

Planning and Transport Statement

Gorton Road, Manchester, M11 2DZ

October 2025



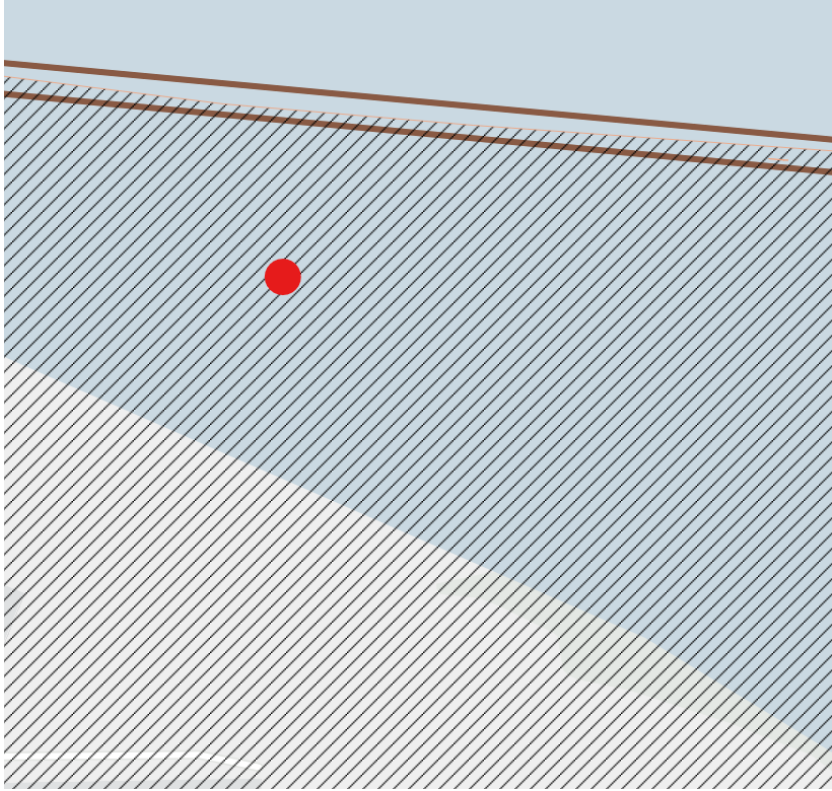
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Introduction	
Client	This statement has been prepared on behalf of Pink Self Storage Ltd.
Scope	This Planning Statement accompanies a Full Planning Application for the retrospective use of land at Gorton Road, Manchester as a self-storage facility (Use Class B8 Storage and Distribution).
Site Details	
Site Location	<i>Fig.1 Site Location Plan</i>  SITE PLAN Scale 1:250@A1 Site Area: 5178 sq.m All dimensions indicated to be checked on site.
Site and Development Description	The application site comprises of a parcel of land within a largely commercial area of Manchester. The site is bounded to the north by Gorton Road, to the east by existing commercial uses, to the south by a railway line, and to the west by industrial land. The site historically formed part of a wider industrial scrap metal processing facility which also included the land to the west. There have been a number of subsequent applications relating to the wider site, including an application and subsequent successful appeal for its use as a recycling yard. There is evidence of recent commercial activity on the land to the west, however it unknown what the current status/use of this adjacent land is. Pink Self Storage Ltd started operating the site as a self-storage facility soon after May 2024. Pink Self Storage Ltd's business model involves the placement of shipping containers on land which are then

	rented to individuals/businesses for storage purposes. The site as a whole is fully enclosed and secured, with a single point of access via electronic gates at the entrance from Gorton Road. The shipping containers are also secured individually by tenants. The site, including access, is monitored remotely though the use of security cameras. There are no staff permanently on site however the site generates employment remotely and through ongoing maintenance requirements. The shipping containers are not affixed to the ground and are also occasional removed for use off-site. The development therefore comprises of a use of land as opposed to operational development.
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Relevant Planning Policy

Local Plan	The Manchester Local Plan includes (of relevance to this application): • Places for Everyone Joint Development Plan Document for Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan (adopted March 2024) • Manchester Core Strategy 2012 to 2027 (adopted July 2012) • Interactive Proposals Map • Extant (Saved) Unitary Development Plan policies. The site is subject to the following designations within the Local Plan: • Within the Manchester City Boundary • Within East Manchester (Policies EM17, EC5) <i>Fig.2 Interactive Proposals Map</i> 
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The following key Local Plan policies are of relevance in this instance:

Core Strategy

Policy EC1: Employment and Economic Growth in Manchester

This states, amongst other things:

“... the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities, and other employment generating uses mainly in the City Centre and Eastlands in line with Policy C1.

