



Don Proctor Dip TP, MRTPI

Planning design and access statement 69 King Street, Whalley

Proposed bakery with staff accommodation at first floor. Demolition of existing single storey rear extension and its replacement new rear extension. Frontage canopy, ramp / steps and handrail. Replacement windows. Service yard security gates and ancillary external seating.



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1 INTRODUCTION

1.1 This is a joint Planning and Design Statement being submitted in support of a full application for the part change of use from retail shop to bakery with ancillary seating and staff accommodation at first floor, demolition of existing and construction of replacement single storey rear extension with small extension at first floor. Service yard security gates.

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.

1.4 The statement should be used within the context of other submitted information as follows:-

Drawing No.

2546 - LP01

2546 – PL01

2546 – PL02

2546 – PL10a

2546 – PL11a

2546 – PL12a

2546 – SP01a

2546 – SP02a

- Heritage statement
- Bat Survey
- Flood risk assessment
- Arboricultural Impact Assessment Overview
- Noise and Odour Statement

2 THE APPLICANTS

2.1 The applicants are Northcote, a major award-winning restaurant based in the Ribble Valley, close to Whalley.

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- 2.2 They are very familiar with the site and surroundings and the 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 800m² 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 cobbles, paving and low level planting with two trees, with a low level stone boundary wall along its length.
- 3.6 The site is within the settlement boundary and village centre of Whalley surrounded by retail, restaurant uses, public houses and other community uses and opposite the 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 the view of the site from King Street to the North including the gap to the rear is noted as being an “important view”
- 3.8 A flood report accompanies the application.
- 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.

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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 hotel and restaurant, subsequently withdrawn.
- 4.5 The applicants consider the site to be appropriate for a high-quality artisan bakery to complement other facilities in the village in this very popular tourist area.

5 SUMMARY OF PROPOSALS

- 5.1 Set out below in the applicants' own words is an explanation of the rationale for these proposals, aims and objectives.
- 5.2 “This ambitious endeavour is the culmination of a long-held aspiration shared by Lisa Goodwin-Allen and Northcote: to establish an award-winning artisan bakery in the heart of Whalley. This project is a cultural reinvestment, reconnecting with the village’s treasured heritage, harkening back to the thriving community hub that was Kenyon’s bakery in the 60’s and 70’s. Whalley, situated in the Ribble Valley, is the perfect home for this vision.
- 5.3 This area is earning a reputation as a champion of fine food and great producers – a movement Northcote has helped spearhead since its creation in 1983. The Northcote Bakery is the next evolution of this commitment, a dedicated venture with a singular focus: to be truly outstanding in its field.
- 5.4 We envision a daily destination where the Michelin- level precision of Lisa Goodwin-Allen meets the pure, comforting soul of a village baker. The essence of this project is translating Northcote’s unwavering commitment to quality,

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seasonality, and local sourcing into the daily art of baking. Crucially, this commitment extends to sustainable practices across our operations, from sourcing ingredients to minimizing waste, ensuring the bakery is a responsible member of the local ecosystem.

- 5.5 The bakery will deliver the freshest product, utilizing unique skills to guarantee an exceptional experience. The local community will be able to collect warm, fresh pastries, crumpets, muffins, and French classics like the all-butter croissant and pain au chocolate, for their tables at home. Furthermore, the concept of a chocolatier – a creative hub dedicated to producing perfect chocolate treats and bespoke gifts. A grab and go counter and a small seating area will also welcome guests who wish to enjoy a quick snack and coffee in-house.
- 5.6 The business will also underpin itself strategically by creating a dedicated bread supply for Northcote.
- 5.7 In a wider context, Lisa Goodwin-Allen, in her role as Ambassador for Blackburn College, will be launching The Academy by Lisa Goodwin -Allen LGA 2026, in partnership with Blackburn College . With this new development The Northcote Bakery will be proud to foster a robust educational partnership offering real-world experience in an award-winning setting, helping to nurture the next generation of artisan bakers and pâtissiers in Lancashire.
- 5.8 Our ambition is clear and quantifiable: to be award-winning and recognized nationally as one of the most creative and inspirational bakeries in the UK at large. It is worth noting that currently, Lancashire holds no nominations in the prestigious *Good Food Guide Top 50 Bakeries in the UK 2025*. This Northcote bakery is poised to fill that void, setting a new benchmark for contemporary British Baking and proudly positioning Whalley at the forefront of the national artisan food scene.
“
- 5.9 The application proposes a part change of use to provide a bakery with ancillary seating, staff accommodation at first floor, demolition of rear single storey extension and its replacement, a small rear extension at first floor and service yard security gates, with a retractable frontage canopy, ramp / steps and handrail and replacement windows. Security gates will be managed during operational hours to prevent parking on George Street.
- 5.10 The replacement ground floor extensions to the rear will provide a bespoke kitchen to serve the bakery.

