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MUSE
Architects

Manchester Office
14 Gerry Wheale Square
Manchester M14 4UY

E: MM@MuseArchitects.co.uk
W: MuseArchitects.co.uk



404 Wilbraham Road | Chorlton

PRE-APPLICATION PRESENTATION

May 2021

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Quality information

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1.0 INTRODUCTION

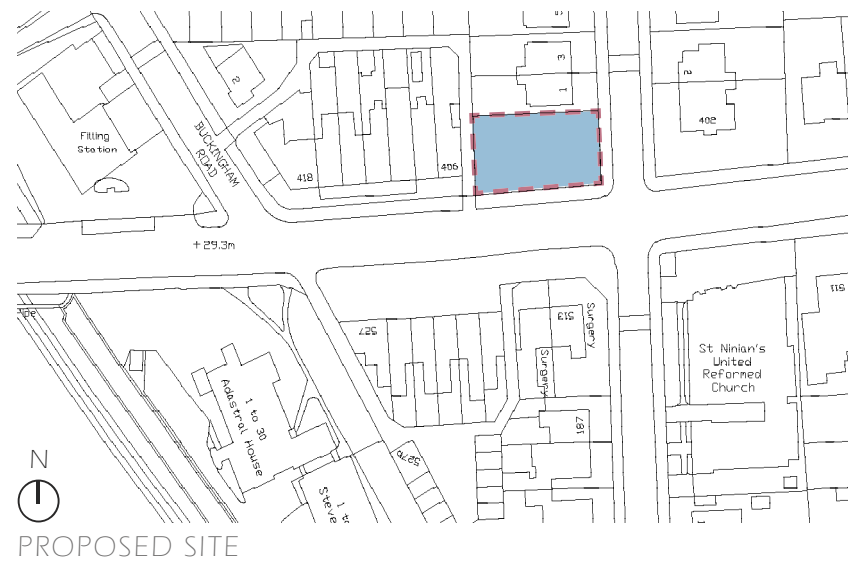
1.1 INTRODUCTION

This report has been prepared to support the pre-application of developing the site on 404 Wilbraham Road, Chorlton, M21 0SD.

The proposals outlined in this document provides a development vision for the site, outlining its context and demonstrating the importance of developing the site into a high quality development

The scheme aims to provide 15 high quality residential units with all the amenities required, the scheme aims to contribute positively into its surroundings, responding to the housing shortage, encouraging local development and architecturally defining the neighbourhood edges on both Wilbraham Road and Egerton Road North.

This document seeks to initiate a discussion with the local authority as to how best develop the site, responding to its limitations and challenging while at the same time making it viable, aesthetically pleasing and overcoming sustainability challenges.



SITE LOCATION - AERIAL PHOTOGRAPH

1.1 INTRODUCTION

Proposed site location is on the corner between Wilbraham Road and Egerton Road North, Chorlton, Manchester. It is currently an abandoned garden centre, this existing commercial usage for garden centre and ancillary was established 1989 following a change of use from residential dwelling.

The site is fenced with 3m mesh wire fencing and brick wall of 1.2m, the site has two entrances, one on Edgerton Road and another on Wilbraham Road.



➤ SITE ENTRANCE

PROPOSED SITE

2.0 THE SITE & CONTEXT

2.1 SITE OVERVIEW



SITE LOCATION - AERIAL PHOTOGRAPH

2.2 SITE CONTEXT

The site is located on the southern side of Eccles New Road approximately 2.3 kilometres from Manchester's City Centre. The site is well placed in terms of amenities and shopping facilities, being only 1km (12 minutes walk) from the Salford Shopping Centre located on Hankinson Way. The site is also within 10 minutes walk of Salford Quays.

Existing condition of the site

The property is currently vacant and in a state of disrepair, the buildings would benefit from a full refurbishment.

Existing commercial planning for garden centre and ancillary usage established 1989. Site is being sold as open ground freehold vacant possession by arrangement. It is located on a unique main road corner site on Wilbraham Road and Egerton Road North junction.



01



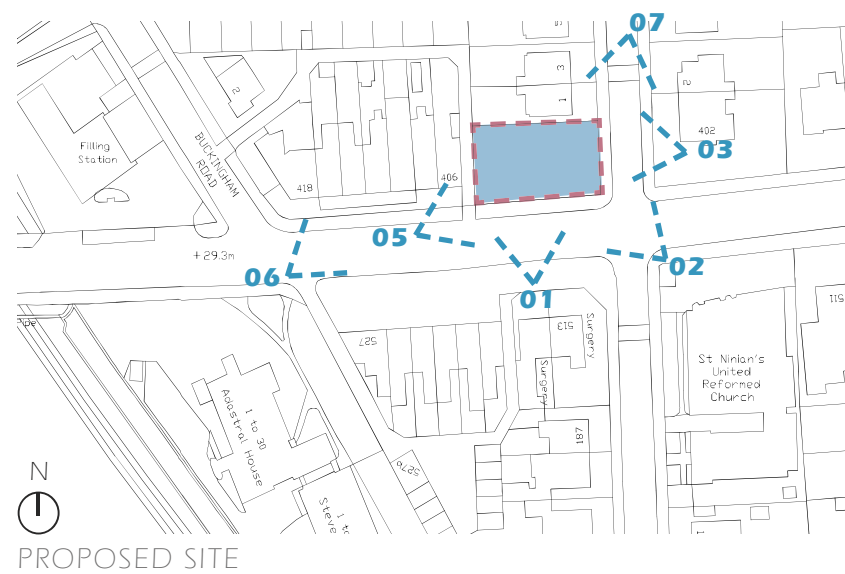
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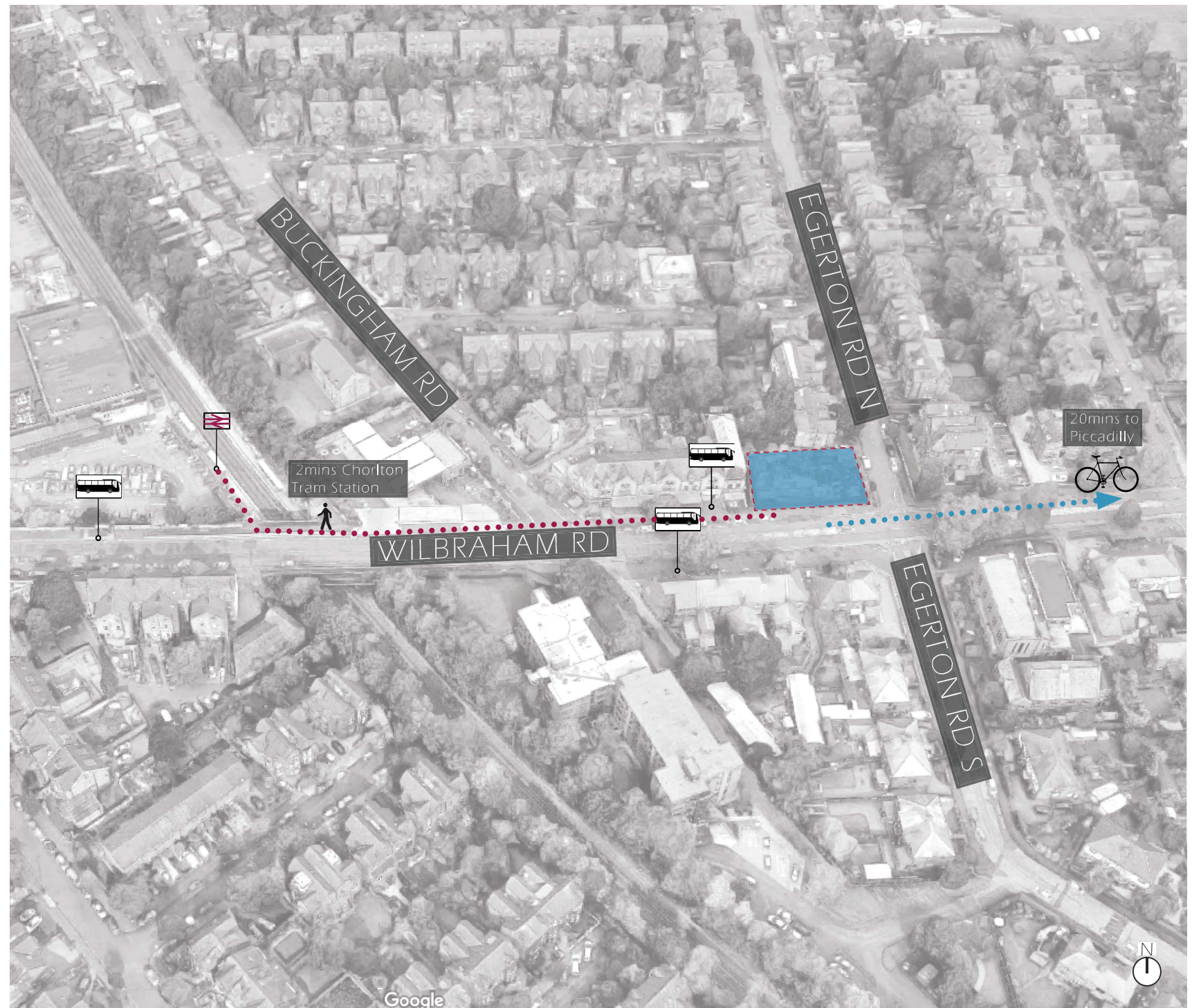
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2.3 Transport / connectivity

