

Report of	Meeting	Date
Chief Executive (Introduced by the Executive Member for Resources, Policy and Performance)	Full Council	22 July 2014

CHORLEY TOWN CENTRE MASTERPLAN

PURPOSE OF REPORT

- To report the results of consultation on the Fleet Street/Gillibrand Street Masterplan to Members.

RECOMMENDATION(S)

- Members are recommended to:
 - note the results of public consultation on the Fleet Street/Gillibrand Street Masterplan,
 - approve the revised Fleet Street/Gillibrand Street Masterplan to be used to inform the delivery of housing/extra care facility
 - adopt the revised Fleet Street/Gillibrand Street Masterplan for use for Development Control purposes

EXECUTIVE SUMMARY OF REPORT

- Following a resolution to undertake a public consultation on the Fleet Street/Gillibrand Street Masterplan at Full Cabinet on 1 April 2014, a 5 week consultation exercise was undertaken from 29th April to 2nd June 2014.
- 112 responses were received, in light of which the masterplan has been revised. It is proposed that this revised masterplan be used as the basis to progress the Fleet St investment opportunity.

Confidential report Please bold as appropriate	Yes	No
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Key Decision? Please bold as appropriate	Yes	No
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Reason Please bold as appropriate	1, a change in service provision that impacts upon the service revenue budget by £100,000 or more	2, a contract worth £100,000 or more
	3, a new or unprogrammed capital scheme of £100,000 or more	4, Significant impact in environmental, social or physical terms in two or more wards

REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

5. To realise our Corporate Strategy outcome to create 'A strong local economy' and to deliver a key priority within the 2012 Economic Development Strategy which aims 'to create a vibrant town centre that attracts people from both the local community and visitors in the day and evening, for shopping, eating and entertainment'.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

6. None

CORPORATE PRIORITIES

7. This report relates to the following Strategic Objectives:

Involving residents in improving their local area and equality of access for all		A strong local economy	✓
Clean, safe and healthy communities		An ambitious council that does more to meet the needs of residents and the local area	✓

BACKGROUND

7. The Council's Economic Development Strategy was adopted in November 2012 with a key priority "to create a vibrant town centre that attracts people from both the local community and visitors in the day and evening, for shopping, eating and entertainment". A key recommended action was to develop a town centre masterplan which was completed by Deloitte in August 2013. It included a number of proposals, one being to progress the Fleet St investment opportunity for residential/supported housing uses.
8. Accordingly, a project delivery team, led by Chorley Council and involving the Homes and Communities Agency, was established to progress the Fleet Street investment opportunity. A detailed masterplan was drafted by officers that looked at the potential for residential/supported housing uses. The plan is intended to be a mechanism to secure a developer partner and progress high quality residential development in Chorley town centre.
9. Four sites were considered; Gillibrand Street North (including a section of West Street Car Park), Gillibrand Street South, Fleet Street North and Fleet Street South. A phased approach to development was proposed with Fleet St North and South being considered in phase 1 and Gillibrand St North and South forming a later phase.
10. Following a resolution to undertake a public consultation on the Fleet St investment opportunity at Full Cabinet on 1 April 2014, a 5 week consultation exercise was undertaken from 29th April to 2nd June 2014. During this period there were two days of staffed exhibitions between 11am and 4pm on the 6th and 8th May and an evening exhibition on 28th May 6-7pm at the former Connexions building on Market Street. Over 50 residents and retailers attended the exhibition. There were press releases and information was available on the Council website and at libraries and post offices around the borough. Letters were also posted to Market Street businesses and local residents (over 320 letters – 265 hand delivered to local residents and businesses). 112 responses were received, in light of which the masterplan has been revised. It is proposed that this revised masterplan be used as the basis to progress the Fleet St investment opportunity.

11. The main issues raised during the consultation exercise are detailed below in order of the numbers of representations received.
12. A petition was received on behalf of the retailers on Market Street – some 264 signatories who considered that the loss of car parks will drive out shoppers from Chorley.

Retain West Street Car Park

13. 50 respondents objected to any development on West Street car park and made reference to the problems residents encounter parking in the area and listed the many users of the car park and the impact its loss would have on the Church, the Parish Hall, the Registry Office, the Doctors and Chemists, Market Street Shops and banks, Devonshire Road Recreation Ground, Chorley Little Theatre etc. Many pointed out that the calculated loss would be a lot higher than that detailed in the masterplan (64). Many respondents used the objection letter circulated to parishioners by the Parish Priest as the basis for their comments. The terminology 'under-used' was also questioned and it was contended that the car park is always full and the recording of its use should include use outside of controlled parking times as well as use by disabled badge holders.

Protect St Johns Ambulance Building

14. 47 respondents wished to see this building and its associated community use retained. It was considered a cultural and community facility that gives identity to the area and also supports regionally significant dance groups, boasting one of the last remaining large, wooden sprung dancefloors. It was suggested that it could be absorbed into an extra care facility and used as their community centre also. Two respondents felt that it should be locally listed. Dance moves choreography is taught by Ann Freeman, former British and UK Ballroom Champion.

