

PLANNING STATEMENT

to accompany full application for:

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

at

**PLOT Q
OFF MICHAEL FARADAY AVENUE
KINGSWAY BUSINESS PARK
ROCHDALE**

Wilson Bowden Developments Ltd
Forest Business Park
Bardon Hill
Leicestershire
LE67 1UB

May 2026

1.0 INTRODUCTION

- 1.1 Plot Q 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 17th 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 industrial/warehouse unit (Classes E(g)(iii), B2 & B8) with ancillary office space, new accesses, car parking, servicing, boundary treatments, hard and soft landscaping and other associated works”

at Plot Q, off Michael Faraday 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:
- Design and Access Statement (Including Crime Impact and Heritage Assessments)
 - Transport Statement & Framework Travel Plan
 - Flood Risk Assessment & Sustainable Drainage Strategy
 - Ecological, Habitats Regulations & BNG Assessments
 - Tree Survey and Arboricultural Assessment
 - Phase 1 Geo-Environmental 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 officers in principle in early 2025 and in more detail on 9th January 2026.

2.0 SITE AND PROPOSED DEVELOPMENT

The Site

- 2.1** Plot Q is located on the northern side of the overall Kingsway Business Park and on the southern side of Michael Faraday Avenue. To the north west of Plot Q lies Plot R2 which was granted permission on 2/5/25 under Permission 25/00230/ANM. This site is now under construction and will provide a base for the Sustainable Materials and Manufacturing Centre (SMMC).
- 2.2** At present, Plot Q 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 Michael Faraday Avenue although there is no existing vehicular access to the defined Plot at present.
- 2.3** The site's southern boundary is formed by a belt of established trees, introduced in the early phases of the overall development. Indeed, this extensive landscaping belt provides clear separation between the estate's development plots in this part of Kingsway and the open Stanney Brook corridor which is a key recreational and ecological feature.
- 2.4** Being part of the overall Kingsway site, Plot Q 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 office uses on this Plot, with 3 buildings of 12m height (at 149.9m ground level).

Proposed Development

- 2.5** This is a full planning application consisting of the development of an employment building with internal floorspace of 10,317m² (111,052sq ft) for flexible use between E(g)(iii), B2 and B8 uses. Unit Q1 has a proposed height to the haunch of 10m, and there are first and second floor offices at the eastern end of the building amounting to some 544 m².
- 2.6** Access is provided into the site via Michael Faraday Avenue and separate accesses for HGV and staff vehicles are provided for the unit. A total of 102 car parking spaces has been provided (for B8 use) including 6 electric vehicle charging spaces and 4 disabled spaces in accordance with Rochdale's adopted parking standards. Additional car parking may be required if occupied within Use Class B2, and this can be accommodated within the service yards of the units should this be required as shown on the drawings. Cycle parking spaces are provided outside the entrance to the building.
- 2.7** Unit Q is provided with 10 loading docks and 1 level access loading door. Additional HGV parking bays are also provided within the service yard. Dedicated areas for waste management facilities and a compressor compound are also provided. The layout includes provision for sprinkler tanks – which are subject to the nature of the occupier and operations.
- 2.8** Landscaping to the site boundaries is provided via a detailed landscaping scheme. The existing tree belt to the south would be unaffected by the proposals and the existing roadside ditch alongside Michael Faraday Avenue would also be retained.

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. Although the 'Parameters Plan' indicated that Plot Q could be developed for office use covered by the former B1 Use Classes. (See Appendix 1), Class B1 has now been subsumed into a new broader Class E business and commercial use. To the north, the recent approval of the SMMC was for Class E use in line with these principles.

At present, there is no demand for office use at Kingsway – a situation which we do not believe will change in the future. Furthermore, Kingsway has proven to be a popular location for both B8 and B2 occupiers and market demand for such use remains. We therefore believe that such uses are appropriate in this location and will continue to provide broad employment at Kingsway for Rochdale residents.

