



McGoff Group Projects Ltd

**85 ROCHDALE ROAD,
MANCHESTER
(DOWNTOWN VICTORIA NORTH 2)**
Planning Statement





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(DOWNTOWN VICTORIA NORTH 2)**

Planning Statement

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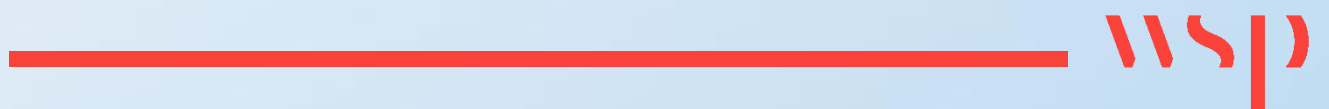
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PUBLIC CONSULTATION LEAFLET

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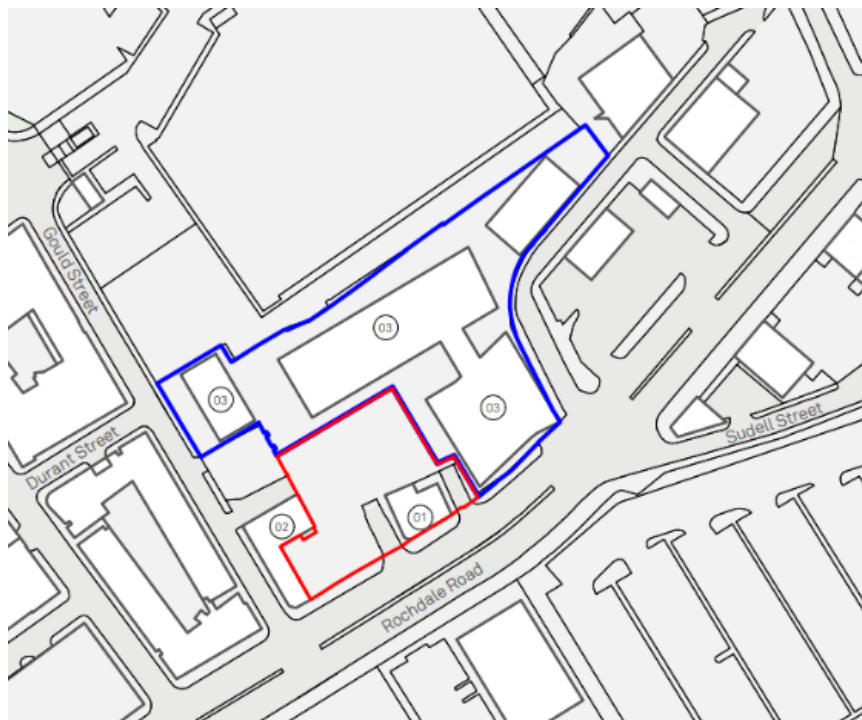
INTRODUCTION



1. INTRODUCTION

- 1.1.1. WSP has prepared this Planning Statement on behalf of the McGoff Group (the applicant). It supports a full planning application being submitted to Manchester City Council (the Local Planning Authority – LPA) for the following development:
- 1.1.2. *Erection of a 17-storey residential apartment building (Use Class C3 (a), with associated access, amenity, landscaping, public realm, infrastructure and other associated works. Demolition of existing vacant building on site, comprising of ground floor retail and a first floor apartment.*
- 1.1.3. 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. This Planning Statement is also accompanied by suite of plans and reports which provide detailed evidence and assessment 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.
- 1.1.4. The enclosed Site Location Plan at **Appendix A** identifies the full extent of the site to which the proposed development relates.

Figure 1: Site Location



- 1.1.5. The site is currently an underutilised brownfield site and performs poorly in terms of its impact on the local townscape and environment. As such, the site is in significant need of redevelopment.
- 1.1.6. The proposal will deliver the following summary of public benefits. A more detailed account of the public benefits can be found in section 9 of this Planning Statement:

- Regeneration of a vacant brownfield site in a key location in Manchester;
- Creation of 153 high-quality apartments; Public realm improvements which improve the appearance of the site and connect with neighbouring schemes;
- New tree planting and landscaping, increasing biodiversity and providing new pedestrian and cycle links for the wider Victoria North area;
- Creation of jobs throughout the construction phase and during occupation; and
- Generation of increased local spend and council tax revenue.

1.2 THE APPLICANT

1.2.1. McGoff Group are an award-winning developer with over 50 years' experience in the property industry. McGoff Group have built and are developing several projects across Greater Manchester. These include:

- Downtown Victoria North 1 (87 Rochdale Road) which lies adjacent to the north and east of the proposed development. Phase 1 comprises of 237 apartments and townhouses, including a stylish residents lounge, gym facilities and underground car parking and cycle storage and public realm improvements.
- Warwick Road, Old Trafford which comprises of 80 affordable homes alongside Old Trafford Metrolink Station.

1.2.2. McGoff also operate in the Register Provider world building affordable units for the likes of Jigsaw and Southway. They also manage high rise city centre apartments in Salford and will also soon be managing apartments in Manchester.

1.3 ENVIRONMENTAL IMPACT ASSESSMENT

1.3.1. In order to establish whether or not an Environmental Impact Assessment (EIA) should be submitted, the proposal has been screened under the Town and Country Planning (Environmental Impact Assessment Regulations 2017 (the EIA Regulations).

1.3.2. An EIA Request for Screening Opinion was submitted to Manchester City Council and is currently under consideration (reference EIASCR/26/001). The threshold for screening for potential EIA development is 150 dwellings. The proposed development is just above the threshold at 153 dwellings and is not considered to have any significant environmental effects. The EIA Screening Request concludes that the proposal **is not EIA development**. The report is currently being considered by Manchester City Council.

1.4 THE APPLICATION SUBMISSION AND TEAM

1.4.1. The list below outlines the reports and plans submitted alongside this planning statement, as part of the planning pack. The author of the report is also included.

- Application Form and Certificate: WSP
- Architectural Plans: Jon Matthews Architects
- Heritage Statement: WSP
- Noise Assessment: DBX
- Affordable Housing Statement: WSP

- Air Quality Statement: Redmore Environmental
- Broadband Connectivity Assessment: GTech Surveys
- Crime Impact Statement: GMP Design for Security
- Community Involvement Statement: WSP
- CEMP / Waste Management: McGoff Group Projects
- Demolition Phasing Plan and Method Statement: Booth Hill Demolition
- Daylight / Sunlight: Proximity
- DAS: Jon Matthews Architects
- Preliminary Ecological Assessment and BNG Exemption: Leigh Ecology
- Flood Risk Assessment and Drainage: Booth King
- Phase 1 Site Investigation: LK Group
- Lighting Assessment: DW Windsor
- Tall Buildings Statement: WSP
- Transport Statement/Travel Plan: SCP
- Wind Report: Arcaero
- Energy Statement, Upfront Carbon Assessment and Overheating Report: Davies Partnership and Base Energy
- Landscaping Plans: Planit
- Townscape and Visual Impact: Planit-IE
- Archaeological Assessment: Civic
- Blue and Green Strategy Response: Planit
- TV and Radio Reception Impact Assessment: Gtech Surveys
- Local Labour Agreement: WSP
- Fire Statement: OFR
- Financial Viability Assessment: Savills
- Management Strategy: McGoff
- Waste Strategy: Jon Matthews Architects
- Residential Standards: Jon Matthews Architects

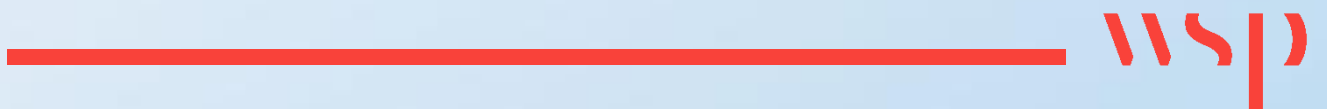
1.5. STRUCTURE

1.5.1. 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: Reasons why planning permission should be granted;
- Section 6: Statement of community involvement;
- Section 7: Other material considerations; and
- Section 8: Conclusion.

2

SITE AND SURROUNDINGS



2. SITE AND SURROUNDINGS

2.1. THE SITE

- 2.1.1. The site subject to this application is located at 85 Rochdale Road, Manchester, M4 4HU and will be referred to as 'the Site'.
- 2.1.2. The site extends approximately 0.14ha and is bound by Gould Street, Rochdale Road and Downtown Victoria North 1 (87 Rochdale Road) which was granted planning consent in February 2022 and is currently under construction.
- 2.1.3. Much of the site is covered with hard standing and is being utilised as a surface car park. A disused retail unit (85 Rochdale Road) exists on the site to the east of the site. The Marble Arch Inn public house is located outside of the western site boundary.

2.2. PLANNING HISTORY

- 2.2.1. The site itself has no relevant planning history. However, there are two significant developments within close proximity of the site which have been granted planning consent:
 - Ref: 131708/FO/2021. 87 Rochdale Road Manchester M4 4JD 'Erection of a part 11, part 13 storey building to form residential apartments (Use Class C3a) together with the erection of two blocks of 3 storey duplexes (Use Class C3a) to form 237 residential homes in total with associated commercial floor (Use Class E) (132 sqm), basement car parking, landscaping and public realm, and associated engineering and infrastructure works following demolition of existing buildings and structures.' The scheme is currently under construction by McGoff Group Projects.
 - Ref: 128248/FO/2020. Land Bound By Gould Street, Williamson Street, Bromley Street And Bilbrook Street Manchester M4 4DD 'Erection of 9 buildings ranging from 8 to 34 storeys in height to form 1202 residential apartments (Use Class C3a) and ground floor commercial uses (Use Class E) (192 sqm) together with associated car parking, new vehicular and pedestrian access, public realm, landscaping and other associated works following demolition of existing structures and buildings.' Construction of the scheme has not yet started

2.3. SURROUNDING AREA AND ENVIRONMENT

- 2.3.1. The surrounding area is largely a mix of residential apartment blocks and surface car parks, with some commercial buildings and employment uses.
- 2.3.2. The application is not located within a Conversation Area. The site is located within 500m of the boundaries of Ancoats Conservation Area (370m south of the site), Shudehill Conservation Area (approximately 400m north-west of the site), Stevenson Square Conservation Area (approximately 400m south of the site) and Smithfield Conservation Area (approximately 400m north-west of the site).
- 2.3.3. Several Grade II listed buildings are located within close vicinity of the site boundary, including:
 - Marble Arch Inn, 73 Rochdale Road
 - Cooperative Press on New Mount Street
 - Warehouse on West Corner of Junction with Simpson Street

- Sharp Street Ragged School
- Former Police and Ambulances Station on Goulden Street

2.3.4. Non designated heritage assets within close proximity of the site boundary include:

- CWS Tobacco Factory, Gould Street
- Alexandra Place, 18-20 Rochdale Road

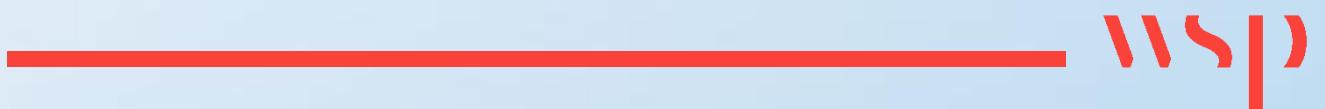
2.3.5. The site is located in the New Town area of the Victoria North Strategic Regeneration Framework, which is earmarked to be a new residential neighbourhood, representing an opportunity to establish a range of higher density housing types and to regenerate former industrial land along the Lower Irk Valley. Victoria North is a longstanding priority area for regeneration and investment.

2.3.6. The development site is also located close to and has access to amenities and services along Rochdale Road and the Angel Meadows area to the west, along with being in walking distance to the activities of the City Centre.

2.3.7. There is a good network of existing public transport links, including bus stops adjacent to the site along Rochdale Road (1 minute walk), which provide frequent connections to the Greater Manchester area. Manchester Victoria train station is also located approximately 1km west of the site and provides frequent services to Liverpool and Manchester, as well as wider connections to the North West.

3

THE PROPOSED DEVELOPMENT



3. THE PROPOSED DEVELOPMENT

- 3.1.1. The application is submitted in full and seeks permission for a residential scheme. The description of development seeks the following:
- Erection of a 17-storey residential apartment building (Use Class C3 (a), with associated access, amenity, landscaping, public realm, infrastructure and other associated works. Demolition of existing vacant building on site, comprising of ground floor retail and a first floor apartment.*
- 3.1.2. In summary, the proposed development will comprise of 153 apartments, public realm improvements, landscaping and other associated works. The 153 apartments are provided by a single block, which will be delivered over 17 storeys.
- 3.1.3. The proposal includes 160sqm of flexible amenity space, located on the ground floor of the development).
- 3.1.4. Full details of the design, layout and access can be seen in the submitted Design and Access Statement prepared by Jon Matthews Architects.

3.2. AMOUNT

- 3.2.1. The proposal will deliver 153 dwellings, all of which are apartments. All apartments meet the Nationally Described Space Standards and Places for Everyone requirements that they are Accessible and Adaptable as defined by Part M (4) 2. The proposal also includes commercial and residential amenity space. The following mix of accommodation is proposed:

Table 1: Accommodation Schedule

Apartment Type	Amount	Percentage
1-bed	50	32.7%
2-bed	96	62.7%
3-bed	7	4.6%
Amenity	160m	

3.3. DESIGN AND APPEARANCE

- 3.3.1. The height and massing have been refined to create a clear, well-proportioned building that fits with the emerging urban character along Rochdale Road. The scale supports the SRF aim for taller development near the city centre while sitting comfortably within the surrounding context.
- 3.3.2. The building is split visually into clear vertical and horizontal elements to break up the overall form. These features give the development a slim and ordered appearance. An articulating top middle and bottom of the building is created through recesses, texture and scale.

- 3.3.3. A 13m setback is provided from the Marble Arch Inn, allowing space for a landscaped buffer. This separation softens the relationship between the new building and the listed pub while keeping a strong street edge along Rochdale Road.
- 3.3.4. A taller ground-floor height and exposed aggregate columns create a strong base to the building, which give the building a different expression and a more active and attractive frontage, with an aim to improve the street environment and provides a clear, legible entrance for residents and visitors.
- 3.3.5. Red pre-cast concrete panels form the main facade, reflecting the nearby historic buildings. The material choice links the development to its surroundings.
- 3.3.6. Slim windows and metal ventilation panels add vertical emphasis and provide depth across the facade. The deep reveals detailing helps catch light and create visual interest.
- 3.3.7. The main entrance is positioned to face the landscaped buffer and the city centre, creating a clear and intuitive approach. This improves wayfinding, supports natural surveillance, and ties the ground floor into the wider public realm.



Figure 2: Proposed South-East Elevation

- 1.4.2. In terms of the proposed works to 85 Rochdale Road (former Victoria Hotel), the proposals are to demolish this existing vacant building, which is in poor condition. The last known use of the building was retail on the ground floor and an apartment on the first floor.



Figure 3: 85 Rochdale Rd in 2025

- 3.3.9. The plan below demonstrates the demolition of the building. The demolition plan will be submitted as part of the suite of drawings.

