

BATLEY SHOPPING CENTRE

ALFREDS WAY, COMMERCIAL STREET,
BATLEY, WF17 5DR

November 2018

Planning, Design & Access Statement

Regeneration of Batley Shopping Centre, Alfreds Way, Commercial Street, Batley.



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1.0 INTRODUCTION AND PROJECT BACKGROUND

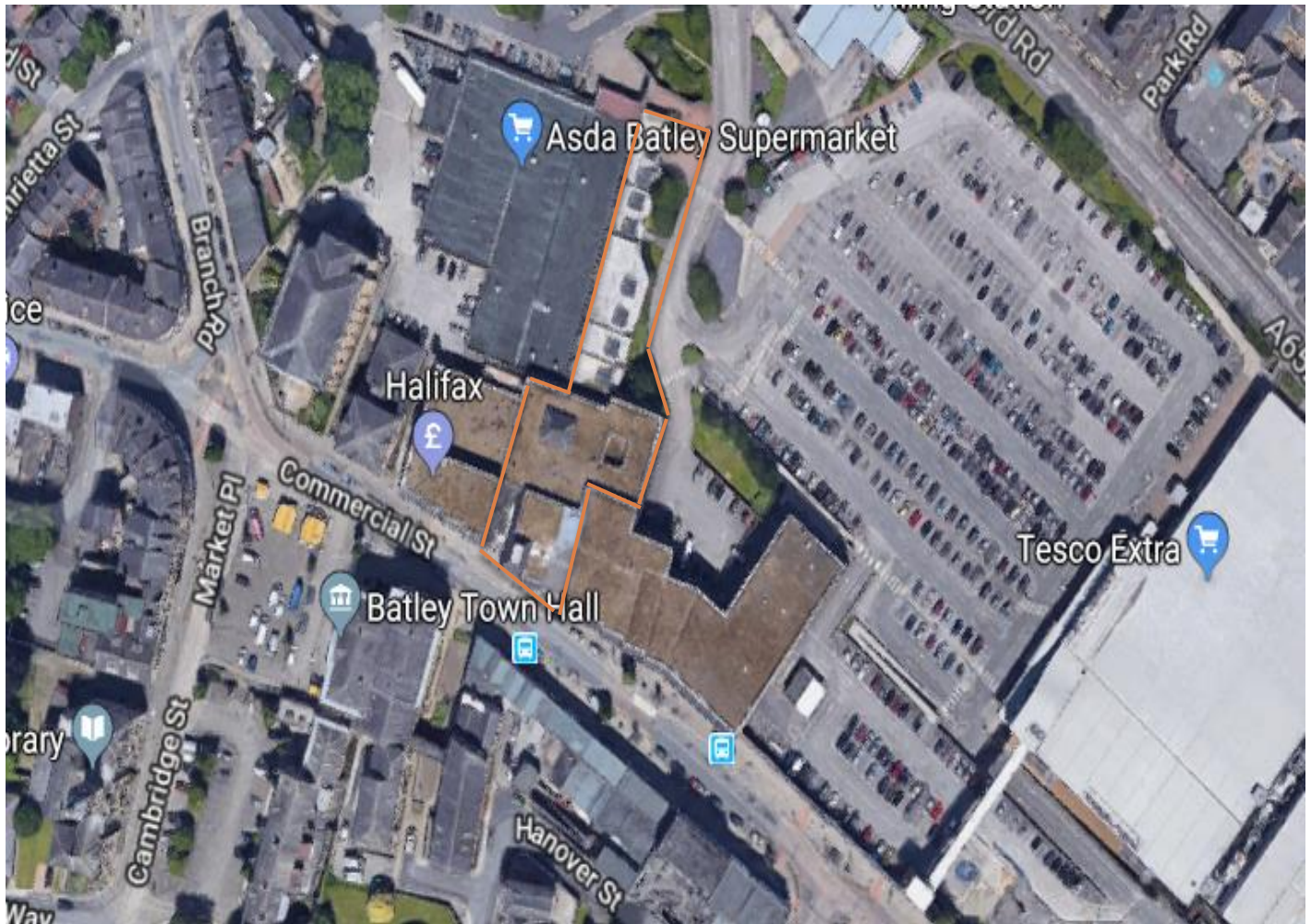
- 1.1 HMS Town Planning have been instructed to prepare and submit a Full Planning Application for proposed development which consist of the creation of a number of new internal retail and food & drink units within Batley Shopping Centre, a new shop frontage along Commercial Street and an extension to house a lift from the lower ground floor to ground floor level.
- 1.2 The existing shopping centre was built more than 30 years ago, the majority of the internal units had struggled to attract and sustain local and national traders with many retailers preferring a strong shop front/High Street presence, the design and layout of the shopping centre was dated, dark with many units either being too large for smaller retailers or too small for larger chains. Alongside the access and walkway to the rear from Alfreds Way, the shopping centre was merely used as a short cut between Tesco and the Commercial Street which created security and antisocial issues for the building and what tenants existed.
- 1.3 The building continues to stand unoccupied and given the prime town centre location the vision is that the site can become a new retail offer with town centre regeneration objectives high on the agenda for Batley, offering a wide range of shopping facilities and services in the heart of the town.
- 1.4 The project team believe through this application, we could make the commercial site a thriving centre which would have wide economic, social and environmental benefits to the town centre and Batley as a whole. A number of retailers have already expressed an interest in the space, this would mean some key name inward investment for Kirklees.

