

19th October 2022



Dear Sirs

Planning Application No: 3/2022/0795 - Location 1 Lower Lane Longridge -
DMD Design Ltd.

Having read the application and given what is being proposed I wish to object.

This type of business should not be on Lower Lane as it is more suited to the town centre and I can't understand why the council are considering it.

It doesn't bring anything positive to the area at all. The amount of cars that park outside the shop and the way that some of them park their cars on the road and pavements is shocking. There is an accident waiting to happen here.

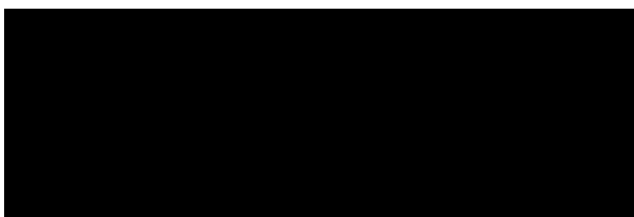
It has now come to the point where its dangerous to cross the road because of all the cars.

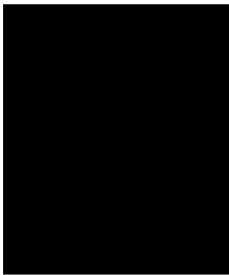
The level of traffic on Lower Lane is getting higher and I have noticed some posters going up in the last few days showing "Slow Down Save Lives" but the number of private cars need to come down as well as the dreadful parking.

Lower Lane is a lovely quiet area and we need to preserve this. The residents should at least be able to enjoy a peaceful time in the homes given everything else that is going on in the world.

This application certainly does not help with that.

Yours faithfully



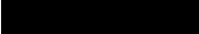


Dear Sirs

Planning Application 3/2022/0795, DMD Design 1 Lower Lane Longridge PR3 3SL

Having read the above application, I wish to lodge a formal objection.

The application is vague. The application does not explain in an  just what is being requested. As such it cannot be determined what the implications will be for the residents of Lower Lane. There is reference to making use of space but very little else and "diversification" covers a whole multitude of possible uses.

 to this business I have concerns as to what form the "diversification" plans will take. The Planning statement also states that the premises will have greater flexibility on how it operates - just what is this "flexibility" and what will be the trading activity here.

When the Licence Application was originally granted the residents and Council Members were advised of a particular business model for this business. It later became evident that it wasn't what the residents perceived it to be, and some clarity was therefore requested.

This is a copy of text from a RVBC email in reply dated 12/10/20..."sale of alcohol is not restricted by the licence to customers/potential customers of DMD Design **although this was the business model presented to the sub-committee.**

Hence, I hope you can understand the need for clarity on just what will be granted here and on what basis. If it is thought that it already is a drinking place, then this is wrong. It is not only wrong but another breach of current conditions.

The statement "it is not intended to be a destination drinking establishment" is ambiguous. On what facts is this statement made and what happens if it does become a destination drinking establishment.

Without detail and/or clarity how can it be determined that there will be no adverse impact on the amenity or characteristics of this area.

What can be confirmed is that the business currently operating at 1 Lower Lane has already had a negative impact on the amenity and character of Lower Lane

Facts:

- increased traffic on Lower Lane accessing the business and this will increase given what events are under consideration.
- dangerous parking of these cars which has blocked/restricted access/exit to/from their houses.
- pavement restricted/ blocked due to how cars have been parked resulting in pedestrians having to manouvre the cars/walk in the road to pass / disabled people having to cross the road to pass. This at a time when "Slow Down/Save Lives" signage has been being posted on lamp posts along Lower Lane.

- Cars regularly park on the actual pavement which completely blocks it for pedestrians. Cars have been seen driving on the pavement itself to access the road which as you can imagine is extremely dangerous for pedestrians/children etc.
- on occasions when "special" events are held, this is when the shop is closed to the public for a private party, the noise levels rise to an uncomfortable level mainly from live music and people singing along - how many of these "special" parties are included in this diversification.
- empty beer barrels along with other bags of rubbish just left on the footpath because there is no waste storage facilities or even formal council collection of waste at the premises.

All the above has been witnessed on a regular basis by residents of Lower Lane.

This business has not brought anything positive to the area of Lower Lane.