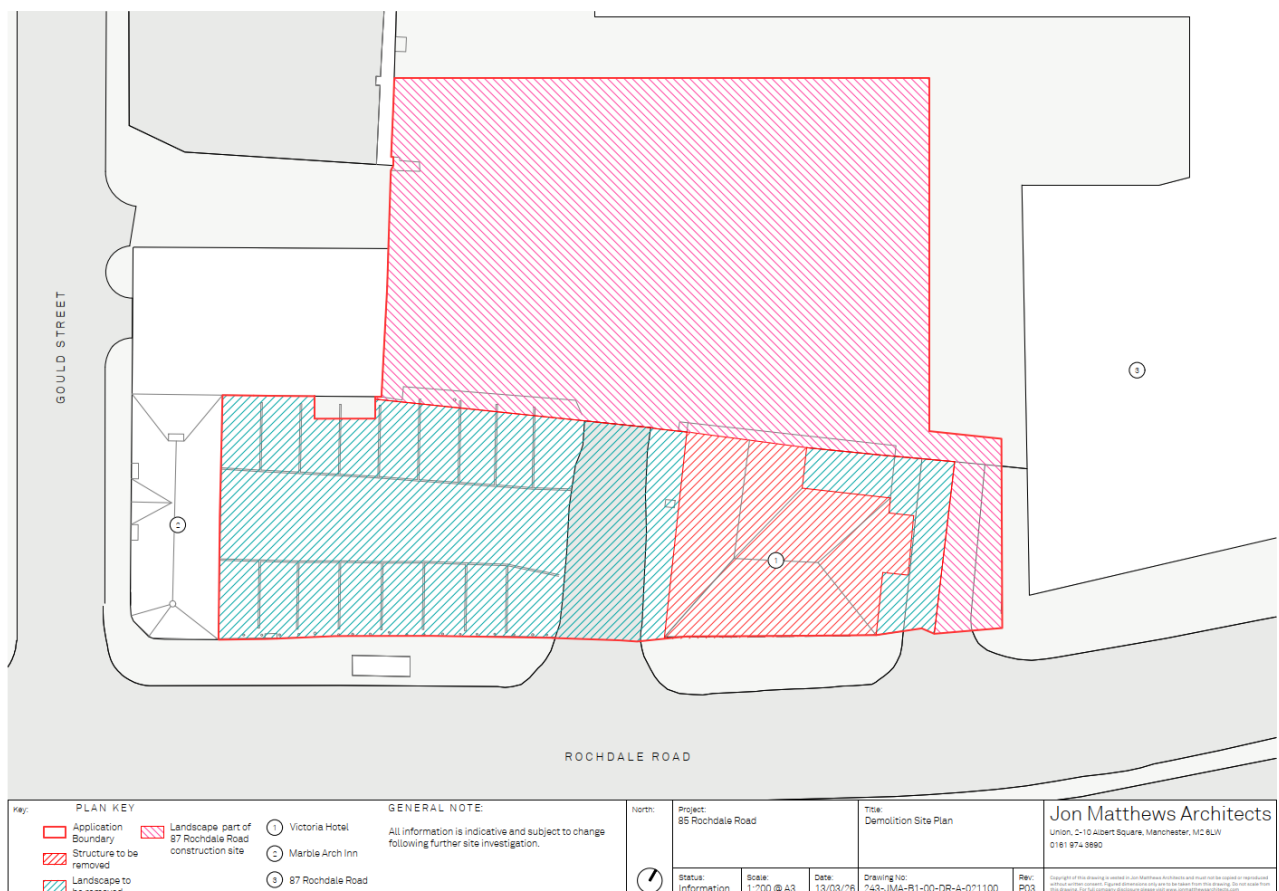


Figure 4: Demolition plans for 85 Rochdale Road

3.4. LAYOUT

- 3.4.1. The scheme has been designed as a second phase of 87 Rochdale Road also called Downtown Victoria North 1. 87 Rochdale Road is under construction and due to complete in 2026. The development is owned, operated and built by McGoff Group.
- 3.4.2. The designers of Phase 1: Architects (Jon Matthews Architects) and Landscape Architect (Planit) as well as the Planning Consultants (WSP) have been employed to continue and develop the design quality established at 87 Rochdale Road. The proposals contain a number of elements:
- 1.4.3. Both 85 and 87 Rochdale Road proposals will share a garden and active frontage of both developments will complement each other to create a successful community. The proposals will benefit from a shared management and servicing strategy as well as sharing facilities. The proposals also benefit from a continuity of designer to help deepen and develop the thinking and knowledge of the site, construction and operation of the estate.
- 1.4.4. A new landscape area separating Marble Arch Inn and the proposed development will provide a landscaped buffer, with the intention of softening the relationship between the new building and the listed pub, creating greenery, while keeping a strong street edge along Rochdale Road. The landscape separation will provide a clear distinction between the pub and the proposed development, ensuring that the grade II listed building is not dominated by the proposed development at street level.

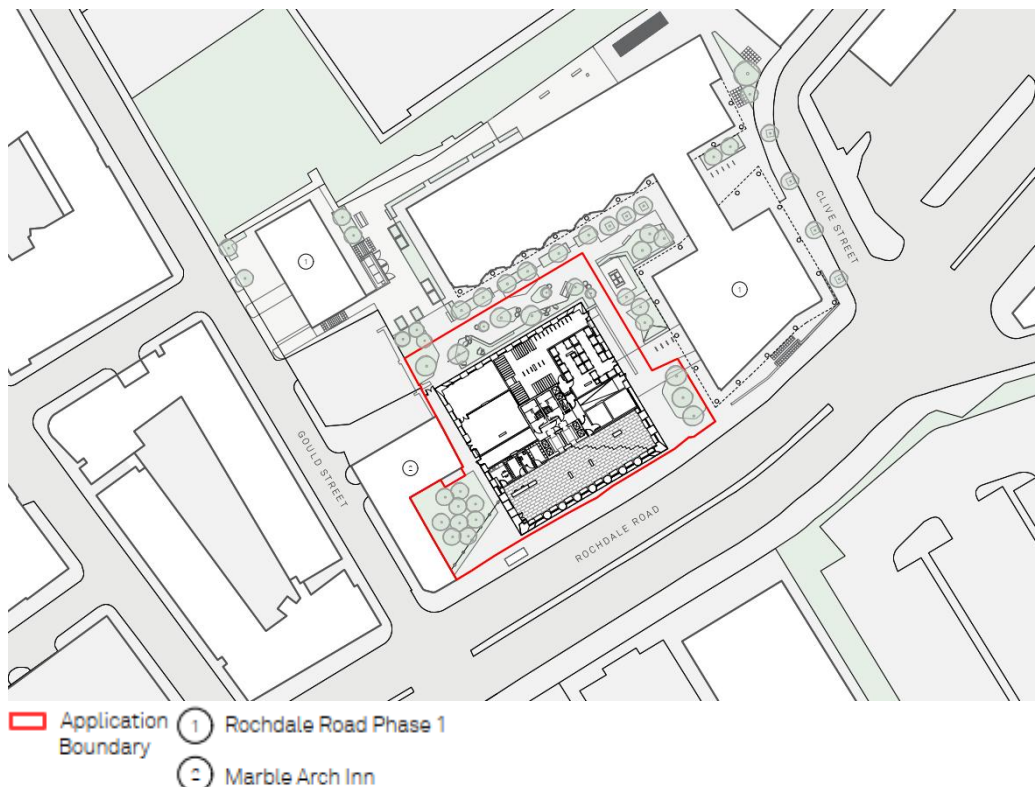


Figure 6: Proposed ground floor layout with phase 1 landscaping adjacent

- 3.4.3. Within the new build element of the scheme at the front of the building there will be a reception area and amenity space. A parcel and post store will be located to the west of the ground floor, along with a toilet and an office for the building manager. A substation and switchroom will be located to the east of the ground floor. To the rear of the new build, there will be cycle parking, refuse and recycling store, and plant space.
- 3.4.4. The first floor to the 16th floor of the proposed development comprises of a mix of apartments and circulation space.
- 3.4.5. The roof comprises of a lift overrun, roof access, a smoke shaft and PV panels.
- 3.4.6. For full details of the layout of each floor plan, please refer to the submitted Design and Access Statement.

3.5. ACCESS

- 3.5.1. Pedestrian access is provided from all highway routes adjoining the site. The proposal will benefit from the phase 1 additions, which included stopping up of the redundant highway stub on the north-eastern side of the Site and the formation of new public realm in this area.
- 3.5.2. The proposals prioritise pedestrian movement within the site to emphasise the sense of safety for the residents and visitors.
- 3.5.3. The site is located approximately 1km from Victoria Station which lies to the south-west of the site and approximately 1.6km from Manchester Piccadilly which lies to the south. The mainline rail network can be accessed from both stations which provide services across the UK including to other major cities and local services in the North West.
- 3.5.4. In terms of other public transport provision, Shudehill Interchange is 480m from the site providing access to both Metrolink and bus services serving destinations across Greater Manchester. Rochdale Road provides bus services in and out of Manchester City Centre with bus stops provided immediately adjacent to the site. The stops provide regular access to services to the local area as well as Rochdale, Bury and Chorlton.
- 3.5.5. The general topography of Manchester City Centre and the wider area is reasonably flat which should assist in encouraging future residents of the proposed development to travel by bicycle. The proposed development would therefore increase opportunities for residents to live and work locally and would help to contain trips within the area.
- 3.5.6. The site is ideally located for access to the city centre and public transport. The proposal would result in the loss of a surface car park encouraging active travel journey modes. The proposed development is car free and does not include any car parking. Internal cycle parking, with 108 spaces provided in total (70%) provision.
- 3.5.7. The design ensures the majority of the site is accessible to all residents and visitors. Due to existing level constraints on the north western corner of the site, along Gould street, steps are necessary to allow for access to the coach houses. The entrance to the development faces the new micro forest and the city. It provides a clear, intuitive and legible entry sequence with plenty of clear space around the bus stop. Cyclists will enter and exit via a secure door into the building, and a dedicated entrance and internal link though to the reception. Level access is provided at each of these entrances. An accessible WC has been provided, located on the ground floor.

3.5.8. Full details of the design of the scheme can be found in the submitted Design and Access Statement prepared by John Matthews Architects.

3.6. LANDSCAPING AND PUBLIC REALM

- 3.6.1. A Variation of Condition application to phase 1 Rochdale Road (planning application ref. 131708/FO/2021) has been submitted concurrently. The landscaping of phase 1 of the development needs to be amended in order to accommodate phase 2. The landscaping of phase 1 and phase 2 will join together, and be shared by residents across the two developments.
- 3.6.2. The Phase 2 development proposes to include semi-private outdoor spaces for residents to the north of the development, leading to the Phase 1 public realm. The Phase 2 development also proposes to include a micro forest of dense green planting between the Marble Arch and the development on Rochdale Road. This planting will provide separation, softening and biodiversity as well as visual amenity. The landscape area will also provide a distinct disconnect between the pub and the proposed development, allowing for clear separation to be seen at street level, to not impose on the grade II listed building.
- 3.6.3. A range of different planting typologies have been selected for use across the scheme and each will play a specific role in the success of the development. Within the site, new trees, planting areas will expand the diversity of species, contributing to the development's biodiversity.
- 3.6.4. Moreover, planting plays an important role in the management of surface water. These permeable areas reduce the amount of rainfall falling onto impermeable surfaces that would otherwise flow directly into the drains.
- 3.6.5. The landscape design incorporates a balanced mix of multi-stem and single-stem tree species to enhance structural diversity and visual interest throughout the site. This composition supports a dynamic spatial experience, where varying tree forms help define movement corridors, gathering areas, and points of visual focus within the landscape.
- 3.6.6. A diverse canopy palette introduces seasonal variation, offering subtle shifts in colour and texture that enrich the site's visual character and highlight key spaces across different times of the year.
- 3.6.7. Tree species have been carefully selected for their resilience to local climatic conditions, their alignment with the native ecological context, and their tolerance to variable moisture regimes. Collectively, these selections contribute to a robust, adaptive, and enduring landscape that balances aesthetic expression with long-term environmental performance.
- 3.6.8. The planting design incorporates a diverse palette of species chosen for their contrasting colours, textures, visual appeal and ecological value.
- 3.6.9. Water-tolerant species are strategically located within the raingardens to facilitate stormwater infiltration and support a resilient micro-ecosystem. These selections contribute to both the site's sustainable drainage strategy and its biodiversity.

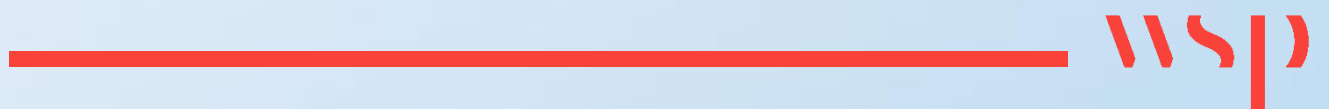


Figure 7: Landscape plan for the Site, demonstrating how it interlinks with the landscaping for Downtown Victoria North 1

3.6.10. For further details on the landscaping, please refer to the Green and Blue Infrastructure response, the Design and Access Statement and the landscape plans.

4

PLANNING POLICY



4. PLANNING POLICY

- 4.1.1. Section 38(6) of the planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the Development Plan unless material considerations indicate otherwise.
- 4.1.2. The Development Plan for the site comprises:
- Places for Everyone Joint Development Plan (2024)
 - Manchester Core Strategy 2012 ('The Core Strategy');
 - Manchester Proposals Map (2012);
 - Saved Policies of the Manchester Unitary Development Plan 2005 ('the UDP');
 - Greater Manchester Joint Waste Development Plan Document (2012); and
 - Greater Manchester Joint Minerals Plan (2013).
- 4.1.3. Other material considerations include the National Planning Policy Framework (NPPF), Supplementary Planning Documents (SPDs), and Planning Practice Guidance (PPG).

4.2. NATIONAL PLANNING POLICY FRAMEWORK

- 4.2.1. The NPPF was updated on 7 February 2025 and is a key material consideration of planning applications.

ACHIEVING SUSTAINABLE DEVELOPMENT

- 4.2.2. Paragraph 8 states that 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.
- 4.2.3. Paragraph 9 requires that planning 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.
- 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, as per paragraph 11c.

DELIVERING A SUFFICIENT SUPPLY OF HOMES

- 4.2.6. Paragraph 61 looks to support the Government's objective of significantly boosting the supply of homes, a sufficient amount and variety of land should come forward where it is needed, addressing the needs of groups with specific housing requirements and ensuring land with permission is developed without unnecessary delay.
- 4.2.7. Paragraph 63 states that the size, type and tenure of housing needed for different groups in the community should be recognised, including affordable housing, families with children, older people, students, people with disabilities, service families, travellers, people who rent their homes and people wishing to commission or build their own homes.

- 4.2.8. Paragraph 78 states local planning authorities should identify and update annually a supply of specific deliverable sites sufficient to provide a minimum of five years' worth of housing against their housing requirement set out in adopted strategic policies or against their local housing need where the strategic policies are more than five years old (unless these strategic policies have been reviewed and found not to require updating).

PROMOTING HEALTHY AND SAFE COMMUNITIES

- 4.2.9. Paragraph 96 aims to ensure that planning achieves 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 clear and legible pedestrian routes and high-quality public space) and support healthy lifestyles (e.g. through green infrastructure, sports facilities, local shops and layouts that encourage walking and cycling).
- 4.2.10. Paragraph 103 identifies access to a network of high-quality open spaces and opportunities for sport and physical activity as important for the health and wellbeing of communities and can deliver wide benefits for nature and support efforts to address climate change.
- 4.2.11. Paragraph 105 suggest that public rights of way and access should be protected and enhanced, including taking opportunities to provide better facilities for users (e.g. by adding links to existing rights of way networks).

