



AWMC Restaurants LTD

UNAGI DARK KITCHEN, CHEETHAM HILL

Planning Statement





Unagi Dark Kitchen

PLANNING STATEMENT

Land at Park Place, Cheetham Hill

TYPE OF DOCUMENT (VERSION) PUBLIC

PROJECT NO. 70094638

OUR REF. NO. REP-AK-250322-PLANNING STATEMENT

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WSP

8 First Street

Manchester

M15 4RP

Phone: +44 161 200 5000

WSP.com



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Prepared by	April Keefe			
Signature				
Checked by	Victoria Welch			
Signature				
Authorised by	Doug Hann			
Signature				
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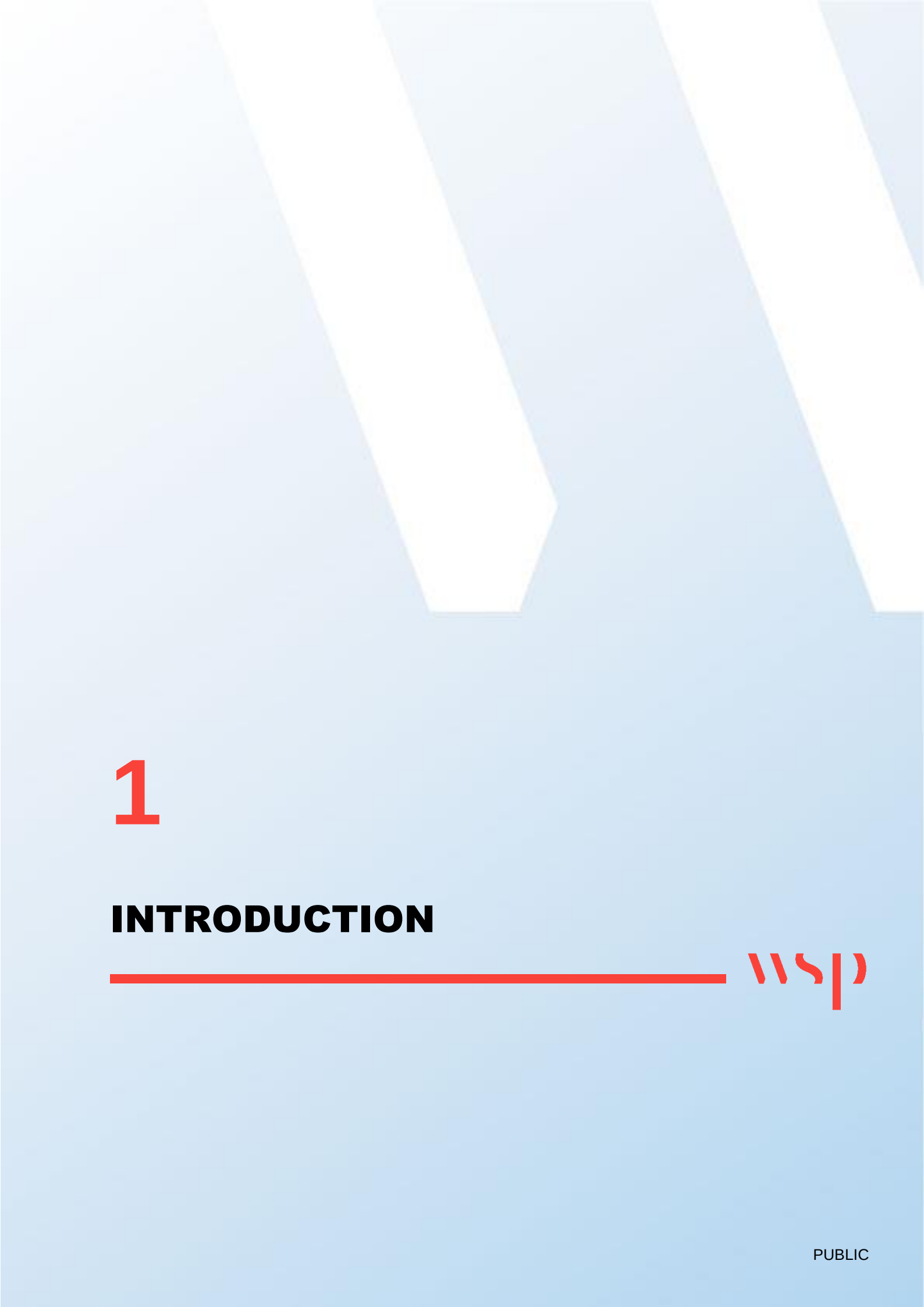
FIGURES

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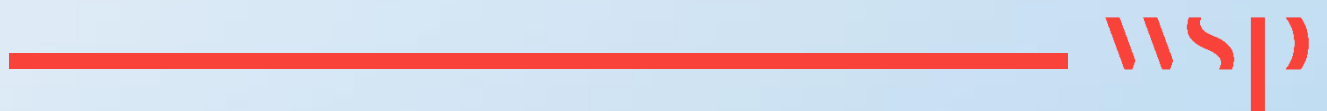
APPENDIX A

SITE LOCATION PLAN



1

INTRODUCTION



1 INTRODUCTION

- 1.1.1. This Planning Statement has been prepared and submitted to Manchester City Council (herein referred to as 'The Council') by WSP on behalf of AWMC Restaurants LTD to support a full planning application on the car park to the west of Park Place, Cheetham Hill (the site) for:
- "The retention of 4x 12m and 1x 6m containers for a dark kitchen with ancillary external seating area, awning and servicing area"*
- 1.1.2. Advertisement consent is also sought for a stencilled and externally lit sign on the upper container and a projecting gallows sign located at the entrance to site.
- 1.1.3. A site location plan is included at **Appendix A**. As stated on the planning portal forms which accompany this application, the development proposal has commenced and complete. Therefore this application seeks consent for the retention of the proposal.
- 1.1.4. The site is ideally located for a dark kitchen as it can service the growing city centre residential population in a location which is very accessible for deliveries by walking, bike or moped within short timescales, and is in a commercial area set well away from residential uses.
- 1.1.5. In justifying the suitability of the proposed development, this Planning Statement considers the development proposal against the Development Plan, relevant national policy and other material considerations. The planning statement is also accompanied by a suite of plans and reports which provide detailed evidence and assessments upon which the content of this Planning Statement is based. This approach meets the requirements of Section 70(2) of the Town and Country Planning Act 1990, as well as Section 38(6) of the Planning and Compulsory Purchase Act 2004.

