

## Planning

## Growth & Development

### Delegated officer report for planning application

**Application no.** 141314/FO/2024  
**Date registered valid:** 22 January 2025  
**Proposal:** Erection of a single storey, detached retail pod (Class E) within car park  
**Address:** Morrisons, Wilbraham Road, Manchester, M21 0UA,  
**Ward(s):** Chorlton Ward  
  
**Applicant:** WM Morrison Supermarkets Ltd  
**Agent (if any):** Mr Gareth Glennon. Peacock and Smith  
**Case officer:** Holly Wright  
Tel: 0161 219 6381  
Email: [holly.wright@manchester.gov.uk](mailto:holly.wright@manchester.gov.uk)  
  
**Recommendation:** Refuse  
**Date of recommendation:** 11 March 2025

## **Application details**

**Type of application:** Full Application Consent

**Development type:** Minor Retail

**Date of site visit:** 7 February 2025

**Standard consultations:** Printed: 31 January 2025 Expired: 21 February 2025

**Neighbour notifications:** Printed: 31 January 2025 Expired: 21 February 2025

**Site notice:** No site notice has been produced

**Press advert:** No press advert had been published

**Departure from Development Plan:** No

**Environmental Statement:** Not required

## **Description of site/building/area**

**Listed building:** Not applicable

**Conservation area:** Not applicable

**Tree Preservation Order:** Not applicable

The application relates to a portion of the private car park situated within the curtilage of the Morrisons supermarket located at No.418B Wilbraham Road in the Chorlton Park ward of Manchester. The site sits adjacent to a busy high street located at the eastern end of Chorlton district centre and is in relatively close proximity to Chorlton Metrolink tram stop, South West Manchester Cricket Club, and Barlow Moor Road (B5217).





## **Description of development**

The applicant is seeking permission for the erection of a single storey, detached retail pod (Class E) within the site's existing car park.

## **Planning history**

138963/FO/2024 - Erection of retail pod within car park – Approved (01.03.2024).

138964/AO/2024 - Installation of three internally illuminated fascia signs and four non-illuminated wall signs to proposed retail pod – Approved (01.03.2024).

141315/AO/2024 - Advertisement consent for the installation of 3 x internally illuminated fascia signs and 4 x wall signs – Approved (13.12.2024).

## **Consultations & Notification Responses**

One letter of support was received from one local resident in response to this application.

**Chorlton Civic Society** made no objection to the principle of the retail pod, however, raised concerns relating to pedestrian and highways safety as a result of the pod's siting within a busy area of the car park adjacent to the existing pedestrian entrance and crossing.

**Highways Services** made no objection to the proposal indicating that no highway concerns in terms of safety or capacity are considered likely to arise. The current on-site parking offering is to be reduced by 2 parking spaces and, as such, no concerns are anticipated regarding vehicular build up on-street. At the end of the building's use on this site, the pod would be removed and the original car parking bays reinstated. Given the minimal scale of construction works involved, the level of construction vehicles are unlikely to generate any significant on-street parking demands.

**Environmental Health** made no objection to the proposal, requesting conditions relating to the pod's hours of use, deliveries/servicing/collections, external lighting, external plant/equipment/servicing and refuse management be attached.

**Flood Risk Management** requested a pre-commencement condition relating to the submission of a surface water drainage scheme be attached.

## Policies

The following policies are considered relevant in the consideration of this application.

### **The Manchester Core Strategy – Development Plan Document 2012-2027 (“the Core Strategy”)**

was adopted by the City Council on the 11th of July 2012:

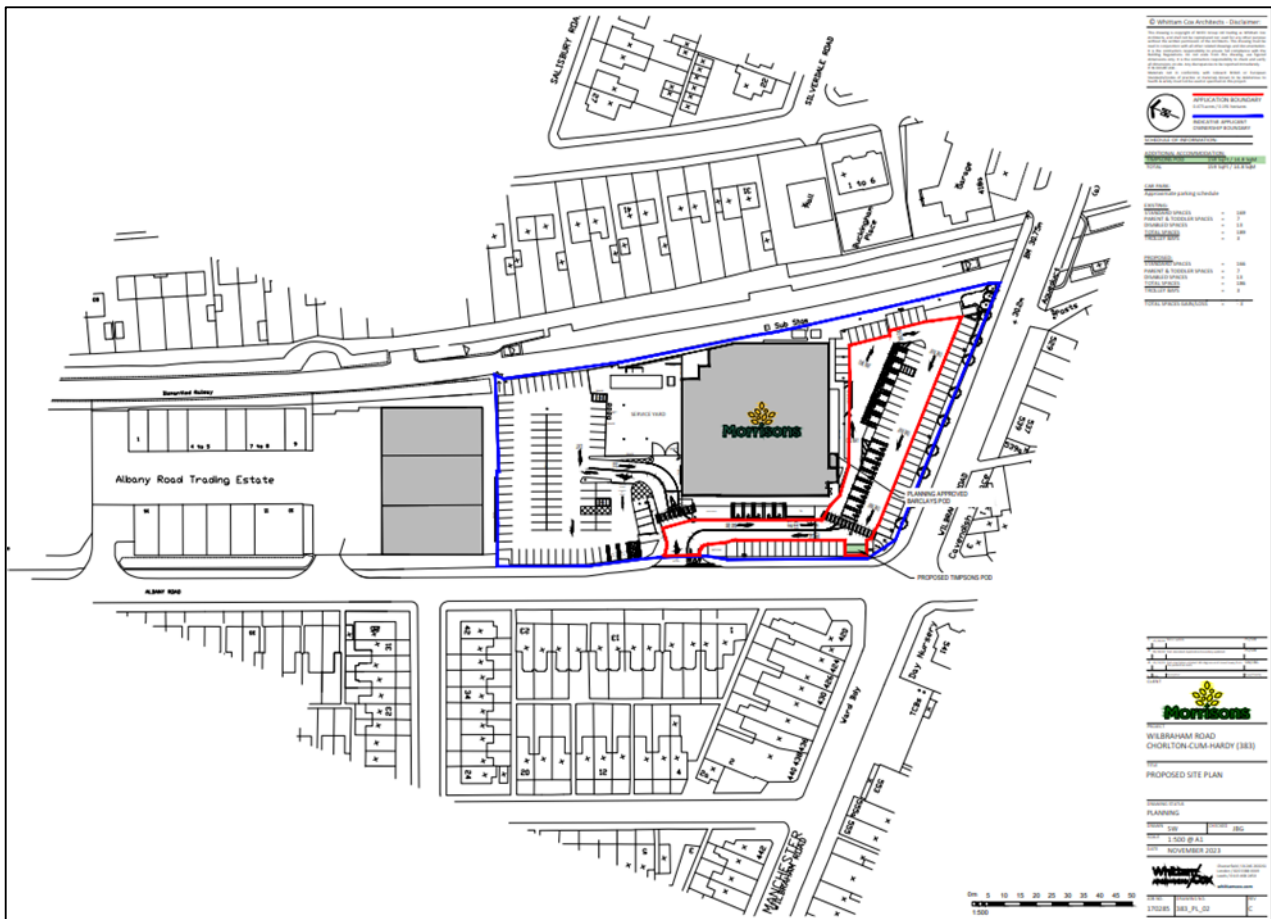
- Policy DM1 – Development Management
- Policy SP1 – Spatial Principles