2.0 THE SITE AND SURROUNDINGS

- 2.1 The site is located in the heart of the Town on the edge of the Conservation Area in a prominent shopping frontage position. The immediate area is predominantly commercial in terms of land use and character. Visually and physically, the site is well contained and set amongst a well built up area with a variation of style and design of properties and a varied pallet of materials seen throughout the street scene.
- 2.2 The design and layout of the building provides for retail units on the ground floor and offices to the first floor. Ground floor retail units face onto what is the principle façade facing onto Commercial Street. Additional ground floor units are accessed via an internally covered mall. Due to the naturally sloping ground levels the site slopes down from Commercial Street to Alfreds Way and Bradford Street. The building is constructed with stone to the Commercial Street frontage and a buff brick to the rear which is in keeping

with those external materials typical to the area. The roof is of a steep mansard style covered in slate with flat roof sections and dormer windows to frontage.

- 2.2 Being in the town centre the site is surrounded by various other town centre uses . For example there is a letting and management agency, fish and chip restaurant, bakery, pharmacy, retail stores and hot food takeaways. The Market Square, memorial gardens and a number of civic buildings including the town hall and public library are a short walk away. The site is easily accessible using sustainable transport methods such as walking and cycling and it also on a main bus route through the town. Town centre car parking is easily accessible.



Aerial view of the site and its surroundings

Batley Shopping Centre

Alfreds Way, Commercial Street, Batley, WF17 5DR



Commercial Street (front/ south) Frontage



Alfreds Way (rear/north) Frontage



Alfreds Way (east)

Batley Shopping Centre

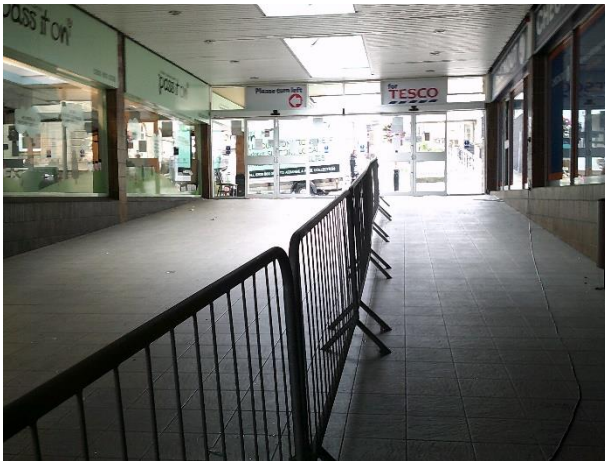
Alfreds Way, Commercial Street, Batley, WF17 5DR



Rear car park and service area (west)



