



# DEVELOPMENT BRIEF FOR MARKET STREET



## **Development Brief for land at Market Street, Chorley**

Adopted: 30 September 2004

### **1. THE SITE**

- 1.1 This development brief relates to a site of some 0.28ha, located within Chorley town centre, on the south side of the junction between Market Street and Gillibrand Street (see Plan 1).
  - 1.2 The site currently comprises two distinct elements - a built up frontage to Market Street, between Gillibrand Street and Whalley Street, and a cleared site, to the rear – but it is to be redeveloped as a whole.
  - 1.3 The Market Street frontage of some 25 metres is occupied by two buildings. The first is a principally three storey building, brick built with a flat roof, that has a retail unit trading as a furniture shop on the ground floor and storage above. The other is a former cinema, remodelled for retail purposes in the 1960's in the style of that era, accommodating a sizeable and now vacant ground floor retail unit, formerly occupied by a McDonalds restaurant outlet, and a second, smaller retail unit, currently trading as a shoe shop.
  - 1.4 The unevenly shaped, cleared site to the rear has a 40m frontage to Gillibrand Street and a very narrow frontage of some 4m to Library Street. Approximately 0.2ha in area, this land was formerly occupied by a Grahams' toiletries store.
1. There is a distinct change in levels across the site, which rises from the Market Street frontage towards the south and west.

### **2. THE SETTING**

- 2.1 Market Street runs through the town centre shopping area and, to the north of the site, is pedestrianised. Development along the street is typically two and three storey. Frontages are occupied by a mix of retail and service uses, with storage, office or residential use above, though Runshaw College Annexe, a tertiary education facility, stands between the site and Cheapside.
- 2.2 The age structure of development is varied and includes, on the north side of the Gillibrand Street/Market street junction, a newly built, mixed use development, with retail and office units on the ground floor and two floors of residential accommodation above. A more substantial, purpose built modern retail and office development occupies land south of the roundabout at the foot of Market Street.
- 2.3. Along Gillibrand Street, between the new development and Lennon Street, to the west, is a row of small scale, late 19<sup>th</sup> century/early 20<sup>th</sup> century, terraced property, now occupied as modest retail units and office accommodation, and a former hospital building, now used as Council offices.
- 2.4 Adjoining the site, occupying frontages to Gillibrand Street and Peel Street, is a row of predominantly residential, terraced properties of late 19<sup>th</sup> century age. To the south and west of the site is an electricity sub-station and a public surface car park accessed from Fleet Street. There is more car parking on the opposite side of Fleet Street, along with the St John Ambulance Hall. (See also Plan 2).

### **3. PLANNING HISTORY**

3.1 The recent planning history of the site comprises:

- i) An unimplemented planning permission for the erection of a new retail unit on the vacant section of the site, granted in 1998 (Ref: 98/00350/FUL), which expired in November 2003.
- ii) The submission of two planning applications for a pay and display car park, which were both refused, the first in September 2003, the second in February 2004 (Refs: 03/00332/COU & 04/00009/COU). Appeals against both refusals were dismissed in August 2004 (DoE Refs: T/APP/D2320/A/03/1135096 & T/APP/D3230/A/04/1147389).

### **4. POLICY BACKGROUND.**

#### **4.1 National and Regional Guidance**

Existing and emerging national and regional planning policy supports the redevelopment of this site for a mixed use scheme to enhance the vitality and viability of Chorley Town Centre.

#### **4.2 The Development Plan**

The development plan comprises the Lancashire Joint Structure Plan approved in 1997 and the Chorley Borough Local Plan Review, adopted in August 2003.

Relevant policies from these plans form a key element of the planning framework against which any proposal for the site will be judged and are, in some instances, elaborated in supplementary planning guidance.

The emerging replacement Joint Structure Plan is also relevant, being close to adoption.

See also appendix A.

### **5. POTENTIAL USE OF THE SITE**

5.1 The redevelopment of the site should provide a single, sizeable retail unit at ground floor level, taking full advantage of the Market Street frontage and of the change of levels across the site.