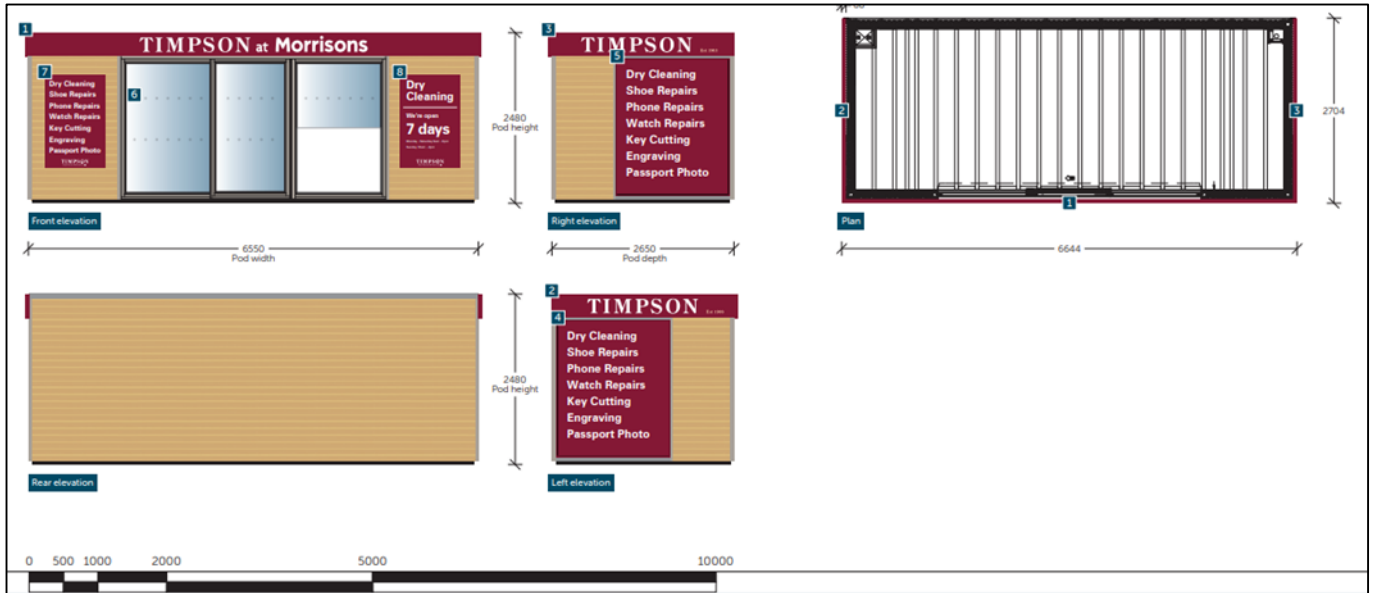
### **The National Planning Policy Framework (NPPF, 2024)**

- Chapter 12 – Achieving Well-Designed Places

**Places for Everyone** - is a long-term plan of nine Greater Manchester districts for jobs, new homes, and sustainable growth. It has been published by the GMCA on behalf of the nine districts and took effect and became part of the statutory development plan on March 21, 2024.

- Policy JP-P1: Sustainable Places





Submitted proposed elevations and plan



Submitted illustrative street scene, as viewed from Albany Road

## **Issues**

**Principle** – Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that decisions must be made in accordance with the development plan, unless material considerations indicate otherwise. The National Planning Policy Framework reinforces this requirement in paragraphs 2 and 48, whilst paragraph 12 indicates that the presumption in favour of sustainable development does not alter the statutory status of the development plan as a starting point for decision-making and that, where a planning application conflicts with an up-to-date development plan, permission should not normally be granted.

In the case of this application, the principle of the proposal is considered unacceptable and cannot be supported as it conflicts with the development plan policies and associated guidance listed in the preceding section.

It is considered that the proposal's siting on a prominent corner adjacent to a busy highway, with no distinguishing features to its highways-facing elevations would cause considerable harm to the appearance and visual amenity of the area, resulting in the introduction of a development that lacks character and visual intrigue and fails to positively contribute to the quality of the area overall.

On this basis, the proposal is considered to conflict with policies SP1 and DM1 of the Manchester Core Strategy, policy JP-P1 of the Places for Everyone Joint Development Plan Document and chapter 12 of the National Planning Policy Framework. There are no material considerations which indicate otherwise.

**Appearance and visual amenity** – the proposal would be sited in the southwest corner of the existing car park, adjacent to the crossroads of Wilbraham Road (A6010) and Albany Road. The submitted plans indicate that the retail pod would measure to 2.704m in length, 6.644m in width, and 2.48m in height, with an overall internal floor space of approximately 16 square metres. The planning submission indicates that the retail pod would be built of timber cladding, with a flat roof and aluminium-framed windows and doors. Its front elevation, facing east/northeast into the car park, would feature three glazed panels (including an entrance door), two non-illuminated wall signs, and an internally illuminated fascia sign, whilst its rear elevation would be blank and featureless. Both of its side elevations would feature a non-illuminated wall sign and an internally illuminated fascia sign.