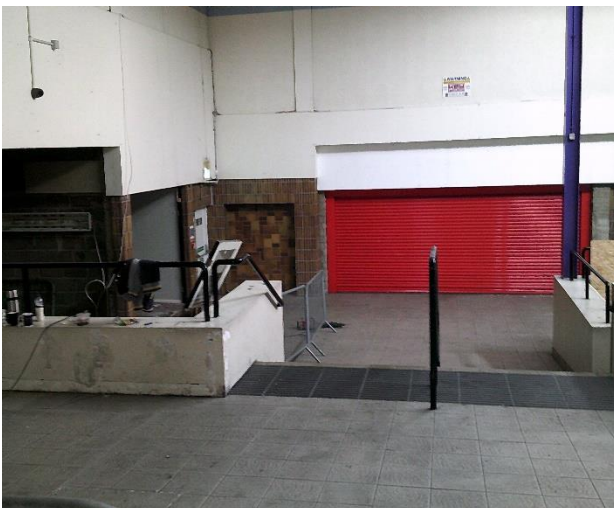
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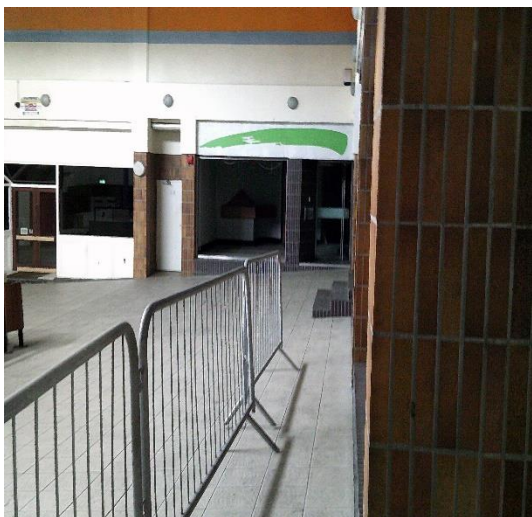
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Batley Shopping Centre

Alfreds Way, Commercial Street, Batley, WF17 5DR

Ref D:



Ref E:



2.3 In terms of successful and popular choices for shopping in Batley, the Mill is recognised as the town's most prestigious retail offer which was also a regeneration scheme to restore an existing asset and create a sustainable end use. This has subsequently led to a lot more higher end and better known retailers located to the further east of Commercial Street. This proposal has the potential to even out footfall and visitors numbers to ensure a greater distribution of economic activity and spending in the town centre.



3.0 PLANNING CONTEXT

3.1 Section 38(6) of the Planning and Compulsory Act 2004 requires that planning applications are determined in accordance with the Development Plan unless material considerations indicate otherwise. The Development Plan comprises of the Kirklees Unitary Development Plan (saved policies). The Government's National Planning Policy Framework is a material consideration.

3.2 *Kirklees Unitary Development Plan*

The Unitary Development Plan (UDP) sets out the Council's planning policies and proposals for the use and development of land and buildings. The plan constitutes the statutory development plan for Kirklees. Those saved policies relevant to this proposal are:

G1 – Regeneration

REGENERATION WILL BE SECURED THROUGH DEVELOPMENTS WHICH:

i STRENGTHEN AND BROADEN THE ECONOMIC BASE AND INCREASE EMPLOYMENT OPPORTUNITIES;

ii IMPROVE INFRASTRUCTURE AND SECURE THE REUSE OF LAND AND BUILDINGS AND THE IMPROVEMENT OF THEIR SURROUNDINGS;

iii BENEFIT THE ECONOMICALLY DEPRIVED PARTS OF THE DISTRICT; AND

iv IMPROVE THE DISTRICT'S IMAGE.

The decline in high street shopping in the last 20 years has been a problem nationally in the UK particularly in northern towns with good access links to its larger neighbouring cities. In the case of Batley, although Commercial Street is a hive of activity with small retailers many of which are independent, for shoppers and residents, the City of Wakefield is only 7 miles away, 8.9 miles to Leeds and Huddersfield is less than 10 miles away.

Whilst out of town retail may be a favourable shopping choice for those who are actively mobile. This proposal will bring back quality and vibrancy to the local high street through the regeneration of an existing asset to bring about positive change and sustainability as well as rejuvenate the businesses and services adjacent.

D2 – General Development

DEVELOPMENT PROPOSALS WHICH WOULD LEAD TO A LOSS OF VALUABLE OPEN LAND WITHIN TOWNS OR OF OPEN COUNTRYSIDE WILL NOT NORMALLY BE PERMITTED.

The proposal will consist of internal changes within an existing building and will not result in a loss of open land that serves a strategic purpose for the town.

S1 – Town and Local Centres

TOWN CENTRES AND LOCAL CENTRES WILL REMAIN THE FOCUS OF SHOPPING, COMMERCIAL CULTURAL AND SOCIAL ACTIVITY AND PRIORITY LOCATIONS FOR ENVIRONMENTAL IMPROVEMENT.

The application site is an established shopping centre that never reached its full potential in terms of occupancy and popularity despite being very accessible to large numbers of people, particularly by public transport and on foot. The proposal aims to ensure that this widely accessible provision, based on existing centres, is maintained, but its offer is able to respond to retail trends and population movement. It is also important to improve the environment to provide pleasant conditions for shoppers and encourage new investment in the town's retail core.

