

PLANNING STATEMENT

On behalf of Chicken Cabins Ltd.

In support of a planning application and associated express advertisement consent application proposing the reconfiguration of part of the existing car park and the erection of a single storey building for mixed restaurant and hot food takeaway use (sui generis), incorporating a 'drive-thru' facility, car and cycle parking, the creation of a new pedestrian and cycle footpath link into the site from Altrincham Road, additional landscaping within the site, and the associated display of both freestanding and elevational illuminated and non-illuminated signage, at;

**Tesco Extra
Altrincham Road
Baguley
Manchester
M23 9TJ**

BPC ref. : AB2107/Planning Statement
Date : February 2022

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1.0 Introduction

- 1.1 This planning statement has been prepared by Beamish Planning Consultancy on behalf of Chicken Cabins Ltd. and forms part of a full planning application and associated express advertisement consent application being submitted to Manchester City Council (the LPA) relating to part of the existing Tesco Extra at Altrincham Road, Baguley, Manchester, M23 9TJ.
- 1.2 These applications propose the reconfiguration of part of the existing supermarket car park and the erection of a single storey building for mixed restaurant and hot food takeaway use (sui generis), incorporating a 'drive-thru' facility, car and cycle parking, the creation of a new pedestrian and cycle footpath link into the site from Altrincham Road, additional landscaping within the site, and the associated display of both freestanding and elevational illuminated and non-illuminated signage.
- 1.3 This planning statement is submitted in support of these applications and should be read in conjunction with the application drawings and the other technical reports that make up this submission.
- 1.4 This statement details the nature of the application site and the surrounding area, the site history, and relevant development plan policies and associated guidance, followed by an assessment of the proposals against those policies, guidance and any other material planning considerations.
- 1.5 It concludes that the proposals accord with the adopted development plan and all other material planning considerations and accordingly both planning permission and express advertisement consent should be granted by the LPA.

2.0 Description of Application Site and Surroundings

- 2.1 The application site, shown on drawing no. 0000/2022/P120, comprises a roughly rectangular shaped area of land, approximately 0.41 hectares in area, part of an existing open air car park (and hand car wash facility) associated with a Tesco Extra superstore which fronts Altrincham Road (the A560 road) immediately to the north.
- 2.2 The existing Tesco Extra store is served by a total of 515 car parking spaces and includes a click and collect facility and a petrol filling station and is accessed from Altrincham Road by way of an access/egress point served by the traffic-light controlled junction immediately adjacent to the north-western corner of the site curtilage. There is an additional exit only point onto Timpson Road, which adjoins the southern boundary of the supermarket car park.
- 2.3 The specific area of land which is the subject of this submission is separated from the main access/exit point by way of a landscaping strip, incorporating several mature trees, and immediately to the south of that landscaping strip is an open-air area containing a number of different bins for recyclable waste.
- 2.4 The application site and its surroundings form part of the Roundthorn Industrial Estate, and the site also falls just within the boundaries of a designated Economic Improvement Area. Additionally, although it is not specifically shown on the adopted Core Strategy Proposals Map, the site and its surroundings are located within the designated District Centre of Baguley.
- 2.5 The surrounding area is mixed-use in character, with a Lidl supermarket to the east of the Tesco Extra, Brookway Retail Park immediately to the north of the site on the opposite side of the A560, Wythenshawe Town Football Club immediately to the west of the Tesco Extra site and residential properties further to the west, whilst industrial and employment uses dominate to the south.
- 2.6 The site is located less than 5 minutes walk from bus stops on the A560 served by numerous local bus services traveling in both easterly and westerly directions, whilst both Moor Road and Baguley tram stops are approximately 500 metres walking distance from the site.
- 2.7 A secondary school, Manchester Health Academy, is located approximately 200 metres to the north-east of the application site, fronting the junction of Altrincham Road and Moor Road.
- 2.8 The site and its surroundings are located within Flood Zone 1, and the application site and its surroundings also fall within a designated Air Quality Management Area.

3.0 Relevant Planning History of Application Site

- 3.1 Although there is extensive recent planning history relating to the Tesco Extra supermarket which the application site forms part of, the most recent of which was a retrospective express advertisement consent application (ref. 124691/AOH/2019) granted in December 2019, none of that recent planning history is of any direct relevance to the development which is now proposed.

