

# **PLANNING STATEMENT**

to accompany

**Erection of four industrial/warehouse units (Classes E(g)(iii), B2 & B8) with ancillary office space, new access, car parking, servicing, boundary treatments, hard and soft landscaping and other associated works.**

at

**PLOT L  
OFF JOHN MILNE AVENUE  
KINGSWAY BUSINESS PARK  
ROCHDALE**

Wilson Bowden Developments Ltd  
Forest Business Park  
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September 2023

## 1.0 INTRODUCTION

- 1.1 Plot L forms part of the overall Kingsway Business Park located adjacent to Junction 21, M62 to the south of Rochdale. The Business Park is a comprehensively planned business environment, being developed by the Kingsway Partnership following the allocation of the land through the Rochdale Unitary Development Plan during the 1990s. (An allocation which has been continued and repeated through all subsequent reviews of the Council's plans.)
- 1.2 The principle of development at Kingsway Business Park has also been established by the grant of outline planning permission for the comprehensive development of the overall site.
- 1.3 Outline permission was first granted on 17<sup>th</sup> December 1999 (LPA reference: 98 / 35130); it was renewed in October 2009 (LPA reference: 09 / 052264). The outline permission was comprehensively updated and refreshed again in August 2014 (LPA reference 14 / 00586 / FUL), and then varied in December 2016 (LPA reference 16/01085/ VRCON) and again in September 2018 (LPA reference 18/00943/VRCON.)
- 1.4 Since the grant of the original outline permission, significant development has taken place across the site. Indeed, Kingsway Business Park is now an established business location in the Rochdale area, accommodating occupiers like JD Sports, CR Lawrence, EON, Dachser and many others.
- 1.5 The overall site therefore has a very firm 'development plan' status and a clear planning pedigree in the form of an extant outline permission for employment development and a series of full permissions following the outline permissions.
- 1.6 Against this background, the Planning Statement is prepared to provide the planning case to support the proposed development for the: -

**“Erection of four industrial/warehouse units (Classes E(g)(iii), B2 & B8) with ancillary office space, new access, car parking, servicing, boundary treatments, hard and soft landscaping and other associated works”**

at Plot L, off John Milne Avenue, Kingsway Business Park.

- 1.7 The Planning Statement describes the development and assesses the proposals against the development plan and the extant outline planning permission. The material benefits of the proposals are also explained.

1.8 The Planning Statement should be read with the other supporting information including:

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- Design and Access Statement (Including Crime Impact and Heritage Assessments)
- Transport Statement & Framework Travel Plan
- Flood Risk Assessment & Sustainable Drainage Strategy
- Ecological Assessment & Habitats Regulation Assessment
- Tree Survey and Arboriculture Assessment
- Ground Condition Summary Report
- Noise Impact Assessment
- Energy Statement; and
- Application plans and drawings.

1.9 In addition, the following appendices are referred to: -

Appendix 1: Parameters Plan – 2014 \ 2018 Outline Permission.

Appendix 2: Master Plan – 2014 \ 2018 Outline Permission.

#### **Pre-Application Discussions**

1.10 The scheme proposals were discussed informally with RMBC Members on 9<sup>th</sup> August 2023, including three Kingsway Ward Councillors and the Cabinet Member for Regeneration & Housing. Rochdale Development Agency officers were also present at this briefing.

