

Planning and Heritage Statement (incorporating Design and Access Statement)

30 Market Hill / 2 Eldon Street, Barnsley, S70
2QE



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1. Introduction

- 1.1. Power Leisure Bookmakers Ltd (trading as Paddy Power) is an international betting and gaming group which was founded in Ireland in 1998; with the aim of making betting an entertaining, fun and fair experience. Paddy Power is one of the newest bookmakers in the UK, and has a relatively small number of shops compared to other bookmakers. It is therefore keen to increase its market share and invest in 30 Market Hill / 2 Eldon Street, Barnsley.
- 1.2. Paddy Power aims to be a responsible operator in all areas it operates in, and is committed to investing time to train staff and work closely with neighbours and community representatives.
- 1.3. The application site comprises a Grade II listed building, split into three levels. The ground floor is subject to this application, and has been actively marketed for eight months; following the relocation of the existing tenant 'Yorkshire Building Society' (Use Class A2) in July 2016. The upper levels are also vacant; being actively marketed for office accommodation. This application, represents an exciting opportunity to occupy vacant floorspace for the benefit of Barnsley town centre, and with a sensitive design can add to the value (in our view) to the existing Conservation Area, whilst preserving the features of the Listed Building.
- 1.4. Applications are submitted in respect of the following:
 - Full and listed building consent for the change of use of the vacant A2, ground floor corner unit at 30 Market Hill / 2 Eldon Street to be used by Paddy Power as a betting shop (Sui Generis);
 - Full and Listed Building consent for the installation of new shop fronts at 30 Market Hill / 2 Eldon Street, including associated signage to be used in connection with the betting shop;
 - Full and Listed Building consent for the installation of three new satellite dishes and three new air conditioning units on the roof elevation to be used in connection with the betting shop;
 - Listed building consent for internal works and external works. Internal works relate to the shop fit out; and the external works include the removal and the replacement of the existing shopfronts and installation of new signage to be used in connection with the betting.

2. Site Description and Planning History

- 2.1 The building subject to this application, is located within Barnsley Town Centre on the corner of Market Hill and Eldon Street. The building comprises three levels, with the ground floor accommodation forming the 'application site'. The upper levels are also vacant; being actively marketed for office accommodation (Use Class B1).
- 2.2 The vacant application site has been actively marketed for 8 months; following the relocation of the former tenant the 'Yorkshire Building Society' (Use Class A2) who ceased trading from the unit in July 2016. The Yorkshire Building Society have relocated to 14-16 Cheapside.

Image 1: 30 Market Hill / 2 Eldon Street, Barnsley (application site)



Source: Planning Potential Site Visit (August 2016)

- 2.3 The building is Grade II listed (ID 1191723) and extends along Market Hill and Eldon Street, which forms part of Regent Street/Church Street/Market Hill Conservation Area. The building adjoins a number of similar style properties, made from Ashlar, with slate roof feature. Occupants of the adjoining units, include Natwest Bank (Use Class A2) on Market Hill and a Nationwide Bank (Use Class A2) on Eldon Street.
- 2.4 The site fronts the principle shopping frontage onto Queen Street, which is considered a highly accessible and sustainable location for commercial activity, however, the unit itself is not located within the Primary Shopping Frontage. A variety of retail and non-retail users are present within the immediate area, including Marks and Spencer's, Co-operative travel, William H Brown and a Wetherspoons. Located adjacent the site on an area of public realm is a local market and a café pod, with tables and chairs outside.
- 2.5 Market Hill / Eldon Street is therefore a typical town centre commercial high street comprising various retail and commercial uses. In support of this, a bus stop is located along Eldon Street, with car parking and cycle stand also located in close proximity. Pedestrian footpaths are wide, well-lit and free of litter. A pedestrian crossing assists in the connectivity between the various streets, which form part of this area. Indeed, the unit benefits from significant levels of pedestrian footfall.