Priorities for ensuring continued economic growth include:

- *Improving access to jobs for all via public transport, walking and cycling;*
- *Demonstrating that employment-generating development has fully considered opportunities to provide jobs for local people, through construction or use;*
- *Improving the portfolio of employment premises, by providing a range of employment sites and premises for small, medium and large businesses;*
- *Improving digital infrastructure delivery to businesses and residents;*
- *Creating business destinations by enhancing the primary business use with ancillary commercial facilities;*
- *Ensuring the continued social, economic and environmental regeneration of the City;*
- *Ensuring connectivity to international markets for the import and export of goods to ensure competitiveness in international markets.*

Development proposals should have regard to:

- *Climate change resilience demonstrating how CO2 emissions will be minimised with an aim of zero carbon emissions, through energy efficiency, renewable energy and contributing to low and zero carbon decentralised energy infrastructure;*
- *Ensuring design makes the best possible use of a site or building in terms of efficient use of space, enhancing the sense of place of the wider area and minimising detrimental impacts on adjacent uses, considers the needs of users/employees of a site/building for access via walking, cycling and public transport and reduction of opportunities for crime by applying current best practice in security design;*
- *Flood risk through the Manchester- Salford- Trafford Strategic Flood Risk Assessment (SFRA)”*

Policy EC2: Existing Employment Space

Policy EC2 states, amongst other things, that the *“Council will seek to retain and enhance existing employment space and sites”*.

Policy EC5: East Manchester

This states, amongst other things:

“East Manchester is expected to provide approximately 80-85ha of employment land. The majority of this provision will be within the Regional Centre... Development will also be supported in existing employment and economic development areas, including Alan Turing Way, along key radial routes and Ardwick Goods Yards. The district centres of Newton Heath, Eastlands, Gorton and Openshaw offer opportunities for small scale mixed use local employment opportunities. Larger scale proposals will be considered if good transport links exist to the City Centre/Regional Centre.

The Council will promote development which:

- ensures major employment opportunities are connected via non-car modes to residential neighbourhoods within East Manchester and North Manchester, these include the City Centre, Central Park, Eastlands and railway stations in the City Centre;*
- takes advantage of key transport infrastructure such as the arterial roads (Oldham Road, Ashton New Road, Ashton Old Road and Hyde Road) and public transport networks, such as bus routes and the proposed extension to Metrolink including two new lines and new stops;*
- creates links to the Rochdale and Ashton Canals and links to the open space network including the Rochdale and Ashton Canals and the Medlock Valley, providing opportunities for walking and cycling to economic development opportunities;*
- has regard to listed buildings and conservation areas including Ancoats and the industrial heritage of the area”*

Policy T1: Sustainable Transport

To deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses and to prepare for carbon free modes of transport, the Council will support proposals that: -

- Improve choice by developing alternatives to the car.*
- Promote regeneration and economic vitality by relieving traffic congestion and improving access to jobs and services, particularly for those most in need and for those without a car.*
- Improve access to transport services and facilities in order to enable disabled people and people with mobility impairments to participate fully in public life.*
- Improve pedestrian routes and the pedestrian environment.*
- Improve and develop further Manchester’s cycle network (for example the Manchester Cycleway and the Trans Pennine Trail).*
- Contribute to improvements to the extent and reliability of the public transport network through safe and attractive waiting and interchange facilities, better priority, improved services and information provision.*
- Improve and develop appropriate road, rail and water freight transport routes and associated intermodal freight transport facilities in order to assist in the sustainable and efficient movement of goods.*
- Facilitate modes of transport that reduce carbon emissions e.g by incorporating charging points for electric vehicles, subject to their appropriate design and location.*
- Would reduce the negative impacts of road traffic, for example, congestion, air pollution and road accident casualties.*
- Take account of the needs of road users according to a broad hierarchy consisting of, in order of priority:*
 - 1. pedestrians and disabled people*
 - 2. cyclists, public transport,*
 - 3. commercial access,*
 - 4. general off peak traffic,*
 - 5. general peak time traffic.*