## **2.0 SITE AND PROPOSED DEVELOPMENT**

### **The Site**

- 2.1 Plot L is located on the western side of the overall Kingsway Business Park and immediately to the north of Plot J2 which was granted full permission under 22/01200/FUL at Committee on 25<sup>th</sup> May 2023. It lies to the south of Plot M where development of three new B2/B8 units has recently complete.
- 2.2 At present, Plot L has an unkept appearance with undulating levels, but clearly forms a defined vacant plot within the wider business park environment. Access to the site is currently achieved via the main industrial estate road of John Milne Avenue where there is an existing access point at the Southeast corner of the Plot near the Lower Lane footpath and a further access in the northeast corner.
- 2.3 The site's southern boundary is formed by Lower Lane, which is well screened from the plot by an established landscaping belt, introduced in the early phases of the overall development. Indeed, this extensive landscaping belt also wraps around the western and northwestern boundaries providing a clear visual and physical separation from nearby dwellings on Burnet Close and Neston Road. To the north lies the Turf Hill Community Centre.
- 2.4 Plot J2, now permitted by the Council, lies to the south beyond Lower Lane. The location of Plot J2 within the Kingsway site can be seen on the Parameters Plan at Appendix 1.
- 2.5 Being part of the overall Kingsway site, Plot L already benefits from outline planning permission for development. Indeed, as can be seen from the Parameters Plan at Appendix 1, the outline approval establishes permission for the full range of industrial and warehousing uses on this Plot, with buildings of 7 & 8 metre haunch heights, all associated servicing and parking, and a plot level of 148.5m AOD.

### **Proposed Development**

- 2.6 This is a full planning application consisting of the development of four employment buildings consisting of a combined internal floorspace of 12,807m<sup>2</sup> for flexible use between E(g)(iii), B2 and B8 uses. Unit L1 has a total internal area of 5,653m<sup>2</sup>, including the internal ancillary office area. Unit L2 has total internal area of 3,703m<sup>2</sup> including the internal ancillary office area. Unit L3 has a total internal area of 1,466m<sup>2</sup> and Unit L4 has a total floor area of 1,985m<sup>2</sup>. Unit L1 has a proposed height to the haunch of 10m, Unit L2 has a proposed height to haunch of 8m and Units L3 and L4 are 7m and 8m respectively.
- 2.7 Access is provided into the site via John Milne Avenue and separate accesses for HGV and staff vehicles are provided for each unit. A total of 57 car parking spaces have been provided for Unit L1 including 6 electric vehicle parking spaces and 4 disabled spaces and a total of 38 parking spaces, including 4 electric vehicle parking spaces and 3 disabled spaces have been provided for Unit L2 in accordance with Rochdale's adopted parking standards. Unit L3 has 14 parking spaces including 2 EVCP and 2 disabled spaces while Unit L4 has 21 parking spaces including 2 disabled and 2 EVCP. Additional car parking for all units may be required if occupied within Use Class B2, this can be accommodated within the service yards of the units should this be required. Cycle parking spaces are provided outside the entrance to each building.

- 2.8 Unit L1 is provided with 6 loading docks and 2 level access loading doors. Additional HGV parking bays are also provided within the service yard. Unit L2 is provided with 4 loading docks, 2 level access bays and additional HGV parking bays within the service yard. Unit L3 has 2 level access loading doors and Unit L4 has 2 such doors.
- 2.9 Landscaping to the site boundaries is provided via a detailed landscaping scheme. The existing planted mounding around the site is to be retained maintaining a significant landscaped buffer between the site and adjacent areas.

### **Details Proposed**

- 2.10 In the light of discussions surrounding the granting of the recent Plot J2 planning permission, a series of measures have been included within this scheme to reduce impacts on nearby properties. These measures can be summarised as follows:
1. Staff car parking – has been configured keep it mostly away from the boundary closest to residential properties on Neston Road.
  2. Most of the car parking lies within an area contained by the four proposed buildings.
  3. A 2.4m timber screen fence has been introduced north of the car parking spaces closest to the rear of properties on Neston Road which will help to limit impacts associated with the arrival & departure of staff cars.
  4. Additional landscaping has been introduced in the northern part of the site in between Units L2 and L3 i.e. in those parts of the site which are closest to nearby dwellings.
  5. This additional landscaping area includes a significant proportion of evergreen trees to provide year-round screening. In addition, it is proposed to provide new trees of mature stock standard (typically 4-4.5m specimens) thereby reducing the time to reach maturity and providing some screening on Day 1.
  6. All front entrances to the buildings will face away from nearby properties which will mean that activity associated with the building entrances is screened by the buildings, and
  7. External lighting – external lighting is not proposed in the application and is therefore to be controlled by condition (i.e. further approval is required) should permission be granted. To provide a degree of comfort, we have set out key principles for lighting and we invite the Council to draft a planning condition requiring further details to be in accordance with those principles, if necessary.