1. A mix of other uses may also be incorporated at other levels. Subject to satisfactory detail, these complementary but subservient uses may include other commercial or leisure uses, residential use or an educational use, possibly linked to the existing resources at the nearby Runshaw College establishment.

## 2. DESIGN PRINCIPLES

- 6.1 Development proposals should take a comprehensive view and provide for redevelopment of the whole of the site.
  - 6.2 The development should reflect the scale and massing of surrounding buildings on Market Street and Gillibrand Street, including their variety and verticality. In the interests of high quality design, the building line may be regarded as flexible.
  - 6.3 Ground floor retail use should incorporate an active frontage to Market Street, in the interests of the commercial health of the street, the appearance of the building and the security of pedestrians. Care should also be taken to avoid the creation of a dead frontage to Gillibrand Street, although a retail frontage is not regarded as vital here.
  - 6.4 Great care should be taken to safeguard or enhance the residential amenities of those living in dwellings around the site. The creation of a courtyard within the upper part of the site, backing onto existing residential development and overlooked by new residential accommodation, would be welcomed.
  - 6.5 The site is in a key position within Chorley town centre and it is important that the shopfront of the retail premises is of a high quality design to help improve the quality of the wider environment. The design of the shopfront should pay particular attention to the design principles set out in the Council's supplementary planning guidance note on Signs and Shopfronts, which embodies principles of good design.
  - 6.6 Pedestrian access to residential properties should be kept separate from access to the retail element of the development.
1. The Council's supplementary planning guidance note 'Design', is currently in draft form. The developer will be required to demonstrate that design objectives within the guidance note have been taken into account and incorporated into the development scheme.

## 2. COMMUNITY SAFETY AND SECURED BY DESIGN

- 7.1 There is a current pedestrian access, adjacent to the site, leading from the car parks off Fleet Street to Market Street. But this is a poorly signed, uninviting route to and from the town centre and any development of the brief site should incorporate a scheme to improve this key access into the town centre.
1. Secured by Design is an initiative to encourage the building industry to adopt crime prevention measures to assist in reducing the opportunity for crime and the fear of crime, creating a safer and more secure environment. The Council supports the initiative and would encourage developers to ensure that their schemes meet the Secured by Design criteria and refer to the recently published Safer Places report, sponsored by ODPM and The Home Office. Further details are available from [www.securedbydesign.com](http://www.securedbydesign.com), ODPM Publications and from the Council (see contact details below).

## **2. ACCESS AND HIGHWAY ISSUES**

8.1 There is no requirement to provide parking for retail or other commercial use within the site, as the site is located within the town centre and there are a number of public car parks in close proximity.

8.2 In relation to the servicing of the retail unit, careful consideration must be given to the impact of the scheme on highway safety and residential amenity. Early discussion with the Council (see contacts, section 11) is recommended, to develop an appropriate design solution.

8.3 Subject to any necessary closure order and to the safeguarding of any necessary vehicular access to the sub-station and pedestrian access to the Fleet Street car park, Whalley Street may be adapted to provide residential parking space.

8.4 Secure parking for residential units may be provided in accordance with Supplementary Planning Guidance "Access and Parking" of the Deposit Draft Replacement Joint Lancashire Structure Plan.

1. Cycle parking should be provided on site at a ratio of 1 space per 10 theoretical maximum car parking spaces in line with the standards outlined in the Joint Lancashire Structure Plan Supplementary Planning Guidance on Access and Parking.

## **2. LANDSCAPING**

Any hard and soft landscaping should be integral to the scheme and reflect the scale and nature of development. Particular attention should be paid to the opportunity created by the change in levels across the site and to the need to safeguard the amenities of local residents.

## **10. SITE OWNERSHIP AND ASSEMBLY**

The site is understood to be in at least three separate ownerships (see Appendix C). If necessary, the Council is prepared to assist with site assembly, subject to securing an appropriate redevelopment.

