

Design and Access Statement

Proposed Redevelopment comprising Cinema, Leisure and Retail Extension to the Kingsgate Shopping Centre, Huddersfield

June 2016



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Covell Matthews Architects has been instructed by WD Huddersfield Ltd. (the Applicant) to provide architectural and planning advice with regard to the proposed change of use of existing commercial buildings on Cross Church Street and the integration of these into the formation of a new Cinema, Leisure and retail Development.

This Design and Access Statement has been prepared in support of the planning application which has been submitted to the Kirklees Council (KC) under the Town and Country Planning Act 1990.

Development Team

Developer: WD Kingsgate Ltd.

Executive Architect: Covell Matthews Architects

Consultant Architect: Lesley Jones Architects

Planning Consultant: Turley

Heritage Consultant: Turley

Quantity Surveyor: Richard Boothroyd and Associates

Structural Engineer: ARUP

Mechanical and Electrical Engineer: Blackwood Partnership

Highways Engineer: ARUP

Background

This 2016 Planning Application is being submitted following the withdrawal of a Planning Application (2015/93949) submitted in 2015. That Planning Application was for a similar Leisure and Restaurant proposal. However this application is materially different to that application in that it involves the retention of all listed buildings on the site, wider public realm improvements and now includes a retail extension on the east side of the development site as part of this application.



Photo 1 – Cross Church Street



Photo 2 – Cross Church Street



Photo 3 – Existing Kingsgate Centre Entrance



Photo 4 – Fleece Yard



Photo 5 – Rear of 20 - 22 Cross Church Street



Photo 6 – Rear of Revolution Public House

LOCATION AND ACCESSIBILITY

The site is accessed by pedestrians from Cross Church Street and from within Kingsgate Shopping Centre. Servicing utilises the existing access point off Venn Street and public parking for cars and cycles makes use of the existing Kingsgate facilities.

The proposed development sits within the commercial heart of Huddersfield Town Centre and is well served by public transport, road and pedestrian access.

CONTEXT

The surrounding land uses include two pubs and restaurants adjacent to the Kingsgate Shopping Centre. Also adjacent is a rather low grade retail stretch along this section of Cross Church Street and there is servicing to the rear off Venn Street. Oldgate House and Kirkgate Residence Student Accommodation are two substantial buildings massing to the immediate east of the proposed development site.

In the wider context, King Street to the south has moved upmarket with retail, pub and restaurant uses prevailing.

Kirkgate to the north is an important mixed use part of the Conservation Area providing part of the setting for the grade 11* St Peter's Church and the public grounds at the north end of Cross Church Street. The principal shopping streets extend west and south and to the east there is mixed housing, student residential and beyond the Southgate section of the ring road.

TOPOGRAPHY

There is a low gradient eastern slope across the town and the site and a north/south, east west street pattern with the principle views along the narrow Cross Church Street being framed north to the Grade 11* St Peter's Church and south to the Grade 11 St Paul's Church.

URBAN STRUCTURE

Cross Church Street sits within the finer grained more consistent historic street pattern and the Kingsgate Centre to the south and east is located within a transitional seam with coarser grained 20th century buildings and streets with a variation in building heights, massing, roofscape, styles, quality and visual condition. The ring road beyond to the east has resulted in a loss of historic grain and pedestrian connectivity.

SITE

The site forms part of the Old Town Area. It is bounded by Cross Church Street to the west, a rear electrical substation and Venn Street to the north, Oldgate House to the east and the existing Kingsgate Centre to the south.

Venn Street is a service road for the Parish Public House, the substation, the former Palace Theatre, Oldgate House and the Kingsgate Centre. It is also the northern access and egress from Kingsgate Car Park.

Venn Street sits some 2.5 metres below Fleece Yard at the back of Cross Church Street which itself is some 1.5 metres below Cross Church Street.

The Cross Church Street buildings have been built on a piecemeal basis with some of them on either side of the street listed Category 11. They are mainly 3 storey townhouses (with attics and basements) now in retail use and there has been 'modernisation' of shop fronts over the years.

To the south adjacent to the site are two rather different 3 storey buildings, one 'Tudor' style the other solid 'Victorian' style. This stretch of the street is completed by the Kingsgate Centre with a modern corner glazed drum entrance.