### **Local Context**

2.11 It should be noted that, local to this proposed site:

- Plot M, immediately to the north of this application site, construction is now almost complete – delivering some 286,000 sq ft of new units in three separate buildings.
- Plot J2, immediately to the south of this application site, was approved by RMBC Planning Committee on 25/5/23 for just over 200,000 sq ft of new floorspace in two units. Construction is planned to start on this scheme in October 2023; and
- That this application will, therefore, complete development on the western side of Kingsway Business Park.

### **3.0 PLANNING CONSIDERATIONS**

#### **The Principle of Development**

- 3.1 As has already been confirmed and demonstrated, the longstanding outline planning permission at the Kingsway site has been developed and renewed against the backdrop of the formal 'development plan' in Rochdale over many years. As such, the national and local policies seeking to achieve sustainable development and to build a strong and competitive economy are fundamentally embedded within the outline permission at the site.
- 3.2 Section 38 (6) of the Act, makes it clear that when determining applications, regard must be had to the development plan, and unless material circumstances indicate otherwise, then the determination must be made in accordance with the Plan.
- 3.3 The outline planning permission, granted in August 2014, (and varied in 2016 and 2018), was accompanied by a 'Master Plan' and 'Parameters Plan' which expressly identified the flexible approach to employment development across the Kingsway Business Park in accordance with the Development Plan. In particular, the 'Parameters Plan' confirmed that Plot L could be developed for any of the primary employment uses covered by the B1 / B2 / B8 Use Classes. (See Appendix 1). Class B1 has now been subsumed into a new broader Class E.
- 3.4 In addition to establishing the acceptable land uses, the accompanying 'Parameters' and 'Master Plans' approved in 2014 (and confirmed in 2016 and 2018) also identified a single development plateau for Plot L; the potential for three buildings of 7- 9m 'haunch' height; three separate service yards; all associated ancillary parking etc; and all being capable of operating 24/7. In other words, the permission incorporated a wide range of flexibility to accommodate employment development on Plot L.
- 3.5 The current proposals seek to extend development beyond the parameters described above in one main way – which is the height of some buildings as follows:
- Unit L1 – 10m to haunch 149.5 FFL – building height: 2m above Outline;
  - Unit L2 – 8m to haunch 148.5 FFL- building height: 1m above Outline;
  - Unit L3 – 7m to haunch 148.5 FFL – building height: Outline compliant; and
  - Unit L4 – 8m to haunch 148.5 FFL- building height: 1m above Outline.
- 3.6 Accordingly, whilst a new full application is necessary to cover the proposed development, the use and nature of the scheme is entirely appropriate on the Kingsway site and very similar to that endorsed in 2014.

### **Rochdale Core Strategy and Development Plan Considerations**

- 3.7 Rochdale Borough Council's aspirations for the overall strategic Kingsway Business Park were originally confirmed in successive adopted UDP policies (initially in the 1990s, in Policy EC / 6 of the first UDP and, then later, in Policy EC / 7 of the UDP Review). These policies confirmed: -

*"Land between the A664 Kingsway, M62 Motorway, B6194 Broad Lane and the Rochdale – Oldham Railway Line is allocated and has outline planning permission for high quality general and light industry, offices, distribution and storage, research and development and associated and complimentary uses".*

- 3.8 In more recent years, the Council's Core Strategy has reaffirmed the policy commitment to achieving a high-quality mixed-use Business Park site, capable of meeting the flexible employment needs of the Borough. Indeed, as a strategic site, this allocation represents one of the Council's primary opportunities to provide a supply of land to attract major, modern industries to the Borough.
- 3.9 Hence, as part of the allocated Kingsway site, Plot L benefits from a strong development plan status which ensures that the presumption in favour of sustainable development applies to the proposed scheme.

