



**Ambrose Street,
Manchester**

Planning Statement

On behalf of

Storage World

November 2022

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1. Executive Summary

- 1.1. Storage World is a leading operator of self-storage solutions and workspaces. It is independently owned and operates from three sites across Greater Manchester in Middleton, Hale / Wilmslow, and Ardwick.
- 1.2. To help meet a growing demand for self-storage and flexible workspace, this application seeks planning permission for a brand new fourth unit, proposed on a prominent site adjacent to the railway line at the junction of Ambrose Street and the A6010, opposite Ashburys Train Station.
- 1.3. The 0.52Ha site is currently occupied with three industrial buildings built in the 1970s, split into six units serviced front and rear. There are 13 people employed across six different companies within the site.
- 1.4. Storage World has a strong track record of investing and transforming dilapidated underutilised employment units and, in this case, propose demolition and complete new build self-storage facility with associated parking, circulation space and landscaping, representing a significant investment of £8m in this part of East Manchester.
- 1.5. The site lies within an existing employment area where the Council supports the retention of employment uses through the development plan (Core Strategy policy EC2).
- 1.6. The development will transform and enhance the visual aspect of this prominent site providing a modern facility to help meet the identified need. It will deliver an energy efficient building with photovoltaic panels that meets modern building regulations and include bicycle storage and EV charging points.
- 1.7. As set out in this Planning Statement, the proposed investment in redeveloping this existing employment site for a modern unit aligns with the National Planning Policy Framework (NPPF) and the proposed development accords with the policies contained within the statutory development plan.
- 1.8. The development on previously developed land will help increase employment opportunities and result in a modern, energy efficient building that will enhance this prominent site. It is in a sustainable location and represents sustainable development that accords with the development plans and, as such, we would be grateful if the application could be approved without delay.

2. Introduction

- 2.1. P4 Planning has been instructed by Storage World to prepare this Planning Statement that accompanies a full planning application and advertisement consent for the redevelopment of land at Ambrose Street to deliver a new self-storage facility. The proposal is set out in more detail at Section 4.
- 2.2. This Statement provides further details of the site and the wider context, details of the proposal and relevant planning policy and sets out the main planning considerations and benefits of the proposal.
- 2.3. The application submission pack has derived from review of the validation checklist and pre-application discussions with planning officers at MCC. It comprises the following documents:
 - Application forms and fee
 - Cover letter
 - This planning statement
 - Location plan
 - Existing site plan
 - Proposed site plan
 - Proposed upper floor plans
 - Existing plans
 - Existing elevations
 - Proposed elevations
 - Proposed demolition plan
 - Existing masterplan
 - Proposed masterplan
 - Proposed roof plan
 - External materials board
 - Proposed external works
 - Drawing issue sheet
 - Design and Access Statement
 - Signage proposals
 - Signage schedule
 - Landscape plan
 - Topographic survey
 - Transport statement
 - Travel plan

- Crime impact statement
- Phase 1 habitat survey and daytime bat survey
- Biodiversity Impact Assessment
- Renewable and sustainability statement
- External lighting plan
- Geotechnical ground investigations report
- Phase 1 desk study and preliminary contaminated land risk assessment
- Flood risk assessment and drainage statement
- Air Quality Assessment
- Coal mining risk assessment

3. Context

Site and Surroundings

- 3.1. The application site is a 0.52 Ha parcel of land located on the corner of Pottery Lane and Ambrose Street, Manchester. A site location plan is attached at **Appendix 1**
- 3.2. The site is unallocated employment land occupied by three industrial / warehouse buildings, which are divided into six units as can be seen in the Existing Site Plan (**Appendix 2**).
- 3.3. The existing buildings date from the 1970s and are clad in bricks and metal sheeting, which is currently in poor repair (see photographs at **Appendix 3**).
- 3.4. Adjacent to the north of the site is the Manchester to Hadfield / Glossop railway line separated by a thin strip of landscaping on the railway embankment. Ambrose Street and Pottery Lane border the site to the south and west respectively and, to the east are more commercial units and hardstanding. The site lies outside of a coal mining development high risk area¹.
- 3.5. The south-west corner of the site is partially situated within Flood Zone 2 and 3 and is situated within a Critical Drainage Area. Part of the site is located within Greater Manchester's Air Quality Management Area.
- 3.6. The application site has particularly good public transport accessibility. Ashburys train station is located immediately opposite and has trains running between 9:00-00:00 every 15 minutes into Manchester City Centre (each taking 4 minutes). There is at least one train an hour operating to Hadfield/Glossop and New Mills stations between 7:30-00:00, and Rose Hill station from 6:30-20:30.
- 3.7. There are also two bus stops immediately outside the site on Pottery Lane, operating the Cheetham Hill to Pendleton bus route (53 Orbits bus). Ashton Old Road is 350m north of the site and is a major bus route into and out of the city centre. The 219 bus from Manchester to Stalybridge/Ashton-under-Lyne runs every 10 minutes between 5:00-23:30 (and until 3:30 on weekends).
- 3.8. There are 13 people employed across six different companies within the site, with the breakdown as follows (employee numbers in brackets); Eastern Horizon Ltd

¹ <https://mapapps2.bgs.ac.uk/coalauthority/home.html>

(2), Road Rock International Ltd (3), Manchester Trailers Ltd (2), Quick Mealz Ltd (2), Popular Global Ltd (1) and Kinnens Caravans Ltd (3).