The proposal is of a density appropriate within this area considering the site's high accessibility. Policy H6 of the Core Strategy states that 'high density development in South Manchester will generally only be appropriate within the district centres of Chorlton... as part of mixed-use schemes'. We would argue that the accessibility of the site is higher than much of the District Centre due to its proximity to the Chorlton Metrolink stop, and bus stops which are located immediately outside of, and opposite the site.

The site is highly accessible, being well served by both tram and bus services providing easy access to Manchester City Centre, Media City and Trafford Centre which have extensive facilities, amenities and services. The site is also adjacent to good cycle routes which provides a 20 minutes cycle route into Manchester's City Centre.

- 24 MINS TO PICCADILLY BY 
- 20 MIN TO PICCADILLY BY 
- 33 MIN TO PICCADILLY BY 
- 2 MIN WALK TO STATION 

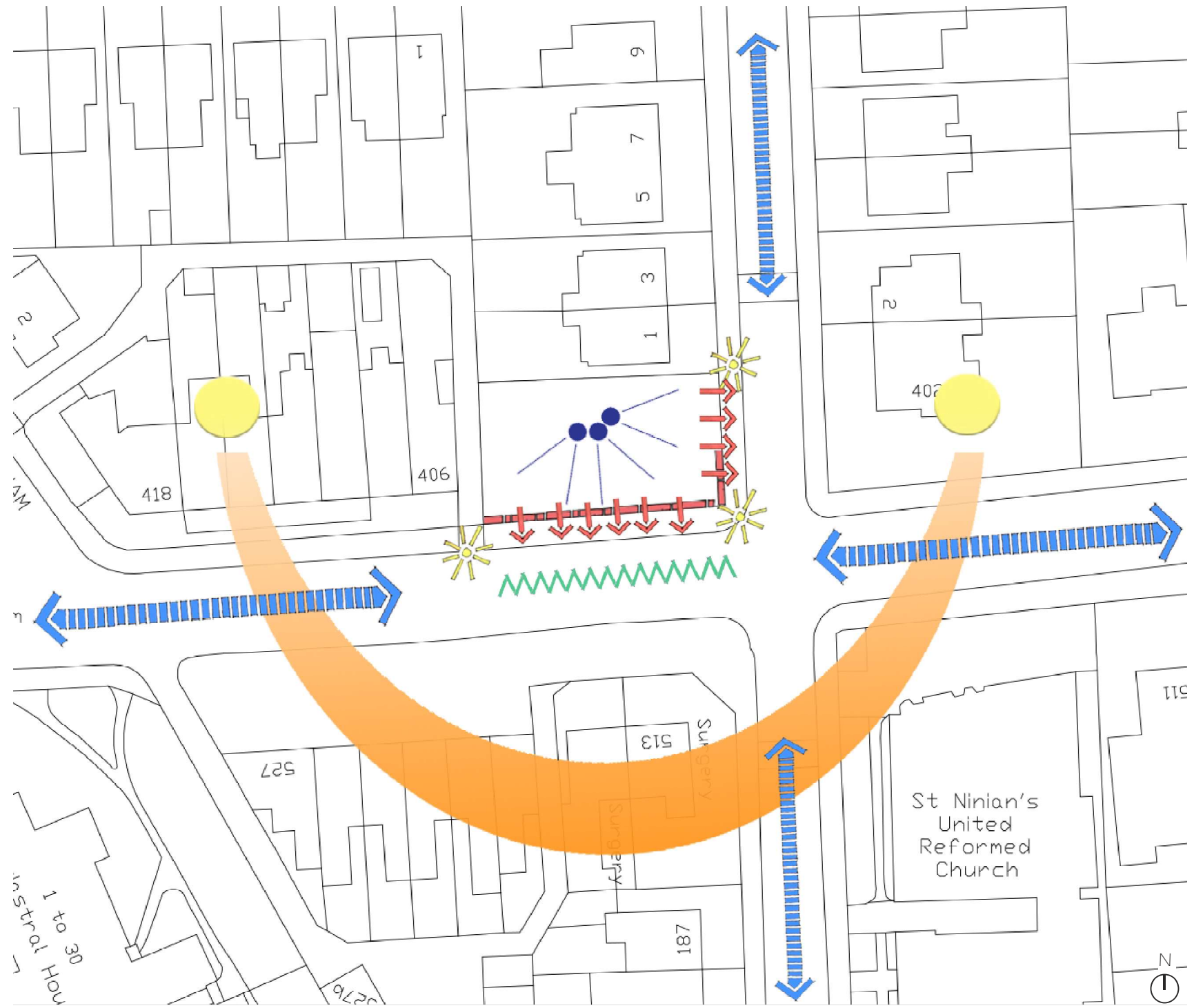


Surrounding Area

2.4 GATEWAY TO CHORLTON

The proposal fully accord and will contribute significantly towards delivering the strategic regeneration vision of Chorlton in three ways:

- Realise a more diverse cultural and leisure offer in this part of the area including ground floor retail/commercial activity (active Frontage) and residential accommodation to the upper floors.
- Transform a highly prominent derelict site on Wilbraham Road with a building which is of the highest quality and one which will positively contribute towards the physical transformation of the area.
- Enhance and contribute towards the regeneration of Chorlton, the reputation of the area and the City more generally as a location to explore.



- VIEWS
- VISUAL FRONTAGE
- ACTIVE FRONTAGE
- VEHICULAR MOVEMENT
- FOCAL NODES
- NOISE

SITE ANALYSIS

2.5 SURROUNDING BUILDINGS

1 Egerton road north:

this is a converted house into 6 no. self contained flats, approved in 1998. the development is over 4 levels, a basement, ground floor, first and second floors. the windows looking into the site are for the toilets and staircase and not for a habitable living space. see application 052597/FO/CENTL1/97.

402 Wilbraham Road:

This property is a former hotel, converted into 11 no. of self contained flats, APPROVED IN 1999. The development is over 4 levels, a cellar and 3 ground floor and two upper floors. Application 056883/FO/CENTL/99

