

Item 4j **13/00400/CB4**

Case Officer **Caron Taylor**

Ward **Chorley North West**

Proposal **Demolition of number 98 Market Street, demolition of two-storey element to rear of number 102 Market Street, splitting of number 102 into two retail units, recladding of Market Street frontage and optional new build kiosk unit on site of former 98 Market Street. Service access to rear.**

Location **98, 100 And 102 Market Street Chorley PR7 2SL**

Applicant **Chorley Council**

Consultation expiry: **28 June 2013**

Application expiry: **24 July 2013**

Proposal

1. Demolition of number 98 Market Street, demolition of two-storey element to rear of number 102 Market Street, splitting of number 102 into two retail units, recladding of Market Street frontage and optional new build kiosk unit on site of former 98 Market Street. Service access to rear.

Recommendation

2. It is recommended that this application is granted planning approval.

Main Issues

3. The main issues for consideration in respect of this planning application are:
 - Background information
 - Principle of the development
 - Levels
 - Impact on the neighbours
 - Design
 - Trees and Landscape
 - Traffic and Transport
 - Contamination and Coal Mines

Representations

4. No representations have been received.

Consultations

5. **The Police Architectural Design and Crime Reduction Advisor**
This particular area of Chorley Town Centre is in need of regeneration. They state their only two concerns in respect of the proposed development on the basis of crime reduction are that the units are individually alarmed and that the service area at the rear of the properties is gated restricting access during out of business hours. They ask that both issues are made a condition of the planning application should it be approved.
6. **Chorley Council Economic Development**
The redevelopment of the former McDonald's building is key to the revitalising of the Southern end of Market Street/Gillibrand Street area of the town centre. It has been unoccupied for quite some time and the redevelopment of the site will deal with a vacant eyesore which currently gives a negative impression of the town centre.

7. The current unit configuration is not an attractive proposition to any prospective new businesses so they can fully appreciate the need to reconfigure the units to provide a quality trading environment for small to medium enterprises to occupy.
8. Recent new store openings in this area of Market St and Gillibrand Street indicate that there is sufficient demand from independent businesses to warrant such a development.
9. **Chorley's Waste & Contaminated Land Officer**
Have no comments to make.

Applicant's Case

10. The block of shops has been acquired by the Council as part of a town centre regeneration policy. Liberata [the Council's property services provider] were originally commissioned to look at the short term options for the site. The Council's intentions are that this whole site, including the car park to the rear, may be subject to full redevelopment sometime in the next decade.
11. Options for the block of shops included full demolition, a new arcade arrangement and partial demolition with cosmetic refurbishment of the remaining units. The latter option was chosen as it offers the best short term solution for the site, visually enhancing updating the remaining shop units and providing rental income for the Council.
12. The proposal includes for the demolition of no. 98, Market Street as the building is in very poor condition and its refurbishment is financially unviable. Demolition of the rear, two-storey block to no. 102 Market Street is proposed as it provides little in potential income due to its remoteness from Market Street, plus its footprint area can be used to provide a decent service yard area for the refurbished shop units. Of the remaining shop units no. 102 is to have a new rear gable wall constructed where the two storey section has been removed. This shop is also to be split into two units with more suitable sales floor areas to suit local demand.
13. Unit 100 is to be refurbished as it is. The entire remaining block is to receive a full face lift to the Market Street and Gillibrand Street elevations which includes new shop fronts, render finishes plus the lowering and full cladding of the existing parapet. All existing units have a rear access to a new service yard which has vehicular access off Whalley Street.
14. The vacant plot of No. 98 contains an optional new build kiosk unit to enhance the corner to Gillibrand Street. This unit will only be constructed should finances be available.
15. The scale and layout of the proposals are in keeping with the existing. The loss of no. 98 helps to visually open up Gillibrand Street helping to link Market Street with the large car park areas to the rear of the proposed development. The building elevations are to be refaced in modern materials including new dark grey aluminium shop fronts, two tone specialist render surrounds, protruding feature windows to the Gillibrand Street corner and multi-coloured metal cladding to the upper storey areas which may be zinc or powder coated steel. A new glazed canopy is also proposed above the shop unit entrances to no. 102.
16. The rear service yard area is to be finished in tarmac with an 1800 mm. high close boarded timber fence. The corner area to Gillibrand Street is to be hard landscaped in flags. Public seating is not proposed as there is plenty on Market Street but it may prove a good location for a piece of public art/sculpture [which does not form part of this application].
17. Access to all shops remains level to the Market Street frontage for the benefit of wheelchair users. Service access is fully separate and conveniently located at the rear. All shop units now have the provision of a disabled toilet.

Assessment

Background Information

18. The site currently contains three empty shop units, numbers 98, 100 and 102, Market Street. Number 98 is a Victorian building on the corner of Gillibrand Street and Market Street. It has a three storey frontage with a single storey rear extension that runs up Gillibrand Street. It is in poor condition.
19. Number 100 is a mid-terrace shop unit with two storeys to Market Street and a single storey rear extension. It is likely to have been constructed in the 1930's and is visually linked to number 102 by a large parapet that runs along the Market Street elevation. The shop unit was most recently used as a beauty salon but is now empty.
20. Number 102 is the largest of the shop units and most recently has been used as a McDonald's fast food outlet. The frontage to Market Street is single storey yet visually it appears to be a two-storey building due to the concrete clad parapet that links it to no. 100. The building and parapet appear to have been constructed in the 1950's/1960's. The roof over the main shop floor area is supported by girder trusses which support a low pitched insulated metal roof, all of which sit behind the parapet. To the rear of the main roof is a two storey section, the upper floor of which contains staff facilities for the former McDonald's. The building is of brick construction with a marble/tile clad frontage to Market Street. The building also contains a basement.
21. The rear of the site contains a Council car park constructed just before Christmas.

