

Full Planning Application for:

Change of use of bank (Class E) to drinking establishment (sui-generis) with associated works.

**18 Market Place  
Poulton-le-Fylde**

**Planning Statement**

including:  
Heritage Statement

**November 2021**

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# 1 Introduction

- 1.1 This Planning Statement has been prepared to accompany an application for the change of use of 18 Market Place from a bank (Class E) to a drinking establishment (Sui Generis) on behalf of EA Wallace Ltd.
- 1.2 The application site lies within the heart of Poulton-le-Fylde town centre and is therefore considered an appropriate location for this type of development. The proposed conversion will require some internal and external alterations including the replacement of the existing 1980s shop front with an attractive crittall style double entry door with retractable awning. Crittall style windows with steel balustrade juliet style balconies will be created at first and second floor. The proposals also include the addition of a modest dormer window which will reflect the style of other buildings within the Conservation Area. Overall, the proposals offer an enhancement to the character of the surrounding area and will bring this vacant unit into an attractive and viable use.
- 1.3 This statement describes the application site, its surroundings and the proposed development, assessing its merits against the development plan, the National Planning Policy Framework and all other relevant material considerations. As the application site lies within the Poulton-le-Fylde Conservation Area, a heritage impact assessment has also been provided as part of this statement.
- 1.4 The application submission is also accompanied by the following documents:
- Design and Access Statement by DC & MG Associates (21 1187 DA001)
  - Existing Floor Plans by DC & MG Associates (21 1187 EX001)
  - Existing Elevations by DC & MG Associates (21 1187 EX002)
  - Location Plan (21 1187 L001)
  - Proposed Floor Plan by DC & MG Associates (21 1187 P001)
  - Proposed Elevations by DC & MG Associates (21 1187 P002)
  - Proposed Visual by DC & MG Associates (21 1187 P003)
- 1.5 The statement concludes that the proposed development is compliant with relevant policies of the Wyre Local Plan, and having regard to all other material considerations, there is a compelling case for planning permission to be granted in accordance with the presumption in favour of sustainable development.

## 2 Site and surroundings

### Site

- 2.1 18 Market Place occupies a 99.7 sq m site which fronts onto Market Place. The site comprises a former three storey bank, which was occupied by Santander until August 2021.