BE1 – Quality of Design

BE1 ALL DEVELOPMENT SHOULD BE OF GOOD QUALITY DESIGN SUCH THAT IT CONTRIBUTES TO A BUILT ENVIRONMENT WHICH:

- i CREATES OR RETAINS A SENSE OF LOCAL IDENTITY;**
- ii IS VISUALLY ATTRACTIVE;**
- iii PROMOTES SAFETY, INCLUDING CRIME PREVENTION AND REDUCTION OF HAZARDS TO HIGHWAY USERS;**
- iv PROMOTES A HEALTHY ENVIRONMENT, INCLUDING SPACE AND LANDSCAPING ABOUT BUILDINGS AND AVOIDANCE OF EXPOSURE TO EXCESSIVE NOISE OR POLLUTION;**

v IS ENERGY EFFICIENT IN TERMS OF BUILDING DESIGN AND ORIENTATION AND CONDUCTIVE TO ENERGY EFFICIENT MODES OF TRAVEL, IN PARTICULAR WALKING, CYCLING AND USE OF PUBLIC TRANSPORT.

Batley Shopping Centre is perhaps more well known as an empty mall and cut through. This proposal aims to provide the centre with a new image and an identity that is positive for the township and Commercial Street. The location is already well placed in terms of accessibility from the bus station and the major routes around the town centre – A652 Bradford Road, B6123 Stocks Lane and the Mill Outlet and Batley Train Station just a 20 min walk away.

The proposed reuse of the rear of the building fronting Tesco's carpark to form a large retail space will remove the covered walkway which was previously a hot spot for antisocial behavior and poor use of space. The walkway has been closed for over a year. Pedestrians are still able to get to Commercial St from the north by a number routes including the Tesco's bridge, St James Street and a walkway in between Halifax and the Children's Centre.

BE2 – Design Principles

BE2 NEW DEVELOPMENT SHOULD BE DESIGNED SO THAT:

- i IT IS IN KEEPING WITH ANY SURROUNDING DEVELOPMENT IN RESPECT OF DESIGN, MATERIALS, SCALE, DENSITY, LAYOUT, BUILDING HEIGHT OR MASS;**
- ii THE TOPOGRAPHY OF THE SITE (PARTICULARLY CHANGES IN LEVEL) IS TAKEN INTO ACCOUNT;**
- iii SATISFACTORY ACCESS TO EXISTING HIGHWAYS CAN BE ACHIEVED; AND**
- iv EXISTING AND PROPOSED LANDSCAPE FEATURES (INCLUDING TREES) ARE INCORPORATED AS AN INTEGRAL PART OF THE PROPOSAL.**

The proposal comprises of major internal alterations, changes in external elevations and 2 new frontages to the front (Commercial Street) and rear (Alfreds Way).

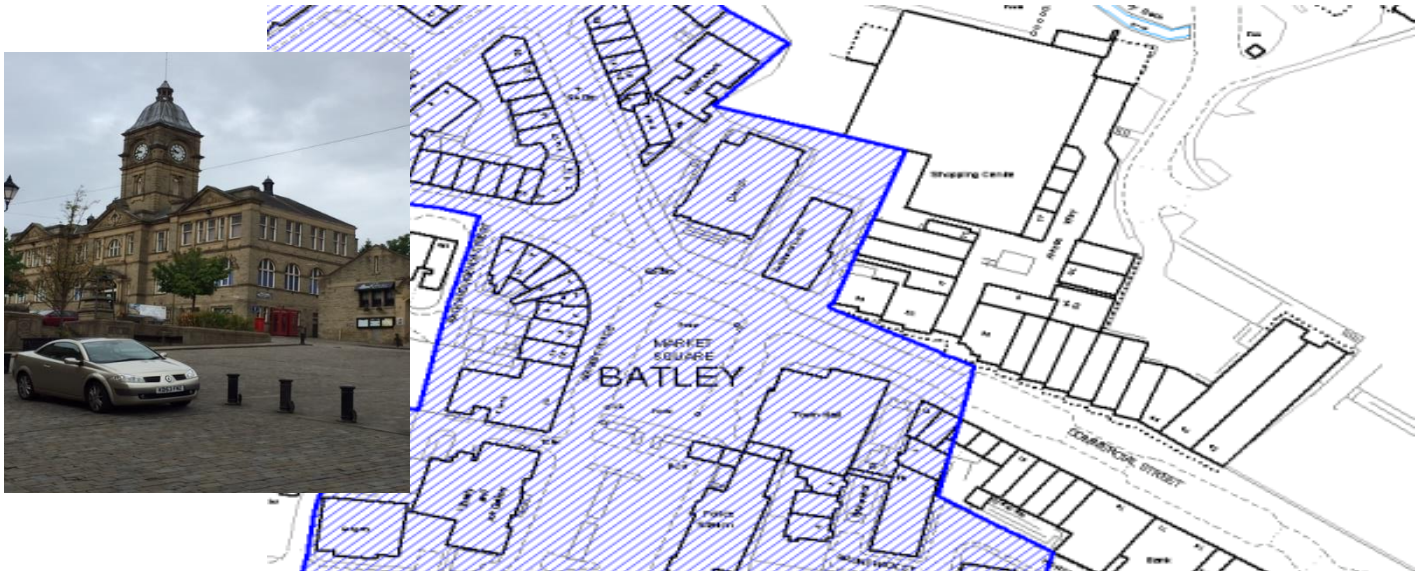
The site levels are quite dramatic from north to south and this can be felt from inside the mall. The use of terracing and levelling where appropriate will aim to keep the integrity of the building as it currently is with no additional external building having to made to accommodate the internal changes.