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5.11 On the first floor there will be six bedrooms with facilities to provide staff accommodation, particularly for those without the benefit of their own transport.

5.12 The design of the extensions is informed by the design and materials of the existing buildings with materials to match.

6 POLICY CONSIDERATIONS

6.1 Relevant policy considerations are set out in the National Planning Policy Framework and Ribble Valley Councils Core Strategy.

National Planning Policy Framework

6.2 Paragraph 7 of this document sets out the fundamental purpose of the planning system to contribute to the achievement of sustainable development.

6.3 The applicants believe this is a sustainable development in terms of its location within the settlement boundary and the heart of the village centre.

6.4 It is sustainable in terms of its use, appropriate in such a location, where the public would expect to see a facility of this level.

6.5 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.

6.6 There can be no sustainable objection to the proposed use in principle.

6.7 Paragraph 8 sets out the objectives in achieving sustainable development which are:-

6.8 To help build a strong economy to support the right development in the right places.

6.9 To support strong, healthy, and vibrant communities.

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- 6.10 To protect and enhance the built and historic environment and importantly making effective use of land.
- 6.11 The proposals to renovate the building and introduce sustainable, viable use will help protect and preserve this asset within the Conservation Area in the longer term.
- 6.12 Paragraph 10 reminds us of the long-established presumption in favour of sustainable development.
- 6.13 Paragraph 38 encourages local planning authorities to approach decisions in a positive and creative way.
- 6.14 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.
- 6.15 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 residents and tourists and preserving the long-term security of this asset.
- 6.16 Although paragraph 90 deals with the vitality of town centres, the applicants believe it to be relevant in respect of these proposals which will support Whalley's village centre role and complement other uses and enhance the public's experience of the village and what it has to offer.
- 6.17 Paragraph 97 encourages the provision of social, recreational and cultural facilities and services a community needs and to plan positively accordingly.
- 6.18 Paragraph 123 again stresses the need to promote effective use of land which is exactly what these proposals will achieve.
- 6.19 Paragraph 131 encourages the creation of high quality and sustainable buildings, and that design is a key aspect of sustainable development.
- 6.20 The applicants believe the proposals are to a high standard of design and materials reflecting the best aspects of the existing building on the site's frontage and extending to reflect its principal design features and materials in a contemporary way.

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- 6.21 Paragraph 203 stresses the importance of putting assets to viable uses, consistent with their conservation, exactly what is proposed here.
- 6.22 It notes the contribution the conservation of such an asset will make to a sustainable community including their economic viability.
- 6.23 The applicants believe the proposals will make a positive contribution to local character in terms of both its use and appearance.
- 6.24 Paragraph 205 stresses the importance of the conservation of a heritage asset in considering impact.
- 6.25 Paragraph 208 is relevant in confirming that weight should be given to the public benefits of the proposal including securing its optimum viable use.
- 6.26 In all respects the applicants believe these proposals to be in accordance with policy at National level.

The Development Plan

- 6.27 The Ribble Valley Core Strategy, adopted in 2014, contains relevant policies as follows.
- 6.28 Key Statement Policy EC1 seeks to direct new employment development as in this case to main settlements, of which Whalley is designated.
- 6.29 Key statement Policy EC3 supports proposals which will enhance the visitor economy within the Borough.
- 6.30 Proposals that contribute to and strengthen the visitor attraction will be encouraged.
- 6.31 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.
- 6.32 Key statement Policy DS2 repeats the presumption in favour of sustainable development reflecting the NPPF

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- 6.33 Key statement Policy EN5 seeks to conserve and enhance heritage assets. The applicants believe the proposed use will restore the building to a viable long-term use and as set out in the Heritage Statement enhance the site's role and visual appearance.
- 6.34 Policy DMB1 supports proposals which lead to business growth and the local economy.
- 6.35 The applicants believe their proposals fully accord with the aims of this policy and criteria set out.
- 6.36 Policy DME4 deals with development in a Conservation Areas and the need to preserve its character and appearance.
- 6.37 The major investment in the application site will ensure the long-term preservation of this asset within the conservation area.
- 6.38 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. The Heritage Statement will further assess the impacts on the Conservation Area.
- 6.39 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.
- 6.40 A Conservation Area can clearly accommodate change and often of a contemporary nature to compliment the traditional.
- 6.41 Change does not equate to harm.
- 6.42 Some change must occur in Conservation Areas to allow them to accommodate vital, thriving communities such as Whalley.
- 6.43 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.

