

Whalley Business Park

Prepared for: Motivated Fitness

Prepared by: Jonathan Hunter, Principal

8 November 2017

Proposal number: 17.003

INTRODUCTION

This statement has been prepared in support of a planning application, for a proposed Change of use to D2 (Personal Training Fitness & Lifestyle Studio) planning use class.

Objective

This planning support statement seeks to demonstrate that the proposal is an acceptable form of development relative to National & Regional Planning Policy.

Project Outline

This statement together with the submitted planning documents, have been prepared by Hunter Haus for Motivated Fitness Ltd, in accordance with the Town & Country Planning Act 1990 (Development Management Procedure) Order 2010 (as amended).

- Use of existing (recently constructed) vacant unit as a D2 Personal Training Fitness & Lifestyle Studio.
- Assigned designated car parking adjacent to unit.

AIM

This statement forms an integral part of the informed design process, including the following:

- Use - what the additional space will be used for;
- Scale - the extent of development / extension.
- Layout - how extension is to be arranged on the site and the relationship with its environs;
- Appearance - what the extension will look like including building materials and architectural details;
- Access and Parking - how the site is accessed, any changes to parking facility and the accessibility of the extension within the context of the site.

SITE CONTEXT

Site Description

Ribble Valley Borough Council's local plan confirms that Whalley industrial park (Clitheroe Rd, Barrow, Clitheroe BB7 2DL) lies outside of any Areas of Outstanding Natural Beauty, Conservation Areas and is not located within the greenbelt. The site lies on a main route from Whalley to Clitheroe, two of the main residential settlements in the borough. The proposed development is located within the boundary of the existing industrial park.

Whalley Industrial Park is a complex of small to medium sized class B1 light industrial units and class B1 offices. The developed site is largely flat with undulating topography to the boundary extents.

The Industrial Park is accessed from Clitheroe Road which runs along the western boundary of the site. The site lies approximately 250 m to the northwest of the busy A59. Immediately to the south of site is a new residential development. These dwellings are the nearest noise sensitive receptors to the proposed development. Immediately to the west of site is the Eagle at Barrow Public House and there are more residences located north along Clitheroe Road. There are residences located on Whitacre Lane, approximately 300 m to the north of the site.

A site locality plan is submitted as part of the application (drawing ref - 17.003.01).

The site most recently secured planning approval for 2no. Extensions, with the applicant looking to acquire and occupy one of these (furthest adjacent to the southern boundary).

PLANNING POLICY

National Guidance

The national planning policy documents that comprise 'material considerations' in this instance include the National Planning Policy Framework (NPPF) and Ribble Valley Core Strategy. To which the NPPF sets out Government planning policies for England and how these are expected to be applied.

Paragraph 7 of the NPPF sets out the national approach to planning following the UK Sustainable Development Strategy 'Securing the Future':

There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles:

- an economic role – contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating.

Paragraph 14 goes on to state; at the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking.

The proposal would accord with core Planning principles further laid out in paragraph 17 of the NPPF which highlights the need for Planning departments to proactively drive & support economic development and respond positively to wider opportunities of growth.

Local Planning Policy Guidance

Ribble Valley Borough Council's Core Strategy has a number of policies and guidance notes applicable to the proposed development:

Policy DMB1 states that; Proposals that are intended to support business growth and the local economy will be supported in principle. Development proposals will be determined in accord with the core strategy and detailed policies of the Ldf as appropriate. The expansion of existing firms within settlements will be permitted on land within or adjacent to their existing sites, provided no significant environmental problems are caused and the extension conforms to the other plan policies of the Ldf. The expansion of established firms on land outside settlements will be allowed provided it is essential to maintain the existing source of employment and can be assimilated within the local landscape.

KEY DESIGN PRINCIPLES

Proposal

The applicant currently operates a similar business from a unit within a mixed use (commercial GF with residential units over), to which they've seen their business model develop to the point where expansion can be considered commercially & logistically viable. The business model utilises personal training with small isolated groups / individuals focusing on specialist training, diet, nutrition & lifestyle management.

Proposed Use

The proposed use is D2 - Gym. The business model is not built on the principles of traditional gym use, focusing on smaller groups and individual one-to-one coaching, the unit will experience a reduced footfall and significantly lower occupancy numbers as a result.

The nature of isolated small training sessions means that the occupancy levels are significantly reduced. Based on the current established business model, the occupancy levels are expected to be no more than 10no. Persons at any given time.

No additional plant, mechanical ventilation, air conditioning / cooling systems, amplified music systems are required and thus not a material consideration for the proposed change of use.

Given the reduced occupancy levels; the proposed opening hours (Mon-Fri 08:00-20:00 / Saturday 08:00-19:00 and Sunday 10:00-14:00) would, in our opinion, not constitute significant detriment to the neighbouring units or residential amenity in the vicinity of the site.

Proposed Scale

The proposed unit is contained solely within an existing unit

Proposed Layout

The proposed unit sits adjacent to the southern most boundary to the rear of the site. The internal arrangement of the existing building is to be retained as existing with the exception of some nominal internal cosmetic enhancements.

Proposed Appearance

No material alterations are required as a result of the COU application - the proposed plans indicate some indicative signage to the primary facades which are to be non-illuminated. The facades in question are trained within the Industrial Park so not to cause any undue distraction or character detriment to the surrounding area.

Proposed Access & Parking

The proposed unit takes advantage of an already established hardstanding and substantial carpark. Given the expected single instance occupancy levels (10no. Persons) the landlord has agreed to allow for 10no. Designated car parking bays (as indicated on submitted plan 17.003.02)

EXECUTIVE SUMMARY

The site has an established D2 use class to the front of the Business Park, which forms a more traditional gym setup and establishes a recognised use within the site and surrounding area.. The proposed use seeks to offer isolated on-to-one and small group female focused training.

Considerations have been made throughout the pre-submission process towards the viability of the development, financially, commercially and socially. This statement illustrates the extent of these considerations and presents the proposed COU demonstrating compliance with both Local & National Policy.

The applicant has a long standing interest in the area, to which they're committed to providing a development that responds to the needs of the locality. Furthermore, it is our opinion that the proposed development would bring about employment opportunities and help promote business enterprise.

We hereby respectfully request that Ribble Valley Borough Council support this application favourably and look forward to working closely with you on this and future projects.