## **11. COUNCIL CONTACTS**

### **Planning**

Civic Offices

Union Street

Chorley

Lancashire

PR7 1AL

Tel: 01257 515151

## 12. ADOPTION

**This Brief was formally adopted on 30 September 2004**

### **APPENDIX A PLANNING POLICY**

#### **National and Regional Guidance**

Planning policy documents · Draft Planning Policy Statement 1-Creating Sustainable Communities- 2004 · Planning Policy Guidance Note 6- Town Centres and Retail Development –1996. · Draft Planning Policy Statement 6 – Planning for Town Centres – 2003. · Planning Policy Guidance Note 13 - Transport- March 2001.

#### **Relevant Local Plan Policies from Chorley Borough Local Plan – adopted 2003.**

Policy SP2 - Allocation of Specific Sites for Retail Development

The western part of the development site is the only one of 7 sites allocated within the adopted Local Plan that is still available for major retail development. However given the whole sale redevelopment of the site to Market Street this policy would be applicable to the site as a whole.

***“The following sites have been allocated for retail development taking account of the provisions of policy SP1:... 5. 5-9 Gillibrand Street, Chorley.”***

#### Policy SP5 - Secondary Shopping Areas

Much of the development site is located within a Secondary Shopping Area where a combination of retail and non-retail commercial uses are acceptable providing the proposal does not undermine the shopping character of the street or Secondary Shopping Area. This policy does not permit residential uses at ground floor level and is applicable to the Gillibrand Street frontage.

***“Within the Secondary Shopping Areas of Chorley Town Centre, as shown on the proposals map, a combination of retail and non-retail commercial uses appropriate to a shopping area is acceptable providing the proposal would not undermine the shopping character of that street or the Secondary Shopping Area. Proposals for residential use at ground floor level will not be permitted.”***

#### Policy HS12 - The inclusion of Residential Development in Retail and Commercial Schemes

Policy HS12 states that wherever possible new retail development within shopping centres should provide residential uses above to maximise the use of new retail units. It also states that there should be a separate means of access to the residential uses on the upper floor(s) of the building.

***“Within Shopping Centres, as defined on the Proposals Map, except in the Central Shopping Core of Chorley Town, the proposed development or re-development of ground floor retail or commercial premises must wherever possible incorporate the provision of flats on the upper floors of the buildings subject to the criteria of policy HS11. This does not apply where the applicant can demonstrate that the whole building will be fully utilised for other purposes. In all cases, the schemes must include the provision of a separate means of access to the upper floor(s) of the building.”***

#### Policy TR8 – Parking Provision

***“Proposals for development will take account of the need for associated on-site parking provision in accordance with the adopted parking provision levels in Appendix 3. Provision of parking excess of these levels will not be permitted”***

#### Supplementary Planning Guidance.

- . **Shop Fronts and Signs: A Design Guide for Chorley** – The Chorley Partnership 1996
- . **Windfall Housing Developments** - Chorley Borough Council 2004
- . **Design Guidance Consultation Draft** - Chorley Borough Council 2004
- . **“Access and Parking”**- Proposed Changes to Joint Lancashire Structure Plan 2003

## **APPENDIX B PLANS**

### **1. The Site**

### **2. Development Context**

## **APPENDIX C SITE OWNERSHIP (as at date)**

Cleared site: Mr G Wilkins (Jan 2004) Promil Investments Ltd London Road Bassetts Pole Sutton Coldfield West Midlands B75 5SX

98 Market Street Execs M M Blackledge (April 2003) c/o Robert Pinkus and Co 16-18 Riversway Business Village Navigation Way Preston PR2 2YP