It is known that RVBC have recently sent a formal letter to the premises with regards to breach of conditions with emphasis on "non-compliance with the licence is a criminal offence" - an application is now being considered for drinking establishment status!

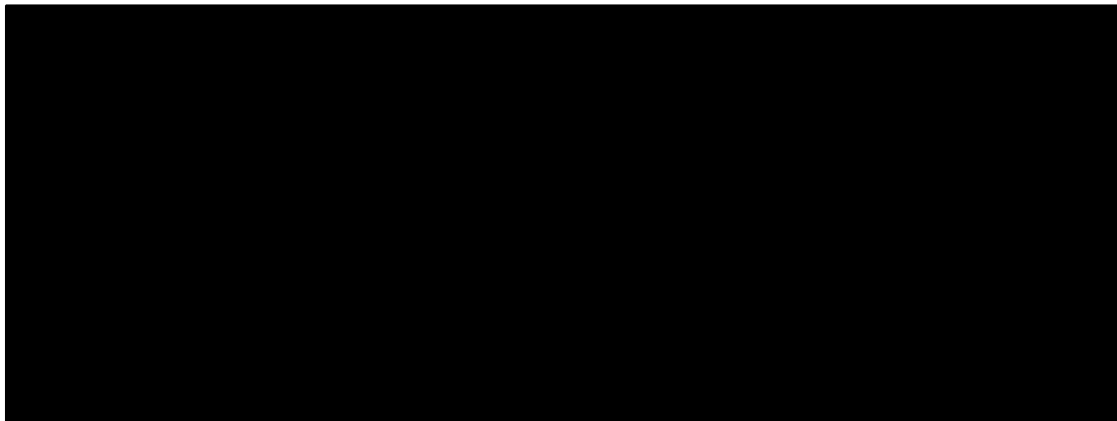
The Planning statement refers to making unlawful activity lawful by agreeing to this application.
On what basis can the Council reward unlawful activity. Any other breach of planning conditions usually incurs penalties.

The lack of information, the detrimental impact on the neighbourhood amenity, the negative effect on the appearance of Lower Lane, the recent breach of conditions, are sufficient reason to decline this application.

This application is in complete contradiction of RVBC Core Vision statement and the Longridge Neighbourhood Plan 2008;2028.

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Yours faithfully



FAO Mr [REDACTED]
Ref. 3/2022/0795 : 1 Lower Lane Longridge



22-10-22.

Ref. 3/2022/0795 : 1 Lower Lane Longridge - DMD Desgn

Dear Sirs,

In response to the above application, I would like to record my objection.

I have read both the application and also the Core Policy Plan which is what I understand this applications decision will be based upon.

The application is vague and lacks any vision. There is reference of some continuation of what it is already doing and some reference to making use of the shop floor by having meetings and craft shops. Other than that, there is very little else except that the business is struggling financially.

The Core Policy Plan on the other hand is crystal clear on what the Councils Vision the future of our area is. The two outstanding aspects to me are

1. How important local Towns Business Centres are for our local retail businesses and just what support is available to them both now and for the future. How important these are for residents and visitors - for our local economy.
2. The need to reduce traffic volumes especially that of private car use.

The service centres provide support and will provide continued support for all our local businesses with much better access, pedestrianisation, off road parking etc. However much more important It will provide this business a much greater customer audience by way of local residents and visitors and this in turn will give it a better chance of survival.

The position of this property near the busy junction with Fell Brow and Chapel Hill is unsuitable. With cars already parking as close to the shop as they can it makes the area unsafe, not only for residents but also other road users such as motorists and cyclists.

Attracting more cars to the area, which is what is being proposed here, will makes it even more of a safety issue.

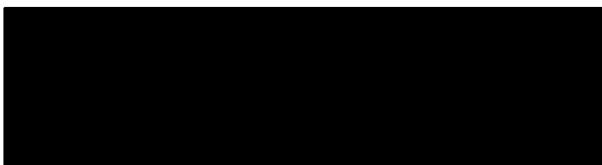
I see that [REDACTED] makes reference to Policy DMG1 and the Key Statement EC2 of the Core Strategy Plan. Well Policy DMG1 covers a number of areas, and 2 key aspects are Amenity and Access. This application fails on both these aspects. The activities witnessed at the shop certainly do not enhance the area but have a negative impact on it.