PROMOTING SUSTAINABLE TRANSPORT

- 4.2.12. Paragraph 109 requires transport issues should be considered from the earliest stages of development proposals to address potential impacts, realise opportunities from infrastructure and technology, promote walking, cycling and public transport, and ensure transport considerations are integral to design.
- 4.2.13. Paragraph 110 recommends significant development should be focused on locations which are or can be made sustainable, recognising that opportunities to maximise sustainable transport solutions will vary between urban and rural areas.
- 4.2.14. Paragraph 115 states that in assessing sites for development, appropriate opportunities to promote sustainable transport should be taken, safe and suitable access should be ensured, and design should reflect national guidance. Significant impacts on transport networks or highway safety should be mitigated.
- 4.2.15. Paragraph 116 evidently states development should only be refused on highways grounds if there would be an unacceptable impact on highway safety or the residual cumulative impacts on the road network would be severe.
- 4.2.16. Paragraph 117 states that applications should prioritise pedestrian and cycle movements, facilitate access to public transport, address the needs of people with disabilities, and enable charging of ultra-low emission vehicles.
- 4.2.17. Paragraph 118 requires Developments generating significant movement should provide a travel plan and be supported by a transport statement or assessment.

MAKING EFFECTIVE USE OF LAND

- 4.2.18. Paragraph 129 states planning should promote 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.
- 4.2.19. Paragraph 130 ensures that decisions should reflect changes in land demand and be informed by regular reviews of allocated land and availability.
- 4.2.20. Paragraph 130(c) states that development should make efficient use of land, considering housing needs, infrastructure capacity, market conditions, and the desirability of maintaining local character.
- 4.2.21. Paragraph 130(b) ensures that where land shortages exist, homes should not be built at low densities and developments should make optimal use of each site. A flexible approach should be taken to daylight and sunlight policies where necessary to ensure efficient use of land.

ACHIEVING WELL-DESIGNED PLACES

- 4.2.22. Paragraph 131 states that the creation of high quality, beautiful and sustainable buildings and places is fundamental to the planning and development process. Good design is a key aspect of sustainable development and helps make development acceptable to communities.
- 4.2.23. Paragraph 135 requires developments should function well, be visually attractive, be sympathetic to local character, establish a strong sense of place, support local facilities and transport networks, and promote health and wellbeing.

CLIMATE CHANGE, FLOODING AND COASTAL CHANGE

- 4.2.24. Paragraph 162 requires that new development should avoid increased vulnerability to climate change impacts and help reduce greenhouse gas emissions.
- 4.2.25. Paragraph 166 expects new development should comply with local requirements for decentralised energy supply unless not feasible or viable, and minimise energy consumption through design.
- 4.2.26. Paragraph 168 recognises that even small-scale renewable or low carbon energy projects can contribute significantly to reducing emissions.
- 4.2.27. Paragraph 170 states that inappropriate development in flood risk areas should be avoided by directing development away from areas at highest risk and ensures that flood risk should not be increased elsewhere and development should be supported by a site-specific flood-risk assessment.
- 4.2.28. Paragraph 181 states that major developments should incorporate sustainable drainage systems (SuDs), unless clearly inappropriate.

CONSERVING AND ENHANCING THE NATURAL ENVIRONMENT

- 4.2.29. Paragraph 187 requires the contribution and enhancement of the local environment by protecting and enhancing valued landscapes, sites of biodiversity or geological value and soils; recognising the intrinsic character and beauty of the countryside and wider benefits from natural capital and ecosystem services including the economic and other benefits of the best and most versatile agricultural land, trees and woodland; minimising impacts on and provide net gains for biodiversity; and preventing new development being subject to unacceptable levels of soil, air, water or noise pollution or land stability.
- 4.2.30. Paragraph 188 states that planning should protect and enhance valued landscapes, biodiversity, soils, and the intrinsic character of the countryside. It should also provide net gains for biodiversity

and prevent unacceptable pollution or land instability. Sites must be suitable for their proposed use, considering ground conditions and risks from instability or contamination.

- 4.2.31. Paragraph 196 ensures be suitable for their proposed use, considering ground conditions and risks from instability or contamination.
- 4.2.32. Paragraph 198 expects new development to be appropriate for its location, considering pollution impacts on health and the environment.
- 4.2.33. Paragraph 199 encourages opportunities to improve air quality or mitigate impacts should be encouraged, including through traffic management and green infrastructure.

CONSERVING AND ENHANCING THE HISTORIC ENVIRONMENT

- 4.2.34. Paragraph 202 states that heritage assets range from sites and buildings of local historic value to those of the highest significance. These assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.
- 4.2.35. Paragraph 203 applicants must describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposed development on their significance. Where a site includes or has the potential to include heritage assets with archaeological interest, developers should submit an appropriate desk-based assessment and, where necessary, a field evaluation.
- 4.2.36. Paragraph 205 local planning authorities must identify and assess the particular significance of any heritage asset (or its setting) when considering the impact of a proposal to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.
- 4.2.37. Paragraph 210 account should be taken of the positive contribution that conservation of heritage assets can make to sustainable communities and the desirability of new development making a positive contribution to local character and distinctiveness.
- 4.2.38. Paragraph 2011states that where applications remove or alter a historic statue, plaque, memorial or monument, regard should be had to the importance of their retention in situ and, where appropriate, of explaining their historic and social context rather than removal.
- 4.2.39. Paragraph 212 outlines when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.
- 4.2.40. Paragraph 213 outlines that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting) should require clear and convincing justification.
- 4.2.41. Paragraph 214 states where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, consent should be refused, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss.

- 4.2.42. Paragraph 215 mentions that where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.
- 4.2.43. Paragraph 218 states that developers should record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible.
- 4.2.44. Paragraph 219 mentions that development within the setting of heritage assets should enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

4.3. CORE STRATEGY (ADOPTED 2012)

- 4.3.1. The Manchester Core Strategy outlines the Council's vision for Manchester from 2012 to 2027. The Manchester Interactive Proposals Map illustrates that the site falls within Regional Centre (Policies EC3), Inner Areas (Policies SP1) and North Manchester (Policies EC4 and H3). The site has no specific allocation.
- 4.3.2. Policy SP1: Spatial Principles provides the key spatial principles that will guide the strategic development of Manchester to 2027. The policy encourages the centre to be a focus for economic and commercial development, retail, leisure and cultural activity. Policy SP1 also states that the City Centre is covered by regeneration areas and development should have regard to the character, issues and strategies set out in the prospective plans.

DESIGNATIONS

- 4.3.3. The site is within North Manchester, as defined for the purposes of Policies EC4 and H3. Under Policy SP1, the site is within the "Inner Area".
- 4.3.4. The site is in the "Northern Gateway Strategic Regeneration Framework" (SRF) area now known as Victoria North and lies within the 'New Town' area which is identified as being a high density, residential-led development area. The Victoria North SRF was adopted in 2019. Since then, Victoria North has been named by the government in October 2025 as a potential location for one of 12 new towns in England. This will see £34.1 million being invested into the area.¹

HOUSING POLICIES

- 4.3.5. Core Strategy Policy H1: Overall Housing Provision states that Approximately 60,000 new dwellings will be provided for in Manchester between March 2009 and March 2027. High density developments (over 75 units per hectare) are considered appropriate in both the City Centre and parts of the Regional Centre given the accessible location. Within the City Centre there is a presumption towards high density housing development, within mixed use schemes which contribute

¹

https://www.manchester.gov.uk/news/article/9822/manchester_welcomes_share_of_new_joint_1bn_gm_good_growth_fund_unlocking_unprecedented_growth_and_new_homes

to regeneration initiatives by providing sustainable, well-designed accommodation which meets the needs of workers moving to Manchester. The application site is directly adjacent to the defined City Centre and is characteristic of the eastward expansion of development from the city centre into the inner areas that need regeneration.

SUSTAINABLE TRANSPORT

- 4.3.6. Policy T2 promotes development in accessible areas; the site is adjacent to the Regional Centre and is within 1km walk of the city centre, including Manchester Victoria railway station and tram stop. Local bus services from Rochdale Road connect with the city centre, Manchester Royal Infirmary, Oldham, North Manchester General Hospital, Heaton Park and Bury.

DESIGN

- 4.3.7. Policy CC9: Design and Heritage expects the design of new buildings to be of the highest standard in terms of appearance and function. It states: "Development in Manchester City Centre should preserve and enhance the heritage assets that have been identified, including listed buildings, conservation areas and scheduled ancient monuments". Furthermore, the policy states that the Council will support high density development in the City Centre, but developers must recognise the specific design challenges that must be overcome to ensure complementary of function and form.
- 4.3.8. Policy EN1: Design Principles and Strategic Character Areas seeks to ensure that new development follows the seven principles of urban design within the sites specific character areas and reinforces the sense of place and local distinctiveness of the City. The policy also states that Design and Access Statements should be submitted with proposals for new development and must clearly detail how the proposed development addresses the design principles, reinforces and enhances the local character of that part of the City and supports the achievement of the Core Strategy Strategic Objectives.

Table 2: Core Strategy Design Principles

Design principle	Development response
Character: a place with its own identity	The Proposed Development seeks to permanently benefit the character through the creation of a well-designed development, attractive public spaces and accessible new routes across the application site. This will create a completely new character for the application site which meets the aspirations for the New Town neighbourhood and wider vision for Victoria North.
Continuity and enclosure: a place where private and public places are clearly distinguished	The new public space within the application site will benefit the Proposed Development and will also contribute positively to the wider public space network in the city.

	Semi-private space is provided for residents to the rear of the proposal and the proposed micro forest will be private amenity space only.
Quality of the public realm: a place with attractive, and successful outdoor areas	Place making has been improved with the addition of new public realm and the provision of active frontage and entrances in locations to enhance vitality and animation of the streets. The proposed landscape area between the Marble Arch Inn and the proposed development will look to further improve the public realm by creating an attractive outdoor space.
Ease of movement: a place that is easy to get to and move through	The landscape proposals will add green infrastructure to the site, creating the potential for amenity and habitat value, facilitating movement, and emphasising key linkages through phase 1 and phase 2 Rochdale Road and beyond. The proposals will contribute positively to the wider vision for New Town and Victoria North.
Legibility: a place that has a clear image and is easy to understand	The principal building entrances, routes and public spaces are clearly defined and considerable care has been taken with the building layouts for pedestrian permeability and linkages with the neighbouring approved phase 1 Rochdale Road scheme and the Gas Works scheme.
Adaptability: a place that can change easily	The site has incorporated opportunities for community led projects which includes resident gardener(s) as a way of encouraging future maintenance of the public realm which in turn encourages a place of social interaction, natural surveillance, community spirit and pride and mental wellbeing.
Diversity: a place with variety and choice	The proposals feature a generous range of accommodation types and a variety of internal layouts.

4.3.9. Policy EN2: Tall Buildings states that proposals for tall buildings will be supported where it can be demonstrated that they are of excellent design quality; are appropriately located; contribute positively to sustainability; contribute positively to place making, for example as a landmark building, by terminating a view or by signposting a facility of significance and will bring significant

regeneration benefits. A further assessment is included in the Tall Buildings Statement accompanying the application.

- 4.3.10. Policy DM1: Development Management expects all development should have regard to the specific issues including effects on amenity such as noise, light, air quality, road safety and traffic generation; accessibility; community safety and crime prevention; vehicular access; and, green infrastructure.

Table 3: Manchester Core Strategy DM1 Considerations

Policy DM1 Consideration	Development Proposals
Appropriate siting, layout, scale, form, massing, materials and detail.	The scale and form of the building respond to the surrounding areas both about height and massing. Site specific considerations have informed the design, and these have included; The Marble Arch Pub, the sensitive receptors (residential apartments) and the relationship with existing and future built context. The design development is set out within the Design and Access Statement prepared by Jon Matthews Architects.
Impact on the surrounding areas in terms of the design, scale and appearance of the proposed development. Development should have regard to the character of the surrounding area.	The impact of the proposals on surrounding townscape views has been fully assessed within the Planning Application. The technical assessments are supported by the Tall Building Statement and a Townscape Visual Impact Assessment. Through design development, the layout, massing, site position and facade have been tested and refined so that the building reaches its potential and provides a high-quality addition to Manchester's built environment. The impact of the proposals on surrounding townscape views has been fully assessed within the Planning Application. The Heritage Assessment takes into consideration the key views and demonstrates that the Proposed Development is in accordance with the requirements of the Historic England guidance Statement of Heritage Significance (2019) and Conservation Principles, Policies and Management for the Sustainable Management of the Historic Environment (2008).
Effects on amenity, including privacy, light, noise, vibration, air quality, odours, litter, vermin,	The air quality assessment concludes that the residual dust impacts arising from the construction phase are not considered to be significant provided mitigation measures are undertaken.

birds, road safety and traffic generation.	The proposed development is car-free and includes cycle parking only and therefore will not have a significant effect upon air quality or traffic generation. The acoustic assessment concludes that there will be no impact on future residents with regards to noise emanating from nearby roads.
Accessibility: buildings and neighbourhoods fully accessible to disabled people, access to new development by sustainable transport modes.	The development complies with the inclusive design standards and therefore enables everybody to be able to enter the buildings, use its facilities and leave safely, independently and with ease. The development will also promote active travel and exercise by encouraging and prioritising walking and cycling through the provision of safe internal cycle storage and the creation of functional and interesting pedestrian linkages throughout the site and connecting to the wider public realm locally.
Community safety and crime prevention.	The buildings have been designed to improve safety and security of the area via passive overlooking and through small design improvements arising from consultation with GMP.
Design for health.	All apartments will comply with Nationally Described Space Standards, Places for Everyone and the Manchester Quality Residential Guidance document and generous public realm and landscaping is proposed for public use. The wider public realm will feature informal play equipment such as table tennis tables to encourage physical activity.
Adequacy of internal accommodation and external amenity space.	All the units throughout the scheme have been developed to be compliant with Nationally Described Space Standards, Places for Everyone's requirement that they are Accessible and Adaptable as defined by Approved Document Part M (4) 2. Externally, a shared landscaping scheme with the adjacent Downtown Victoria North 1 development is proposed. a semi-private garden to the rear of the proposed development and a micro-forest is proposed to the west of the proposal adjacent to the Marble Arch Inn.
Refuse collection and storage.	Residents will be responsible for taking waste to bins in the designated refuse storage areas and the waste bins will be transferred from the storage area to the collection point by the management company of the residential units.

	The sustainable management of waste has been given a high priority within the design of the proposed development. It is considered the waste management infrastructure that is proposed within the development would allow for the necessary segregations of materials in order to achieve a high rate of recycling. The development design allows for waste to be transported and collected in a safe and efficient manner.
Vehicular access and car parking.	The proposed development does not propose any residential car parking.
Effects relating to biodiversity, landscape, archaeological or built heritage.	There will be no effects on biodiversity or landscape and these will both be enhanced in comparison to the existing site condition. The site is of low archaeological interest. The proposed development has been sensitively designed to reflect the character and appearance of the adjacent Marble Arch Inn.
Green infrastructure, including open space, both public and private.	The proposals include the planting of native trees across the public realm areas introducing substantial green infrastructure to a site devoid of biodiversity in addition to a generous amount of public open space, hard and soft landscaping and public realm proposed across the site.
Flood risk and drainage.	The proposed development incorporates Sustainable Urban Drainage Systems (SuDS) in the form of rain gardens and permeable paving with the aim to ensure the surface water run-off is managed as close to its source as possible. Furthermore, there is low risk of flooding from all forms to the proposed development.
Existing or proposed hazardous installations.	The application site is not in a Development High Risk zone for coal mining.
Subject to scheme viability, developers will be required to demonstrate that new development incorporates sustainable construction techniques as follows (in terms of energy targets this policy should be read alongside policy EN6	The accompanying Energy Strategy Report shows how this development will be at the forefront of carbon saving. The proposals will incorporate solar photovoltaic (PV) panels on the roof amongst other carbon reduction initiatives such as incorporating natural daylight into the design, Air Source Heat Pumps and providing Ventilation Heat Recovery and providing electric heating and hot water generation.