The dominant building on Kirkgate to the north is St Peter's Church and grounds and on the west side listed traditional buildings including the Parish Public House leading to Venn Street. The former Palace Theatre is the dominant building on the south side of Kirkgate, with an Art Deco style façade and plain brick rear façade equivalent to some 5 storeys in height. This has been converted recently into student accommodation.

Oldgate House accessed from the east side of Venn Street is a 70/80's former office building 10 storeys high and finished in brick and ribbon windows. The Kingsgate Centre has some relief in its rear block and rendered walls. It is of a height slightly higher than the former Palace Theatre. It is in the process of being converted into student accommodation.

Opportunities

- Opportunity to introduce a new use, cinema complex and quality restaurant use to the town centre providing greater vitality and choice for the whole town.
- Opportunity to provide pedestrian linkage between the leisure complex and the existing Kingsgate Centre
- Increased wider Town Centre Permeability and Pedestrian Links
- Highly sustainable development by making best use of existing infrastructure of the Kingsgate Centre, including its car parking and servicing provision
- Opportunity to remove servicing vehicles from Cross Church Street and create a more pedestrian friendly and visually appealing environment.
- Revitalisation of Cross Church Street whilst retaining mixed use character and activity
- Opportunity to refurbish and convert existing listed buildings to form an important new public entrance from Cross Church Street, whilst maintaining the essential characteristics of the 3 storey townhouse pattern of development.
- Improve the view and appearance of the Kingsgate Centre when viewed from Lord Street.

Constraints

- Design to retain, carefully work with and integrate two Grade 11 listed buildings into the development.
- Design of the larger scale rear of the centre and relationship to the Parish pub, the former Palace Theatre and the Kingsgate Centre on Venn Street.
- Distant views
- Servicing arrangements to be off Venn Street

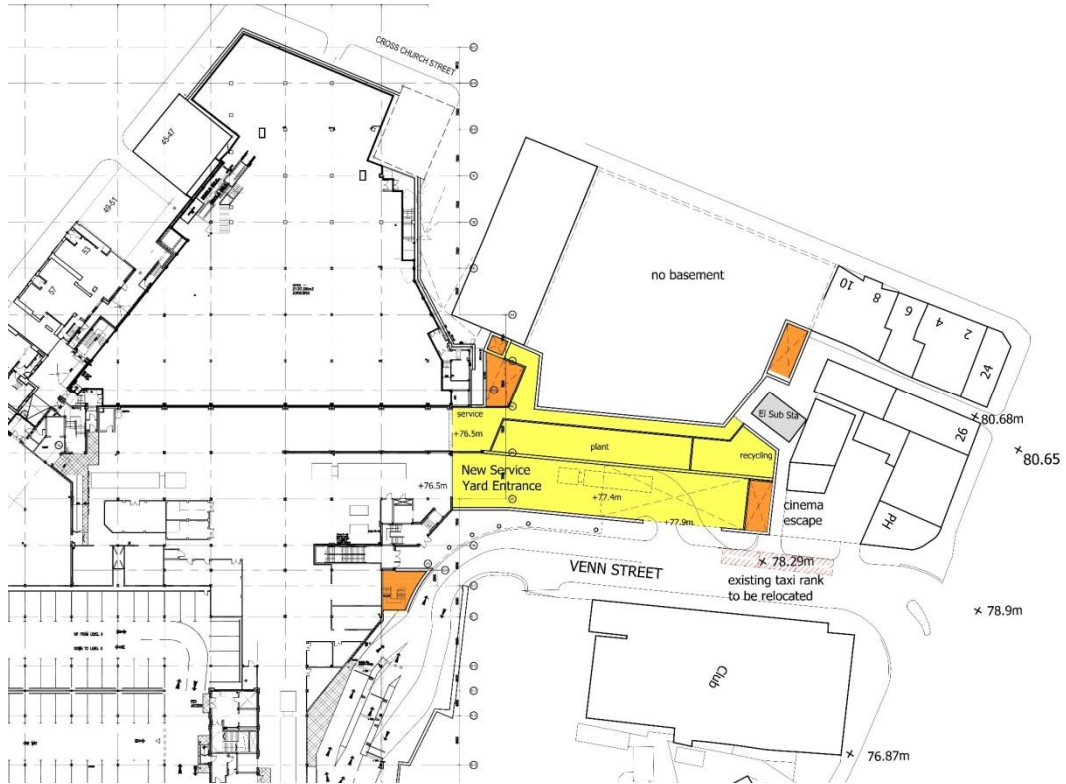
Public Consultation Stage

A Public Consultation exercise took place within the Kingsgate Shopping Centre on 9th October 2014 and ran for a week. The consultation was advertised in The Examiner and took the form of a public exhibition. The public were encouraged to view and comment on the proposals.