Relevant Planning History

- 2.6 A full planning history search provided by Barnsley Metropolitan Council identifies two planning applications in connection with the ground floor unit at 30 Market Hill / 2 Eldon Street.
- In August 2014, planning was approved for the “display of 4 no. internally illuminated fascia signs and 1 no. externally illuminated hanging sign to Bank” under application reference 2014/0516 and 2014/0762 (listed building consent).
- 2.7 It is evident from the planning history, and listing of the building (discussed in further detail in Section 4) which took place in 1986, that the building has been occupied and operated by the Yorkshire Building Society for the past 20 years. The lawful use of the building is therefore A2 (financial & professional services).

3. Planning Policy Context

National Policy

3.1. The National Planning Policy Framework (NPPF) sets out the Government's planning policies and how these policies should be applied. The NPPF policies relevant to these proposals include:

- Achieving Sustainable Development – Paragraph 7;
- Core Planning Principles – Paragraph 17 Bullet Point 3;
- Chapter 2 'Ensuring the Vitality of Town Centres'
 - Paragraph 23
- Chapter 7 'Requiring good design'
 - Paragraph 58
 - Paragraph 60
 - Paragraph 61
 - Paragraph 64
 - Paragraph 67
- Chapter 8 'Promoting healthy communities'
 - Paragraph 70
- Chapter 12 'Conserving and enhancing the historic environment'
 - Paragraph 128
 - Paragraph 132
 - Paragraph 134
- Decision-taking – Paragraphs 186 & 187;
- Annex 1: Implementation – Paragraph 215.

The Town and Country Planning Act (Use Classes) (Amendment) Order England – 15th April 2015

3.2. As of the 15th April, the Government amended the Town and Country Planning (Use Class) Order 1987 so that betting offices are removed from A2 use class and become a Sui Generis use.

3.3. On the 25th March 2015, Planning Potential sought Counsel advice on the amendment to the Use Classes Order. It was Counsel's opinion that betting offices are a special type of Sui Generis use as they have only been moved out of the A2 use class so that Councils can manage potential clustering, rather than the fact that individually they lead to different land use impacts to other A2 uses. The benefits associated with a betting office use are not typical of the other uses that fall within

the Sui Generis use class: these include an active, day time frontage; high levels of footfall and the generation of linked trips.

Local Policy

- 3.4. The policies applicable to the proposals are contained within the Barnsley Unitary Development Plan (December 2000, saved 2007) and the Barnsley Core Strategy (September 2011). Policies detailed within the emerging Local Plan are also acknowledged, but little weight will be given to these policies until the Local Plan is adopted in summer 2017. Our assessment of these policies is below.

Barnsley Unitary Development Plan (December 2000 – Saved 2007)

- 3.5. The relevant policies from the Barnsley UDP include:
- Policy S1 'Shopping / Commercial Centres' states that proposals should extend the range, choice and facilities available within the centre and should not detract (compatibility) from, the existing retail uses in the centre.
 - Policy BE6D 'Advertisement' states that consent to display an advertisement will only be granted where the proposal would not be injurious to amenity, by virtue of size, position, location or proliferation and, where appropriate, level of illumination; and where the proposal would not be prejudicial to public safety.

Barnsley Core Strategy (September 2011)

- 3.6. Relevant policies from the Barnsley Core Strategy include:
- Policy CSP 29 'Design' states that proposals within Barnsley town centre should: contribute towards a healthy, safe and sustainable environment; and enable all people to gain access safely, providing, in particular, for the needs of families and children, and of disabled people.
 - Policy CSP 30 'The Historic Environment' expects proposals to protect or improve: the character and/or appearance of Conservation Areas; and the character and/or appearance of Listed Buildings.
 - Policy CSP 31 'Town Centres' encourages proposals to maintain and enhance the vitality and viability of all the borough's centres, including Barnsley town centre. Supporting paragraph 9.215 states that Barnsley town centre should be the main focus for employment, shopping, leisure (amongst others) facilities.

Barnsley Local Plan Publication Draft (2016)

- Policy TC2 'Primary and Secondary Shopping Frontages' states that within the primary and secondary shopping frontages in Barnsley Town Centre ground floor uses should be predominately retail in nature and other uses may be acceptable, especially where they diversify and improve provision in a centre, providing that it can be demonstrated that the vitality and vitality of the primary shopping area concerned is not negatively affected.