	The proposals will see a 71% reduction in CO2 emissions over Part L 2021 for the residential development.
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- 4.3.11. Policy EN3: Heritage requires development to support the Council in preserving or enhancing the historic environment. A robust Heritage Assessment prepared by WSP accompanies this planning application.
- 4.3.12. Policy CC8: Change and Renewal states that the City Council will support large-scale redevelopment schemes in the City Centre which are likely to contribute to the promotion or improvement of the social, economic or environmental well-being of Manchester. These redevelopment proposals, nonetheless, are expected to be prepared within an approved development framework.

GREEN INFRASTRUCTURE AND SUSTAINABILITY

- 4.3.13. Core Strategy Policy EN9: Green Infrastructure outlines that new developments are expected to maintain existing green infrastructure in terms of its quantity, quality and multiple function and that where the opportunity arises the Council encourages developers to enhance the quality and quantity of green infrastructure.
- 4.3.14. In compliance with Policy EN10, the development provides accessible open space, which will serve existing residents in this part of the city, as well as the residents of the new development.
- 4.3.15. Throughout the design process a range of renewable and low carbon technologies have been considered for the Proposed development; including wind turbines, Ground Source Heat Pump, Biomass; Combined Heat and Power; District Heating, Solar PV and Solar hot water.
- 4.3.16. The proposed energy strategy will provide a number of benefits in terms of energy efficiency, deliverability and viability as a whole.
- 4.3.17. Policy EN6 expects development to demonstrate how current Part L 2021 will be achieved.

DEVELOPER CONTRIBUTIONS

- 4.3.18. Policy PA1 relates to developer contributions and outlines a range of obligations the Council may seek to secure which are assessed on a site by site basis, including affordable housing, education and health and wellbeing facilities.
- 4.3.19. The development proposed represents a substantial commitment from the developer in relation to improving accessibility and public realm in addition to remediating and enabling this development on brownfield land. Given this, affordable housing is not viable and no S106 contributions associated with the development are currently anticipated.

4.4. PLACES FOR EVERYONE (ADOPTED 2024)

- 4.4.1. Adopted in March 2024, the Greater Manchester Places for Everyone Joint DPD (2022-2039) provides policy guidance for development within nine out of ten of the Greater Manchester Metropolitan Boroughs until 2039, therefore forming part of the Development Plan for Manchester City Council. An Addendum to the Manchester Core Strategy has been produced which outlines policies within Places for Everyone which have partially replaced or superseded policies within the Core Strategy. The superseded policies can be seen in the following table:

Table 4: Manchester Core Strategy Replaced Policies

Existing Policy	Replaced by PfE policy/policies	Sections of policy to be superseded
SP1 Spatial Principles (Partially)	JP-S1	Last but one bullet
EC1 Employment and Economic Growth in Manchester (Partially)	JP-J3 and JP-J4	Last bullet including Offices (B1a) - 140ha Research and Development and Industry (B1b, B1c and B2) - 35ha Distribution and Warehousing (B8) - 35ha; Distribution including in bullet points
H1 Overall Housing Provision (Partially)	JP-H1	First paragraph; Trajectory; Sentence in brackets in 2nd paragraph; 1st sentence of 5th paragraph
H2 Strategic Housing Location (Partially)	JP-H4	40-50 dwellings per hectare from 1st bullet of 2nd paragraph
H8 Affordable Housing (Partially)	JP-H4	Last bullet point
T1 Sustainable Transport (Partially)	JP-C1	Final bullet point
EN3 Heritage (Partially)	JP-P2	2nd paragraph
EN4 Reducing CO2 Emissions by Enabling Low and Zero Carbon Development (Partially)	JP-S2	Last bullet including indented bullets on Energy Hierarchy
EN6 Target Framework for CO2 Reductions from Low or Zero Carbon Energy Supplies (Partially)	JP-S2	shown in Tables 12.1 or 12.2 from 1st sentence of 1st paragraph; 2nd, 3rd, 4th and 5th paragraphs; Tables 12.1 and 12.2
EN8 Adaption to Climate Change (Partially)	JP-S2, JP-S4 and JP-G8	1st and 4th bullet points
EN14 Flood Risk (Partially)	JP-S4	3rd bullet point except final sentence
EN15 Biodiversity and Geological Conservation (Partially)	JP-G8	either on-site or adjacent to the site in second paragraph; Last sentence
EN16 Air Quality (Partially)	JP-S5	and particularly within Air Quality Management Areas, located along Manchester's principal traffic routes into Manchester Airport from 1st sentence

EN17 Water Quality (Partially)	JP-S4	2nd bullet point
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- 4.4.2. The following key policies within Places for Everyone are of relevance to the proposed development.

CORE GROWTH AREA

- 4.4.3. Policy JP-Strat1: Core Growth Area states that the economic role of the core growth area will be protected and enhanced, with sustainable development supporting major growth in the number of jobs provided across the area providing opportunities to create jobs for local communities. Complementary to, but not at the expense of its economic function, it will see a significant increase in the number and range of homes in areas with good connections to employment, training and education facilities.

CITY CENTRE DEVELOPMENT

- 4.4.4. Policy JP-Strat2: City Centre establishes the City Centre as the primary economic driver for Greater Manchester, supporting significant levels of employment, housing, retail, leisure, and cultural development. The policy emphasises the importance of high-density residential development, through high quality design. The policy also emphasises the importance of public realm improvements, green infrastructure, and the conservation and enhancement of heritage assets.

SUSTAINABLE DEVELOPMENT

- 4.4.5. Policy JP-P1: Sustainable Places requires development to respect local character in its design, size and scale, conserve and enhance the natural environment, create safe, attractive and socially inclusive spaces, and incorporate sustainable design principles.
- 4.4.6. Policy JP-S2: Carbon and Energy aims to deliver a carbon neutral Greater Manchester no later than 2038, with a dramatic reduction in greenhouse gas emissions which will be supported through a range of measures.

HOUSING PROVISION

- 4.4.7. Policy JP-H1: Scale, Distribution and Phasing of New Housing Development sets out the overall housing requirement for Greater Manchester, the distribution of new housing across each council borough.
- 4.4.8. Policy JP-H2: Affordable housing requires a proportion of new housing to be affordable, with details on tenure mix and delivery mechanisms
- 4.4.9. Policy JP-H3: Type, Size and Design of New Housing ensures a mix of housing types and sizes to meet local needs, including accessible and adaptable homes.
- 4.4.10. Policy JP-H4: Density of New Housing ensures development is delivered at an appropriate density in relation to location. Development should reflect accessibility of the site by sustainable transport methods and make an effective use of land. City centre development should achieve a density of 220 dwellings per hectare.

HERITAGE

- 4.4.11. Policy JP-P 2: Heritage ensures Development proposals conserve and enhance Greater Manchester's heritage assets, including their setting. Proposals should be informed, as necessary, by the findings and recommendations of the appropriate heritage assessments.

CONNECTED PLACES

- 4.4.12. Policy JP-C 1: An Integrated Network promotes development to be integrated with Greater Manchester's sustainable transport network. Development should minimise the need to travel and the distance travelled by unsustainable modes of transport. Proposals should prioritise walking, cycling, and public transport with the aim to reduce car dependency.
- 4.4.13. Policy JP-5: Streets for All promotes the design of the streetscape to make positive contributions to the quality of place and support high levels of walking, cycling and public transport. Developments should look to improve walking and cycling routes and facilities to help deliver an integrated sustainable transport network. This coincides with the idea of promoting easy navigation to those walking and cycling. Proposals should look to encourage spaces to socialise through their design.

UNITARY DEVELOPMENT PLAN

- 4.4.14. The Unitary Development Plan was adopted in July 1995. Coinciding with the adoption of the Core Strategy in 2012 significant proportions of the UDP have been replaced, however, a number of policies were saved on 11 July 2012 and remain extant.
- 4.4.15. UDP Policy DC26 aims to only permit development which will not be exposed to unacceptable high noise levels by way of their physical location.
- 4.4.16. UDP Policy HC3 aims to encourage proposals along Rochdale Road which will ensure linkages between the Regional Centre and the City's major Urban Regeneration Area.

MANCHESTER GUIDE TO DEVELOPMENT SPD 2007

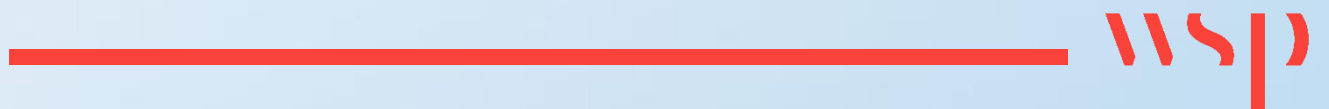
- 4.4.17. The Guide to Development in Manchester SPD sets out the key principles and expectations for new development proposals in Manchester. The document supports the Council's demand of high standards of design, sustainability, accessibility, and community safety.
- 4.4.18. The SDP highlights the importance of understanding the surrounding context of a development, with reference to built form, profile and external appearance of the proposal, and the implications on the surrounding area.

EMERGING PLANNING POLICY

- 4.4.19. Manchester City Council recently published the first draft of the Manchester Local Plan (Regulation 18 part 2), following the initial issues and options regulation 18, which was completed in 2020. This proposed Local Plan will set out how the city will meet the need for new development over the next 15 years. The consultation period for this draft Local Plan ran between Monday 22nd September to Monday 17th November 2025. Regulation 19 of the draft Local Plan is expected to begin on 31st July 2026, with adoption scheduled for mid 2027. Once adopted, this Local Plan will replace the previous Manchester Core Strategy and will form part of Manchester's Development Plan.

5

PLANNING JUSTIFICATION



5. PLANNING JUSTIFICATION

- 5.1.1. This section demonstrates that the principle of the Proposed Development aligns with the adopted Development Plan, the Framework and other material considerations.

5.2. PRINCIPLE OF USE

- 5.2.1. Manchester is an ambitious city, and this is reflected within the adopted spatial vision and objectives. It states that Manchester will be ‘in the front rank of cities in Europe and the world’. In order to achieve this ambitious vision the Development Plan identifies a requirement to ‘provide a framework within which the sustainable development of the City can ‘improve the physical connectivity of the City, through sustainable and accessible transport networks, to enhance its functioning and competitiveness and provide access to jobs, education, services, retail, leisure and recreation’ as well as to ‘provide for a significant increase in high quality housing provision at sustainable locations throughout the City, to both address demographic needs and to support economic growth’.
- 5.2.2. This positive policy context has driven and focused substantial new development and regeneration within the City Centre over the last decade. However, the Development Plan still recognises that there are areas of the City which require investment and has subsequently published several SRF documents. The purposes of the SRFs are to promote the continued regeneration of the City and to meet the wider vision and objectives of the Development Plan with the site sitting within the Victoria North area.
- 5.2.3. Victoria North identified itself as having a unique opportunity to deliver transformational regeneration on an unprecedented scale.
- 5.2.4. The proposed development forms part of comprehensive wider development proposals in the area and has been carefully designed to work with and respect the developments that have been built out and other developments coming forward.
- 5.2.5. In view of the above, the use of this site for a mix of residential and commercial uses is wholly compliant with the guidance set out in the NPPF and the Local Development Plan. The proposal accords fully with the principles of Policies SP1 and EC3 of the Core Strategy, which identify the Regional Centre as the economic driver of the City Region, which has greatest potential to drive its continued economic growth. Likewise, the proposed principle of residential and commercial use is in accordance with Places for Everyone policies JP-STRAT1 and JP-STRAT-2.
- 5.2.6. The proposals are consistent with the aim of bringing forward a residential led scheme which align with the Victoria North SRF aspirations and which will generate employment within the Regional Centre and Core Growth area and contribute to the housing supply as set out below.

5.3. REUSE OF BROWNFIELD LAND

- 5.3.1. Paragraph 125 of the NPPF states that planning decisions should give substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs, and support appropriate opportunities to remediate despoiled, degraded, derelict, contaminated or unstable land.

- 5.3.2. Paragraph 125 emphasises the need for Local Planning Authorities to encourage multiple benefits from urban and rural land, including through mixed use schemes and taking opportunities to achieve net environmental gains. It gives substantial weight to the value of using suitable brownfield land within settlements for homes and other identified needs. Furthermore, Places for Everyone clearly emphasises within its strategic objectives that development of brownfield land should be prioritised.
- 5.3.3. Given that the proposal is being developed on underutilised brownfield land it is clearly in accordance with the NPPF and Places for Everyone in the context of reusing brownfield land.

5.4. STRATEGIC REGENERATION FRAMEWORKS

VICTORIA NORTH SRF (2019)

- 5.4.1. The site lies within Victoria North, as defined in the SRF adopted in 2019. The Vision for Victoria North encompasses high quality environments, connectivity, long-term growth and sustainable new communities.
- 5.4.2. The SRF includes eight core objectives, as shown in the table below:

Table 5: SRF Objectives

Objectives	Development Response
A unique and high quality residential led regeneration scheme.	The proposal includes a mix of tenures and types of housing. The proposal is unable to provide affordable homes due to viability but does provide a mix of house types. The proposal includes public realm which will help connect this site with the permitted neighbouring schemes. The proposal is designed for the pedestrian and cyclist, not the car. The proposal is within easy access of public transport including bus services on Rochdale Road, trains from Manchester Victoria and trams from Shudehill / Victoria. The development has been designed with public realm in mind, and will improve through the site.
A varied network of high-quality green streets and public open spaces.	The proposal provides opportunities to extend the pedestrian links from the city centre to Victoria North by adding to the network of future green spaces. The new public open space allows communities to come together improving community cohesion, perceived safety and raising the profile of the area making it a more attractive place to be.

Manchester's unique city river park.	The proposal has been laid out so that key routes lead through the neighbouring schemes which will have linkages from where the proposed city river park can be reached.
Build on the best of what is there.	The proposed development reshapes the site from a hostile, impermeable car park to an environment that welcomes people. The provision of the public realm and improved environments to surrounding streets will encourage improvements to the street scene.
Improve connectivity across the Victoria North and beyond.	The site is close to the Northern Gateway, to the city centre transport hubs and Rochdale Road transport corridor. The development has been designed for permeability to and from Rochdale Road.
Create new gateways to and from the city centre.	The proposal creates high-quality public realm and green links to neighbouring developments.
Promote truly sustainable places.	The development is designed with the pedestrian and cyclist in mind; the proposed development is car free and therefore private cars are not encouraged. The provision of green and blue infrastructure serves multiple purposes. The development features renewable energy initiatives for carbon reduction.
Foster the emergence of local retail and service hubs.	The proposal will bring many new residents to the area, who will use the local services and local businesses in the area. The public realm is designed for interaction, for health, for wellbeing and for biodiversity.

- 5.4.3. The Victoria North SRF includes sub-areas, and the Site is located with 'New Town' The SRF states that New Town will be a residential-led neighbourhood and represents an opportunity to establish a range of higher-density housing types and tenures and will be predominantly apartment-led.
- 5.4.4. As demonstrated in figure 60 (page 119), the site is identified as being suitable for residential uses, as per the proposals.
- 5.5. In relation to height, the SRF identifies the Site as being suitable for up to 6 storeys and an *opportunity* for a Gateway Square adjacent to the Marble Arch Inn.

- 5.6. The SRF is planning guidance only, and was prepared 7 years ago. As development has come forward in the area, it has followed the principles of the SRF, but in response to viability often come forward at greater heights than originally envisaged. This has moved the regeneration baseline along and demonstrated that a greater ambition of development can be successfully achieved in the area, whilst still respecting historic context. One example of taller development being acceptable is the adjacent scheme (87 Rochdale Road - 131708/FO/2021) which is built at 11 and 13 storeys, despite the SRF identifying the site as being suitable for 6 storey buildings.

