

SEQUENTIAL TEST

Site address

35 Whitworth road
Rochdale
OI120RA

Introduction

This brief sequential test supplements the application submitted to Rochdale Borough Council in respect of a proposal to convert the existing building to

- E(c) use to ground and basement floors
- C3(a) 1nr 1 bedroom apartment to above

Site Description & Location

The proposal the subject of this Statement involves the conversion of a existing 4 storey building which already has a shop front to it and situated amongst a row of running retail businesses. The building would have an updated front with the front and rear brought up to date to a modern style and a 1 bedroom flat to be build above. This will all be contained within the existing envelope of the building.

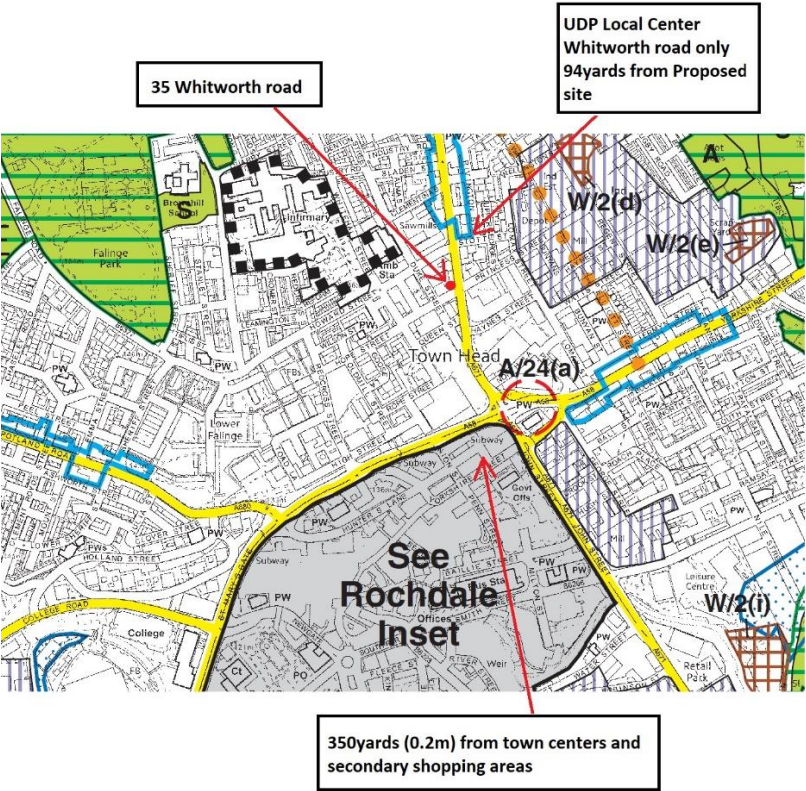
The Property lies approximately 350yards to the north of Rochdale town centre within the existing urban area. The building lies approximately 400yards to Rochdale bus station and lies in an accessible location being less than 20yards from a bus stop which provides access to a bus route.

The building itself is situated on a main road leading into the town centre with nearly all the buildings along this route updated and have a mix use of retail and residential use