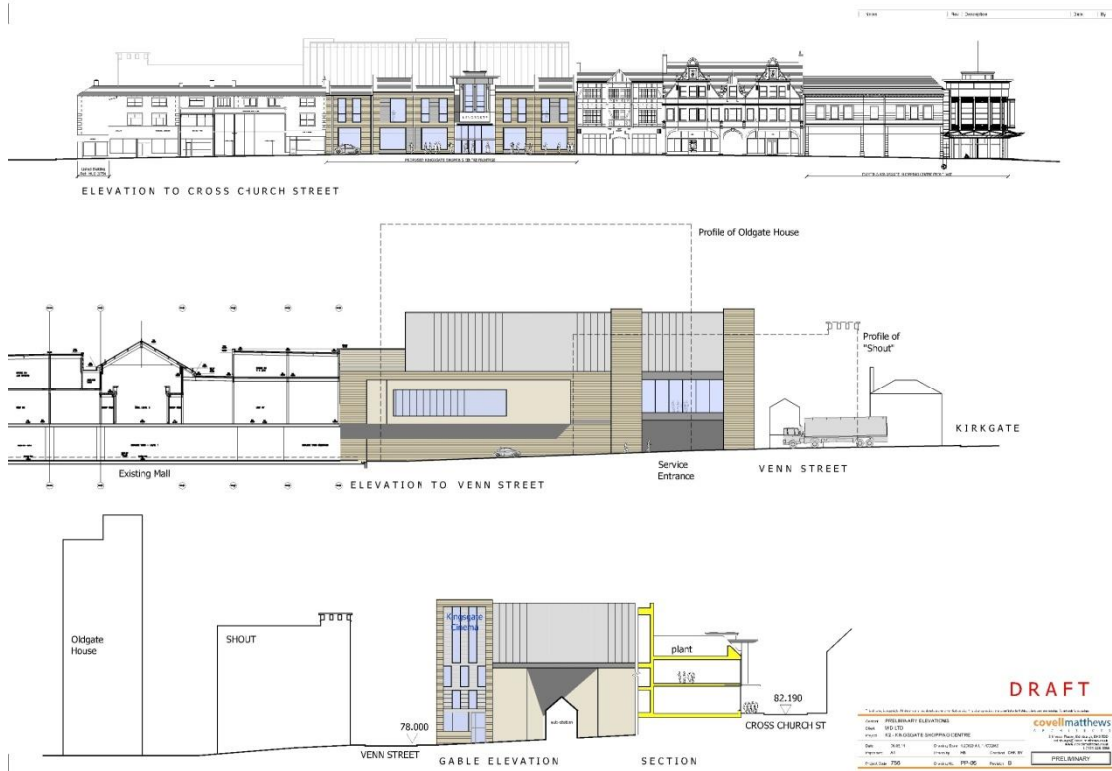


2014 Advert

**Public Consultation Stage
Cinema Level 4**



**Public Consultation Stage
Venn Street Service Level 1**



**Public Consultation Stage
Elevations**



**Public Consultation CGI
Church Street NW looking North**



Public Consultation CGI
Church Street NW looking South



Public Consultation CGI
Church Street looking East from St Peter's Church

Respondents were able to either respond on comment forms or on-line and over 50 replies were received. These are summarised below.

