



Supporting Planning Statement

98 Wilmslow Road, Rusholme, Manchester, M14 5AL

March 2022

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Report title: Supporting Planning Statement

Prepared by: NL/JS/LS

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For and on behalf of Avison Young (UK) Limited

1. Introduction

1.1 This Supporting Planning Statement ("SPS") has been prepared by Avison Young ("AY") on behalf of Views (Holdings) Limited ("the Applicant") in support of a full planning application submitted to Manchester City Council ("MCC") for a residential-led redevelopment at 98 Wilmslow Road, Rusholme, Manchester ("site").

1.2 The full description of development as stated on the application form is:

"Development of a residential accommodation block comprising 42 no. residential units (Use Class C3) with ground floor commercial restaurant / café and retail units (Use Class E and sui generis), car parking, cycle parking and associated infrastructure."

1.3 This application is accompanied by a comprehensive suite of supporting technical reports. The scope of supporting information has been agreed with MCC through pre-application discussions and where relevant technical reports have been prepared in line with an agreed methodology. These supporting documents are listed at **Appendix I** and this SPS should be read alongside the supporting plans and technical documents.

1.4 The purpose of this SPS is to provide a detailed description of both the application site and development proposals, assessing the proposed development against all relevant policies of the Development Plan and other material considerations.

1.5 The following chapters of this SPS are structured as follows:

- **Chapter 2 Site Location and Description** – this chapter provides a description of the application site, the surrounding area and planning history;
- **Chapter 3 Statement of Community Involvement** - this chapter summarises pre-application engagement undertaken by the Applicant with MCC and other key stakeholders;
- **Chapter 4 The Proposed Development** – this chapter provides a description of what planning permission is being sought for;
- **Chapter 5 Relevant Planning Policy** – provides the planning policy context for the proposals;
- **Chapter 6 Key Planning Considerations** – provides an assessment of the proposals and compliance with policy through consideration of the key issues posed by the Development Plan and other material considerations.
- **Chapter 7 Technical Considerations** - sets out a summary of the technical work undertaken to support the planning application;
- **Chapter 8 Planning Balance** - the chapter brings together all the factors to be put into the planning balance to consider whether, when looked at as a whole, the scheme represents a sustainable form of development;
- **Chapter 9 Construction Environmental Management (CEMP) Framework** - outlines a framework for the preparation of CEMP which will be secured by condition; and
- **Chapter 10 Conclusion** - this chapter provides a summary of each of the above chapters and reaches the firm conclusion that the scheme is appropriate for full planning permission to be granted.

2. Site and Surrounding Area

- 2.1 This chapter provides a description of the site and its surroundings. For further detail (and to avoid repetition), please also refer to the submitted Design and Access Statement ("DAS") which has been prepared by Ollier Smurthwaite Architects.

Site Description and Surroundings

- 2.2 The site is located on the edge of the Rusholme District Centre, within the administrative area of Manchester City Council. The extent of the application site edged red is shown on the Site Location Plan enclosed at **Appendix II** and Figure 1 outlined below.



Figure 1. Site Location Plan

- 2.3 The site is roughly rectangular in shape and occupies approximately 0.1 ha of developed land, to the west of Wilmslow Road (A6010), which is a key arterial route, connecting Manchester City Centre, through to Rusholme, Fallowfield and Withington. The site is located along Wilmslow Road, which is predominately comprised of commercial activity, containing shops, bars, cafes, restaurants and convenience stores. The corridor is often referred to as the 'Curry Mile' amongst locals and the wider community, and is extremely well connected to the City Centre, and surrounding services.
- 2.4 The site currently comprises of a food and beverage establishment and 8 no. of parking spaces, fronting Wilmslow Road. The northern boundary of the site adjoins an existing 3 storey commercial development. To the east of the site is Wilmslow Road with dedicated two way cycle path, and pedestrian pavements, also referred to as the Bee Network, along with adjacent commercial properties. To the south of the site is Grandale Street and Hibbert Street, and to the west are takeaways which adjoin onto residential properties.
- 2.5 The site is within the Rusholme District Centre which contains a range of local services and amenities within a walkable distance, including a Lidl supermarket, Tesco Express, shops, restaurants, cafes, banks, a post office, a pharmacy and independent retailers. To the west of the site is predominately residential.

- 2.6 In terms of public transport, the site is in a highly accessible location, with a number of public and active transport corridors. There are many bus stops located along Wilmslow Road which provide services between the site, Manchester City Centre, Fallowfield and Withington as well as cycle routes which align Wilmslow Road and connects with Oxford Road and the City Centre. The closest bus stop is 50 metres from the site and has regular services, seven days a week towards Manchester City Centre and Stockport and various destinations across Greater Manchester. The closest train station is Oxford Road which is located 2.28km north of the site. Although the site may be considered outside walking distance to the train station, the station is easily accessible via cycling along the Bee Network or utilising the bus route which is less than 15 minutes travel time, with regular services every few minutes.
- 2.7 In terms of public open space, the site is surrounded by a number of parks which are within 750 metres. These include Whitworth Park, Platt Fields Park and Birchfields Park which are all publicly accessible and within walking distance. Each park has access to a children's play areas, outdoor leisure, playing fields, basketball courts, park office, public toilets and dog walking areas.
- 2.8 The Whitworth Art Museum is approximately 730 metres north of the site. Further north along Wilmslow Road is the Oxford Road Corridor which comprises of digital, technological and life science businesses, two of the UK's largest universities, the University NHS Foundation Trust and the Manchester Royal Infirmary.
- 2.9 According to the Environment Agency Flooding Map, the site is located within Flood Zone 1 which is defined as having a less than 1 in 1000 annual probability of flooding, which indicates a low probability of flooding and is therefore suitable to accommodate a residential-led development from a flood risk perspective.
- 2.10 In terms of heritage, the site is not within a Conservation Area and there are no statutory listed buildings within the curtilage of the site. The site approximately 50 metres to the west of the Victoria Park Conservation Area boundary. The nearest Listed Building is Victoria Park Hotel (Grade II) which is approximately 145 metres to the southeast of the site.
- 2.11 There are no public rights of way contained within the curtilage of the site.
- 2.12 No trees or vegetation are contained within the site boundary and therefore, no Tree Protection Orders (TPOs) are present on site.

Planning History

- 2.13 The site has been subject to several planning applications within the last five years, as outlined in Table 1. In June 2018, an application for a change of use from a tyre and exhaust fitting depot to a café, with associated elevational alterations, waste storage, cycle storage and car parking was approved by MCC.

Table 1. Planning History for 98 Wilmslow Road, Manchester.

MCC Reference	Description	Status
125252/JO/2019	<i>Variation of conditions 2 (approved drawings), 5 (restriction on outdoor seating and smoking) and 7 (opening hours) attached to planning permission 118025/FO/2017 to allow for the creation of an external seating area for the smoking to tobacco products, revisions to the bike and bin storage areas and associated waste collection arrangements and to allow the premises to open between 10.00am to 11.30pm Monday to Thursday, 10.00am to 12.30am Friday and Saturday and 10.00am to 11.00pm Sunday</i>	Refused 23 December 2019
121710/JO/2018	<i>Variation of Condition 2 (Specified Plans) and Condition 7 (Opening Hours) attached to planning permission reference 118025/FO/2017 to amend the approved drawings by reducing the size of the cafe / public area, to create a storage area for refuse bins, erection of a boundary fence above the existing masonry wall adjacent to Grandale Street and amendment of opening hours to Monday to Thursday 10.00am to Midnight and Friday, Saturday 10.00am to 1.00am and Sundays 11.00am to Midnight.</i>	Refused 20 December 2018
118025/FO/2017	<i>Change of use from former exhaust/tyre fitting centre (Class B2) to cafe (Class A3) with associated elevational alterations, waste storage, cycle storage and car parking.</i>	Approved 11 June 2018
117467/FO/2017	<i>Retrospective change of use from Tyre and Exhaust fitting depot to A3 cafe erection of a single storey front extension and external alterations to the front elevation.</i>	Withdrawn 13 October 2017

- 2.14 Following conversion from a tyre fitting centre to a café within Use Class A3, two planning applications were made between 2018 – 2019, which sought to vary three conditions imposed which restricted outdoor dining, outdoor smoking of shisha and the premises opening hours.
- 2.15 Both applications were refused by Manchester City Council and appealed by the applicant. An Inspector was appointed by the Secretary of State and concluded that the effects of creating an outdoor seating area, later opening hours and smoking of shisha would have negative effects on nearby residents in respect of noise, disturbance and odour.
- 2.16 In summary, the consent granted in 2018 establishes that the proposed commercial use for a café (Class A3, now Class E) with car parking was accepted in this location.

Summary

- 2.17 This chapter has described the site's location, the surrounding context and the planning history. The application site comprises of a brownfield regeneration opportunity on a prominent site fronting Wilmslow Road. The site is in a highly accessible and sustainable location within close proximity to a range of shops and services which are highly accessible for pedestrians and cyclists via the existing footways and two-way dedicated cycle lanes. The site is also extremely well connected to public transport links, allowing for reduced reliance on private motor vehicles. Overall, the site is extremely sustainable and accessible, is well located for a mixed-use development offering residential, commercial and retail space.
- 2.18 In addition, the site's planning history demonstrates that the principle of a commercial and retail use site has already been established in this location.
- 2.19 The next chapter of the SPS details the Statement of Community Involvement.

3. Statement of Community Involvement

- 3.1 This section of the Statement, referred to as the Statement of Community Involvement ("SCI"), sets out the consultation which has been undertaken by the Applicant prior to the submission of the planning application, demonstrating that relevant stakeholders have been informed of the proposals and describes the consultation which took place to obtain their views. These views, subject to their relevance and achievability, have been utilised to inform the evolution of the proposed development.

Planning Policy and Guidance to Community Consultation

- 3.2 The following documents provide an overview of local and national planning policy which promotes community involvement in the preparation of planning applications:
- Statement of Community Involvement, Manchester City Council (adopted in June 2018),
 - The National Planning Policy Framework (July 2021); and
 - The Localism Act (November 2011).

Statement of Community Involvement (2018)

- 3.3 Manchester City Council adopted a Statement of Community Involvement in June 2018. It sets out how the Council will consult and involve people in the preparation of local plans and in the planning application process. Section nine of the Council's SCI sets out the Council's approach to community involvement in planning applications.
- 3.4 At the pre-application stage the Council advise that development proposals will benefit from engagement with the local community early in the process and encourages applicants to undertake community involvement exercises using a variety of techniques. Specifically, the Council state that, developers will be encouraged to carry out pre-application consultation with interested parties and community bodies to enables issues to be addressed early within the planning process.

National Planning Policy Framework (July 2021)

- 3.5 The updated NPPF was published in July 2021 and contains the Government's most up-to-date planning guidance. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a significant material consideration in the determination of this application.
- 3.6 Greg Clark MP wrote the Forward for the NPPF and stated that:
- "People have been put off from getting involved because planning policy itself has become so elaborate and forbidding – the preserve of specialists, rather than for the community... this National Planning Policy Framework changes that.... we are allowing people and communities back into planning".*
- 3.7 There is therefore a clear rationale from the Government to increase the amount of public consultation undertaken in the planning process.
- 3.8 The section on *"pre-application engagement and frontloading"* within the NPPF states how *"early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties"* therefore leading to *"better coordination between public and private resources and improved outcomes for the community"*.

- 3.9 Paragraph 40 further states that whilst LPA's *"cannot require that a developer engages with them before submitting a planning application"* they should nevertheless *"encourage take up of any pre application services they do offer"*. Furthermore, and where deemed to be beneficial, the LPA should *"encourage any Applicants who are not already required to do so by law to engage with the local community before submitting their applications"*. This is to ensure that any potential issues are resolved as early in the planning process as possible.

The Localism Act 2011

- 3.10 In November 2011 the Localism Act received Royal Assent. This is the Government's method of devolving greater powers to Councils and neighbourhoods in order to give local communities more control over planning decisions.
- 3.11 Chapter 4, Paragraph 122 of the Localism Act introduces a requirement for developers to consult local communities on a wider range of developments before submitting planning applications. Developers must consider any responses received before proposals are finalised and show how they have been taken into account when submitting applications. The intention is that this will facilitate meaningful consultation and feedback whilst the proposals are in draft.

Pre-Application Discussions with Manchester City Council

- 3.12 A virtual pre-application meeting was held with Planning Officer Jennifer Connor from Manchester City Council on the 8th December 2021. Key technical matters for consideration were discussed, such as access, servicing and parking, design, scale and frontage improvements. Given the extant permission, it was agreed that the principle of a mixed retail and residential scheme in this location is acceptable.

Consultation with the Local Community

- 3.13 Consulting with local people prior to the submission of a planning application is a key part of the Applicant's development process and has been fundamental in developing the plans to build a residential led, mixed-use scheme at 98 Wilmslow Road, Rusholme.

Consultation Approach

- 3.14 The letter attached at **Appendix III** was distributed to 250 residents, businesses and councillors within the Rusholme Community on 23rd August 2021.
- 3.15 The distribution area followed an approach most suited to the scope and scale of the application, targeting those residents most likely to be interested in the plans for the mixed use scheme at 98 Wilmslow Road, Rusholme.
- 3.16 A meeting was also held between the Applicant, Ward Councillors and members of the public, where the principle of development, design and access and parking provision were discussed. Overall, the response was positive, and the applicant explained the comprehensive benefits of the scheme.
- 3.17 In addition, the Applicant showcased consultation boards on the proposed site layout on their website which was live between 23rd August to the 3rd September 2021. This website included an online feedback form and an email address for public responses.