- 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 Q (149.9m AOD); the potential for three buildings of 12m '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 commercial development on Plot Q.
- 3.5** The current proposals seek to extend development slightly beyond the parameters described above in one main way –the maximum building height. The approved parameters envisaged 12m buildings (to haunch) from a ground level plateau of some 149.9m. The current proposals are for a building haunch height of 12.5m from a ground level of 150.19m AOD. Thus, there is an overall increase in height proposed of some 0.8m. This is not considered to be significant given the nature of the site in question, its immediate surroundings and the heights of development constructed generally across Kingsway.
- 3.6** Accordingly, whilst a new full application is necessary to cover the proposed development, the use and nature of the Plot Q scheme is entirely appropriate on the Kingsway site and similar to that previously endorsed.

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 Q benefits from a strong development plan status which ensures that the presumption in favour of sustainable development applies to the proposed scheme.

As explained above, this proposal for alternative Class E, B2 & B8 use does differ from the outline permission parameters which were for office uses. However, the Development Plan allocation does not define any sub areas of the overall allocation. In other words, the entire Kingsway site is allocated for broad employment use i.e. B2, B8 and now what is Class E.

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 been fully 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 Q. 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 & BNG

- 3.11** Plot Q 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.

A statutory BNG assessment has been undertaken. The mandatory BNG gain will be achieved through a combination of on-site habitat enhancements plus off-site provision.

Visual & Landscape Matters

- 3.12** Plot Q on the Kingsway Business Park site is located towards the north of the overall site. The plot is some distance from the nearest residential properties and is separated from them by the approved SMMC (now under construction), other plots awaiting development and the Metrolink tram line.

The mature tree belt to the south of the site is unaffected by these proposals and this tree belt provides a well-established screen which separates the plot from Stanney Brook to the south. That tree belt is owned and managed by the Borough Council and will be retained in perpetuity.

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.

Archaeological Matters

- 3.13** 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 some years ago.

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

Transportation Matters

- 3.14** The transportation considerations related to the proposed development on Plot Q 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, including the provision of new access points on Michael Faraday Avenue.

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.

A Framework Travel Plan is also submitted as part of the application in line with all other developments at Kingsway.

Sustainability Matters

- 3.15** 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 Q, 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.

3.16 Noise

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

- 3.17** Specific lighting details are not proposed as part of this application, 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 residential areas or wildlife.

Economic Development

- 3.18** 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: c10,300m²) to accommodate a range of approximately 212-277 jobs depending on the specific use (B2, B8 or Egiii) which occupies the building (using average job density standards). Significant local business rates, once occupied, will also be generated.

4.0 CONCLUSION

- 4.1** The proposed development of a warehousing/industrial unit on Plot Q 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, even though this plot was originally intended to be for office use.
- 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 at a successful and long-established business park, 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