4.0 The Proposed Development and Pre-Application Dialogue

- 4.1 The submitted applications which this planning statement accompanies comprise both a planning application and also a separate express advertisement consent application relating to both illuminated and non-illuminated elevational signage and freestanding signage.

Planning Application

- 4.2 The planning application proposes the reconfiguration of the existing car park associated with the Tesco Extra supermarket (and the removal of a hand car wash facility) and the associated erection of a single storey building for mixed restaurant and hot food takeaway user (sui generis), incorporating a 'drive-thru' facility, associated car and cycle parking, the creation of a new pedestrian and cycle footpath link into the site from Altrincham Road, and additional landscaping within the site.
- 4.3 The proposed building, which would have a gross internal area of approximately 250 square metres and would be rectangular shaped, would be located within the north-western part of the existing car park, with the proposed 'drive-thru' lane encircling the proposed building in a clockwise direction, with an order point (comprising a speaker post) located adjacent to the eastern elevation of the building, and a pay and collection window within the western elevation of the building.
- 4.4 The proposals would result in the loss of 71 existing car parking spaces associated with the Tesco Extra store, with a total of 444 spaces associated with the Tesco store remaining (with no loss of either blue badge holder spaces or parent and child spaces). It is proposed that car parking for both the Tesco Extra store and the proposed development will be shared across the car park, although the parking area closest to the proposed development would include 2 large order bays and 2 bays for home delivery vehicles.
- 4.5 A total of 6 cycle parking spaces are proposed for use by both customers and employees of the development.
- 4.6 Vehicular access into/egress from the Tesco Extra store car park would remain unchanged, but the internal access road will be realigned, and vehicles travelling to the proposed development will be directed west from the internal access route via a dedicated left-turn only lane, provided access to the parking spaces and the entrance to the 'drive-thru' lane. Upon exiting the 'drive-thru' lane, vehicles will then travel north-east to link back to the realigned internal access route, before leaving the site via the existing access road leading to the traffic-light controlled junction with the A560.
- 4.7 A new pedestrian and cycle footpath link is proposed into the site from that traffic-light controlled junction, which would involve the loss of a small area of low-level vegetation, but it should be emphasised that all of the other existing landscaping areas and associated trees, along between the western boundary of the site and the existing access road, will be retained. Additionally, a new landscaping strip is proposed between the realigned internal access route and the 'drive-thru' lane.
- 4.8 The proposed site layout has been subject to swept path analysis to ensure that both cars and a large van can enter/egress the site and circulate within it safely, including through the 'drive-thru' lane and without impacting upon any parked vehicles or other vehicles circulating within the site, whilst the access and egress route has been similarly assessed to ensure the delivery and servicing vehicles can both enter and leave the site from the main route network safely.
- 4.9 A full assessment of the transport and highways impacts of the proposed development is contained within the Transport Assessment prepared by mode transport planning which forms part of this submission. Also with regards to transport and highways considerations, this submission includes a Delivery and Servicing Plan and Framework Travel Plan, both of which have also been prepared by mode transport planning.

- 4.10 Although the identity of the end user is not a material planning consideration, it is anticipated that the proposed mixed restaurant and hot food takeaway use would be operated by KFC, and the proposed materials and colour palette of each building proposed reflect the corporate identity of the anticipated end user, whilst the size and scale of the building is appropriate for this locality having regard to the surrounding commercial buildings. The submission includes a Design Statement prepared by Frank Belshaw Building Surveyors Limited.
- 4.11 A plant specification prepared by denmach also forms part of this submission, providing details of the proposed kitchen extract system, as well as that of the external plant proposed and associated odour and noise control measures. All of the proposed plant would be located either internally or within the external yard area immediately to the south-west of the building, with that yard area being enclosed on all sides but not covered.
- 4.12 Additionally, having regard to both the proposed plant and the level of activity associated with the proposed development, the submission includes a Noise Assessment prepared by Sharps Redmore Acoustic Consultants.
- 4.13 Details of the proposed external lighting associated with the development are provided on the accompanying plans and the document entitled 'External Lighting' prepared by LITEideas, and finally the submission also includes an Air Quality Assessment prepared by Aether-UK.
- 4.14 It is envisaged that the proposed mixed restaurant and hot food takeaway use would be open between the hours of 11.00 to 23.00 each day of the week, and would employ approximately 50 staff in total, comprising 35 part-time and 15 full-time roles.
- 4.15 Also included as part of the submission is KFC's Good Neighbour Guide, which provides Good Neighbour Guide, which details how KFC support local communities having regard to matters such as employment opportunities and environmental considerations.