- 3.9. The wider vicinity is generally characterised by more employment units and uses. Beyond the unit to the south (currently occupied by Hancocks Cash and Carry), the nearest residential units are circa 90 metres away on Textile Street where permission has recently been granted for 12 no. dwellings (ref. 129876/FO/2021).

Planning History

- 3.10. A desktop review of historic mapping ² shows evidence the site has been in employment use since the early 1900s.
- 3.11. The earliest planning history available online relates the extension of an existing warehouse in 1976 (application ref. F03156) indicating that the existing units date from the 1970s. Following this, two subsequent applications were submitted to alter and extend the existing warehouse building, however, it is unclear from current imagery as to whether these were implemented and the documents for these applications are not available online.
- 3.12. The planning history also identifies that there was previously an office building in the southwest corner of the existing yard space (see plan at **Appendix 4**). In 2010, permission was granted to change the use of this building from offices to storage (application ref. 092712/FO/2010/N2). However, this building was subsequently demolished in 2020 and now forms open storage space for caravans.
- 3.13. In addition, there have been three signage applications over the years. The first being in 1995 for an illuminated 96 sheet advertising panel (ref. 046682/AO/CENTL3/94). Two subsequent applications to replace the existing advert were permitted in 2017 and 2020 (ref. 114547/AOH/2016 and 128176/AOH/2020).
- 3.14. The full planning history is contained within **Appendix 5**.

² <https://maps.nls.uk/>

4. The Proposal

4.1. The application is to secure full planning permission and advertisement consent for the redevelopment of the 0.52 Ha parcel of land located on the corner of Pottery Lane and Ambrose Street, Manchester.

4.2. The description of development on the application form is:

'Full Planning: demolition of an existing building and the development of a new self-storage facility with associated parking, circulation space and stores, landscaping, boundary treatment and roof mounted photovoltaic panels.

Advertisement Consent: five halo LED illuminated built up fascia signs; and one material style banner sign'.

Full Planning

- 4.3. Permission is sought to demolish the existing structures and replace them with a new self-storage facility. The new development will include the construction of associated car parking, leading to a total provision of 30 spaces, landscaping, boundary treatment and the addition of roof mounted photovoltaic panels.
- 4.4. There would be between 800 - 1000 units constructed for both domestic and commercial customers.
- 4.5. The design evolution carefully considered if it was possible to adapt, extend and repurpose the existing buildings. Whilst existing and proposed footprints are similar, the existing built form, 50 year-old materials, poor state of the existing services (lighting and heating) and thermal insulation all rendered upgrading the existing buildings impractical and uneconomical.
- 4.6. The demolition and bespoke new build proposal utilising modern construction techniques and thermal efficiencies will greatly enhance the performance of the building and result in a more efficient use of space, required by Storage World.
- 4.7. The proposed development has hipped and pitched roofs set at low angles typical for buildings of this type. This arrangement optimises the use on the top floor, reducing the height of the parapet wall and the mass of the building overall.
- 4.8. The proposed materials have been selected to reflect the applicant's branding, with a greater mix of cladding types and colours on elevation visible from the rail

line as well as Pottery Lane and Ambrose Street to break down the building mass and frame and formalise the branding and signage. Further information on external works and materials is provided in the Design and Access Statement.

- 4.9. The proposed development will incorporate ground and four mezzanine floors to deliver 11,600m² of gross internal floorspace compared to the existing development's 2,441 m². This increase in gross internal floorspace is achieved whilst decreasing the external ground floor footprint from 2,425m² to 2,395m².
- 4.10. The proposed development will have two roller shutter doors for loading and unloading on the western elevation alongside a loading / unloading area.
- 4.11. There are four ground floor entry points. Two will be on the western elevation comprising the main entrance next to the disabled (DDA) spaces, with a further ground floor entry point to access a stairwell. The southern elevation facing Ambrose Street, will have one access door, which connects to a stairwell. The north elevation of the site, facing the railway line, contains an access door to a stairwell.
- 4.12. The vehicular site access will not be moved from its current location at the southeast of the site, off Ambrose Street. However, the gate has been moved further into the site to reduce the risk of waiting vehicles blocking the highway.
- 4.13. The existing parking area will be altered. The proposal involves the reconfiguration of the outdoor space located to the west of the development, providing a loading and unloading zone, as well as a range of parking options. This proposal will include 30 parking spaces, of which two are accessible and three (10%) will be equipped with electric vehicle charging (EVC) infrastructure. We will provide 14 cycle parking spaces and 3 loading bays.
- 4.14. The works will introduce a new purpose-built building which meets modern building regulations and has higher energy credentials than existing (EPC rating A+). The proposal has been designed to incorporate roof-mounted solar panels, which will help reduce operating costs and make the development more sustainable.
- 4.15. Low level shrub planting is proposed along the western boundary of the site, and within the carpark hardstanding.
- 4.16. The development will create employment opportunities during the construction period and post construction, will directly support 3 full time employees, 1 part time employee.