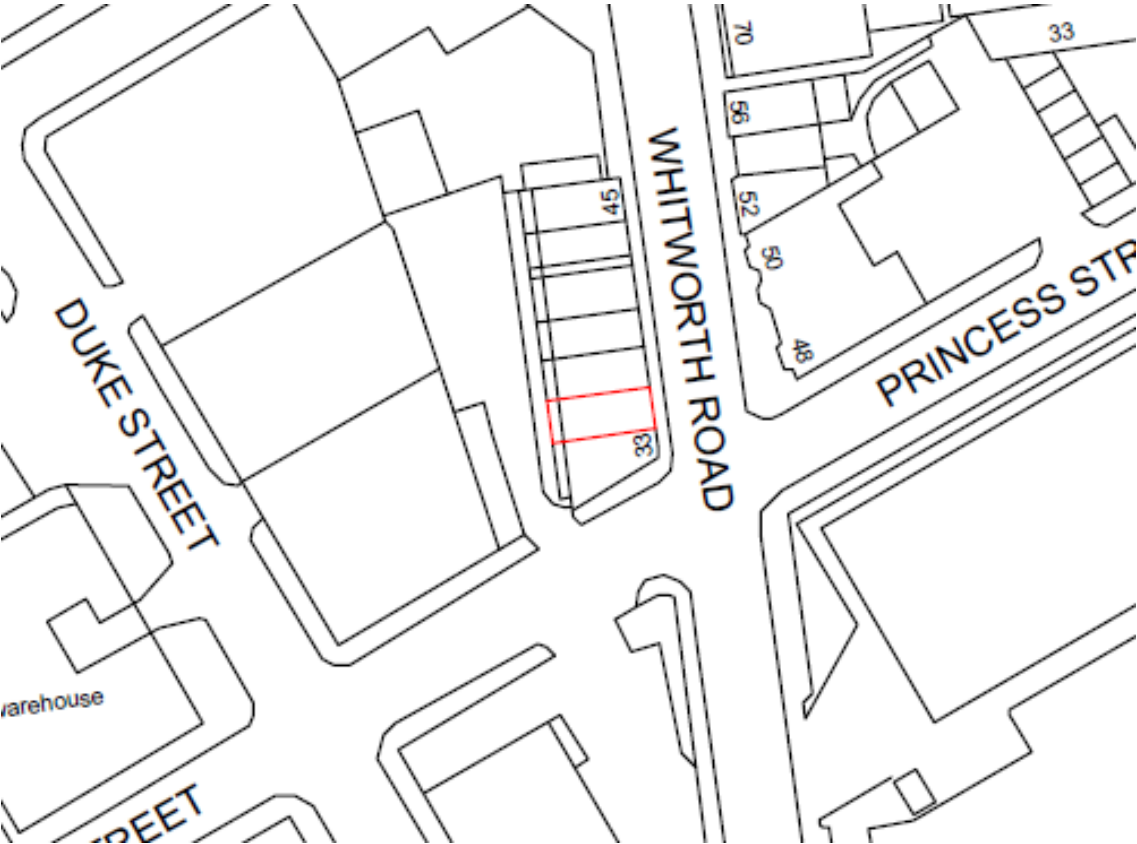
Historically the building was used as a religious teaching centre

The building the subject of this Statement is shown in the Plan below

Drawing A. showing Location on Rochdale UDP Plan



Drawing B. Site location plan



Picture 1.

Front of building(2nd from left)



Picture 2.

Showing row of shops and the local udp starting 80yards further down. The proposed is the 2nd building to the left of this picture



The Proposal

To bring the existing building which currently lies derelict after being used as a religious teaching centre and then storage for several years. Currently it does not look very attractive and intentions are to bring it back up to date and in full use. We believe the new proposal on a major route into the town will complement the regeneration of the town centre

The proposed flat will be let to a family member for a number of years. As well as this one bedroom flats are well sought after at the moment.

The proposed retail space below will be used as an office with a couple of staff. We currently are looking to use this place as a small office to run online businesses from again within the family.

Planning Policy

Rochdale Core strategies adopted by the council 2016 is the main document that we are looking in regard to this application in particular section E1, E2 The strategic objective and the spatial strategy as well as references to the local centres Whitworth and town centre site

The Rochdale Core Strategy advises that: -

Sequential Approach sets out a procedural approach in selecting sites for new retail and commercial leisure developments and other key town centre uses. It requires parties to demonstrate that first preference be given to town centre sites, followed by edge-of-centre sites, and only then by out of centre sites in locations that are, or can be made, easily accessible by a choice of means of transport. Only when these possibilities have been exhausted should retail development be allocated out of town.

The following are extracts from the core strategy that reflect the nature of this change of use (section E1, E2 The strategic objective and the spatial strategy).