Express advertisement consent application

- 4.16 The express advertisement consent application relates to the installation and display of various freestanding advertisements both within the area of car parking within which the proposed buildings would be located, and also at various points around the perimeter of the application site. Additionally, illuminated and non-illuminated signage is also proposed on the elevations of the proposed buildings.
- 4.17 Full details of all elements of the proposed signage can be found on drawings nos. 0000/2022/P122 Revision A (proposed site signage plan and schedule), 0000/2022/P211 (proposed elevations – sheet 1) and 0000/2022/P212 (proposed elevations – sheet 2) prepared by Frank Belshaw Building Surveyors Limited.

Pre-application dialogue with the LPA and the Highways Authority

- 4.18 Although the LPA does not provide a formal pre-application advice service, following dialogue with the Planning Technical Support Team the LPA confirmed that if a written summary of the proposals and associated plans were provided to the LPA, it would then allocate a resource to review that information and provide an informed response.
- 4.19 Accordingly, in February 2021 a written summary and associated plans were submitted to the LPA, and a Senior Planner, David Lawless, subsequently engaged in dialogue with this Practice, confirming in email correspondence dated 6th and 7th April 2021 that ;

"The site is located within Baguley District Centre so the principle of the proposal is acceptable.

Highway issues will probably be at the forefront and will need to be resolved to the satisfaction of both highway colleagues and TfGM. We'll also need an assessment of the impact of the development on the vitality and viability of the district centre, along with the usual assessments re: residential and visual amenity. The site will also be within the HSE consultation zone given the high pressure gas pipeline that runs down Altrincham Road so when the application is submitted we'll need to assess it against their PADHI+ (Planning Advice for Developments near Hazardous Installations) system."

- 4.20 Mr. Lawless also provided some comments from the Highways department of the LPA and also from Transport for Greater Manchester (TfGM), and subsequently mode transport planning engaged directly with TfGM in preparing their transport consultancy input which now forms part of this submission. The complete email chain between David Lawless and ourselves is attached as Appendix 1 to this planning statement.

5.0 Planning Policies and Government Guidance

- 5.1 The Development Plan for the application site and the surrounding area currently comprises the LPA's Core Strategy 2012 – 2027, which was adopted in July 2012, the remaining extant/saved policies of the LPA's Unitary Development Plan, and both the Greater Manchester Joint Minerals Development Plan (adopted April 2013) and the Greater Manchester Joint Waste Development Plan (adopted April 2012).
- 5.2 Also of relevance at local level are two of the LPA's Supplementary Planning Documents (SPD's), namely the SPD entitled 'Guide to Development in Manchester' (adopted April 2007) and the SPD entitled 'Hot Food Takeaway' (adopted March 2017).
- 5.3 The LPA has commenced a review of its currently adopted Development Plan, including a Local Plan Issues Consultation in April 2020, but at the present time this review is at an early stage, with the draft Local Plan yet to be published, and accordingly full weight must continue to be attached to the Development Plan (as long as it reflects current national planning policy).
- 5.4 At national level, the latest update to the National Planning Policy Framework (NPPF) was published by the Government in July 2021 and streamlines previous national planning policy into a consolidated set of priorities, to ensure that planning decisions reflect genuine national objectives, with the principle of sustainable development permeating the framework.
- 5.5 The National Planning Policy Guidance (NPPG) was launched by the Government in March 2014 (and is frequently updated) and also streamlines previously published national guidance, which had taken the form of planning policy guidance notes and planning policy statements, into a single document.

6.0 Planning Assessment

- 6.1 The starting point for determining any planning application is set out in Section 38(6) of the Planning and Compulsory Purchase Act 2004, which states that “where in making any determination under the planning Acts, regard is to be had to the development plan, the determination shall be made in accordance with the plan unless material considerations indicate otherwise.”
- 6.2 This planning application and associated express advertisement consent application raises various planning issues, and this statement now appraises the proposals in respect of these issues.