Detailed Project Website

- 3.18 The Avison Young website was updated on 25th August 2021, with information on the proposals with the distribution of letters to residents, local businesses and key stakeholders. The website included information on the proposals, a detailed site plan, CGI imagery and an online feedback form. A selection of the images from the website's consultation boards can be seen at **Appendix IV**.

Feedback

- 3.19 A total of 4 responses was received over the consultation period. All respondents agreed:
- that the information provided for the virtual consultation was useful;
 - the principle of redeveloping the site is supported; and
 - the mix of residential accommodation and ground floor commercial units are supported.
- 3.20 In accordance with the guidance set out above, all of the comments received as part of the consultation exercise have been considered by the applicant and their professional team. Overall, the consultation had received 100% support for the mixed use proposals, with comments stating the scheme will activate the site, provide a massive improvement to the area and is simply stunning externally. All respondents found the information provided through the virtual consultation was very useful. All comments received have been reviewed and taken into consideration by the design team.

Summary

- 3.21 This Statement of Community Involvement has reviewed public consultation methods used while forming the proposals for a mixed use development scheme. In summary, the Applicant has undertaken meaningful public consultation on its proposal for 42 no. of residential dwellings and new commercial and retail units at 98 Wilmslow Road, Rusholme, which has allowed them to take into account the views of the local community when developing final plans. The consultation has been undertaken in accordance with MCC's Statement of Community Involvement, as well as being in line with the principles of the localism act and the NPPF.

4. The Proposed Development

- 4.1 This section of the Planning Statement provides a summary of the proposed development. A Design and Access Statement has been prepared by Ollier Smurthwaite and had been submitted in support of this application which expands upon the discussion contained below.

Description of Development

- 4.2 Detailed planning consent is sought for the following development:

"Development of a residential accommodation block comprising 42 no. residential units (Use Class C3) with ground floor commercial restaurant / café and retail units (Use Class E and sui generis), car parking, cycle parking and associated infrastructure."

Use and Amount

- 4.3 The site will be developed for 42 no. residential units (Use Class C3) and approximately 6 no. of ground floor commercial restaurant / café and retail units (Use Class E and sui generis), with associated residential car and cycle parking. In addition, the proposal includes provision for vehicular and servicing access and arrangements from Grandale Street.
- 4.4 The accommodation schedule for both the residential and commercial/ retail units are set out below:
- Ground floor units with approximate total floorspace 590.06sqm GEA;
 - 12 no. 1 bedroom apartments (29%);
 - 27 no. 2 bedroom apartments (64%); and
 - 3 no. 3 bedroom apartments (7%).
- 4.5 The residential accommodation mix for each floor is reflected in Table 2 below.

Table 2. Residential Accommodation Mix

Floor	1 bed	2 bed	3 bed
First	4	9	1
Second	4	9	1
Third	4	9	1
Total	12	27	3

- 4.6 The residential units, in terms of their mix and size fully accord with standards contained within the Manchester Residential Quality Guidance and the Nationally Described Space Standards.
- 4.7 The area schedule of the ground floor commercial units are outlined in Table 3 below.

Table 3. Commercial Units Area Schedule

Suggested Unit No.	Use	Indicative Area (SQM)	Indicative Area (SQFT)
Unit 01	Commercial	65	700
Unit 02	Commercial	63.4	682
Unit 03	Commercial	67.9	731
Unit 04	Commercial	86.6	932
Unit 05	Commercial	99.7	1073
Unit 06	Commercial	131	1410

Design

- 4.8 The design strategy has been prepared by Ollier Smurthwaite Architects for a high-quality new addition to the area and to ensure the site compliments and is consistent with the surrounding local character of Wilmslow Road in terms of its layout, scale, massing, building height, frontages, landscaping and access. For more information and to avoid repetition further details are contained within the DAS.
- 4.9 The scheme integrates a mixed-use development comprising of commercial uses on the ground floor and residential on the first floor and above. A number of design principles have been set out which reflect the local and distinct character of Rusholme. The redevelopment of the site is likely to have positive impacts on the existing residents towards the rear of the site and occupiers along Wilmslow Road, improved access arrangements, through a general betterment of design quality and an improved streetscape.

Layout

- 4.10 The site is split into two blocks, demonstrated in Figure 2. The first block is located along Wilmslow Road and is to be built back of pavement to address the surrounding context. The second block is to be built towards the back of pavement and is to address Grandale Street. The shopfront wraps around to this street and offers vehicular and pedestrian residential access all on this frontage.

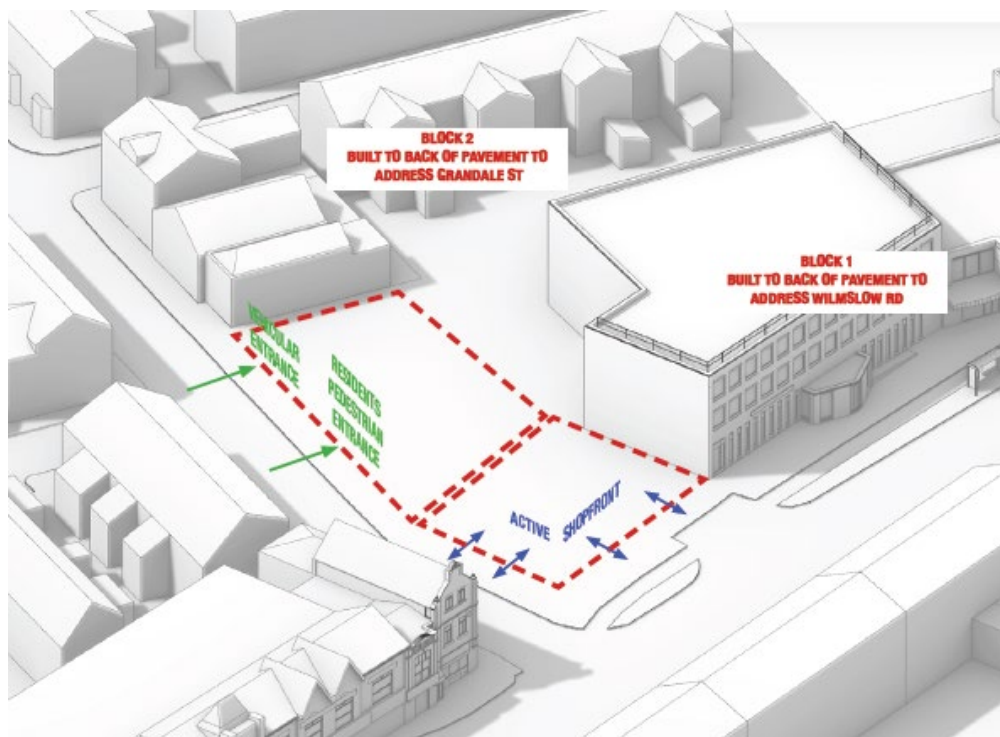


Figure 2. Image of both Block 1, Block 2 and access, Ollier Smurthwaite.

Scale and Massing

- 4.11 An increase in scale is proposed along Block 1 to respond to surrounding buildings along Wilmslow Road. In contrast, Block 2 steps down to respond to the existing housing to the rear of the site along Grandale Street. Commercial and retail uses will align the ground floor along Wilmslow Road and parts of Grandale Road, whilst residential 1, 2 and 3 bedroom apartments will be proposed on the first floor and above as pictured in Figure 3.

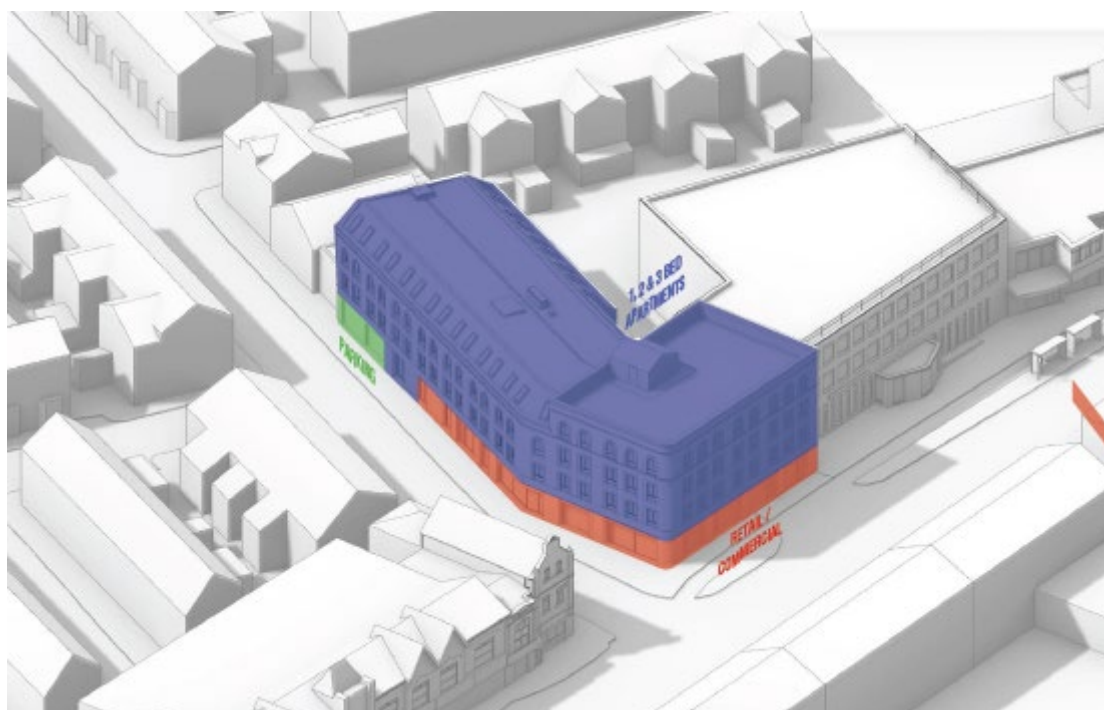


Figure 3. Image of scale and massing, Ollier Smurthwaite.

Landscaping

- 4.12 Private terraces are proposed and designed towards the rear of the apartments on the first floor.

Access and Parking

- 4.13 Vehicular and pedestrian access onto the residential element of the site will be gained from Grandale Street. Pedestrian access into the commercial and retail units will be gained along Wilmslow Road.
- 4.14 Due to the nature of the site, 12 no. parking spaces (including 2no. disabled bays) are proposed for the residential element of the scheme. A total of 3 no. of car parking spaces will be equipped with Electric Vehicle charging points ("EVCP"), and the remaining spaces will be passive with potential to install EVCP if there is sufficient demand. There will be 44 no. of cycle parking spaces for residents.

Summary

- 4.15 In summary, this chapter of the SPS has described the use and amount, layout and scale, appearance and means of access to the development. The proposed development will result in high quality residential accommodation being delivered which meets the provisions contained within the Manchester Residential Quality Guidance.
- 4.16 The design of the proposal has been shaped through collaborative pre-application discussions with the Council and local community to ensure that both existing residents and occupants of the sought development will experience good levels of amenity and high quality design.
- 4.17 The proposals have been carefully and considerably designed to respond to the surrounding context of Wilmslow Road. The proposed use of the site will also introduce activity and natural surveillance into the locality. It is therefore recognised that the proposal will enable a number of benefits to be realised.

5. Relevant Planning Policy

- 5.1 This chapter outlines and assesses the proposals against the Development Plan and all other relevant material considerations, which the decision taker should have regard to.
- 5.2 In accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 and Section 70(2) of the Town and Country Planning Act 1990, applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.

The Development Plan

- 5.3 The Development Plan for the site currently comprises of the following documents:
- Manchester's Core Strategy 2012 – 2027 (adopted 2012)
 - The 'saved' policies of the Manchester Unitary Development Plan (adopted July 1995); and
- 5.4 The Manchester Interactive Proposals Map illustrates that the site falls within the Rusholme District Centre, Central Manchester (Policies EC8 and H5) and Inner Areas (Policy SP1). The site has no specific allocation.

Manchester Core Strategy (Adopted 2012)

- 5.5 The Core Strategy Development Plan Document 2012 -2027 ("the Core Strategy") was adopted by the City Council on 11 July 2012. It is the key document in Manchester's Local Development Framework. The Core Strategy sets out the long term strategic planning policies for Manchester's future development. A number of UDP policies have been saved until replaced by further development plan documents to accompany the Core Strategy. Planning applications in Manchester must be decided in accordance with the Core Strategy, saved UDP policies and other Local Development Documents.
- **Policy SP1 (Spatial Principles)** outlines the key spatial principles which will guide the strategic development of Manchester to 2027. Emphasis is placed on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres which meet local needs, all in a district environment. The majority of new residential development in these neighbourhoods will be in the Inner Areas. New development should maximise the potential of the City's transport infrastructure, in particular promoting walking, cycling and use of public transport. The Policy also lists the Core Development Principles, which states that development in all parts of the City should make a positive contribution to neighbourhoods of choice, including creating well designed places that enhance or create character.
 - **CS Policy H1 (Overall Housing Provision)** states that approximately 60,000 new dwellings will be provided for in Manchester between March 2009 and March 2027, equating to an average of 3,333 units per year. Within the Inner Areas in North, East and Central Manchester, the type, size and tenure of the housing mix will be assessed on a site by site basis and be influenced by local housing need and economic viability. 90% of residential development will be on previously developed land. New developments should take advantage of existing buildings where appropriate through refurbishment or rebuilding works. Central Manchester is expected to accommodate approximately 8,200 dwellings (net) within the Core Strategy period.
 - **CS Policy H 5 (Central Manchester)** highlights that Central Manchester will accommodate around 14% of new residential development over the lifetime of the Core Strategy. Priority will be given to family housing and other high value, high quality development where this can be

sustained. High density housing will be permitted within or adjacent to the Regional Centre as well as within Hulme, Longsight and Rusholme district centres as part of mixed-use schemes.