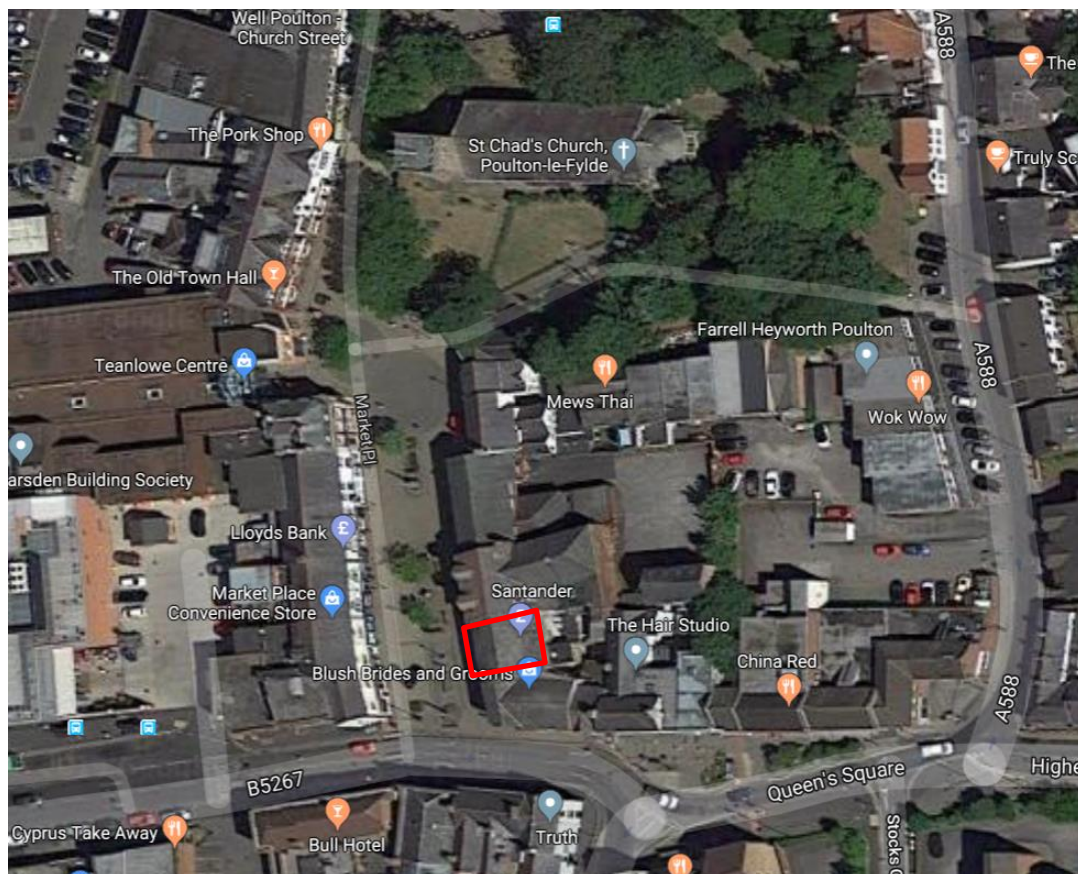


Image 1: Aerial view (Source Google Maps)

### Surroundings

- 2.2 The site is located within Poulton town centre on its only pedestrianised street. It is surrounded by other town centre uses such as an optician, a hairdresser, a homeware shop, a pharmacy, and a number of restaurants and cafes. Two supermarkets, Booths and Aldi, are also located within the town centre. The site directly neighbours an Opticians, a Coach Hire Agents and the Masonic Hall. There are no residential properties directly attached to the building, the closest residential properties are to the rear of the site (7 Queens Square).
- 2.3 The site is located within Poulton-le-Fylde Conservation Area. A number of historic assets are located within close proximity to the site including St Chads, a Grade II\* listed church, and six other Grade II listed buildings or monuments.
- 2.4 Market Place provides vehicular access to St. Chads Church for events such as weddings

and funerals. Market Place also hosts a number of events throughout the year including a market every Monday.



Image 2: The site was previously occupied by Santander and lies in the heart of Poulton-le-Fylde (Source Google Earth)

- 2.5 The site is well located in terms of access to other services and facilities in Poulton which are within easy walking distance. The site sits within close proximity to Poulton Railway Station which provides direct access to Blackpool and the West Coast Mainline via Preston.
  
- 2.6 There are a number of bus stops which surround the site. These are located on Queensway (approximately 110m from the site) and Ball Street (approximately 110m from the site) which both provide a frequent service to Fleetwood, Knott End on Sea, Preston, Lancaster and Blackpool.

### 3 Planning History

- 3.1 There are a number of planning applications which relate to the site within retail use, most of these relate to advertisement consents, and are listed below:

**84/01685**

Description: Demolition and rebuilding of office premises including new shop front

Decision: Granted March 1985

**85/00026**

Description: Listed building consent – demolition and rebuilding of office premises

Decision: Granted March 1985

**97/00540**

Description: Instillation of ATM cash machine

Decision: Refused October 1997

**98/00604/FUL**

Description: Instillation of an external automatic till machine

Decision: Granted October 1998

**17/00618/FUL**

Description: Alterations to shop front

Decision: Application withdrawn July 2017

## 4 The Proposal

- 4.1 The proposal is for the conversion of the former bank (Class E) to a drinking establishment (sui-generis). The bank shop front will be altered to include a new front door with crittall style windows at ground, first, and second floor. The Applicant intends to use the converted space as a Champagne Bar, the premises will provide customer seating over all three floors.

### ***External***

- 4.2 The existing shop front (installed c. 1985) will be replaced with new crittall style windows and double doors at the front ground floor elevation. The replacement of the shop front is necessary to provide an attractive entrance to the new bar. The front elevation will benefit from a retractable awning to provide a canopy entrance. The artists impressions of the proposals show that this awning could, in the future, provide appropriate cover for outdoor seating to the front of the building. The outdoor seating is not included as part of the current application.
- 4.3 At first and second floor, new crittall style windows will be installed with a decorative steel balustrade to provide Juliet style balconies at these levels.
- 4.4 A pitched roof dormer window will be created at the front elevation with materials to match the existing building and in a style to reflect the existing dormers on neighbouring properties.
- 4.5 To the rear of the property the existing air conditioning units will be removed and a new principal stair and escape stair will be created which is required to meet fire safety regulations and will also provide better circulation space for the new bar. The new staircase will be built from brick material to match the existing building.