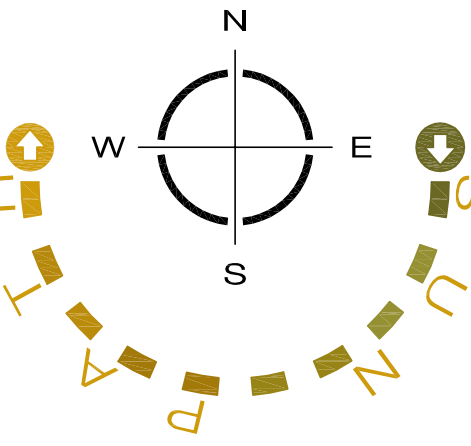
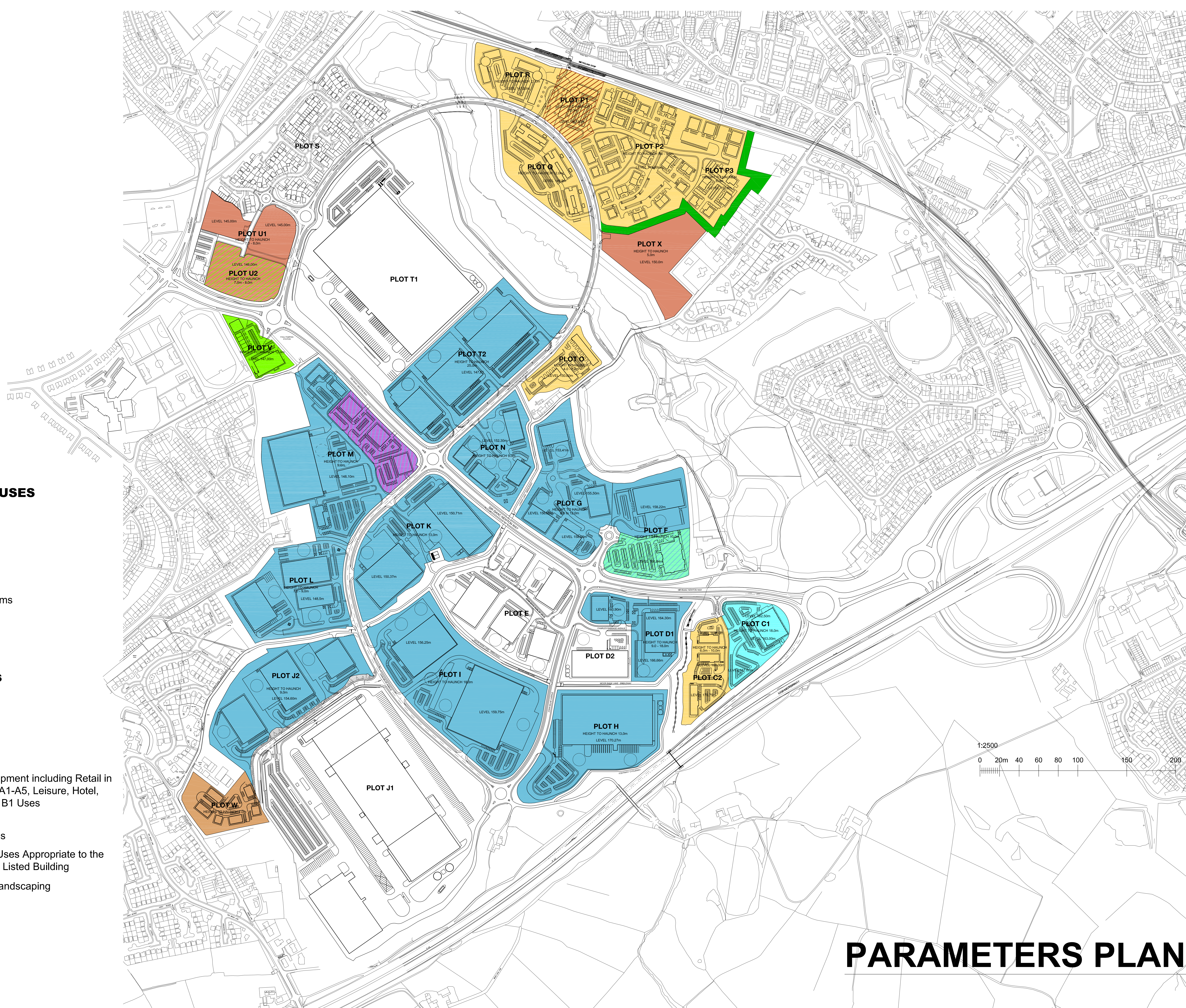
KEY TO LAND USES

