



Planning Statement

Practice: Building Design Services

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bds

Address:
Unit 2, Primrose Street
Rochdale
OL12 6AW

Proposed:
Proposed Change of Use from Vehicle
Servicing and Repair Garage (Use Class B2)
to Beauty and Aesthetics Clinic (Use Class E)

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1. INTRODUCTION

- 1.1 This Planning Statement has been prepared in support of a full planning application relating to Unit 2, Primrose Street, Rochdale, OL12 6AW.
- 1.2 The application seeks planning permission for the proposed change of use of the existing premises from vehicle servicing and repair garage (Use Class B2) to a Beauty and Aesthetics Clinic (Use Class E).
- 1.3 The application site comprises an existing commercial building located within an established urban area characterised by a mixture of commercial, industrial and service based uses.
- 1.4 The proposed development would involve internal alterations to facilitate the operation of the beauty and aesthetics clinic, including treatment rooms, consultation areas, reception and waiting facilities, staff accommodation and ancillary storage areas as shown on the submitted drawings.
- 1.5 The proposal would allow the continued active use of the building through the introduction of a modern service based business operating within an accessible and sustainable urban location.
- 1.6 The clinic would operate on both an appointment and walk in basis, providing a range of beauty and aesthetic treatments within a controlled indoor environment.
- 1.7 No significant external alterations are proposed as part of the development and the overall appearance of the existing building would remain largely unchanged.
- 1.8 This statement demonstrates that the proposed development represents an appropriate form of development which would not result in unacceptable impacts upon neighbouring occupiers, highway safety, visual amenity or the character of the surrounding area.
- 1.9 The statement further considers the relationship of the site to the nearby Spotland Bridge Conservation Area and demonstrates that the proposal would preserve the character and setting of the surrounding environment.

2. SITE & SURROUNDINGS

- 2.1 The application site relates to Unit 2, Primrose Street, Rochdale, OL12 6AW and comprises an existing commercial premises currently operating as a vehicle servicing and repair garage.
- 2.2 The site is positioned within an established urban area characterised by a mixture of commercial, industrial and service related uses together with surrounding residential properties. Primrose Street forms part of a well established commercial area which accommodates a variety of local businesses and employment generating uses.
- 2.3 The surrounding area contains a mixture of industrial units, workshops, trade premises and commercial properties which together contribute towards the active commercial character of the locality.



- 2.4 The application property occupies a sustainable location within the urban area with good accessibility to surrounding residential neighbourhoods, nearby highway routes and public transport links.
- 2.5 The site benefits from existing parking provision within the surrounding area, including on street parking available along Primrose Street and nearby roads serving the surrounding commercial premises.
- 2.6 The building itself is an existing commercial structure which would remain largely unchanged externally as part of the proposed development. The proposal primarily relates to internal alterations associated with the operation of the beauty and aesthetics clinic.
- 2.7 The application site is located adjacent to the Spotland Bridge Conservation Area. However, the surrounding character in the immediate vicinity of the site is predominantly commercial and industrial in nature.
- 2.8 Given the limited nature of the proposed works and the absence of significant external alterations, the proposal is considered capable of integrating appropriately within the surrounding streetscene whilst preserving the character and appearance of the nearby conservation area.

3. PROPOSED DEVELOPMENT

- 3.1 Planning permission is sought for the proposed change of use of the existing premises from vehicle servicing and repair garage (Use Class B2) to a Beauty and Aesthetics Clinic (Use Class E).
- 3.2 The proposal seeks to bring the existing premises into continued active commercial use through the introduction of a modern beauty and aesthetics business providing a range of treatments and services.
- 3.3 The proposed clinic would provide facilities including beauty treatment rooms, consultation rooms, lash and brow treatments, nail services, facial and massage treatments, together with aesthetic procedures such as skin treatments and injectable cosmetic treatments.
- 3.4 The proposed internal layout would include a reception and waiting area, treatment rooms, staff welfare facilities, storage areas and ancillary accommodation as shown on the submitted drawings.
- 3.5 The mezzanine level would be utilised for ancillary staff and storage purposes only and would not be accessed by customers visiting the clinic.
- 3.6 The clinic would operate on both an appointment and walk in basis with customer visits naturally staggered throughout the day depending upon the nature and duration of treatments being provided.
- 3.7 The proposed opening hours would be:

Monday to Friday: 9:00am – 6:00pm
Saturday: 9:00am – 5:00pm
Sunday: 12:00pm – 4:00pm
- 3.8 The business would employ approximately four full time and two part time members of staff.
- 3.9 No significant external alterations are proposed as part of the development and the overall appearance of the building would remain largely unchanged. Any future signage associated with the business would be modest in scale and appropriate to the commercial character of the surrounding area.
- 3.10 The proposal therefore represents a relatively modest change of use within an existing commercial building and would allow the premises to continue operating as an active business within the local area.