As regards the Key Statement EC2 does this not emphasise just how important the retail service centres of Clitheroe, Longridge and Whalley are for the core plan to succeed?

What is the point spending time and money on a Core Strategy Plan and then totally disregard it. If you tinker with any Plan to make it fit something for the sake of it, then the Plan will Fail - Fact!

This application is totally out of sync with the Core Strategy Plan and the Core Vision for our area and its future both in terms of Retail Businesses and the Residents of our area.

Yours sincerely



Dear Sirs

DMD Design, 1 Lower Lane Longridge : Planning Ref. 3/2022/0795

This is my objection to the Planning Application referred to as above.

I have read both the Core Business Plan 2008-2028 and The Longridge Neighbourhood Plan 2008-2028 and have tried to identify just where this business sits as regards the Core Strategy Vision.

If you decided to visit Longridge with friends to have a day out shopping, then you would be naturally drawn to its centre at Berry Lane. It is easily accessed, has parking facilities, cafes/bars and most of all a wide range of retail outlets on offer. So why locate a business in a residential area like this that can only be accessed by private car.

The business certainly does not meet the needs of local residents and is doing itself an injustice by staying in its location. It needs that footfall/needs to attract customers. The centre of Longridge will provide this immediately.

Objections:

1] There is no need for what is being proposed in this Application.

- the only "idea" that is actually proposed is to make use of the shop space with craft events/meetings etc.
- the property already has this option by way of Permitted Development Rights
- if "regular" requests have been made then why have they not been taken up already?

2] Noise

- currently the only events witnessed at the premises have been "private party events".
- these "private party events" have all included live music/singing/drinking and unfortunately these all add up to Noise.
- there are no windows at this shop therefore the front door is lodged open which in turn leads to noise levels escaping, this becomes louder due to the natural quietness of Lower Lane/ rural area setting.
- if this application is agreed then these sorts of events will increase, and unacceptable noise levels will become more regular.
- my observation is based on 1] convenience - the interior design of the property is already designed for this type of event 2] these are the only "events" witnessed to date and 3] business owners main experience is 20+ years in the Licence Trade.

3] Negative Impact on the Amenity / Character of Lower Lane.

- [REDACTED] activities
- as already evidenced, loud music/ people drinking alcohol is not a pleasant experience for people visiting the cemetery that is immediately facing this property. The cemetery is also a recognised War Graves cemetery. There is a need to respect this.
- as already evidenced, rubbish left on the public footpath to be collected and removed when the business owner decides when that should be - could be days could be weeks. With increased "activities" this will lead to an increase in waste - again just a natural progression here.
- the atmosphere of the area. Lower Lane is well known as quiet area whereby walkers, cyclists etc., visit and take in some of the nice, pleasant views. The sight of people sat outside drinking alcohol is not to everyone's taste and with music turned up [so the drinkers outside can hear it] a more negative picture on the Lane is painted.

4] Highway Safety Compromised

The property is located close to a main “blind spot” junction with Chapel Hill the lay out of the road here leads to cars speeding. This necessitated the need for “Slow Down Save Lives” signs being posted in the area.

Cyclists already have to be careful at this junction given how wide and sweeping it is. In addition the width of the footpath outside the shop is the narrowest point of the whole of Lower Lane.

It is common to see that those wanting to access the shop, park as close as they possibly can to the premises. This results in [i] cars parking on the footpath [ii] cars parking in such a way that residents private drives to their homes are blocked/restricted: On this point I would add that I have to regularly walk into the road to [REDACTED] so they can exit safely although it puts my own safety at risk.

This inconsiderate parking in a tricky part of the Lane has a naturally adverse impact on the highway safety of pedestrians, cyclist and the disabled.

The application clearly invites increased private car volumes to an area that is already seeing the negative impact of increased road usage due to the Tootle Green Housing estate. The result of this will only have a negative impact on highway safety.

I understand that the business is not in the best of financial health, but I don't understand how this application will seek to guide it through this next phase of economic instability.

A retail property with mixed use status should be within the town centre not set within a residential area.

The Core Strategy Vision and the Longridge Neighbourhood Plan provide a much clearer framework for this business to relocate and take advantage of the added incentives within the Town Centre. This will support the business in its present standing and also aid with any future growth.

This proposal does not conserve the local character and distinctiveness of Lower Lane but actually harms the Residential Amenity of the area.