- **CS Policy H 8 (Affordable Housing)** states that new development will contribute to the City-wide target for 20% of new housing provision to be affordable. Developers are expected to use the 20% as a starting point for calculating affordable housing provision. The proportion of affordable housing units will reflect the type and size of the development as a whole. Either an exemption from providing affordable housing, or a lower proportion of affordable housing, a variation in the proportions of socially rented and intermediate housing or a lower commuted sum, may be permitted where either a financial viability assessment is conducted and demonstrates that it is viable to deliver only a proportion of the affordable housing target or where material considerations indicate that intermediate or social rented housing would be inappropriate in accordance with the stated circumstances.
- **Policy C2 (District Centres)** states that 20,000 square metres net of convenience retail floorspace and 15,000 square metres of net comparison retail floorspace will be delivered within District centres by 2027. Housing will also be considered an appropriate use within District Centres providing it supports the vitality and viability of centre.
- **Policy C6 (South Manchester District Centres – Chorlton, Didsbury, Fallowfield, Levenshulme and Withington)** states that across the area there is capacity for both further convenience and comparison retailing floorspace. In total, approximately 8,000 square metres of convenience and 4,500 square metres of comparison retail floorspace will be promoted up to 2027.
- **CS Policy T 2 (Accessible Areas of Opportunity and Need)** states that the Council will actively manage development to ensure that new development is easily accessible by walking, cycling and public transport.
- **CS Policy EN 1 (Design Principles and Strategic Character Areas)** states that all development in Manchester will be expected to follow the seven principles of urban design, as identified in national planning guidance and listed above and have regard to the strategic character area in which the development is located. In terms of the City Centre Character Area, developers will be expected to consider the City's heritage and continue the rich pattern of activity in the core area.
- **CS Policy PA 1 (Developer Contributions)** highlights that, where needs arise as a result of development, the Council will seek to secure planning obligations in line with Circular 5/2005, Community Infrastructure Levy regulations or successor regulations/guidance. Through such obligations, the Council may seek contributions for specific factors, such as affordable housing, with priority assessed on a site by site basis.
- **CS Policy DM 1 (Development Management)** states that all development should have regard to the stated specific issues, including appropriate siting, layout, scale, form, massing, materials and detail; impact on the surrounding areas in terms of design, scale and appearance of the proposed development; community safety and crime prevention; and refuse storage and collection.

Saved Unitary Development Plan Policies (Adopted 1995)

- **Policy DC7.1 (New Housing Development)** states that the Council will negotiate with developers to ensure that new housing is accessible at ground floor level to disabled people, including those who use wheelchairs, wherever this is practicable.

Other Material Considerations

5.6 There are a series of other planning policy guidance documents at local and national level that are relevant to the determination of this application which include:

- National Planning Policy Framework (July 2021)
- Supplementary Planning Documents;
- Planning Practice Guidance (March 2014); and
- Emerging Places for Everyone Joint Development Plan

5.7 These are addressed in-turn below.

National Planning Policy Framework

5.8 The newly updated National Planning Policy Framework ("NPPF") was published in July 2021 and contains the Government's most up-to-date planning guidance. The NPPF sets out the Government's planning policies for England and how these are expected to be applied. The NPPF is a significant material consideration in the determination of this application. The overall emphasis of the NPPF is to reiterate the Government's key objectives of facilitating economic growth and securing sustainable development.

Delivering a sufficient supply of homes

5.9 Paragraph 60 of the 2021 NPPF states that to support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.

5.10 Paragraph 74 of the NPPF requires that Local Planning Authorities have a supply of specific deliverable sites sufficient to provide a minimum of five years' worth of housing against their local housing need.

The Presumption in Favour of Sustainable Development

5.11 Central to the NPPF is the presumption in favour of sustainable development and the need for the planning system to support economic growth. Paragraph 11 of the 2021 Framework sets out the presumption in favour of sustainable development and the application of the policy for decision making states:

"Plans and decisions should apply a presumption in favour of sustainable development. For decision-taking this means:

c) approving development proposals that accord with an up-to-date development plan without delay;
or

d) where there are no relevant development plan policies, of the policies which are most important for determining the application are out-of-date, granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole."

Building a Strong and Competitive Economy

- 5.12 The NPPF confirms that planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Paragraph 80 states that "significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development".
- 5.13 In addition, paragraph 84 states that previously developed land (PDL) "and sites that are physically well related to existing settlements, should be encouraged where suitable opportunities".

Ensuring the Vitality of Town Centres

- 5.14 Town centre policies are dealt with at section 7 of the NPPF under the title "ensuring the vitality of town centres". Paragraph 86 of the national policy document explains that:

"Main town centre uses should be located in town centres, then in edge of centre locations; and only if suitable sites are not available (or expected to become available within a reasonable period) should out of centre sites be considered".

- 5.15 Main town centre uses are defined within Annex 2 of the NPPF as: retail development, leisure, entertainment facilities, more intensive sport and recreation uses (including restaurants), offices, arts, culture and tourism development (including hotels).

Promoting Sustainable Transport

- 5.16 The NPPF sets out that significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.
- 5.17 In line with NPPF policy, the location and design of the scheme maximises opportunities for the use of sustainable transport modes. The location of the site is within walking distance of Bus stops, national rail and Metrolink stations and maximises the opportunity for users, employees and visitors to utilise existing sustainable transport infrastructure.

Making Effective Use of Land

- 5.18 Paragraph 117 sets out that decisions should promote an effective use of land in meeting the need for homes and other uses, while safeguarding and improving the environment and ensuring safe and healthy living conditions.
- 5.19 Paragraph 123 (c) states that local planning authorities should refuse applications which they consider fail to make efficient use of land, taking into account the policies in this Framework. In this context, when considering applications for housing, authorities should take a flexible approach in applying policies or guidance relating to daylight and sunlight where they would otherwise inhibit making efficient use of a site (as long as the resulting scheme would provide acceptable living standards).

Achieving Well Designed Places

- 5.20 Paragraph 124 states that the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.
- 5.21 Paragraph 131 sets out that in determining applications, great weight should be given to outstanding or innovative designs which promote high levels of sustainability or help raise the standard of design more generally in an area.

Supplementary Planning Documents***Manchester Residential Quality Guidance***

- 5.22 MCC design and quality guidance was adopted by the City Council's Executive in December 2016. The design of the scheme has been cognisant of the guidance and high standards that are presented in the Manchester Residential Quality Design Guidance.
- 5.23 The guidance aims to create places in which people want to live in and can continue to live in, here natural light throughout the home is essential and choice is not restricted. Development should ensure visual and acoustic privacy and should deliver external amenity space.
- 5.24 The guidance also sets out how Manchester encourages sustainable transport and wants to make a growing contribution to transport choices. Residential development is viewed as key in providing the correct facilities to make cycling convenient, safe and practical arrangements. More details on the principles of the proposed development are provided within the Design and Access Statement.

The Manchester Strategy

- 5.25 The Manchester Strategy sets out a long-term vision for the city following a period of consultation in 2015. The vision includes the objective to 'be a beacon for sustainable design' in order to be a thriving and sustainable city. The planning process is identified as being a facilitator in delivering these objectives. The proposed development of the Site will clearly align with the overarching programmes being promoted by the Manchester Strategy and has been designed alongside the principles contained within this strategy.

Green and Blue Infrastructure

- 5.26 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are integral part of neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.

Planning Practice Guidance

- 5.27 Further guidance on the process for determining higher density development is provided in the Planning Practice Guidance. Paragraph 004 (Reference ID: 66-004-20190722) states that:

"when planning for a range of considerations should be taken into account in establishing appropriate densities on a site or in a particular area. Tools which can assist include accessibility measures, characterisation and design studies, environmental and infrastructure assessments and assessments of market or site viability."

The Emerging 'Places for Everyone' Joint Development Plan

- 5.28 The Places for Everyone Joint Development Plan ("PfE") will provide land for employment and residential uses across the Greater Manchester Region excluding Stockport Metropolitan Borough Council. The framework produced by the 9 councils, will ensure that we have the right land available in the right places to deliver the homes and jobs we need up to 2037, and will identify the new infrastructure such as transport, schools, health centres and utility networks required to achieve this.
- 5.29 A strong focus in the Plan is directing new housing towards previously- developed sites within the existing urban area, which seeks to address existing dereliction and poorly used sites, whilst reducing the need to release greenfield and Green Belt land for development.
- 5.30 The PfE Plan was submitted to the Secretary of State on 14th February 2022. The submission documents including the Publication PfE, Sustainability Appraisal reports and Policies map are available for viewing online. The PfE Plan will now be subject to an independent examination to be conducted by the Planning Inspectorate.

Summary

- 5.31 This chapter has identified national and local planning policy considerations to be taken into account when determining this application. The following chapter assesses the proposals against the policies set out above.

6. Planning Assessment

6.1 This chapter appraises the proposed development against the Development Plan. Section 38 (6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission must be determined in accordance with the Development Plan unless material considerations indicate otherwise.

6.2 Consideration is given to the following key issues:

- Principle of Development including commercial and residential;
- Affordable Housing Provision;
- Residential Amenity;
- Green and Blue Infrastructure;
- Transport; and
- Good Design.

Principle of Development including commercial and residential

6.3 The site comprises unallocated land in Central Manchester and is designed as an 'inner area' of the City in the Core Strategy ("CS"), where proposals for new residential development are generally supported.

6.4 Local planning policy places considerable emphasis on the creation of neighbourhoods of choice, providing high quality and diverse housing around district centres which meet local needs (CS Policy SP 1). The designated 'inner areas' of Manchester are stated to be the preferred locations for the majority of new residential development within the city.

6.5 The NPPF (2021) strongly advocates for the effective use of land, specifically in meeting the need for homes, and planning polices, and decisions are encouraged to promote and support the development of underutilised land and buildings to meet identified housing need (Paragraphs 117 and 118). MCC's CS also places considerable emphasis on the development of brownfield sites in sustainable locations (CS Policy H1).

6.6 The site is located within Rusholme District Centre and is most considered most suitable for a mixed use development scheme, as stated within the Core Strategy. The proposals offer a diverse mix of high quality, 1 – 3 bedroom apartments and commercial/retail uses on the ground floor. This type of development within this location is supported through the Local Plan and NPPF.

6.7 The application site is currently occupied by a café, which gains pedestrian access from Wilmslow Road and Grandale Street. The redevelopment of the site would create a mixed use development comprising of both commercial and residential offering, and contributes positively to the Council's housing figures.

6.8 Overall, the redevelopment of the site for residential led mixed will contribute towards Manchester City Council's housing supply, whilst constituting the effective use of land as stated out within the NPPF and significantly enhancing the wider streetscape of Rusholme.

6.9 The CS states that approximately 60,000 new dwellings will be provided for in Manchester between 2009 and 2027; and average of 3,333 units per year. Central Manchester is expected to accommodate 8,200 dwellings (net) within the CS period.

- 6.10 Local planning policy places significant emphasis on residential development on previously developed land, with a target of 90% of residential development to be developed on brownfield sites.
- 6.11 Overall, the proposal for 42 no. high-quality residential units and commercial/ retail floorspace will make an important contribution to the housing target for Central Manchester, and optimise the potential of previously developed land, whilst providing social, economic and environmental benefits to the local community.

Residential Amenity and Quality

- 6.12 In accordance with CS Policy DM1, the proposed development must also have regard to effects on amenity of new residents and those surrounding the site, including privacy, light, noise, vibration, odours, litter, vermin, birds, road safety and traffic generation.
- 6.13 The site is located within an established residential area, with residential uses located along Grandale Street and Hibbert Street to the rear of the site. The current use on site is a café which was approved in 2018 and demonstrates the sites previous suitability for a sui generis use in this location.
- 6.14 Several technical reports on noise, air quality, odour and daylight/ sunlight have been prepared to ensure the proposed residential, commercial and sui generis uses are not compromised.
- 6.15 The noise assessment concludes that acceptable internal noise levels are achievable for residents for the proposed accommodation through the incorporation of appropriate glazing and ventilation systems. The assessment concluded that MCC's acoustic requirements for residential development have been met. The air quality assessment conclude that air quality factors are not considered a constraint to planning consent for the proposals. The odour assessment states that potential odour impacts at nearby sensitive receptors would be reduced to an acceptable level. The daylight and sunlight assessment concluded that the development would not result in any significant adverse daylight or sunlight amenity impacts to adjacent habitable rooms.

Affordable Housing Provision

- 6.16 The development involves the erection of 42 no. residential units; accordingly, the proposal will be subject to Policy H8 of the MCC Core Strategy. This policy stipulates that where 15 or more units are proposed the target is for 20% to be made affordable; subject to viability.
- 6.17 A Viability Assessment has been prepared by Roger Hannah in support of the application. This document demonstrates that it will not be possible for the Applicant to meet the Council's aspirations of providing 20% affordable units on site and ensure a deliverable, high quality scheme. The proposals will, however, provide significant other planning benefits to the local area including job creation and the delivery of much needed residential accommodation.
- 6.18 As a Viability Assessment has been carried out and demonstrates that the site is unviable to provide affordable housing, the proposals remain in accordance with Policy H8 of the MCC Core Strategy.