406 Wilbraham Road, see application 116319/FO/2017:

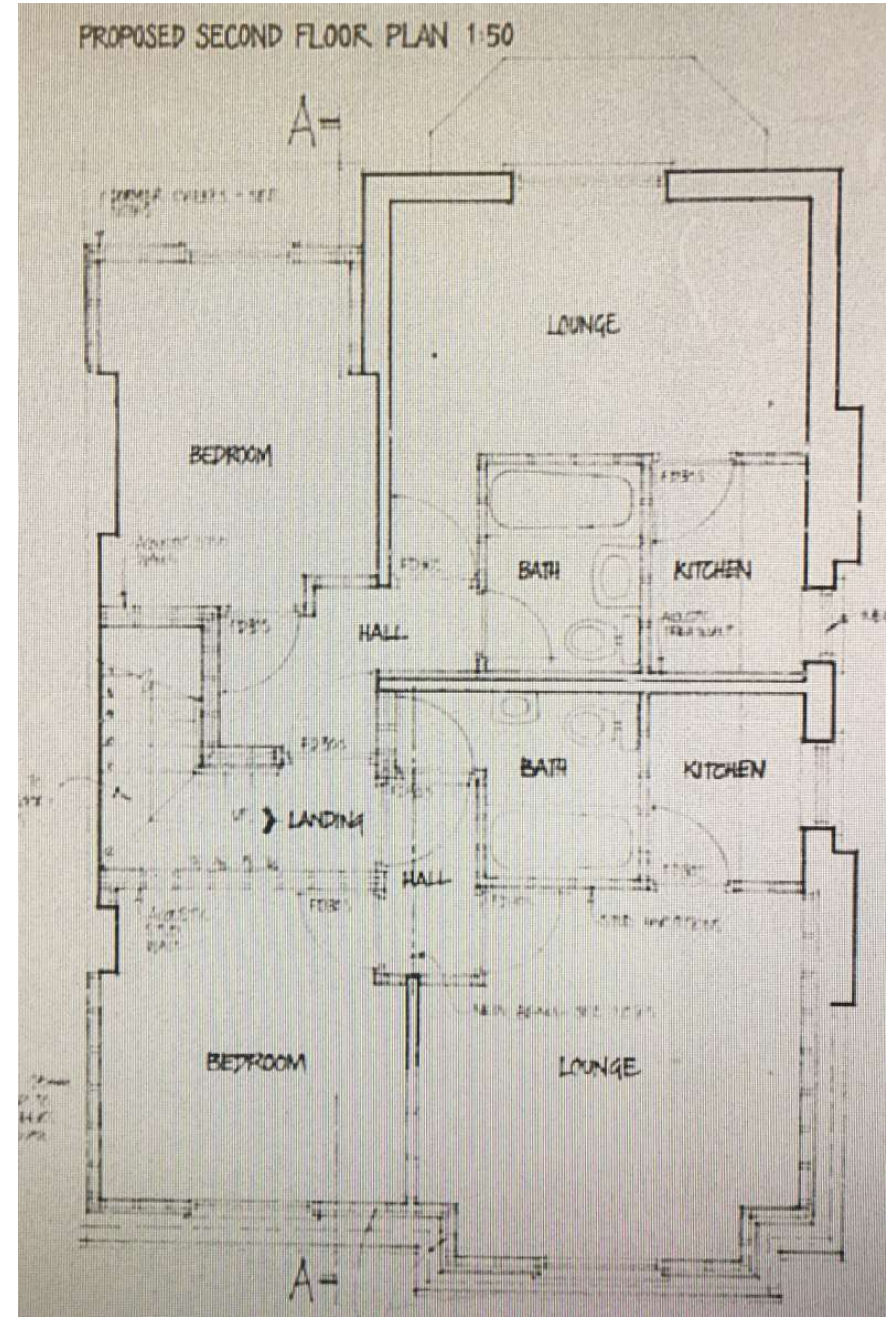
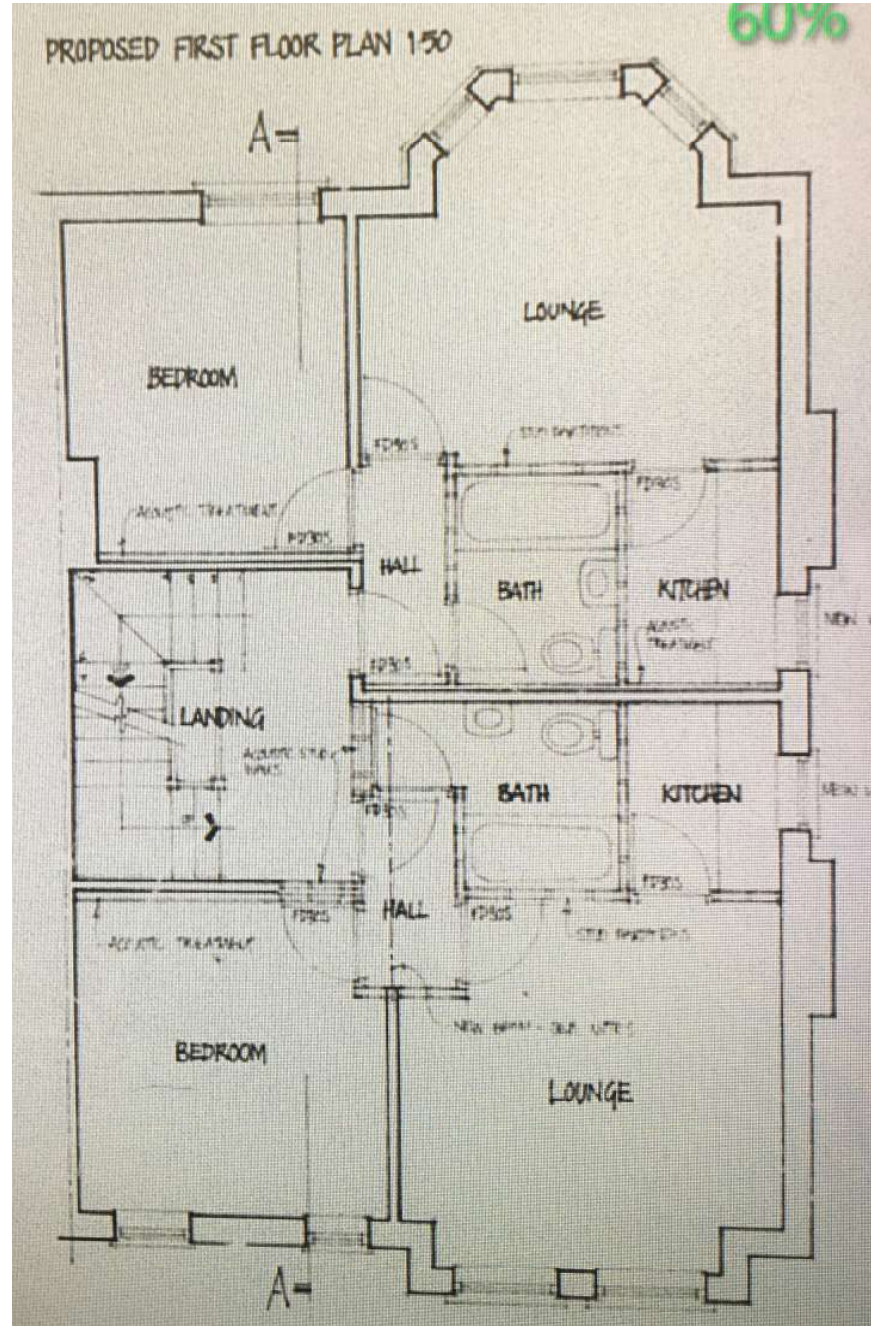
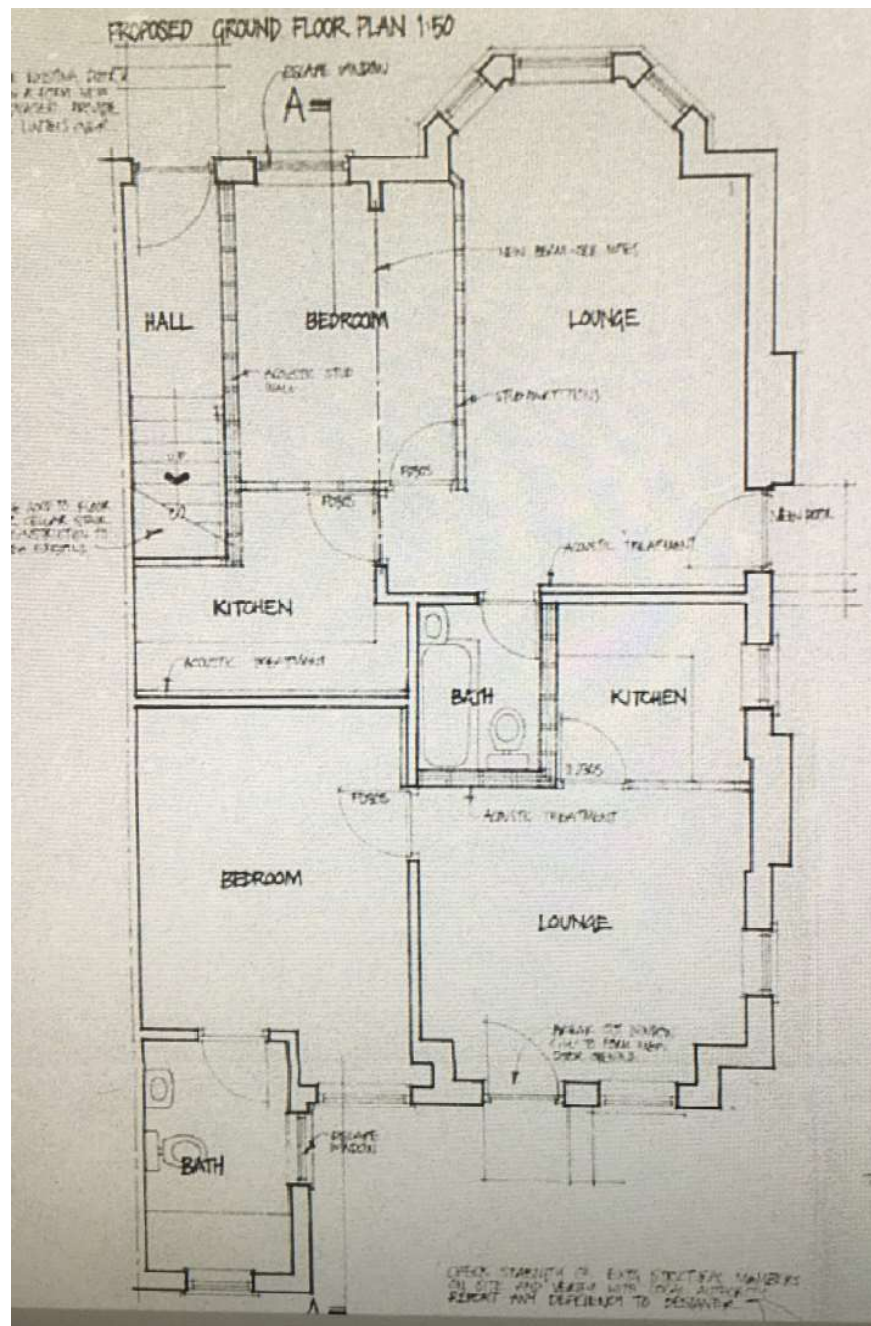
Proposed change of use at ground floor from shop to restaurant. Ground floor to include restaurant, office and storage rooms and bike store rooms at the back of the building for the restaurant and upper floor apartments. Existing rear of the ground floor to be demolished and rebuilt. Ground floor to be internally remodeled to suit proposed use. Existing first floor to accommodate two two-bed apartments, proposed second floor to accommodate two two-bed apartments with mezzanine floors.