	Policy EN 1: Design Principles and Strategic Character Areas Policy EN1 states that <i>“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. Opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes. Design and Access Statements submitted with proposals for new development must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.”</i> The policy goes on to provide design principles for individual character areas. Policy EN15: Biodiversity and Geological Conservation This policy provides principles for biological and geological conservation. Extant (Saved) Unitary Development Plan policies. Policy EM17 <i>Ardwick Yards and Kay Street is an industrial area comprising uses which require large sites, such as car dealerships, maintenance depots and recycling facilities. Within the Ardwick and Kay Street area development will be permitted which includes:</i> <i>i. Class B2 General Industrial development and Class B8 Storage and Distribution uses;</i> <i>ii. Relocation of “bad neighbour” uses to Ardwick West;</i> <i>iii. Environmental improvement to the Kay Street industrial area;</i> <i>iv. Provision of a high quality frontage along Pottery Lane to form a gateway to Beswick and Sportcity;</i> <i>v. Employment uses, which would take advantage of the existing rail infrastructure;</i> <i>vi. Provision of visual enhancement measures, such as landscape buffers and boundary treatments;</i> <i>vii. Provision of new local roads to open up sites for use;</i> <i>viii. Improved permeability within the area including access to Ardwick and Ashburys railway stations, West Gorton, Beswick, and Sportcity.</i>
Planning History	
Planning History	073534/FU/2004/N2: Application for change of use from scrap metal processing yard to re-cycling yard for construction, demolition and green waste. Decision Date: 4th September 2006 Decision: Allowed on appeal 043276/LE/NORTH2/93: Lawful Development Certificate (Existing) for use of premises as a scrap metal processing yard. Decision Date: 3rd August 1993 Decision: Approved 023966: Use of railway goods yard for vehicle parking, processing and storage of scrap metals in connection with an adjoining business and the creation of a new vehicular access onto Gorton Road Decision Date: 16th May 1985

	Decision: Approved
Analysis	
Principle of Development	The former use of the site as a ‘scrap metal processing yard’ was likely have been a sui generis use. It would nonetheless have been an employment generating use with many similar characteristics to a B2 use. It is unclear whether use of the site as a ‘re-cycling yard for construction, demolition and green waste’ as approved under application 073534/FU/2004/N2 was ever implemented however, if it was, this would likely have been a B2 (General Industrial) use, or potentially also a sui generis, use. Either way, this again would have been an employment generating use, which would have shared many characteristics of a B2 use. For the purposes of considering the current application it is reasonable, therefore, to proceed on the basis that the previously existing lawful use of the site was as an employment/industrial use. This application seeks to regularise the use of the site for self-storage. Self-storage has, typically, been accepted by LPA’s across England and Wales as being a B8 (Storage and Distribution) use. It is understood however that this position is not shared by Manchester City Council, who consider that the peculiarities of self-storage are such that it would represent a sui generis use. Whilst it remains our firm position that a self-storage use is a B8 use, we are not asking the LPA to make a determination on this matter, and it is considered to be largely of no consequence to the determination of the application. Either way, the self-storage use of the site is an employment generating use with very similar characteristics to a B8 (Storage and Distribution) use. Having regard to the above, the principle of development therefore hinges on the following development plan policies: • Core Strategy: ○ Policy EC1: Employment and Economic Growth in Manchester ○ Policy EC2: Existing Employment Space ○ Policy EC5: East Manchester Policy EC1: Employment and Economic Growth in Manchester Policy EC1 relates to employment and economic growth across Manchester as a whole. It confirms that, in addition to providing 200ha of employment land, <i>"the Council will support other significant contributors to economic growth and productivity including health, education, retailing, cultural and tourism facilities, and other employment generating uses."</i> Policy EC1 goes on to identify priorities for continued economic growth as including, amongst other things: • <i>Improving the portfolio of employment premises, by providing a range of employment sites and premises for small, medium and large businesses;</i> • <i>Creating business destinations by enhancing the primary business use with ancillary commercial facilities;</i> • <i>Ensuring the continued social, economic and environmental regeneration of the City;</i> The operation of the site by Pink Storage as a self-storage facility would be aligned with the identified criteria of Policy EC1 as follows:

- Notwithstanding the use class of the premises, the self-storage use of the site is an employment generating use which has directly created a total of 2.5 full-time equivalent jobs in security and management of the site during its operation, in addition to the indirect jobs created both in the installation of the site and in its ongoing maintenance. The application scheme therefore directly improves the portfolio of employment sites in Manchester.
- The self-storage use of the site also provides competitive and flexible storage facilities for other businesses in the area. A significant proportion of Pink Storage's customers across the area are small medium enterprises, who utilise the facilities to serve their entire storage requirements or complement their existing provision, frequently on a long-term basis. The application scheme therefore also enhances the primary business offering of Manchester with ancillary commercial facilities.
- Whilst it is unclear whether the lawful use of the site immediately prior to Pink Storage's occupation was as scrap metal processing yard or a re-cycling yard, both uses would have been industrial in nature and there is clear evidence from aerial photography of heavy earthworks over in recent years. The self-storage use by contrast would involve no material processing or other noise/pollution generating commercial activities. It is considered that the deindustrialisation of this area of Manchester, which lies in close proximity to residential neighbourhoods, would represent a significant and positive step towards the goal of the social, economic and environmental regeneration of Manchester.

Policy EC2: Existing Employment Space

Policy EC2 relates to existing employment land. It states, amongst other things, that the *"Council will seek to retain and enhance existing employment space and sites"*. As identified above, whilst it is unclear what the most recent former use of the site was, it was certainly an employment generating use, which would have shared many characteristics of a B2 (General Industrial) use. It is considered therefore the application falls to be considered under Policy EC2. With regard to the current use of the site, it is the applicant's assertion that the self-storage use is B8 (Storage and Distribution). The LPA however are of the opinion that this represents a sui generis use. Regardless, however, there is no ambiguity that the self-storage use of the site is an employment generating use, which shares many characteristics with a B8 use. In this regard the application scheme would be in full compliance with Policy EC2 insofar as it has retained and regenerated former employment land for an employment generating use.

Policy EC5: East Manchester

Policy EC5 relates to employment uses in the East Manchester area. It identifies that *"East Manchester is expected to provide approximately 80-85ha of employment land."* Whilst the majority of this provision was expected to be within the regional centre, the policy goes on to state that *"Development will also be supported in existing employment and economic development areas..."*

The policy goes on to advise that the Council *"will promote"* development which, amongst other things:

- *ensures major employment opportunities are connected via non-car modes to residential neighbourhoods within East Manchester and North Manchester, these include the City Centre, Central Park, Eastlands and railway stations in the City Centre;*
- *takes advantage of key transport infrastructure such as the arterial roads (Oldham Road, Ashton New Road, Ashton Old Road and Hyde Road) and public transport networks, such as bus routes and the proposed extension to Metrolink including two new lines and new stops;*