4. RELEVANT PLANNING POLICY

- 4.1 The application site occupies a sustainable and accessible location within the urban area of Rochdale with good access to surrounding residential neighbourhoods, nearby highway routes and public transport links.
- 4.2 The surrounding area already accommodates a range of commercial and industrial premises which generate regular vehicle movements and customer activity throughout the day.
- 4.3 Existing parking provision is available within the surrounding area, including on-street parking along Primrose Street and nearby roads serving the surrounding commercial units.
- 4.4 The proposed beauty and aesthetics clinic would operate primarily on an appointment basis, although walk in customers may also attend the premises. Customer visits would naturally be staggered throughout the day, depending upon the duration and nature of treatments being undertaken.
- 4.5 Typical appointments are expected to vary between approximately 30 minutes and 2 hours, which would reduce concentrated customer arrivals and minimise short term parking pressures within the surrounding area.
- 4.6 The proposed use is not considered likely to generate levels of traffic or parking demand significantly greater than the existing lawful commercial use of the premises as a vehicle servicing and repair garage.
- 4.7 The development would therefore operate appropriately within the existing highway network and parking arrangements serving the surrounding commercial area.
- 4.8 Overall, the proposal is considered acceptable in highways and accessibility terms and would not result in severe impacts upon highway safety or the operation of the surrounding road network.

5. HERITAGE & CONSERVATION AREA

- 5.1 The application site is located adjacent to the Spotland Bridge Conservation Area. Conservation areas are designated by Local Planning Authorities in order to preserve and enhance areas of special architectural or historic interest.
- 5.2 The immediate surroundings of the application site are predominantly commercial and industrial in character and include a mixture of workshops, trade premises and service based businesses together with surrounding residential properties.
- 5.3 The proposed development relates primarily to the internal change of use of the existing premises from vehicle servicing and repair garage to a Beauty and Aesthetics Clinic. No significant external alterations are proposed as part of the application.
- 5.4 The existing building would remain largely unchanged externally, and the proposal would not involve the demolition of any historic structures or alterations which would adversely affect the character or appearance of the surrounding area.
- 5.5 Given the limited scale and nature of the proposed works, the development is considered to preserve the character and setting of the nearby Spotland Bridge Conservation Area.
- 5.6 The proposal would therefore comply with the heritage objectives of the National Planning Policy Framework, which seek to ensure that development proposals appropriately conserve and respect the historic environment whilst allowing buildings to continue operating in viable and sustainable uses.
- 5.7 Overall, the proposed development is considered acceptable in heritage terms and would not result in harm to the significance, character or setting of nearby heritage assets or the surrounding conservation area

6. CONCLUSION

- 6.1 The proposed development represents an appropriate and sustainable form of development within an established commercial area of Rochdale.
- 6.2 The proposal seeks the continued active use of the existing premises through the introduction of a Beauty and Aesthetics Clinic operating within an existing commercial building.
- 6.3 The proposed use is considered compatible with the surrounding mixed commercial environment and would provide additional local services together with employment opportunities within the area.
- 6.4 The proposal would involve primarily internal alterations only, with no significant external changes proposed to the existing building. As such, the development would preserve the overall appearance and character of the surrounding streetscene.
- 6.5 The site occupies a sustainable and accessible urban location with existing parking provision available within the surrounding area. The proposed use is not considered likely to result in unacceptable impacts upon highway safety or neighbouring amenity.
- 6.6 The application site is located adjacent to the Spotland Bridge Conservation Area. However, given the limited nature of the proposed works and the absence of significant external alterations, the proposal is considered to preserve the character and setting of the surrounding area.
- 6.7 Overall, the proposed development is considered acceptable, having regard to the relevant local and national planning policies, and it is therefore respectfully requested that planning permission be granted.