1.2 BACKGROUND

- 1.2.1. The site is located within Cheetham Hill, adjacent to the A665 Cheetham Hill Road, which links directly to the Manchester Ring Road to the south. The site is currently operated as part of a private car park. Cheetham Hill is a large, elongated centre, located approximately 1.4 miles to the north east of Manchester City Centre. It has an established independent food sector, based on its local ethnic community offering various bars, restaurants and shops within the local area.
- 1.2.2. The proposal seeks to rejuvenate a currently under-utilised site and offer an industrial use (Class B2) within the existing car park at Park Place. The development will operate as a 'dark kitchen', offering a kitchen space for the preparation of pan Asian takeaway delivery meals. Unagi, an existing Asian Street Food and Sushi business are proposed to occupy the site.
- 1.2.3. The applicant undertook pre-application discussion with the Council in January 2022. In their pre-application response, the council deemed the operation of a 'dark kitchen' to be seen as an industrial process of food manufacture, falling under a B2 use class. The council were supportive of this use on site in principle. The council deemed the location to not be classed as a residential area, and therefore the impact on residential amenity caused by a B2 use is limited. The refined proposal reflects the comments and feedback received at pre-application.
- 1.2.4. The proposal will deliver significant benefits including increasing local expenditure in Cheetham Hill; supporting the expansion of an existing, established local business; allow the hospitality industry within Manchester to positively respond to changing consumer behaviours since the pandemic;

improve the overall visual impact of the site enhancing the wider area; and allow flexibility for a temporary meanwhile use to come forward ahead of permanent development on the site.

- 1.2.5. The Manchester Core Strategy states, Manchester City Council will strive to promote development within the district centre of Cheetham and offer opportunities for mixed use proposals for small businesses providing local employment opportunities. The application is consistent with the Council's aspirations as it is a unique economic opportunity for the locality of Cheetham, which will support a local business to expand and create circa 20 new jobs.

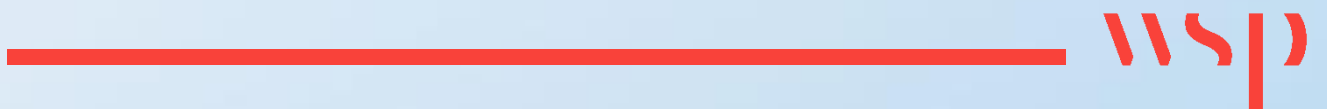
1.3 STRUCTURE OF THE REPORT

- 1.3.1. This Planning Statement is structured as follows:

- Section 1: Introduction;
- Section 2: Site and Surroundings;
- Section 3: Proposed Development;
- Section 4: Planning Policy Context;
- Section 5: Planning Assessment; and
- Section 6: Planning Balance and conclusion.

2

SITE AND SURROUNDINGS



2 SITE AND SURROUNDINGS

2.1 THE SITE

- 2.1.1. Prior to development, the application site formed part of a larger private 'pay and display' car park, providing car parking spaces for private hire, on an hourly or daily basis. The development will result in the loss of circa 22 spaces within the wider car park. The access to the existing car park will remain and it will continue to operate alongside the new dark kitchen. The car park is in active use and is well connected to existing bus and rail routes allowing direct access into Manchester city centre. Total Car Parks are the current operators of the site.
- 2.1.2. The site is fairly level without development, with typical attributes of a car park use. Large metal security gates surround its perimeter for additional security for those using the facilities. Hardstanding occupies the site entirely and it is accessed directly from Park Place Road which connects to Cheetham Hill road to the south.
- 2.1.3. The Council's online planning history records have been reviewed and the most relevant consent relates to the existing use of the site as a car park. Application reference 42561 was for the retrospective permission for use of land as a car park and erection of 2.4m high metal palisade fencing. The consent is dated 18 March 1993.

2.2 SURROUNDINGS

- 2.2.1. The site is located within northern Manchester, in Cheetham Hill where there is a mix of significant existing economic and cultural facilities including restaurants, bars, shops and museums. Cheetham Hill is a large, elongated centre, located approximately 1.4 miles to the northeast of Manchester City Centre, and a designated District Centre. Cheetham Hill mainly serves residents in the north of the city and those of Salford located to the west.
- 2.2.2. The surrounding uses include various business and commercial units which front onto Park Place to the east and Cowburn Street to the south. The area surrounding the site is characterised by a mix of employment uses. There are no residential properties directly facing or adjacent to the site, the closest being 4 Park Place which is circa 50m from the site. The area has an inherent industrial feel which is reflected in the businesses which occupy the wider area.
- 2.2.3. Cheetham Hill Road abuts Park Place to the east, in which the Park Inn Radisson hotel is found on the south of Cheetham Hill Road. The site benefits from a direct connection to the Manchester Ring Road to the south. To the north, on the opposite side of Cheetham Hill Road, various food premises, public houses and established businesses, including Forever Unique and Topps Tiles align the streetscape.

2.3 ECONOMIC IMPROVEMENT AREA AND DESIGNATIONS

- 2.3.1. The site falls within a designated economic improvement area for North Manchester, located within Site CC10, Area 2 Cheetham and Crumphall. The site has benefitted from this designation since the adoption of the Unitary Development Plan (1995), and therefore a long-term strategic designation. The council recognises the needs of the wholesale trades which dominate these areas improving health, quality and well-designed place making. Redevelopment of existing sites is encouraged.