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- 6.44 The applicants believe these proposals are in accord with the relevant Development Plan policy and criteria set out.

7 DESIGN

Brief

- 7.1 The brief was to create a high-quality artisan bakery with chocolatier, with small areas of seating internally and externally, and a kitchen to the rear with service access for goods in and out.

Principles

- 7.2 The front of the building, facing on to King Street, largely remains as existing. The existing white upvc windows are dated and will be replaced with black aluminium. The entrance door will also be replaced with a black hardwood panel. The current entrance is not wheelchair compatible and therefore we have shown a shallow ramp with handrail alongside the step. External seating was desired and an area for this was created to the front of the building. This area is demarked with low level planters, black colour to match the windows. Matching other establishments along King Street we have shown retractable awnings projecting from the transom line of the existing tall windows to give cover to the external seating.
- 7.3 The rear of the building has been extended to accommodate the bakery kitchen. The design principles were to match the design of the existing with pitched roof and traditional stone copings, finials and other details. For security and privacy reasons there are no windows on the external walls. Instead, we have shown a large traditional style roof lantern to the flat roof and a number of rooflights to the pitched roofs. At first floor level the extension has also been designed to match in with the existing building. All windows, existing and proposed will be black aluminium with stone surrounds where shown.
- 7.4 The sides of the building are as existing but with taller eaves and ridge heights to the proposed extensions over the existing. The trees and garden area will remain as existing, with the ground finishes made good and the trees pruned as required.

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Materials

- 7.5 The materials on the existing parts of the building will remain, except for the windows which will be replaced with black aluminium framed panels. In addition, there will be a new fascia sign but that will be subject to a separate application, if applicable. The materials proposed for the extensions will match the existing with red facing brickwork and stone details and plain tile roof covering. There is also a flat roof extension between the two pitched roof elements which will have a dark grey epdm covering. Rainwater goods will match the existing. Rooflights, including the lantern, will have black frames.

Massing

- 7.6 The original part of the building will remain unchanged. The ground floor extension to the rear will replace the existing extension and courtyard, and will extend closer to the rear boundary, leaving space for a service zone. The ground floor extensions are split into 3 bays. Pitched roof bays to each side with a single storey element between the two. There is also a flat roof bin store. At first floor level there is also a pitched roof extension, mirroring the existing extension in width, eaves and ridge heights, on the opposite side of the building, and a new flat roof extension linking the two.

8 OTHER CONSIDERATIONS

Access

- 8.1 Pedestrian access to the site will remain as existing, i.e. from the King Street frontage. Access to the staff accommodation will be via the George Street entrance. Service access to the kitchen is at the rear.

Parking

- 8.2 The site is within the village centre with access to the existing on street and formal parking.

Trees

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- 8.3 A tree report accompanies the application, demonstrating there will be no detrimental effect on the two trees on the George Street frontage.

9 CONCLUSIONS

- 9.1 The proposals will introduce a viable use which will help preserve the building and site into the future and hence the contribution it makes to the Conservation Area.
- 9.2 This is a sustainable location within the heart of a thriving village.
- 9.3 Conservation areas can accommodate change and partly of a contemporary nature as in this case.
- 9.4 The proposals will contribute to the local economy, the vitality of the village centre and meet tourist demands.
- 9.5 Change does not necessarily equate to harm. Conservation Areas must respond to changing circumstances.
- 9.6 The application building, albeit of lesser importance than a listed building, will continue to contribute to the Conservation Area.
- 9.7 The rear of the site and its relationship to its immediate neighbour 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.
- 9.8 The proposed replacement extensions are harmonious with the existing building.
- 9.9 The proposals will preserve the character and appearance of the Whalley Conservation Area in addition to the substantial community benefits they will bring.

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