Trees and landscaping to the north east will be retained with the exception of the removal on a shrub to make way for the extension.

BE5 – Conservation Areas

BE5 PROPOSALS FOR NEW DEVELOPMENT WITHIN CONSERVATION AREAS, INCLUDING EXTENSIONS OR CHANGES OF USE TO EXISTING BUILDINGS, SHOULD RESPECT THE ARCHITECTURAL QUALITIES OF SURROUNDING BUILDINGS AND THEIR MATERIALS OF CONSTRUCTION, AND CONTRIBUTE TO THE PRESERVATION OR ENHANCEMENT OF THE CHARACTER OR APPEARANCE OF THE AREA.

The application site fall just outside of the Batley Market Place Conservation Area. It overlooks the Market Place, therefore, care is taken in the design of the Commercial Street shop front to ensure that the appearance of the area is not affected in a way that would diminish its value and character.



Market Place Conservation Area

BE16 – Alterations to existing shop fronts

BE16 NEW SHOP FRONTS, OR ALTERATIONS TO EXISTING SHOP FRONTS WILL NORMALLY BE PERMITTED PROVIDED THAT:

- i THEY RELATE IN SCALE AND PROPORTION TO THE HOST BUILDING, AND RESPECT THE CHARACTER AND APPEARANCE OF THE SURROUNDING AREA;**
- ii EXISTING ARCHITECTURAL FEATURES ARE RETAINED AND INCORPORATED INTO THE PROPOSALS;**
- iii FASCIAS AND STALL RISERS ARE DESIGNED TO RESPECT THE SCALE, DESIGN AND ARCHITECTURAL FEATURES OF THE BUILDING AS A WHOLE, AND OF ADJACENT PROPERTIES;**
- iv REPLACEMENT FASCIA SIGNS RESPECT THE CHARACTER AND APPEARANCE OF THE HOST AND ADJACENT BUILDINGS IN TERMS OF COLOUR, MATERIALS, LETTERING STYLE, AND ILLUMINATION WHERE EXISTING FEATURES OF THIS NATURE MAKE A POSITIVE CONTRIBUTION TO THE STREET SCENE: AND**
- v LARGE AREAS OF GLASS ARE SUB-DIVIDED BY GLAZING BARS IRRESPECTIVE OF INDIVIDUAL BUILDING FRONTAGE OR THE EXTENT OF THE INDIVIDUAL SHOP UNIT.**

BE 20 – Disabled Access

BE20 PROPOSALS FOR THE CHANGE OF USE OF BUILDINGS (OTHER THAN FOR USE AS A PRIVATE RESIDENCE), NEW SHOP FRONTS AND ALTERATIONS TO SHOP FRONTS SHOULD INCORPORATE PROVISION FOR ACCESS TO THE PREMISES VIA THE MAIN ENTRANCE FOR PEOPLE WITH DISABILITIES TO A STANDARD COMMENSURATE WITH BS5810 (CODE OF PRACTICE FOR ACCESS FOR THE DISABLED TO BUILDINGS).

The new shopping centre will be home to a number of units. Also, as regeneration initiative it is therefore vital, as part of this application to include new shop fronts as a new start for the mall and make a strong presence felt of the high street. The shop fronts to the north and south will be within the parameters of its existing framing. However, for Commercial Street frontage, which is currently set back, this will be brought forward in line with the adjacent unit to the west. With the building line of

the host building being staggered, this would what was a small 'indentation' yet maximise the use of internal space and ensure disabled accessibility is suitably accommodated.



