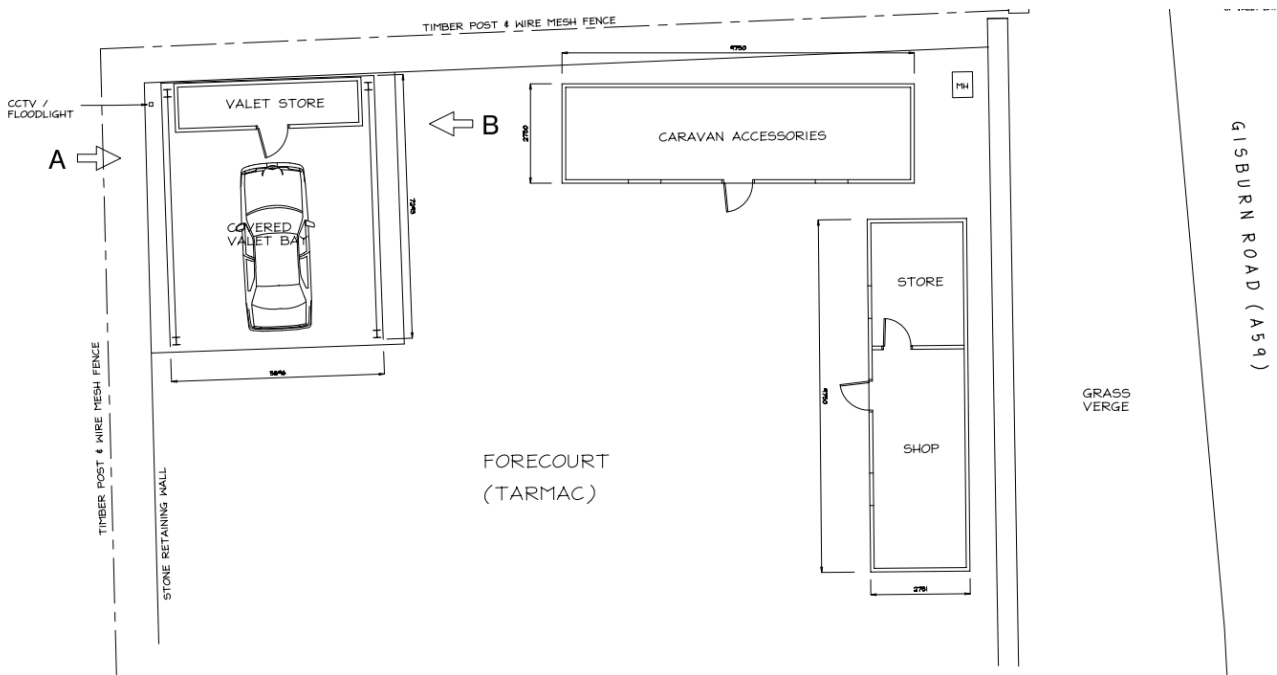


Smallbone Cars, Deerpark Garage, Gisburn Road, Gisburn Clitheroe. BB7 4ES



ground floor plan.

Proposed placement of two containers to be used for the sale of caravan and motorhome accessories, confectionery and drinks and the construction of a valeting booth in association with the use of the site for sale of motor vehicles, touring caravans, and trailer tents.

Planning Statement JDTPLO259

Judith Douglas BSc (Hons), Dip TP, MRTPI



8 Southfield Drive, West Bradford, Clitheroe,
Lancashire, BB7 4TU
Telephone: 01200 425051
Mobile: 07729 302644
Email: enquiries@jdouglastownplanning.co.uk
Website: www.jdouglastownplanning.co.uk

STATEMENT IN SUPPORT OF A PLANNING APPLICATION FOR THE PROPOSED PLACEMENT OF TWO CONTAINERS TO BE USED FOR THE SALE OF CARAVAN AND MOTORHOME ACCESSORIES, CONFECTIONERY AND DRINKS AND THE CONSTRUCTION OF A VALETING BOOTH IN ASSOCIATION WITH THE USE OF THE SITE FOR SALE OF MOTOR VEHICLES, TOURING CARAVANS AND TRAILER TENTS AT SMALLBONE CARS, DEERPARK GARAGE, GISBURN ROAD GISBURN CLITHEROE. BB7 4ES

1 INTRODUCTION

1.1 This planning statement has been prepared by Judith Douglas Town Planning Ltd in support of full planning application for the placement of two shipping containers on the site to be used as shops for the sale of caravan and motorhome accessories and drinks and confectionery together with the an open fronted booth to shelter the current valeting area.

