

Ribble Valley Borough Council
Council Offices
Church Walk
Clitheroe

PLANNING

25 2022

PLANNING
ATTENTION

23 October 2022

For the attention of Mr. Mark Waleczek : Planning Department
Your Ref: 3/2022/0795 DMD Design, 1 Lower Lane, Longridge.

Dear Sir,

I have not received a request to be consulted but have been alerted by a neighbour to the Application for Variation of the Planning Approvals at 1 Lower Lane, Longridge.

I object strongly to this Planning Approval Variation.

The following extract is taken from the RVBC Notice of determination in respect of the hearing on Tuesday 6 October 2020 to determine an application by DMD Design (Longridge) Limited for a premises licence in respect of 1 Lower Lane, Longridge.

"Whilst the residents largely supported the business model as presented, concern was expressed that it was not in an appropriate location. Concern also arose as a result of signage displayed at the premises on the first date upon which a Temporary Event Notice had been given. Residents were particularly concerned about the possibility that there would be an element of creeping change to the activity at the premises from that which was contemplated in the application."

I reiterate the point I made in that Licensing Application meeting about the inappropriate location. It is clear that a more appropriate location for this kind of development would be in the centre of the town.

Furthermore it is clear from the photographs I have been sent [REDACTED] which I believe to have been submitted in support of other objections to this application for variation, that the nature of the use has, as predicted, sponsored activity outside the approvals granted.

The final paragraph of the Planning Statement in relation to planning application ref. 3/2022//0795. Planning Application: Variation of condition 4 of planning permission 3/2019/1131 to a mixed-use Premises, states:

"It is not intended to be a destination drinking establishment in its own right but operate alongside the existing Class E use at the site. In this regard, the amenity impact, along with impacts on the surrounding infrastructure are thought to be negligible and not perceptible. The inclusion of the additional use at the site will not alter how the unit materially operates."

It is evident to me that five beer kegs on the footpath and a pizza van and cars parked fully on the footpath are clear indicators of the intention not just to break the current conditions and introduce 'creeping change' but to be to make the venue a 'destination drinking establishment'.

The example given that the premises would be used for funeral [wakes] seems to me [REDACTED]
[REDACTED] There would be no control over numbers and the next step would be weddings and all manner of parties.

As a result of any such approval, car parking in the area will be a real concern.

I have watched emergency vehicles under 'blue lights' being unable to make progress around the bends because of inappropriate parking on both sides around the nearby 'S' bends..

People attending the church also park in Chapel Brow where [REDACTED] often cannot park outside [REDACTED] houses and must find somewhere else.

Many customers of the establishment will travel by car and this will clearly make the matter worse, especially given the common practice of one person driving their party to the premises then taking a taxi home, leaving their car for collection at some time in the following day or two.

Finally but not least, such a change of use will be detrimental to the St Lawrences Conservation Area which is already under attack from other development.

Yours faithfully

[REDACTED]

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23 October 2022

For the attention of Mr. Mark Waleczek : Planning Department

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

Dear Sir,

I write in connection with this planning approval variation request and wish to add my thoughts to the process and register my opposition.

This business purports to be primarily a retail store and interior design consultancy with the added facility of serving alcohol for those shoppers who may wish to consider their potential purchase with a drink in hand.

This business has a history of neglect in applying the conditions laid down in the previous/original planning award by way of failing to exercise the conditions concerning the number of tables and chairs on the access ramp and allowing customers to stand both on the access ramp and the adjacent pavement. The number of tables and chairs should also catch the eye of the compliance team because the number of tables and chairs set out are a blatant disregard of your conditions. I know that you have received many photos and complaints from [REDACTED] in the recent past so I shall not repeat that element.

The stipulated closing times also appear to be a flexible arrangement in spite of reported complaints by residents and the subsequently received assurances from your compliance personnel and Director of Planning, [REDACTED] who both say that inspections and observation has been carried out and all seems to be in order.