The site also falls within the Great Ducie Street Strategic Regeneration Area as identified within the adopted Great Ducie Street Regeneration Framework (SRF). The SRF sets out the aspirations for future residential and economic regeneration.

- 2.3.2. Cheetham Hill Road which provides direct access to Park Place to the east, is designated as a major road and rail improvement corridor (Policy E3.3). The designation aspires to upgrade the appearance of the City's major radial and orbital roads, including the appearance of adjacent premises which includes the application site. The allocation can be seen in the figure below.

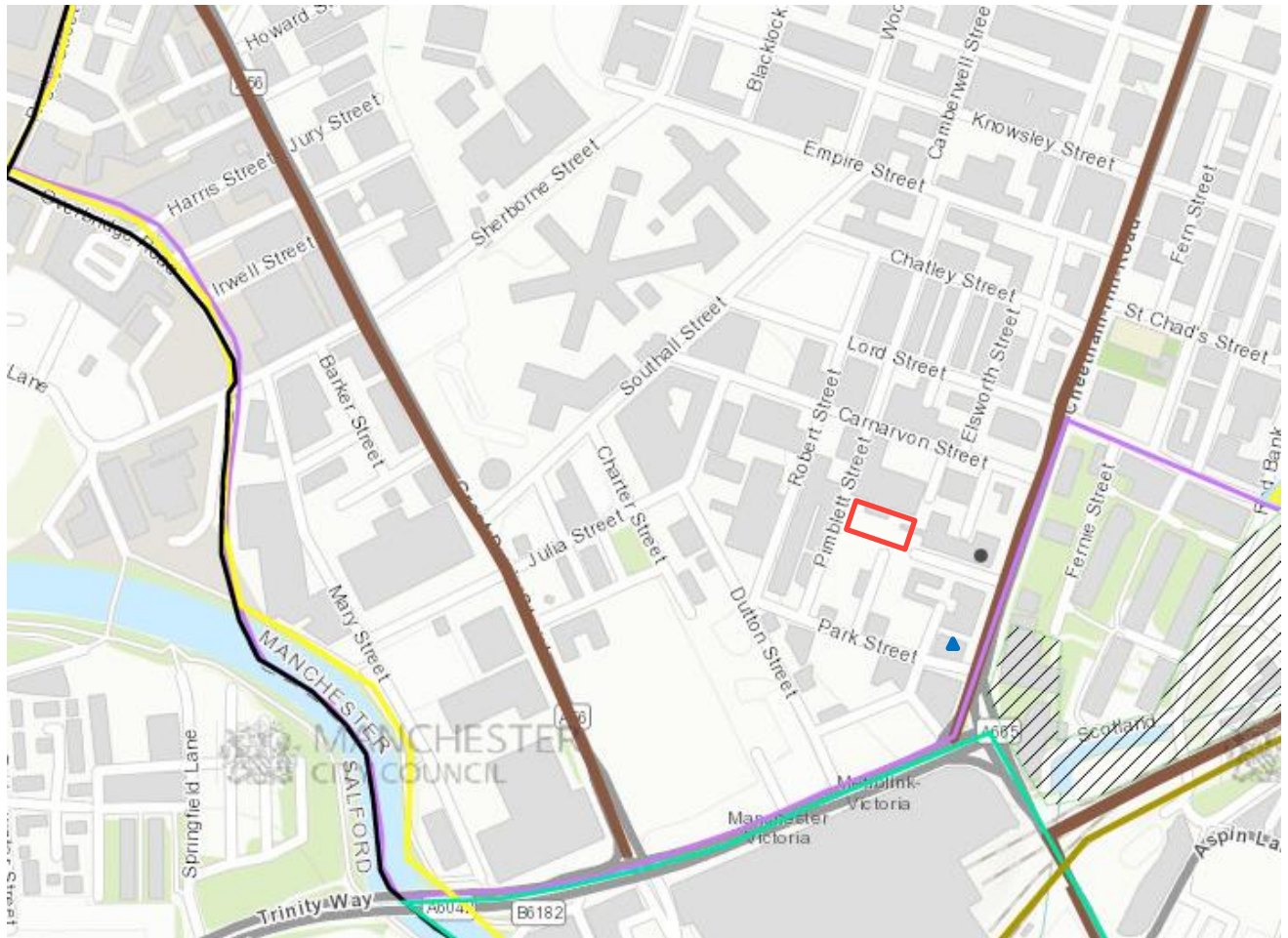


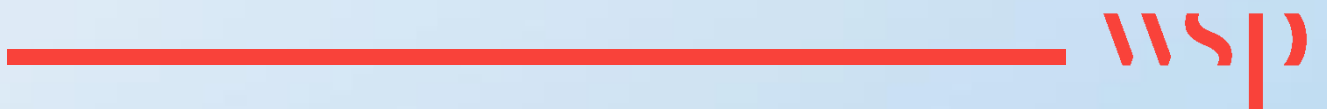
Figure 2-1, Excerpt from MCC policies map showing the site (red), 19 Cheetham Hill (blue triangle), Cheetham Hill Road and Rail Improvement Area (brown) and Area 2 Cheetham and Crumhall (Purple).

- 2.3.3. There are no designated or non-designated heritage assets which have potential to be impacted by the development proposal. The closest heritage asset is the former synagogue, 19 Cheetham Hill Road as shown by the blue triangle on figure 2-1 above. The former synagogue is Grade II listed (1208420) and is currently used as community venue offering a social and cultural space within the North Manchester Regeneration area. There is no intervisibility between the development site and the asset, and with no anticipated impacts on the assets a heritage assessment is not required for this proposal.