Principle of proposed mixed restaurant and hot food takeaway use on the application site.

- 6.3 The application site (and its surroundings) falls within a designated Economic Improvement Area, a designated employment site (the Roundthorn Industrial Estate) and is also located within the designated District Centre of Baguley.
- 6.4 Core Strategy policy EC 10 (Wythenshawe) confirms that the Wythenshawe area is expected to provide 55 hectares of employment land, including on existing employment sites within the area such as the Roundthorn Industrial Estate, which forms part of the West Wythenshawe Development Corridor. Policy EC 10 goes on to confirm that sites within Baguley District Centre for mixed use local employment provision.
- 6.5 Whilst the proposed mixed restaurant and hot food takeaway use is not a ‘B’ class employment use, nonetheless the proposed use would generate in excess of 50 new jobs, and furthermore the application site already comprises part of a larger retail unit, and consequently the proposals will complement the existing character of the application site and its surroundings.
- 6.6 Both elements of the proposed mixed use are defined by the glossary (Annex 2) to the National Planning Policy Framework (NPPF) as a ‘main town centre use’, and therefore the provisions of adopted Core Strategy policy C 1 (Centre Hierarchy) and also paragraph 87 of the NPPF are of direct relevance to these proposals, directing such uses to the defined centres.
- 6.7 Policy C 1 confirms that the designated District Centres have an essential role in providing key services to the City’s neighbourhoods includes shopping, commercial, leisure, public and community functions, ensuring that residents can access such easily. Paragraph 10.8 of the Core Strategy specifically relates to Baguley District Centre, confirming that the focus on this centre is the Tesco Extra store which the application site forms part of, and also stating that the LPA wishes to broaden the offer within the District Centre by both increasing local services and supporting further retail.
- 6.8 Core Strategy policy C 2 (District Centres) confirms that development within District Centres should prioritise the delivery of key ‘visitor’ services, including retail, public and commercial services and food and drink, with provision being made for all uses which make a positive contribution to the vitality and viability of centres. The same policy also promotes the efficient use of land, and development which contributes positively to the diversity and mix of uses within centres.
- 6.9 Core Strategy policy C 7 (Wythenshawe District Centres) relates specifically to the three District Centres within Wythenshawe, which includes Baguley District Centre, and this policy confirms that new development within Baguley District Centre should include the creation of a range of units within the centre to accommodate a wider range of retail, commercial and public uses.
- 6.10 The same policy also emphasises the need for new development within the centre to enhance its character, and to strengthen pedestrian links around the centre and to the surrounding neighbourhoods.