4.17. Typically 33% - 50% of Storage World's customer base is a business with an uptake of between 50% to 70% of the floor space. It is expected the proposed development at Ambrose Street would accommodate a minimum of 150 -250 business customers.

Signage (Advertisement Consent)

- 4.18. There are six signs proposed in the application. The enclosed signage schedule labels each sign (refs. N1 - 6) that should be read alongside the proposed site plan for further context.
- 4.19. There are three signs facing Ambrose Street (Signs N1, N5 and N6), two signs facing Ambrose Street (Signs N3 and N6), one facing Clayton Lane South (N4) and one facing the rail line (N2).
- 4.20. Sign N1 will be located on the west elevation of the proposed development facing Pottery Lane and includes built up halo LED illuminated acrylic sprayed letters with 100mm returns and Opal/Clear acrylic back trays on locators. The sign includes the Storage World Logo as well as phone number and will be internally lit.
- 4.21. Sign N2-4 will be the same style of sign, however, will be located on different elevations. The sign is a built-up halo LED illuminated acrylic sprayed letters with 100mm returns and Opal/Clear acrylic back trays on locators and will show the Storage World Logo. The signs will be positioned on the north (facing the rail line), the south (Ambrose Street) elevation and the East elevation (Clayton Lane South).
- 4.22. Sign N5 will be located on the west elevation facing Pottery Lane and includes built up halo LED illuminated acrylic sprayed letters with 100mm returns and Opal/Clear acrylic back trays on locators. The sign states 'SELF STORAGE & WORKSPACE' along on one line.
- 4.23. Sign N6 will house a digitally printed large scale building banner, that will be located on the south elevation facing Ambrose Street. The banner sign will be temporary and rotated, with the image shown in the signage schedule an example of what the sign may look like.

5. Stakeholder Engagement

Pre-Application Discussions

- 5.1. Informal pre-application advice was sought from Manchester City Council and in February 2022 we discussed the proposal with a planning officer who identified that the primary considerations related to any impact on highways and the importance of engaging with network rail due to the adjacent railway line.

Highways

- 5.2. It was recommended that the site layout be checked with the council's highways team before committing to the final scheme. The planning officer acknowledged that the application site is within a sustainable location, stating that there is scope to reduce the parking provision but with access and servicing remaining important.
- 5.3. The highways officer's comments primarily related to the provision of disabled parking, electric vehicle charging points and covered cycle parking; as well as the access gates to the site off Ambrose Street. The feedback has been incorporated into the scheme.

Network Rail

- 5.4. The planning officer recommended engagement with Network Rail prior to the submission of the application and a meeting was held on 12 May 2022 wherein the development considerations in relation to the railway were discussed.
- 5.5. Network Rail were formally notified of the proposal through their asset protection and optimisation enquiry service.
- 5.6. The feedback from Network Rail related to matters for the detailed design stage, in particular protection of railway assets during the construction and operational phase of the development.

6. Relevant Planning Policy

- 6.1. Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that applications for planning permission be determined in accordance with the development plan unless material considerations indicate otherwise.
- 6.2. The statutory Development Plan in this case comprises the Manchester Core Strategy (July 2012) and the saved policies of the Manchester Unitary Development Plan (1995). The National Planning Policy Framework (NPPF, 2021) and National Planning Practice Guidance (NPPG) are material considerations of significant weight. Other policies and supplementary planning documents (SPDs) which are relevant are also material considerations.

Manchester Development Plan

Manchester City Council Core Strategy (2012-2027)

- 6.3. Policy SP1 sets out spatial principles to guide strategic development for the borough. Amongst others, development across Manchester should protect and enhance the built and natural environment, ensure previously developed land is reused wherever possible, maximise the potential of sustainable transport infrastructure, and improve access to jobs by being located in sustainable locations.
- 6.4. Policy EC1 relates to employment and economic growth in Manchester. 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.'*