PROPOSED SITE



INDICATIVE LAYOUT OF PROPERTY 1 EGERTON ROAD NORTH



APPROVED DRAWINGS FOR 1 EGERTON ROAD NORTH, FROM APPLICATION 052597/FO/CENTL1/97. SOUTH WINDOWS. PROPOSED WINDOWS DON'T SERVE A LIVING SPACE AND WERE NOT FROM ORIGINAL HOUSE



2.6 PLANNING HISTORY

the site's planning history confirms that there has been a number of applications on the site which are relevant. the most recent being in 2004 for a 4-storey mixed-use scheme, but this was later withdrawn by the Applicant. A similar scheme was submitted in 2000 for 3-storey retail/residential scheme and this was refused on the basis that it did not provide sufficient parking in the site and that the proposals would be overdevelopment and out of character with the area.

- Application Ref. No: 069876/FO/2003/S1. Erection of a 4 storey building comprising 3 ground floor retail units (Class A1) with 6 self-contained flats over with associated car parking.

Application Withdrawn

- Application Ref. Ref. No: 060616/OO/SOUTH1/00. Erection of a 3 storey retail/residential building.

Planning Permission Refused

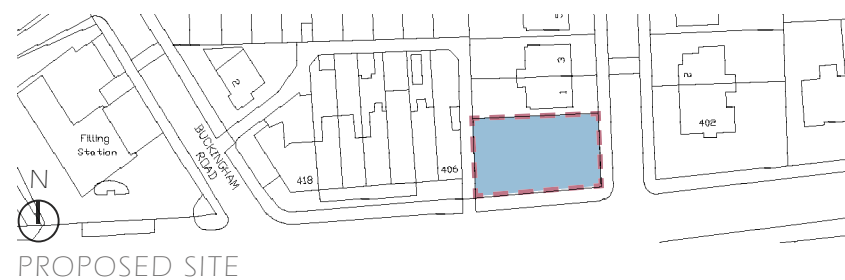
Unfortunately, the details of the above scheme are not available.

This new scheme being proposed for 404 Wilbraham Road, takes these historic planning documents into consideration, it is understood that height, character, materiality, parking, waste management, commercial facilities will be vital discussion topics as the application progresses, the proposed scheme learns lessons from both above applications, it respects the 3 storeys line yet steps it up towards Egerton Rd N. it also deals with the parking issues by providing a basement for parking.

It is also worth to note that a similar scheme was submitted for 406 Wilbraham Road for part 3/part 4 storeys but this was later re-submitted for just 3-storeys (and subsequently approved following feedback on scale/massing).