Name	Comment
1	<i>Is it not possible to keep the existing Georgian façade? Can't you put an elevated glass roof on the building? Or just keep the frontage?</i>
2	<i>The plans look good but it would also be good to have more shops rather than just concentrating on the cinema and bars</i>
3	<i>Cinema would be good, but if you keep expanding the town centre will fall into disrepair as shops move from the street to the shopping centre. It has already had a substantial impact with most of the shops on the high street now being bargain/pound shops</i>
4	<i>This will be a long overdue extension to the existing mall and can only serve to enhance the retail and leisure experience in a town centre that is sadly falling behind other nearby centres such as Leeds, Sheffield and Manchester</i>
5	<i>Not before time – If you have no car in Huddersfield – entertainment is difficult. Tent to go to Halifax. Thank goodness for the sports centre</i>
6	<i>Make sure there is a cinema and a pizza place</i>
7	<i>This is a really good idea</i>
8	<i>You should do it</i>
9	<i>Good Idea</i>
10	<i>Bloody Good Idea – Go for it</i>
11	<i>You should either have a theme park or cinema</i>
12	<i>Free parking after 6pm for cinema users please! Cinema is expensive enough without paying to park as well</i>
13	<i>Will it ever happen?</i>
14	<i>I will believe it when I see it!</i>
15	<i>Bring in more shops, but looks good so far</i>
16	<i>Sounds Brilliant – How soon can you build it! Just what Huddersfield needs – would be good to see Prezzo, TGI Fridays & Piazza Express occupy the restaurants...a town centre cinema! At Last!</i>
17	<i>Please consider having a Starbucks</i>
18	<i>I would like to see a cinema and an extra floor added to Kingsgate</i>
19	<i>This development is an excellent idea. It should definitely go ahead It will dramatically improve Huddersfield</i>
20	<i>This is a fantastic development and something Huddersfield desperately needs. I work at a local law firm and there are no suitable places to take clients to lunch. This is very welcome</i>
21	<i>Can we have more shops in the shopping centre because Kingsgate is too simple it needs a bigger change than just a couple of restaurants and cinema? However the new idea is alright I guess</i>
22	<i>How long is it going to take?</i>
23	<i>Is Kingsgate going to open for longer then?</i>
24	<i>A cinema in town is a Fantastic idea. I had teenagers who had to be driven to existing cinema 'cos not a pleasant walk. This way teenager s can use public transport. Also I had my dad in a wheelchair and we were always stuck for somewhere to eat and go the pictures when the shops shut. Please go ahead with the scheme -the town needs it</i>
25	<i>About time! 15 years too late! Just make sure you factor really good parking with plenty of family spaces and baby changing facilities. Looking forward to a</i>

	<i>new "Trinity"?? A brighter new town to shop in</i>
26	<i>Do Kingsgate Staff and tenants get discount at the new leisure centre and also free parking</i>
27	<i>Scheme looks well-conceived but wonder if there is a need for another cinema</i>
28	<i>Not needed and a waste of money, More disruption and knocking decent buildings down on Cross Church Street that simply need renovating. Why not just open an alley way?</i>
29	<i>Some little shops not the big ones so it is not the same as every city & town in this country</i>
30	<i>Enough eateries in the town, more shops less food</i>
31	<i>I do not think that Huddersfield needs two multiplex cinemas. You will put the other out of business resulting in job losses</i>
32	<i>When the first phase opened I thought "where's the rest of it?" All that fuss over this? With this second phase, I feel – "So what?" Please spend money getting all the empty shops filled. It feels like a ghost town</i>
33	<i>Input a Starbucks, HMV, Razor Zone, Shisha bar</i>
34	<i>Do not cancel "Chicken Hut"</i>
35	<i>Worst Car Park In Yorkshire!</i>
36	<i>If you had a Starbucks and urban outfitters and clothing shops that have sizes from kids to adults</i>
37	<i>Needs a Zara and some food outlets</i>
38	<i>I don't like it. You have to Change the design I could suggest something but I will not, because I am too good for you !!</i>
39	<i>No cinema, what's wrong with the one we've got. We need a middle of the road Department store like Debenhams, nowhere to buy clothes in town for the over 50's. We need something decent to get people into the town</i>
40	<i>What a waste of space/money with a multiscreen cinema at the John Smiths Stadium. Better value would come from a decent Department store eg. Johnsons/Debenhams</i>
41	<i>Kingsgate Centre as it stands has not yet paid for itself and is in debt, it also has not managed to fill many empty shop spaces, some only lasting a short time. It's a centre for big names and businesses only, which crushes out small businesses. It draws people away from the town centre, again destroying smaller businesses that can't afford rates in here. We already have a cinema – I don't see the need for an extension</i>

Public Consultation Conclusion

In general the public consultation process has been overwhelmingly in support of the proposed development.