- 6.5. Policy EC1 also asks that development proposals have regard to climate change resilience, and to demonstrate how CO2 emissions will be minimised. It also asks that proposed designs make the best possible use of the site in terms of space efficiency. Proposals should aim to enhance the sense of place for the wider area and consider the impacts on adjacent uses.
- 6.6. Spatial objective SO2 refers to the council's drive to improve economic performance and spread benefits of growth across the city in efforts to reduce economic, environmental and social disparities.
- 6.7. Explanatory paragraph 8.11 writes that '*providing a range of opportunities to support business growth and formation is vital to achieve economic growth*'. There are considerably fewer micro-businesses (1-10 employees) in Manchester in comparison to the England average. Therefore, the council will look to support entrepreneurship and smaller businesses across all sectors of the economy.
- 6.8. The application site does not have any specific allocation but falls within an existing employment area. The Core Strategy seeks to retain and enhance these areas for employment use through Policy EC2.
- 6.9. The site also lies within the East Manchester strategic area covered by Policy EC5, which sets out that development will be supported in existing employment areas and along key radial routes. Proposals will be supported where public transport networks and key transportation links are taken advantage of.
- 6.10. Policy CC5 relates to transport within the city centre. It states that developers should work with public transport providers to ensure that all uses are able to access the site by sustainable means. Proposals will also be required to secure adequate parking provision for cars and bicycles.
- 6.11. Policy T1 seeks to deliver a sustainable, high quality and integrated transport system. In order to achieve this, the council will support proposals which '*facilitate modes of transport that reduce carbon emissions e.g. by incorporating charging points for electric vehicles, subject to their appropriate design and location*'.

- 6.12. Policy T2 relates to accessible areas of opportunity and need. The council will support development proposals that are easily accessible by walking, cycling and public transport. It is said that *'car parking standards are maximums, and the cycle and disabled car parking standards are minimums'*. However, the Council will take the circumstances of each proposal into account when considering what level is appropriate.
- 6.13. Appendix B expands upon parking requirements. B8 uses are required to provide 1 standard car parking space per 100 m², 2 disabled parking bays (plus one for each disabled employee), and a minimum of 2 cycle spaces (or 1 space per 850m² of B8).
- 6.14. Policy T2 also requires Traffic Impact Assessments and Travel Plans to be provided where there are likely to be access or transport issues.
- 6.15. Policy EN4 outlines that wherever possible, new development should be used as a mechanism to help improve energy efficiency and provide low and zero-carbon development, including to existing buildings.
- 6.16. Policy EN6 sets out that non-residential development over 1,000m² must meet the minimum CO₂ emissions standards. In part of the Design and Access Statement, an energy statement should demonstrate how this is achieved.
- 6.17. Policy EN8 requires all new development to adapt to climate change in terms of the design, layout, siting and function. This includes:
- *'Minimisation of flood risk by appropriate siting, drainage, and treatment of surface areas to ensure rain water permeability*
 - *Reduction in urban heat island effect through the use of Green Infrastructure such as green roofs, green walls, increased tree cover and waterways*
 - *The need to control overheating of buildings through passive design*
 - *The opportunity to provide linked and diverse green space to enhance natural habitats which will assist species adaptation'.*
- 6.18. Policy EN9 states that development proposals are expected to maintain any existing green infrastructure.
- 6.19. Policy EN14 asks that all new development minimise surface water run-off, including through Sustainable Drainage Systems (SuDs). Development proposals

on sites greater than 0.5 Ha within Critical Drainage Areas will be required to submit a site specific Flood Risk Assessment.

- 6.20. The council will look to improve air quality within Manchester through Policy EN16. Developers will be expected to take measures to mitigate the impact their development proposals have on traffic generated emissions, especially within Air Quality Management Areas and along Manchester's principal traffic routes.
- 6.21. Policy EN17 relating to water quality outlines that development should avoid any adverse impacts on water quality, both during and post construction. They should also minimise surface water run-off and maximise the use of sustainable drainage systems.
- 6.22. Policy EN18 concerns contaminated land and ground stability. Through this policy, any development proposals on contaminated land should be accompanied by a health risk assessment.
- 6.23. Policy DM1 outlines that development proposals which relate to specific issues should refer to guidance contained within the council's supplementary planning documents.

Manchester Unitary Development Plan (1995)

- 6.24. Extant UDP Policy E3.3 relates to the city's rail and road improvement corridors. Policy states that the council seek to improve the appearance of the city's major radial and orbital routes, this includes: *'improvements to the appearance of adjacent premises'* and *'encouraging new development of the highest quality'*.

Emerging Development Plan

MCC Emerging Policy

- 6.25. Manchester City Council is currently reviewing its adopted Local Plan. Most recently, consultation on the issues and options stage concluded on 1 May 2020. Progress has been stunted as a result of the Places for Everyone joint plan. The next stage will involve the publication of the Draft Local Plan.

Places for Everyone

- 6.26. Places for Everyone is an overarching joint plan for nine of ten Greater Manchester authorities. The plan is currently being examined by the Planning Inspector and is expected to be adopted in 2023 following public examination.
- 6.27. Paragraph 1.43 states that the plan has adopted a 'brownfield preference' through its policies. Policy JP-S1 relating to sustainable development reflects this,

stating that *'preference will be given to using previously developed land and vacant buildings to meet development needs'*.

- 6.28. Paragraph 1.52 highlights that PfE supports Greater Manchester's drive to be carbon neutral by 2038. To meet this carbon commitment, Policy JP-S2 encourages the delivery of nature based solutions and biodiversity net gain.
- 6.29. Policy JP-J2 writes that existing employment areas, including local employment sites, are vital to maintain a strong and diverse supply of sites. These will be protected from redevelopment to other uses and nurtured to ensure they remain competitive.