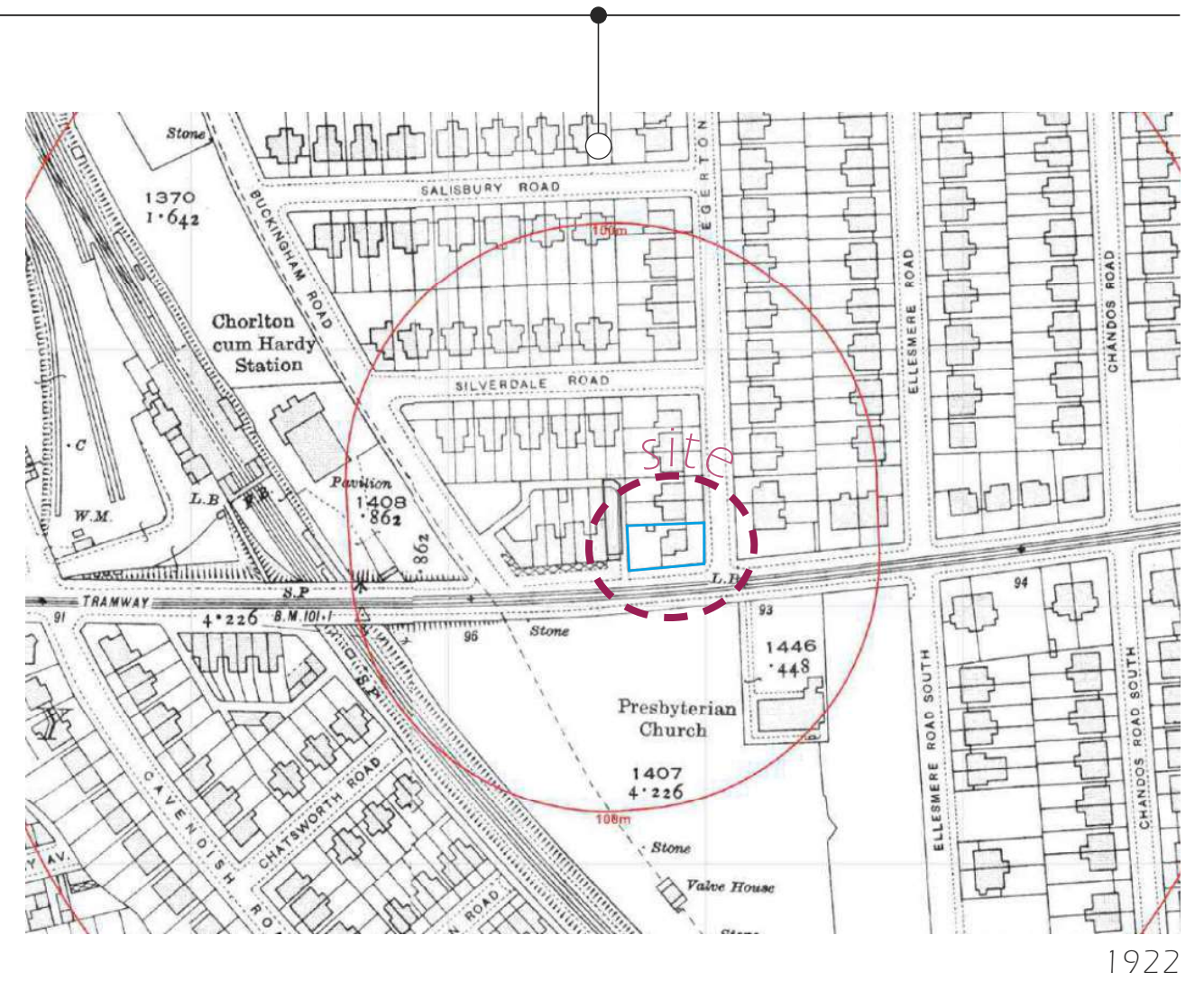
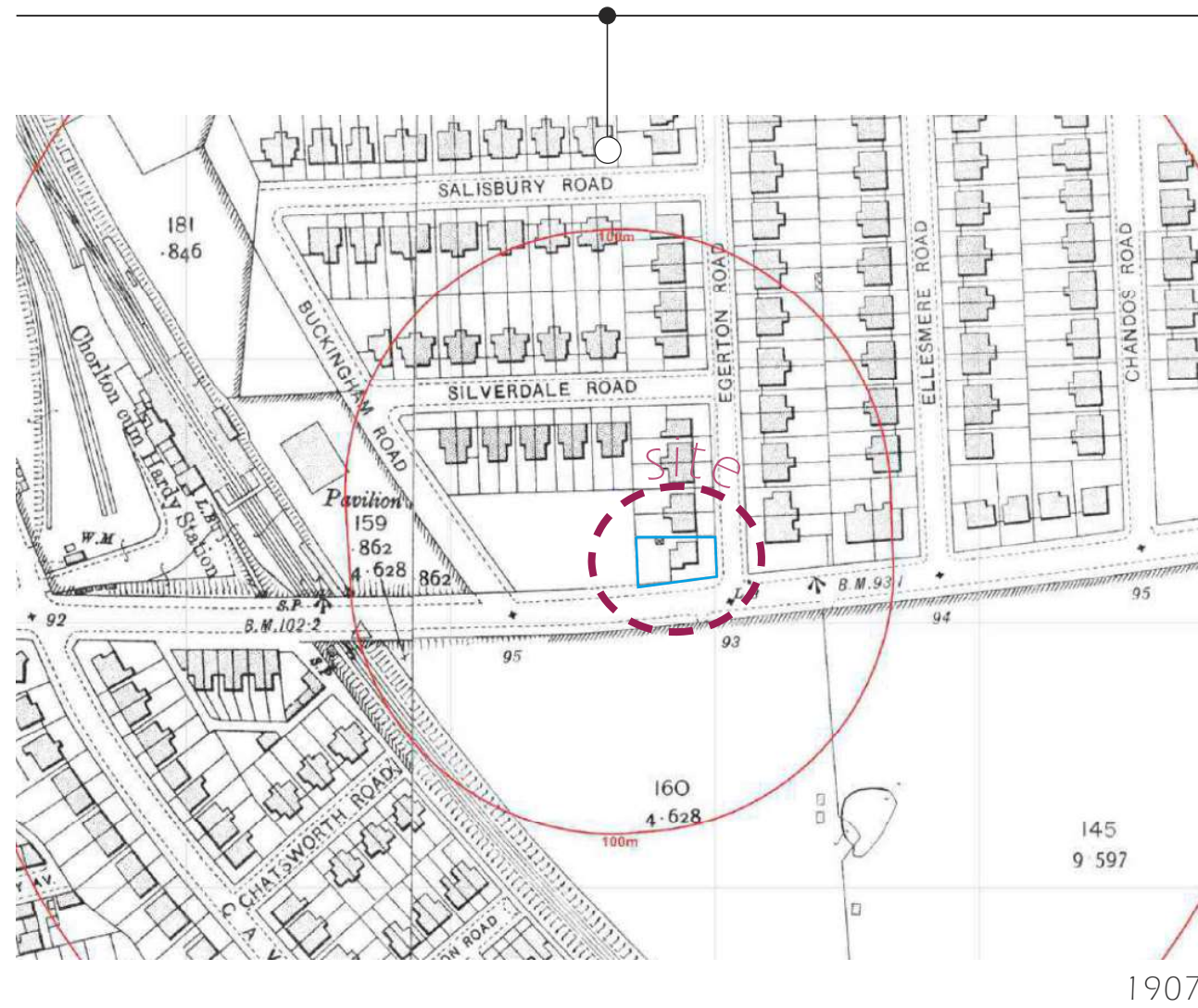
For a site with great potential, it is surprising that no one has managed to develop it to its full potential since 1992. With the support and guidance of the local authority, our client believes that they can provide a building that would contribute positively into the local economy, housing issues and employment.

The scheme aims to remark the area as a key gateway into Chorlton, encouraging more people to live, work and leisure within the area.



