



York Road Redevelopment



Introduction

Eastwood is located in east-central Rotherham, on the edge of the town centre. The subject site is presently a car park and garage site which is within a mixed-use area comprised of residential properties, retail and commercial businesses. The area also benefits from varied local amenities and good public transport links.

It is expected that the redevelopment of the area identified in this brief will enhance the offer of Eastwood to residents and visitors alike, providing a new housing product to suit the needs of a range of potential customers wishing to move home within the area or to set up home in the area for the first time.



The proposal

Rotherham Metropolitan Borough Council wishes to find ways to improve the Eastwood area and intends that this development will support that ambition.

So that all potential options can be explored, it has been decided to invite interested parties to present proposals which meet the aims outlined in this brief. Though the proposals must ultimately prove to be viable, creativity is encouraged with a view to the redevelopment of the site. It is hoped that this proposal and the introduction of new housing will provide a vision of what can be achieved.

Aims and objectives

Proposals should be bold, providing a different aesthetic to inspire, to challenge and change beliefs in what is possible. A focus on innovative design and liveable spaces which enable transformation is encouraged.

Residential – all units should be to dimensions in accordance with the South Yorkshire Residential Design Guide (SYDRG) and provide a varied offer of accommodation, see below for more detail of the identified housing need in the area.

A link to the SYDRG can be found below:
http://www.rotherham.gov.uk/corestrategyexamination/downloads/file/371/reb12_south_yorkshire_residential_design_guide_2011

Parking – sufficient to serve the provided residential accommodation, in accordance with planning guidelines.

Landscaping – to meet Planning requirements, a positive contribution to, and improvement of, the visual quality of the area and to provide an enhanced experience for all residents.

Location and site description/ characteristics

The site is shown edged red on the attached plan A and comprises 1.17 acres/0.47 hectares.

It is presently constituted of two car parks and a garage site in a mixed use environment.

Topographically, the site is flat. It lies alongside a main arterial road affording good links to all areas of the Borough and beyond via easily accessible roads and bus links.

It is an area popular with local and national retailers and includes a BP petrol station, an Aldi grocery store and a medical centre. There is also a primary school nearby, open green space and play areas within short walking distance. It is an area distinct from the town centre but also one which allows proximity to all the amenities offered in the centre of Rotherham and, importantly, closeness to what will soon be the newly designed and regenerated town centre with all the cultural and leisure opportunities that will afford.



Neighbourhood

York Road is a well-positioned site in the centre of the Borough of Rotherham with direct bus links to all major local conurbations and an easily accessible road system.

It is well-served by retail and varied commercial outlets and other facilities making it a convenient place to live.

Opportunities and constraints

Opportunities

To create a focal point for residents through the innovative re-design of this key part of Eastwood.

To meet some of the identified housing need in Eastwood.

To include an element of affordable housing in the scheme in accordance with the usual 25 % required by the Council under its Affordable Housing Policy. The Council to be granted an option to purchase the affordable housing element at a suitably discounted rate.

Constraints

The land which is presently used as a car park houses approximately 110 car parking spaces.

There are also 12 garages on part of the site, served by a tarmacadam access road. These are held by way of short term licences and the Council will work with any developer to seek potential other areas to relocate the licensees at the appropriate time.

As the land adjoins housing there may be utilities running through the site and this will need to be checked with the various authorities concerned.

Planning policy

The Planning service has confirmed that the site is currently allocated for residential purposes in the Council's adopted Unitary Development Plan (UDP) and is also a designated housing site in the Council's proposed Rotherham Sites and Policies Document (RSPD) which is due to be adopted by autumn 2018. The site is numbered as H20.

The supporting text states that it is suitable for approximately 30 dwellings. It is further stated that the site is within an Air Quality Management Area and therefore any application will require the submission of an Air Quality Assessment.

This redevelopment is expected to enhance the area appropriately providing an aspirational example of development in this part of Rotherham.

It should be noted that the site is in CIL charging zone 3. A link to further information can be found below:

<http://www.rotherham.gov.uk/cil>

Transportation issues

Vehicular access should not be taken from Fitzwilliam Road but can be derived from York Road. The Council's minimum car parking standards will apply and measures to promote sustainable travel should be provided.

Notwithstanding the above, any redevelopment proposal will need to be supported by a Transportation Assessment (TA), the scope of which should be agreed in advance.



Design, materials and external appearance

Planning have strongly advised that any prospective developer enters into pre-application discussions at an early stage so that issues such as layout, design, scale, design and appearance can be resolved as much as possible.

The redevelopment of the site presents an ideal opportunity to achieve a high standard of design, using materials which tie in with the surrounding area, and to a scale which enhances the existing offer.

Specification and suggested materials information should be submitted with the brief. The detail of this will be agreed at a later date.

Public open space and footpaths

There is an adopted footpath adjacent to the highway which runs along the north, east and south edges of the site and this is shown on Plan B. There appear to be no designated footpaths crossing the site.

Housing density

The housing market in Eastwood comprises a mix of two bedroom Victorian terraced style housing, one and two bedroom flats and two and three bedroom semi-detached properties which still are, or have previously been local authority housing.

The Strategic Housing Market Assessment states a requirement for family-sized housing, particularly three bedroom homes. The inclusion of housing for older people, especially bungalows, would also be beneficial.

Sustainable development

The residential properties will be expected to be built to current building regulations/Code for Sustainable Homes 3.

Proposals which include an element of custom build housing will be welcomed.

Affordable housing

There will be a requirement for 25 % affordable housing to be included in the development (subject to viability) This is in addition to any Section 106 or Community Infrastructure Levy (CIL) liability in respect of the development.

Demand information from bids for current affordable accommodation shows that there is a particular need for smaller properties, especially two bedroom apartments. Any ground floor apartments would need to be suitable for wheelchair users or those with mobility issues.

Demolition

Removal and/or demolition of the garages will need to be included in any proposal though the Council will work with any developer in the termination of licences and relocation of any licensees, if possible.

Caveats – noise and contamination

The designer/developer will be expected to make their own enquiries in respect of the potential impact of contamination at the site.