Since the public consultation exercise and as a result of the previous planning application responses the scheme design has been developed and refined considerably to arrive at a solution which will be welcomed by all parties.

The Concept

A sustainable retail and leisure extension to the Kingsgate Shopping Centre which is complimentary to the existing retail uses within the area improves the appearance of the townscape and provides additional vitality to the town centre.

Use

There is significant interest from operators for this cinema facility which in so many ways meets the criteria of enlivening the town centre offer. Restaurant use from High Street names cannot find appropriate scaled units in the vicinity and their situation on the floor below is entirely complimentary to the cinema use and extends the vitality of the Kingsgate Centre beyond normal shopping hours allowing beneficial and sustainable use of the car parking already on site. The retail use is established and the existing tenant has a desire for additional floor area.

The Revised Design

The revised design approach being taken forward with this 2016 Application for Planning Permission retains both the listed buildings on the site. Whilst the new mall entrance is primarily to serve the Leisure extension to the Kingsgate Centre, however it is important that it has visual presence and links visually and this has been achieved by introducing “way markers”, a new entrance canopy higher level lighting solutions and public realm improvements linking the existing and proposed centre entrances.

The restaurant units are at street (mall) level and first floor level. They are of a larger scale than achievable in Cross Church Street. They are generally of some 150 - 500 sqm in size. Total restaurant lettable area amounts to 2200 sqm. A basement leisure use is also included of circa 717sqm.

The cinema entrance is at first floor with direct access from the mall via escalator. The cinema multi screen complex is located at second floor level will comprise an area of 2030 sqm, plus foyer space providing 9 cinemas.

The retail extension of 1851sqm is to provide additional retail floor area for an existing unit within the centre.

Layout

The street level restaurant use will be accessed via a new mall entrance off Cross Church Street and also linked to the Kingsgate mall with essentially level access throughout. There will be a new entrance to the development, formed within the existing Listed Buildings at 20-22 Cross Church Street. Once inside there will be escalator, stair and lift provision leading to an upper storey of restaurant and cinema uses.

At Venn Street level there will be provision for a number of car parking spaces and servicing and a new ramp down arrangement enables multiple use of altered service lift facilities.

The link to the Kingsgate Mall is via the existing location of the mid escape corridor and this is achieved by introducing a new fire engineered solution to the mall escape strategy. The corridor will be glazed top lit and generously proportioned ensuring it is an attractive route for pedestrians.



Existing view north from main entrance towards proposed development entrance



Proposed

Servicing

The topography of the site enables the lower car park and servicing levels to be accessed off Venn Street. Servicing for the development is achieved off Venn Street creates the opportunity for off street servicing arrangements for the remainder of Cross Church Street traders. The effect of this will be to reduce visual intrusion of delivery vehicles on Cross Church Street, improving its appearance and the pedestrian experience walking through the street.

Scale and Massing

The cinema itself is located at second floor level above the leisure and restaurant levels. The cinema auditoria require a high floor to ceiling height. To minimise the impact on Cross Church Street the proposed building line at cinema level is set well back from Cross Church Street. The massing of the proposal and arrangement of auditoria, plant and escape corridors and stairs is designed to ensure the main mass of the building is centrally located on the site. The massing steps down to the site perimeters, providing visual interest and reducing visual impact on neighbouring sites.

The scale at the rear is higher and consistent with that of the Palace Theatre and the rear of the Kingsgate Centre to which it adjoins.



Visibility, Presence and Way Marking

The commercial success of the proposed development is important to the success of the town centre. The way finders are important element of the proposal and as such they have been carefully

designed and their impact on the streetscape carefully considered and balanced to ensure that visually any change to the character of the Conservation Area will be positive.

To ensure its success the new leisure entrance requires to be visible for pedestrians travelling down the street. This is achieved by forming a new canopy within the zone of the existing shopfronts. The canopy is glazed and integrates lighting and signage to ensure this new public entrance is bright, visible and welcoming at all times when the centre will be open.

Additionally, in order that the Leisure Mall can be easily identified the proposals include improvements to the wider public domain and include the formation of new way markers within the improved streetscape.