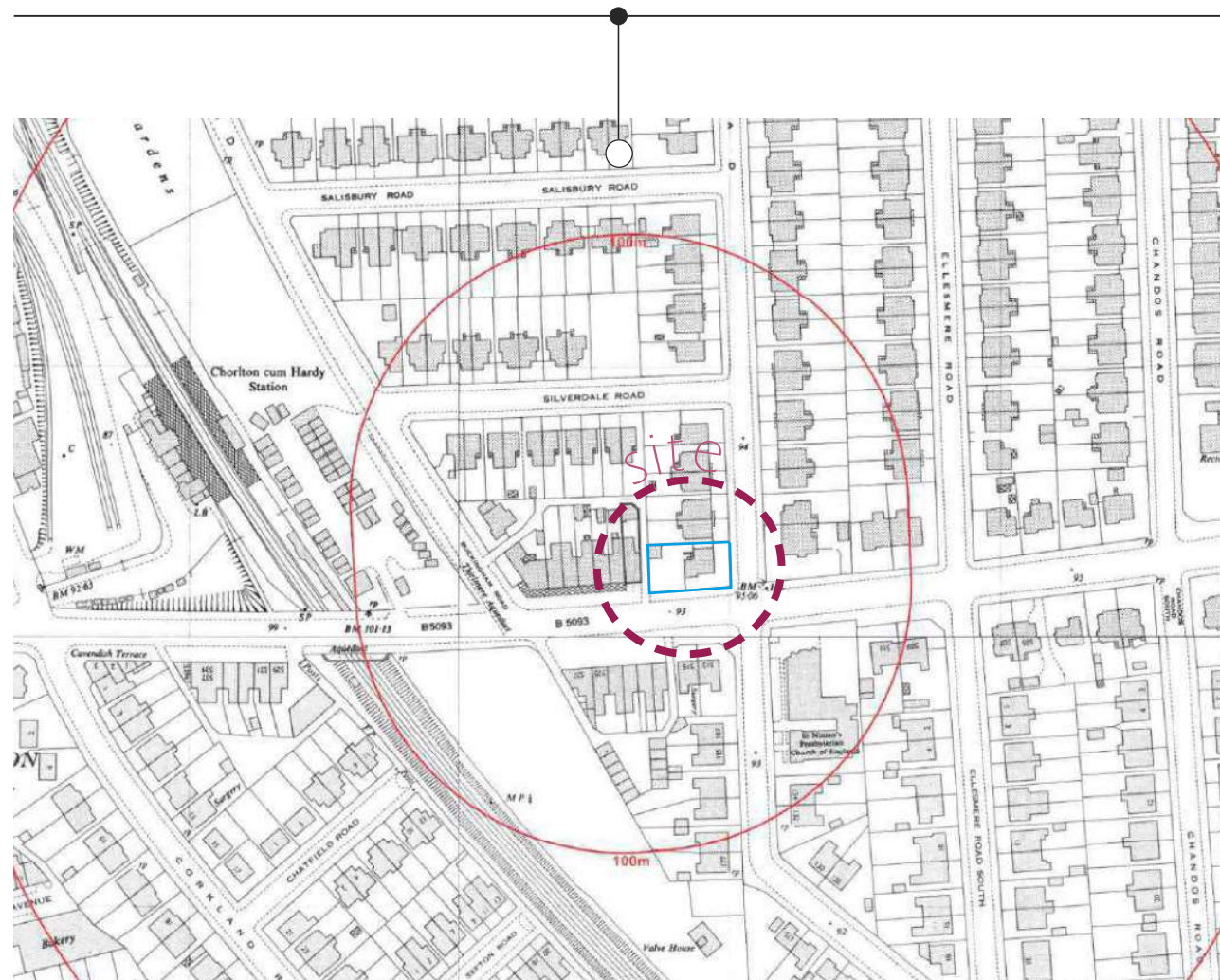
2.7 SITE HISTORY

404 Wilbraham Road, appears in the historic maps from 1902 to 1992.

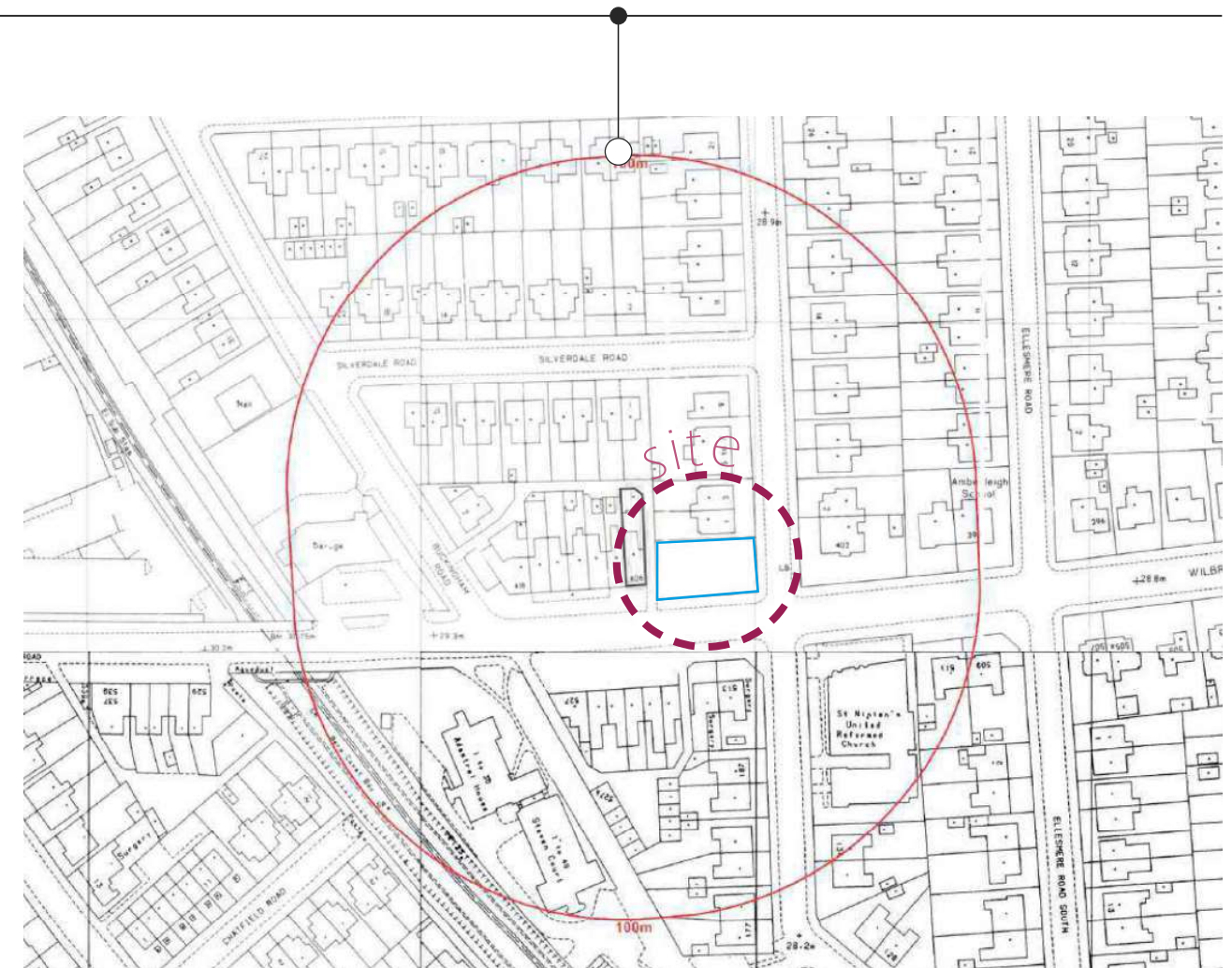


2.7 SITE HISTORY

404 Wilbraham Road, disappeared from historic maps on 1992. It is not clear if the building was demolished to make way for an alternative land use or it fell to disrepair and had to be demolished and not rebuilt.



1950-1955



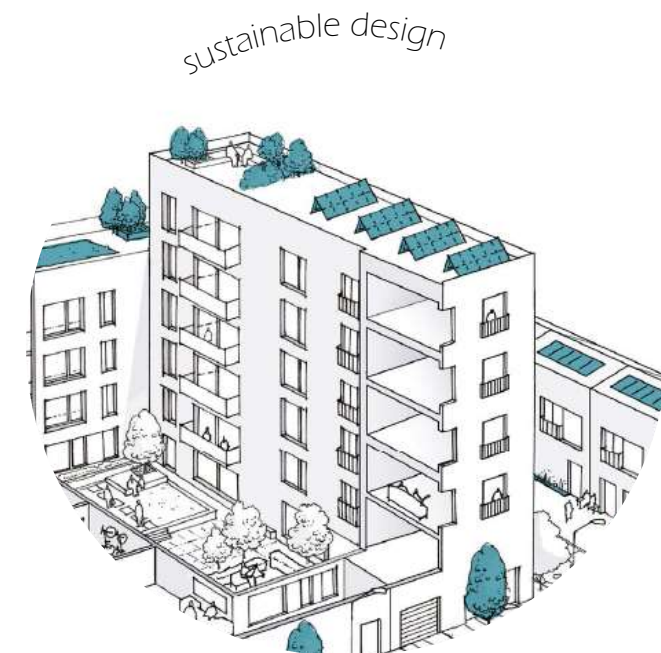
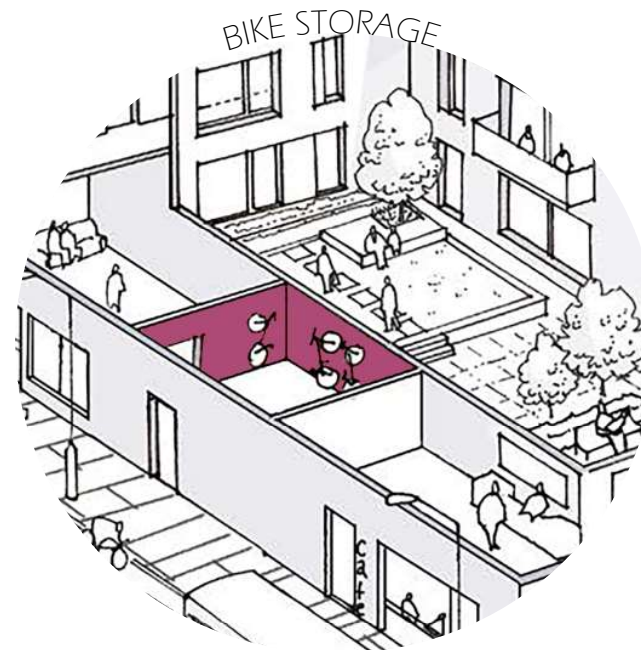
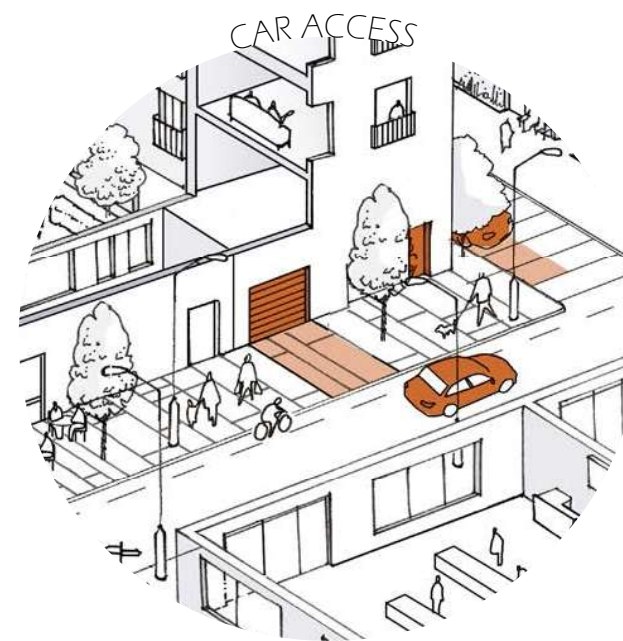
1992

3.0 Design Development

3.1 CONCEPT & APPROACH

The proposed scheme has been considered in response to the opportunities and constraints presented by site. The scheme aims to achieve the following key principles:

- defining the edges of the site, strengthening the urban grain of the area and creating good design precedents for future developments.
- responding to the varying scales along this stretch of the area. The site's prominent position at the junction which provides the opportunity to create a feature building at the gateway towards Chorlton.
- design a building of a more contemporary residential appearance to act as a landmark for the area towards the Metrolink Station and as the entrance Chorlton.
- creating a private high quality internal resident amenity spaces for the use of the residents.
- encouraging sustainable city living, with a large (1 space per apartment) secure bike storage and a sustainable waste management strategy.
- acknowledging the scheme's environmental responsibilities and recognising its obligations, aiming to contribute positively into the local area by minimising its environmental impact of the building.