Sketch view of new shop frontage



Sketch view of internal frontage

Examples of well designed indoor shopping centres with a high street frontage:



DL1 – Derelict Land

DL1 DERELICT AND NEGLECTED LAND WILL BE BROUGHT INTO BENEFICIAL USE TO ASSIST IN THE REGENERATION OF THE DISTRICT

The application site has been left under used and represents a poor impression of the area and retail experience, as well as being a waste of a vital asset which could otherwise help to regenerate the area.

The proposal will endeavor to bring about the re-use of the vacant building in its entirety to secure regeneration and bring the mall into full and effective use, offering a range of retailers to meet the shopping needs of its local residents and visitors.

B1 - Employment

B1 THE EMPLOYMENT NEEDS OF THE DISTRICT WILL BE MET BY:

i PROVIDING LAND TO ACCOMMODATE THE REQUIREMENTS OF EXISTING KIRKLEES BUSINESSES AND THE ESTABLISHMENT OF NEW BUSINESSES;

ii MAINTAINING THE STOCK OF ESTABLISHED BUSINESS AND INDUSTRIAL PREMISES AND SITES, EXCEPT WHERE THIS WOULD LEAD TO ENVIRONMENTAL PROBLEMS, OR WHERE THEY ARE UNSUITABLE FOR BUSINESS AND INDUSTRIAL USE OR THERE IS NO REALISTIC PROSPECT OF RE-USE OR REDEVELOPMENT FOR SUCH PURPOSES

It is important for the town centre, Commercial Street particularly, that the existing stock of business premises and sites should be sufficient to ensure that opportunities for business expansion and for the establishment of new businesses are not inhibited, and to avoid deflecting development pressure unnecessarily for business to relocate where there is better footfall.

The proposal will generate 1440.9sqm of gross retail space. Job creation output would be quite significant for Batley in the retail, services, food and drink sectors.

3.3 *Emerging Local Plan*

The new local plan has now completed the pre-submission consultation and is going through the examination process by the Secretary of State. The policies and allocations currently carry little weight aside from those where no objections have been raised during the consultation process. Those unopposed policies carry greater weight in the decision-making process.

Those policies relevant to this proposal are:

PLP1 – Achieving Sustainable Development

PLP2 – Place Shaping

PLP13 – Town Centre Uses

PLP16 – Food & Drink Uses and the evening economy

PLP24 – Design

PLP25 – Advertisements and Shop Fronts

PLP35 – Historic Environment

3.4 *National Planning Policy Framework 2018*

- 3.5 The revised National Planning Policy Framework (NPPF), July 2018, has replaced all previous Planning Policy Guidance (PPG) and Planning Policy Statements (PPS) in respect of the consideration and determination of planning applications. Paragraph 8 of the Framework sets out the principles of achieving sustainable development. It means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) **an economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support

growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c) **an environmental objective** – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

3.6 The heart of the NPPF is set out within Paragraph 11, which stresses the presumption in favour of sustainable development. In decision taking, this means:

- approving development proposals that accord with an up-to-date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

3.7 The following Paragraphs are considered relevant to the consideration of the current application and the approach Authorities should take in decision making.

3.8 Paragraph 38 Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will improve the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.

- 3.9 Paragraph 55 states planning conditions should be kept to a minimum and only imposed where they are necessary, relevant to planning and to the development to be permitted, enforceable, precise and reasonable in all other aspects. Agreeing conditions early is beneficial to all parties involved in the process and can speed up decision making. Conditions that are required to be discharged before development commences should be avoided, unless there is a clear justification.
- 3.10 Section 7 of the Framework advises on ensuring the vitality of town centres. Paragraph 85 states planning policies and 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 adaption.
- 3.11 Section 8 seeks to promote healthy and safe communities. Paragraph 91 advises that planning decisions should aim to achieve healthy, inclusive and safe places which:
- a) promote social interaction, including opportunities for meetings between people who might not otherwise come into contact with each other – for example through mix-use developments, strong neighbourhood centres, street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods, and active street frontages;
 - b) are safe and accessible, so that crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion – for example through the use of clear and legible pedestrian routes, and high quality public space, which encourage the active and continual use of public areas; and
 - c) enable and support healthy lifestyles, especially where this would address identified local health and well-being needs – for example through the provision of safe and accessible green infrastructure, sports facilities, local shops, access to healthier food, allotments and layouts that encourage walking and cycling.
- 3.12 Paragraph 92 advises planning decisions should:
- a) plan positively for the provision and use of shared spaces, community facilities (such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments;
 - b) take into account and support delivery of local strategies to improve health, social and cultural well-being for all sections of the community;

c) guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs;

d) ensure that established shops, facilities and services are able to develop and modernise, and are retained for the benefit of the community; and

e) ensure an integrated approach to considering the location of housing, economic uses and community facilities and services.