3

PROPOSED DEVELOPMENT



3 PROPOSED DEVELOPMENT

3.1 PROPOSAL

- 3.1.1. This application seeks consent for the retention of a dark kitchen; a new type of delivery business which produces food to order from delivery apps. Food will predominantly be delivered by employed delivery drivers and cyclists. Ancillary seating is provided for customers who wish to collect their food and eat on site. This is expected to be a minority of sales and an ancillary use.
- 3.1.2. The description of development is:
- “The retention of 4x 12m and 1x 6m containers for a dark kitchen with ancillary external seating area, awning and servicing area”*
- 3.1.3. The proposal is a modular design. Given the nature of the wider area this will not prejudice any wider comprehensive redevelopment of the area.
- 3.1.4. The proposal consists of shipping containers laid out in an L-shape arrangement, creating a courtyard to the centre. Two double height containers will run northeast-northwest, the ground floor containers will contain the kitchen, preparation areas and fridge/freezer storage. Additional storage will be provided at first floor which will be accessed by a side staircase with a lockable steel gate. A smaller container will be attached at 90 degrees, comprising a drinks storage area and accessible toilet facilities for staff and customers. A second toilet is provided near the stairs.
- 3.1.5. Roller shutters are proposed over the “pass windows” which will act as the service hatches for food collection. Designated areas are shown on the submitted plans where delivery drivers/riders will park up their mopeds/bicycles and walk to the hatches when meals are ready. Car delivery drivers will park either in the designated parking bays on Park Place, or if these are busy, they will park in the public car park immediately adjacent to the site.
- 3.1.6. The shipping containers will be painted in matt black (RAL 9004) with painted signage applied to the upper container in RAL 3031 Orient Red. Seven high quality LED lights will be installed on the roof of the bottom container, projecting onto the upper container to illuminate the signage. The lights are 60cm long, made of aluminium with a glass diffuser. A specification sheet is provided for the lighting proposed (see 60cm,18 watts 1570 lumens).
- 3.1.7. An extractor unit is proposed on the western elevation to suitably ventilate the unit, a specification sheet is provided.
- 3.1.8. An ancillary seating area with eight benches is proposed to provide outdoor seating for customers who may choose to collect their food and eat on site.
- 3.1.9. 2.4m palisade fencing is proposed around the perimeter of the development to secure the premises overnight, pedestrian and vehicular access gates are proposed to the east, separated from the existing car park access.
- 3.1.10. Seven cycle parking spaces are proposed adjacent to the pine clad bin store. The deliveries and servicing will take place in the morning, allowing the servicing area to be used for moped parking in the daytime and afternoon when deliveries take place.

ADVERTISEMENT CONSENT

- 3.1.11. Advertisement consent is sought for a stencilled and externally lit sign on the upper container and a gallows sign at the entrance.

Stencilled sign

- 3.1.12. Red stencilled text is applied to the upper shipping container. The submitted plans provide all relevant measurements of the signage including maximum letter height and the height at which the signage is placed.

Double sided projecting sign

- 3.1.13. The double sided projecting sign comprises a circular 800MM diameter sign, with powder coated aluminium RAL 3031 orient red (matt finish) frame and opal red Perspex face with opal white push through letters. The sign is 100mm thick and internally illuminated.
- 3.1.14. The sign is mounted on a matt black powder coated post.
- 3.1.15. Full details are provided on the gallows signage details plan.

3.2 PLANNING USE

- 3.2.1. The development will operate as a 'Dark Kitchen', occupied by Unagi, an existing Asian Street Food and Sushi business. The dark kitchen will prepare meals which can be ordered online and delivered to home.
- 3.2.2. The applicant undertook pre-application discussion with the Council in January 2022. In their pre-application response, the council deemed the operation of a 'dark kitchen' to be seen as an industrial process of food manufacture, falling under a B2 use class. The council were supportive of this use on site in principle.
- 3.2.3. In the refined proposals submitted alongside this planning statement, an ancillary outdoor seating area is proposed comprising eight benches. The seating is ancillary to the main use of the site as a dark kitchen but will give local customers the option to order food from the hatch and use the seating to eat their meals. There is no external heating proposed and therefore it will only likely be used in the summer months. Table service will not be provided, but staff will monitor the area and keep it tidy and free of litter.
- 3.2.4. Therefore, whilst an element of outdoor seating is provided to give customers the option, this component of the business will be ancillary to the primary B2 use, as such a mixed use is not sought through the application.

3.3 HOURS OF OPERATION

- 3.3.1. The dark kitchen will operate between 08:00 to 23:00 Monday-Sunday. The ancillary seating area will be available for use between these times.

3.4 BUSINESS OPERATION

- 3.4.1. It is anticipated evenings (18:00-22:00) will be the busiest period for food orders, with a reduced level of meals prepared, ordered and delivered during the day. Friday and Saturday evenings are likely to generate more food orders than weekdays.

- 3.4.2. Food orders close to the site will be delivered by bicycle. Motor vehicles (cars / mopeds) will deliver meals further afield to ensure that the food remains hot. Around 17 staff will be employed, including seven full time and ten part time staff. Delivery drivers/riders which will operate a delivery fleet of five bicycles, three mopeds and two cars.
- 3.4.3. It is anticipated there will be up to 8 drivers/riders delivering meals on Friday and Saturday evenings as the busiest time, with circa 4-5 drivers required on weekday evenings and 1-2 drivers during the day.
- 3.4.4. The businesses on Park Place are understood to operate a typical working day (9:00-17:00) and are most likely to utilise the on-street parking during these times. The dark kitchen will be busiest outside of these hours with most orders anticipated during weekday evenings and weekends, after the nearby businesses have closed and employees have left for the day. Delivery drivers will have the opportunity to use on-street parking bays on Park Place, to briefly wait whilst they pick up meals for delivery, as there is likely to be less demand for on-street parking during this time and the parking bays are not subject to no-return restrictions after 6pm on weekdays and after 12:30pm on Saturdays.
- 3.4.5. Cycle parking and moped parking is provided on site, as detailed in the Section 3.5.
- 3.4.6. An operational statement is submitted with this application, setting out the details of operation and management.