National Planning Policy Framework (2021)

- 6.30. Paragraph 11 of national planning policy states that proposals must apply a presumption of sustainable development. Proposals that accord to an up-to-date development plan should be approved without delay.
- 6.31. Paragraph 39 considers that early engagement and pre application better coordinate public and private resources and improve outcomes for the community.
- 6.32. Paragraph 81 writes that significant weight should be placed on the need to support economic growth and productivity, taking into account both local and wider opportunities to support business needs.
- 6.33. The importance of recognising and addressing specific locational requirements at different sectors is addressed in Paragraph 83. This includes making provision for *'storage and distribution operations at a variety of storage and distribution operations at a variety of scales and in sustainably accessible locations'*.
- 6.34. Paragraph 105 states that significant development should be focused in areas that are sustainable through limiting the need to travel and by offering a choice of transport modes.
- 6.35. Paragraph 111 writes that development should only be refused for highways related grounds should there be an unacceptable impact on highways safety, or the cumulative impacts on the road network would be severe.
- 6.36. Paragraph 113 requires a travel plan and transport assessment to be submitted should the proposal generate significant amounts of movement so that the likely impacts of the proposal can be taken into account.

- 6.37. Planning decisions should give substantial weight to proposals that utilise suitable brownfield land through Paragraph 120(c), and support appropriate opportunities to remediate derelict, contaminated land.
- 6.38. Paragraph 130 ensures that developments: will function well and add to the overall quality of the area, not just in the short term but over the lifetime of the development; and sympathetic to the local character and history; establish a good sense of place; and create places that are safe, inclusive, and accessible.
- 6.39. Paragraph 154 asks that new development should be planned in a way that: avoids increased vulnerability to the impacts arising from climate change and can help reduce greenhouse gas emissions through its location and design.
- 6.40. Paragraph 159 states that inappropriate development within areas at risk of flooding should be avoided. Development should be directed away from areas at high risk of existing or future flooding.
- 6.41. Paragraph 167 asks that planning applications should ensure flood risk is not increased elsewhere. Where appropriate, applications should be supported by a flood-risk assessment.
- 6.42. Paragraph 174 ensures proposals conserve and enhance the natural environment, which includes amongst others minimising the impacts on and provide net gains for biodiversity.
- 6.43. Paragraph 186 states that proposals should *'sustain and contribute towards compliance with relevant limit values or national objectives for pollutants, taking into account the presence of Air Quality Management Areas, and the cumulative impacts from individual sites in local areas'*.

7. Key Planning Considerations

7.1. The main planning and other considerations in the determination of this application comprise:

- The principle of development
- Transport and highways matters
- Flood risk and drainage
- Overall benefits of the proposal
- Suitability of proposed signage

Principle of Development

- 7.2. The proposed demolition of the existing employment unit and the subsequent erection of a self-storage facility (use class B8) with associated parking, landscaping, boundary treatment and roof mounted PV panels is in accordance with the adopted development plan and is therefore acceptable in principle.
- 7.3. The application will result in the redevelopment of tired and dilapidated employment units and represents a significant investment to deliver a modern, bespoke designed employment building that is energy efficient.
- 7.4. The proposal will retain and enhance the employment offer in an existing employment area in accordance with policy EC1, EC2 and EC5 of the local plan. The reuse and repurposing of brownfield land is also in accordance with local and national planning policy and is supported through policy SP1, and the NPPF.
- 7.5. In accordance with Policy CC5 and T2, the application site is within an accessible and sustainable location, close to public transportation services, and also within close proximity to the city centre.
- 7.6. Overall, the proposal is in accordance with the development plan and so the principle of development should therefore be entirely acceptable.

Transport and highways

- 7.7. Prior to submitting the application, pre-application engagement with the council's highways officer informed the layout and design of the site.
- 7.8. The proposal provides 30 parking spaces, which includes 2 accessible spaces and 3 electric vehicle charging points spaces which aligns with the council's maximum car parking standards set out in Policy T2.

- 7.9. The swept path analysis confirms that there is sufficient circulation space for users accessing and moving within the site.
- 7.10. When assessed in isolation, the proposed development is forecast to generate a total of 16 two-way vehicle trips in the morning and 14 two-way trips in the afternoon peak hour, respectively.
- 7.11. The site is situated in a sustainable location with good access to public transport options, most notably being the Ashburys train station that is situated immediately outside the site. This accords with Policy CC5 and T2.
- 7.12. The submitted Framework Travel Plan has been produced to set out how future users of the development will be encouraged to maximise sustainable travel. This reads in accordance with Paragraph 113.
- 7.13. Overall, the Transport Statement concludes that the proposed development will have no material impacts on trip generation and would not give rise to any unacceptable impact on the local highway network. The layout and proposed parking accords with the council standards, and therefore the proposal accords with paragraph 111 of the NPPF and Policy T2 of the core strategy.

