

# Planning, design and access statement

## 69 King Street, Whalley

Proposed Change of Use of retail unit with flat above to restaurant with hotel rooms to include extensions to side and rear



For Ronnan Corporation

## Contents

1. Introduction
2. The Applicants
3. Application Site
4. History of The Application Site
5. Summary of The Application Proposals
6. Pre Application Advice
7. Policy Considerations
  - National Planning Policy Framework
  - The Development Plan
8. Design
  - Materials
  - Massing / Appearance
9. Other Considerations
  - Access
  - Parking
  - Trees
10. Conclusions
11. Photo record
12. Images from the 3d model

## 1 INTRODUCTION

- 1.1 This is a joint Planning and Design Statement being submitted in support of a full application for the change of use of a retail unit with flat above at 69 King Street in Whalley to restaurant with hotel rooms to include extension to side and rear.
- 1.2 This statement will firstly provide a description of the site and surroundings, the application proposals and assess these within the policy context at National and Development levels together with other material considerations.
- 1.3 It will then assess the proposals in their design context and how they evolved through the pre application process.
- 1.4 This statement should be read within the context of other submitted information as follows:-

Drawing No.  
2339-LP01  
2339-PL01  
2339-PL02  
2339-PL10  
2339-PL11  
2339-PL12  
2339-PL13  
2339-SP01  
2339-SP02

Heritage Assessment  
Bat Survey  
Flood Risk Assessment  
Arboricultural Assessment

## 2 THE APPLICANTS

- 2.1 The applicants are the Ronnan Corporation, a Whalley based commercial and residential developer having recently completed residential apartments to a high standard of design and accommodation on the upper floors of the adjacent block to the rear of the application site at 1-7 George Street.
- 2.2 They are therefore very familiar with the site and surroundings and planning policy context of this site and its sensitive nature within Whalley Conservation Area.

### 3 APPLICATION SITE

- 3.1 The application site lies at the northern side of King Street at the junction with George Street, roughly rectangular in shape of approximately 800m<sup>2</sup> in extent.
- 3.2 The existing building is two storeys in height at the back of pavement on the King Street frontage, stepping down in height and bulk on its George Street return side.
- 3.3 The ground floor comprises a retail unit with access from the King Street frontage with storage and outbuildings, goods area and vehicular access to the rear.
- 3.4 The first floor comprises a four/five-bedroom flat, accessed from George Street.
- 3.5 Along the George Street frontage is a narrow area of paving and low-level planting with two trees, (referred to below) with a low level stone boundary wall along its length.
- 3.6 The site is within the settlement boundary and the village centre of Whalley surrounded by retail, restaurant uses, public houses and other community uses and opposite to village bus station.
- 3.7 The building occupying the site is described as a “building of townscape merit” on the Conservation Area Appraisal Map and views of the site from King Street to the North and the gap to the rear are noted as being “important views”
- 3.8 The majority of the building falls in to Flood Zone 1, an area least likely to flood. However there are small areas along the front of the building that fall in to flood zones 2 and 3.
- There are no other site-specific Development Plan policies or allocations of relevance.
- 3.9 In its wider context the application site is extremely sustainable and highly accessible. It is directly opposite the bus station with regular services to Clitheroe, Burnley, Skipton, Preston and beyond together with services to hospitals, schools and colleges in the locality.
- 3.10 The Whalley Railway Station with regular services to Clitheroe and Manchester is approximately 500 metres from the site.

## 4 HISTORY OF THE APPLICATION SITE

- 4.1 The site was built in approximately 1910 as a bank, occupied as the District Bank post war, eventually absorbed into the Nat West Bank Group.
- 4.2 The village bank closed in approximately 1997 and was acquired by Rossendale based Hurstwood Developments who sold it to the most recent owners “Checkmate”, ladies fashion retailers in 1998 or thereabouts.
- 4.3 The retail outlet closed in 2021 and was marketed for approximately two years, attracting no interest for renewed retail use.
- 4.4 There is no planning application history of relevance to these proposals, except a most recent application for tree works submitted by the applicants, withdrawn and now forming part of the current proposals.
- 4.5 The applicants consider the site to be appropriate for a high-quality restaurant and boutique hotel to complement other facilities in the village in this very popular tourist area.

## 5 SUMMARY OF PROPOSALS

- 5.1 The application proposes alterations and extensions to provide in the ground floor large restaurant space with kitchens and ancillary bar and reception, private dining room and lounge.
- 5.2 Outdoor dining space will be provided along the King Street frontage and its return to George Street by re-providing the original stone boundary wall.
- 5.3 Extensions to the rear will provide two hotel bedrooms and along the George Street frontage a semi enclosed dining area.
- 5.4 On the first floor and in the roof space will be a further bedroom with ancillary hotel facilities such as a pool, steam room and sauna.
- 5.5 The design of the extensions are informed by the design and materials of the existing buildings with materials to match and informed by pre-application discussions, set out below.