- 6.11 The proposed mixed restaurant and hot food takeaway use is intended to both complement and broaden the existing commercial offer within the District Centre, as well as providing an easily accessible service to vehicles already travelling on the main road network, as well as being within a highly sustainable location served by local bus and tram services within 500 metres of the application site.
- 6.12 Accordingly, the proposed use will enhance the vitality and viability of Baguley District Centre, making the most efficient use of part of an already developed site and without having any adverse impact upon the character of the centre. Indeed, having regard to the emphasis placed within policy C 7 upon new development within the centre strengthening pedestrian links, we would also point out that the proposals incorporate a new pedestrian/cycle route access linking the traffic light controlled junction on the A560, immediately to the north-west of the site, with both the site itself and also creating an additional pedestrian/cycle access into the curtilage of the Tesco Extra.
- 6.13 Therefore the proposals accord with adopted Core Strategy policies C 1, C 2 and C 7, as well as national planning policy as set out in the NPPF relating to the location of proposed main town centre uses.
- 6.14 As the proposed use includes a greater than ancillary element of hot food takeaway use, Core Strategy policy C 10 (Leisure and the Evening Economy) is also of relevance, and that policy confirms that new development which supports the evening economy, contributes to the vitality of District and supports a balanced and socially inclusive evening/night-time economy will be permitted, subject to considerations relating to cumulative impact, residential amenity and balance (i.e. not undermining the role of the primary shopping area), amongst others. The same criteria is also repeated within the LPA's adopted (March 2017) Hot Food Takeaway SPD.
- 6.15 The proposed introduction of a mixed restaurant and hot food takeaway use within this location would not, either individually or cumulative, have any adverse impact upon either the District Centre as a whole or upon residential amenity. It should be noted that the existing Tesco Extra premises are open 24 hours a day, with the exception of Sundays (re-opening at 06.00 on Monday mornings) and therefore there is no reason why the proposed additional use in this location would have any adverse impact upon amenity.
- 6.16 This is further evidence by the accompanying Noise Assessment prepared by Sharps Redmore, which appraises noise generated by the proposed development both in terms of the proposed plant and also in terms of resulting new activity within the site, including the movement of vehicles around the 'drive-thru' lane. That assessment demonstrates that any noise arising from the proposed development would be well below the existing noise climate, and consequently would not have any detrimental impact upon amenity in terms of acoustic considerations.
- 6.17 Similarly, the accompanying details of the proposed plant associated with the proposed development, as detailed on both drawing no. DML-XX-GF-DR-M-5001 Revision P01 and the associated document entitled 'Ventilation & Environmental Control Equipment', both prepared by denmech, set out full details of the proposed plant and also clarify how the proposed plant would not have any detrimental impact upon amenity in terms of odour considerations.
- 6.18 The proposals would also not result in an over-concentration of late night uses within the immediate vicinity, with the nearest public house (The Jolly Butcher) approximately 425 metres walking distance from the site, and the nearest mixed restaurant and hot food takeaway use being the McDonalds premises on Altrincham Road, approximately 650 metres to the east of the application site.
- 6.19 Indeed, the LPA's own surveys of the District Centres, as set out in Appendix 1 to its Hot Food Takeaway SPD, confirms that there are no hot food takeaways within Baguley District Centre.

- 6.20 As set out in the subsequent sections of this Planning Statement, nor would the proposals, either individually or having regard to the cumulative impacts of both the proposals and existing uses, have any adverse impacts in term of any other amenity or transport considerations.
- 6.21 Policy 3 (Hot Food Takeaways and Schools) of the LPA's Hot Food Takeaway SPD advises that where a hot food takeaway is proposed within 400 metres of an existing primary or secondary school, planning permission will only be granted for such premises subject to restricted trading hours, but the same policy clarifies that the only exception to this approach will be where the application site is within a District Centre, and this was also confirmed by the Senior Officer within his email advice dated 6th April 2021.
- 6.22 With the above in mind, we acknowledge that the application site is within 400 metres of Manchester Health Academy, a secondary school located on the opposite side of Altrincham Road to the north-east of the application site, but as the application site is within Baguley District Centre there is no conflict with policy 3 of the LPA's Hot Food Takeaway SPD.

Transport and Highway Considerations

- 6.23 This part of this Planning Statement should be read in conjunction with the Transport Assessment, Framework Travel Plan and the Servicing Management Plan prepared by mode transport planning which form part of these application submissions.
- 6.24 As set out within the accompanying Transport Assessment, the application site is well located in terms of access to both public transport (buses and trams) and also sustainable infrastructure, with shared footpaths and cycleways on Altrincham Road.
- 6.25 As set out within the accompanying Transport Assessment, and as shown on the associated proposed plans, the proposals would result in the net loss of 71 parking spaces, reducing the total overall capacity of the car parking area serving both the existing Tesco Extra store and the proposed mixed restaurant and hot food takeaway use to 444 spaces, with no loss of either Blue Badge holder or parent and child spaces.
- 6.26 This level of proposed car parking provision is appraised in section 6 of the Transport Assessment, with regards to both existing local and regional development plan policies and relevant national planning guidance, and following pre-application dialogue with both the Highways department of the LPA and Transport for Greater Manchester (TfGM).
- 6.27 Based upon TRICS vehicle trip rates for both the existing retail store and the proposed restaurant/hot food takeaway the Transport Assessment sets out the total combined parking accumulation for both uses on a hourly basis over a typical weekday and weekend day.
- 6.28 That parking accumulation assessment demonstrates that, as a result of these proposals, a minimum spare capacity of 147 spaces would remain during weekdays and 115 spaces at weekends, and accordingly it is clear that the proposals would ensure the retention of sufficient parking capacity to meet predicted demand, thereby preventing any overspill onto the public highway.
- 6.29 The Transport Assessment also appraises (within Section 5) trip generation associated with the proposed development and concludes that the proposals would generate 23 new trips in the weekday PM peak and 24 new trips in the weekend peak, which is equivalent to one new trip every 2.5 minutes during the peak periods, with the majority of trips already originating from within the Tesco supermarket or the local highway network.