Supplementary Planning Documents

- 3.7. Barnsley Council also have a 'Shopfront Design SPD' and 'Advertisement SPD' (March 2012). These provide good practice and guidance on the design of appropriate shopfronts and advertisements within Barnsley Town Centre.
- 3.8. The Planning Assessment (Section 5) will demonstrate how the change of use proposal complies with local and national policies. Section 6 (Design and Access Statement) will then demonstrate how the proposed external and internal alterations and the satellite and air conditioning proposals comply with the relevant design policies and will preserve and enhance the aesthetic quality of the Listed Building.

4. Heritage Assessment

- 4.1. The proposals have been carefully designed in accordance with the design, heritage and residential amenity policies contained within the National Planning Policy Framework (NPPF) and Policy CSP 30 of the Core Strategy. The proposal has also been influenced by relevant supplementary planning guidance.
- 4.2. Where proposals effect a heritage asset, Paragraph 128 of the NPPF requires the applicant to identify the significance of that heritage asset so that 'impact' can be properly assessed by the Council.
- 4.3. In addition to the above, Paragraph 132 of the NPPF states that 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. Paragraph 134 goes on to state that where a development proposal will lead to less than substantial harm to the designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.
- 4.4. The Council's Policy on Listed Buildings and Conservation Areas outlined in the Core Strategy, reflects the guidance in the NPPF in that heritage assets should be conserved.
- 4.5. The application site has been recognised as a Grade II listed building, situated within the Regent Street / Church Street / Market Hill Conservation Area. The 'significance' of these heritage assets are outlined below.

Identification of Significance

- 4.6. The application site known by Heritage Gateway as the 'Yorkshire Building Society' building was listed on the 13 January 1986. Heritage Gateway provides a description as to why the building gained its status as a Grade II Listed Building, which is identified under list entry ID 1191723.
- 4.7. The Heritage Gateway listing, confirms that the building was built in 1903, and has been occupied by Yorkshire Bank since that time. The full listing is detailed in **Appendix 1**. The listing details relate to external features that constitute the design elements of the façade; including the ashlar, welsh slate roof, clock turret and features that relate to the Yorkshire Bank and window features. It was clear from a site inspection that many of these features remain intact. However, it is important to note that the unit currently has an entirely modern shop fit out
- 4.8. It is the applicant's intention to preserve the existing features of the application site's façade, and incorporate a sensitive design to enhance the setting and features of the Listed Building and wider Conservation Area.

Conservation Area

- 4.9. The application site lies within the Regent Street / Church Street / Market Hill Conservation Area. The Conservation Officer confirmed that there is no appraisal document for this particular Conservation Area. In the absence of such document, the Officer confirmed that the any proposals that seek to change the appearance of a building should be sensitive [to the building and the] wider Conservation Area, so as to preserve and enhance the Conservation Area.

Assessment of Proposed Design and Impact on Significance

Internal Works

- 4.10. It is important to highlight that the interior of the unit is wholly modern and no original features were identified within the listing. The proposed internal works will not have any impact on the building's identified significance. Nonetheless, the proposed internal changes will be minimal to ensure that the applicant's layout is functional.
- 4.11. On the above point, the general layout of the building in regards to the access to the internal stair case will be retained. The internal works will be finished to a high standard, including any making good works.
- 4.12. It is therefore clear that the internal proposals will not have any harmful impact on the listed building.

External Works

- 4.13. Recognising the building's listed status and location within the Conservation Area, the applicant is not proposing their standard signage and branding for the building. Paddy Power usually install internally illuminated signage and projecting box signs, however in this instance they have instead adopted a heritage style approach that will respect the character of the building and the wider conservation area.
- 4.14. The existing signage has already been removed following the unit falling vacant. New letters on aluminium tracks, coated to match the existing stonework will be put in place. Track fixing is used to reduce the number of fixings into the fascia and the letters will be halo illuminated using strips of LEDs, providing a subtle and sympathetic illumination. The proposals also include the removal of the two existing externally illuminated projecting signs and in their place two new projecting signs with the 'PP' that will be illuminated by external trough lighting.
- 4.15. The new shopfronts will retain the existing aluminium window frames and quoins, as referred to in the listing, along both elevations, and will be primed and painted 'opal green' to match Paddy Power's corporate livery. The existing oak double doors and frame are to be retained, sanded down and stained to match existing (natural oak).
- 4.16. It is therefore considered that the proposals will preserve and enhance the existing shopfront and improve the overall appearance of the listed building and the character and appearance of the Conservation Area. The proposals will not result in any material harm on the identified significance of the building or the conservation area. Overall, it is considered that the proposals will improve and contribute to preserving the building's identified significance and special character, as well as the street scene. The proposals will bring the building back to life for the benefit of the building itself, and this part of Barnsley Town Centre.