5.7. HOUSING DELIVERY

- 5.7.1. The NPPF confirms the Government's objective of "significantly boosting the supply of homes." This is also evidenced in PfE and the Victoria North SRF which both signal the need to boost housing on brownfield land in Manchester.
- 5.7.2. The Core Strategy Policy CC3 'Housing' notes that a minimum of 16,500 homes will be provided from 2010-2027 within the City Centre and presumes that residential development within the City Centre will be high density. PfE Policy JP-H1 notes that 60,061 homes will be delivered in Manchester in the period 2022-2039 which is more than any other authority within the plan.
- 5.7.3. The proposed re-development of this site will deliver high-quality, high-density housing on brownfield land within the SRF area in accordance with Core Strategy Policy H1. The scheme comprises a mix of uses which is appropriate for the area and will assist the City in delivering improved public realm supported by active frontages. The Proposed Development will therefore respond directly to the needs identified by MCC.
- 5.7.4. The latest position statement on five-year housing land supply by Manchester City Council was published in April 2024 and states a five-year housing supply of 6.2 years which is made up of a mixture of sites.
- 5.7.5. The latest Housing Delivery Test published in 2024 shows that Manchester has achieved its housing delivery figures against its defined need with a measurement of 129% therefore no buffers are applicable.
- 5.7.6. Despite meeting delivery figures, Manchester is under increasing pressure to deliver new housing as is evidenced by the Places for Everyone plan which is not reflected in the above Housing Delivery Test.

5.8. HIGH-QUALITY PUBLIC SPACE

- 5.8.1. The Development Plan identifies that the Council will seek the provision of new open space where significant levels of development are proposed, and this space should be interconnected.
- 5.8.2. The site is arranged to maximise the amount of public realm thereby responding to its use as a residential led scheme, with a coherent public realm that flows creating a legible city network. This will result in improved accessibility for pedestrians through the provision of pedestrianised streets in accordance with the requirements outlined within the Victoria North SRF.
- 5.8.3. The landscaping of the Site (phase 2 Rochdale Road) will interlink with the adjacent Downtown Victoria North 1 landscaping, for future residents of both developments to enjoy. There will be tree planting throughout the landscaped areas surrounding the public realm areas which represents a significant uplift to the current landscape on the site.

- 5.8.4. The phase 2 development is characterised by passive spaces for people to dwell and socialise. These areas are defined by rain garden planting and small shade-tolerant trees. Removable planter pots have also been introduced to further emphasise the human scale and enhance the experience for residents using the space.
- 5.8.5. A micro forest between the proposed development and the Marble Arch is proposed to create a small-scale afforestation that relies on high-density planting to establish a dense and diverse ecosystem.
- 5.8.6. A range of difference planting typologies have been selected for use across the scheme. The trees species have been chosen as a response to the climatic conditions of the site and their alignment with the native ecological contexts and to provide a vertical framework of seasonal colour to animate the public realm space throughout the year. The trees will improve biodiversity, remove pollutants and help mitigate the urban heat island effect. Additionally, other planting types such as ornamental planting have also been included within the design.
- 5.8.7. The proposed development very clearly satisfies the relevant Development Plan policies that encourage the creation of new public spaces within the City Centre. Furthermore, the City Council's clear vision and aspiration to create for high-quality public spaces within the SRF area is an important material consideration.

5.9. SOCIO-ECONOMIC BENEFITS

- 5.9.1. The proposals will generate various socio-economic benefits, including the provision of jobs during the construction phase, as well as some long-term employment associated with the ongoing management and maintenance of the development. The infographic in Figure 8 below demonstrates the socio-economic benefits of the scheme.

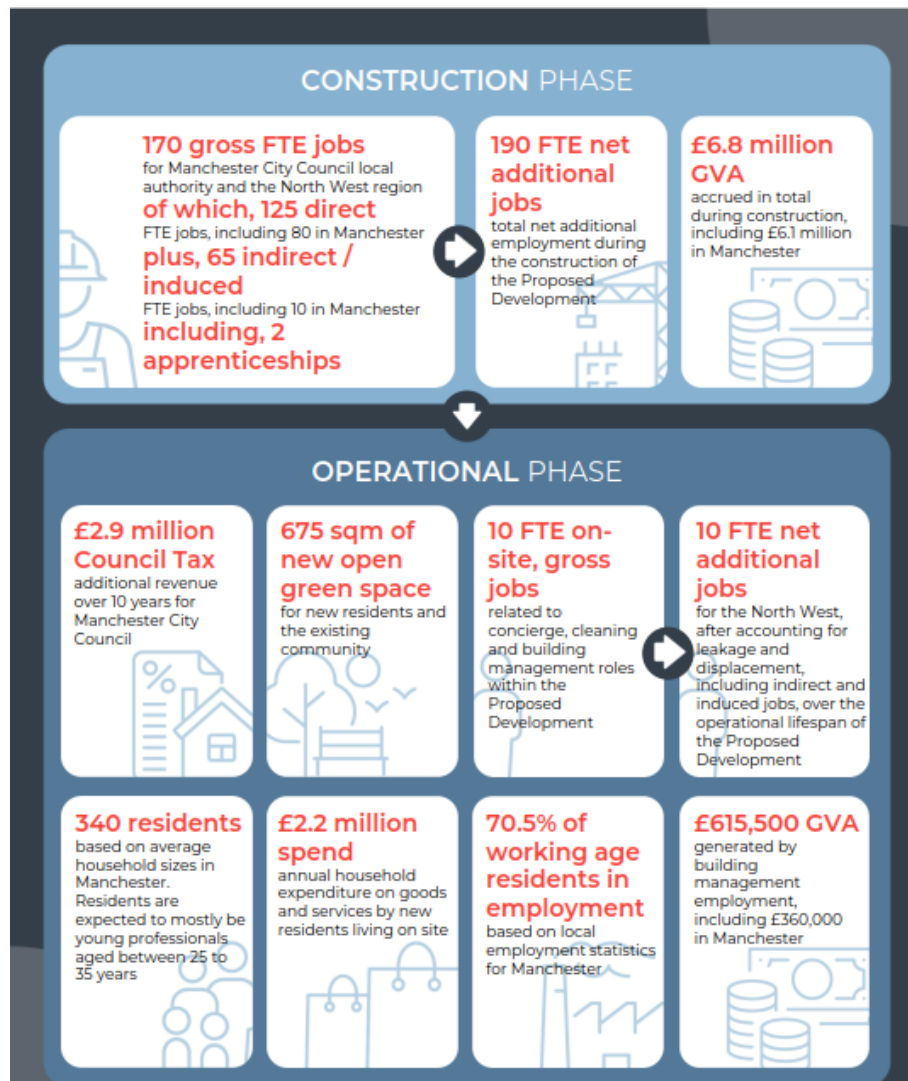


Figure 8: Socio-Economic Infographic

5.10. ENVIRONMENTAL IMPROVEMENTS

- 5.10.1. Environmental benefits will be delivered through the implementation of an energy strategy that will underpin an energy efficient development. The commitment to achieving a modal shift away from reliance on cars will clearly have a positive impact on the environment in terms of reducing emissions and traffic levels in the area.
- 5.10.2. Landscaping in the form of trees and native ornamental grasses will be introduced creating a landscaped ecological mitigation area to generate year-round biodiversity benefits, including a net gain in biodiversity.
- 5.10.3. The project includes photovoltaic panels (PV) and Air Source Heat Pumps for renewable energy generation for future residents to help Manchester City Council continue to meet its ambitions towards net zero by 2038.
- 5.10.4. In this respect, the proposed development will enhance the natural and built environment in accordance with the requirements of paragraph 8 of the NPPF, including making effective use of

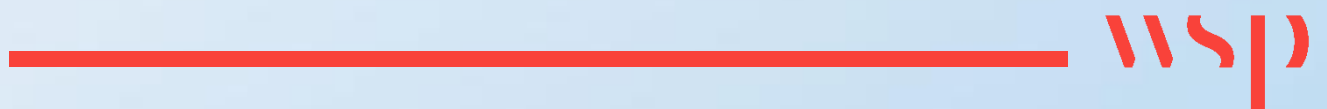
land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change.

5.11. SUMMARY

- 5.11.1. In light of the above, the proposed development will contribute vastly to the strategic ambitions of the Council by aligning with the pro-economic growth and regeneration policies of the NPPF, development plan and Victoria North SRF by delivering a high-density residential development, provision of commercial development and clear contributions towards the delivery of accessible and high-quality public realm.
- 5.11.2. It is therefore clear that there is policy support in principle in the Development Plan and other material considerations.

6

STATEMENT OF COMMUNITY INVOLVEMENT



6. STATEMENT OF COMMUNITY INVOLVEMENT

- 6.1.1. This chapter provides an overview of the community engagement undertaken, a summary of feedback received from the Local Planning Authority, Local Wards Councillors and the local community during the consultation process and provides responses to matters raised.
- 6.1.2. The importance of pre-application consultation and community engagement are emphasised in the following national and local policy and guidance:
- Community Involvement in Planning: The Government's Objectives (2004);
 - Localism Act (2011);
 - National Planning Policy Framework (NPPF) (2025); and
 - Statement of Community Involvement (Manchester City Council) (August 2025)

6.2. LOCAL PLANNING AUTHORITY

- 6.2.1. Altogether there have been 7 pre-application meetings with MCC planning officers. A summary of each of these meetings are as follows:
- **Meeting 1 (13/02/24) and Meeting 2 (06/03/24)** - these two meetings were held to seek feedback on the principle of development, the land use and the scale of the proposal subject to the outcomes of appropriate technical studies. The preference for the retention of the former Victoria Hotel (85 Rochdale Road) was agreed subject to further investigation and consultation
 - **Meeting 3 (16/07/25)** - This meeting was held to check in after 16 months and to present sketch townscape views of two development options: with and without the former Victoria Hotel. The purpose was to further test the preference for the retention of the former Victoria Hotel (85 Rochdale Road) which was agreed.
 - **Meeting 4 (02/09/25) and Meeting 5 (08/10/25)** – these two meetings were held to discuss lessons learnt from the 87 Rochdale Road (phase 1) development and to present the details of development of:
 - Appearance including: materiality, design quality, ventilation details, order, proportion, composition, slab edge details
 - Layout and entrance
 - Landscape
 - **Meeting 6 (5/11/25)** - this meeting was held to present further detail design development and reach a consensus on final details (subject to other consultations and technical studies.)
 - **Meeting 7 (10/2/26)** - following the feedback from the public consultation end of October to early November 2025, the project team met again with planning officers at MCC to reach a consensus on the re-design of the scheme. This established the re-configuration of the scheme to include the proposed development stepping away more from the adjacent Marble Arch Inn, the inclusion of a landscaped area between the Marble Arch and the proposal, and the demolition of Victoria Hotel (85 Rochdale Road).

6.3. COMMUNITY INVOLVEMENT

- 6.3.1. The consultation undertaken has taken place against the background of the above consultation guidance.

- 6.3.2. As mentioned above, a previous version of the proposal was designed and consulted on.
- 6.3.3. Extensive engagement has been undertaken with the landlady and staff at the adjacent Marble Arch Inn. Discussion between the project team and the Marble Arch Inn on the proposals first took place in May and June 2025. A meeting was also held with the Marble Arch Inn on 13th October 2025, presenting the final plans of the previous iteration of the scheme.
- 6.3.4. A virtual meeting was held with Cllr Lyons on 26/09/25 where the proposed development was introduced to Cllr Lyons and the proposals were shown and discussed.
- 6.3.5. The previous proposal was for 145 dwellings, within a 10, 15 and 17 storey building which wrapped around the 85 Rochdale Road. 85 Rochdale Road was proposed to be refurbished and incorporated into the new build proposal, and would comprise of a commercial use on the ground floor. Figure 9 below shows an image of the previous proposal which the public were consulted on, and further details of the previous proposal can be seen in the submitted Design and Access Statement.



Figure 9 – consultation image of the previous proposal

- 6.3.6. The following consultation methods were used for the first public consultation which took place between 24/10/2025 and 7/11/2025.
- 6.3.7. A letter was sent via email to Local Ward Councillors on 24/10/2025 (Cllr Lyons, Cllr Douglas and Cllr Wheeler) inviting them to a meeting to discuss the proposals, introducing the proposals and informing them of the pre-application consultation. The Councillors did not respond to the invitation to meet.
- 6.3.8. The consultation was designed to allow the local community to view the proposal and be informed of the scheme and share their feedback with the design team.

- 6.3.9. The consultation leaflet was sent to residents on the 24/10/2025 and the consultation closed on the 7/11/2025 to allow a 2-week consultation period.
- 6.3.10. Throughout and post-consultation period all comments were analysed and shared with the wider team to inform the proposed scheme.
- 6.3.11. Figure 10 below shows the public consultation boundary for the leaflet drop. The leaflet drop area was agreed with the council.

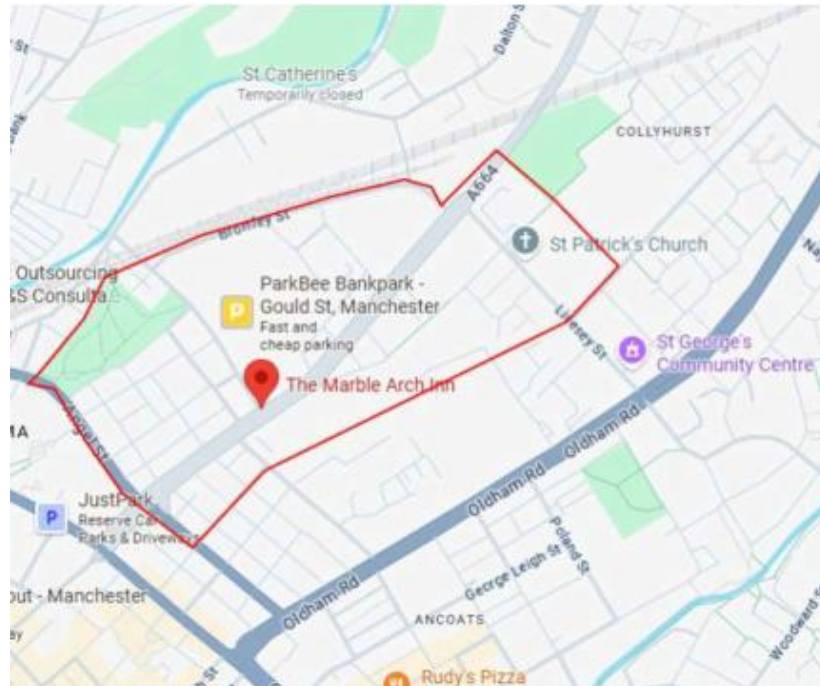


Figure 10: Public Consultation boundary for leaflet drop

- 6.3.12. The responses to the first public consultation on the previous design of the proposal are included in Table 6 below:

Questions	Comments Summary
Question 1: Overall, do you support the proposal?	Most of the responses were opposed to the proposed development.
Question 2: To what extent do you agree with the appearance of the building?	The majority of the responses state that people disagreed with the appearance and design of the building
Question 3: To what extent do you agree with the layout and scale?	Most of the responses suggest that those who answered do not agree with the layout and scale.
Question 4: What would you like to see the former shop re-purposed as?	- Local and Independent Businesses - Responses had a preference of

This question allowed respondents to provide non-restricted responses, which has provided a wide range of feedback. For ease, we have selected some main, recurring themes from the feedback.	the former shop to be re-purposed as a shop, café, bakery or small independent business. • Heritage and Character Preservation • Comments were made suggesting to re-purpose the shop into a building that preserves the former shops historic architecture. • Community focussed spaces • Many of the responses related to community spaces include the desire for a community hub such as an art centre, wellness facilities, or a general space for social activities • Other responses includes mentions of a public square or general meeting spaces • The overriding theme was a space that benefits the local Community • Green/Open space • There was a high volume of responses mentioning a demand for parks, gardens or landscaped Areas. • Many responses mention the lack of green space within the city centre
Question 5: Do you have any further comments on the proposed development?	This question gave respondents an opportunity to share any further comments they had regarding the proposed development that had not been previously covered. We have selected some main, reoccurring themes. • Height, Scale and Overdevelopment • Objections to the proposal focussed on the height of the development, with thoughts on its lack of connection to the surrounding area • Comments also suggested a smaller scale proposal would be more in keeping with the surrounding area. • Heritage and Architectural Sensitivity • The majority of the comments from this section focussed on the

	desire to protect the Marble Arch Inn pub and the building's Victorian character. • Respondents believed that the scale overshadows the pub and threatens the historic and cultural Value. • Impact on Local Businesses and Community • Like the above, respondents commented on their belief the proposal will threaten the operations on the Marble Arch Inn. • Others raised concerns over the loss of community identity and the threat of displacement of small businesses. • Lack of Green Space and Public Realm • Comments raised a demand for open space and landscaped areas as part of the proposal • Affordability and Social Value • Respondents raised points on a lack of affordable housing delivery, with other comments made on a lack of consideration for locals. • Issues were raised on the proposal not benefiting the community.
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6.3.13. Following the feedback from the first public consultation and an additional meeting with the landlady and staff at the adjacent Marble Arch Inn on 26th January 2026, the proposals were revised and re-designed to address the main concern regarding the distance and height of the proposals from the Marble Arch Inn. An initial proposal included a two storey shoulder block between the Marble Arch Inn and the proposed development (Please see the submitted Design and Access Statement for further details). However following the meeting with the Marble Arch Inn and their request for the proposal to be further away from the pub and for there to be a landscaped area within the buffer, the proposal was revised again to the proposed design which is the subject of this planning application. The proposal includes an approximate 13m buffer from the Marble Arch Inn (increased from the previously proposed 2m buffer), and a micro forest is proposed within the buffer area, adding greenery to the surrounding area. The proposed re-design was presented to MCC officers on 10th February 2026 and agreed.