3.5 PARKING AND SERVICING

SERVICING

- 3.5.1. Produce will be delivered to the kitchen in the morning, ready for kitchen staff to prepare food mid-morning and cook ordered meals in the afternoon and evenings. A designated area is provided for servicing and fresh food deliveries to the dark kitchen which is accessed by double gates. Swept path analysis has been undertaken as seen in the submitted Transport Statement, which demonstrates acceptable manoeuvrability.
- 3.5.2. Refuse collections will take place on Mondays, Wednesdays and Fridays between 7:00-8:00. Bins will be collected from the service area and emptied by refuse vehicles on Park Place, which is the same arrangements as existing businesses on Park Place.
- 3.5.3. Early morning deliveries and servicing will avoid a potential clash with delivery drivers in the afternoons and evenings. The development proposals have sought to make the best use of space, providing moped parking in the delivery area when it is not in use.

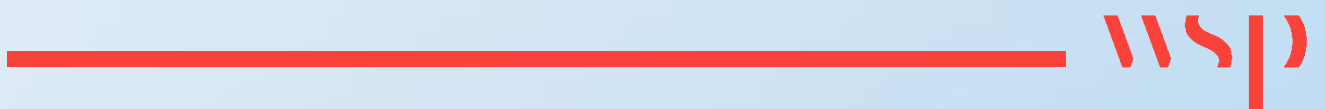
PARKING

- 3.5.4. The proposed development does not propose staff or customer car parking as the site is in a very accessible city fringe location in close proximity to bus corridors and rail stations. It is not unusual for zero parking schemes to come forward in highly sustainable locations such as this. The future occupier anticipates that most staff will travel on foot, bicycle or public transport as employees will live locally.
- 3.5.5. In the event staff or customers do need car parking facilities, there is a public car park immediately south of the site which has 24hour access. There are also existing parking bays on Park Place.

- 3.5.6. The proposal will accommodate a total of seven cycle parking spaces, five for the delivery cyclists and a further 2no. spaces for staff in accordance with the Council's adopted car parking standards.
- 3.5.7. The delivery area will only be in use for deliveries in the early mornings and so will be available during the day and evenings when delivery drivers will be working. Therefore, to make good use of space, the delivery area will double up as a moped parking area for the 3no. moped drivers employed.
- 3.5.8. Drivers will have full use of the mopeds, bicycles and cars to travel to and from work and therefore will store their vehicles at home when not in use. As such, no overnight parking is required or proposed.

4

PLANNING POLICY



4 PLANNING POLICY

- 4.1.1. S38 (6) of the Planning and Compensation Act 1991 states that planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise.

4.2 NATIONAL POLICY

NATIONAL PLANNING POLICY FRAMEWORK (2021)

- 4.2.1. The NPPF was updated on 20 July 2021 and is a key material consideration in the determination of planning applications.

Achieving sustainable development

- 4.2.2. Sustainable development means meeting the needs of the present without compromising the ability of future generations to meet their own needs (paragraph 7). The planning system has three overarching objectives in achieving sustainable development: economic, social and environmental (paragraph 8).
- 4.2.3. Planning should play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area (paragraph 9).
- 4.2.4. At the heart of the NPPF is the 'presumption in favour of sustainable development' ("the presumption") set out at paragraph 11, which establishes the planning principles in pursuing sustainable development in a positive way.
- 4.2.5. For decision-taking, this means approving development proposals that accord with an up-to-date development plan without delay (paragraph 11c); or where there are no relevant development plan policies, or the policies most important for determining the application are out-of-date granting permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole (paragraph 11d).

Building a strong, competitive economy

- 4.2.6. Paragraph 81 identified that planning policies and decisions can help create conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development.
- 4.2.7. Paragraph 82 illustrates that planning policies should be flexible to accommodate needs that are not anticipated in the plan and allow for new and flexible working practices to enable a rapid response to changes in economic circumstances. An economic vision should be set which proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration.
- 4.2.8. This proposal is for a 'dark kitchen', a new delivery and takeout business model which is highly efficient for meal deliveries and has evolved in the high demand for home deliveries. The proposal

will support an existing business to grow and adapt to the changing customer habits which have intensified as a result of the Covid-19 pandemic.

Promoting healthy and safe communities

- 4.2.9. Paragraph 92 aims to achieve healthy, inclusive and safe places which promote social interaction (e.g., through street layouts that allow for easy pedestrian and cycle connections within and between neighbourhoods and active street frontages). Developments should be safe and accessible (e.g., through the use of clear and legible pedestrian routes, and high-quality public space, which encourage the active and continual use of public areas). They should also enable and support healthy lifestyles (e.g., through the provision of safe and accessible green infrastructure, access to healthy food, local shops and layouts that encourage walking and cycling).
- 4.2.10. The proposal promotes active and sustainable travel methods where possible, with bicycles making up half of the delivery fleet. Cycle parking is also provided for staff.

Making effective use of land

- 4.2.11. Paragraph 119 promotes an effective use of land in meeting the need for homes and other uses while safeguarding and improving the environment and ensuring safe and healthy living conditions. Strategic policies should set a clear strategy in a way that makes as much use as possible of previously-developed or 'brownfield' land.
- 4.2.12. Paragraph 122 states decisions need to reflect changes in the demand for land and be informed by regular reviews of land allocated for development in plans and of land availability.
- 4.2.13. Paragraph 123 identifies that a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose should be undertaken by local planning authorities.
- 4.2.14. The proposal represents a change of use of a car park to bring forward an innovative business model in an area intended for future economic development in the local plan. The alternative use is consistent with the NPPF and will make effective use of land.