Summary

- 4.17. It has therefore been demonstrated that the proposals comply with the NPPF and the sustainable design and heritage policies contained in the Core Strategy (CSP30), taking into consideration the features of the building as recognised with the listing information.

5. Planning Assessment

- 5.1. This planning application seeks Full and Listed Building consent at 30 Market Hill / 2 Eldon Street, alongside the change of use from A2 to a betting shop (Sui Generis).
- 5.2. This section of the Planning Statement demonstrates how the proposed change of use of complies with the relevant national and local policies.

Compliance with Local Policy

Barnsley Unitary Development Plan (December 2000 – Saved 2007)

- 5.3. Supporting text to saved policy S1 'Shopping / Commercial Centres' states that proposals should extend the range, choice and facilities in the defined centres and that these will be supported provided that it is of a nature compatible with the centre and has a strong relationship with, and does not detract from the existing retail uses in the centre.
- 5.4. It is important to highlight that this proposal will not affect the concentration of retail uses, as the lawful use of the application site is A2 (financial & professional services), previously operating as 'Yorkshire Building Society'. Furthermore, a health check carried out by Planning Potential in August 2016 confirmed that retail uses make up half of all ground floor uses throughout the centre, with a wide variety of non-retail uses making up the other half of all ground floor uses. At the time of the survey, the centre was busy with high levels of pedestrian footfall throughout. The centre was perceived to be healthy, with vacancy rates below the national average (11.45%) at just 9%.
- 5.5. The introduction of a betting shop at this location will create an active frontage, generate footfall and has the propensity to increase pedestrian activity that would positively contribute to the vitality of the town centre. Evidence to support this claim is provided within Appendix 2, 3 and 4.
- 5.6. The 2014 survey work demonstrates that the vast majority of Paddy Power customers in all five locations visited other shops and services nearby (68 to 91%), and in Liverpool 43% indicated that they always visited other shops in the town when undertaking betting at Paddy Power. This clearly demonstrates that Paddy Power customers generally go on to spend elsewhere, spreading their spending to more than one shop within the centre or parade, thus enhancing the vitality and viability of the centre as a whole. Given the range of shops and services located within close proximity to the town centre, a Paddy Power betting shop at this location will no doubt encourage linked trips within the town centre, including the neighbouring Primary Shopping Area.
- 5.7. The Case Study examples (Appendix 5) provide further evidence of how since the introduction of Paddy Power betting shops in to various sized centres across the country, vacancy rates have dropped and the overall A1 composition, vitality and function of the centres has either remained constant or increased.
- 5.8. The survey data also demonstrates that Paddy Power betting shops operate in much the same way as a retail use, often attracting more customers than many A use classes. Indeed, in Liverpool, Kilburn and Ilford Paddy Power was the busiest unit of all those monitored and by a significant margin. The results also demonstrate that many A1 retailers which are strongly protected by Local Planning Authorities in

key town centre locations often generate very low levels of footfall compared to non-retail uses. Unlike many A1 retail shops, the proposed Paddy Power betting shop would also contribute to the evening economy given the intended opening times of between 0800 and 2200 on any day, thereby adding to the vitality, viability and function of the centre beyond the established 0900 to 1700 hours.

- 5.9. Like all the survey locations, it is acknowledged that there are existing betting shops within the town centre and that a proportion of the footfall generated by the new Paddy Power betting shop at the application site will be drawn from the existing betting shops. Nevertheless, the proposed new betting shop is likely to attract some new footfall.
- 5.10. The survey undertaken in August 2016 identified a total of five betting shops, making up just 2% of the centres total units. Furthermore, Paddy Power is not represented within Barnsley Town Centre, with the nearest existing Paddy Power over 9 miles away (Wakefield, WF1 1HD).
- 5.11. It is therefore considered that the proposed introduction of a betting shop at this location complies with saved policy S1 as the proposals seek to enhance the provision of amenities and facilities available to the public and are complimentary to the existing retail uses.