Green and Blue Infrastructure

- 6.19 The Manchester Green and Blue Infrastructure Strategy and Action Plan aims to build on investment to date and create a high quality, well maintained green and blue spaces which are an integral part of neighbourhoods. The objectives of the Strategy include using appropriate infrastructure to create successful neighbourhoods and support the city's growth.

- 6.20 The strategy sets out that urban green spaces, including private gardens, pocket parks, street trees, verges, green roofs and green walls are all considered to be green infrastructure. These types of infrastructure plan an important role as part of Manchester's overall resource.
- 6.21 The Strategy identifies a number of actions, including embedding green infrastructure as part of residential development and within City Centre developments. The Strategy recommends that Developers should consider how green and open space can work best to achieve this and form an integrated part of the overall scheme.
- 6.22 As part of the proposals, three planters are being included at roof level to support three modest trees. This will add an element of greenery to the development and a biodiversity net gain, which supports the initiatives within the Green and Blue Infrastructure Strategy.

Transport

- 6.23 The proposed development is likely to result in a very marginal increase in traffic movements in the locality. The trip generation forecast has demonstrated there is an increase in 12 two-way vehicular trips in the network and is considered to be negligible on the surrounding area in terms of highways, traffic and transportation. The proposed development is considered not likely to exacerbate existing highway safety issues.
- 6.24 The site is considered to be accessible by sustainable modes of transport and exhibits good levels of pedestrian and cycling infrastructure. This, taken together with the 46. no of cycle parking provision proposed, can be concluded that traffic generation as a result of this development will be negligible. This provision exceed MCC's recommendation of 50% provision.
- 6.25 Due to the constrained nature of the site, only 12 no. of car parking spaces (including 2 no. disabled bays) are proposed for the residential element of the proposals. The Manchester Residential Quality Guidance (2017) document recommends that 100% parking provision "as a starting point" outside the city centre, however, reduced provision on site may be justified on the basis of providing secure cycle parking in excess of 50% provision, on-street parking is satisfactory, there is off-site capacity within 5 minutes walking distance etc. Both cycle and parking provision proposed on site, in addition to the minimal increase in traffic movements and trips generated is in accordance with Policy T1, T2 and T3 of the MCC Core Strategy.

Good Design

- 6.26 The appearance, scale and form of the proposed development has been inspired by the surrounding context. The scheme has been designed to ensure consistency with the character of Wilmslow Road and represents a high-quality new addition to the area. The building will be principally constructed from brick, the palette taking cues from the surrounding area, and a regular pattern of windows will feature across the buildings frontages. Materials have been carefully considered to compliment the existing buildings within the local vicinity. The shopfronts wrap around the elevations on Wilmslow Road and Granville Street will include large shopfront windows to allow for plenty of natural daylight.

Summary

- 6.27 In summary, it has been clearly demonstrated that the principle of development is fully established when considered against the Development Plan. The following chapter considers the proposed development against the other technical policies in the Development Plan.

7. Technical Considerations

7.1 This section of the Statement summarises the findings of the individual technical assessments which accompany the detailed planning submission and demonstrates that the proposal fully accords with both national and local planning policy criteria. The following technical disciplines are considered:

- Highways and Transport;
- Crime Impact
- Noise;
- Daylight and Sunlight;
- Air Quality;
- Odour;
- Flood Risk and Drainage;
- Ground Investigations;
- Broadband Connectivity and Television & Radio Reception;
- Ecology; and
- Environmental Standards Statement.

Highways and Transport

- 7.2 A Transport Statement ("TA") and a Travel Plan ("TP") have been prepared by Curtains to provide transport and highways advice for the proposed redevelopment. In summary, a baseline review of current transport conditions has been undertaken and it is not considered that there is an existing highway safety issue that is likely to be exacerbated by the proposed development.
- 7.3 The site is accessible by sustainable modes of transport and the surrounding area exhibits very good levels of pedestrian and cycling infrastructure. There are several public transport opportunities within walking distance of the site.
- 7.4 The trips generation forecasts an increase of 12 two-way vehicular trips on the existing highway network between AM and PM peak travel times. As such, any vehicular impact would be negligible on the surrounding area in terms of highways, traffic and transportation.
- 7.5 In terms of proposed servicing arrangements, it is envisaged that servicing and deliveries would be undertaken via a new loading bay on Grandale Street, as outlined within the servicing plan.
- 7.6 Due to the constrained nature of the Site, 12 no. spaces (including 2 no. disabled bays) for the residential element of the scheme can be provided within the curtilage of the Proposed Development. Whilst this is below the 100% provision suggested in the Manchester Residential Quality Guidance (2017) it is considered that given the reduced existing number of car ownership in the area (confirmed in the 2011 Census), the site's highly accessible location via sustainable transport modes the level of parking provided is sufficient. Furthermore the reduced number of spaces acts as a deterrent for private car use and encourage alternative modes of transport as favoured by climate change initiatives.

- 7.7 There will be 44no secure, covered cycle parking spaces for residents, equating to 104% cycle parking provision. This well exceeds MCC's recommendation of 50% provision. This is one of the many initiatives to encourage more people to travel by sustainable modes (in addition to other measures outlined in the accompanying Interim Travel Plan.
- 7.8 The transport assessments undertaken and submitted in support of this proposed scheme meets the requirements of local and national planning policy, specifically, Policy CC 5 and Policy T 1 of the MCC Core Strategy and Chapter 9 of the NPPF.

Crime Impact

- 7.9 A Crime Impact Assessment ("CIS") has been produced by Greater Manchester Police, Design for Security, in order to reduce the opportunities for crime and the fear of crime. The layout of the proposed scheme is considered to be acceptable.
- 7.10 The CIS has provided an assessment of crime impacts of the proposed development and is therefore considered compliant with Policy DM1 of the Core Strategy and Paragraph 92 of the NPPF.

Noise

- 7.11 An Acoustic Planning Report has been prepared by Lighthouse Acoustics which carried out an environmental sound survey at the site. In conclusion, MCC's acoustic requirements for the proposed development have been established, and acoustic specifications for glazing/ ventilation elements have been provided in order to achieve the requirements of the Local Authority.
- 7.12 The assessment undertaken and submitted in support of this proposed scheme meets the requirements of local and national planning policy, specifically Policy DM 1, Policy C10 of the MCC Core Strategy and Paragraph 185 of the NPPF.

Daylight and Sunlight

- 7.13 The proposals have been reviewed by Gray Scanlan Hill which assessed daylight and sunlight impacts with regard to the relevant neighbouring properties and whether the proposed development will result in any potentially adverse daylight and sunlight amenity impacts. Gray Scanlan Hill have concluded that the proposals will not result in any significant adverse daylight or sunlight amenity impacts to the habitable rooms serving 1 – 11 Grandale Street, 100 Wilmslow Road or 15 Hibbert Street.
- 7.14 The assessment undertaken and submitted in support of this proposed scheme meets the requirements of local and national planning policy, specifically Policy DM 1 of the MCC Core Strategy and Paragraph 121 of the NPPF.

Air Quality

- 7.15 An Air Quality Assessment has been prepared by Redmore Environmental to determine baseline conditions, consider site suitability for the proposed end-use and assess potential impacts as a result of the scheme. There is the potential for the exposure of future residents to elevated pollution levels. Dispersion modelling was therefore undertaken in order to predict concentrations across the proposed development site as a result of emissions from the highway network.
- 7.16 Results were subsequently verified using local monitoring data. The modelling assessment indicated that predicted pollution levels were below the relevant criteria across the development. Based on the assessment results, air quality factors are not considered a constraint to planning consent for the proposals.

- 7.17 The assessment undertaken and submitted in support of this proposed scheme meets the requirements of local and national planning policy, specifically Policy DM 1, Policy EN 16 of the MCC Core Strategy and Paragraph 186 of the NPPF.

Odour

- 7.18 An Odour Impact Assessment has been prepared by Redmore Environmental to determine potential odour impacts and assess the potential effects as a result of the proposed restaurant uses in the scheme and identify the necessary mitigation measures to prevent adverse impacts. The results of the assessment indicated the odour risk was classified as high, which suggests that appropriate mitigation measures are required to reduce potential effects to an acceptable level. The recommended abatement option has been identified to mitigate kitchens with a high risk of impacts, therefore potential odour impacts at nearby sensitive receptors would be reduced to an acceptable level.
- 7.19 The assessment undertaken and submitted in support of the proposed scheme meets the requirements of local and national planning policy, specifically Policy DM 1 of the MCC Core Strategy and Paragraph 174 (e) of the NPPF.

Flood Risk and Drainage

- 7.20 A Flood Risk Assessment and Drainage Strategy has been prepared by Curtins for the proposed residential development at the site. The site is located within Flood Zone 1 and therefore considered to be at low risk from fluvial flooding. Overall, the surface water flooding from the site is considered to be very low. Providing groundwater and surface water flooding mitigation to the site is imposed, the risk from flooding would therefore be considered low post development.
- 7.21 The flooding risk assessment has been prepared and submitted in line with local and national planning policies, specifically, Policy EN 8 and EN 14 of the MCC Core Strategy and Chapter 14 of the NPPF.

Ground Investigations

- 7.22 A Phase 1 Preliminary Risk Assessment report was prepared by BEK to assess potential risk associated with contamination and ground gas, with respect to the re-development of the site. Based on the findings, a number of potential risks with contamination have been identified with respect to the proposed change of use to mixed residential and commercial development. To assess the potential risks of the site associated with contamination post demolition, BEK recommend the following works to be undertaken:
- Pre-demolition asbestos survey;
 - site investigation;
 - laboratory testing;
 - risk assessment; and
 - reporting.
- 7.23 It is also recommended that the site investigation includes a full geotechnical assessment to inform foundation design and consideration is given to the requirements of the water supply service provider.
- 7.24 The assessment conclusions and the recommendations proposed following the ground investigations meet the requirements of local and national planning policy, specifically Policy EN 18 of the MCC Core Strategy, and Paragraph 183 (a), (b) and (c), 184 and 185 of the NPPF.

Broadband Connectivity and Television & Radio Reception Impact Assessment

- 7.25 A Broadband Connectivity and Television ("TV") & Radio Reception Impact Assessment has been prepared by GTech Surveys Limited to determine the current availability of broadband, tv and radio services near to and adjacent to the site. The findings of the Broadband assessment indicate there is existing infrastructure and good connectivity available, with existing fibre installed along streets adjacent to the proposed development.
- 7.26 The TV and Radio Reception Impact Assessment indicated that the proposed redevelopment of the site may cause very minor short-term interference to digital and satellite television reception to a very small number of homes within the localised areas adjacent to the site. However, mitigation solutions are proposed to quickly restore the reception of affected TV services, leaving no long-term adverse effects.
- 7.27 The assessments undertaken and submitted in support of the proposed scheme meets the requirements of national planning policy, specifically paragraph 114 of the NPPF.

Ecology

- 7.28 A Preliminary Ecological Appraisal and Potential Bat Roost Survey at the site was undertaken on the 19th January 2022. The aim of the assessment was to survey the area for wildlife species, including roosting bats, consider the value and suitability of the land and any structures to be affected by the development. The assessment and surveys concluded that the site overall is of negligible conservation and wildlife value. The building on site has negligible potential for roosting bats and will not require further surveys. Biodiversity enhancement and mitigation recommendations will be incorporated into any landscaping and building design.
- 7.29 The assessments undertaken and submitted in support of the proposed scheme meets the requirements of local and national planning policy, specifically Policy EN 15, of the MCC Core Strategy and Paragraph 174 (b) and 179 (b) of the NPPF.

Environment Standards Statement

- 7.30 An Environment Standards Statement has been prepared by Element Sustainability and has reviewed the sustainability performance of the proposed development, against local and national planning policies. The report reviewed the sustainability performance of water consumption, sustainable transport options, management and mitigation of SUDs, water management, refuse management, materials and ecological habitat review.
- 7.31 In conclusion, the proposals reviewed within this statement for the proposed development will deliver a highly energy efficient and sustainable scheme, providing a quality development that accords with the guidance provided within the Manchester City Council' adopted planning policies.
- 7.32 The statement submitted in support of the proposed scheme meets the requirements of local and national planning policy, specifically Policy EN 7 and EN 9 of the MCC Core Strategy and Chapter 2, and Chapter 4 of the NPPF.

Summary

- 7.33 It has been clearly demonstrated that the proposals fully accord with the relevant policies of the Development Plan, including on technical matters, and as such should be approved without delay in accordance with Paragraph 11 of the NPPF.

8. Planning Balance

- 8.1 Section 38(6) of the Planning and Compulsory Planning Act 2004 states that decisions should be made in accordance with the Development Plan unless material considerations indicate otherwise. As demonstrated in this Statement the application proposals accord with the relevant policies of the Development Plan when read as a whole and should therefore be approved without delay in accordance with the NPPF.
- 8.2 Notwithstanding the above, if the Council does identify conflict with any policies of the Development Plan, the potential harm is clearly outweighed by the substantial economic, social and environmental benefits, as set out below:

Economic Benefits

- Significant investment and jobs will be provided through the construction period with additional local training and apprenticeship opportunities, in accordance with Policy PA1 (Developer Contributions).
- The development will provide additional household spend created by the new residents of the development, in accordance with Policy H1 (Overall Housing Provision);
- The development will lead to important wider regeneration benefits for Central Manchester through the catalyst effect the regeneration of this site will have on the wider area between the City Centre and Rusholme;
- The proposed development includes ancillary flexible commercial space which will draw people to this location providing further economic benefits that will feed back into the wider system and community, a principle supported by and in accordance with policies SP1 (Spatial Principles) and EC3 (The Regional Centre); and
- Given the development's highly accessible location within the City Centre, adjacent to the well-established Oxford Road Corridor, the proposed development represents a natural expansion of Rusholme, whilst also forming part of its own distinct neighbourhood, which is founded on the principles of Chapters 8 (Promoting healthy and safe communities) and 12 (Achieving well designed places) of the NPPF.