Flood risk and drainage

- 7.14. As set out within the Flood Risk Assessment, a small part of the site lies within flood zone 2. For this reason, careful consideration of drainage has been a consideration from the outset. The proposal will improve the existing position through introducing soft filtration and landscaping measures within the southern portion of the site, mitigating flood risk and minimising surface water run-off in accordance with Policy EN8.
- 7.15. The development target has been assessed against paragraph 162 of the NPPF relating to the sequential test and confirms that the test is passed, and the exception test is not required. The FRA has considered all forms of flooding and overall finds that the site has a low risk of flooding from all sources.
- 7.16. In accordance with Policy EN14, the submitted flood risk assessment and drainage strategy sets out that the proposal will restrict flow rate to ensure that the flood risk to the site and surrounding catchment is not increased by development. Further details can be found within the submitted FRA and drainage strategy.

Benefits of the development

- 7.17. The proposed development will have other important benefits that are material considerations that also weigh in favour of granting planning permission.

Design and sustainability

- 7.18. As set out in the submitted renewable and sustainability statement, the works will introduce a new building so which meets modern building regulations and has higher energy credentials (EPC rating A+). The purpose-built building has been designed using the Energy Hierarchy approach so that the overall energy use of the building is reduced.
- 7.19. Additionally, the proposal has been designed to incorporate roof-mounted solar panels to be installed. Whilst the exact requirement will be set by the final design, it is anticipated that approximately 37No 300W PV cells will be installed on the building in accordance with the submitted roof plan.
- 7.20. This mechanism will help improve the energy efficiency of the building. This, along with the landscaping plans proposed will contribute towards a low carbon environment in accordance with Policy EN4 and NPPF paragraph 152.
- 7.21. The proposed development will transform the appearance of the existing building, which is tired, dilapidated and of poor visual quality. The refurbishment of the site will provide a valuable opportunity to improve the visual appearance of the gateway site seen from both the road and railway in accordance with Policy EC5. New development should be used as a mechanism to help improve energy efficiency and provide low and zero-carbon development as outlined in Policy EN4.

Ecology and biodiversity

- 7.22. The site is currently hardstanding, with no ecological value. The Extended Phase 1 Habitats Survey concludes that there are no plant or habitat for ecological activity.
- 7.23. The submitted Biodiversity Impact Assessment shows a net gain of 0.04 habitat units resultant the proposed development.
- 7.24. The development enhances the natural environment and ensures environmental regeneration is supported, and therefore accords with Policy SP1 and EC1 of the local plan.

Economic

- 7.25. The council stress through Policy SO2 that providing a range of opportunities to support business growth and formation (in particular small and micro businesses) is vital to achieve economic growth across Manchester. This is said to improve economic performance and spread benefits of growth across the city in efforts to reduce economic, environmental and social disparities
- 7.26. Storage World have flexible leases and different unit size options, which attracts a wide range of tenants ranging from SMEs, students and households.
- 7.27. The demand for self-storage space would naturally increase alongside the growth in population and households. The population of Manchester has grown by 9.7% from 503,100 in 2011 to 552,000 in 2021³, exceeding the national average (6.6%). The 2021 Housing Delivery Test results showed that Manchester has delivered 169% of the housing required between 2018 – 2021⁴.
- 7.28. Areas close to the application site are subject to major regeneration plans, in particular Ardwick Green⁵ to the west of the application site, which would help widen the customer base for the proposed unit.
- 7.29. The current supply chain issues emphasise the need for stock to be ordered in advance for customers and SMEs companies would benefit from these proposed storage spaces to allow them to pick and pack their stock.
- 7.30. The flexibility of Storage World spaces has proved especially popular with new business start-ups and to support emerging working practices since the Covid pandemic.
- 7.31. The proposed development will also support the growth of Storage World itself, a successful Greater Manchester-based business.
- 7.32. Storage World's business model is clearly working and has received industry recognition, with their most recent facility (close to Manchester Airport) recently shortlisted for Europe's Independent Self-Storage Facility of the Year 2021.
- 7.33. The new development will also have a total of 3 full time employees and 1 part time employee operating the facility. Additional employment opportunities will be generated through the scheme during the construction period.

³ <https://www.ons.gov.uk/visualisations/censuspopulationchange/E08000003/>

⁴ <https://www.gov.uk/government/publications/housing-delivery-test-2021-measurement>

⁵ <https://democracy.manchester.gov.uk/mgAi.aspx?ID=7571>

- 7.34. In addition to the employees directly employed by Storage World, it is expected that the proposed development would accommodate a minimum of 150 - 250 business customers on site.
- 7.35. The proposed development will accommodate a higher number of businesses than are currently present on site, within modern attractive units in a highly sustainable and accessible location. This would align with the principles for Policy SO2 and supporting economic growth, which paragraph 81 of NPPF places significant weight on.