1.2 This statement provides a description of the site and the proposed development, its compliance with the development plan and an assessment of other material considerations.

It should be read in conjunction with the accompanying information:

ADM/20/26/01 Survey drawing

ADM/20/26/02 Planning scheme

ADM/20/26/03 Existing site plan

ADM/20/26/04 Proposed site plan

ADM/20/26/05 Location plan 1:1250

2.0 THE APPLICATION SITE AND SURROUNDING AREA

2.1 The site is an unallocated site within the settlement boundary Gisburn on the adopted Housing and Economic Development, Development Plan Document Proposals Map Sheet 4 Inset 32. It is on the south side of the A59 opposite a petrol filling station and the various business around the Gisburn Auction Mart which are within an area designated as an existing employment area.

2.2 Gisburn is categorised as a Tier 1 Settlement in the Adopted Ribble Valley Core Strategy. Gisburn has a conservation area which is drawn tightly around the centre of the village and excludes the application site and the employment area opposite. This part of the village has a very different character to the village centre and conservation area.

- 2.3 Gisburn Road the A59 is the main traffic route between Preston and Skipton. The speed limit as you pass the site is 30mph. There is street lighting and a footway on the north side of the carriageway there is a short section of footway from the site entrance towards Gisburn. Gisburn Road carries a frequent long-distance bus service. The nearest stops are by the Post Office in the village for service 280 Preston to Skipton
- 2.4 Smallbone Cars currently comprises a forecourt with parking area which is used for the display of vehicles and caravans, a sales building, and a small valeting store. There is a boundary wall which separates the site from the highway verge of the A59. At the rear and sides of the site is a retaining wall of large stones behind which is a fence dividing the site from the surrounding field. The highway to each side of the site has a grass verge behind which is a mature hedge