Achieving well designed places

- 4.2.15. Paragraph 126 states the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, it creates better places in which to live and work and helps make development acceptable to communities.
- 4.2.16. Paragraph 130 ensures that developments will function well and add to the quality of the area; are visually attractive as a result of good architecture, layout and appropriate and effective landscaping; are sympathetic to local character and history, including the surrounding built environment and landscape setting; establish or maintain a strong sense of place; accommodate and sustain an appropriate amount and mix of development including greenspace and support local facilities and transport networks; and create places that are safe, inclusive and accessible and which promote health and wellbeing.
- 4.2.17. The proposal introduces an innovative design which is in keeping with the commercial nature of the area, drawing on an industrial material palette appropriate to the area and proposed use. The proposal will visually enhance the existing site which comprises hard standing only.

Advertisements

- 4.2.18. Paragraph 136 states advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

4.3 LOCAL POLICY

- 4.3.1. The current development plan for this area comprises the Manchester Core Strategy (adopted July 2012, plan period to 2027) and the 'saved' Policies of the Unitary Development Plan (UDP) (adopted July 1995).

MANCHESTER CORE STRATEGY 2012 – 2027 (JULY 2012)

- 4.3.2. In this case, the following main policies of the Core Strategy would apply:

- SP 1: Spatial Principles
- EC 1: Employment and Economic Growth in Manchester
- EC 3: The Regional Centre
- EC 4 and H 3: North Manchester
- C 1: Centre Hierarchy
- C 3: Cheetham Hill and Harpurhey
- C 10: Leisure and the Evening economy
- T 2: Accessible areas of opportunity and need
- EN 1: Design Principles and Strategic Character Areas
- EN 4: Reducing CO2 Emissions by Enabling Low and Zero Carbon Development
- DM 1: Development Management

EXTANT UNITARY DEVELOPMENT PLAN (JULY 1995)

- 4.3.3. Various UDP planning policies have been saved, including citywide development control policies and area-specific policies which include:

Development and Noise

- 4.3.4. Policy DC26 details developments which are likely to result in unacceptably high levels of noise will not be permitted. Where the Council believes that an existing noise source might result in an adverse impact upon a proposed new development, or where a new proposal might generate potentially unacceptable levels of noise, it will in either case require the applicant to provide an assessment of the likely impact and of the measures proposed to deal satisfactorily with it.
- 4.3.5. As set out in Section 5, the accompanying noise impact assessment confirms the development proposal would not lead to unacceptably high levels of noise.

Area 2 Cheetham and Crumphall

- 4.3.6. Policy CC4 states the council intend to enhance the character of Cheetham Hill Road. The application falls within this Economic Improvement Area. A high standard of design will be expected for new developments in order to restore the unity and character of the area.
- 4.3.7. Policy CC10 outlines the council's ambition to encourage continued high levels of economic activity in Strangeways and lower Cheetham Hill Road areas which includes the application site,

recognising the needs of the trades which dominate the area. Proposals to redevelop existing sites will be supported where they incorporate sufficient parking and servicing for their own need.

- 4.3.8. As seen in the accompanying plans and reports, the development proposal is an innovative high-quality design which is in keeping with an industrial/commercial area, it makes suitable arrangements with regards to parking and servicing and it will contribute to local economic activity. As such the proposal complies with this policy.

Environmental Improvement and Protection

- 4.3.9. Policy E3.3 seeks to illustrate the council's commitment to improving the city's major road and rail routes which includes Cheetham Hill Road which runs adjacent to the site. This policy inspires for improvements to be made to the appearance of adjacent premises; encouraging new development of the highest quality. The development proposal is consistent with this commitment to improved routes.

Advertisements

- 4.3.10. Policy DC15 (adverts, hoardings and posters) states that applications for advertisement must be considered only in the interests of amenity and public safety. To accord with the policy, development should not harm the character or architectural features of the building, nor interfere with its proper use. Signage should be of an appropriate scale and relate properly to the site in which it stands. It must be unobtrusive and must not adversely impact road users or cause harm to pedestrians.
- 4.3.11. Advertisement consent is sought for the business name to be applied in stencilled lettering and for a double sided projecting sign mounted to a post. The advertisements are appropriate with no harm to amenity or public safety, having full regard to the requirements set out in Policy DC15.

GREAT DUCIE STREET SRF

- 4.3.12. The site falls within the Great Ducie Street Strategic Regeneration Framework area which identifies an opportunity for wider regeneration. Well-positioned close to Victoria Station and the city centre, it is identified as a location for positive growth and an area critical to delivering Manchester's strategic objectives regards to creating neighbourhoods of choice and economic growth.
- 4.3.13. The SRF sets out site-wide principles to be applied in the future regeneration. This will take a number of years to come forward, as such, this proposal is for a meanwhile use of modular design which will create jobs, investment and growth without conflicting with the longer-term aspirations for regeneration.

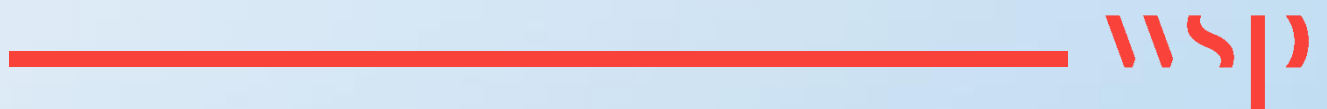
GUIDE TO DEVELOPMENT IN MANCHESTER SPD

- 4.3.14. Guide to Development in Manchester Supplementary Planning Document and Planning Guidance (April 2017) provides guidance on design principles, accessibility, environmental standards and parking guidelines.
- 4.3.15. The SPD details where streets have mixed and competing demands, on-street parking must ensure that pedestrian, public transport and cyclist movements are properly accommodated, that the safety of disabled people is not compromised, and that emergency vehicle access is protected. Parking is not just for cars, and well located and secure cycle parking is encouraged within new developments. Car parking courtyards should have robust gates and locking mechanisms.