## 6 PREAPPLICATION ADVICE

- 6.1 Pre application advice was sought from the Council which confirmed the broad acceptance of the proposals in principle, but concerns were expressed about the size and scale of the rear and side extensions along George Street.
- 6.2 The design of the scheme was revised to reflect the council's response and further discussions took place.
- 6.3 Unfortunately, the Council have residual concerns.
- 6.4 The applicants do not believe a significant reduction of bulk and scale of the proposals would materially change their impact.
- 6.5 They believe this proposal is to a high quality of design which is contemporary but reflects the best of the existing building in design and materials and will enhance the building, particularly to the rear and will, as a minimum, preserve the special character of the Conservation Area and by restoring the building to a beneficial use will protect its role in townscape terms.

## 7 POLICY CONSIDERATIONS

- 7.1 Relevant policy considerations are set out in the National Planning Policy Framework and Ribble Valley Councils Core Strategy as summarised in the pre application response
- National Planning Policy Framework
- 7.2 Paragraph 7 of this document sets out the fundamental purpose of the planning system to contribute to the achievement of sustainable development.
- 7.3 The applicants believe this is a sustainable development in terms of its location within the settlement boundary and the heart of the village centre.
- 7.4 It is sustainable in terms of its uses, both appropriate in such a location, where the public would expect to see facilities of this kind.
- 7.5 It is also sustainable in accessibility terms being in the centre of the village close to a range of other services and facilities, opposite the bus station and walking distance from the railway station.

- 7.6 There can be no sustainable objection to the proposed use in principle.
- 7.7 Paragraph 8 sets out the objectives in achieving sustainable development which are:-
- 7.8 To help build a strong economy to support the right development in the right places.
- 7.9 To support strong, healthy and vibrant communities.
- 7.10 To protect and enhance the built and historic environment and importantly making effective use of land.
- 7.11 The proposals to renovate the building and introduce sustainable, viable uses will help protect and preserve this asset within the Conservation Area in the longer term.
- 7.12 Paragraph 10 reminds us of the long established presumption in favour of sustainable development.
- 7.13 Paragraph 38 encourages local planning authorities to approach decisions in a positive and creative way.
- 7.14 Paragraph 39 deals with early engagement and although not conclusive the pre application discussions which have taken place the applicants believe has led to a better outcome in terms of the revised proposals.
- 7.15 Paragraph 85 encourages the conditions in which businesses can invest, expand and adapt. The important need is to support economic growth and productivity taking into account local business needs and opportunities for development.
- 7.16 The application proposals are fully in accord with these objectives, representing substantial investment in bringing this key site back into productive use and boosting the local economy to the benefit of local residents and tourists and preserving the long term security of this asset.
- 7.17 Although paragraph 90 deals with the vitality of the town centres, the applicants believe it to be relevant in respect of these proposals which will support Whalleys village centre role and complement other uses and enhance the publics experience of the village and what it has to offer.
- 7.18 Paragraph 97 encourages the provision of social, recreational and cultural facilities and services a community need and to plan positively accordingly.

- 7.19 Paragraph 123 again stresses the need to promote effective use of land which is exactly what these proposals will achieve.
- 7.20 Paragraph 131 encourages the creation of high quality and sustainable buildings and that design is a key aspect of sustainable development.
- 7.21 The applicants believe these proposals are to a high standard of design and materials reflecting the best aspects of the existing building on the sites frontage and extending to reflect its principle design features and materials in a contemporary way.
- 7.22 Paragraph 203 stresses the importance of putting heritage assets to viable uses, consistent with their conservation, exactly what is proposed here.
- 7.23 It notes the contribution the conservation of such an asset will make to a sustainable community including their economic viability.
- 7.24 The applicants believe the proposals will make a positive contribution to local character in terms of both its use and appearance.
- 7.25 Paragraph 205 stresses the importance of the conservation of a heritage asset in considering impact.
- 7.26 Paragraph 208 is relevant in confirming that where a proposal will lead to a less than substantial harm (which the applicants believe is the case here), weight should be given to the public benefits of the proposal including securing its optimum viable use.
- 7.27 In all respects the applicants believe these proposals to be in accordance with policy at National level.
- The Development Plan
- 7.28 The Ribble Valley Core Strategy, adopted in 2014, contains relevant policies as follows.
- 7.29 Key Statement Policy EC1 seeks to direct new employment development as in this case to main settlements, of which Whalley is designated.
- 7.30 Key Statement Policy EC3 supports proposals which will enhance the visitor economy within the Borough.