Overall, the proposal is considered to be unacceptable on account of the unduly harmful impact it would have upon the appearance and character of the street scene and overall visual amenity of the area. This is on the basis that the retail pod's inappropriate siting in a visually prominent location adjacent to a busy crossroads together with its lack of distinguishing elevational features would result in the introduction of a development that fails to incorporate good architectural and design principles due to its distinct lack of character and visual intrigue, and which would fail to positively contribute to the sense of place and quality of the area overall.

The proposal is therefore considered to conflict with the principles set out under policies SP1 and DM1 of the Manchester Core Strategy, policy JP-P1 of Places for Everyone, and chapter 12 of the National Planning Policy Framework.

**Conclusion** – for the reasons specified above, it is considered that the proposal is unacceptable due to its siting, scale, and massing and inappropriate design choices which would have an unduly harmful impact upon the appearance and character of the street scene and overall visual amenity of the area.

The proposal is considered to conflict with the principles set out under policies SP1 and DM1 of the Manchester Core Strategy which indicate that developments in all parts of the City should “make a positive contribution to neighbourhoods of choice” by “creating well-designed places that enhance or create character” with consideration given to “appropriate siting, layout, scale, form, massing, materials and detail” as well as “the character of the surrounding area”. This view is bolstered further as policy JP-P1 of Places for Everyone stipulates that all development should be “distinctive, with a clear identity that... respects and acknowledges the character and identity of the locality in terms of design, siting, scale and materials used”. The proposal also fails to satisfy the requirements of chapter 12 of the National Planning Policy Framework which highlights that developments should be “visually attractive as a result of good architecture [and] layout” and should “add to the overall quality of the area, not just for the short term but over the lifetime of the development”.

The agent of the application was informed of the above issues and the City Council’s intent to refuse the application.

## **Other Legislative Requirements**

### **Equality Act 2010**

Section 149 (Public Sector Equality Duty) of the Equality Act 2010 requires due regard to the need to: Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act and; Advance equality of opportunity between persons who share a protected characteristic and persons who do not share it. The Equality Duty does not impose a legal requirement to conduct an Equality Impact Assessment. Compliance with the Equality Duty involves consciously thinking about the aims of the Equality Duty as part of the process of decision-making.

### **Human Rights Act 1998 considerations**

This application needs to be considered against the provisions of the Human Rights Act 1998. Under Article 6, the applicants (and those third parties, including local residents, who have made representations) have a right to a fair hearing and to this end the local planning authority must give full consideration to their comments.

Protocol 1 Article 1, and Article 8 where appropriate, confer(s) a right of respect for a person's home, other land and business assets. In taking account of all material considerations, including Council policy as set out in the Core Strategy and saved policies of the Unitary Development Plan, the Director of Planning, Building Control & Licensing has concluded that some rights conferred by these articles on the applicant(s)/objector(s)/resident(s) and other occupiers and owners of nearby land that might be affected may be interfered with but that that interference is in accordance with the law and justified by being in the public interest and on the basis of the planning merits of the development proposal. She believes that any restriction on these rights posed by the recommendation given is proportionate to the wider benefits of and that such a decision falls within the margin of discretion afforded to the Council under the Town and Country Planning Acts.

**Recommendation:** Refuse

### **Article 35 Declaration**

The proposal would not improve the social and environmental conditions of the area, nor does it comply with the development plan and therefore does not comprise sustainable development. There are no conditions which could reasonably have been imposed, which would have made the development acceptable, and it is therefore not possible to approve the application.

### **Condition(s) to be attached to decision for approval OR Reasons for recommendation to refuse**

1) The proposal, by reason of its siting in a visually prominent location adjacent to a busy crossroads together with its inappropriate and characterless design choices would introduce detrimental visual elements to the street scene, forming a visually incongruous and obtrusive structure, to the detriment of visual amenity and, as such, is contrary to policies SP1 and DM1 of the Manchester Core Strategy, policy JP-P1 of the Places for Everyone joint development plan document and chapter 12 of the National Planning Policy Framework.