Social Benefits

- The proposals will deliver well designed housing of a range and type to meet local needs and make a positive contribution to the Council's housing in the Borough in accordance with Policy EN1 and Paragraph 124 of the NPPF;
- Secure direct investment into the local economy by improving the area's aesthetics and thereby, along with committed development in the local area, catalysing the regeneration of this location creating an attractive environment for future investors, a key objective of MCC's Development Plan and in accordance with Policy EN1 (Design Principles and Strategic Character Areas);
- The proposals will enhance community cohesion and activities within the area and the creation of new public spaces, in accordance with Chapter 8 (Promoting healthy and safe communities) of the NPPF; and

- Attract new residents which will enhance the skills base available to employers in the local area and potentially benefit businesses productivity, a key principle of Policy H2 (Strategic Housing Location).

Environmental Benefits

- Deliver the regeneration of previously developed site, which will have significant remediation and restoration benefits for the area; as well as regenerating the area of land which is currently covered by large expanses of hard standing; significantly enhancing the physical appearance of the local area;
- Ensure efficient use of previously developed land by maximising its development potential whilst taking into account key site opportunities and constraints, in accordance with Chapter 11 (Making effective use of land) of the NPPF;
- Be designed to ensure that it can function effectively from an operational perspective whilst also reinforcing an exciting and innovative design in accordance with Policy EN8 (Adaptation to Climate Change); and
- Deliver a scheme which ensures efficient use of land by maximising its development whilst taking into account key site opportunities.

8.3 In summary, the proposed development represents a highly sustainable form of development on a previously developed site which will deliver much needed housing for Manchester. The scheme proposals fully accord with the Development Plan and associated supporting planning guidance. This section has assessed the proposed development against the relevant policy considerations. The principle of the proposed residential development accords with the relevant policies of the Development Plan, notably policies H2, H3, EC2 and EC3 of the Core Strategy.

9. Construction Environmental Management Plan

- 9.1 The purpose of this section is to provide a framework for the preparation of the Construction Environmental Management Plan ("CEMP") which will be prepared prior to construction and delivered via a planning condition. The CEMP will provide details of how the proposed scheme will be managed during the construction.
- 9.2 A Construction Phase Plan is required by The CDM 2015 Regulations for any construction work carried out by contractors. This CEMP will be prepared to satisfy these regulations.
- 9.3 The CEMP will be enforced by the Contracts/Project Manager on receipt of client pre-construction information. The CEMP will be checked by the client team or his appointed Principal Designer for accuracy and robustness before commencement of site works. Following agreement of the Plan, this will be issued to the construction team and be updated/maintained on site by the site manager.

Objectives of the CEMP

- 9.4 The objectives of the CEMP are to:
- Define the existing and proposed ground levels specific to the proposed development.
 - Provide information on any environmental and sensitive local receptors relating to the construction of the development and associated infrastructure;
 - Set out actions required to manage the specified environmental risks, through consideration of design requirements, monitoring schemes and appropriate method statements.
 - Define the requirements for communication of the CEMP to the project team, environmental training and awareness, stakeholder liaison.
 - Define the processes for updating the CEMP - management reviews, incident reporting and investigation, etc.
- 9.5 The key function of the CEMP is to highlight and manage the specific environmental effects of the construction phase and to ensure that the significant negative effects are mitigated, and where practicable that additional environmental enhancements are delivered through completion of the proposed works.

Perceived Environmental Risk from Construction Activities

- 9.6 The perceived and potential risks which the CEMP will set out to address are:
- Contamination of soils, surface waters and groundwater through spills, run-off etc;
 - Production of dust from construction activities;
 - Management of construction traffic;
 - Production of noise and vibration from construction activities;
 - Production of construction waste from construction activities and;
 - Damage to habitats (including flora and fauna and watercourses) from construction activities.

9.7 The following sets out the framework and structure of the CEMP.

Chapter 1: Project Method Statement

9.8 The section will provide a detailed description of the proposed approach to the enabling and construction programme and set out the following:

- The construction process – sets out the programme and key construction operations such as setting up of compounds, access, any remediation required, changes in levels etc. At this preliminary stage. It is anticipated that the entirety of the construction process will take 70 weeks to complete;
- Hours of operation – for the avoidance of doubt, the construction working hours will be 07:30 – 19:30 Mondays to Fridays and 08:00 to 13:00 on Saturdays. No construction work shall take place on Sundays or Bank Holidays.

Chapter 2: General Site Management

9.9 The project delivery team structure, roles and responsibilities for the overall development of the site will be presented. Roles include:

- Environmental Manager
- Ecological Liaison Officer
- Principal Contractor
- PCs Contract Manager
- Design Manager
- Sub-Contractors

9.10 Site induction procedures will be set out which will include instruction on emergency procedures and any training required for site-based staff. The project goal is zero reportable or major accidents and dangerous occurrences during construction.

9.11 Other items covered under this section of the CEMP include:

- Selection criteria for contractors and designers
- Security and fencing
- Offices and cabins
- Welfare facilities
- Emergency incidents and management
- Fire and emergency evacuation

Chapter 3: Arrangement for Controlling Significant Site Risks

9.12 Material placement, delivery, removal and waste management will be set out and measures to ensure that site services are protect and maintained.

- 9.13 Consideration of adjacent land uses and protecting the public to ensure activities will not create unnecessary safety issues will be undertaken. All works will be planned to protect the public and adjacent site workers from the site's activities associated with construction site movement, deep excavations and movement of materials.
- 9.14 Preventing of falls is considered to be one of the highest control priorities and measures will be set out to control working at height. Fuelling and hazardous liquids has the most potential for environmental impact to surface and ground water and will be tightly controlled through measures set out in this chapter.
- 9.15 A subsection within this part of the CEMP will set out measures to control deliveries and vehicle movement:
- Parking
 - Deliveries
 - Site access and vehicle movement
 - Road Cleanliness

Chapter 4: Environmental Considerations and Management Measures

- 9.16 This section will set out the key environmental issues such as soil contamination and how any contaminated material will be handled, removal of any asbestos material, ground gas and set out techniques that will minimise noise and vibration. In addition to reduce the impact of dust and air emissions measures such as dust suppressants, stockpile management and speed limits on site will be considered.
- 9.17 The site management team will ensure that all site personnel are appropriately briefed on any ecological issues at the site. Specific site related issues will be set out here.

Chapter 5: Health and Safety

- 9.18 This chapter will set out the information that will be required, by the Principal Designer, for inclusion in the Health and Safety File.
- 9.19 The above sets out the framework for the CEMP. The applicant invites the requirement for a CEMP to be a condition to the planning consent.

Summary

- 9.20 In summary, this chapter of the SPS has described various components of the CEMP. This CEMP will be prepared prior to construction and delivered via a planning condition. The final CEMP once issued will provide details of how the proposed scheme will be managed during the construction.

10. Conclusion

- 10.1 This SPS has been prepared by Avison Young on behalf of Views (Holding) Limited in support of a full planning application made to Manchester City Council for a residential led, mixed use development at 98 Wilmslow Road, Rusholme, Manchester.
- 10.2 This SPS has addressed all relevant planning policy considerations in particular the case for a residential-led, mixed use development at the site.
- 10.3 The site is in a highly sustainable location within Rusholme District Centre and has excellent public transport connections with Manchester City Centre, and to the wider region reducing the reliance on private motor vehicles. It is in close proximity to a range of existing shops and services and has very good accessibility for pedestrians and cyclists. In locational terms, the site provides an excellent opportunity for a residential led mixed-use development.
- 10.4 The proposals have been designed with due regard to the technical assessments undertaken by the Applicant's project team. The proposals have been sensitively designed to transform this brownfield site in need of regeneration to provide a vibrant residential led development which will support Manchester's diverse and growing population. The proposals represent a comprehensive and high-quality scheme undertaken in line with best practice guidance and are a significant improvement on the previously consented proposals and, importantly, are deliverable in the current economic climate.
- 10.5 The report has identified a series of Development Plan Documents and other material considerations to be taken into account in the determination of this application. It has clearly been demonstrated that the principle of a residential led development in this location can be robustly justified in line with local and national planning policy.
- 10.6 Furthermore, the proposed development constitutes sustainable development in accordance with the NPPF when taken as a whole. The development will deliver significant positive economic, social and environmental benefits which should be afforded considerable weight in the determination of this planning application.
- 10.7 To summarise, the proposed development represents a high quality, sustainable form of development which will provide a mix of dwelling types and sizes, within a highly accessible location in Rusholme District Centre. It will also provide flexible commercial and retail space at ground floor level, providing active frontages and direct employment opportunities to ensure a truly sustainable development creating a sense of place and a development with character.
- 10.8 The scheme proposals accord with the Development Plan and is in line with national planning policy, it is respectfully requested that planning permission is granted without delay.

Appendix I

Schedule of Supporting Plans and Documents

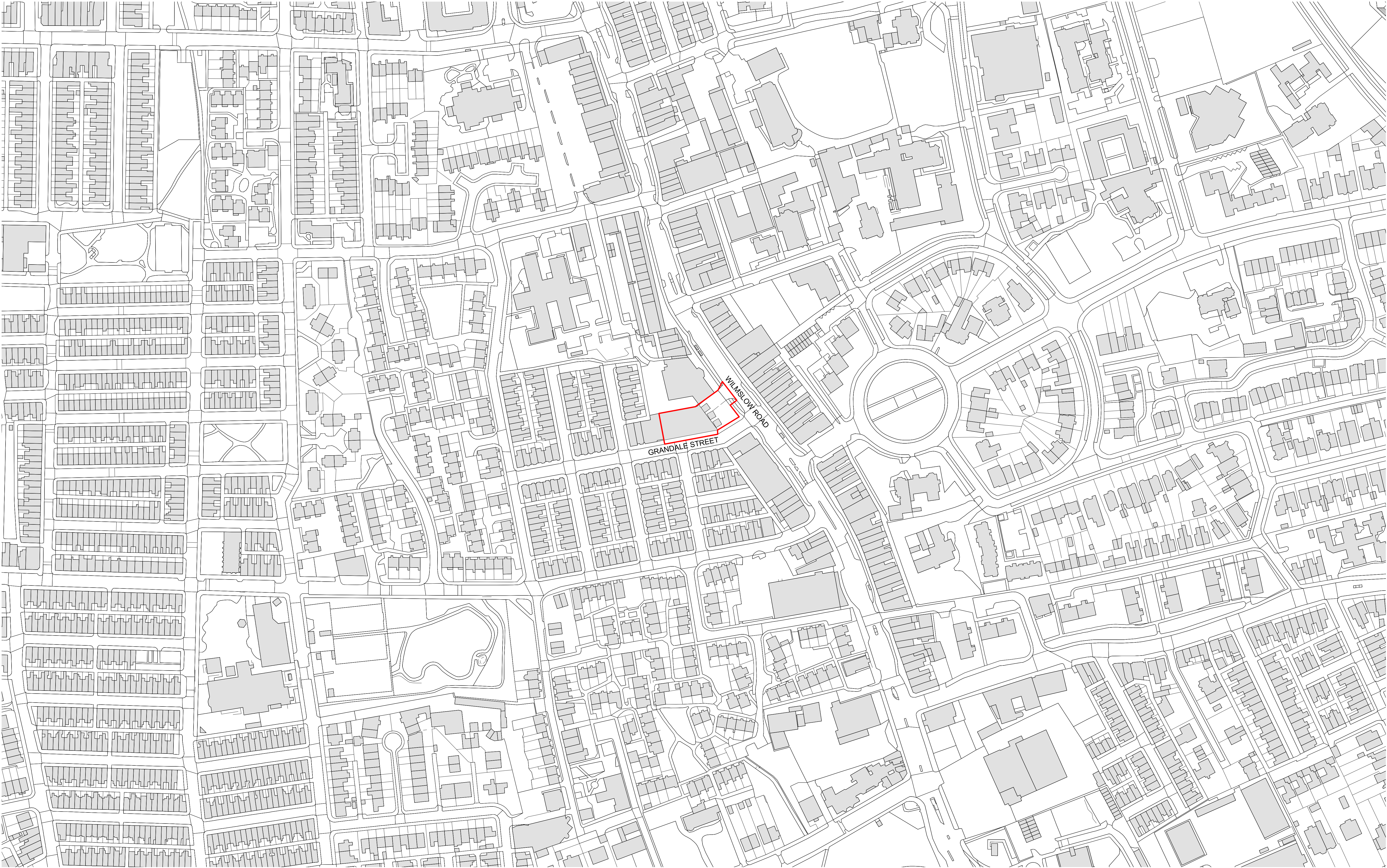
Document	Reference	Consultant/ Responsibility
Forms		
Application Form	March 2022	Avison Young
Application Fee	£23,128.00	Views Holdings Limited
Covering Letter	March 2022	Avison Young
Plans		
Location Plan	A454_P_001 Rev A	Ollier Smurthwaite
Block Plan	A454_P_002 Rev X	Ollier Smurthwaite
Topographical Survey	A454_P_003	Ollier Smurthwaite
Existing Ground Floor Plan	A454_P_010	Ollier Smurthwaite
Existing Roof Plan	A454_P_011	Ollier Smurthwaite
Existing Site Elevation A	A454_P_030	Ollier Smurthwaite
Existing Site Elevation B	A454_P_031	Ollier Smurthwaite
Existing Elevation A	A454_P_032	Ollier Smurthwaite
Existing Elevation B	A454_P_033	Ollier Smurthwaite
Existing Site Section AA	A454_P_040	Ollier Smurthwaite
Existing Site Section BB	A454_P_041	Ollier Smurthwaite
Proposed Ground Floor Plan	A454_P_100 Rev E	Ollier Smurthwaite
Proposed First Floor Plan	A454_P_101 Rev C	Ollier Smurthwaite
Proposed Second Floor Plan	A454_P_102 Rev B	Ollier Smurthwaite
Proposed Third Floor Plan	A454_P_103 Rev B	Ollier Smurthwaite
Proposed Roof Plan	A454_P_105 Rev C	Ollier Smurthwaite
Servicing Plan	A454_P_110	Ollier Smurthwaite
Maintenance Plan	A454_P_111 Rev A	Ollier Smurthwaite
Proposed Site Elevation A	A454_P_300 Rev A	Ollier Smurthwaite
Proposed Site Elevation B	A454_P_301 Rev A	Ollier Smurthwaite
Proposed Elevation A	A454_P_310 Rev A	Ollier Smurthwaite
Proposed Elevation B	A454_P_311 Rev A	Ollier Smurthwaite
Proposed Elevation C	A454_P_312 Rev A	Ollier Smurthwaite