- 7.31 Proposals that contribute to and strengthen the visitor economy will be encouraged.
- 7.32 These proposals will enhance the range and quality of facilities available to both tourists and residents alike on a sustainable site within the village centre.
- 7.33 The hotel accommodation is particularly relevant in this respect as there is a critical shortage of quality accommodation across the Borough and the wider area.
- 7.34 Key Statement Policy DS2 repeats the presumption in favour of sustainable development reflecting the NPPF.
- 7.35 Key Statement Policy EN5 seeks to conserve and enhance heritage assets. The applicants believe the proposed uses will restore the building to a viable long-term use and as set out in the Heritage Statement enhance the sites role and visual appearance.
- 7.36 Policy DMB1 supports proposals which lead to business growth and the local economy.
- 7.37 The applicants believe their proposals fully accord with the aims of this policy and the criteria set out.
- 7.38 Policy DME4 deals with development in Conservation Areas and the need to preserve its character and appearance.
- 7.39 The major investment in the application site will ensure the long-term preservation of this asset within the Conservation Area.
- 7.40 The applicants believe this is a proposal to a high quality of design and appearance which will bring change but reflects the best elements of the existing building and complements these in a contemporary design. The Heritage Statement will further assess impacts of the Conservation Area.
- 7.41 It is important to note here that designation of a Conservation Area introduces additional controls over development but it is not intended to prevent all change but to ensure that change is managed so that character and appearance are preserved and enhanced.
- 7.42 A Conservation Area can clearly accommodate change and often a contemporary nature to compliment the traditional.
- 7.43 Change does not equate to harm.

- 7.44 Some change must occur in Conservation Areas to allow them to accommodate vital, thriving communities such as Whalley.
- 7.45 Whalley Conservation Area like others must respond to changing economic social and cultural conditions without losing their special qualities which the applicants believe is achieved here.
- 7.46 The applicants believe these proposals are in accord with relevant Development Plan Policy and criteria set out.

## 8 DESIGN

### Materials

- 8.1 The materials on the existing parts of the building will remain unchanged, except for the signage, which will be subject to a separate application. The materials used on the extensions, which are in the main red facing brickwork, stone feature courses and window surrounds, plain clay roof tiles and timber framed windows, will match the existing. There will be frameless glass bi-fold screens to the openings on the ground floor semi enclosed dining room. There will be a glazed roof level dormer facing on to George Street which will reflect the new dormer added to the roof of the new and adjacent 'Picture House' development on George Street.

### Massing / appearance

- 8.2 The original part of the building will remain unchanged. The main extension to the rear will rise full height with ridge lines lining through with the existing. The upper roof terrace will be in the form of a flat roof running between the two pitched roofs.
- 8.3 The side extension extends out almost to the boundary wall, circa 3.7m, leaving a narrow access / walkway. The extension rises 2 storeys with a roof top terrace over. There is a pitched roof to both ends of the roof terrace with a dormer running full width of the side elevation. The dormer will have a large glazed element to aid views out from the terrace and pool and the remainder will be clad with plain clay tile hanging. We have designed a bay to the right-hand side of the side extension with a gable to match that on King Street, which we believe balances the George Street elevation.
- 8.4 The two storey extension to the rear has been designed at a much smaller scale to be subservient to the main bulk of the building and to reduce any impact on the building opposite at 1-3 George Street. It has windows facing on to George Street and on to a car park at the opposite elevation to respect any privacy views from the new apartments at 1-3 George Street

## 9 OTHER CONSIDERATIONS

### Access

- 9.1 Pedestrian access to the site will remain as existing i.e. from the King Street frontage.
- 9.2 Servicing access will remain to the rear via new steel gates and yard area to the rear of the George Street frontage.

### Parking

- 9.3 The site is within the village centre with access to existing on street and formal parking.
- 9.4 The applicants own/control the existing car park at the western end of the retail/residential block on George Street where 10 spaces will be allocated and white lined secured for users of the application site accordingly.
- 9.5 In addition, the applicants will have a private 16 space “Valet Car Park” at The Sidings, in close proximity to the site, which has the benefit of street lighting, security cameras and will be fence secured for exclusivity.

### Trees

- 9.6 The applicants submitted a formal application for tree works, under reference 3/2024/0695 subsequently withdrawn, these works now forming part of the application proposals.
- 9.7 The proposals can be summarised as follows; the two existing trees are shown on drawing 2339-SP02
- 9.8 T2, pine tree, proposed felling of this non-native tree which is overgrown and will interfere with/adversely affect development work should this application be approved.
- 9.9 T1, ash tree, proposed felling due to die back risks and interfering with development work similarly.