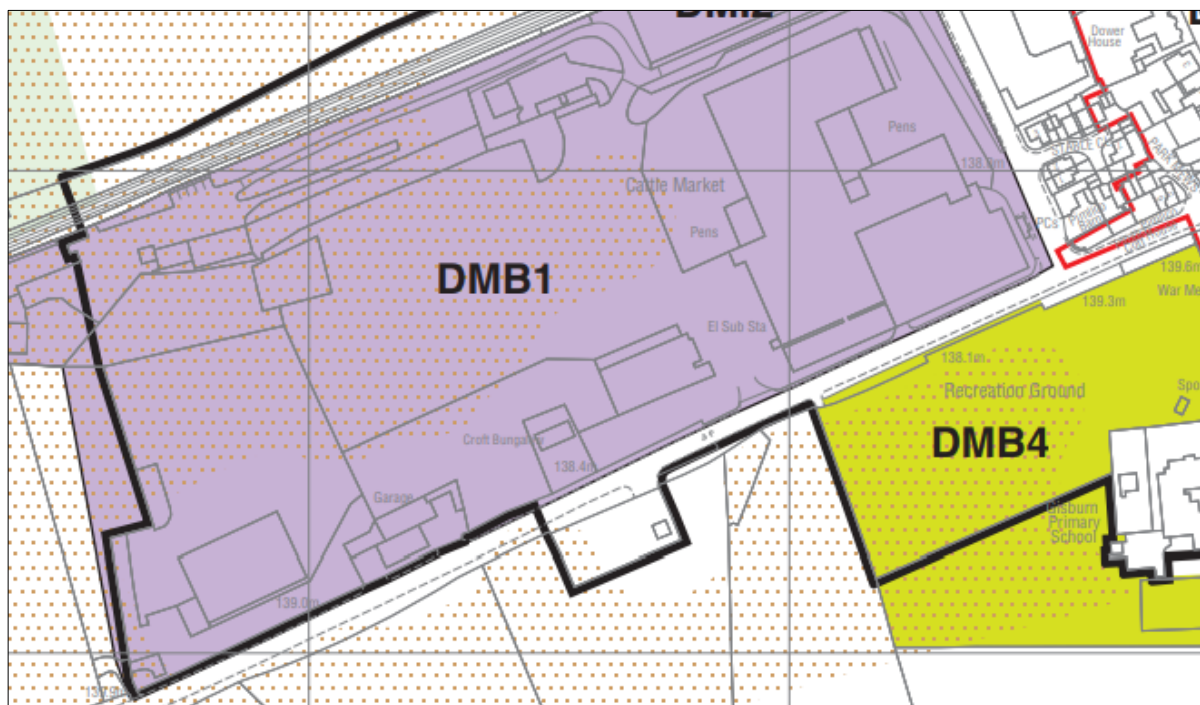


Figure 1 Extract from Inset 32 of the Proposals Map.

3.0 THE PROPOSED DEVELOPMENT

- 3.1 The proposal seeks permission to place two shipping containers on the site each measuring 9.75m by 2.75m. These are to be used for retail purposes to sell caravan and motorhome accessories and confectionary and drinks. One will be placed perpendicular to the road and one parallel to the road with the entrances to the units facing into the site. Many of the customers visiting the site have travelled a distance to view the vehicles and caravans. The intention of these retail units to provide refreshment and to encourage customers to spend longer on the site. The provision of caravan and motorhome accessories is to cater for first

time owners and to increase income from people browsing and to encourage people to browse caravan and motorhomes for sale at the site. The aim is to add ancillary value and sales to the main business of selling motor vehicles and caravans.

- 3.2 There is currently a cabin on the south west rear corner of the site which is used for valeting vehicles before being displayed for sale. Valeting is currently done in the open air. There is a concrete apron in front of the cabin with a drain and waste-water interceptor. The proposal is to provide a covered area to make it possible to valet cars in all weathers.

4. PLANNING HISTORY

- 4.1 The relevant planning history of the site available on the Council's website is as follows:

Reference	Description	Decision
3/2005/0405	Construction of single storey motor vehicle showroom including reception offices and toilet facilities	Approved 26/07/2005
3/2006/0293	Vehicle Sales court including and sales office	Approved 12/06/2006
3/2008/1037	Retention of vehicle sales building	Approved 06/02/2009
3/2012/0981	Change of use of land to facilitate the sale of motor vehicles, touring caravans and trailer tents.	Approved 11/02/2013

5 DEVELOPMENT PLAN POLICY

- 5.1 The Development Plan for the purposes of this application comprises the Ribble Valley Core Strategy (adopted 2014) and the National Planning Policy Framework (NPPF) (2018).

Core Strategy (2014)

- 5.2 The following policies are of relevance to the proposal:
Ribble Valley Core Strategy:

Key Statement DS1: Development Strategy

Key Statement DS2: Sustainable Development

Key Statement EC1: Business and Employment Development

Key Statement EC2: Development of Retail, Shops and Community Facilities and Services

Key Statement DMI2: Transport Considerations

Policy DMG1: General Considerations

Policy DMG2: Strategic Considerations

Policy DMG3: Transport and Mobility

Policy DME2: Landscape and Townscape Protection

Policy DME6: Water Management

Policy DMB1: Supporting Business Growth and the Local Economy

Policy DMR3: Retail Outside the Main Settlements

National Planning Policy Framework.

- 5.3 Section 6: Building a Strong Competitive Economy States that planning policies and decisions should enable the sustainable growth and expansion of all type of business in rural areas, both through the conversion of existing building and well-designed new buildings.

6 EVALUATION

- 6.1 The main issues to be considered in this application are the principle of the development, the effect on townscape and landscape, vehicle parking and signage.