- 6.30 Therefore, based on how the proposed development would generate fewer than 30 new vehicle trips per hour, it would have a low impact on the local highway network, and, in accordance with TfGM guidance, a traffic impact assessment should not be required.
- 6.31 The Framework Travel Plan appraises the accessibility of the application site having regard to sustainable travel, and sets objectives and targets, by way of a Travel Plan Strategy which the applicant will implement in order to enable employees to make informed decisions about their travel to/from the site, whilst minimising any environmentally adverse impacts of travel. The Travel Plan also sets out how the measures proposed within that Strategy will be both monitored and reviewed for the first 5 years of the lifespan of the proposed development.
- 6.32 The Delivery and Servicing Management Plan details proposed measures which will ensure the successful and efficient operation of both servicing and delivery activity on a day-to-day basis, reducing the impact of associated movements on the surrounding highway network.
- 6.33 Drawing nos. J32-5186-002 and J32-5186-001 (which can be found in appendices 2 and 3 respectively of the Transport Assessment prepared by mode transport planning) demonstrate both how customer vehicles can circulate around the proposed 'drive-thru' lane safely and without impediment, and similarly how servicing vehicles can also manoeuvre safely when servicing the proposed mixed restaurant and hot food takeaway use.
- 6.34 Consequently, the accompanying transport reports and associated plans demonstrate the proposals will not materially affect the operation of the surrounding highway network, nor give rise to any adverse transport impacts and accordingly the proposals accord with relevant transport and parking policies at local level, including adopted Core Strategy policies CC 5 (Transport) and T 1 (Sustainable Transport), as well as national guidance as set out in the NPPF and NPPG.

Design, Appearance and Layout

- 6.35 This section of this Planning Statement should be read in conjunction with all of the submitted plans and also the Design Statement prepared Frank Belshaw Building Surveyors Limited.
- 6.36 The scale, design and appearance of the proposed buildings and the associated curtilage works are intended to serve the functional needs of the applicant whilst also delivering a comprehensive development proposal which makes a positive contribution to the character and appearance of its surroundings, whilst the proposed materials and colour palette of the proposed building reflect the corporate identity of the anticipated end user.
- 6.37 The layout of the site provides both the level of car parking required for the functional operation of both the proposed development and the existing Tesco Extra store, and also ensures the safe and efficient movement of drivers, cyclists and pedestrians both within the application site and also in terms of the wider Tesco Extra curtilage.
- 6.38 The layout of the site also incorporates Blue Badge holder parking bays, together with cycle parking, whilst the proposed internal layout of both buildings will be fully Equalities Act compliant, and therefore the proposals provide a safe, sustainable and inclusive development providing access for all.
- 6.39 The accompanying plans also detail the location of freestanding external lighting around the proposed development site, and the associated documentation entitled 'External Lighting' prepared by LITEideas demonstrates how the proposed lighting will not cause light spillage beyond the application site.

- 6.40 The creation of the pedestrian and cycle link into the application site from the traffic-light controlled junction on Altrincham Road, which will enhance accessibility not just for the benefit of customers of the application site but also for customers of the existing Tesco Extra store, does result in the loss of a very small area of low-level vegetation, but that loss would not be harmful to the character or appearance of the area, and all of the existing mature trees along the northern and western boundary of the Tesco Extra car park would be retained.
- 6.41 Additionally, the proposals would incorporate a new area of soft landscaping along the eastern boundary of the application site to providing an attractive boundary between the proposed development and the realigned vehicular route within the existing car park.
- 6.42 Overall the design, appearance and layout of the proposal will harmonise with its surroundings and provide an attractive and appropriate development which will complement its surroundings, in accordance with adopted Core Strategy policies CC 9 (Design and Heritage), CC 10 (A Place for Everyone), and EN 1 (Design Principles and Strategic Character Areas), as well as the LPA's SPD entitled 'Guide to Development in Manchester' (adopted March 2007).

