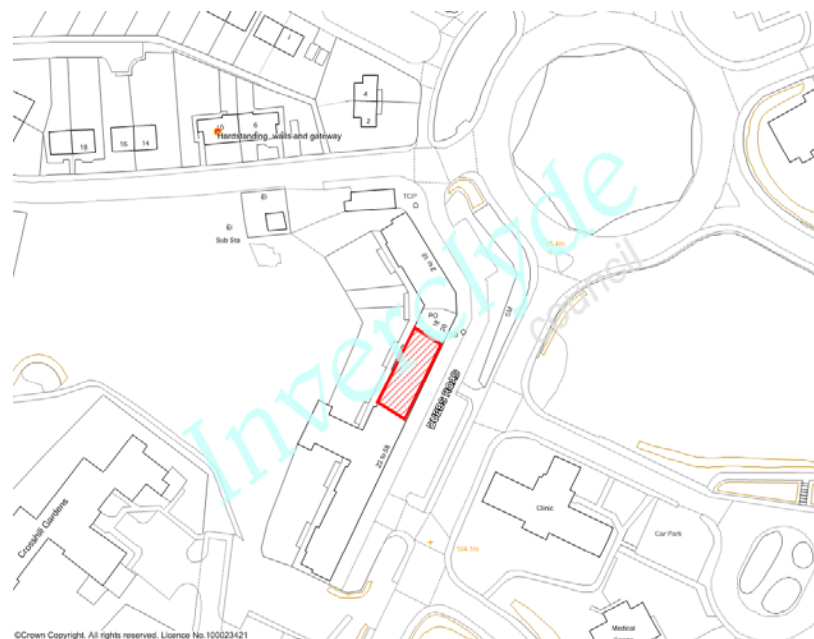

Report To:	The Planning Board	Date:	1st May 2013
Report By:	Head of Regeneration and Planning	Report No:	13/0071/IC Plan 05/13
			Local Application Development
Contact Officer:	James McColl	Contact No:	01475 712462
Subject:	Alterations to shopfronts, fascia boards and roller shutters to facilitate shopfront refurbishment at 22, 24, 28, 30/32 and 34 Dubbs Road, Port Glasgow		

SITE DESCRIPTION

The application relates to five premises comprising two hairdressers, a café, a bakers and retail shop within the shopping parade at Dubbs Road, Port Glasgow. The premises feature a variety of different shopfronts and are located within the ground floor of a three storey building. The upper floors are in residential use.



PROPOSAL

It is proposed to undertake a general refurbishment of the shopfronts including replacement windows and doors, new ceramic tiling to the stallrisers and new projecting fascia sign boxes. The existing roller shutters will be replaced or refurbished to a painted finish as required, and the shutter boxes will be relocated behind the new projecting fascia signs.

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) Gourock; 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, Gourock (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 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 22nd March 2013 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 a press advertisement. No representations have been received.

ASSESSMENT

The material considerations in the determination of this application are the Inverclyde Local Plan, the Council's Planning Practice Advice Note (PPAN) 12 on Shopfront Design, and the impact on the existing building and wider streetscape.

The site lies within the Dubbs Road Local Centre, as defined by the Local Plan. Policy LR2 supports proposals that improve the quality of the urban environment through implementing programmes that upgrade individual properties, and 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 shopfronts are receiving a full overhaul. This involves the installation of new timber doors and shop windows to four premises and the installation of new uPVC doors to match the existing uPVC windows within the fifth premises. These works are visually appropriate and maintain the original proportion and shopfront design. It is further proposed to refurbish the stallrisers with new black brick effect ceramic tiles. This will have a positive visual appearance and create a level of consistency and uniformity between shopfronts.

PPAN 12 provides advice on the installation of roller shutters and states that roller shutter boxes should be recessed behind the fascia or sub-fascia and that the shutters should be latticed grilled. The existing roller shutters are of a solid appearance, are in poor condition and mostly feature an external shutter box. To improve the visual appearance, it is proposed to refurbish, or replace where necessary, the existing solid shutters to a painted finish. They will also be relocated, with the top of the shutters positioned at fascia level. Due to the construction of the building, it is not possible to locate a shutter box behind the fascia, consequently it is proposed to form a new projecting fascia sign box which also conceals the roller shutter housing. This arrangement has the effect of concealing the shutter box as PPAN12 intends. Whilst the use of latticed grilled shutters with a high degree of transparency is preferred by PPAN 12, I acknowledge the security needs of the area and the presence of existing solid roller shutters. Subject to a condition to retain control over the colour of the painted finish of the shutters, I am satisfied that the continued use of solid shutters can therefore be justified in this instance. Finally, the formation of the new sign box at fascia level has two functions. Firstly, it provides for a consistency and uniformity between the existing shopfronts and secondly allows the shutter housing to be concealed. I am satisfied that, as far as is practicable, the design has taken cognisance of PPAN12.



In conclusion the benefit to the overall positive benefit to both the visual impression of the shopfronts and the appearance of the wider shopping parade accords with the aims of policies R2 and R18 of the Inverclyde Local Plan.

RECOMMENDATION

That the application be granted subject to the following conditions:

1. That prior to the commencement of works on site, full details of the colour of the painted finish of the roller shutters shall be submitted to and approved in writing by the Planning Authority. The shutters shall then be finished in the approved colour and maintained in that colour at all times thereafter unless an alternative is agreed in writing by the Planning Authority.
2. That prior to the commencement of works on site, full details of the colour of new window frames and doors shall be submitted to and approved in writing by the Planning Authority. The window frames and doors shall then be finished in the approved colour and maintained in that colour at all times thereafter unless an alternative is agreed in writing by the Planning Authority.

Reasons

1. To ensure an appropriate finish to the roller shutters.
2. To ensure an appropriate finish to the window frames and doors.

Stuart Jamieson
Head of Regeneration and Planning

BACKGROUND PAPERS

1. Application forms and plans
2. Inverclyde Local Plan



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