- 6.3.14. The project team also had a phone conversation with Cllr Lyons on 27th January 2026, keeping them updated on the progression of the proposals.
- 6.3.15. A public consultation on the revised proposals took place between the end of February and beginning of March 2026.
- 6.3.16. The following consultation methods have been implemented for the proposed development:
- A letter was sent via email to Local Ward Councillors on 20/02/2026 (Cllr Lyons, Cllr Douglas and Cllr Wheeler) inviting them to a meeting to discuss the proposals, introducing the proposals and informing them of the pre-application consultation. The Councillors did not respond to the invitation to meet.
 - A leaflet was sent to residential addresses and businesses nearest to the site on 27/02/2026 detailing the proposed development and enclosing the proposed site plan. The leaflet drop area used for the first round of public consultation was used again, as seen in Figure 9. The leaflet provided a link to the consultation website where the proposals could be viewed and a survey. A copy of the leaflet is enclosed at Appendix B.
- 6.3.17. The consultation was designed to allow the local community to view the proposal and be informed of the scheme and share their feedback with the design team.
- 6.3.18. The consultation letter was sent to residents on the 27/02/2026 and the consultation closed on the 13/03/2026 to allow a 2-week consultation period.
- 6.3.19. Throughout and post-consultation period all comments were analysed and shared with the wider team to inform the proposed scheme.
- 6.3.20.** On this basis, the Applicant has been proactive and has engaged with the pre-application process in order to take a positive and proactive approach, in accordance with the NPPF.
- 6.3.21. The QR code on the consultation letter directed residents/ businesses to the consultation website, which included a Google Forms feedback form, which contained five questions. The leaflet also included an email address and a phone number so that members of the public could provide their comments in an alternative way should they wish to. A summary of the comments has been provided below.

Table 6: Summary of pre-app public consultation responses

Questions	Comments Summary	Response
Question 1: Please share which town or city you live in?	All of the responses provided a location within the United Kingdom, predominantly in the North West, indicating those providing comments reside in the United Kingdom.	N/A
Question 2: Overall, do you support the proposals?	Most of the responses were opposed to the proposed development.	There is a local and national need for housing, and the Planning Statement demonstrates that the site is appropriate for residential development. The new Labour government recognise this and are seeking to deliver 1.5 million homes by the end of parliament. The proposal will deliver new, high-quality apartments within a sustainable location.
Question 3: To what extent do you agree with the appearance of the building and proposed landscape?	Most of the responses suggest that those who answered do not agree with the appearance and the landscape.	The proposed development is in keeping with surrounding ongoing developments, which is confirmed within the Design and Access Statement. The scale and massing of the apartment building has been optimised to provide the most efficient layout. The proposal is shown within this Planning Statement to be policy compliant with Policies JP-J1 and JP-H1 in the Places for Everyone Joint Local Plan.
Question 4: To what extent do you agree with the layout?	Most of the responses suggest that those who answered do not agree with the layout of the proposal.	The proposed development's layout is in keeping with the surrounding developments, which is confirmed by the Design and Access Statement. The layout effectively uses the space available, whilst providing places for natural interactions can occur. Furthermore, the newly proposed layout provides a 13.3m gap between the existing Marble Arch

		Inn pub and the proposed development, with a micro forest filling the space between the two and introducing greenery to the area.
Question 5: Do you have any further comments on the proposed development?	This question gave respondents an opportunity to share any further comments they had regarding the proposed development that had not been previously covered. We have selected some main, reoccurring themes. ■ Height, Scale and Overdevelopment ○ Objections to the proposal focussed on the height of the development, with thoughts on its lack of connection to the surrounding area ○ Comments also suggested a smaller scale proposal would be more in keeping with the surrounding area. ■ Heritage and Architectural Sensitivity ○ The majority of the comments from this section focussed on the desire to protect the Marble Arch Inn pub and the building's Victorian character. ○ Respondents believed that the scale overshadows the pub and threatens the historic and cultural value. ■ Impact on Local Businesses and Community ○ Like the above, respondents commented on their belief the proposal will threaten the operations on the Marble Arch Inn. ○ Others raised concerns over the loss of community identity and the threat of displacement of small businesses. ■ Affordability and Social Value ○ Respondents raised points on a lack of affordable housing delivery, with other comments made on a lack of consideration for locals. ○ Issues were raised on the proposal not benefiting the community.	The comments provide valuable insight into the thoughts of local residents and the community. However, the comments have been addressed both within this Planning Statement, and the submitted technical reports within the planning pack. Green space and public realm improvements will be delivered as part of this proposal, coinciding with the phase 1 developments that are currently ongoing. The proposed public realm improvements and landscaping can be seen within the submitted landscape plans and Design and Access Statement Consideration for any impact on nearby heritage assets can be seen within the Heritage Statement. The height and scale of the proposal is in keeping with the surrounding ongoing developments along Rochdale Road, and within the wider city centre. Local policy suggests that city centre residential development should be that of high density whilst maximising an effective use of valuable space. A Construction Management Plan is submitted as part of the proposals. During construction, the team will work with the Marble Arch to ensure the business is not impacted. In regard to social value, the proposal will provide an attractive public space for interaction and promote opportunities for those within the community to see the benefits from the public space

		improvement. The proposal will improve the safety of the area through the frontage onto Rochdale Road and the new public realm, provide a connection to the wider city centre for pedestrians and cyclists, and provide a high quality landscaped space for the local community.
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6.4. ANALYSIS OF PUBLIC CONSULTATION DATA AND MARBLE ARCH SOCIAL MEDIA PAGES

- 6.4.1. The public consultation for 85 Rochdale Road went live on the 27th February 2026. The public consultation period was set for two weeks, ending on the 13th March 2026. The website totalled 307 unique visitors, with 305 responses provided via the questionnaire.
- 6.4.2. From the period between the 27th February 2026 to the 2nd March 2026, the website received 28 unique visits. Within this same period, the questionnaire received 6 responses.
- 6.4.3. On the 3rd March, the Marble Arch Inn Pub posted on their Instagram and Facebook, asking followers to leave a response on the public consultation questionnaire. The link in their Instagram bio and their Facebook post led straight to the google form feedback survey, rather than the public consultation website where members of the public could view the proposals in detail to form their opinions
- 6.4.4. Between the 3rd March 2026 (when the Marble Arch Inn Instagram post went live) and the 9th March (before the Place North West Article was published), 253 responses were provided to the questionnaire.
- 6.4.5. During the same period of time, the public consultation website received 119 unique visits. This difference of 134 responses on the questionnaire indicates that opinions of the proposal were informed only on the Marble Arch Inn pub Instagram post, without viewing the public consultation website, suggesting pre-determined opinions of the proposal were given.
- 6.4.6. This Instagram and Facebook posts do not accurately reflect the proposed development at 85 Rochdale Road, and does not provide the full extent of the proposal. For example, the post does not provide any information on the proposed landscaping between the Pub and the Proposed Development, or the significant gap between the pub and the proposed development. Furthermore, the official public consultation ensured that all access to the questionnaire requesting feedback was only accessible through the public consultation website. This would ensure that all responses to the proposal would be informed by viewing the proposal on the website first.
- 6.4.7. However, the Marble Arch Inn Instagram and Facebook posts linked the questionnaire directly, rather than to the public consultation website, allowing responders to leave pre-determined responses to the proposed development without viewing the website.

- 6.4.8. Place North West and Manchester Evening News also covered the proposed development, both published on the 10th March 2026. From the 10th March 2026 to the closing date of the public consultation (13th March 2026), the public consultation website received 169 unique visitors. Over the same period, we received 46 responses via the questionnaire.
- 6.4.9. Overall, the consultation data shows that a significant proportion of responses were influenced by external social-media campaigning rather than engagement with the proposal's full information.

7

MATERIAL CONSIDERATIONS



7. MATERIAL CONSIDERATIONS

- 7.1.1. This section of the Planning Statement presents the assessment of all other material considerations, not covered within the previous sections.

TRANSPORT

- 7.1.2. SCP have prepared a transport statement in support of the application for a residential development at Downtown Victoria North 2. The assessment considered existing site conditions, including the local transport network and accident data, and found no significant highway safety concerns over the most recent five-year period. The proposed development comprises 153 car-free apartments with 70% cycle parking provision for residents. This comprises of 39 double stacking cycle racks providing 78 spaces and 15 Sheffield stands providing 30 spaces inside the building totalling 108 spaces in total. Overspill cycle parking provision will be available to residents in phase 1 of the development which is currently under construction. Pedestrian access will be made available from Rochdale Road, and refuse collection will take place from Clive Street.
- 7.1.3. The site benefits from excellent accessibility to walking, cycling, bus, tram, and rail services, with numerous amenities and public transport options within short walking distance. Nearby public car parks and car club vehicles are available for occasional use, and local car ownership is low, supporting the car-free approach. Overall, the residual transport impacts of the development are considered to be not significant, and the scheme aligns with national and Core Strategy planning policies T1, T2 and DM1 and PfE policy JP-C8 presenting no transport-related reasons for refusal.

AIR QUALITY

- 7.1.4. Redmore Environmental have prepared an air quality assessment in support of the proposed residential development at 85 Rochdale Road. The construction phase assessment included demolition of the existing building, which was classified as a small dust-emission magnitude due to its limited volume. Demolition, along with earthworks, construction and trackout activities, was assessed using IAQM methodology. Although high-sensitivity receptors were identified within 20 m of the site, the implementation of the recommended suite of dust control measures, such as water suppression during demolition and appropriate handling of materials, ensures that residual impacts across all construction-stage activities are predicted to be not significant.
- 7.1.5. Dispersion modelling was undertaken to assess future residents' exposure to NO₂, PM₁₀ and PM_{2.5}, with results confirming that predicted concentrations across the development remain below the relevant Air Quality Objectives and the PM_{2.5} Concentration Target. Additional mitigation measures in accordance with Manchester City Council guidance, combined with the car-free nature of the scheme, will further minimise emissions during operation. Overall, air quality factors, including those associated with demolition, are not considered a constraint to planning consent, and the proposed development accords with PfE Policy JP-S5 and Core Strategy Policy EN 16.

FIRE STRATEGY

- 7.1.6. OFR Consultants have prepared both an outline fire strategy and a Fire Statement for the proposed 17-storey residential development at 85 Rochdale Road. The design incorporates key fire safety systems, including a full sprinkler system, automatic fire detection and alarm, mechanical smoke ventilation to corridors, protected escape routes, evacuation lifts, and a firefighting shaft, in

accordance with BS 9991:2024 and associated British Standards. Demolition of the existing building has been accounted for, with the new structure designed to provide robust compartmentation and fire-resistant construction.

- 7.1.7. The strategy confirms that internal and external fire spread will be controlled through 120-minute fire-resisting elements, compliant external wall systems, and appropriate cavity barriers, with space-separation measures provided due to the proximity of the Grade II listed Marble Arch Inn. Fire service access arrangements include a dry riser, compliant appliance access within 18 m, adequate hose coverage, wayfinding signage, and a secure information box.
- 7.1.8. Overall, residual fire safety risks are not significant, and the development meets the relevant fire-safety requirements for planning.

ARCHAEOLOGY

- 7.1.9. Civic Heritage Limited have prepared an archaeological desk-based assessment in support of the planning application. During the assessment, the historical development and archaeological potential of the site were reviewed, focusing on below-ground heritage assets. The site, which developed from the late 18th century with workers' housing and later gas works, has undergone significant change, including previous archaeological mitigation and clearance. Recent investigations found no surviving remains of the back-to-back houses, and remnants of the gas works have already been recorded and mitigated.
- 7.1.10. The only extant building with limited historic value, the Victoria Hotel, will be demolished as part of the proposed development. No additional mitigation measures are required. The assessment concludes that the proposed groundworks are expected to have limited impact on any buried archaeological remains and following consultation with the Greater Manchester Archaeological Advisory Service, no further archaeological investigation is required. The proposed development is therefore in accordance with Core Strategy policy EN 3.

FLOOD RISK AND DRAINAGE

- 7.1.11. Booth King Partnership Ltd. have prepared a Flood Risk Assessment to support the planning application. The assessment reviews the flood risk context of the site, considering all potential sources of flooding and the proposed approach to surface water management. The site at 85 Rochdale Road lies within Flood Zone 1 and is therefore at low risk of fluvial or tidal flooding. No historic flood events have been recorded, and flood risk from reservoirs, sewers and other artificial sources is similarly low.
- 7.1.12. Although the site is located within a Critical Drainage Area, the risk of groundwater flooding is assessed as low, with finished floor levels set at or above existing ground levels to mitigate residual effects. The scheme incorporates surface water management measures designed in accordance with Sustainable Drainage System (SuDS) principles, including blue roof systems and source-control features such as rain gardens, providing attenuation and water-quality benefits. Localised surface water ponding identified to the north-east falls outside the development footprint and does not pose a risk to the proposed building.
- 7.1.13. Site investigations confirmed that infiltration SuDS are not feasible due to cohesive clay soils and potential ground contamination. As a result, surface water will discharge to the combined sewer network via existing Phase 1 manholes at an agreed controlled rate of 3.0 l/s for the 1 in 100-year

event plus 45% climate change. The proposed drainage strategy is designed to prevent flooding on-site for the 1 in 30-year storm event and to safely manage exceedance flows during more extreme rainfall, ensuring no increased flood risk to third parties. Foul water will also connect via the existing Phase 1 infrastructure. The FRA concludes that the proposed development will not increase flood risk on or off-site and that the drainage strategy is robust, sustainable and compliant with national policy, Core Strategy Policy EN14 and PfE Policy JP-S4.