Barnsley Core Strategy (September 2011)

- 5.12. CSP 31 'Town Centres' supports proposals that seek to maintain and enhance the vitality and viability of all the borough's centres, including Barnsley town centre. Supporting paragraphs 9.212 and 9.215 state that Barnsley town centre will be the prime focus for growth of retail and town centre uses, of which a betting shop is, and, should be the main focus for employment, shopping and leisure facilities.
- 5.13. As outlined in paragraphs 5.4 – 5.10, it has been demonstrated that the proposal has the propensity to enhance the vitality and viability of the boroughs town (principal) centre, whilst also bring back into economic use a vacant unit which does not contribute to the wider street scene as existing. Furthermore the proposal brings with it considerable investment and the creation of 6 full and part time jobs. The proposal is therefore compliant with policy CSP 31.
- 5.14. CSP 30 'The Historic Environment' expects proposals to encourage the management, conservation and enjoyment of Barnsley's historic environment. Development will be expected to protect or improve:
- the character and / or appearance of Conservation Areas and;
 - the character and / or appearance of Listed Buildings.
- 5.15. The application site, which is both Grade II Listed and within the Conservation Area, will be brought back into economic use, whilst maintaining all of the units existing features of architectural merit. If the proposal is allowed, the use of the unit as a Paddy Power betting shop will improve the appearance of the Listed Building and wider Conservation Area, whilst ensuring the continued management of the building and enjoyment to others. The proposals therefore adhere to the relevant criteria of policy CSP 30.

Compliance with the NPPF

- 5.16. The NPPF supports a diverse range of uses distributed in centres and further to this, encourages competitive centres that need to remain attractive to shoppers. Given the unit in question is vacant and has been for an extended period of time, the proposals represent an opportunity to introduce a new unit in to a Primary Shopping Street in Barnsley Town Centre that will create an active frontage, generate footfall and linked trips to the existing retailers. The proposals promote sustainable development in respect of economic, environmental and social benefits in line with Paragraph 7 of the NPPF, and will introduce employment opportunities.
- 5.17. Bullet point 3 of the NPPF's Core Planning Principles (paragraph 17) states the LPA's should 'proactively support sustainable economic development to deliver businesses and thriving places that the country needs'. The proposal will introduce a nationally recognised operator in to Primary Shopping Street, encouraging business growth and investment.
- 5.18. Paragraph 70 of the NPPF seeks to deliver social, recreational and cultural facilities and services the community needs in order to enhance the sustainability of communities. The proposals positively contribute to the surrounding area by providing a place for people to enjoy a leisure past time.
- 5.19. The wider and overall benefits of this proposal have been highlighted and compliance with all the relevant policies relating to the change of use has been demonstrated. This approach to decision-taking should therefore be positive and in line with paragraphs 186 and 187 of the NPPF.
- 5.20. Section 6 of this statement details in full the external improvements that this proposal seeks to make to the existing ground floor unit, and demonstrates how these changes will positively contribute to the character of the local area and comply with the design principles identified.

6. Design and Access Statement

- 6.1. The proposals seek to install a new shopfront, alongside new signage at the ground level only; which will be occupied by Paddy Power. The proposal also seeks to secure planning permission for three satellite dishes and three air conditioning units to the flat roof on the rear elevation at the second floor on the application site.
- 6.2. The proposals at 30 Market Hill / 2 Eldon Street are fully annotated on the submitted drawings; however, the images and details below provide a concise summary of the proposals.

Shopfront Design

Image 2: Proposed Shopfront – Market Hill elevation



Source: Drawing number 2016/89/05

- 6.3. The three existing aluminium window frames along Market Hill are to be retained, the window frames to be primed and painted 'opal green'. The film to the internal face of glazing to the far left window is to be removed to allow additional views into and out of the property along Market, enhancing the unit's active frontage.
- 6.4. The existing oak double doors and frame are to be retained, sanded down and stained natural oak to match the existing on the Eldon Street elevation. It is important to note the level entrance is unaffected.