Asda cannot be expected to provide town centre car parking

15. 17 respondents considered that it was unrealistic to assume that the Asda car park would cater for town centre car parking. It was stated that such an assumption particularly disadvantages elderly and disabled people who could not walk/travel that distance.

Protect all car parks

16. 11 respondents felt that all the car parks should be retained.

Protect the hospital building

17. 10 respondents supported the conversion of the hospital building with a number suggesting that it could be used as a museum or heritage centre. It was generally considered that it was a building of local significance and heritage value. One representor suggested a need for 2 bed apartments.

Support extra care facility

18. 10 respondents supported the extra care facility as a way of bringing more life into Chorley during the day time and also providing much needed accommodation for an aging population profile. One of the respondents submitted her letter 'on behalf of Devonshire Court residents'. An elderly car scheme wouldn't bring as many extra vehicles with it.

Retain Fleet Street South Car Park

19. 6 respondents specifically wished to see this car park retained, as it was considered important to access the doctors surgery and as visitor parking for residents.

Robert St residents object to extra traffic

20. 5 respondents commented that they would object to extra traffic.

Chorley Traders Association

21. Support Fleet St south provided extra parking is provided elsewhere. Don't see Asda short stay car park being used by customers to shop at the heart of the town centre. Would like to

see Fleet St North retained. Develop the hospital as apartments/art gallery/museum. Don't develop West St. Use any money made to provide extra parking in the town centre.

Adactus Housing

22. Welcomes the proposal to increase availability and mix of quality accommodation in Chorley Town Centre and meet the needs of a growing older population. Any affordable element should be located separately to enable easier management of communal areas and tenures.

Additional Comments

23. There were also a number of other comments detailed below, the number of respondents is included in brackets:
- No Objection to Fleet Street South Development (1)
 - Protect Greenery to the rear of the hospital building (1)
 - Retain Fleet St North for car parking to serve Market St (1)
 - Lennon Street residents will object to unnecessary impact on them, Houses could built elsewhere (1)
 - Council should develop the Eagle and Child pub site (1)
 - Concerned about security on the car park and the 'undesirables' (1)
 - Wished to see the HSS building retained as it was built in 1843 and has some history (2)
 - 4 storey building would be inappropriate on Fleet St North (1)
 - If Fleet St south was developed it should be single storey (1)
 - Gillibrand St South should be left as houses (1)
 - Demolition of Gillibrand St South properties would allow houses more in keeping with the area to be built, Family houses would be preferable to flats due to potential issues around crime (1)
 - Do not support the contemporary style of development illustrated and wished to see something more in keeping with the traditional terrace (2)
 - 10 houses could be sited on Greenland behind the hospital building (1)
 - Masterplan seems to be pandering to Asda (1)
 - Question the need for more housing (2)
 - Supportive of the proposed sustainable development (1)
 - The council is proposing up to 48 houses within the plan without providing anything like adequate additional residential parking (1)
 - The current Age UK Drop in Centre is part of the extended premises and should be considered if affected by any conversion of the hospital building (1)
 - Services are needed for new housing, already overloaded, water, waste, schools (lack of teachers) (1).

CHANGES TO THE FLEET STREET/GILLIBRAND STREET MASTERPLAN

24. In summary, this consultation has raised a number of concerns in respect of the loss of town centre car parks. It also highlighted the value of the St Johns Ambulance building as a community/dance facility and a general wish to see the old hospital building retained and converted. Accordingly, it is proposed that the Council amends the original proposals in accordance with the revised masterplan, Appendix 1 attached.
25. This document no-longer pursues the development potential of West Street car park or Fleet St North in recognition of the valuable contribution they make to town centre car parking. In addition, it commits the Council to; retaining the old hospital building, and exploring the potential to retain St John's Ambulance building or work with the community to seek an appropriate alternative facility as part of any development proposals for Fleet Street South.
26. The investment opportunity at Fleet Street South will be the main priority for phase 1 of the masterplan and officers will continue to work with Lancashire County Council and the Homes

and Community's Agency to pursue two alternative options at this location - housing and an extra care facility.

- 27. Opportunities for conversion of the hospital and use of the offices on Gillibrand St South will form a later phase for consideration.
- 28. Appendix 4 – Viability Information - of the original masterplan has been removed as it is related to development no longer promoted in this revision.

IMPLICATIONS OF REPORT

- 24. This report has implications in the following areas and the relevant Directors' comments are included:

Finance	✓	Customer Services	
Human Resources		Equality and Diversity	
Legal	✓	Integrated Impact Assessment required?	
No significant implications in this area		Policy and Communications	

COMMENTS OF THE STATUTORY FINANCE OFFICER

- 25. Given the main development opportunity now exists on the Fleet Street car park (south) and the preference is to look at an option to pursue the development of an extra care facility, a business case will now be developed and reported back to members once complete.

COMMENTS OF THE MONITORING OFFICER

- 26 No comments

GARY HALL
CHIEF EXECUTIVE

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
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