The thought that further relaxation may be granted to allow a mixed use business serving parties of funeral and wedding attendees strikes me as a curious direction for a business with stated aims of retail and design in the home décor business. I feel an important consideration must be space. Imagine having a very modest funeral reception in these premises. It will be impossible to accommodate all but the smallest number of attendees which by itself will

create a very crowded space. The applicant must get into the real world and desist from forever trying to develop this place into a bar.

In spite of the plea by the applicant that hard economic times make this change imperative, the frightening reality is that should the current business move away, the licensing approval, together with the planning approval, will sustain. It is quite likely that continued 'stretching of the boundaries', supported by an evidently clever licensing consultant, will continue to exploit the apparently easy and helpful nature of both the Planning Team and the Licensing Compliance person.

I am reminded also of a stranger stopping in his car recently and asking me where the 'bar that is not a bar' is located? It seems that the pull of a dry goods shop and design facility has a tremendous influence albeit with a very odd description.

I understand that Longridge Town Council is aware of local disquiet and that it is current policy to try and centralise local businesses into what may be termed the Town Centre, thus preserving the peaceful and tranquil nature of residential areas such as Lower Lane. This claim of preserving the character of an area appears very widely in RVBC planning approvals. Perhaps in this case the reality is not what is intended?

The thought of enabling free reign to the design and soft furnishing business to open their doors as 'a local venue for funerals, weddings et al, is a pipedream which strays away from the reality of an experienced (previous) bar owner who is pleading for special leniency due to economic hard times, in order to develop a 'go to destination bar', in what was, and probably still is, in relative terms, a nice peaceful residential and settled neighbourhood.

Further supporting data is outlined below.

- 1. *The Core Strategy.*** Seeks to encourage business into the service centres. Lower Lane is clearly at odds with this.
- 2. *Reducing the use of private cars.*** Accessing this property by means other than a car is difficult. Once here, it is important to assess the availability of parking space. As a nearby resident I know how difficult it is to find parking space other than on the busy main road, whilst a funeral or wedding is about to commence.

The terms '**amenity of the area**' and '**character of the area**' are included frequently in RVBC documentation. The proposed changes do not fit happily with either expression to nearby residents.

See Policy DMG 1.

Key Statement EC 2.

Speaks of :-1. 'Supports the retail and service centres of Longridge'.

2. Proposals that have an adverse impact.....brings defined and demonstrable benefits.....

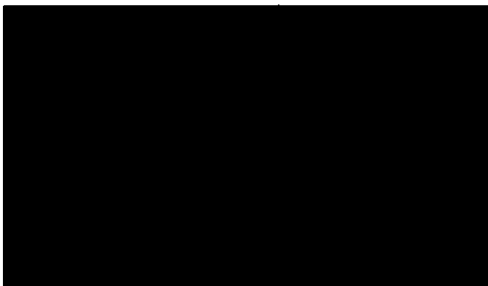
Approval of this application will do neither.

Policy DMG 1. Speaks of transport and access. Also of parking issues.

RVBC Core Strategy Plan 2008 – 2028

Key Statement DS 1. New retail and leisure development will be directed towards the Centre of Longridge. By approving this application it will effectively allow the premises to become a 'new' business in it's current location which is at odds with the spirit of the Core strategy.

Yours faithfully,



PLANNING

Date: 22 Oct. 2022.

25 OCT 2022

FOR THE
ATTENTION OF

Dear Sirs,

Planning Application: 3/2022/0795 - Location: DMD Design 1 Lower Lane Longridge PR3 3SL

The fact that Condition 4 was applied in the first instance and certainly the reason given clearly demonstrates that RVBC had concerns here in the first instance. There is nothing within this application that defines and/or demonstrates why this Condition should now be replaced.

Lower Lane is an established residential and part of it, the area closest to 1 Lower Lane, is within the St. Lawrence Church conservation area.

Groups of people standing around drinking alcohol blocking/restricting the public footpath, groups of people position their chairs blocking the footpath drinking alcohol [unlawful], Mobile pizza trucks on the footpath, leaving empty beer kegs on the public footpath for days and discarding cardboard waste on the public footpath is not in keeping with the Amenity of the neighbourhood or in the character of the area.