Image 3: Artist Impression of the new Champagne Bar

### ***Internal***

- 4.6 The proposed drinking establishment will be set out over three floors, with a bar area and drinking area at each floor. The proposals include customer/accessible WC at ground floor and additional WC's and staff room at first floor.

### ***Access and Operation***

- 4.7 The property will continue to use the existing access off Market Place for public access and deliveries. The storage of refuse will follow the existing arrangements for commercial premises at Market Place with refuse storage provided internally and collected daily by Wyre Council Commercial Refuse Collection from Market Place.
- 4.8 The proposed drinking establishment will not have a commercial kitchen and will be a wet lead establishment. Therefore, there are no commercial ventilation systems proposed.
- 4.9 The opening hours of 10.30-00.30 Monday-Sunday are considered appropriate within the town centre location of the site and are in accordance with other similar drinking establishments within Poulton.



## 5 Planning Policy and Guidance

5.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 refers to the development plan as a whole and requires planning applications to be determined in accordance with the plan unless material considerations indicate otherwise. In this case the development comprises the Wyre Local Plan (adopted February 2021). Planning policy guidance is a material consideration and comprises the National Planning Policy Framework, Planning Policy Guidance and supplementary planning documents adopted by the Council.

### Development Plan

#### *The Wyre Local Plan (adopted 2019)*

5.2 The development plan comprises the Wyre Local Plan (2011 – 2031) which was formally adopted on the 28<sup>th</sup> February 2019. The site is located within Poulton-le-Fylde Town Centre, within the Poulton-le-Fylde Conservation Area and along a secondary retail frontage as shown on the Policies Map.

5.3 Policy EP4 identifies Poulton-le-Fylde as a town centre within the retail hierarchy and seeks to direct retail, leisure and other main town uses towards the Boroughs existing centres.

5.4 Policy EP6 defines Primary and Secondary frontages as below:

*Proposals for development not falling into Use Class A1 involving ground floor units in identified Primary Frontages will be permitted where:*

- a) A minimum of 70% of the defined length of frontage in the block would remain in A1 use taking into account unimplemented planning permissions for changes of use; or the premises have been marketed for a class A1 use in accordance with Policy SP6 (Viability);*
- b) The proposed use is complementary to the primary shopping function of the frontage and will contribute to vitality and viability;*
- c) The proposed use would not result in three adjoining non-A1 uses in the block;*
- d) An active pedestrian level shopfront is retained/provided.*

5.5 The following policies of the Wyre Local Plan are relevant to the consideration of this application:

- Policy SP1 Development Strategy

The overall planning strategy for the Borough will be one of growth within environmental limits. The overarching aim will be to meet the housing needs of all

sections of the community, raise economic performance, average wage levels and GVA generation, while minimising or eliminating net environmental impact. New build development will take place within settlement boundaries defined on the Adopted Policies Map.

- **Policy CDMP1 Environmental Protection**  
Development will be permitted where it can be demonstrated that the proposed use would not lead to significant adverse effects on health amenity, safety and the operation of the surrounding uses for occupants with reference to noise, vibration odour, light or dust.
  
- **Policy SP2 Sustainable Development**  
All development should contribute positively to the overall physical, social, environmental and economic character of the area. All development in Wyre should be sustainable and contribute to the continuation or creation of sustainable communities in terms of its location and accessibility. Developments must demonstrate how they respond to the challenge of climate change through appropriate design and making best use of resources and assets.
  
- **Policy CDMP2 Flood Risk and Surface Water Management**  
Development will be required to demonstrate that it will not be at an unacceptable risk of flooding and would not lead to an increased risk of flooding elsewhere.
  
- **Policy CDMP3 Design**  
All development will be required to be of a high standard of design and appropriate to the end use. Innovative design appropriate to the local context will be supported and is expected to demonstrate an understanding of the wider context and make a positive contribution to the local area.
  
- **Policy CDMP4 Environmental Assets**  
Development proposals should seek to minimise or eliminate net environmental impact. The Borough's designated and undesignated ecological assets will be protected, enhanced and managed with the aim of establishing and preserving functional networks which facilitate the movement of species and populations and protect the Borough's biodiversity.
  