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



DLA ARCHITECTURE

55 St Pauls Street
LEEDS LS1 2TE
T: 0113 687 5100 E: info@dl-a-architecture.co.uk
www.dla-architecture.co.uk

PROJECT
KINGSWAY BUSINESS PARK
ROCHDALE

TITLE
MASTERPLAN
PARAMETERS PLAN

SCALE
1:2500 @ A0

DATE
13/03/14

DRAWN
SF

REVIEWED

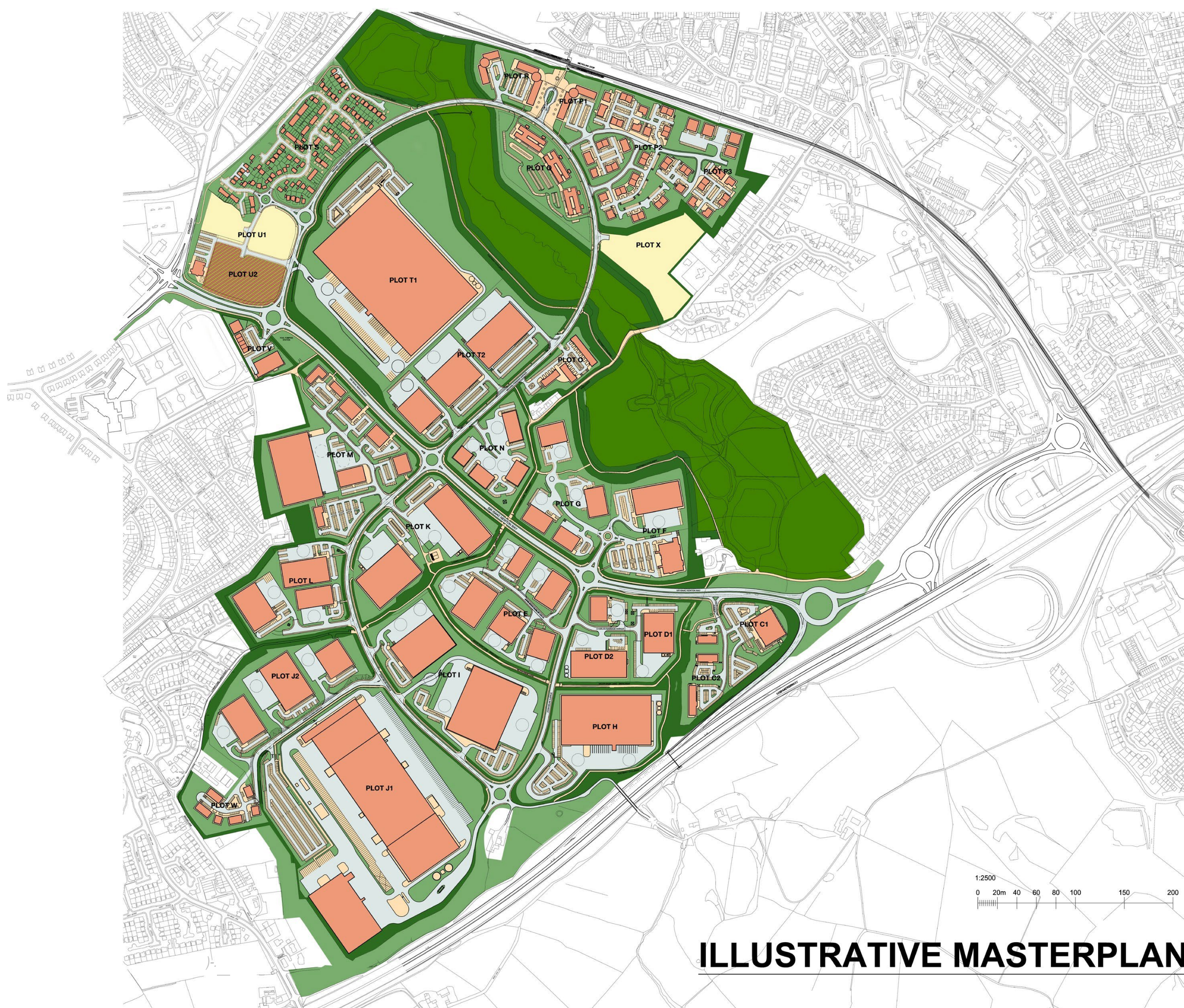
DRAWING NO
2013-233/102

REVISION

FILE PATH
F:\2013\2013-233\CAD\2013-Autocad\Drawn\102

APPENDIX 2

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



ILLUSTRATIVE MASTERPLAN



For Planning

Wilson Bowden
Developments

OJA ARCHITECTURE

56 St SW
UHP-S-U 12T1
T:01 33813 100

KINGSWA BUSINESS PARK
ROCHDALE

MASTERPLAN
ILLUSTRATIVE MASTERPLAN

1:2500 @ A0 13/03/14

2013-233/104

1:11:2013-104