## **Appendix 1 – List of consultees & neighbours notified**

Highway Services  
Environmental Health  
Greater Manchester Police  
MCC Flood Risk Management  
Chorlton Voice

Wm Morrison Supermarkets Plc, Wilbraham Road, Manchester, M21 0SD  
Cartmel, 529 - 531 Wilbraham Road, Manchester, M21 0UE  
Rydal, 529 - 531 Wilbraham Road, Manchester, M21 0UE  
Kendal, 529 - 531 Wilbraham Road, Manchester, M21 0UE  
Grasmere, 529 - 531 Wilbraham Road, Manchester, M21 0UE  
Flat Above, 533 Wilbraham Road, Manchester, M21 0UE  
7B Albany Road, Manchester, M21 0AY  
SCREWFIX, Unit 3A, Albany Road Trading Estate, Albany Road, Manchester, M21 1AZ  
529 Wilbraham Road, Manchester, M21 0UE  
7A Albany Road, Manchester, M21 0AY  
2 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA  
426 Wilbraham Road, Manchester, M21 0AS  
426A Wilbraham Road, Manchester, M21 0AS  
Bridge Garage, 529 Wilbraham Road, Manchester, M21 0UE  
3 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA  
Flat 3, 21 Albany Road, Manchester, M21 0AY  
Flat 2, 21 Albany Road, Manchester, M21 0AY  
Flat 1, 21 Albany Road, Manchester, M21 0AY  
E G Cadman, 420A Wilbraham Road, Manchester, M21 0AS  
Flat Above, 535 Wilbraham Road, Manchester, M21 0UE  
15 Albany Road, Manchester, M21 0AY  
426B Wilbraham Road, Manchester, M21 0AS  
Flat 1, 537 - 539 Wilbraham Road, Manchester, M21 0UE  
Brewski, 537 - 539 Wilbraham Road, Manchester, M21 0UE  
Flat 2, 537 - 539 Wilbraham Road, Manchester, M21 0UE  
Flat 3, 537 - 539 Wilbraham Road, Manchester, M21 0UE  
Flat 4, 537 - 539 Wilbraham Road, Manchester, M21 0UE  
Flat 2, 5 Albany Road, Manchester, M21 0AY  
Flat 3, 1 Albany Road, Manchester, M21 0AY  
Flat 1, 1 Corkland Road, Manchester, M21 8UP  
424 Wilbraham Road, Manchester, M21 0AS  
1A Corkland Road, Manchester, M21 8UP  
Units 1 And 2, Albany Road Trading Estate, Albany Road, Manchester, M21 0AZ  
Unit 2A, Albany Road Trading Estate, Albany Road, Manchester, M21 0AZ  
1 Cavendish Terrace, Wilbraham Road, Manchester, M21 0UA  
Flat D, 17 Albany Road, Manchester, M21 0AY  
Flat C, 17 Albany Road, Manchester, M21 0AY  
Flat B, 17 Albany Road, Manchester, M21 0AY  
Flat A, 17 Albany Road, Manchester, M21 0AY  
Flat Above, 420 Wilbraham Road, Manchester, M21 0AS  
Chemist, 420 Wilbraham Road, Manchester, M21 0AS  
Flat 3, 1 Corkland Road, Manchester, M21 8UP  
Flat 2, 1 Corkland Road, Manchester, M21 8UP  
Flat 3, 5 Albany Road, Manchester, M21 0AY  
Flat 1, 5 Albany Road, Manchester, M21 0AY  
Flat 4, 1 Albany Road, Manchester, M21 0AY

Flat 2, 1 Albany Road, Manchester, M21 0AY  
Flat 1, 1 Albany Road, Manchester, M21 0AY  
19 Albany Road, Manchester, M21 0AY  
3 Albany Road, Manchester, M21 0AY  
23 Albany Road, Manchester, M21 0AY  
13 Albany Road, Manchester, M21 0AY  
11 Albany Road, Manchester, M21 0AY  
422 Wilbraham Road, Manchester, M21 0AS  
539A Wilbraham Road, Manchester, M21 0UE  
535 Wilbraham Road, Manchester, M21 0UE  
The Bar, 531 - 533 Wilbraham Road, Manchester, M21 0UE  
9 Albany Road, Manchester, M21 0AY  
7 Albany Road, Manchester, M21 0AY  
Flat 1A, 1 Corkland Road, Manchester, M21 8UP

## **Appendix 2 – Planning constraints**

Article 4 Direction - Removal Of PD Rights Change Of Use From Class C3 To Class C4  
Aircraft Safeguarding Zone - Aircraft Safeguarding Zone - All Exceeding 90M