3.13 Section 9 deals with promoting sustainable transport. Paragraph 103 states significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.

3.14 Section 11 sets out the Government's guidance on making effective use of land, requires planning policies and decisions to promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set out a clear strategy for accommodating objectively assessed needs, in a way that makes as much use as possible of previously-developed or 'brownfield' land.

3.15 Paragraph 118 states that Planning policies and decisions should:

a) encourage multiple benefits from both urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains – such as developments that would enable new habitat creation or improve public access to the countryside;

b) recognise that some undeveloped land can perform many functions, such as for wildlife, recreation, flood risk mitigation, cooling/shading, carbon storage or food production;

c) give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land;

d) promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively (for example converting space above shops, and building on or above service yards, car parks, lock-ups and railway infrastructure); and

e) support opportunities to use the airspace above existing residential and commercial premises for new homes. In particular, they should allow upward extensions where the development would be consistent with the prevailing height and form of neighbouring properties and the overall street scene, is well-designed (including complying with any local design policies and standards), and can maintain safe access and egress for occupiers.

3.16 Section 12 advises on achieving well-designed places. Paragraph 124 states that 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 127 says planning decisions should ensure that developments:

a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

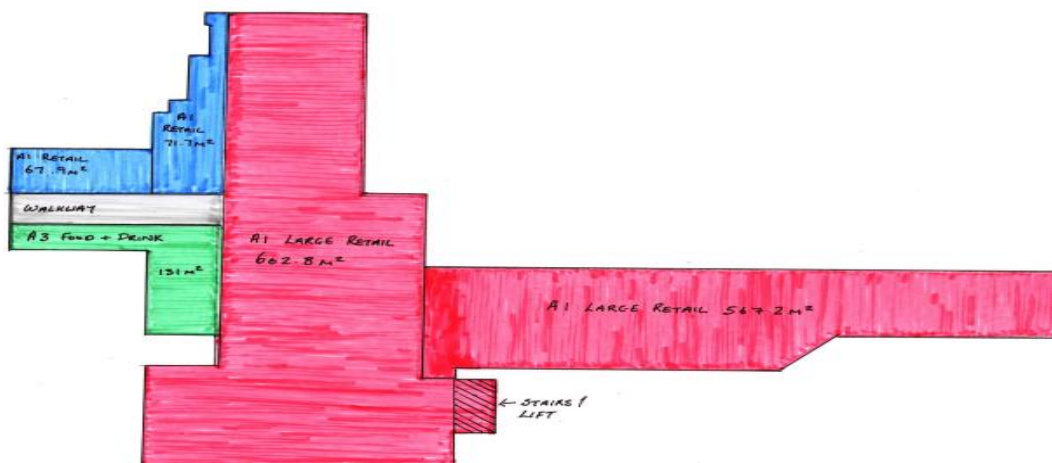
f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users, and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.

3.17 Section 16 provides advice on conserving and enhancing the historic environment. Heritage assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

- 3.18 The proposed development provides an opportunity to deliver a high quality regeneration retail scheme by utilising an existing, disused building in the heart of the town. The proposed uses reflect the above-mentioned policy considerations and represents a sustainable form of development having regard to the aims of both local and national planning policies.

4.0 The Proposal

- 4.1 The proposal seeks permission for the alterations of the exiting unoccupied shopping centre in the heart of Batley town centre to form a series of retail units, with some small elevational changes to the eastern elevation fronting Alfreds Way and two new shop fronts to the north and south (Commercial Street). The NPPF supports the provision of businesses. Batley is a sustainable location where there is support for commercial enterprise such as this. In particular, the NPPF supports the retention and development of local services and community facilities in local and town centres.
- 4.2 A fundamental consideration is the re-use of a currently vacant large building. As proposed, the building would be re-used in its current physical form with a revised internal layout.
- 4.3 The existing lawful of the building is for A1 retail. Whilst the building is capable of being brought back into use for retail purposes without any further permissions, this application seeks to offer a more diverse and innovative layout in an attempt to bring the building back to life and attract a range of retailers. The site has a predisposed commercial use and this application simply seeks to expand the nature of the commercial uses and make better use of space, namely the covered walkway that serves no real purpose.