### **Drainage and Flood Risk Matters**

- 3.10 A comprehensive surface and foul water drainage strategy for the overall Kingsway site has been developed and approved in liaison with the Environment Agency, Lead Local Flood Authority and United Utilities. Indeed, this major infrastructure, including the very significant balancing lagoons, (within the nearby Stanney Brook Corridor) has now been implemented.

This strategy assessed all the relevant drainage and flood risk matters with each stage of the implementation being approved by the relevant regulatory bodies.

Attached to the planning submission is an updated Flood Risk Assessment and Sustainable Drainage Strategy which expressly deals with Plot L. These confirm that the site does not flood, and that its development will be consistent with the already implemented and approved site-wide drainage strategy.

### **Ecological Matters**

- 3.11 Plot L is already a defined development site (covered by the grant of the outline planning permission) and, as such, the plot itself has limited intrinsic ecological value. However, as a part of the overall Kingsway Business Park, ecological matters have been carefully considered and mitigated throughout the entire lifetime of the development programme. Indeed, it is in the wider context of the comprehensive site that a balanced assessment of ecological matters is to be made.

For the purposes of this proposal, a further ecological walk-over has been undertaken and an appropriate report is submitted with the application to confirm the approach.

## **Visual**

- 3.12 Plot L on the Kingsway Business Park site is located to the west of the overall site. The plot is well screened from nearby residential properties by the long-established landscaping belt which is on a raised embankment. Furthermore, the site sits well below, and is smaller in scale than the more dominant surrounding B8 buildings both completed and permitted.

The outline permission identified a plot level for Plot L to enable future buildings of up to 9m haunch heights to be comfortably accommodated on the site. This level was set at 148.5 AOD. Under the current proposals, the proposed plot level differs marginally in part from the originally specified outline level, which is to enable engineering, drainage, and gradient requirements to be achieved across the site.

In addition, the building proposed in the current development are in part smaller than those envisaged (and approved) originally.

As such, the extent of the visual effects arising from the proposed development are likely to be similar from the development approved by the terms of the outline permission with the benefit of open lit yards now being screened by the buildings.

## **Archaeological Matters**

- 3.14 All appropriate archaeological investigations have been carried out as part of the previous planning approvals. Indeed, the required archaeological work associated with the implementation of the Business Park has been fully discharged.

Accordingly, there is no need for any further archaeological work associated with the development proposals on Plot L.

## **Transportation Matters**

- 3.15 The transportation considerations related to the proposed development on Plot L are all covered by the Transport Statement submitted with the application.

This confirms how the proposed development provides accessibility for all forms of transport and fits within the context of the wider site.

Appropriate assessment is provided to confirm that the operation of the site works satisfactorily in terms of the traffic generation across the site, and that the originally implemented road and junction improvements associated with the delivery of the Kingsway site, are more than capable of accommodating the traffic arising from the proposed development.

The Statement also covers cycle provision and pedestrian accessibility to the site, by making the most of the extensive network of paths and sustainable transport links around the Kingsway site. The direct walking links to the Kingsway Metrolink Stop and the potential to use the existing DRT bus link serving the Kingsway site are also confirmed.

### **Sustainability Matters**

- 3.16 Provisions to ensure a sustainable form of development at the Kingsway Business Park site have been incorporated into the principles of the site from the outset. Indeed, the site-wide approach to ecology, drainage, minimising waste, material usage, etc, are already incorporated into the published Kingsway 'Sustainable Development Guide' for the overall site.

In respect of the proposed development on Plot L, an Energy Statement is submitted with the application relating to the buildings on the plot. This references the scope for solar PV and the provision of electric vehicle charging points.