	The location of application scheme on an existing employment site has been covered in detail in response to Policy EC1 and EC2 above. As a result, the principle of an employment use on this site is in accordance with the overarching objective of Policy EC5. With regard to the specific relevant criteria: • The sustainability of the site is addressed in detail the Highways and Access section of this report, with the conclusion that the site is highly accessible by non-car modes of travel. The application scheme is therefore compliant with this policy criteria. • The site provides an access onto Ashton Old Road, via a short stretch of Gorton Road. The application scheme is therefore compliant with this policy criteria. In conclusion the application scheme would be fully compliant with Core Strategy Policies EC1, EC2 and EC5 and, as a consequence, the principle of the development at this location is in accordance with the development plan.
Design and Character	Core Strategy Policy EN1 requires development in Manchester to, amongst other things, <i>“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”</i>. It also identifies that <i>“opportunities for good design to enhance the overall image of the City should be fully realised, particularly on major radial and orbital road and rail routes.”</i> As a use of land the design implications of the development are extremely limited. Nonetheless, the site itself was previously in industrial use and located in a mixed-use area of Manchester with commercial, industrial and residential uses. The development has made use of the existing site features, including retaining the existing wall to Gorton Road as the means of enclosure. The containers themselves are a uniform size and are finished in a uniform green colour. There are limited views of the containers from outside the confines of the site. It is concluded that the development represents a visual betterment over the former use of the site and would be fully compliant with Core Strategy Policy EN1 and national planning guidance.
Movement and Access	Core Strategy Policy T1 relates to sustainable transport. It advises that, in order to <i>“deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses and to prepare for carbon free modes of transport”</i> the Council will support proposals that meet certain criteria, including, of relevance to the application scheme: • <i>Improve choice by developing alternatives to the car.</i> • <i>Promote regeneration and economic vitality by relieving traffic congestion and improving access to jobs and services, particularly for those most in need and for those without a car.</i> • <i>Improve access to transport services and facilities in order to enable disabled people and people with mobility impairments to participate fully in public life.</i> • <i>Would reduce the negative impacts of road traffic, for example, congestion, air pollution and road accident casualties.</i> • <i>Take account of the needs of road users according to a broad hierarchy consisting of, in order of priority:</i> 6. <i>pedestrians and disabled people</i> 7. <i>cyclists, public transport,</i>

8. commercial access,
9. general off peak traffic,
10. general peak time traffic.

In response to the first two criteria, enclosed at Fig.1 (overleaf) is a table evidencing the locational sustainability of the site in respect of its accessibility via non-car modes of travel and from the local employment base. This evidences that:

- The site is highly accessible by non-car modes of travel. An active travel route connecting with the city centre runs along Ashton Old Road to the immediate north of the site; a bus stop served by a frequent bus service (up to 10 buses an hour) is located further along Ashton Old Road (just 0.1miles from the site); and Ashburys Railway Station, which provides regular links to Manchester Picadilly Station as well as local stops and the wider rail network, is located off Pottery Lane, just 0.6 miles from the site. Both staff and customers therefore have a wealth of sustainable travel options available to them to facilitate access to the site via non-car modes of travel.
- Fig.1 also evidences that the site is within easy walking distance of three residential neighbourhoods – Beswick and Bradford to the north, and West Gorton to the south, all of which are within a 16 minute walk of the site. The site is therefore also well located for access on foot. Given the nature of the use this is more likely to be beneficial to staff, as opposed to customers.

Fig.3 Locational Sustainability

Facility/Destination	Distance from the site entrance	Length of the journey (by foot) (in minutes)	Length of the journey (by bicycle) (in minutes)
Sustainable Travel Routes			
Ashton Old Road Active Travel Route (cycle and pedestrian link to city centre)	184 feet	1 minute	<1 minute
Stainforth Street Bus Stop	0.1 miles	3 minutes	1 minute
Ashburys Railway Station	0.6 miles	12 minutes	5 minutes
Residential Neighbourhoods			
Beswick	0.1 miles	3 minutes	1 minute
Bradford	0.4 miles	10 minutes	3 minutes
West Gorton	0.8 miles	16 minutes	5 minutes

Enclosed at Appendix 1 is a Self-Storage Traffic Study (November 2024) undertaken by the Self Storage Association (SSA) United Kingdom. This summarises the results of traffic monitoring undertaking in 13 self-storage sites across England and Wales in November 2024. For container stores such as the one to which this application relates this evidenced an average 2-way vehicular trip generation per 1,000sq.ft as follows:

- Weekdays: 1.54 vehicle trips per day

- Saturdays: 1.11 trips per day
- Sundays: 0.43 trips per day

The application scheme includes a total of 224 shipping containers, each with a footprint of 6.06m by 2.44m, and an internal floorspace of 14.4sq.m. This equates to a total floorspace across the site of 3,225.6sq.m, or 34,720sq.ft. On the basis of the SSA Traffic Study the development would generate an average 2-way vehicular trip generation as follows:

- Weekdays: 53.47 vehicle trips per day
- Saturdays: 38.54 vehicle trips per day
- Sundays: 15.93 vehicle trips per day.