- **Policy CDMP5 Historic Environment**  
New development will be required to protect, conserve and enhance the historic environment, through high standards of design. Proposals for new development should identify and take advantage of opportunities to integrate with and promote the Borough's heritage assets.

- Policy CDMP6 Accessibility and Transport  
Development will be permitted provided that road safety for safe, efficient and convenient movement of all highway users is not prejudiced. Appropriate provision is made for vehicular access, off-street servicing and parking in accordance with the Council's standards. The needs of people with disabilities and older people also need to be fully provided for.

### *National Planning Policy Framework*

5.6 The National Planning Policy Framework (2019) (NPPF) sets out the Government's planning policies for England and how they should be applied. It requires local planning authorities to apply a presumption in favour of sustainable development which means, as paragraph 11c explains, that development which accords with an up-to-date development plan should be approved without delay.

5.7 There are a number of relevant paragraphs that apply to this proposal, these include:

- Paragraph 81 – Planning decisions should help to create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.
- Paragraph 86 – Planning decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should define a network and hierarchy of town centres and promote their long-term vitality and viability by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries. Planning decision should also retain and enhance existing markets, and where appropriate, re-introduce or create new ones.
- Paragraph 92 – Planning decisions should aim to achieve healthy, inclusive and safe places which promote social interaction, are safe and accessible and enable and support healthy lifestyles.
- Paragraph 126 – Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.
- Paragraph 130 – Planning decisions should ensure that developments function well and add to the overall quality of the area, are visually attractive, are sympathetic to local character, establish or maintain a strong sense of place and optimise the potential of the site.

- Paragraph 194 - In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting.
- Paragraph 199 - When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

***Poulton-le-Fylde Conservation Area Appraisal and Management Plan (2008)***

5.8 The Poulton-le-Fylde Conservation Area was first designated in 1979, and the Poulton-le-Fylde Conservation Area Appraisal was adopted in April 2008. The site is located within this Conservation Area.

5.9 The Conservation Area Appraisal is summarised below:

- Views generally limited to groups of buildings and tree-lined streets
- Urban Settlement
- Visual dominance of the Church of St Chads and its churchyard
- Abundance of trees
- Market town
- Urban centre, with residential properties situated around

5.10 The site is surrounded by a number of listed buildings and monuments, as explained below:

- St.Chad's Church is Grade II\* listed
- 2 Market Place is Grade II listed
- Fishstone's on Market Place is a Grade II listed monument
- Market Cross on Market Place is a Grade II listed monument
- Stock on Market Place is a Grade II listed monument
- Whipping Post on Market Place is a Grade II listed monument
- Telephone Kiosk on Market Place is a Grade II listed monument

## 6 Heritage Assessment

- 6.1 The site is located within the Poulton-le-Fylde Conservation Area and Wyre Borough Council has published an extensive appraisal designed to “*clearly identify what it is about the character or appearance of the area which should be preserved or enhanced.*” The appraisal reviews the designated heritage assets within the Conservation Area and lists a number of properties which are considered to be non-designated heritage assets. The application site is not identified within the Conservation Area Appraisal as being a building of merit or positive contribution.
- 6.2 This section of the statement will review the impact of the proposals upon the significance (heritage interest and value) of the conservation area, and the setting of the listed buildings that stand in its vicinity.

### ***Conservation Areas significance***

- 6.3 Poulton-le-Fylde is a historic market town of pre-Conquest origin, and the conservation area covers the streets and buildings that form its core. Its qualities were described for planning management purposes by the character appraisal adopted in 2008. This is now somewhat out of date (Historic England guidance recommends they are updated every five years) but remains a material consideration in determining applications affecting the conservation area and its setting. The appraisal describes how the streets of Poulton form a nucleated pattern around the Grade II\* listed Church of St Chads and the adjoining Market Place. The key elements of its character are identified as follows:

- A small agricultural market town of Victorian character, originally of nucleated plan
- The conservation area boundary covers the main settlement centre
- The settlement occupies a slightly elevated site amid otherwise low-lying, level topography
- Views are limited to groups of buildings and tree-lined streets
- The visual dominance of St Chads and its churchyard
- An abundance of trees
- The most represented period structurally is that of the nineteenth and early twentieth centuries. The Victorian and Edwardian periods are particularly dominant.