The aim of the way markers is also to visually connect the proposed Leisure Mall Entrance to the existing Kingsgate Centre drum entrance on the corner of King Street. An architectural relationship is set up with the Kingsgate Centre by having 3 way markers located in Cross Church Street. The most significant is to be located at the new mall entrance. A second is located outside Herbert's Bar and the third, a "directory" of the restaurants to be found within the new Leisure Mall, is located at the existing Kingsgate Centre entrance.

The New Mall Entrance

The traditional plot widths of the east side of Cross Church Street are not sufficiently wide enough to create a successful public mall entrance. It has therefore been decided that linking the two listed buildings to form a new mall is essential to the success of the development.

Linking to the concept of a new Cinema entrance architectural precedent suggests the new mall should have a square canopy this would allow there to be a reference to the new cinema use within as this is a traditional 1930s cinema entrance style – see precedent illustration photos below.

The square canopy would allow signage on both the returns facing down the street as well as on the front face improving legibility and visibility of the new development.

The proposed square canopy sits well with the square way marking columns.





Existing view north towards proposed development entrance



Proposed

The design of the proposed Cross Church Street frontage retains the existing buildings, maintaining the principle street building line preserving the character of the Conservation Area. The new leisure mall entrance canopy will be designed to work with the way markers and will be formed in complementary materials of corten and enamel to ensure a consistent high quality finish can be maintained for the life of the building in this town centre environment.



The New Mall

The new mall forms a new pedestrian route, creating permeability, referencing the historic street patterns that existed in the past. The new Leisure Mall will link to the existing mall via a new link corridor formed by reviewing and altering the fire escape strategy for the centre. The importance of the existing Kingsgate Centre entrance as the principal entrance to the shopping centre remains.

The Rear Extension

The proposed leisure extension extends back to Venn Street. Venn Street forms the main access for both car parking and the Service Yard and is a road rarely used by pedestrians.

The existing view down Lord Street it towards the rear elevation of the Kingsgate Centre and of the service yard. The existing materials of the centre are render, grey reconstituted block work and reconstituted stone. The existing service yard is finished with insitu concrete walls.

The aim of the proposed development is to greatly improve the view from Lord Street and improve the character of this view in terms of scale, materials and urban grain. The internal planning of the proposal has been carefully considered in order to provide visual interest and stepped massing to achieve this.



Existing view south from Lord Street towards Venn Street and the existing Kingsgate Centre.



Proposed

Materials

The proposed materials have been carefully considered to complement the Conservation Area and the existing Kingsgate Centre itself, which this is an extension of. A palette including hammer dressed stone, high quality various metal cladding systems, render and masonry block work has been selected.

Restoration

It is proposed to carry out a high quality refurbishment and restoration of the first and second floor frontage to Cross Church street. Materials are, as before, hammer dressed stone walling. Roofs are to have sloping cope stones to define the separation between the neighbouring buildings. Roofs generally are to be slate pitched or flat with high quality metal balustrade providing the necessary edge protection. This is an opportunity to restore and revitalise this section of the street whilst achieving by high quality design and a new varied use in this part of the town centre.

7.0

Access

Introduction

The proposals are designed to utilise the existing Highway system surrounding the Kingsgate Centre without alteration and the existing car parking system of Kingsgate. Given that the majority of occupation of the development as a cinema and night-time leisure destination is at a time when the existing car parking of Kingsgate is unused, there is a clear opportunity to maximise the use of the existing infrastructure. By not constructing new infrastructure the development is greener in terms of the huge saving in infrastructure costs and imbedded Co₂ that would normally be associated with a development of this nature and less stress and impact is placed upon the town centre and the built environment.

Servicing

The service access point for this development will be from the existing service yard of Kingsgate. There will be no change to the entry/exit point of Kingsgate's servicing. However, on entering Kingsgate a new entrance ramp will be constructed parallel to the existing. This will free up the existing ramp to be used as an access point not only for TK Maxx (utilising their lift at its lower location) but also as an entry and delivery point for the new development. This is shown on the plan attached.

A swept path has been prepared by Ove Arup showing how this configuration will work. This also indicates that the swept path for the entry and exit remain as current.