The SSA Traffic Study also evidences that:

- The overwhelming majority of vehicle trips to container stores are by way of car and light goods vehicle (vans). The weekdays see a larger portion of trips by light goods vehicle (47.8%) as opposed to cars (41.4%). On the weekends however this is reversed, with the majority of trips by car (61% on a Saturday and 73.2% on a Sunday) and fewer by light goods vehicle (32.2% on a Saturday and 26.8% on a Sunday). This is reflective of the use of the site by both businesses (utilising light goods vehicles during working days) and individuals (utilising private cars outside of the working day).
- No vehicle trips by bicycle were recorded for the surveyed container sites. This however may well be reflective of the location of the surveyed sites, as other (non-container) sites in city locations did register some trips (albeit in modest numbers) by bicycle.

The following conclusions are drawn from the available evidence:

- The site is in a highly sustainable location, easily accessible via a range of transport options which will facilitate non-car modes of travel as much as reasonably possible having regard to the nature of the use. The development consequently promotes alternatives to the car and improves access to transport services and facilities.
- The site is located within close proximity to residential neighbourhoods, and is therefore well located for access on foot. The development consequently promotes regeneration and economic activity by improving access to jobs for those without a car.
- As a self-storage use, traffic generation would be limited, and likely represent a significant betterment (both in terms of traffic volumes and the nature of the traffic) in comparison with the site's former industrial use. In this regard the development reduces the negative impacts of road traffic, including congestion and air pollution.

Both vehicle and pedestrian access into the site is via a gated entrance onto Gorton Road. The stretch of Gorton Road which serves the site is actually a cul-de-sac accessed from the primary Gorton Road/Gable Street highway via a priority junction to the south-east of the site. The previous vehicular access from Gorton Road onto Ashton Old Road to the north-west of the site has been stopped-up historically, and the vehicle access onto Ashton Old Road rerouted via a one-way system utilising Gable Street and Stainworth Street. This stretch of Gorton Road is linear and level which, together with the wide footway to the site frontage, affords excellent visibility to both the north-west and south-east from the site entrance (see Fig.4 and Fig.5 below). The only other access served via the cul-de-sac is a

secondary access to Ashbury Service Station, which has its primary access from Ashton Old Road. At the time of writing this secondary access was blocked off. As such, the only traffic utilising this stretch of Gorton Road is likely to be that accessing the Pink Storage site. Furthermore, because of the cul-de-sac to the north-west and junction to the south-east, any traffic which did pass the site entrance is likely to be travelling at low speed.

Fig.4 Visibility to north-west



Fig.5 Visibility to south-east



With regard to parking, the Council's adopted SPG *Managing Transportation Impacts (Incorporating Parking Standards)* identifies a maximum car parking provision for B8 (Storage and Distribution) uses of 1 car parking space per 100sq.m of floorspace. As a self-storage use however the development has unique parking demand – the majority of customers require direct, or near direct, access between their vehicle and storage unit. Customers however are only stationary for short periods of time (whilst loading or unloading) and also visit the site infrequently. It would be evidently impractical and unnecessary to provide dedicated parking bays for every storage unit and so Pink Storage's sites operate on the basis of vehicles parking in the access road whilst completing the loading/unloading. This system has operated successfully across Pink Storage's 50 UK sites including, since May 2024, the application site. The nature of the use is such that regular access by maintenance and service vehicles is not required.