- 4.3.16. In accordance with the design guide, the proposal makes suitable parking and servicing arrangements, and will introduce robust fencing and lockable gates adjacent to the existing car park. The proposal adopts a high standard of design, encourages sustainable travel and provides accessible toilets.

5

PLANNING ASSESSMENT



5 PLANNING ASSESSMENT

- 5.1.1. This section considers the principle of development and demonstrates how the proposal accords with the relevant policies set out in section 4.

5.2 PRINCIPLE OF DEVELOPMENT

- 5.2.1. As explored during pre-application discussion with the Council, a dark kitchen is fully appropriate in this location. Surrounded by a car park and existing businesses, the proposal would not impact upon residential amenity and will instead complement the existing offering.
- 5.2.2. Core Strategy Policy CC1 (City Centre and Fringe) supports a range of economic uses to boost investment and intensify employment land. The proposal will bring forward an active employment-generating use to part of an existing car park. The proposal will introduce activity, generate employment and boost the local economy. Given the need to serve the booming city centre residential population, the use is perfectly placed to meet that need on close proximity yet set away from residential properties in a commercial area. The proposed hours of operation will introduce activity throughout the day and evenings, providing natural surveillance outside of traditional 9-5 hours.
- 5.2.3. In accordance with Saved UPD Policy CC10 (Industrial and Commercial Uses) the development proposal will encourage and enhance economic activity in the Cheetham Hill Road. As demonstrated within the submitted transport assessment, appropriate parking and servicing arrangements are proposed which is also referenced in Policy CC10.
- 5.2.4. Appropriate servicing arrangements for deliveries and refuse collection are proposed, in accordance with Core Strategy Policy DM1 (Development Management) and 'saved' UDP Policy DC10.1. An operating statement is provided which sets out the business operations, to provide comfort to the council that the site will be well managed and appropriate for its location.
- 5.2.5. The scheme has clear positive economic impacts and will enhance economic vitality, and it is consistent with local and national planning policy.
- 5.2.6. The proposal is sought for a modular design which is reflective of the longer-term aspiration of the council to regenerate the area for permanent development in accordance with the Great Ducie Street SRF and Policies CC4, CC10. As such the use will make productive use of the land in the short term, creating jobs, growth and investment in the area, whilst not prejudicing longer term aspirations to comprehensively redevelop the area. The landowner is committed to the long-term development of the site, but recognises that wider regeneration will take some time to come forward.

5.3 BENEFITS OF THE SCHEME

EMPLOYMENT

- 5.3.1. The development proposal will make good use of part of a car park to deliver employment generating development. It will employ around 17 staff; comprising 7 full time and 10 part time staff. At particularly busy times, such as Friday and Saturday evenings, there may be additional kitchen staff employed.

ECONOMIC

- 5.3.2. In addition to job creation, the development proposal will encourage local spending and support an existing business to grow and adapt to the changing customer habits which have arisen from the Covid-19 pandemic. Furthermore, the proposal is located in an area identified within the adopted and saved policies as an area for economic growth in Manchester, supporting the objectives of local policy.

VIBRANCY AND VITALITY

- 5.3.3. The development proposal will create activity in an existing car park. The scheme is well-designed and will create an active frontage to the west of Park Place, where the streetscene is currently dominated by hardstanding and parked vehicles.
- 5.3.4. The hours of operation will complement existing businesses located on Park Place, by providing economic activity when other businesses are closed for the day. Activity through the evenings will increase natural surveillance and discourage crime.

5.4 OTHER MATERIAL CONSIDERATIONS

NOISE AND DISTURBANCE

- 5.4.1. A Noise Impact Assessment has been prepared by Azymuth Acoustics UK, which presents results of a baseline noise survey, analysis of the survey and sets noise limits for plant equipment.
- 5.4.2. The noise climate is characterised by road traffic on the A665 Cheetham Hill Road. Section 3 of the report sets target noise levels of 42.5dB (during the day) and 38.3dB (night) at the nearest noise sensitive receptor, 4 Park Place which is circa 50m from the application site.
- 5.4.3. Noise modelling was undertaken to verify the target limits, using an estimated extractor fan connected to the west elevation. The modelling demonstrates that the extractor fan would be well below the Council's noise target of 5dB below background noise (38.8dB).
- 5.4.4. As such, the report concludes that there would be no adverse acoustic impacts as a result of the proposed development.
- 5.4.5. Full detail is provided within the submitted noise impact assessment.

ACCESSIBILITY, PARKING AND SERVICING

- 5.4.6. The site benefits from being highly accessible on foot, by bike and by a range of public transport options including bus, rail and Metrolink services, and so it is anticipated staff will travel to work by active travel or public transport.
- 5.4.7. A Transport Statement has been prepared by Ashley Helme Associates, which considers the accessibility of the site, impacts on the local highways network, site access and parking arrangements and concludes that the proposal will not have a material impact on the local highway network.
- 5.4.8. Meals ordered close by will be delivered by bicycle (around half of the delivery drivers will be cyclists), orders further away will be delivered by motor vehicle (car/moped) to ensure food is kept hot. The 10 delivery drivers/riders will be employed which will comprise a delivery fleet of five bicycles, three mopeds and two cars.