## 10 CONCLUSIONS

- 10.1 The proposals will introduce viable uses which will help preserve the building and site into the future and hence the contribution it makes to the Conservation Area.
- 10.2 This is a sustainable location within the heart of this thriving village.
- 10.3 Conservation Areas can accommodate change and of a contemporary nature as in this case.
- 10.4 The proposals will contribute to the local economy, the vitality of the village centre and meet tourist demands especially in meeting the critical shortage of appropriate accommodation.
- 10.5 Change does not necessarily equate to harm Conservation Areas must respond to changing circumstances.
- 10.6 The application building of lesser importance than a listed building will continue to contribute to the Conservation Area.
- 10.7 The George Street frontage to the site, particularly rearwards, will be enhanced by these proposals and its relationship to adjacent development to the rear along this frontage.
- 10.8 The rear of the site and its relationship to its immediate neighbor at 1-7 George Street is of less significance to the character and appearance of this part of the Conservation Area as it is functional with little aesthetic value.
- 10.9 The proposed extensions are harmonious with the existing building and are more in keeping in terms of bulk and scale to its immediate neighbor.
- 10.1. The proposals will preserve the character and appearance of the Whalley Conservation Area in addition to the substantial community benefits they will bring.

**Photo record**



Figure 1 – Front elevation



Figure 2 – Side elevation



Figure 3 – Side elevation with existing extension



Figure 4 – Rear elevation

Images from the 3d model



Image 1 – View from King Street



Image 2 – View from the corner of King Street and George Street



Image 3 – View from George Street

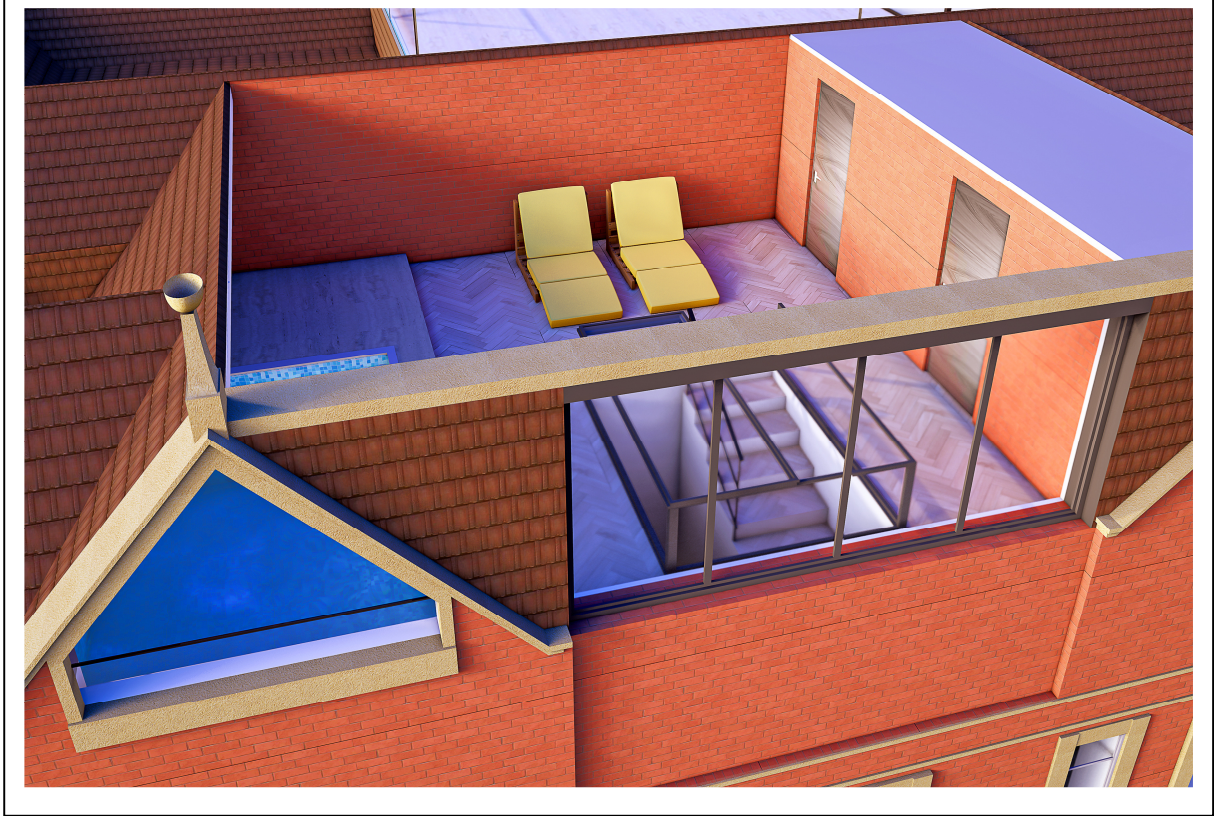


Image 4 – View down on to the lower terrace / pool area