### **3.17 Noise**

Acknowledging that the site of the proposed development is located immediately to the north of Lower Lane, and that there are residential properties backing onto the site located on Neston Road and Burnet Close, an appropriate noise assessment has been undertaken to support the application. This confirms that there are no adverse effects arising from the operation of the proposed development.

### **Lighting**

- 3.18 Specific lighting details are not proposed at this point in time, but the proposed development will incorporate carefully located and controlled external lighting. This will be directed and specified to ensure that there is no undue light spillage, nor adverse impact on any of the nearby residential areas. Rear building facades which abut residential areas will only accommodate motion-activated low-level lighting for security purposes.

### **Economic Development**

- 3.19 The proposed development meets the economic objectives of the Council's Core Strategy, as well as the clear planning principles which support economic development as set out in the National Planning Policy Framework. We would expect the total floorspace (GIA: 12,984m<sup>2</sup>) to accommodate a range of approximately 180-350 jobs depending on the specific use which occupies the buildings (using average job density standards). Of the order of £400,000 pa could be generated in local business rates once occupied.

#### **4.0 CONCLUSION**

- 4.1 The proposed development of warehousing/industrial units on Plot L at Kingsway represents a high-quality proposal which is consistent with the development plan as well as the principles of development established by the planning history relevant to the Kingsway site.
- 4.2 The principle of development on this specific plot has already been long-established, and the proposed development 'fits' within the wider context of development in the Business Park.
- 4.3 The application is supported by a comprehensive set of application documents which, as summarised in this Planning Statement, demonstrate that all the required planning considerations have been properly assessed and lead to the conclusion that the development should be approved.
- 4.5 Being consistent with the development plan, and the outline planning permission, and by delivering economic investment and new local jobs, the proposed development also delivers substantial public benefit.
- 4.6 Accordingly, as a sustainable development, consistent with the provisions of the development plan, it should therefore benefit from the presumption in favour of development, and permission should therefore be granted.

## **APPENDIX 1**

Approved Parameters Plan: Kingsway.  
2014 (As Varied 2016 and 2018) – Outline  
Permission

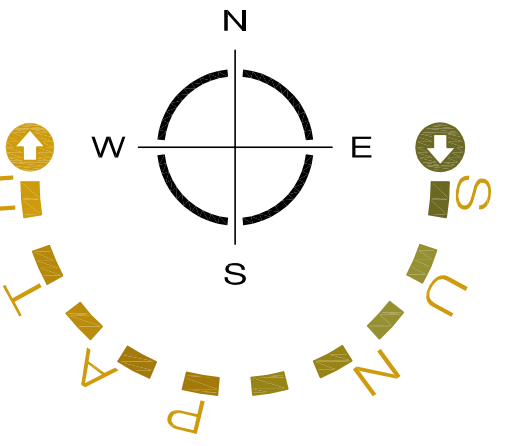
KEY TO LAND USES

BUSINESS USES

- B1(a) Office
- B1/ B2/ B8
- Car Showrooms

ANCILLARY USES

- Residential
- Leisure
- Hotel
- Mixed Development including Retail in Use Classes A1-A5, Leisure, Hotel, Residential & B1 Uses
- Local Services
- Small Scale Uses Appropriate to the Setting of the Listed Building
- New Buffer Landscaping



For Planning



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PROJECT  
KINGSWAY BUSINESS PARK  
ROCHDALE