- 5.4.9. Cycle and moped parking will be provided for delivery drivers/cyclists during shift and staff will keep their bicycle/vehicle at home over night so they can use it to travel into work. Therefore, no overnight parking is required or proposed. Car drivers will use the existing bays on Park Place to momentarily wait whilst meals are prepared, or alternatively they will park in the adjacent 24 hour car park.
- 5.4.10. Evenings are anticipated to be the busiest times, with circa 50 deliveries anticipated between 18:00–22:00 on most evenings, increasing to around 100 deliveries on Friday and Saturday evenings. The busiest period will therefore avoid the traditional AM/PM peak hours of 8:00-9:00 and 17:00-18:00, minimising impacts on the local highway network.
- 5.4.11. Up to 8 drivers/riders will be employed to deliver meals on Friday and Saturday evenings, with fewer drivers (circa 4-5) required on weekday evenings and 1-2 drivers during the daytime. The submitted transport statement considers the number of trips per hour and calculates that at the busiest time there would be around 25 deliveries per hour, with around 50% of trips made by bicycle and the remainder made by moped and cars. Taking into account the existing use as a car park, the Transport Statement concludes that the net increase would be 18 arrivals and 18 departures per hour between 18:00-22:00 which will be safely accommodated in the local highway network.
- 5.4.12. The site is in a highly sustainable location where a zero car scheme is not unusual. There are good public transport connections and staff and customers will have the opportunity to travel to/from site by public/active travel.
- 5.4.13. The submitted transport note concludes that the proposed development will not have a detrimental impact on the local highway network. As such the proposed development accords with Local Plan Policy T1 (Sustainable Transport).

SAFETY AND SECURITY

- 5.4.14. The security measures proposed on site include 2.6m palisade fencing with the gates securely locked each night. Bicycles and mopeds will not be left on site overnight. Roller shutters are proposed to secure the food hatches and the doors will be securely locked overnight. CCTV is installed that has 4 terabyte of memory and is able to record up to 1 month in high resolution.
- 5.4.15. Pre-application advice has been sought from Greater Manchester Police which has confirmed that a Crime Impact Statement would not be required for this proposal.
- 5.4.16. In accordance with Policy DM1 (Development Management), saved UDP policies and Guide to Development in Manchester SPD, appropriate security measures are proposed will ensure the site is kept safe and secure and will reduce the opportunity for crime.

5.5 ADVERTISEMENT CONSENT

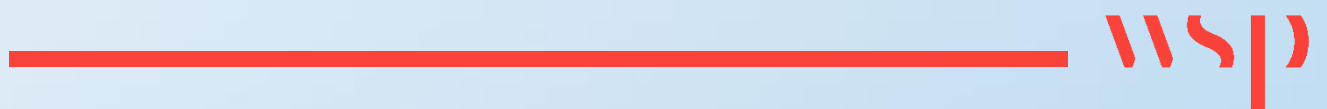
- 5.5.1. Advertisement consent is sought for the business name to be applied in stencilled lettering to the upper shipping container and therefore will not project from the structure and appropriate clearance for pedestrian is not relevant to this design. The pole-mounted projecting sign is modest in size and provides sufficient clearance for pedestrians. The lettering and project sign have no potential to obstruct, confuse or distract a road user and it will have no impact upon highway safety.
- 5.5.2. The design is contemporary and relevant for an industrial shipping container scheme. The lettering will be externally illuminated by high-quality lighting positioned underneath and the post-mounted sign will be internally illuminated. The light levels are appropriate to the proposal and location.

Furthermore, there will be no intermittent light source, flashing lights, moving parts or features which can be considered detrimental to visual amenity.

- 5.5.3. The proposed signage is required to advertise the business name on the unit. The signage proposed specifically relates to the building itself and will advertise the building's use as a pan Asian dark kitchen, directing visitors and staff accordingly.
- 5.5.4. The advertisement is appropriate with no harm to amenity or public safety, and it fully complies with saved UDP Policy DC15. In light of the above analysis we conclude that the proposed advertisements would fully accord with the relevant local and national planning policy and legislation.

6

PLANNING BALANCE AND CONCLUSION

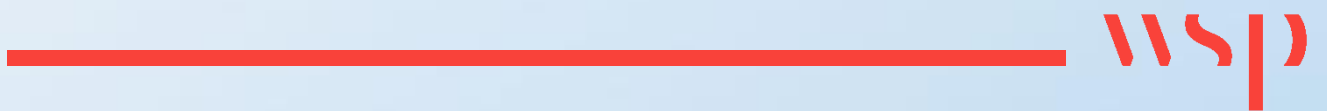


6 PLANNING BALANCE AND CONCLUSION

- 6.1.1. This Planning Statement has been prepared on behalf of AWMC Restaurants LTD, in support of a full planning application at: Car Park off Park Place, Cheetham Hill, Manchester, M4 4EY, for:
- “The retention of 4x 12m and 1x 6m containers for a dark kitchen with ancillary external seating area, awning and servicing area”*
- 6.1.2. Advertisement consent is also sought for a stencilled and externally lit sign on the upper container and pole-mounted projecting sign at the entrance.
- 6.1.3. This statement provides an explanation of how the development proposal will deliver new development in a manner which is sustainable and in accordance with the requirements of local and national policy. The reports and plans which accompany the application provide further evidence and assessment which supports the assessment presented in this Planning Statement.
- 6.1.4. The proposed development accords with the general aims and requirements of the Development Plan and will deliver a number of benefits including creation of jobs, increased local spending and introducing activity during the day and evenings which has crime prevention benefits.
- 6.1.5. The site’s location is defined as City Fringe within the adopted and saved local policies, an area identified for future economic growth. As such, this development proposal will help deliver the aims and aspirations for this part of Manchester by enabling a business to expand and adapt.
- 6.1.6. It has been demonstrated in the submitted noise impact assessment and transport note that there will be no significant harmful impacts arising from the development.
- 6.1.7. As required by Section 38(6) of the Planning and Compulsory Purchase Act 2004, the proposed development accords with the Development Plan and national guidance. In particular, the proposed development accords with paragraph 11 of the NPPF. Such applications should be encouraged and supported, with permission being granted without delay.

Appendix A

PLAN



12a PARK PLACE, MANCHESTER M3 1HJ



Location Plan shows area bounded by: 383931.23, 399299.6 384072.65, 399441.02 (at a scale of 1:1250), OSGridRef: SJ84009937. The representation of a road, track or path is no evidence of a right of way. The representation of features as lines is no evidence of a property boundary.

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8 First Street
Manchester
M15 4RP

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