Document	Reference	Consultant/ Responsibility
Proposed Elevation D	A454_P_313 Rev A	Ollier Smurthwaite
Proposed Elevation E & F	A454_P_314 Rev A	Ollier Smurthwaite
Proposed Site Section AA	A454_P_400 Rev A	Ollier Smurthwaite
Proposed Site Section BB	A454_P_401 Rev A	Ollier Smurthwaite
Proposed Section AA	A454_P_410 Rev A	Ollier Smurthwaite
Proposed Section BB	A454_P_411 Rev A	Ollier Smurthwaite
Proposed Section CC	A454_P_412 Rev A	Ollier Smurthwaite
Area Schedule	A454_P_901 Rev A	Ollier Smurthwaite
Detail A	A454_P_2000 Rev A	Ollier Smurthwaite
Detail B	A454_P_2001 Rev A	Ollier Smurthwaite
Detail C	A454_P_2002 Rev A	Ollier Smurthwaite
Reports		
Acoustic Report	15 March 2022	Lighthouse Acoustics
Air Quality Assessment	27 January 2022	Redmore Environmental
Broadband Connectivity Assessment	16 February 2022	GT Tech Surveys Limited
Construction Management Plan and Construction Waste Management Plan (Framework)(Forms part of the SPS)	30 March 2022	Avison young
Crime Impact Statement (CIS)	14 February 2022	GMP Design for Security
Daylight and Sunlight Assessment	24 March 2022	Gray Scanlan Hill
Design and Access Statement	29 March 2022	Ollier Smurthwaite
Environmental Standards and Energy Statement	February 2022	Element Sustainability
Flood Risk Assessment and Drainage Strategy	10 February 2022	Curtains
Local Labour Agreement – Statement of Intent	February 2022	Avison Young
Odour Impact Assessment	03 February 2022	Redmore Environmental
Phase 1 – Preliminary Risk Assessment Ground Contamination	January 2022	BEK Environment
Preliminary Ecological Appraisal – Bat Survey	08 February 2022	BEK Environment
Supporting Planning Statement (SPS)	30 March 2022	Avison Young

Document	Reference	Consultant/ Responsibility
Statement of Community Involvement (Forms part of the SPS)	30 March 2022	Avison Young
Transport Statement	09 March 2022	Curtins
Travel Plan	11 March 2022	Curtins
Television and Radio Reception Impact	16 February 2022	GT Tech Surveys Limited
Waste Proforma	March 2022	AY/ Ollier Smurthwaite

Appendix II

Site Location Plan



LOCATION PLAN
1:1250 @ A1

IMPORTANT NOTES:

REVISION	DATE	DESCRIPTION
A	04.04.22	AMENDED SITE BOUNDARY

CLIENT: VIEWS	
PROJECT: NEW RESIDENTIAL DEVELOPMENT	
ADDRESS: 98 WILMSLOW ROAD, RUSHOLME	
DRAWING TITLE: LOCATION PLAN	
SCALE: 1:1250 @ A1	DATE: APRIL 2021
DRAWING NO: A454_P_001A	

OLLIER SMURTHWAITE ARCHITECTS
40 King Street, Manchester, M2 6BA
T 0161 883 0838
F 0161 883 0839
E mail@olliersmurthwaite.com

Appendix III

Consultation Letter

23rd August 2021

Dear Resident,

PROPOSED RESIDENTIAL DEVELOPMENT AT 98 WILMSLOW ROAD, RUSHOLME

VIEWS would like to make you aware of an online public consultation event on the draft proposals for the creation of a new residential led development on land at 98 Wilmslow Road, Rusholme, Manchester.



The innovative proposals represent an opportunity to transform a previously developed site in need of regeneration to provide much needed new homes and ground floor commercial space to support the area's diverse and growing population, in a highly sustainable location. We have engaged with Planning Officer's at Manchester City Council who are supportive of the principle of development and design, and now we wish to obtain the views of the local community.

In the interests of public health and consistent with Government guidelines, we will be hosting an online event from 23rd August – 6th September to present the proposals and collect comments from the public. In order to access and view the proposals, please use the following website link: <http://planningconsultation.avisonyoung.co.uk>

If you have any questions or queries, please do not hesitate to contact myself on the contact details below.

Yours sincerely

Shoaib Muhammad

Director

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 +44 (0)161 974 6534  enquiries@views.co.uk  www.views.co.uk

Appendix IV

Consultation Boards



98 WILMSLOW ROAD

COMMUNITY
CONSULTATION
AUGUST 2021

OLLIER SMURTHWAITE ARCHITECTS

WHO WE ARE

VIEWS

VIEWS is a real estate investment and development firm. We have specialised in residential investment and development throughout the Greater Manchester region for over 17 years. Our growth is inextricably driven by our tireless commitment to our values. That we are here to provide design-conscious developments that have a positive impact on the local community; to deliver sustainable developments with integrity, transparency, and an acute attention to detail.

OLLIER SMURTHWAITE ARCHITECTS

Ollier Smurthwaite Architects is an award-winning Manchester based practice dedicated to design quality and capable of responding to the unique demands of a wide variety of projects. The practice was formed in 2007 and is currently working across a number of sectors on projects ranging from one-off houses to £200m mixed use masterplans. The practice creates unique buildings that draw on a site's rich layers of history and respond to both context and function.



INTRODUCTION

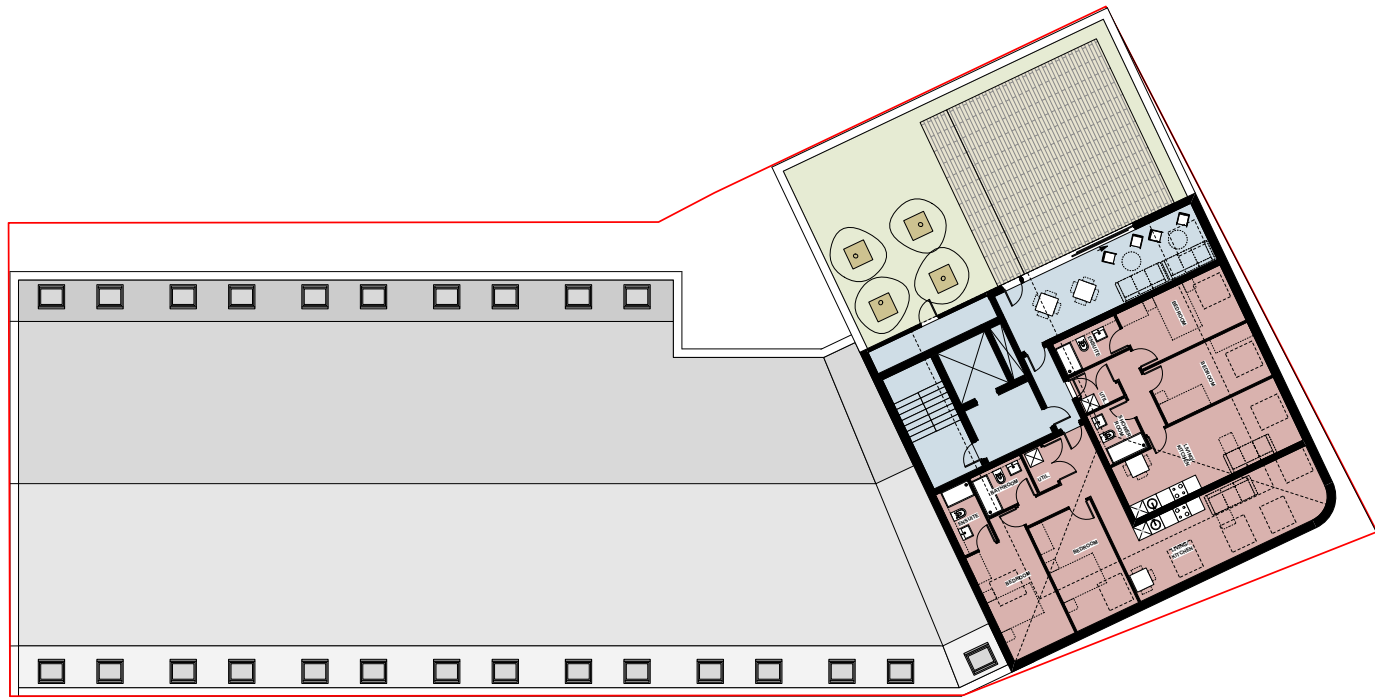
Thank you for taking the time to view these proposals.

This Pre-application document has been prepared by Ollier Smurthwaite Architects, in support of the Planning Application by Views for the redevelopment of a site located at 98 Wilmslow road, Manchester.

The proposed development comprises a part 4, part 5 building with 47no. apartments including 15no. 1beds and 32x 2beds; communal amenity space and 6 retail/commercial units on the ground floor. 14no. car parking spaces are also provided with 100% cycle parking provision.

Private terraces have been provided to the rear of the apartments.

The purpose of this document is to set out the design principles, concepts and strategy behind the proposals