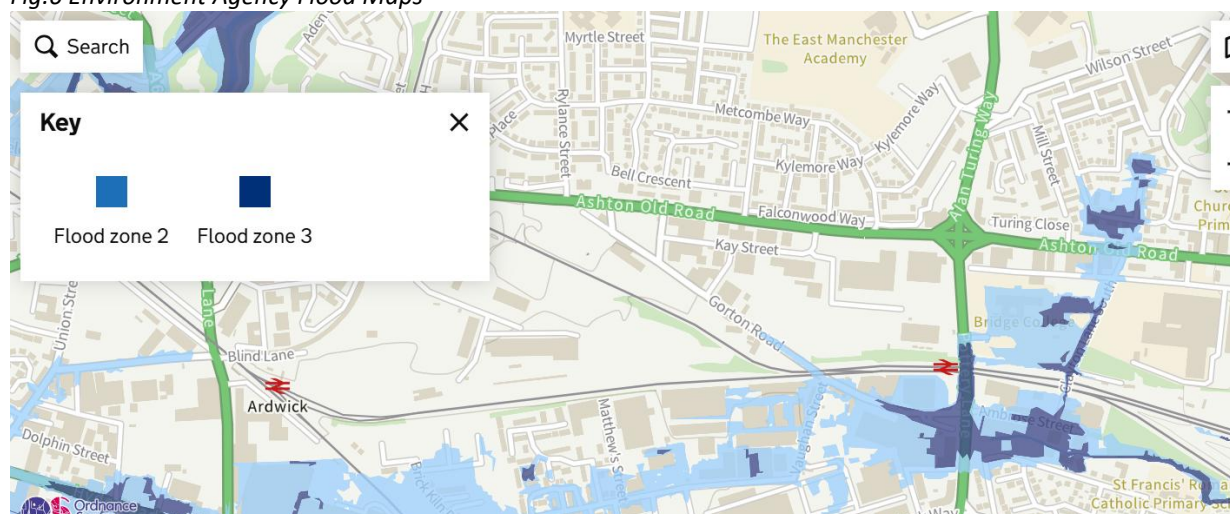
The application is also supported vehicular tracking plans prepared by Quad Design. This evidences that vehicles can appropriately manoeuvre around the site and access the units utilising the current one-way system.

It is concluded that the development would not have an adverse impact on either highway safety or highway capacity, and would comply with Core Strategy Policy T1.

Flood Risk

The site is less than 1ha in size and is classified as Flood Zone 1 (very low risk of flooding) on the Environment Agency Flood Maps. Flood risk does not therefore require any further consideration.

Fig.6 Environment Agency Flood Maps



Trees and Ecology

Policy EN15 (Biodiversity and Geological Conservation) provides principles for biological and geological conservation. The application is supported by an Ecological Appraisal prepared by Ostara Ecological Services which evidences how the development achieves the principles set-out in policy EN15. This states that *“aerial imagery and mapping from 2020, used in accordance with BNG requirements, suggest vegetated cover within the site boundary, but lack sufficient detail to identify habitat type. Given the urban location, proximity to railway infrastructure, and frequent disturbance, it is considered likely the vegetation consisted of opportunistic, self-seeded species such as Buddleja davidii. Consequently, an area of 4,387 m² is reasonably assumed to have introduced shrub habitat under the Biodiversity Metric.”*

The report goes on to advise that *“the site is not subject to any statutory or non-statutory conservation designations and is assessed as having Low Strategic Significance. It now consists of unsealed artificial surfaces and stacked metal containers, with limited scope for meaningful on-site habitat creation. As the development is retrospective, the statutory BNG requirement under the Environment Act 2021 does not apply. Moreover, Manchester City Council does not currently provide specific local policy guidance for BNG in retrospective applications.”*

The report goes on to make recommendations for ecological enhancements, including planting wildlife-friendly green climbers suitable for the northern fence line. It is considered that these can be appropriately be controlled by way of a condition.

Accounting for the mitigation it is concluded that the development complies with Policy EN15 of the Core Strategy and national BNG requirements.

Conclusion

This statement provides a detailed examination of the relevant material planning considerations for the development. In conclusion, on the base of the comprehensive review of policies, the physical and locational constraints of the site and the design of the existing development the application should be supported for the following reasons:

- It has been evidenced that the principle of the use of the Site as a self-storage facility is in compliance with the key development plan policies, in particular Core Strategy policies EC1, EC2 and EC5.
- With regard to transport and movement, the site is well located for easy access as a storage site as well as being in a highly sustainable location with a wide range of services and facilities in the area.
- The change of use had no adverse impact on flood risk, trees or ecology, thus complying with the technical policy requirements of the development plan.

It is therefore concluded that the development is in compliance with the development plan and should be supported.