E1 - Establishing thriving town, district and local centres

- Support the expansion of the evening economy through a number of mixed uses such as restaurants/bars/ theatres and quality housing on appropriate sites, or through conversion of upper floors, which will enhance the vitality of the centre, making it a more vibrant, active and safer place in the afternoon and evening
- Ensure routes to and from local areas and local transport nodes and across the centre are convenient, attractive and feel safe, creating them or enhancing them where necessary.

E2 - Increasing jobs and prosperity

The Strategic Objectives set out in the core strategy section 4 state

SO1 - To deliver a more prosperous economy

To do this the SO States

1. Identifying quality employment sites and areas to increase the number and range of jobs and employment level
2. Building on the borough's assets and improving its image to attract investment

SO2 - To create successful and healthy communities

To do this the SO States

1. Deliver sufficient housing to meet demand;
2. Improving the range of housing to meet everyone's needs and aspirations, including affordable housing and more high value housing;
3. Creating well designed desirable housing areas to retain and attract resident

SO3 - To improve design, image and quality of place

To do this the SO States

1. Raising design quality and promoting sustainable developments;
2. Improving gateways into the borough and main transport corridors to improve the image of the borough;

The Spatial Strategy set out in the core strategy section 6

SP1 - Rochdale borough's role in the city region

Rochdale Borough will contribute to the success of the Manchester city region and the North West by playing its part in the delivery of sustainable development and investment that meets national and sub regional objectives for housing and employment growth. To do this we will:

- a. Promote the borough as an attractive location in terms of jobs, housing, shopping, the environment, image, tourism and quality of life;
- b. Focus employment development so that it supports the overall economic growth of the sub region;
- c. Provide improved housing quality and choice by working with private and public sector partners;

The Rochdale Unity Development plan adopted by the Council shows the nearest centre to the site is the Whitworth Road centre which is 94yards to away to the north of the building and to the south of the building is the town centre at only 300yards away. The building lies on a major access route to the town centre and to other areas in the town. Below are some images showing the building in relation to the local UDP.