Car Parking

As previously stated the intention is to utilise the existing facilities of Kingsgate's car park. Whilst the cinema /restaurant facility will be open throughout the day the vast majority of use by non shoppers will be during the evening; when the car park is empty. During day time hours we expect the restaurants to be trading based on existing shoppers, providing a facility that does not currently exist in the town. We are not expecting increased customers to the centre during day time hours due to the provision of these restaurants. The cinema trade during the day is expected to be primarily for nearby residents of the town and students who will not require the provision of car parking facilities. The development will be integrally linked to Kingsgate and thus to the existing car park.

Staff Parking, Recycling and Refuse

We envisage areas of the existing ramp and under croft to the development being used for the provision of staff car parking, recycling facilities, utilities and refuse disposal. These will all be shielded as appropriate from view.

Cross Church Street Properties

As a benefit to the neighbourhood as a result of the development it is proposed that potential access arrangements be provided for Nos 2 – 18 Cross Church Street, these being to the servicing facilities provided by Kingsgate. This will allow these units to cease deliveries on Cross Church Street and will aid the overall environmental and public realm enhancement of Cross Church Street. This we consider will be a major benefit to the town as a result of these proposals aiding Highway objectives to improve the pedestrian experience of Cross Church Street as part of a wider Public Realm improvement strategy for the town centre.

Public Transport Links

Being situated in the town centre the site is served extremely well by Public Transport.

- The railway station is a short walk away.
- Local bus services operate in very close proximity, with the *Freetownbus* service passing the front door of the proposed development site.
- It is proposed to relocate the existing taxi rank spaces on Venn Street and form a new rank in close proximity to the new front door to the development.

Whilst public car parking in the centre car park will still be available, locating a leisure development of this type in a town centre location so well served by public transport is regarded as both sustainable and environmentally friendly. The town centre will benefit considerably from the reduction of people relying on the car to experience the leisure activities provided by this development.

8.0 Noise

The applicant is content for a planning condition regarding noise to be included as part of a forthcoming consent. The cinema shell will be designed to achieve any necessary acoustic criteria set by a condition. Restaurant extract ducts and flues will be acoustically attenuated within the building as required and will exit at high level as required by legislation. This is indicated on the roof plan drawing.

9.0 Ecology

We have discussed with Jeff Keenlyside - Biodiversity Co-ordinator. Kirklees Council Environment Unit to establish the likelihood of bat activity in the area. He advised that for this particular town centre site he did not think bats were an issue but there may be nesting swifts. If appropriate the applicant would be happy for a planning condition to be included recommend the installation of swift boxes within the development - north face.

10.0 Drainage and SUDS Strategy

Appropriate and adequate drainage systems will be designed to serve the proposed development to the requirements of the approving bodies. ARUP Consulting Engineers can provide additional information with regard to this issue if deemed necessary at this stage.

11.0 Summary

Policy and Guidance

The proposals have been developed in accordance with national, regional and local policy frameworks that aim to promote the benefits of good design. Analysis of the urban setting and townscape character has informed the emergence of the urban design and the architectural principles behind the proposals.

We consider the development does achieve urban regeneration, has respect for the setting, is highly sustainable introduces a diversity of uses, provides enhanced consumer choice and benefits the local environment with respectful regeneration which enhances permeability within the town centre.

Design

Key design principles and opportunities have been identified through analysis and design development. These include:

- To consolidate and improve the retail and leisure offer of Huddersfield Town Centre.
- To reinvigorate Cross Church Street as a vibrant retail and leisure street with active frontages.
- To improve the architectural and commercial vitality of Cross Church Street and neighbouring streets through appropriate reconstruction and new build.
- To better integrate the Kingsgate Centre into the town street pattern with improved pedestrian permeability.
- To maintain key views and vistas in and around Cross Church Street.
- Through modest insertions, improve the quality of the townscape of Cross Church Street, reinforcing its conservation area status.
- To improve clarity and separation of pedestrian accesses and vehicular access in the surrounding Cross Church Street and surrounding streets.

12.0

Conclusion

The site represents an excellent opportunity to redevelop a complementary Leisure, Retail, Cinema and Restaurant Extension to the existing Kingsgate Shopping Centre.

A pre-application consultation exhibition has been held within the existing centre and the feedback received was overwhelmingly in support of the proposal.

Positive pre-application meetings have been held regarding these revised proposals with Kirklees Borough Council and English Heritage. We therefore submit this application with confidence that it meets all relevant requirements and respectfully ask that you support this application.

END