FOURTH FLOOR PLAN
NTS



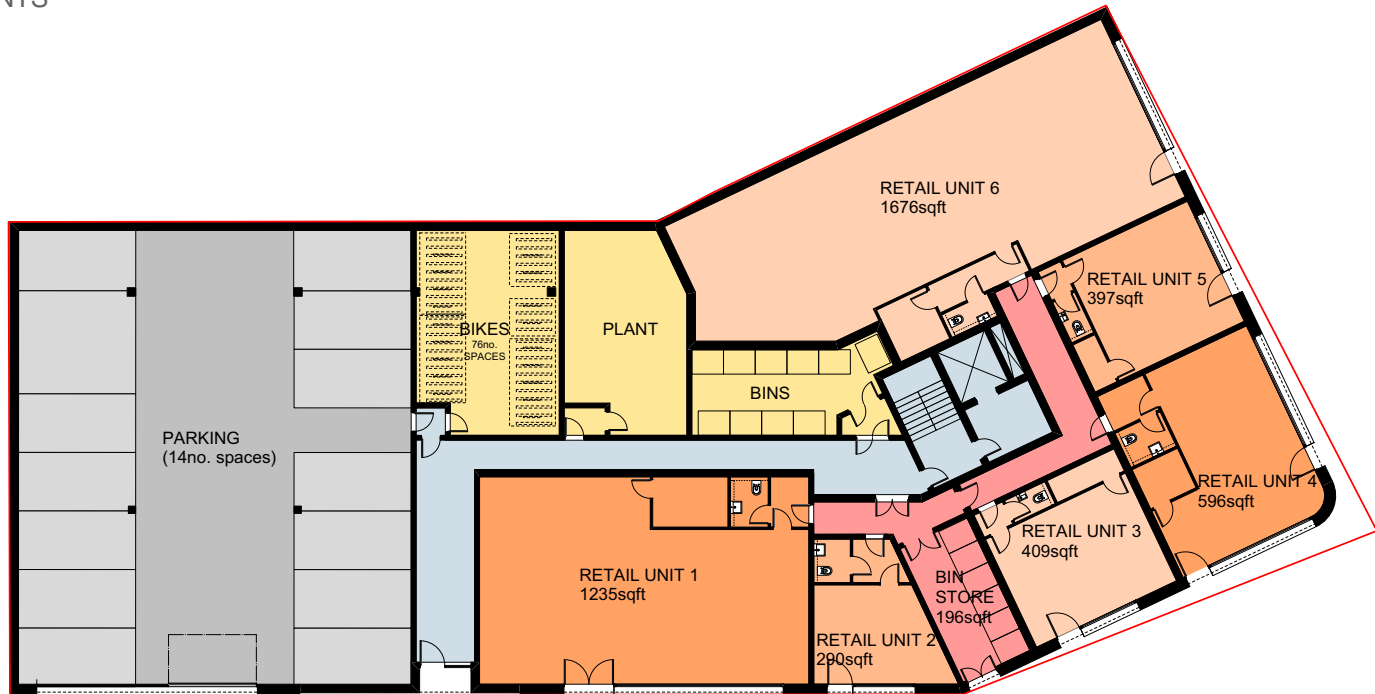
THIRD FLOOR PLAN
NTS



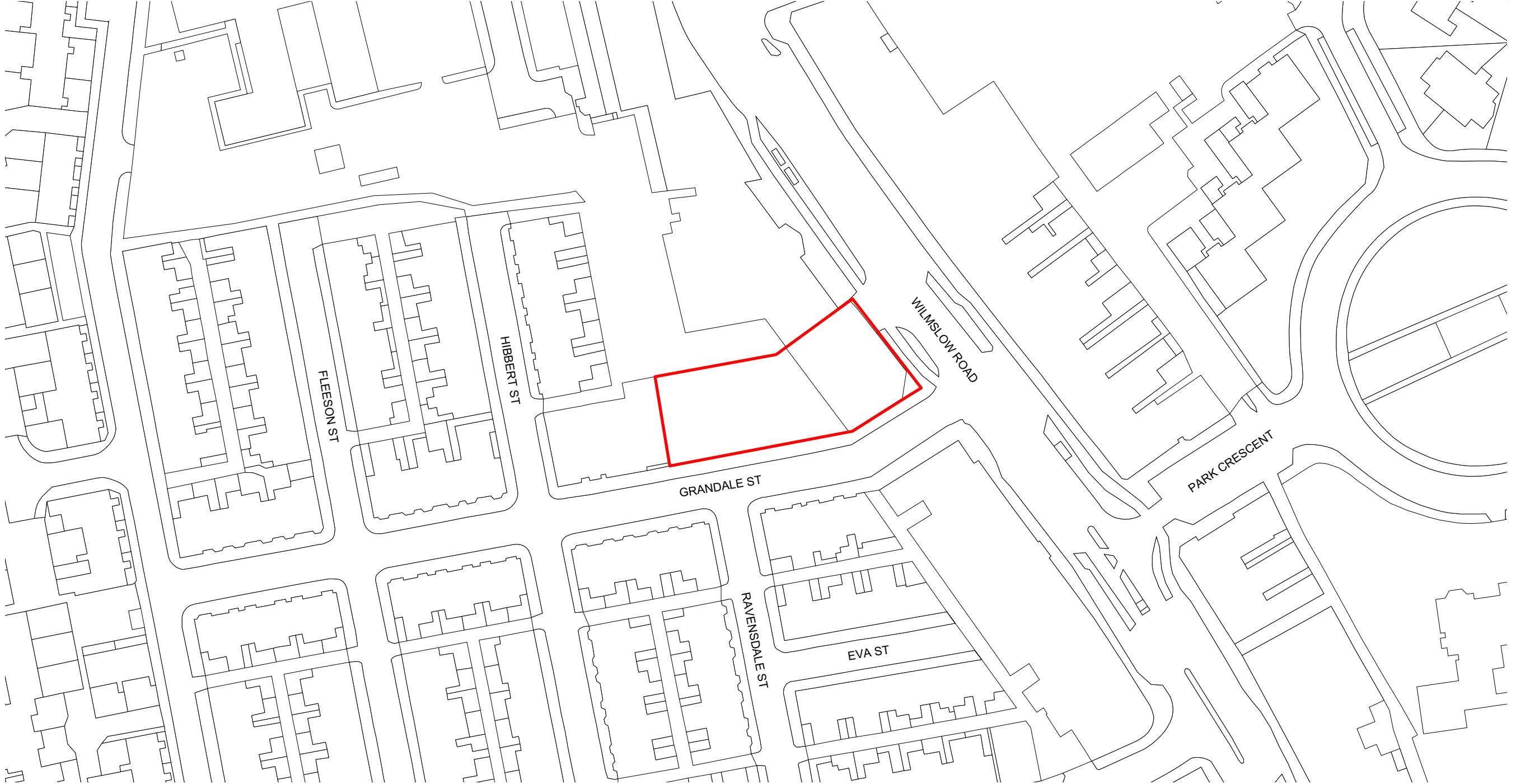
SECOND FLOOR PLAN
NTS



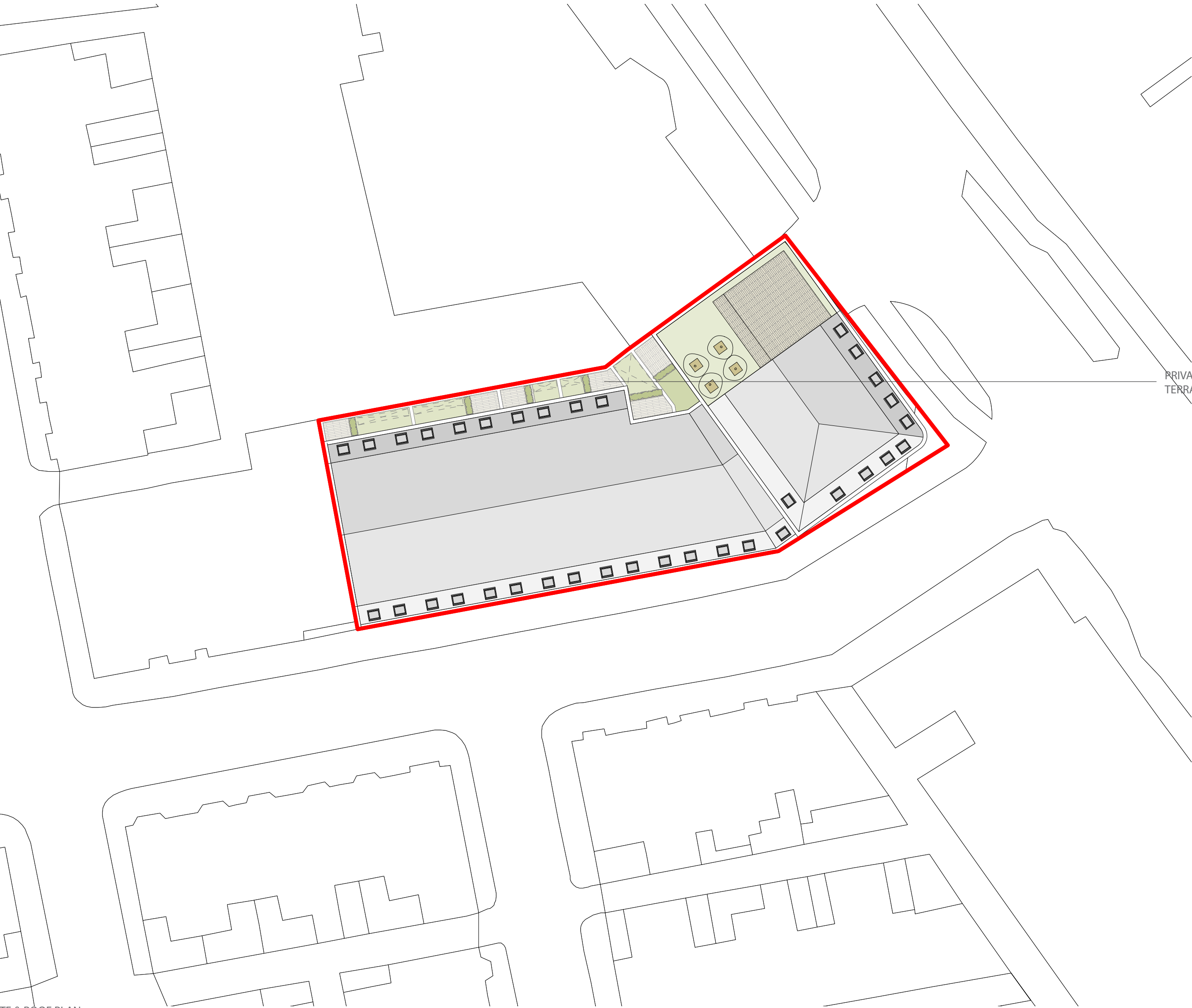
FIRST FLOOR PLAN
NTS



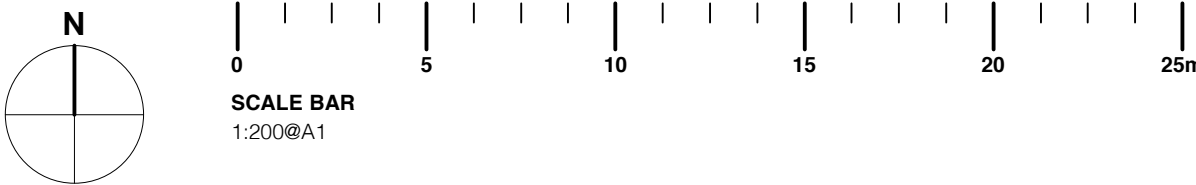
GROUND FLOOR PLAN
NTS



SITE LOCATION PLAN
1:2500

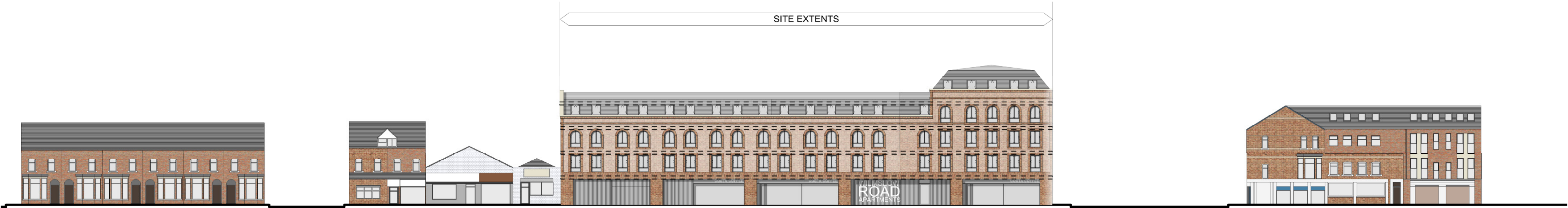
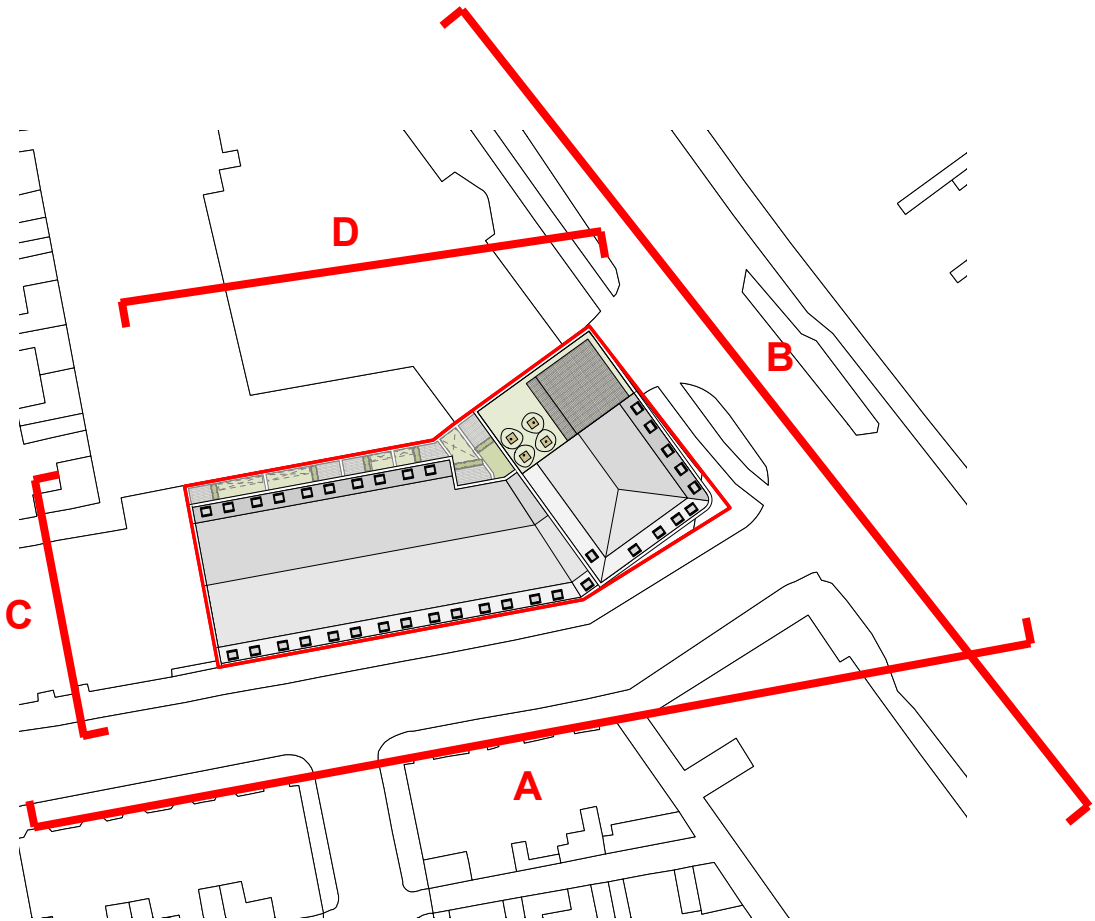