Principle of the Development

- 6.1 Core Strategy Key Statement EC1 directs business and employment to the main settlements of Clitheroe, Longridge, Whalley, Barrow Enterprise Site, Lancashire Enterprise Zone and locations well related to the A59 corridor. The site is adjacent to the A59 within a tier 1 settlement. Development which expands economic development and supports job creation and the rural economy is encouraged in these the locations. The proposed development fits into this category. Policy DMB1 in principle supports development which supports business growth and the local economy. It supports the expansion of existing firms within settlements on land within or adjacent to their existing sites. The proposed shop units and valeting booth will enable the existing firm to expand on its current site within the settlement boundary. In principle the development is acceptable. The current use of the site is for the sale of motor vehicles and caravans. The provision of ancillary retail buildings supports the main use of the site and is not in conflict with policy DMR3: Retail Outside the Main Settlements

Visual Appearance

- 6.2 The site is currently open apart from a single storey sales building, a storage container and single storey valeting cabin. Within the site are parked vehicles for sale including caravans and motorhomes. The buildings and the vehicles for sale give the site a commercial character. The placing of two containers on the site will not adversely alter the character of the site and are appropriate in scale and design to this commercial area. See photographs.
- 6.3 The proposed canopy over the valeting area is at the rear of the site. The building will be screened from the A59 by the roadside hedge, the higher level of the land beyond the site boundary, and the vehicles parked on the site for sale. See photographs 2-4.
- 6.4 Within the vicinity of the site is a petrol filling station and the portal framed commercial sheds of the Auction Mart. See photograph 5 and 6. When approaching from Clitheroe along the A59 the proposed shop units will be screened by the mature roadside hedge. See photograph 7. When approaching along the A59 from Gisburn the proposed shop units will blend into and be screened by the vehicles displayed for sale. The units will appear appropriate and not incongruous in this setting.



1 Sales building



2 Retaining wall at the rear of the site giving context to the change in levels.



3 Car valeting area.



4 Existing car valeting cabin.



5 View west across site frontage showing site in the context of the surrounding commercial uses including the petrol filling station



6 View east from the site access showing site in the context of the surrounding commercial uses including the Auction Mart.



7 Proposed location for the shop units note the roadside hedge which affords some screening on the approach from the west.

Vehicle parking and transport

- 6.4 The 2005 planning permission required that the site provide 10 car parking spaces. It is not clear how this number was arrived at. The applicants have operated the business at the site since 2005. In their experience the requirement for 10 parking spaces is excessive. They have three employees on site between 8.30am and 5.30pm. Their business model is that the majority of trade takes place on-line. Most customers arrive by appointment having located the vehicle for sale on the site via the internet. There are a few 'spur of the moment' customers. Typically there are 30 vehicles displayed for sale and this will attract 10 visitors throughout the day on a busy day. Typically there are four cars using the car parking area. Until recently trade has been split 40% caravan sales and 60% car sales on site. This is shifting towards more caravan sales. The large part of the company business is on-line, selling cars to the 'trade'. 80% of the cars they buy are sold to the 'trade' and never come to the site whilst 20% are sold from the site.
- 6.5 The shift of focus for the sales of vehicles on the site is towards caravan sales. In order to draw in custom and encourage people to spend time viewing the caravans and cars for sale the company wishes to be able to sell caravan accessories and refreshments. This is anticipated to be particularly helpful when customers are first time caravan owners who may be interested in accessories and families with children with confectionary being a distraction whilst parents browse.
- 6.6 As the current car parking facilities are not used to capacity 10 car parking spaces are considered sufficient to accommodate any increase in customer visits or length of stay as a result of the ancillary retail offer at the site.
- 6.7 The site is accessible by public transport for both customers and staff. A bus service passes the site with stops within walking distance along a footway with lighting. The proposal is compliant with Key Statement DMI2 Transport considerations and policy DMG3 Transport and mobility
- 6.8 The site is already hard surfaced. The placing of the containers to be used as shop units and the addition of a canopy over the valeting area will have no effect on the rate of run-off of surface water from the site. The site is currently drained to a surface water drain in the highway. The concrete apron in front of the valeting unit already has a drain with interceptor. No change to this is required or proposed. The proposal meets the requirements of policy DME6 Water management.

7 CONCLUSION

- 7.1 The proposed shop units within the containers on the site will enable the current business to support and increase sales on site by making the site more attractive to prospective customers. This will enhance the viability of the business and support the local economy. The business is located within a settlement, adjacent to the A59 a location which is preferred for economic development. The proposed buildings will have no adverse impact on the quality of the landscape or townscape being situated in a commercial area on the edge of the village. The proposal fully accords with the policies of the Core Strategy and the National Planning Policy Framework.