Image 3: Proposed Shopfront – Eldon Street elevation

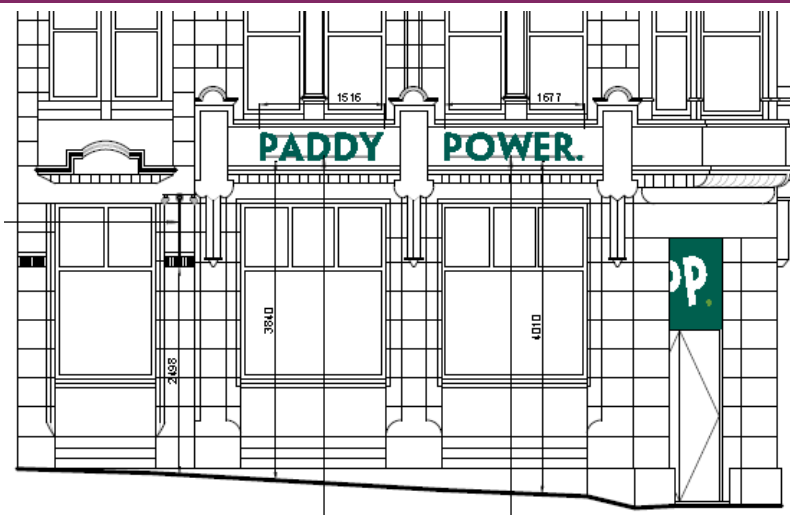


Source: Drawing number 2016/89/05

- 6.5. The six existing aluminium window frames along Eldon Street are to be retained, the window frames primed and painted 'opal green' to match those along Market Hill elevation. An opaque 'frosted' vinyl is to be applied to the internal face of glazing of the two windows, behind which is the counter area, the frosting of which is illustrated above (Image 3).
- 6.6. The proposed shopfront has been carefully designed to reflect the architectural detailing of the Listed Building and the wider context of the Conservation Area, a requirement of Policies CSP29 'Design' and CSP30 'The Historic Environment' of the Core Strategy. These policies expect high quality development that respects, takes advantage and enhances the distinctive features of Barnsley, including heritage, building styles and materials, with a particular emphasis in and around Conservation Areas. Policy also positively encourages the management, conservation and enjoyment of Barnsley's historic environment, making the most of the heritage assets which define the areas distinctiveness.
- 6.7. The shopfront proposals are of a high quality, and are different from the standard shopfront proposals sought elsewhere by Paddy Power in the interests of place making and preserving the areas distinctiveness. It also ensures the long term protection of the character and appearance of both the Conservation Area and the Listed Building. The proposals therefore comply with the relevant design and heritage policies identified. They also take into consideration guidance contained within the Shopfront Design SPD (March 2012). There are some poor examples of shopfronts along Eldon Street but these proposals will add quality and visual interest to the street scene.

Signage

Image 4: Proposed Signage – Market Hill elevation



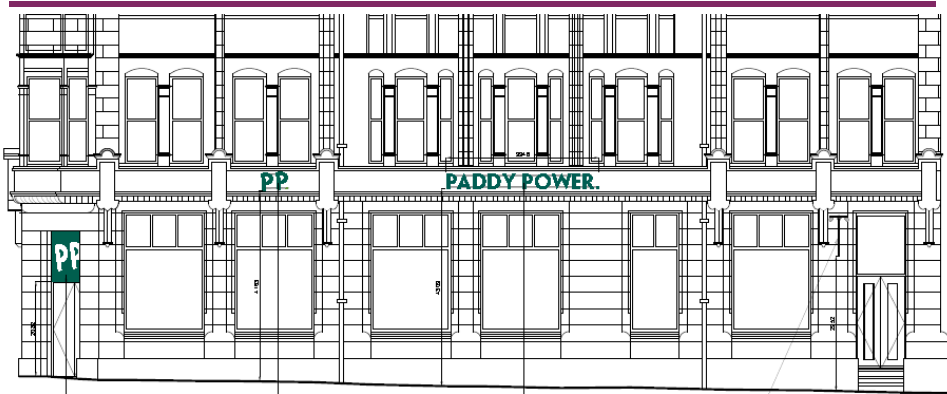
Source: Drawing number 2016/89/06

- 6.8. Along with the new shopfront, the proposals also seek to install new signage to the lower ground floor along both elevations. The proposals include new 350mm high 'opal green' 'Paddy Power' letters set 50mm away from the stone fascia fixed to aluminium tracks (powder coated to match colour of stone). Track fixing is used to