SITE & ROOF PLAN
1:100



MATERIALS & DETAIL

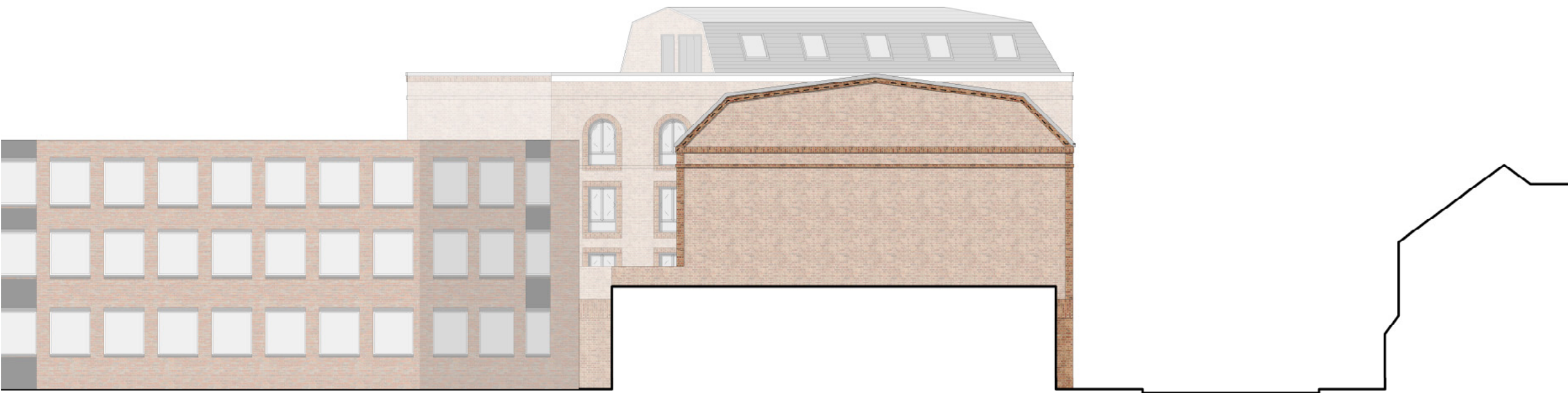
The proposed design, scale and choice of materials are shown to be inkeeping with the local vernacular. Two tones of brickwork are proposed to the elevations. A darker red brick is used on the ground floor and to window surrounds and horizontal banding. A lighter red brick is proposed to the remainder of the building above ground floor level. Upper level windows have arched window heads. A slate roof is proposed with large roof lights.



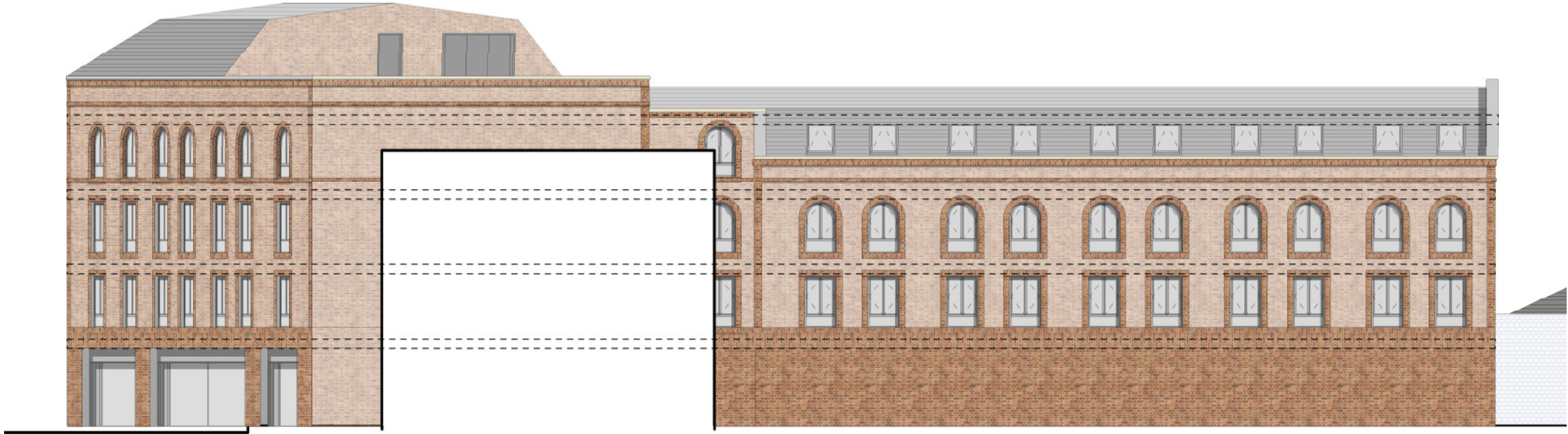
SOUTH ELEVATION - A
1:200



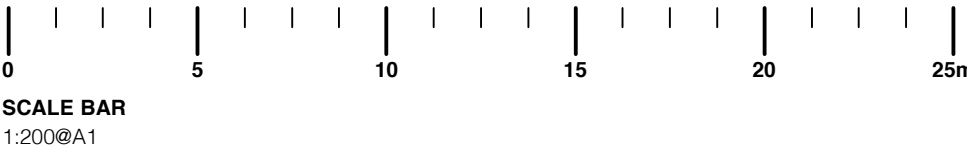
EAST ELEVATION - B
1:200



WEST ELEVATION - C
1:200



NORTH ELEVATION - D
1:200



SITE CHARACTER

The site currently has a two storey commercial property which is set well back from Wilmslow Road. The exiting building is out of context with the neighbouring properties and the wider context of busy, back of pavement street scene.



LOCAL TYPOLOGIES

We have used local buildings both current and historical to inform our proposals for the site.

DEPOSITORY

FORM

The depository on Wilmslow Road existed to the North of Wilmslow Road opposite Banff Road between 1870's and the 1980's. The building was 4 storeys in height and had a prominent parapet wall, horizontal brick banding, vertical brick detailing defining the bays of the elevation, curved window heads with keystones. The roof has intersecting pitches, part hipped and part open gable where the gable becomes part of the elevation design.

LAYOUT

The depository was a defining feature on Wilmslow Road for many years due to its monolithic height and form. The building was accessed directly from the pavement with additional access/parking provided via what was once called Little Western Street which has since been removed.



CLAREMONT ROAD

FORM

This typology sits on the corner where Claremont Road meet Wilmslow Road. The building is primarily used for retail and hospitality purposes. The building has an elaborate facade design including a stone parapet with curved detailing above, horizontal brick and stone banding, curved window heads with keystones. The building's form curves around the corner and has 2 adjoining roof pitches that sit within the stone parapet and open gables, which become part of the elevation design.

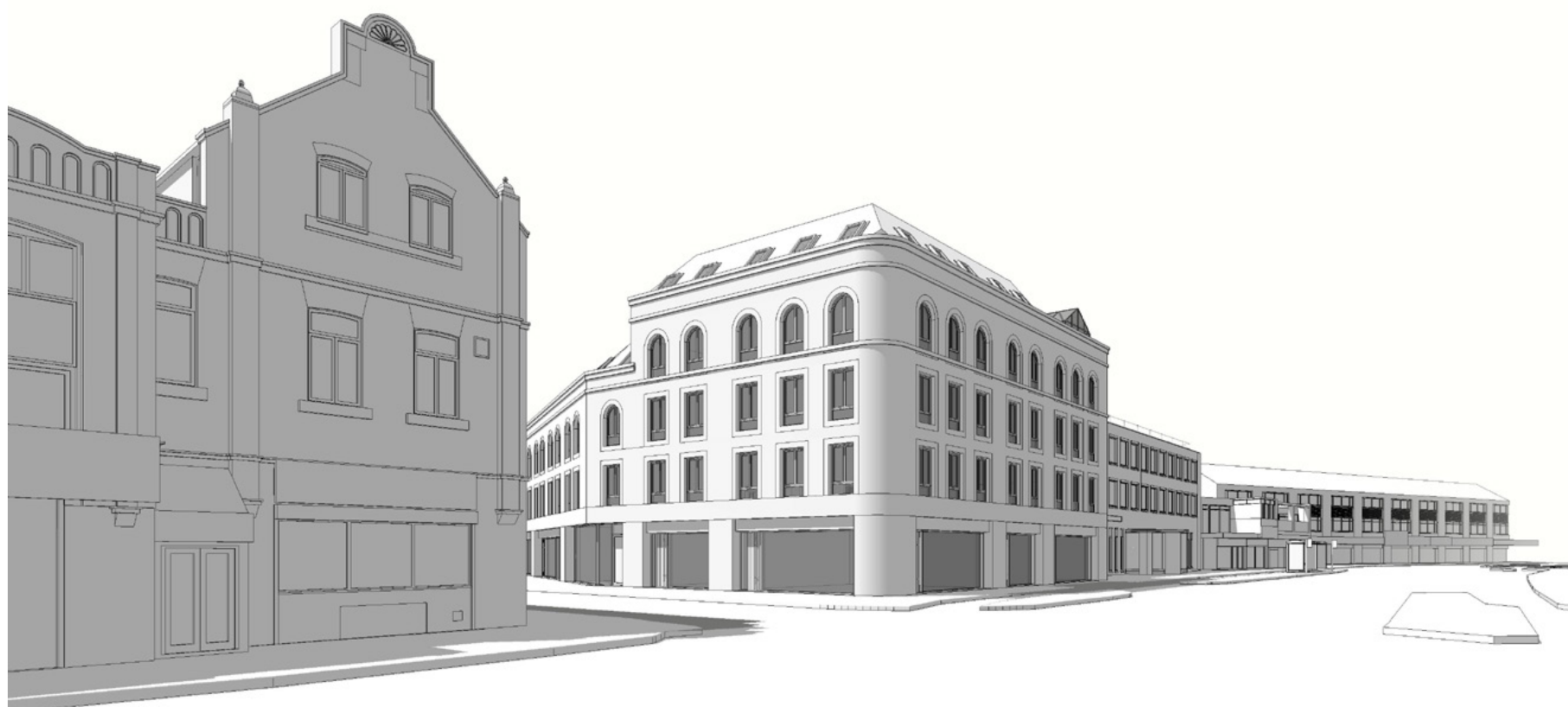
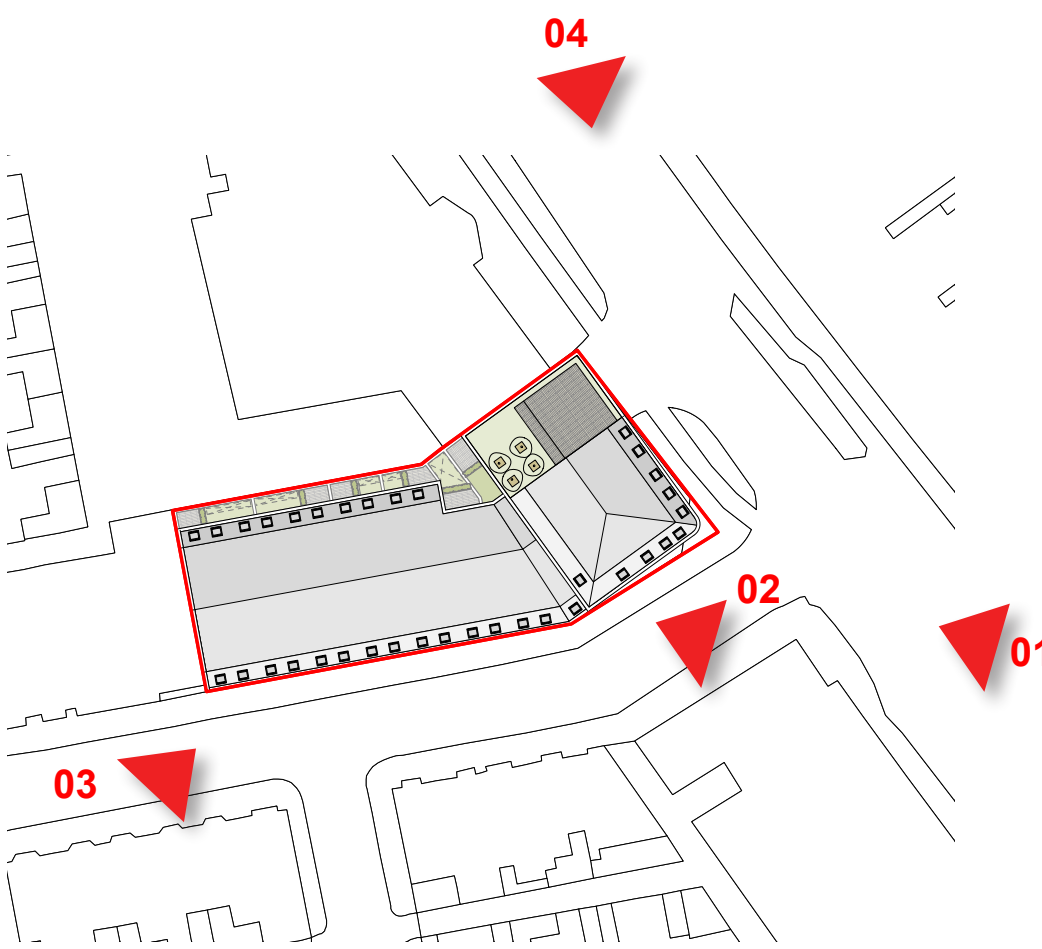
LAYOUT

The layout and form of this typology again define the corner of this block in keeping with the urban pattern. Retail and hospitality units are accessed directly from the pavement providing a direct interface with the street. The building has additional access via an alleyway off of Claremont Road.



PROPOSED VIEWS

Our proposed massing studies show how the tallest part of the scheme address the street junction and then steps down to the rear to address smaller properties behind.



VIEW 01



VIEW 02



VIEW 03



VIEW 04

KEY



Contact details

Enquiries

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Senior Planner

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Visit us online

[avisonyoung.com](https://www.avisonyoung.com)

Avison Young

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