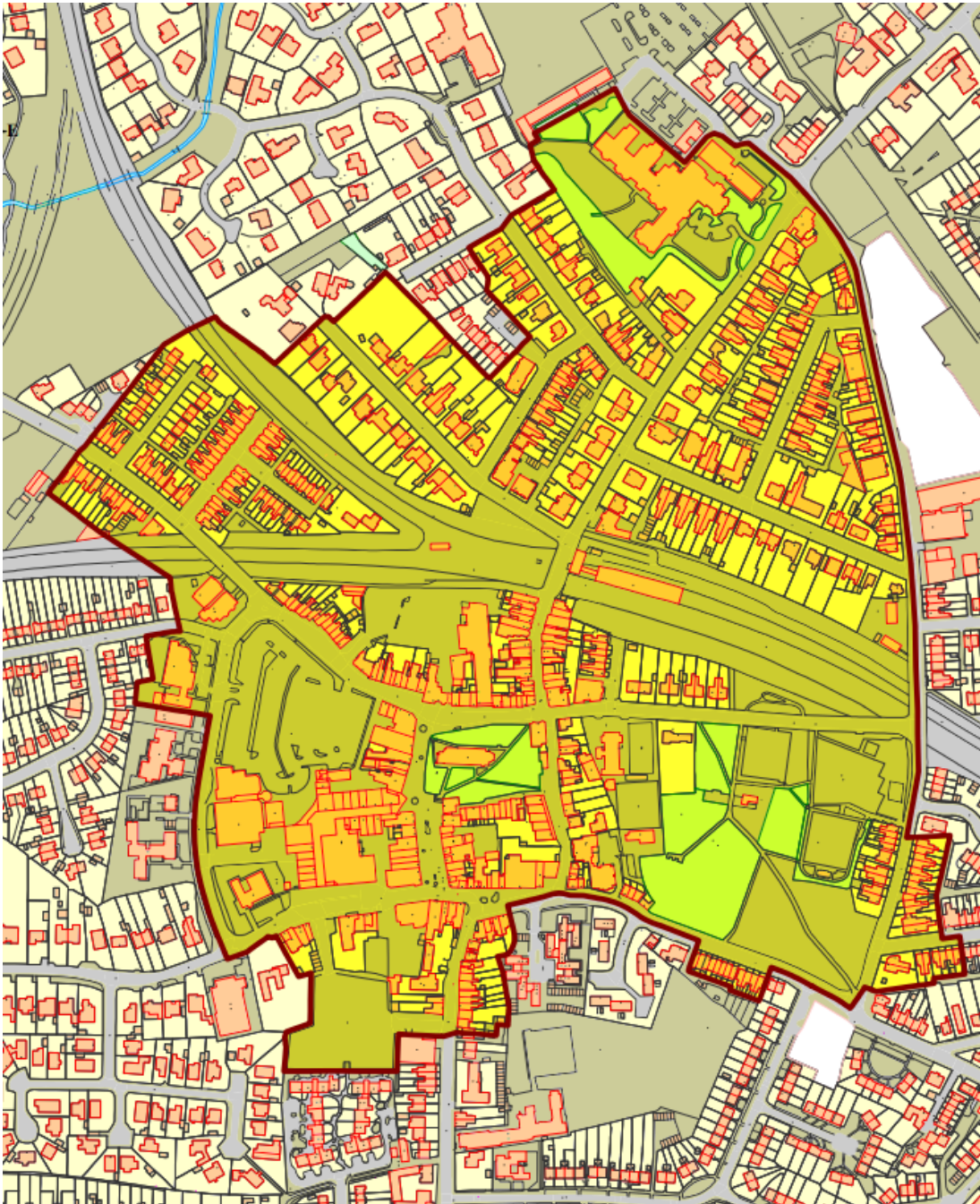


Image 4: Poulton-le-Fylde Conservation Area

- 6.4 The Conservation Area Appraisal identifies that there is an opportunity to improve Market Place including the consistency between buildings. Improvements to the public realm are sought including proposals to light up important features such as the Market Cross or the Stocks. The Conservation Area Appraisal also states that the area would benefit greatly from investment to improve both commercial and residential properties. This could provide a valuable opportunity to emphasise and restore the physical history of the shop frontages, as well as stimulate businesses and consumer confidence.