conceal power cables to each letter and to minimise the number of fixings into the existing stone fascia. The letters will be halo illuminated using strips of LEDs, which provide a subtle and sympathetic illumination.

- 6.9. Above the existing double door access, a new non illuminated sign, fixed to the rear of the new shopfront glazing will be installed. The sign will be made from a 3mm thick aluminium panel, power coated yellow green and will have white vinyl lettering applied.

Image 5: Proposed Signage – Eldon Street elevation



Source: Drawing number 2016/89/06

- 6.10. As per the Market Hill elevation, the proposals include new 350mm high 'opal green' 'Paddy Power' letters set 50mm away from the stone fascia fixed to aluminium tracks (powder coated to match colour of stone). Track fixing is used to conceal power cables to each letter and to minimise the number of fixings into the existing stone fascia. The letters will be halo illuminated using strips of LEDs, which provide a subtle and sympathetic illumination.
- 6.11. The Eldon Street elevation also seeks to incorporate a new 400mm high, 3mm thick, matt finish powder coated aluminium 'PP' letters set 50mm away from the stone fascia fixed to aluminium tracks (powder coated to match colour of stone). As per the 'Paddy Power' letters, track fixing and a halo LED illuminated strips can be proposed to ensure uniformity across the entirety of the units façade.
- 6.12. The shopfront proposals mirror the existing signage, when the building was occupied by 'Yorkshire Building Society' (which has now been removed) as this approach respected well the units Grade II Listed and location with the Conservation Area.

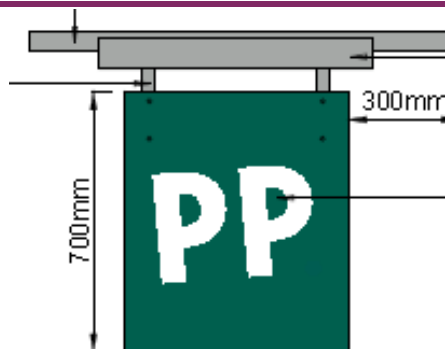
Image 6: Previous shopfront and signage of 30 Market Hill / 2 Eldon Street