3.3 FLOOR PLANS

Ground Floor:

The layout follows the building of Wilbraham Road and Egerton Road North. In addition, the building steps away from the back of No. 1 Egerton Road North in a minimalistic way.

The Wilbraham Road elevation follows the building line, it then steps forward by 1.5m, halfway between the building line and the canopies line to create a distinctive elevation.

On the ground floor, amenity space for the residents is towards the back, along with small front gardens/ terraces are provided for ground floor apartments along with dedicated bin store and bike storage. Residential bin collection would be on Egerton Road North.

It is important to note here that a previous scheme has been proposed with two commercial units on the ground, the value and demand on commercial units has decreased drastically as a number of businesses were closed in the last few years, residential units are now more in demand to address the housing shortage in the area.

The suitability of the development, its sustainable location, proximity to existing transport network, Metrolink and footpath/cycleway allows for a sustainable method of travel via public transport or cycling. Previous discussions with the council has indicated that this approach would be supported thus no parking is allocated due to the size of the site and given its sustainable location. This would be supported by a Transport Statement.

A large bike store within the building is provided, accommodating 16 bikes which calculates to 107% provision.



- 2 Bedroom Apartment
- Bin Storage
- Bike Storage

3.3 FLOOR PLANS

First, Second & Third Floor:

First floor follows the same footprint of the ground floor, apart from a set of balconies that wrap around the building from the edge of Wilbraham Road building line to Egerton Road North's building line to provide amenity spaces. As explained in the ground floor, the back of the proposed building steps away from No. 1 Egerton Road North

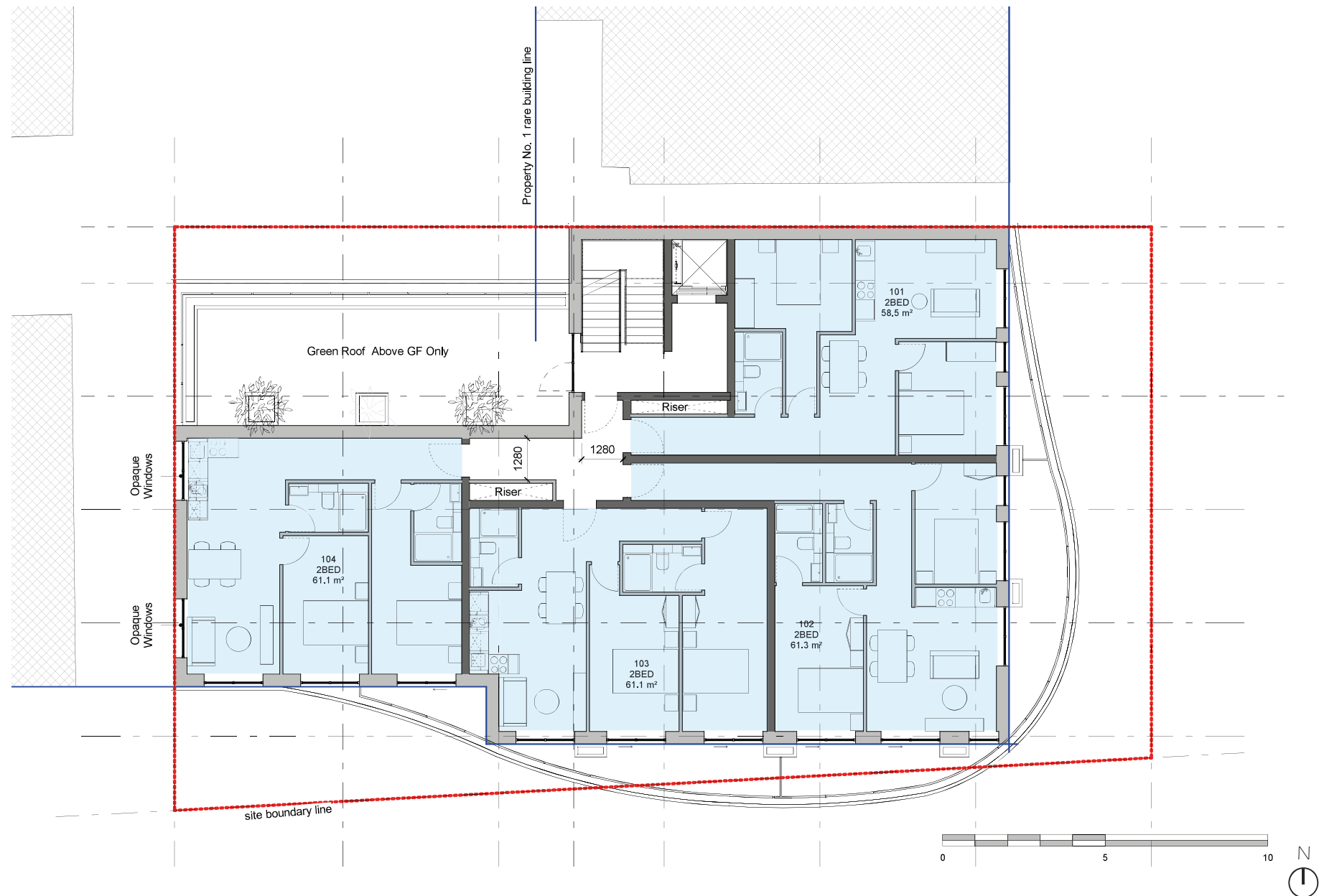
The floor accommodates 4 two-bed apartments, all with windows facing only Wilbraham Road and Egerton Road North, the windows proposed left of apartment 104 are opaque windows for privacy, they are there only to allow natural daylight

Apartments are designed as per the nationally described space standard with wide corridors and access to a core with both a staircase and lift, making all the apartments accessible.

The back green roof is only located on the first floor and is proposed to enhance the sustainability marks of the scheme.

The Scheme proposes four floors of residential units, each of the upper floors are to have four 2-beds achieving 100% 2-beds allocation, significantly better than the recommended 1/3 1-bed, 2/3 2-bed arrangement encouraged by Manchester.

The two-bed apartments are designed in accordance to Manchester's Residential Quality Guidance, with large two beds and an open space kitchen/ living room. It accommodates four people and has two bathrooms.