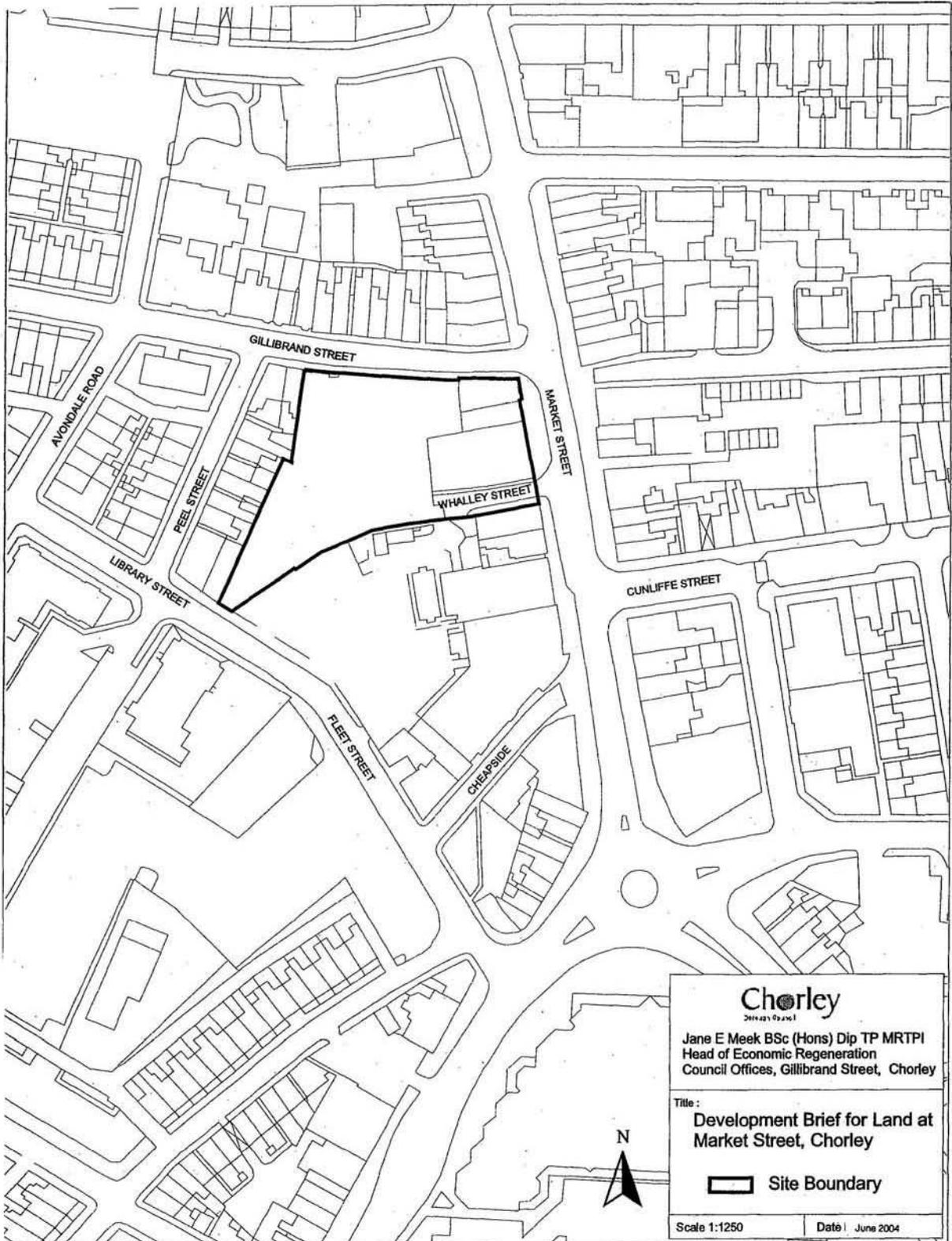
100 Market Street Leyland Shoes (Feb 2004) Glympton Bamskin Lane Nr Chorley

102 Market Street MacDonalds Restaurants (April 2004) c/o Shauneen Kelly 6<sup>th</sup> Floor 1 Cadogan Square 51 Cadogan Street Glasgow G2 7HF