Suitability of the proposed signage

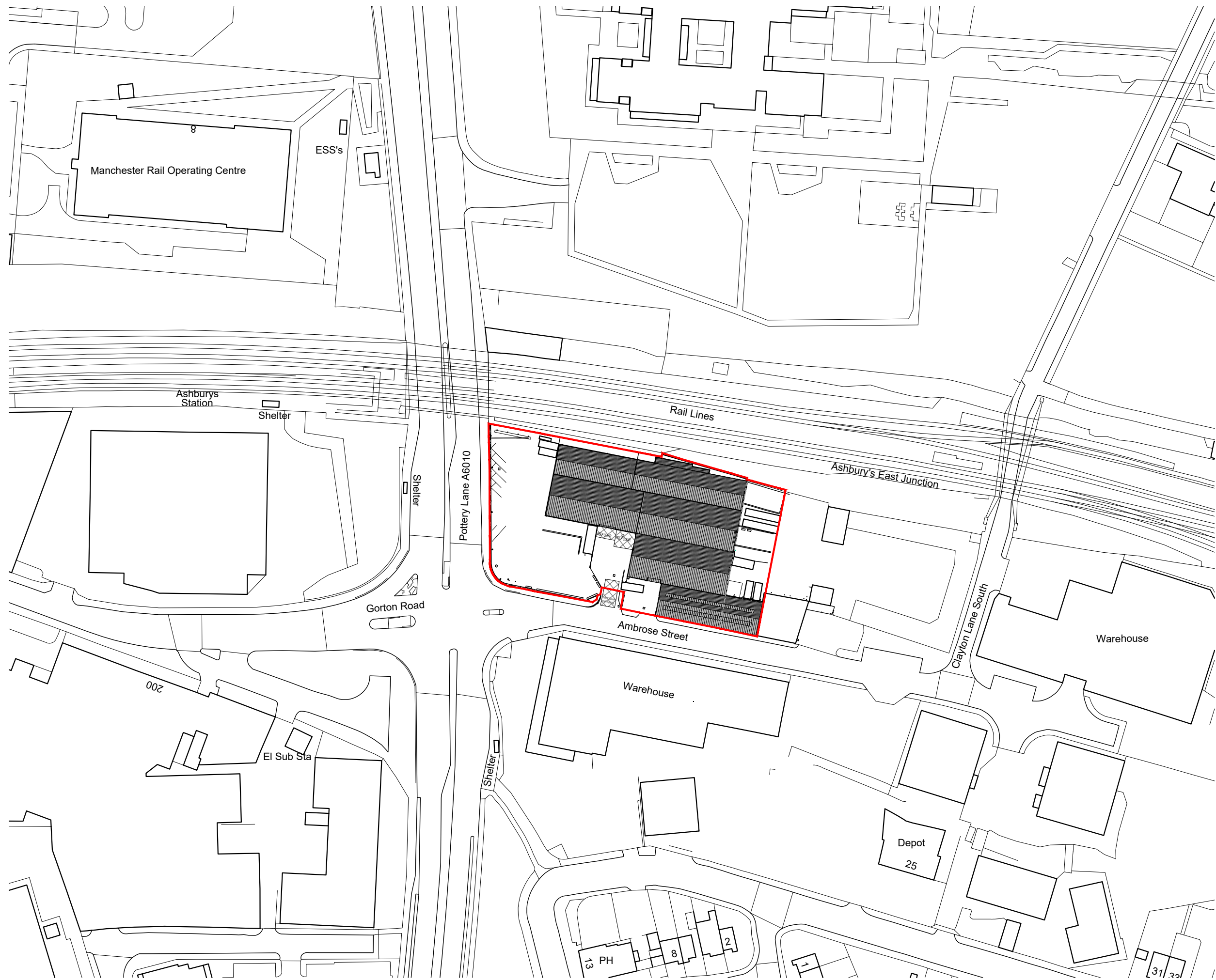
- 7.36. The signage utilises high quality and attractive materials in accordance with policy DM1 and runs in accordance with Storage World's set branding and has been deemed acceptable at a recent scheme in Middleton (ref. 21/01665/FUL).
- 7.37. The proposal will enhance the kerb appeal of Storage World, which has been highlighted as the key recognition motivator in the Self-Storage Association UK Annual Industry Report. This in turn will sustain existing jobs with further opportunities for the business to grow in accordance with Policy EC1.

8. Conclusion

- 8.1. The proposals will regenerate and transform this site which is located along two of Manchester's key routes, Pottery Lane and the railway line. The existing buildings are in various states of disrepair and the replacement structure will provide a modern building that is fit for purpose and will enhance the appearance of the site.
- 8.2. The development represents a considerable investment in the area and provides a valuable opportunity to support the growth of a local business that supports other local businesses and residents. It will also provide positive change to improve the visual amenity of the area.
- 8.3. The development of existing employment sites along key radial routes is in line with Policy EC5 of the core strategy and the application seeks to retain the employment use of the site for the long term, in accordance with the development plan which seeks to retain and enhance existing employment areas through policy EC2.
- 8.4. The site is in a highly sustainable location with excellent rail and bus connections and the development proposals will add to this through incorporating bicycle storage and EV charging spaces in line with policy T2.
- 8.5. The proposal will improve the existing drainage position through introducing soft filtration and landscaping measures within the southern portion of the site, mitigating flood risk and minimising surface water run-off in accordance with Policy EN8. The FRA has considered all forms of flooding and overall finds that the site has a low risk of flooding from all sources.
- 8.6. Overall, as the proposed development is in line with relevant national and local policy, in accordance with Section 38 (6) of the Planning and Compulsory Purchase Act, it should be granted consent unless material considerations indicate otherwise.
- 8.7. As set out above, there are no other material considerations that weigh against the proposal and, in accordance with paragraph 11 of the NPPF, we would be grateful if the application could therefore be approved without delay.