BROADBAND AND TV CONNECTIVITY

- 7.1.14. A broadband connectivity assessment was undertaken for the proposed development. The assessment found that the area is already well-served by existing broadband infrastructure, with both BT Openreach and Virgin Media fibre networks present adjacent to the site. BT Openreach's infrastructure is particularly well-positioned to provide a full fibre connection directly to the development, supporting fast download speeds likely to exceed 100 Mbps.
- 7.1.15. The report recommends early engagement with BT Openreach to secure the most optimal and future-proofed data infrastructure solution. The assessment concludes that the development can be readily connected to high-speed broadband, ensuring compliance with national and local planning policy and providing high-quality digital infrastructure for future residents.
- 7.1.16. A television and radio reception impact assessment was conducted for the proposed 85 Rochdale Road development. The assessment included a baseline survey and modelling to evaluate potential impacts on digital terrestrial television (Freeview), digital satellite television (Freesat and Sky), and VHF (FM) radio services.
- 7.1.17. The findings indicate that the development is not expected to cause any interference to Freeview services due to the robust coverage from the Winter Hill transmitter and the absence of antennas in any theoretical signal shadow zones. For satellite television, while the building could create a shadow zone up to 130 metres northwest of the site, no satellite dishes were identified in this area, so no interference is anticipated. VHF (FM) radio reception is also expected to remain unaffected, given the strong existing coverage and the technical resilience of modern radio networks. No mitigation measures are required.

NOISE ASSESSMENT

- 7.1.18. dBx Acoustics Ltd has undertaken a noise impact assessment to support the proposed residential development at Rochdale Road Phase 2. The assessment reviewed noise ingress, indoor ambient noise levels, façade and glazing sound insulation requirements, and noise emissions from building services, using updated noise modelling based on earlier survey data from the adjacent Phase 1 site. The modelling confirmed that natural ventilation through openable windows would not be acoustically suitable; therefore, mechanical ventilation (MVHR) is proposed to ensure compliance with BS 8233:2014 and Manchester City Council's noise guidance. Minimum sound insulation requirements for glazing have been provided. The associated overheating assessment concludes that an overheating condition will not occur in this development and hence there are no acoustic implications. confirms no acoustic implications for the scheme.
- 7.1.19. External amenity spaces, including the ground-floor landscaped areas, are predicted to meet Manchester City Council's daytime noise criteria. Plant noise limits have been set in line with Manchester City Council requirements, as such, the plant noise at the nearest noise sensitive

properties would not be expected to affect residential amenity. Overall, noise is not considered a constraint to planning consent, and the development accords with Core Strategy Policy DM1.

SITE INVESTIGATION

- 7.1.20. LK Consult Ltd has prepared a geo-environmental investigation and risk assessment to support the proposed residential development at the Site. The investigation comprised intrusive ground investigation, contamination and geotechnical testing, and gas monitoring. The site is currently used as a car park and compound for construction materials. Ground conditions include made ground with anthropogenic materials, overlying glacial till and sandstone bedrock. No groundwater was encountered, and the soils are not permeable. A piled foundation solution is recommended as the most reliable option for the development.
- 7.1.21. Contamination risk assessment identified moderate risks from polycyclic aromatic hydrocarbons (PAHs), heavy metals, and asbestos in made ground, requiring remediation i. Risks from petroleum hydrocarbons, hazardous gases, and groundwater contamination were assessed as low, with no remediation required. Gas monitoring confirmed no requirement for gas or radon protection measures. An environmental cover system is proposed for landscaped areas, and further assessment of potable water pipe materials is recommended. Additional drilling is required in the area of the existing building on site when access becomes available. Following the demolition of the building, this area will require investigation and an update to the risk assessment.
- 7.1.22. Overall, subject to implementation of the recommended remediation and validation measures, ground conditions and contamination are not considered a constraint to planning consent for the development.

DESIGN AND ACCESS STATEMENT

- 7.1.23. Jon Matthews Architects has prepared a Design & Access Statement in support of the proposed development at 85 Rochdale Road, forming Phase 2 of the Downtown Victoria North neighbourhood. The scheme comprises 153 Build-to-Rent apartments, supported by internal residents' amenity space at ground floor level, and is delivered alongside a comprehensive landscape strategy.
- 7.1.24. The DAS demonstrates the site's suitability for a high-density, residential-led development, responding to the emerging context of New Town and the wider SRF. The existing building on the site (85 Rochdale Road) has very limited architectural or heritage value and is replaced by a single 17-storey residential building accompanied by extensive public realm enhancements. The development delivers a mix of high-quality 1, 2 and 3-bed apartments that all meet Nationally Described Space Standards, Places for Everyone requirements, Part M4(2) accessibility standards, and the Manchester Residential Quality Guidance. 42% of homes are dual-aspect, and generous cycle parking, secure parcel storage and shared amenity spaces support active and sustainable lifestyles.
- 7.1.25. The proposal has evolved through consultation with Manchester City Council, Greater Manchester Police and neighbouring occupiers, resulting in design refinements including a 13m setback from the Grade II listed Marble Arch Inn and the replacement of earlier massing at the corner with a landscaped micro-forest, providing separation, biodiversity and visual amenity. The building's appearance references local heritage through red acid-etched precast concrete, sculpted reveals and vertical rhythms influenced by the Marble Arch and Alexandra Place. The scheme integrates a

shared courtyard with Phase 1, semi-private landscaped areas, and improved pedestrian connections. Access arrangements ensure step-free entry, clear circulation routes and robust servicing/waste strategies consistent with MCC standards.

- 7.1.26. Overall, the proposal creates a strong urban edge to Rochdale Road, provide high-quality public realm, and establish a sustainable residential community with no significant constraints identified, subject to implementation of detailed design, landscape, access and management.

WIND MICROCLIMATE ASSESSMENT

- 7.1.27. ArcAero has undertaken a wind microclimate assessment to support the proposed residential development at 85 Rochdale Road, Manchester. The study used Computational Fluid Dynamics (CFD) modelling and the Lawson criteria to predict pedestrian wind conditions and assess their suitability for public comfort and safety. The assessment considered entrances, walkways, seating areas, and outdoor amenity spaces. The modelling incorporated detailed site and surrounding context, including cumulative schemes with planning consent.
- 7.1.28. The assessment found that, under existing site conditions, there are no exceedances of wind safety or comfort criteria. Following the introduction of the proposed development, both within the existing and cumulative surrounding contexts, the wind safety and comfort criteria continue to be met. All site entrances and thoroughfares are suitable for at least short-term standing year-round, and wind conditions at amenity spaces are appropriate for their intended use. No mitigation measures beyond the proposed landscaping are required. Overall, wind conditions are not considered a constraint to planning consent for the development

ECOLOGY

- 7.1.29. Leigh Ecology Ltd has undertaken a preliminary ecological appraisal (PEA) and bat roost assessment to support the proposed development at 85 Rochdale Road, Manchester. The appraisal included an external inspection of the existing two-storey brick building (85 Rochdale Road) and the surrounding hardstanding, with internal photographs provided for reference. The assessment considered the potential for protected species and habitats, including bats, birds, amphibians, reptiles, and other notable fauna, as well as the presence of invasive plant species.
- 7.1.30. The survey found that the site is dominated by hardstanding with limited ecological value. The existing building (85 Rochdale Road) showed some minor external damage. The building has some notable entry points and damage across the exterior that may be suitable for bat access and subsequent usage. The building has been classified as offering low bat roost potential and therefore a further bat activity survey will be undertaken in May 2026 during the survey season. The results of this survey will follow in a separate report. The building structure offers limited suitability for nesting or breeding birds. . No water bodies, suitable amphibian or reptile habitats, or signs of badger activity were identified. The only notable flora was a small cluster of invasive Buddleia, for which management is recommended. The assessment concluded that the proposed development, comprising the demolition of the existing building and the construction of a new residential apartment block on the adjacent hardstanding, would not directly impact any protected species or habitats.
- 7.1.31. To ensure compliance with relevant legislation and policy, the report recommends ecological enhancements such as the installation of bee bricks and the provision of bird nesting boxes. The site falls within the 'de minimis' exemption for biodiversity net gain, but these measures will further

support local wildlife and ecology. Overall, ecological matters are not considered a constraint to planning consent for the development, and the proposals are in accordance with national policy and local planning policies EN 15 and JP-G8.

CRIME IMPACT ASSESSMENT

- 7.1.32. Greater Manchester Police's Design for Security team has undertaken a crime impact statement (CIS) to support the proposed residential development at 85 Rochdale Road, Manchester. The assessment applies the principles of Crime Prevention Through Environmental Design (CPTED) to evaluate the scheme's potential to reduce opportunities for crime and the fear of crime. The CIS reviews the site context, local crime statistics, and the proposed layout, and provides recommendations to enhance security for both the residential and commercial elements of the development.
- 7.1.33. The analysis found that the site is located on the periphery of Manchester city centre, in an area with ongoing residential development and a mix of uses. Local crime data (within 500m, October 2024–September 2025) indicates that while rates of domestic burglary and wounding are significantly lower than city and regional averages, incidents of vehicle crime are notably higher. The most common risks identified include domestic burglary, vehicle crime, criminal damage, and antisocial behaviour, with particular vulnerabilities associated with insecure doors, windows, and communal areas. The CIS highlights the importance of robust access control, secure doors and windows, effective lighting, and comprehensive CCTV coverage.
- 7.1.34. The proposed development incorporates several positive features, such as high levels of passive surveillance from Rochdale Road, mutual overlooking between buildings, and active frontages that deter offending. However, the CIS identifies areas for further consideration, including ensuring that all external doors and windows meet recognised security standards. Recommendations are made for access control systems, secure parcel storage, and management of communal and commercial spaces in line with Secured by Design (SBD) standards.
- 7.1.35. Overall, the CIS concludes that the development is acceptable in principle from a crime prevention perspective, provided that the recommendations are implemented. Adherence to SBD standards and ongoing management and maintenance will be essential to ensure long-term security and minimise opportunities for crime and antisocial behaviour.

SUNLIGHT AND DAYLIGHT

- 7.1.36. Proximity has undertaken a daylight and sunlight amenity impact assessment in support of the planning application. The assessment follows the BRE Site Layout Planning for Daylight and Sunlight guidance and uses 3D computer modelling to evaluate the impact of the proposed 17-storey building on neighbouring properties and external amenity spaces. The baseline and proposed scenarios incorporate the demolition of the existing vacant retail building on site. The study assesses the most relevant receptors, including Phase 1 Apartments, Phase 1 Coach Houses, 6 Ludgate Hill, Citadel Apartments, and 18-20 Rochdale Road. In addition, the external terraces associated with the Coach Houses, the terrace atop the Marble Arch Inn and the beer garden adjoining the Marble Arch Inn have been included in the assessment. The assessment is undertaken in the context of the Victoria North Strategic Regeneration Framework, which supports higher-density development in this part of Manchester city centre.

- 7.1.37. The analysis reviewed daylight and sunlight impacts to a range of neighbouring buildings, identifying where reductions occur and whether these fall within acceptable BRE tolerances or alternative city-centre thresholds. While some reductions in daylight and sunlight are identified, particularly for receptors that currently benefit from unusually high baseline light levels due to the site's existing openness, the majority of windows and rooms either meet BRE targets or fall within a reasonable tolerance. Localised adverse impacts tend to be limited to lower floors or rooms with inherently constrained outlooks, and overall the effects are considered appropriate and balanced.
- 7.1.38. External amenity areas, including the terrace and beer garden associated with the Marble Arch public house, have also been assessed. The Marble Arch roof terrace continues to meet BRE sunlight target, with only a marginal and not-significant reduction in its sunlit area. The beer garden experiences a minor reduction in sunlight, falling from 32% to 28.8% of its area receiving two hours of sunlight on 21 March, but this remains above 0.8x of the baseline value and is therefore considered not noticeable under BRE guidance. Given the city-centre context and the uplift in density anticipated by strategic policy, the assessment concludes that the proposed development's effects on daylight and sunlight are not considered a constraint to planning consent.

VIABILITY ASSESSMENT

- 7.1.39. Savills has undertaken a financial viability assessment to support the proposed residential development of 153 Build to Rent dwellings at 85 Rochdale Road, Manchester. The assessment applies the Existing Use Value plus (EUV+) methodology, in line with updated Planning Practice Guidance, to determine the minimum land value required to release the site for development. The analysis considers both a policy-compliant scheme with 20% affordable rented units and a 100% open market rent scheme, benchmarking developer returns and landowner premiums against market norms.
- 7.1.40. The assessment calculates the site's existing use value at £377,673, which has been calculated on the basis of the current uses of the site as Retail/ residential premises, car park and green space. The updated PPG guidance states that the land value should reflect the "minimum return at which a reasonable landowner would be willing to sell their land". For this assessment, we used the EUV+ method. A 50% premium equates to £188,837 and therefore results in a BLV of £566,500 reflecting approximately £3,702 per plot. This is considered reasonable and consistent with comparable schemes.
- 7.1.41. Viability appraisals indicate that the policy-compliant scheme, incorporating 20% affordable housing at 80% of local market rent, would generate a residual profit margin of -5.56% on cost—well below the target developer return of 15%. Even with affordable housing removed, the residual margin improves only to -1.57%, indicating that the scheme remains financially challenged under current assumptions.
- 7.1.42. Savills concludes that, given these viability constraints, the proposed development cannot viably support affordable housing provision or financial contributions towards planning obligations. The applicant remains committed to the scheme and will explore value engineering options post-planning, but the final decision to proceed will rest with the applicant in light of commercial considerations. Overall, the assessment recommends that no affordable housing or planning contributions are sought in order for the scheme to be deliverable.

HERITAGE

- 7.1.43. WSP has prepared a Heritage Statement to support the proposed residential development at 85 Rochdale Road, Manchester. There are no statutory listed buildings within the Site, and the Site does not fall within a designated heritage asset (for example, a conservation area). No designed heritage assets or non-designated heritage assets are directly impacted by the proposals.
- 7.1.44. The existing 85 Rochdale Road building (formerly known as the Victoria Hotel) dates from the 19th century. A search of the Greater Manchester Historic Environment Record has shown that this building is not recorded within its database. Furthermore, Manchester City Council does not have an adopted list of locally listed buildings.
- 7.1.45. 85 Rochdale Road has been significantly altered over time, with important exterior features, such as the chimneys and windows, removed along with almost all of its original internal features. Its heritage significance is considered to be negligible, and it is not considered to be a non-designated heritage assets for the purposes of this application
- 7.1.46. The report focusses on built heritage assets with a setting that has the potential to be impacted by the proposed development.
- 7.1.47. There are five listed buildings located within a 250m radius of Site boundary:
- Marble Arch Inn, Rochdale Road, which is Grade II listed (NHLE: 1247604);
 - Ragged School, Sharp Street, which is Grade II listed (NHLE: 1254650);
 - Cooperative Press, 23 New Mount Street, which is Grade II listed (NHLE: 1291013);
 - Former Police and Ambulance Station, Goulden Street, which is Grade II listed (NHLE: 1292052); and
 - Warehouse on West Corner of Junction with Simpson Street, which is Grade II listed (NHLE: 1270681).
- 7.1.48. With the exception of Marble Arch Inn, the Site does not form part of the settings of these listed buildings. The Site would remain visually divorced from these four listed buildings due to sufficient distance and intervening development. As a result, there would be no harmful impact on how the four listed buildings are understood, appreciated and experienced, and their heritage significance would be preserved.
- 7.1.49. The Site is not in a conservation area, nor is it located close to any conservation areas. The nearest conservation areas (within a 500m radius of the Site) are as follows:
- Smithfield Conservation Area – located approximately 320m to the south-west of the Site;
 - Ancoats Conservation Area – located approximately 370m to the south of the Site;
 - Shudehill Conservation Area – located approximately 380m to the south-west of the Site; and
 - Stevenson Square Conservation Area – located approximately 400m to the south of the Site.
- 7.1.50. The Site does not form part of the setting of these conservation areas. The Site would remain visually divorced from the conservation areas due to sufficient distance and intervening development. As a result, there would be no harmful impact on how

the conservation areas are understood, appreciated and experienced, and their heritage significance would be preserved.