TITLE  
MASTERPLAN  
PARAMETERS PLAN

SCALE  
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13/03/14

DRAWN  
SF REVIEWED

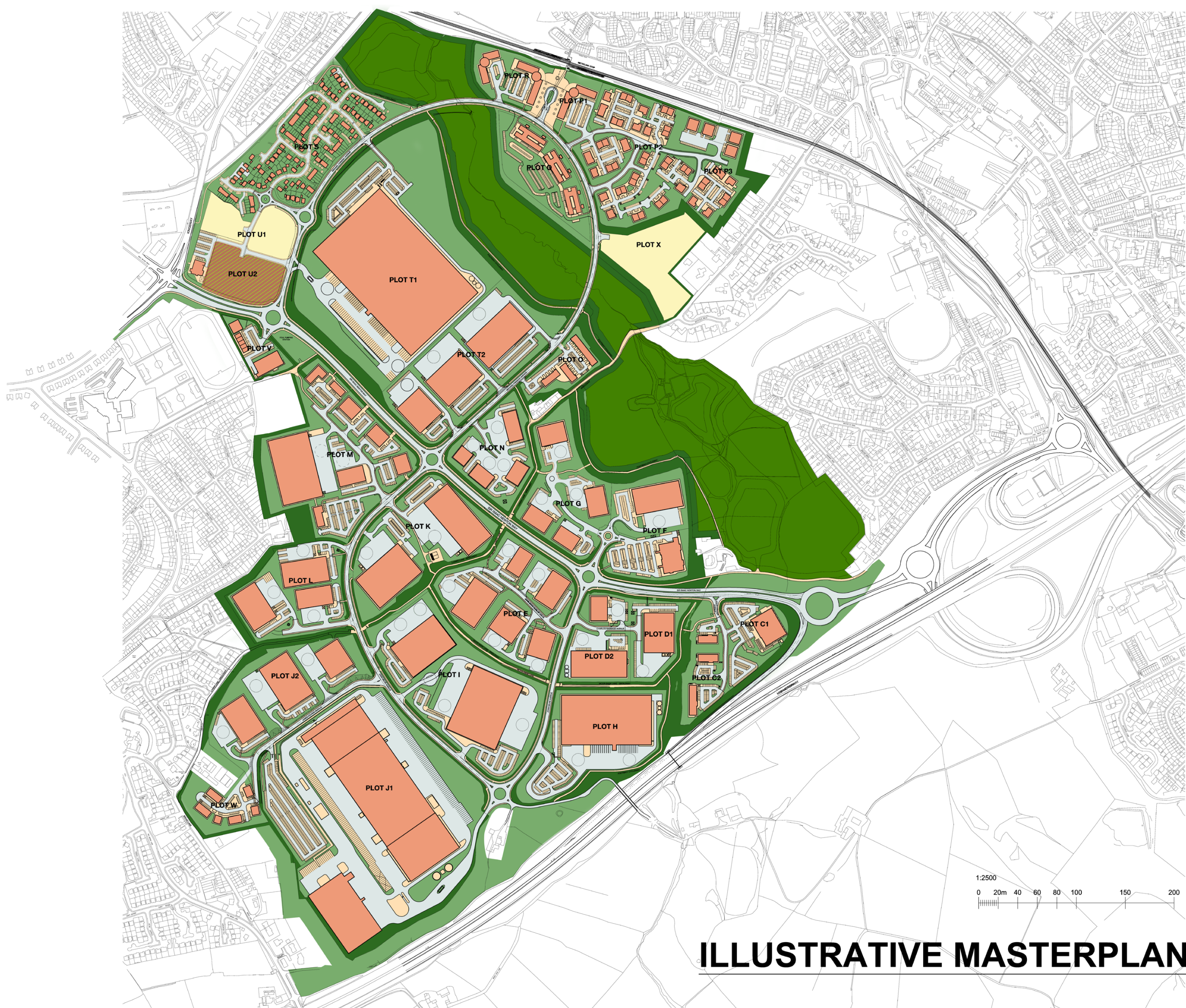
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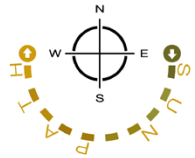
PARAMETERS PLAN

## **APPENDIX 2**

Approved Masterplan: Kingsway  
2014 (As Varied 2016 and 2018) – Outline  
Permission



# ILLUSTRATIVE MASTERPLAN



For Planning



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PROJECT  
KINGSWAY BUSINESS PARK  
ROCHDALE

TITLE  
MASTERPLAN  
ILLUSTRATIVE MASTERPLAN

SCALE  
1:2500 @ A0

DATE  
13/03/14

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