

LOCAL BENEFIT STATEMENT

Planning Proposal:

10 new-built three-storey Cash & Carry trade units (Sui-generis), with trade counter on the ground floor, storage on the first and second floors and associated car parking and bin stores.

Sherborne Street occupies a mix of mainly industrial warehousing and a small number of residential buildings to the North. The application boundary is located towards the warehousing end of Strangeways and forms the first site within the policy classification boundary. The sui-generis use of the proposal is towards 'Cash and Carry Trade Units', which fit in well with the existing urban fabric of the locality.

There are a number of reasons why the development of the vacant land on Sherborne Street stands to uplift the value of the surrounding area and become a strength to the local community. These reasons include the following:

Regeneration of Derelict Site

The application site has remained vacant for over ten years and has been unable to serve any real benefit to the local area and the business community. Unfortunately, as seen in a number of cases such as this, the vacant land has become a home to rodents such as rats and an easy target for fly-tipping. This is much to the nuisance to local businesses that operate within the adjacent area. Clothing, which is the primary material stored and sold locally, is easily destroyed by rats and insects leading to losses amounting to several hundreds of thousand pounds every year.

The vacant and untidy appearance of a site, despite best efforts, often leads to its use for anti-social and unsavoury behaviour, fires and fly-tipping.

The proposal would also replace the visually detrimental appearance of this site on Sherborne Street with a smart and visually pleasing frontage.

The planning proposal would also put the land to positive use - specifically an income-generating commercial use. This would drive more footfall towards the area and play a role in the economic regeneration of the immediate neighbourhood.

Employment & Economic Opportunities

Due to the nature of the proposal, the need for locally available staffing would be significant. The proposal would help create employment within the immediate areas - such as Cheetham Hill, Queens Road and Broughton.

In addition, the construction stages of the project would attract employment opportunities to local skilled labour and other self-employed tradesmen and women. Invariably, for the

procurement of building material, the priority would be given to local building merchants and suppliers, thereby regenerating the economy for the local construction businesses as well.

Convenience, Ease & Sustainability

The proposal would help local businesses 'shop local'. In addition to the convenience of being able to purchase what is needed locally, rather than nationally, it would strengthen the existing business community by providing them with more options and variety based on their needs.

Shopping locally would also lead to a reduction in motor vehicle use, avoiding long-distance drives in order to procure inventory. The proposal would offer a more sustainable and environmentally friendly approach to trade shoppers.

Benefit to Local Business Community

In a consultation conducted by the applicants with the immediate neighbours prior to the planning application, the local businesses seemed to be quite supportive of the re-development of this site and recognised the significance in terms of both commercial and public value that this proposal would bring.

In addition to the convenience & ease factor mentioned above, the local businesses also stand to benefit in other ways. For instance, the sight of new trade-shops / commercial buildings in an area uplifts the overall appearance of the area and attracts new customers as well as increases buyer footfalls. This will stand to benefit all the trade shops in the local area.

Benefit to Residential Community

Opposite to the application site is a public park, a caged ball-play area and a private day nursery for toddlers. There are a number of families that frequent this park for walking, exercise and in order to use the children's play equipment. The development of the site, as mentioned above, would create a more pleasing frontage on the street elevation fronting this park. In addition, it would also reduce the risk of pests (due to the unoccupied site) in neighbouring dwellings.

Conclusion

In conclusion, the proposal stands to benefit the local area in a number of ways. We are hopeful that it will bring about a positive change to the immediate neighbourhood and uplift the appearance of the street and generate economic and social benefits for the entire community.