RVBC Core Strategy - Glossary: Amenity
"An element of a location or neighbourhood that helps make it attractive or enjoyable for residents and visitors".

It has a negative impact on public visual amenity and certainly does not make it attractive or enjoyable for residents and visitors. Photographs in support of this included.

This does not support Core Strategy Plan 2008-2028 in line with:-
Policy DMG 1 - Negative impact on the amenity and character of the surrounding area.
Key Statement EC2 - Proposals that have an adverse impact on the existing facilities only permitted where they bring defined and demonstrable benefits -
This proposal does not define and/or demonstrate any benefits whatsoever to Lower Lane.

Access to these premises is by way of private car, no other public transport. The inconsiderate parking of vehicles is already giving concerns to local residents. Pavements obstructed [unlawful] and driveways blocked/restricted is common it also restricts the mobility of pedestrians/disabled people on the footpaths making them move onto the road to pass [safety issue].

The intention to hold gatherings at the premises is an invitation to increase traffic on the Lane. This leads to further problems/parking due to no off road parking. This at a time when "Save Lives Slow Down" signs have just been positioned on the Lane. Photographs in support of this included.

This does not support Core Strategy Plan 2008-2028 in line with :-
DMG1 - Transport Consideration - Access

- [I] Consider the potential Traffic and Car Parking Implications [II] Consider the protection and enhancement of public rights of way and access.

Policy DMG3 - Transport and Mobility - "Proposals should be supported at locations which are highly accessible by means **other than private cars**"

Key Statement DMI2. "Minimise the need to travel.....reduce the need for travel by private car"

No Justification for Need. - Permitted Development Rights

There is already scope to use the premises for the proposes being sought under Permitted Development Rights is there not. The owner must already know this given the number of "private parties" already held on the premises where Live Music/Singing/Alcohol is the theme.

There is already focus on "different uses" with over a dozen "private parties" held. Live Music/Singing, the flow of alcohol lead to noise. No windows to open on the premises therefore the door is propped open to let fresh air in but this then releases the noise on to the Lane. Given the layout of the interior of the shop this will lead to more of this type of "meetings" than anything else given the business owners 20+ years' experience in the Licence Trade and her common themes on her social media page e.g., "Celebrations underway at DMD Design, [REDACTED] blowing us all away with 60's tunes"

Unfortunately, another problem with the mix of alcohol drinking/alcohol loaded parties is Anti-Social Behaviour. Residents have already witnessed males leaving the premises and going behind parked cars to relieve themselves. Longridge Town Centre has seen an increase in ASB and this is not something residents wish to see occur on Lower Lane.

Conclusion:

The key factor for any any retail business is its location. Locating one in the middle of a residential area without any passing foot traffic, access by private car only, no off road parking and located away from the main retail service centre will always present trading difficulties for any retail business.

The Retail plans for the Ribble Valley area are clearly detailed/structured within its Core Strategy Plan and also The Local Neighbourhood Plan. These service centres are there to provide the necessary support for exactly this type of business.

The positioning of a business property with Mixed Use status in the midst of a Residential Area is in complete conflict with the Ribble Valley Core Strategy Plan 2008-2028 and The Longridge Neighbourhood Plan 2008-2028.

What is proposed is in total conflict with either Plans and this is based;

RVBC Core Strategy Plan 2008-2028 - Key Statement DS1 : Development Strategy: "New retail and leisure development will be directed toward the centres of Longridge"

Key Statement EC2 - Supports the Retail & Service centres of Longridge.

Consideration should also be given to the fact invitation to these proposed "planned events" will involve alcohol and this supports Drink Driving in a residential area which should not be condoned.

Obstruction of the pavements is unlawful.

What is proposed does not define and/or demonstrate benefits for the area and it certainly does not conserve the local character and distinctiveness of Lower Lane.



11 pages of photos
included with letter -
not uploaded due
to GDPR