***The Application Site and its significance***

- 6.5 The application site is located at the Southern end of the Conservation Area. It is not directly attached to any listed buildings, although it is directly opposite a number of listed structures including the Stocks, Market Cross, Fish Stones and Whipping Post which are all individually listed Grade II by Historic England. Image 2 (above) shows the site in context with these heritage assets.

***Contribution to the Conservation Area (significance)***

- 6.6 The application site has not been identified as one of the buildings of local importance within the conservation area. The building has been heavily altered with late 20<sup>th</sup> century additions which do not contribute positively towards the character of the conservation area.

***Impact of the proposal***

- 6.7 The proposed development will provide an improvement to the external appearance of the building. It will provide an opportunity to restore the physical history of the building with the early 20<sup>th</sup> century style proposed front elevations which is identified as being the dominant architectural style within the Conservation Area. The proposed investment to the external appearance of this building will have a positive impact on the Conservation Area.
- 6.8 The proposed re-use of this vacant building to another main town centre use is in keeping with the character of this part of the Conservation Area and will also have a positive impact on the character of the Conservation Area and its long-term vitality. The proposed Champagne Bar will attract customers in the day and evening economy and will provide an anchor point for shoppers in this part of the Conservation Area. It is expected that the improved street frontage and active use of this building will have a slight positive impact on the setting of the listed structures opposite the site and will have a neutral impact on other listed buildings within the area, including St Chads Church.
- 6.9 The proposed changes to this building are favourable as it will enhance the buildings contribution to the Conservation Area and will have a natural impact on the setting of the listed buildings in the area. It can, therefore, be concluded that the proposal will not result in any harm to the Conservation Area or any other designated heritage assets within the vicinity of the site.

## 7 Appraisal

- 7.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 refers to the development plan as a whole and requires planning applications to be determined in accordance with the plan, unless material considerations indicate otherwise. In this case the development comprises the Wyre Local Plan (2019). Planning policy guidance is a material consideration and comprises the National Planning Policy Framework, Planning Policy Guidance and supplementary planning documents adopted by the Council.

### Principle of development

- 7.2 The proposed development is a main town centre use located within a secondary frontage of Poulton Town Centre. Policy EP4 of the Wyre Local Plan identified Poulton-le-Fylde as a town centre within the retail hierarchy and seeks to direct retail, leisure and other main town uses towards the Boroughs existing centres. The adopted planning policy for town centres within Wyre refers to now replaced use Classes A1-A5. Policy EC6 is supportive of these uses and other main town centre uses at secondary retail frontage locations. In the context of the adopted planning policy, the existing use of the building was Class A2 (now Class E) and the proposed use would be Class A4 (now Sui-Generis). The proposals therefore do not result in the loss of any 'A1'/retail premises and will replace a (now vacant) 'other town centre use' for an alternative town centre use which is considered to be more viable and will offer improved vitality for the town centre. As such, the proposal is compliant with the main town centre policy for Wyre Council.
- 7.3 The new champagne bar will contribute positively to the character and active street frontage of Market Place. 'Other town centre uses' (including drinking establishments) provide a service to shoppers and provide a transitional use between the daytime and evening economy. The National Planning Policy Framework promotes a town centre first policy for main town centre uses. Further to this paragraph 81 of the NPPF places significant weight on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. This proposal will provide an opportunity for local business while supporting the wider economic growth of Poulton-le-Fylde, therefore complying with the NPPF.
- 7.4 This proposed development comprises a main town centre use, is appropriate in scale, role and function and falls within the defined Poulton-le-Fylde town centre. As a consequence, it complies with Policy EP4 and EP6 of the Wyre Local Plan. Therefore, the proposal is compliant with local and national planning policy and the principle of development is acceptable.

### Sustainable development

- 7.5 The application site occupies a sustainable location within Poulton-le-Fylde town centre. Public



transport options to and from the site are excellent as bus stops are located less than 150m from the site which provide a frequent service to Blackpool, Fleetwood and Preston. The site sits within close proximity to Poulton railways station which provide direct access to Manchester, Blackpool and Preston amongst other local destinations. Local residents will also be able to walk or cycle from the Poulton area reducing car dependency.