Image 1. Showing the distance to the nearest local centre at 94yards

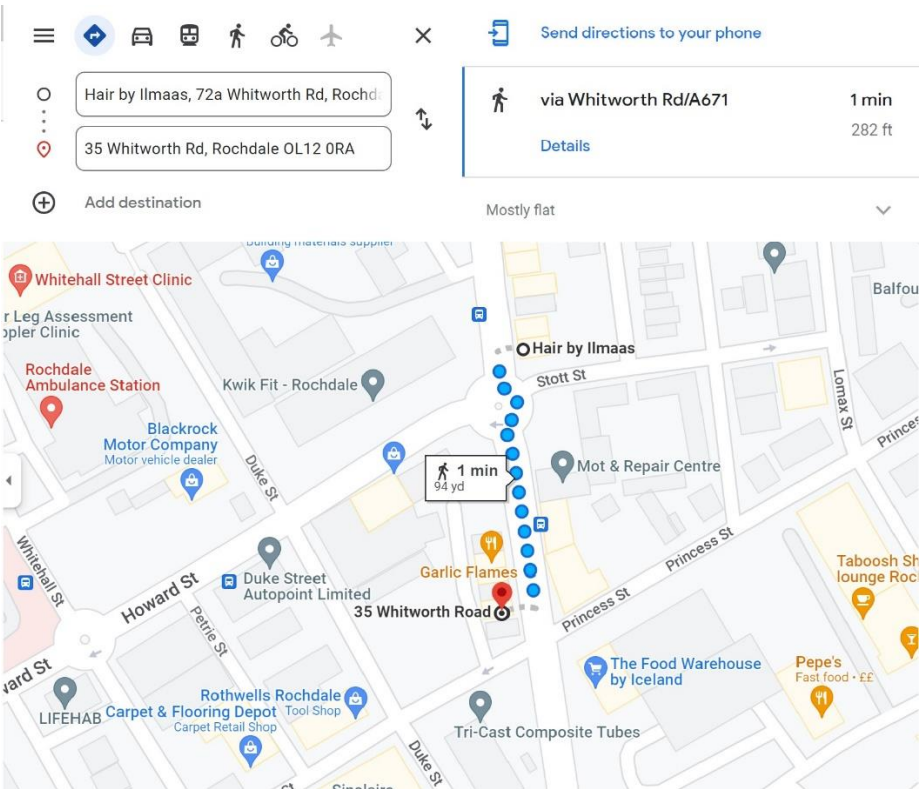
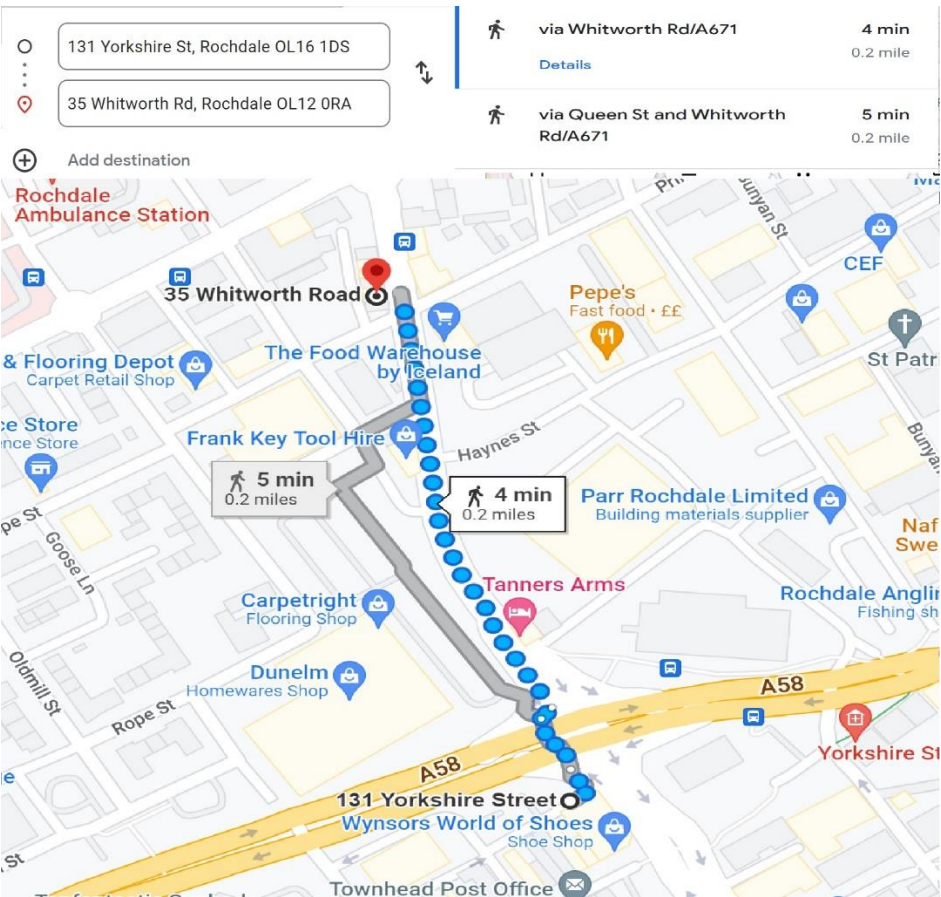


Image 2. Showing distance to the town centre on google maps.



35 Whitworth road

UDP Local Center
Whitworth road only
94yards from Proposed
site

See
Rochdale
Inset

350yards (0.2m) from town centers and
secondary shopping areas

In considering the proposal it is important to have regard to the circumstances of its impacts upon the vitality and viability of existing centres.

The proposed office will more than likely be used for a inhouse business there are currently discussions for a family member to take this to run a online business as part of a partnership with the owner. For this reason, again there is nothing financially more viable than using your own building for this purpose.

As drawing A shows it is in very close proximity to the local centre and the town centre and using a sequential approach as well as feedback from neighbours this change of use would be a benefit in terms of providing accommodation and jobs and improving the overall appearance of a building that lies on a main route that is within 300yards from the town centre and only 94yards withing the nearest local centre.

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