Use:

- 4.4 By remodifying the building to become to include A1 and A3 uses and removing wasted space, it will provide a significant increase in the services and provisions for its users whilst increasing local employment opportunities and economic activity in the town.
- 4.5 A1 Retail will allow for the continuation of retail shops along the frontage and within the mall offering choice and variety within the town. It is anticipated that in total, A1 uses would cover approximately 1309.6sqm of floor area. This class includes a large variety of shop uses which includes food stores and retail warehouses.
- 4.6 Class A3 is defined as “Use for the sale of food or drink for consumption on the premises.” It clearly includes restaurants, cafes but not hot food takeaway premises, wine bars and pubs. Small food and drink outlets are commonly seen throughout town centres and within shopping malls. Food and drink establishments complement a shopping experience with customers often stopping for a short break and social interaction.
- 4.7 At the time of preparing this application, there has been some significant interest from retailers both large and small. The application site lends itself extremely well as a mixed use development, its excellent location, and potential to offer a diverse range of activities in close proximity to other town centre uses, can sustain the proposed uses and other types of activity including D1 and D2 uses. However, in this event, a separate application will be made. It is not considered that any of the above uses would conflict with each other, in fact they would all complement one another which would result in the transformation of the centre. In the planning balance, a mix used centre with strong retail anchor tenants represents a sustainable form of development and the principle of the proposal is considered to be sound and accords with both local and national policies.

Amount:

- 4.8 The application site occupies an area of 1440.9sqm. It is anticipated A1 retail will cover a floor area and A3 131 sqm. This is considered to be appropriate for the location and capacity of the site. However, it should be noted that the above areas are subject to change and dependent on market trends.

Scale and Layout:

- 4.9 The scale and layout of the building will not result in any material changes. No significant alterations are required in order to facilitate the proposed change of use.

Materials/Character:

- 4.10 Materials will consist of aluminum frames, glazing and brick work to match existing. The exterior of the building will be enhanced in terms of its visual appearance and retaining the positive character features that the area currently offers by way of the Conservation Area opposite and the commercial nature of the town centre. The signage details will be subject to a separate advertisement consent application once retailers are confirmed.

Design Principles:

- 4.12 The approach to design has been to respond positively and innovatively to the site constraints and opportunities and well as the applicant's vision for delivering a sustainable development.
- 4.13 The site is on the edge of the Conservation Area and as such lies in a sensitive area. The building is prominent in the street scene within close proximity to the market place which is rich in heritage assets. The location therefore plays a key role in defining local character and its importance is acknowledged by the proposed alterations to the frontage.

Examples of well designed retail malls, the principles of which could be applied to Batley Shopping Centre:



Access and Parking

- 4.14 The existing access arrangements will remain. The site is easily accessible to the public by walking, cycling and public transport. Pedestrian movement and safety around the site is important, especially given the busy town centre location. The continued use of the existing points would not be hazardous to pedestrians and therefore there is no detrimental impacts to pedestrian safety. A 4.0m x 3.6m extension is proposed to the north east (Alfreds Way) to house a lift for shoppers from the lower ground floor to



the ground floor. As a highly visible feature, this extension will have a strong presence as an access into Batley Shopping Centre.

- 4.15 Existing town centre car parking is available close by. No additional car parking is proposed. The site is easily accessible by sustainable methods of transport. The proposal is unlikely to create a significant increase in vehicular traffic movements over and above what currently exists in the location.

Amenity

- 4.16 Considering the variation of commercial uses in the locality there is likely to be no significant impact upon the amenity of nearby businesses. It is understood that offices occupy the 1st floor area of adjacent units. However, there is likely to be no adverse impacts having regard to noise and disturbances over and above what currently exists in such a location.

5.0 CONCLUSION

- 5.1 The NPPF has introduced a presumption in favour of sustainable development. The site is located within Batley town centre in a sustainable location which is easily accessible by sustainable transport methods. The area is predominantly commercial in character including A1, A2, A3 and A5 uses seen throughout the street scene.

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- 5.2 This proposal would see a currently dis-used building brought back into use with the potential to offer a wide choice of services to the community which in turn would increase employment opportunities in the town, enhance social provision and interaction and increase economic activity in the town.
- 5.2 The proposed development provides an opportunity to deliver a mixed use commercial scheme utilising an existing, disused building in the heart of the town which represents a sustainable form of development which would not be detrimental to the immediate area. The proposed uses reflect the above-mentioned policy considerations having regard to the aims of both local and national planning policies.