Air Quality

- 6.43 The accompanying Air Quality Assessment prepared by Aether-UK concludes that the proposed development will not result in exceedances of short-term objectives for either nitrogen dioxide or particulate matter, with the concentrations of both increasing by a negligible amount, and according no mitigation is required to achieve air quality objectives, although it is also acknowledged that the provision of electric vehicle charging points and the implementation of a Travel Plan will also reduce emissions arising the development.

Advertisements

- 6.44 The numerous freestanding and elevations advertisements proposed by the accompanying express advertisement consent application would not have a detrimental impact upon either visual amenity, nor would they prejudice vehicular or pedestrian safety.
- 6.45 The advertisements proposed to the elevations of the new building will complement the design, form and appearance of that building, whilst being of sizes that ensures that they are also appropriate to the scale of the building and do not result in advertisement clutter. The same comments apply to the various freestanding signs within the curtilage of the application site, which will not over-dominate the surroundings nor have any detrimental impact upon users of the surrounding highway network.
- 6.46 Additionally, whilst some of these advertisements would be internally illuminated, the level of luminance and the static nature of the advertisements ensures that they would have no detrimental impact.

7.0 Conclusions

- 7.1 As detailed within this planning statement, the proposals that are the subject of this planning application and associated express advertisement consent submission fully comply with all relevant adopted development plan policies and all other material planning considerations.
- 7.2 The proposed development would provide an additional main town centre use on previously developed land within a designated District Centre location, would contribute positively to the vitality and viability of Baguley District Centre, would not result in an over-concentration of such uses and would not have any adverse impact upon either residential amenity or movement either within the site or on the surrounding highway network.
- 7.3 Accordingly, both planning permission and express advertisement consent should be granted for these proposals, subject to the imposition of appropriate, necessary and reasonable conditions, and we welcome discussion with the Case Officer to whom these applications are allocated during the LPA's determination.

APPENDIX 1

Email correspondence with David Lawless, Senior Planner,
Manchester City Council

From: David Lawless <david.lawless@manchester.gov.uk>
Sent: 07 April 2021 09:07
To: Adam Beamish <adam@beamishplanningconsultancy.co.uk>
Subject: Re: Proposed KFC, Tesco supermarket, Altrincham Road, Baguley - HIGHWAY COMMENTS

If it wasn't in the district centre then it would probably fall foul of the fast food policy, but as it is in it we don't envisage it being an issue at this stage.

regards

David Lawless,
 Senior Planner,
 Development Management South,
 Planning, Building Control and Licensing
 Growth and Development Directorate
 Manchester City Council,

0161 234 4543

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From: Adam Beamish <adam@beamishplanningconsultancy.co.uk>
Sent: 07 April 2021 08:33
To: David Lawless <david.lawless@manchester.gov.uk>
Subject: RE: Proposed KFC, Tesco supermarket, Altrincham Road, Baguley - HIGHWAY COMMENTS

David,

Thanks, just for the sake of completeness, I presume therefore the LPA does not have any concerns regarding the siting of the proposed mixed restaurant and hot food takeaway use in terms of its proximity to Manchester Health Academy (which, despite its name, is actually a secondary school) ?.

Regards,

Adam

Adam Beamish
 BA (Hons), DIP TRP, MRPTI

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From: David Lawless <david.lawless@manchester.gov.uk>

Sent: 06 April 2021 23:49

To: Adam Beamish <adam@beamishplanningconsultancy.co.uk>

Subject: Re: Proposed KFC, Tesco supermarket, Altrincham Road, Baguley - HIGHWAY COMMENTS

Adam,

The site is located within Baguley District Centre so the principle of the proposal is acceptable.

Highway issues will probably be at the forefront and will need to be resolved to the satisfaction of both highway colleagues and TfGM. We'll also need an assessment of the impact of the development on the vitality and viability of the district centre, along with the usual assessments re: residential and visual amenity. The site will also be within the HSE consultation zone given the high pressure gas pipeline that runs down Altrincham Road so when the application is submitted we'll need to assess it against their PADHI+ (Planning Advice for Developments near Hazardous Installations) system.

regards

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