



Main Town Centre Use Sequential Test

Mattress Online, Huddersfield

September 2023

Rev: P1

1. Introduction

- 1.1. This Main Town Center Use Sequential Test has been prepared by 93ft and supports a Full Planning application for change of use and external alterations to 409 Leeds Road, Huddersfield.
- 1.2. Consent is sought for the following: *“Change of Use from B2 to Class E. Conversion of an existing car garage to a retail unit, including alterations car parking arrangements”*
- 1.3. The purpose of the Main Town Center Use Sequential Test is to ensure proposed uses are appropriate to the area and help maintain the vitality and viability of the town centres.
- 1.4. Para 9.12 in the Kirklees Local Plan states that site uses should be in accordance with the Shopping Center Hierarchy Table. The link to this document is broken on the Kirklees Council website.

2. Existing Site & Huddersfield Town Center

- 2.1. The site is approximately 1.5 miles from the Huddersfield town centre.
- 2.2. The site is located on the corner of Leeds Road and Red Doles Road, Huddersfield. Leeds Road serves as a main arterial road in and out of Huddersfield town centre.
- 2.3. The site is currently vacant and in a poor condition, highly visible to people driving to and from Huddersfield town centre.

- 2.4. The area is defined by a mix of light industrial units, purpose-built retail parks and terraced residential housing. Commercial units in the area typically have dedicated car parks.
- 2.5. Commercial units advertised in Huddersfield town centre are cellular arranged Victorian buildings, typically 500 sq ft to 2000 sq, with limited space for parking.
- 2.6. Traffic through the town centre is controlled by a series of one-way streets.

3. Proposed Use & Business Operation

- 3.1. The proposed store will be for the storage, sale and display of mattresses. The opening hours are as outlined in the planning application form.
- 3.2. The proposed tenant (mattressonline.co.uk) has several other mattress shops across the North. Their data dictates that they need a minimum of 40 beds to be on display to make a viable business. This would set an absolute minimum floor area requirement of 268m² / 2884 sq ft. To this, additional area is required for back-of-house offices, storage and waste storage.
- 3.3. The large format of the product being sold requires an open floor plate. Small, cellular room arrangements typical of the town centre are wholly inappropriate for the sale of the applicant's product.
- 3.4. The nature of this retail offer makes it unlikely local residents would visit everyday. Its location on the periphery of the town centre frees up more central commercial space for more appropriate day-to-day local needs such as cafes, restaurants, grocery shops etc.

4. Connectivity

- 4.1. As outlined in the Design & Access statement the site is well connected to local bus routes and new bicycle parking is being provided as part of the proposed works to promote sustainable travel.
- 4.2. People may choose to drive to this type of business in order to take product away the same day. The dedicated carpark on the site caters for this.
- 4.3. The nature of the business is considered appropriate to the location as it keeps delivery traffic out of the town centre which would otherwise have to travel through the one way street system.

Conclusion

- 1.1. The nature of the product being sold and the operation of the business is wholly appropriate for the area. It will sit among a series of similar businesses in the immediate area and frees up the town centre for more appropriate uses.
- 1.2. The site makes use of a currently vacant, run-down site to create a viable business that brings employment to the area.