- 7.6 The updated Framework places a presumption in favour of sustainable development (paragraph 8) for decision taking this means approving development proposals that accord with an up-to-date development plan without delay. As defined in the NPPF, there are three strands to sustainable development comprising economic, social and environmental objectives. The Wyre Local Plan echoes these principles and Policy SP1 supports raise in economic performance, average wage levels and GVA generation. Policy SP2 of the Wyre Local Plan requires all development to contribute positively to the overall physical, social, environmental and economic character of the area.
- 7.7 The redevelopment of the application site will result in the protection of existing jobs and the creation of new roles within the construction and leisure sectors and as such will generate economic benefits. The town centre contains a wide range of services and facilities including convenience food shopping, hairdressers, pharmacy, post office, amongst others, as well as professional services and attractive leisure facilities. It is anticipated that the development will generate increased footfall particularly during the day to the benefit of existing businesses in the town centre.
- 7.8 The proposal for a new champagne bar in the town centre will provide a new and attractive use for the local community to enjoy in the daytime and the evening. The bar will provide a new venue for communities to congregate and will support social interaction for local residents of the area.
- 7.9 The reuse of this vacant building will have environmental benefits by increasing the attractiveness of the town centre and contribute towards the active street frontage. The proposals will also contribute towards the enhancement of the Conservation Area which is an important environmental benefit.
- 7.8 In summary, the proposed development fully contributes to the achievement of sustainable development in accordance with paragraph 8 of the Framework and Policy SP1 and SP2 of the Wyre Local Plan.

### **Heritage and Design**

- 7.9 Policy CDMP5 of the Wyre Local Plan and the NPPF requires development to protect, conserve and enhance the historic environment. As highlighted within the Heritage Assessment, in section 6 of this report, and the Conservation Area Appraisal (adopted 2008) the site is located

within the Poulton-le-Fylde Conservation Area and close to five listed structures. The application building is not identified as being of local importance and there are clear opportunities to improve its appearance and contribution to the locality. The proposal will return the building to an active viable use and will enhance its contribution to the Conservation Area.

- 7.10 In summary, the proposal protects, conserves, and enhances the surrounding historic environment, and the proposals therefore comply with Local Plan Policy CDMP3 and CDMP5. Having regard for the national policy for development affecting designated heritage assets, as set out within Section 16 of the Framework, the development clearly falls into the 'no harm' gradation and therefore no public balancing exercise is required.

### **Technical matters**

- 7.11 The new Champagne Bar will not require any new plant equipment and there will be no commercial kitchen facilities as part of the new use. The Champagne Bar will aim to attract custom in the daytime and the evening and the opening hours will be 10.00 – 00.30 to facilitate this. The opening hours are subject to a separate licensing application and are comparable to other drinking establishment uses at Market Place. In considering the suitability of the site for this Sui-Generis use, a Noise Assessment has been commissioned by Martin Environmental Solutions Ltd. This Noise Assessment considers the impact of the development on the surrounding area, including the closest residential receptors at Queens Square..

## 8 Summary and conclusion

- 8.1 This Planning and Heritage Statement has been prepared to accompany an application for the change of use of 18 Market Place from a vacant bank to a new Champagne Bar. The proposed change of use will also include some internal and external alterations to the building which will improve its appearance and enhance the late 20<sup>th</sup> century alterations to the shop front.
- 8.2 The site is well positioned within Poulton to complement the existing town centre offer and will be a major asset for the users of the centre, resulting in spin off economic benefits. The proposed development will improve the active street frontage in this location and provide a transitional use between the daytime and evening economy. The site will replace an existing 'other town centre use' and will not result in the loss of any existing retail space within Poulton Town Centre. The proposal therefore complies with Policies EC4 and EC6 for development within town centres and secondary retail frontages.
- 8.3 The proposed external alterations will enhance the appearance of the character of the conservation area and contribute towards key opportunities for improvement as identified within the Conservation Area Appraisal. The Heritage Assessment concludes that the proposed development will enhance the Conservation Area and the setting of the Listed Structures opposite the site and will result in no harm to any of the identified designated heritage assets in the locality. As a result the proposals are in accordance with Policy CDMP3 of the Wyre Local Plan and Section 16 of the NPPF.
- 8.4 The proposal is supported by Policies EP4 and EP6 of the Wyre Local Plan and the Framework. In addition, no technical matters have been identified which would prevent development. The proposal fully contributes to achieving sustainable development, providing environmental, social and economic benefits. On this basis, the proposal is in full accordance with the development plan and as a result should be supported.



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