

URBAN DESIGN CONSULTATION RESPONSE

Design Officer	Azhar Kapadi
Date	14.08.25 Review of amendments following earlier formal consultations
Application Reference	24/01120/FUL
Address	Lancashire Dog Training And Behaviour Centre , Bamford Road, Heywood, Rochdale, OL10 4TF
Proposal	Demolition of existing building and erection of three storey building comprising 6no. two bed apartments with associated car parking, boundary treatments, bin store and landscaping

Scheme Image



SUMMARY

The design is an improvement on previous schemes. There are concerns with the balconies; they are not visually attractive. They also cause longevity concerns regarding maintenance. The additional brick type proposed for the projecting detail is not acceptable and should remain the same as the main brickwork.

Background

An earlier consultation was provided by Urban Design (M.A.S) on 18.12.24.

A follow up consultation was provided by Urban Design (A.K) on 23.05.25.

It was reiterated the design was visually poor and lacking architectural interest. Design longevity was noted as a concern and the development ultimately would risk future poor development in the area.

The designer has now made several iterations to the elevations since the original application. It has been clear the designer has struggled on design aspects, and this has resulted in considerable help and guidance from the Urban Design team. For this reason, I would emphasise the designer, in future, engages in a pre-application process.



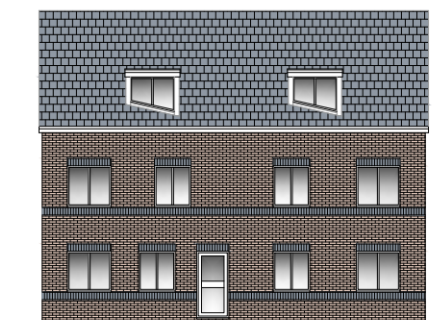
PROPOSED FRONT ELEVATION



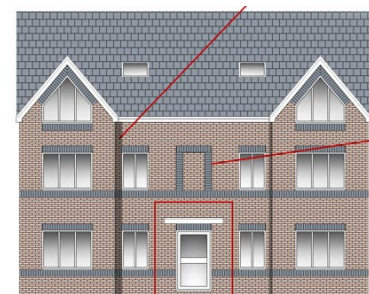
PROPOSED REAR ELEVATION



PROPOSED FRONT ELEVATION



PROPOSED REAR ELEVATION



PROPOSED FRONT ELEVATION

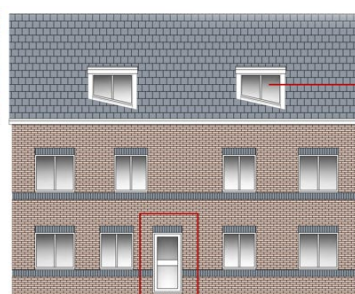


better off as a recessed window - see precedent

Building requires some depth and articulation. BRICK DETAILING is a must - see precedents.

Concerns with front entrance have not been addressed. Prior entrance and welcome to building along main elevation.

-Brick elevations can be enriched through the use of recesses and projections, reconstituted or natural stone window/door surrounds.
-A reliance on different colour brickwork to provide the necessary articulation is usually insufficient unless the grain of the bricks provides contrast.
-Where the sub division of a facade is less apparent, it is sometimes necessary to employ vertical shadow lines/ribs to break it up



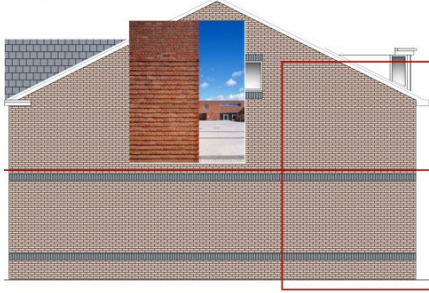
Looks bizarre but will be with planning officer to conclude

What is the recess depth? windows?

Building requires some articulation. BRICK DETAILING is a must - see precedents.
Alternative but not fully inspired. Reconsider how inspection, the be done with it

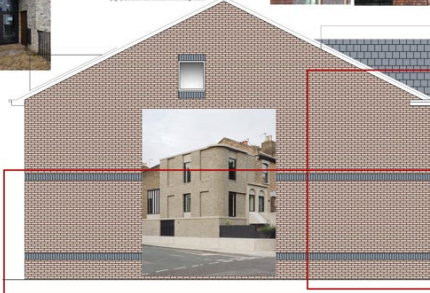
Form and Massing: The three dimensional form and massing of buildings should:
- be designed to the character of the building, rather than being imposed externally for example the massing of a building of three or four stories may be more appropriate than a building of two or three stories.
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PROPOSED SIDE ELEVATION 1

Do not present unattractive, dark, elements at the street



PROPOSED SIDE ELEVATION 2

Design process shows improvement but emphasises the necessity for a pre-app

Current Design

Balcony brought back into the design

A balcony has been included since the last set of detailed comments. The balcony is unsightly, especially drawn without any real detail and without any supporting information to show any design intent. There are also longevity concerns about staining once this is fixed into the stonework. A Juliet balcony fixed into the brick reveals could work better but at this stage with the lack of precedents and conviction that the designer is unable to do this detail competently (hidden fixing points) it may be easier to omit the balcony altogether.

Roof

The designer on the whole has responded to most comments. The roof tiles are thick and unsightly considering the amount of roof area that is visible but on balance considering the unsightly dormers have been omitted this is fine.

Brick

Condition materials to a large sample panel which includes stonework, mortar and window profile. Ensure the glazing colour is not too dark.

Projecting stepped brickwork / headers

This should be in the same brickwork and not be substituted with engineering brick which is of course easier for the builder. Amend drawing.

Architectural Design

Whilst I may not agree with the architectural response to the elevations, the designer has addresses concerns about monotonous elevations and has attempted to break up the elevations with stone and brick detailing.

Entrance

The stone feature entrance is an improvement. The front door itself really lets the building down.

Visual Interest to side

Side elevations would be more coherent (and cost effective) if the stepped brickwork was extended instead of the stone vertical features, but it is accepted the designer has attempted to add some visual interest to the side elevations.

Clarity

It is unclear (despite the label) which areas are protruding brickwork detailing. Clarify further on the elevations. Ensure this is included on the return of the projecting gable elevations for continuity.

Site Plan

Not sure why Highways have not highlighted the awkward parking arrangement to the rear. This does not promote good practice.