Appendices

Appendix 1: Site Location Plan



A	SITE BOUNDARY AMENDED	03.10.22	PS	GB
Rev	Description	Date	By	Chk

Status	Purpose for Issue			
Planning	☒	Tender	☐	PLANNING
Construction	☐	As Built	☐	

Client
STORAGE WORLD

Contract
PROPOSED WORKS
STORAGE WORLD, AMBROSE STREET,
MANCHESTER

Drawing
LOCATION PLAN

bateandtaylor

architects

www.bate-taylor.co.uk

macintosh house

4a cambridge street

manchester m1 5gg

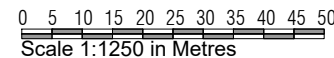
tel: 0161 236 0999

fax: 0161 236 0404

mail@bate-taylor.co.uk

Drawing No.	MH1314-00	Revision	A
Scales	1/1250@A3	Date	SEPT '22
Drawn	PS	Checked	

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Appendix 2: Existing Site Plan

SCHEDULE OF ACCOMMODATION:	
 SITE AREA	1.27 Acres 0.52 Hectares
GROSS INTERNAL FLOOR AREA (INC. MEZZANINES)	-----
BLOCK A-C & D TO DASHED LINE -	2,441sqm / 26,275sqft
GROSS EXTERNAL FLOOR AREA	-----
BLOCK A-C & D TO DASHED LINE -	2,425sqm / 26,099sqft

Rev	Description	Date	By	OK
Status				
Planning	☒ Tender	☐	Purpose for Issue	
Construction	☐ As Built	☐	PLANNING	

Client
STORAGE WORLD

Contract
PROPOSED WORKS
STORAGE WORLD, AMBROSE STREET,
MANCHESTER

Drawing
EXISTING SITE PLAN

bateand

taylor

architects

macintosh house

4a cambridge street

manchester m1 5gg

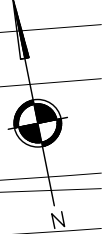
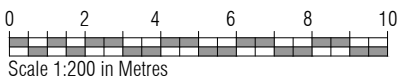
tel: 0161 236 0999

fax: 0161 236 0404

mail:bate-taylor.co.uk

Drawing No.	MH1314-02	Revision	/
Scales	1:200@A1	Date	SEPT '22
Drawn	PS	Checked	GB

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Rail Lines

Pottery Lane A6010

Existing Advert
Hoarding
(by others)

Block A
Gate 1

Block A
Gate 8

Block B
Gate 2

Block B
Gate 7

Block C
Gate 3

Block D
Gate 4

Block D
Gate 6

Block D
Gate 5

KEEP CLEAR

KEEP CLEAR

KEEP CLEAR
24 HR ACCESS



Site
Access

Ambrose Street

Warehouse

Gorton Road

Appendix 3: Photographs



Source: Bate & Taylor Architects.

Appendix 4: Location of historic office building



Appendix 5: Planning History

Signage Applications

Date	App ref	Description	Decision	Address
11.12.20	128176/AOH/2020	Replacement of existing advertisement hoarding with an internally illuminated digital display advertising hoarding	Approved	Signage in corner
18.01.17	114547/AOH/2016	Installation of digital advertisement sign (96 sheet) to replace existing	Approved	Signage in corner
10.01.95	046682/AO/CENTL3/94	One illuminated 96 sheet advertising panel	Approved	Signage in corner

Other applications

Date	App ref	Description	Decision	Address
26.05.10	092712/FO/2010/N2	Change of use to the first floor from offices to storage	Approved	P.Fahey And Sons Site At Corner Of Pottery Lane/ Ambrose Street Gorton Manchester Relates to small building demolished 2020
05.09.79	F11183	Two-storey extension to form additional offices at 1st floor with car parking at ground floor.	Approved	Office Building Brown& Tawse Ltd., Ambrose Street, Gorton. No docs online
18.03.77	F05992	Single-storey extension to factory to form storage for steel tubing.	Approved	No docs online
31.01.74	F00177	Use of land for vehicle dismantling, with a small mobile office.	Not proceeded with	No docs online
07.01.76	F03156	Extension to existing warehouse (involving closure of Jarman Street and Aberavon Street).	Approved	P.Fahey And Sons Site At Corner Of Pottery Lane/ Ambrose Street Gorton Manchester No docs online Small building