- 7.1.51. There are three non-designated heritage assets within the surroundings of the Site:
- CWS Tobacco Factory, Gould Street;
 - Particular Baptist Chapel, Rochdale Road; and
 - Alexandra Place, 18-20 Rochdale Road.
- 7.1.52. The Site is not considered to form part of the setting of the Particular Baptist Chapel and the CWS Tobacco Factory. It is considered to form part of the setting of 18-20 Rochdale Road, but it does not contribute to its heritage significance. As a result, there would be no harmful impact on how these non-designated heritage assets are understood, appreciated and experienced, and their heritage significance would be preserved.
- 1.4.5. In terms of the Marble Arch Inn, its historical, architectural (aesthetic) and communal value would not be adversely impacted by the proposed development. It is considered that the proposed development would result in a noticeably taller composition within the setting of the listed building, but one that must be considered in context of the existing taller built and consented development which lies in close proximity to the Marble Arch and already influences how it is viewed. The proposal also seeks to partly restore the built street frontage along Rochdale Road which contributed to the historic setting of the Marble Arch Inn. The proposal therefore would result in less than substantial harm at the lower end of the scale. This very minor less than substantial harm would need to be weighed and balanced against the public benefits of the scheme.
- 7.1.53. In accordance with paragraph 215 of the NPPF, this very minor less than substantial harm would need to be weighed and balanced against the public benefits of the scheme. The public benefits of the scheme are presented in chapter 8 of this Planning Statement, and demonstrate that these benefits outweigh the very minor less than substantial harm to the setting of the Marble Arch Inn.

TOWNSCAPE AND VISUAL IMPACT

- 7.1.54. Planit I.E. Ltd has assessed the townscape and visual impacts of the proposed development. A two stage assessment process was carried out. Firstly the nature of receptors (sensitivity) was assessed and secondly, the nature of effects (magnitude) likely to result from the proposed development has been assessed.
- 7.1.55. A total of 7 townscape receptors (including townscape character, urban grain, land use, building heights, movement, public open space and site character) were identified. The overall residual effect of the completed proposals on each of the townscape receptors is assessed to be medium beneficial or small beneficial.
- 7.1.56. Overall, 10 viewpoints surrounding the Site, which were verified with the Council, were assessed. The assessment finds that the completed proposed development will have a medium beneficial, small beneficial, negligible neutral or small neutral effect.
- 7.1.57. A cumulative effects assessment of the proposed development alongside 6 surrounding committed developments was also undertaken. The assessment found that the cumulative effects are unlikely to notably alter the scale of effects assessed in the TVIA. Overall, the TVIA concludes that the scheme will enhance the area's character and is not a constraint to planning consent.

ENERGY AND SUSTAINABILITY

- 7.1.58. Base Energy Services Limited has prepared an Energy Statement and Overheating Assessment and an Embodied Carbon Report has been prepared by Davies Partnership to support the proposed development.
- 7.1.59. The assessment demonstrates that the development will incorporate a highly efficient building fabric, low energy lighting, and mechanical ventilation with heat recovery. The energy strategy prioritises a 'fabric first' approach, exceeding Part L 2021 standards for insulation and air permeability, and minimising thermal bridging. Low and zero carbon technologies are specified, including air source heat pumps (ASHPs) for heating and hot water, variable refrigerant flow (VRF) systems for communal areas, and solar photovoltaic (PV) panels for communal electricity.
- 7.1.60. Energy modelling shows a 71% reduction in CO₂ emissions over Part L 2021 for the residential element and a 8% reduction for communal areas. The average space heating demand is 12.3 kWh/m²/year, meeting the local policy targets. The selected technologies are considered the most feasible and effective for the site, with wind, biomass, Ground Source Heat Pumps, Combined Heat and Power and solar hot water and district heating ruled out due to site constraints.
- 7.1.61. The Embodied Carbon Report demonstrates that the proposed development achieves an upfront embodied carbon value of 309 kgCO₂e/m² which is within the Greater Manchester Places for Everyone benchmark of 600 kgCO₂e/m² for large major residential development. The proposal therefore achieves approximately 48% reduction relative to the PfE benchmark.
- 7.1.62. The Overheating assessment demonstrates the proposed development presents a low risk of overheating and recommends several mitigation measures such as external shading features with external window reveals and perforated metal panels to openable windows; hybrid MVHR ventilation, and South east, south west and north west facing glazing with a g-value of 0.35 to minimise solar gains.
- 7.1.63. Overall, the Energy Statement and embodied carbon assessment confirms that the proposed development will deliver significant carbon and energy savings, fully complying with local planning policy and supporting Manchester's transition to a low carbon future.

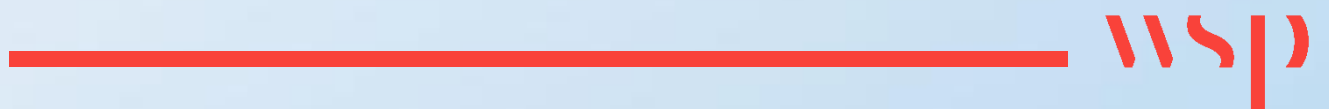
LANDSCAPING

- 7.1.64. An extensive landscaping scheme has been prepared for the site by Planit. Full details are
- 7.1.65. contained in the submitted green and blue infrastructure strategy, landscape plans and design and access statement. The proposals focus on a connected, resilient, and vibrant public realm that, supports biodiversity, and provides a range of high-quality spaces for residents and members of the public.
- 7.1.66. The landscape strategy ensures that the site's biodiversity is enhanced through use of different species and biodiversity rich planting and seeding mixes. Landscape areas will be designed and managed in a way to benefit wildlife, local residents and workers, introducing a variety of vegetation, habitats and publicly accessible spaces. As previously mentioned, the landscaping surrounding the proposed development, will connect with the landscaping surrounding phase 1, for future residents of both developments to enjoy. The Phase 2 development proposes further expansion of landscape delivery, through the delivery of a micro forest to the west of the proposed development, adding visual greenery to the area.

- 7.1.67. The landscaped areas will provide significant environmental benefits and boost the overall biodiversity of the local area. The proposed tree planting will assist in enhancing the visual amenity of the proposed development and will assist in creating attractive landscaped areas at various points within the site.

8

PUBLIC BENEFITS



8. PUBLIC BENEFITS

8.1. PUBLIC BENEFITS

- 8.1.1. The development generates significant environmental, economic and social benefits for Manchester
- 8.1.2. As outlined in the submitted Heritage Statement, the development proposals will lead to the lower level of less than substantial harm to the significance of designated heritage assets.
- 8.1.3. In accordance with paragraph 215 of the NPPF, where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal.
- 8.1.4. The overall public benefits of the proposed development are outlined below:

SOCIAL BENEFITS

- The development regenerates a brownfield site in the urban area, in accordance with national policy which encourages the use of brownfield land to boost the supply of housing.
- It supports regeneration and the creation of sustainable communities envisaged by the adopted Victoria North Framework, improving the townscape, making it a more attractive area to bring people into this part of the City;
- Increase the vitality and viability of this part of the City;
- The new housing will deliver a range of types and tenures suitable for all ages and will help to diversify the housing stock; and
- There will be greater consideration of public and active transport links for safe and sustainable transport.

ECONOMIC

- During the construction phase, the following benefits will be delivered:
 - 170 gross FTE jobs for Manchester City Council local authority and the North West region of which, 125 direct FTE jobs, including 80 in Manchester plus, 65 indirect/induced FTE jobs, including 10 in Manchester including 2 apprenticeships.
 - 190 FTE net additional jobs.
 - £6.8 million GVA accrued in total during construction, including £6.1 million in Manchester.
- During the operational phase, the following benefits will be delivered by the proposed development:
 - £2.9 million Council Tax additional revenue over 10 years for Manchester City Council.
 - 675 sqm of new public open space of new residents and the existing community.
 - 340 new residents based on average household sizes in Manchester.
 - £2.2 million spend annual household expenditure on goods and services by new residents living on site.
 - 70.5% of working age residents in employment.
 - £615,500 GVA generated by building management employment, including £360,000 in Manchester

- 10 FTE on-site, gross jobs related to concierge, cleaning and building management roles within the proposed development
- 10 FTE net additional jobs for the North West, after accounting for leakage and displacement, including indirect and induced jobs, over the operational lifespan of the proposed development.

ENVIRONMENTAL

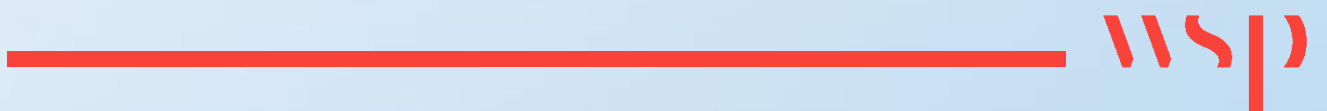
- The public realm and open space facilities provided at the site as a whole will create a sense of community where residents can enjoy and socialise with their neighbours outside of their own homes. The development will therefore promote an accessible and inclusive environment for persons of all ages and disabilities to feel welcome; and
- There will be significant tree planting and landscaping in and around the scheme contributing to climate change initiatives in the area and increasing biodiversity.
- Redevelopment of brownfield land
- Improved active travel routes through the Victoria North area of the city, encouraging sustainable transport and healthy living.

HERITAGE

- The proposal also seeks to partly restore the built street frontage along Rochdale Road which contributed to the historic setting of the Marble Arch Inn.

9

CONCLUSION



9. CONCLUSION

- 9.1.1. The Planning Statement has been prepared by WSP on behalf of the McGoff Group. The purpose of this Planning Statement is to assist Manchester City Council (the Council) in the consideration of the planning application at 85 Rochdale Road, Manchester (Downtown Victoria North 2) for:

“Erection of a 17-storey residential apartment building (Use Class C3 (a), with associated access, amenity, landscaping, public realm, infrastructure and other associated works. Demolition of existing building on site, comprising of ground floor retail and a first floor apartment.

- 9.1.2. The proposal comprises sustainable development and accords with national and local planning policy. The NPPF is focused on reusing brownfield land such as the subject site and supporting sustainable development.

9.2. PLANNING BALANCE

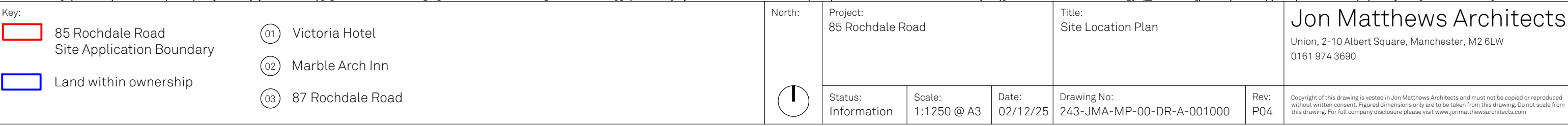
- 9.2.1. The proposed development has been through extensive pre-application discussions with the Local Planning Authority in addition to the local community and stakeholders through a comprehensive public consultation exercise.
- 1.4.6. The development will create a high quality and striking residential led scheme in an appropriate and accessible city centre location. The redevelopment of the site, in addition to public realm and landscaping will improve the streetscene and enhance connectivity and permeability of the site with the wider community. It will integrate with adjacent developments and the surrounding area, to play its role creating an attractive and prosperous area of Manchester.
- 1.4.7. A robust heritage statement has been prepared and submitted in support of this planning application. The heritage statement concludes that in terms of the proposals impact on the Marble Arch Inn, its historical, architectural (aesthetic) and communal value would not be adversely impacted by the proposed development. It is considered that the proposed development would result in a noticeably taller composition within the setting of the listed building, but one that must be considered in context of the existing taller built and consented development which lies in close proximity to the Marble Arch and already influences how it is viewed. The proposal also seeks to partly restore the built street frontage along Rochdale Road which contributed to the historic setting of the Marble Arch Inn. The proposal therefore would result in less than substantial harm at the lower end of the scale.
- 1.4.8. In accordance with paragraph 215 of the NPPF, this very minor less than substantial harm has been weighed and balanced against the public benefits of the scheme, and these public benefits outweigh the very minor less than substantial harm to the setting of the Marble Arch Inn.
- 1.4.9. The principle of development is therefore fully acceptable, and the proposal accords with local and national policy.
- 9.2.2. The extensive technical assessments demonstrate that the proposed development will not give rise to any significant adverse impacts on the area or amenity of nearby neighbours. Impacts can be successfully mitigated. The development therefore constitutes sustainable development and raises no material considerations which would outweigh its accordance with the development plan when taken as a whole.

- 9.2.3. Therefore, the proposed development should be approved in accordance with paragraph 11 of the NPPF.

Appendix A

SITE LOCATION PLAN





Appendix B

PUBLIC CONSULTATION LEAFLET

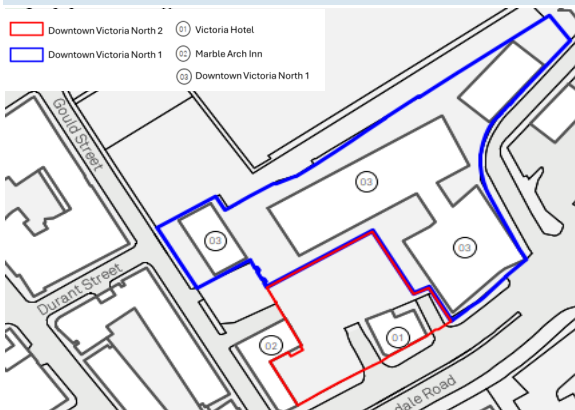


Downtown Victoria North 2

PUBLIC CONSULTATION

McGoff Group invites you to provide feedback on emerging development proposals on land located between Gould Street, Rochdale Road and Downtown Victoria North 1, as set out in the adjacent plan.

We previously ran a consultation on the proposals in October last year. We have listened to the feedback and revised our proposals.



This is an exciting proposal to turn a brownfield, underutilised site into a new high-quality development providing 153 homes and new public realm.

The site lies on the edge of the city centre in a sustainable and accessible location close to public transport and the city's attractions. Redeveloping this site will assist the council's regeneration ambitions for the wider Victoria North area of the city.

We are seeking feedback from local communities, workers and stakeholders on the draft proposals, before a planning application is submitted to Manchester City Council.

We have also reached out to local Ward Councillors ensuring we are consulting local stakeholders as comprehensively as possible. Please feel free to forward these details onto anyone else you think may be interested in our proposals.

The proposal will deliver the following benefits:



Delivery of new homes on brownfield land to support local and national housing objectives



A mix of apartment sizes



Provision of new public realm to provide areas for leisure and socialising



Creation of jobs



Investment and additional spend in the local economy



Redevelopment of brownfield land to improve the visual quality and street scene along Rochdale Road



Public Engagement

Your views and feedback are important to us, so please review the proposal and supporting information on the website and let us know what you think.

Please provide comments by 13th March 2026.

You can view all the information and make comments on our website, by scanning the QR code, email or calling us.

 www.downtownvictorianorth2.com

 UKPlanningComment@wsp.com

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