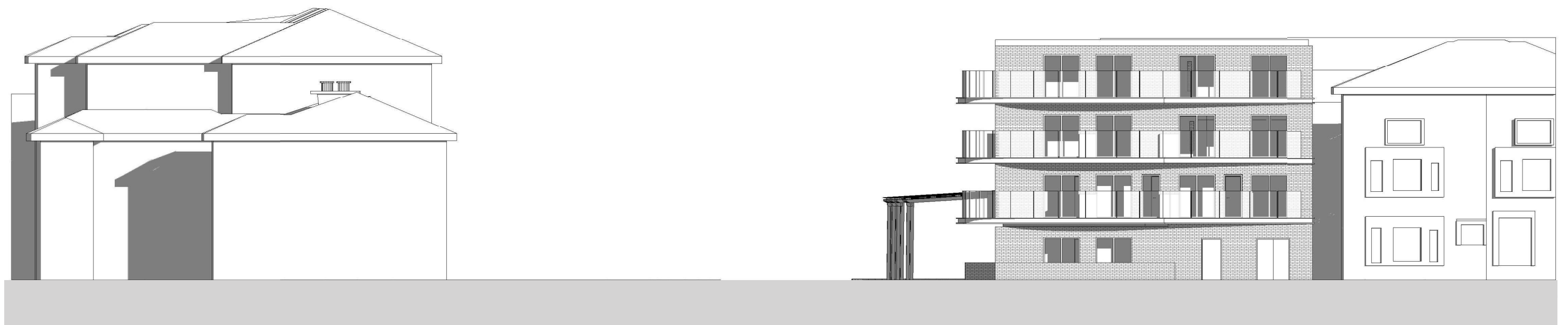
First, 2nd & 3rd Floor

3.4 PROPOSED ELEVATION



North elevation

3.4 PROPOSED ELEVATION



East elevation

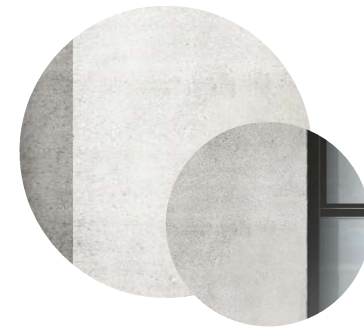
3.5 PRECEDENTS



3.6 MATERIAL RESPONSE

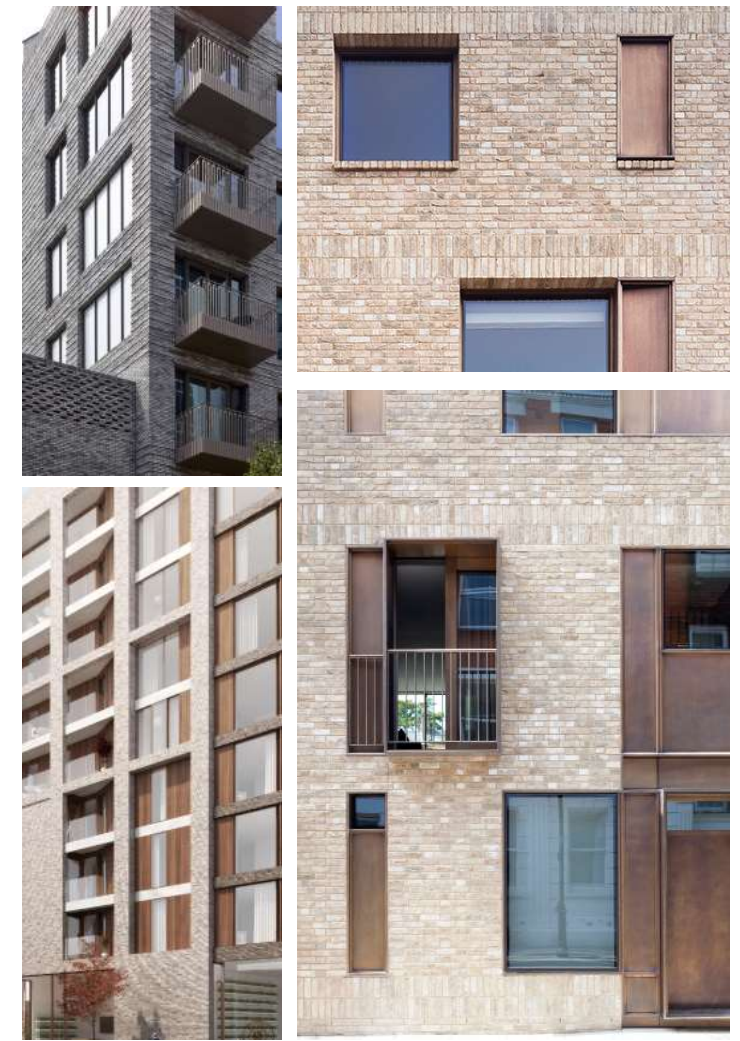
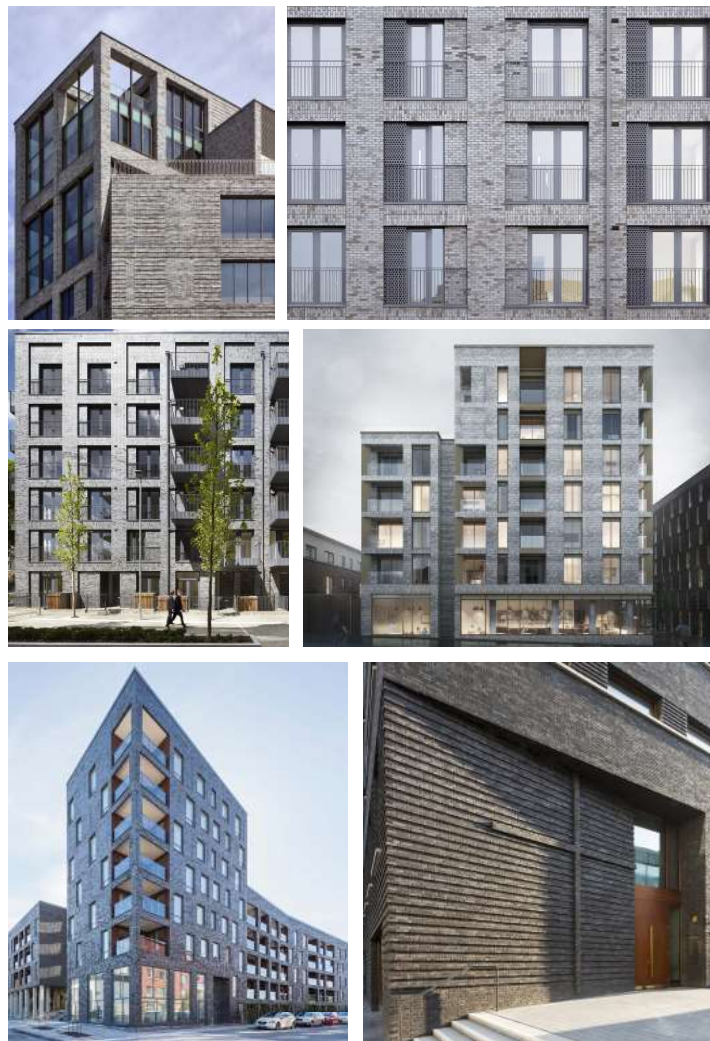


Brick Multi-toned Finish



GRC : Grey scale

Metal Reveals Bronze Anodised Aluminium



3.7 APARTMENT MIX

Accommodation Summary

404 WILBRAHAM ROAD ACCOMMODATION SCHEDULE

LEVELS	Total Area (m2)	square feet	1 - Bed	2-Bed	3- Beds	Total Apartments per level
GF	359	1177.8		3		3
1	337	1105.6		4		4
2	285	935.0		4		4
3	285	935.0		4		4
	Total (m2)	Total sqare feet (sqft)	Total 1 - Bed	Total 2-Bed		Total Apartments
	1266	4153.5	0	15	0	15
Percentages			0.00%	100.00%	0%	

Bike storage	16	107%
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3.8 APARTMENT DESIGN

There is an identified need for housing in Manchester to meet the growing population. In line with the requirements in the NPPF the mix of housing has been designed to take into consideration existing and future housing needs in the City Centre. The proposal includes a mix of residential unit types and sizes.

The residential units will be designed with consideration to the space standards outlined in the Manchester Residential Quality Guide. The main room dimensions in all cases either meet or exceed the national space standards.

The principle of the layout is that two sharers each have the same size bedroom both with an ensuite bathroom. This naturally leads to the shared living/dining/kitchen space being centrally located with bedrooms and bathrooms either side.

The proposed layouts will all about efficient design, high specifications and energy efficiency. We focus on maximising space, long term durability. Material selections will be made based on achieving the highest quality finish possible, using the finest finishes where they will have the greatest impact.

3.9 PROPOSED DOCUMENTS

PLANNING DOCUMENTS AND REPORTS:

A full planning application would be supported with an extensively detailed Design and Access Statement which should be read in conjunction with the following proposed supporting documents submitted as part of a full application:

- Planning application form, certificates and notice schedule.
- Location Plan
- Redline Site Plan (1:1250)
- Drawing Schedule
- Existing and proposed plans, section and elevations
- Design and Access Statement
- Planning Statement
- Transport Statement
- Drainage Strategy
- Geotechnical Assessment
- Preliminary Roost Assessment
- Air Quality Assessment
- Noise Impact Assessment
- Crime Impact Statement
- Daylight & Sunlight Assessment
- Fire Strategy prepared

SUSTAINABLE DESIGN:

The scheme aims to be a very sustainable development, minimising future contributions to climate change and securing a more efficient use of resources and reducing waste, this would be achieved through a number of key areas:

- Encouraging cycling, walking and public transport
- Minimising Energy Consumption
- Low-Carbon Energy Supply
- Public and Private Open Spaces
- Minimising Air and Noise Pollution
- Minimising Water Consumption
- Sustainable Drainage Systems and water collection
- Sustainable Building Materials
- Minimising and managing Construction Waste
- Waste Recycling

Supporting evidence would be provided to address these issues

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14 Gerry Wheale Square
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