

HERITAGE STATEMENT

***MCDONALDS RESTAURANT
Hybrid Planning application, new
McDonalds Restaurant and
residential units.***

Broad Street, Leek

May 2015

MCND store 4620

McDonald's Restaurant

Premier Garage Leek Ltd, Broad Street, Leek

HERITAGE STATEMENT

The Site

The proposed site is located to the south west of Leek Town Centre and is bound by Broad Street (the A53) to the south east and Sneyd Street to the north east. The proposal comprises of full planning permission for a new freestanding drive thru restaurant with 32No. car parking spaces (including 2No. accessible bays) 2No. grill bays together with landscaping, parking and access associated with the use and operation of the restaurant. The proposal also seeks outline planning permission for 6 two storey residential units with landscaping, parking and access.

We have also submitted three separate applications for site signage, fascia's and a 12m totem sign.

Consultation

The design proposals have been previously developed on other McDonald's Town/City centre sites and valuable knowledge has been gained from amenity groups, neighbours and local authorities, which has led to the final design we are proposing.

Proposal

The design element of the proposed development is to provide a freestanding restaurant to complement the existing uses in the area and in the surrounding locale allowing for a substantial number of joint and linked trips.

Using modern colours and materials from their new brand standard which will help the proposal integrate effortlessly into its surroundings, will not harm the historic value of the surrounding area or take away from its assets.

This new corporate identity involves decorating the shop and new advertisements which are subject to separate applications currently being considered by the council.

The McDonald's buildings deploy a range of neutral and natural colours which aid their integration. Therefore the integration of the restaurant into the historic setting won't be an issue. The proposed restaurant respects the existing architectural themes in the area by introducing an active frontage via the glazed restaurant entrance.

Not only externally, but internally the seating area has been considered in relation to peak trade levels of the restaurant. In addition, the size of the internal seating area informs the amount of car parking

spaces needed externally. The proposed building has a GEA of 405sqm designed to accommodate for 100 customers visiting the restaurant.

The amount of development proposed is tailored and accommodated to the site specific circumstances with regard to the surrounding retail hierarchy. Following gauging this information, this then informs the amount and volume of the proposal.

Store Layout

The proposal will be sited on the site of a current car showroom. The layout and siting of the building has been chosen with the overall context of the site taken into consideration. The building will therefore be located to the north of the site with associated car parking located in the south west corner of the site. The integration of the drive thru lane complements the operation of the store, wrapping around the building in a clockwise orientation. The drive thru lane will also integrate the new 'side by side' order point with two lanes to aid productivity.

Policy and Impact of the proposal on the Conservation Area

Adopted Core Strategy (Adopted March 2014)

The Core Strategy is the key Local Development Framework document. It is a strategic District wide plan which influences how and where the Staffordshire Moorlands will develop in the future.

Compliance with Policy

Policy DC2: *The Historic Environment*, of the adopted Core Strategy for Staffordshire Moorland's states:

The Council will safeguard and, where possible, enhance the historic environment, areas of historic landscape character and interests of acknowledged importance, including in particular scheduled ancient monuments, significant buildings (both statutory listed and on a local register), the settings of designated assets, conservation areas, registered historic parks and gardens, registered battlefields and archaeological remains by:

- 1. Resisting development which would harm or be detrimental to the special character and historic heritage of the District's towns and villages and those interests of acknowledged importance.*
- 2. Promoting development which sustains, respects or enhances buildings and features which contribute to the character or heritage of an area and those interests of acknowledged importance through the use of conservation area appraisals, design statements, archaeological assessments, characterisation studies and Master planning.*
- 3. Preventing the loss of buildings and features which make a positive contribution to the character or heritage of an area through appropriate reuse and sensitive development,*

including enabling development, unless their retention is not viable or there would be substantial planning benefits to outweigh the loss.'

The proposal is compliant with this Policy as the materials used for the externals of the building are subtle and non obtrusive therefore will not take away from the current character or amenity value of the Conservation Area. Through the use of sustainable materials and green construction methods, the proposal will meet the Council's overarching principle of sustainable development, whilst adding to the amenity, character and uniform design elements of the existing surrounding area. The Policy clearly sets out the priorities of the Council to generate good design within the Conservation Area therefore McDonald's have adhered to these requests through a simplistic yet subtle design scheme.

Draft Leek Conservation Area Character Appraisal

This document has been adopted subject to some further non-substantive and presentational changes being made. The final version will be published in due course.

This document seeks to analyse the characteristics that make Leek Conservation Area worthy of preservation, and aims to identify features of townscape and landscape importance. The proposal has taken the parameters of the above document into consideration when considering the development in its context.

The scheme would have no detriment to the surrounding area in terms of the environment. It is considered that the scheme has been collated in a way which integrates positively with the overall structure of the area. The scheme improves the current appearance of the area and has no negligible impacts upon its surrounding conservation setting; it therefore complies with paragraphs 135 and 137 of the National Planning Policy Framework.

In light of the Conservation Area Appraisal for Leek and associated Policy, the development has demonstrated its adherence to the Council's objectives for the area. The proposal would add a modern element to the area which utilises the spatial characteristics of the area and its associated amenity value.

The location of the proposal and its associated design will interact with its surrounds in a non-obtrusive sensitive manner.

The proposal has been carefully considered and will therefore not diminish the historic value and setting of the area. The scale, massing, design and colour scheme have been carefully chosen to integrate the proposal subtly into its curtilage. It is therefore considered the proposal integrates subtly into its surrounding historic curtilage.

We have carefully considered this proposal in relation to its Conservation Area setting during the design process. Whilst we recognise the importance of the Conservation Area setting, construction works and operation of the restaurant isn't expected to have any impact on the historic value of the area.

Overall we have carefully considered the amount and location of the proposed work in relation to the historic elements of the area. In the light of this, there is no adverse impact on the Conservation Area.