Principle of the Development

22. The National Planning Policy Framework (NPPF) supports town centres and encourages Council's to promote competitive town centres that provide customer choice and a diverse retail offer. It is considered the proposal complies with the NPPF.
23. The site is within the Secondary Shopping Area within the existing Local Plan which permits a combination of retail and non-retail commercial uses appropriate to a shopping area providing the proposal would not undermine the shopping character of the street.
24. This policy is also reflected in the emerging Local Plan (not yet adopted). This policy also seeks to promote the evening and daytime economy and provide for independent retailers that contribute to the overall vitality of the Town Centre.
25. It is considered the proposal complies with both the existing and emerging Local Plans as well as the NPPF and is therefore acceptable in principle.

Levels

26. The site is relatively flat and the finished floor levels of the units have been provided and are considered acceptable. These can be controlled by a condition.

Impact on the neighbours

27. The majority of the surrounding properties are in commercial use at ground floor, The nearest residential properties are the flats above the shop on the corner of Market Street and Gillibrand Street, which have windows at first and second floor that look onto the side of the site. As no. 98 is to be demolished as part of the scheme with an optional replacement with a single storey smaller unit (finances permitting), it is considered the outlook from these properties will be improved and the relationship is therefore considered acceptable. There are also residential properties that back on to the existing Council car park on Peel Street over 40m away. There will be no windows in the rear elevation of the building, only three pedestrian doors which will access the rear service yard. This will be screened from these properties by a close boarded fence.
28. The relationship of the proposal with the surrounding properties is therefore considered acceptable.

Design

29. The design of the proposal is contemporary using modern materials. The former McDonalds building is to be retained and split into two units and therefore is to be re-clad to update its front façade. The optional unit to be built on the corner to replace no. 98 to be demolished is also contemporary in its design.
30. The proposed elevations will bring the look of the building up-to-date. Whilst the design of the building will remain different from the more traditional red brick terraced properties along Market Street they will have an acceptable appearance in the streetscene and the proposed works will hopefully bring the building back into use to the benefit of the town centre. As the former McDonalds building is not being demolished it is accepted that the best way to update the design of the building is by re-cladding it.

Trees and Landscape

31. There are no trees or landscaping on the site at present. A condition will be applied to any permission that if the optional kiosk unit on the corner of Gillibrand Street is not constructed a scheme of works for that area should be submitted and approved for that area.

Traffic and Transport

32. It is not considered the proposal will have a detrimental impact on highway safety. The units will have a dedicated service yard to the rear access off Whalley Street which is already used to service the rear of other properties on Market Street.

Contamination and Coal Mines

33. The Council's Contaminated Land Officer has reviewed the proposal and has no comments to make in relation to this.
34. The site is in a low risk area as defined by the Coal Authority. This requires an informative note to be attached to any permission.

Other Matters

35. The comments of the Police Architectural Liaison Officer are noted, however it is not considered the Local Planning Authority could require alarms to be fitted to the buildings via a condition or that the rear service yard be gated even though this may be desirable from a crime prevention perspective. An informative note will however be added to any permission recommending this.

Overall Conclusion

36. The former McDonald's site and immediate units the subject of this application are a currently a large boarded up eye-sore on Market Street. The works and renovation of the building should bring the building back into use and provide modern facilities for businesses in what is a prominent location in the town centre. The application is considered acceptable and recommended for approval.

Planning History

The most recent planning history is as follows:

- 98/00350/FUL: **Erection of new retail unit on site of existing with servicing & parking to rear. Permitted November 1998.**
- 04/00185/COU: **Change of use from retail unit to tanning studio (100 Market Street). Approved May 2004.**
- 07/00204/FULMAJ: **Proposed retail and office block, car park for offices, landscape area, new access road and pedestrian route. Application withdrawn.**

Recommendation: Permit Full Planning Permission Conditions

1. **Prior to the commencement of development of each unit, samples of the external facing and roofing materials (notwithstanding any details shown on previously**

submitted plan(s) and specification) shall be submitted to and approved in writing by the Local Planning Authority. All works shall be undertaken strictly in accordance with the details as approved.

Reason: To ensure that the materials used are visually appropriate to the locality and in accordance with Policy 17 of the Joint Core Strategy.

2. The development hereby permitted shall only be carried out in conformity with the proposed ground and building slab levels shown on the approved plan(s).

Reason: To protect the appearance of the locality and in the interests of the amenities of local residents and in accordance with Policy 17 of the Joint Core Strategy.

3. The hereby permitted shall be carried out in accordance with the following approved plans:

Title	Drawing Reference	Received date
Site Location Plan	A12-17/100	2 May 2013
Plans as Proposed	A12/17/104	2 May 2013
Elevations as Proposed	A12/17/105	2 May 2013

Reason: For the avoidance of doubt and in the interests of proper planning.

4. If Unit 4 (as shown on the approved plans) is not constructed at the same time as the other units are created, a scheme for the treatment of the area where this would have been located shall be submitted and approved in writing by the Local Planning Authority. It shall then be implemented in accordance with the approved scheme before the occupation of the other units.

Reason: In the interests of visual amenity of the area and in accordance with Policy 17 of the Joint Core Strategy.

5. Prior to the occupation of development the bin storage area as shown on the approved plans shall be provided and shall then be retained at all times thereafter.

Reason: In the interests of amenity and in accordance with Policy 17 of the Core Strategy.