Source: Planning Potential Research

Projecting Signs

Image 7: Proposed Signage – Eldon Street elevation

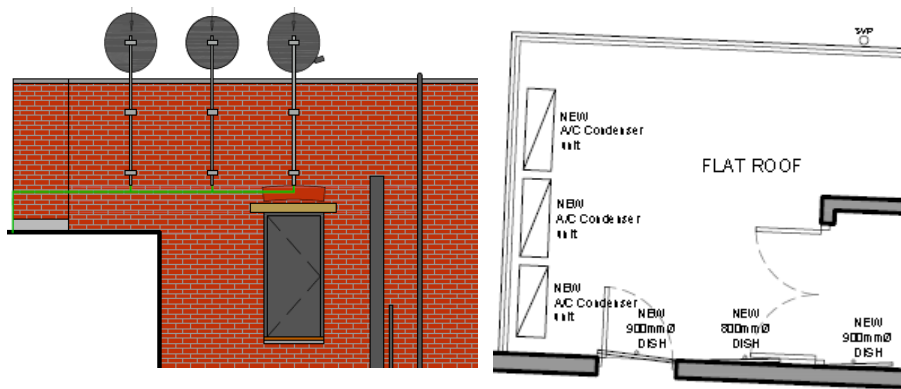


Source: Drawing number 2016/89/06

- 6.13. The two existing externally illuminated projecting signs are to be removed and in their place two new double sided externally illuminated projecting signs are to be erected, displaying Paddy Power's 'PP' logo in white vinyl lettering.
- 6.14. The projecting signs will be fixed to a 50mm diameter mild steel tubular hanging pole and will hang from two mild steel fixing straps that will be powder coated silver. The two projecting signs will be external illuminated by a linolite lighting trough.
- 6.15. The proposed signage along both elevations, including letters, logo and projecting signs are sympathetic to the design and character of the Listed Building and reflective of the Conservation Area, whilst taking design cues from the existing tenants adopted shopfront. The signage will have no impact on residential or neighbouring amenity and is located in a position that will not cause undue harm on public safety, and therefore compliant with 'saved' policy BE6D 'Advertising' of the UDP and guidance contained within the Advertisements SPD (March 2012).

Satellite Dishes and Air Conditioning Units

Image 8: Location of proposed satellite dishes and AC units



Source: Drawing number 2016/89/07

- 6.16. The four existing condenser units are to be removed and replaced with three new external condenser units mounted onto the existing plant deck alongside three new

satellite dishes to be mounted on galvanised steel poles and fixed on KK brackets to the existing brickwork wall. The installation of the three satellite dishes are fundamental to the operation of a betting office and are positioned in such a way so that full line of sight to satellites can be maintained.

- 6.17. These proposals are considered to have minimal visual impact as they will be installed to the second floor flat roof at the rear elevation. They will not be visible from the Market Hill or Eldon Street street level elevations.

Image 9: Photo of rear of units showing existing operational equipment



Source: Planning Potential Site Visit (August 2016)

- 6.18. It is therefore considered that the satellite dishes and condenser units will not have a harmful impact on the character and appearance of the Listed Building and as such are compliant with Policy UTL5 'Telecommunications' of the UDP. In addition to this, the proposals result in the net reduction of condenser units by one (four to three). The proposed new units are of a very high specification and operate very efficiently with minimal noise disturbance. The proposals therefore offer an improved position on the existing situation. The Air conditioning specification details are provided in Appendix 7.
- 6.19. Paragraph 123 of the NPPF states that planning policy and decisions should aim to avoid noise from giving rise to significant adverse impacts and mitigate and reduce other adverse impacts on health and quality of life arising from new development.
- 6.20. The proposed air conditioning units and satellite dishes will not have any harmful impact upon the visual amenity of the Conservation Area or the aesthetic quality of the Listed Building.

Summary

- 6.21. As outlined in the previous section, the shopfront and signage proposals are appropriate in design and will improve the appearance of this vacant unit whilst preserving and enhancing the appearance of the building itself and the wider shopping frontage complying with the Council's policies.
- 6.22. In line with paragraphs 58, 60, 61 and 64 of the NPPF, this statement has demonstrated that the proposed shopfront will re-inforce the character of the area and has taken the opportunities to improve the aesthetic appearance and design quality of the existing unit.

7. Access

- 7.1. The existing double door level access entrance to the application site will be retained and customers including those with mobility difficulties and wheelchair users will be able to access the premises without difficulty, this is in line with the requirements of the Equalities Act 2010.
- 7.2. Overall we consider that the proposals are entirely acceptable and will enable the operation of the new occupier and help improve the aesthetic appearance of the unit.

8. Conclusion

- 8.1. This planning application aims to demonstrate that the proposed change of use and external and internal alterations at 30 Market Hill / 2 Eldon Street are entirely acceptable at this location.
- 8.2. The proposals will bring back into use a vacant unit which in its current forms detracts from the wider street scene and the aesthetic quality of the Grade II Listed Building. Supporting evidence suggests that the introduction of a Paddy Power at this location has the propensity to generate high levels of footfall and additional linked trips to the existing businesses that make up the wider Prime Shopping Area; further case study evidence of how Paddy Power betting shops in various centres have improved the vitality and viability of centres have also been submitted as part of this application.
- 8.3. The frontages along both Market Hill and Eldon Street will also benefit from sensitive alterations and redecoration that will preserve and enhance the aesthetic quality of the shop frontage, without impacting on the amenity of neighbouring uses or upon safety of potential customers or pedestrians using the public highway at the front elevations of the unit.
- 8.4. The proposals meet the aims of Local and National Policy and we therefore consider that planning permission should be granted accordingly.