# **Development Brief:**

## **Land at: Market Street, Chorley, Lancashire**

Adopted: 30 September 2004



**Chorley**  
2010-2011-2012

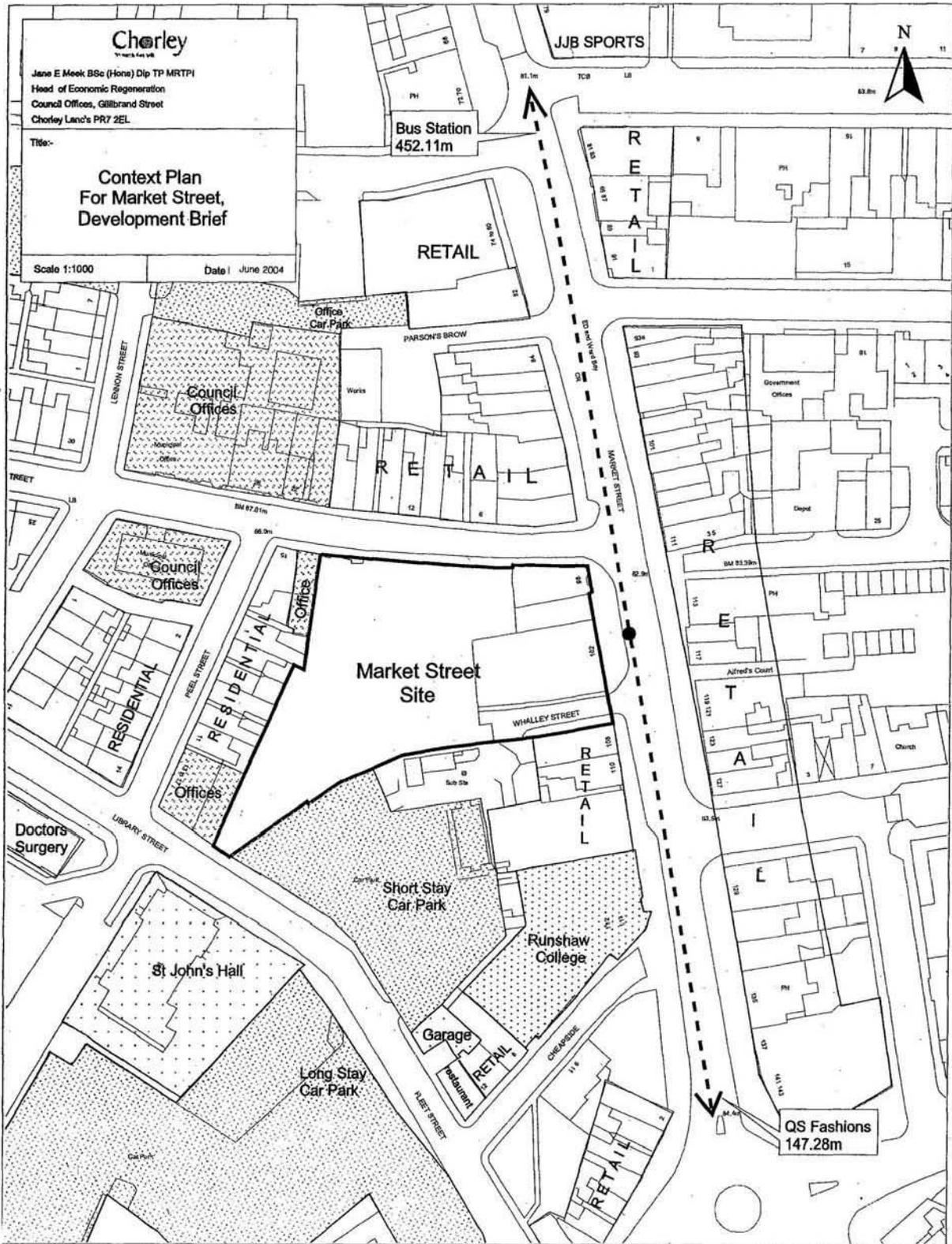
Jane E Meek BSc (Hons) Dip TP MRTPI  
 Head of Economic Regeneration  
 Council Offices, Gillibrand Street, Chorley

Title:  
**Development Brief for Land at  
 Market Street, Chorley**

 Site Boundary

Scale 1:1250      Date | June 2004

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