



Design and Access/Planning Statement

Residential Development at land off

Damson Green/Baytree Lane

Middleton

X – 388556 Y - 406015

For J Walker Homes Limited/
First Choice Homes (Oldham) Limited

March 2024

J Walker Homes

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1.0 Executive Summary



J Walker Homes are pleased to submit this Design and Access / Planning Statement in connection with the proposed residential development at land off Damson Green/Baytree Lane, Middleton, Rochdale.

The purpose of this document is to outline the understanding and significance of the residential units in both design and site usage and the impact that this will have on the immediate environment and wider community.

The document provides a detailed design justification for the proposed development in terms of height, mass and scale.

The following pages should be read in conjunction with the submitted plans, site investigations, tree survey, ecological appraisal, drainage strategy and energy statement.

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Executive Summary

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2.0 Introduction



This document provides information in respect of a proposed planning application on vacant land, accessed off Damson Green. The site has been vacant for a number of years.

The following pages highlight the site drivers and explain the Design rationale following the initial briefing from the scheme developers for a fully sustainable residential development.

This Design & Access Statement seeks to establish the design process behind the Planning Application. The document forms part of a suit of documents prepared to support a Planning Application submitted on behalf of the developer for 5No. 3-bedroom houses (5No. residential units).

The Design & Access Statement had been prepared in accordance with The Town and Country Planning (Development Management Procedure) (England) Order 2012, Part 1, Schedule 8, paragraph (1), (2), (3), (4) and (5).

The Applicants

First Choice Homes (Oldham) Limited

First Choice homes (Oldham) Limited (FCHO) are a housing Association former to benefit local communities. FCHO own and manage 11,500 homes and have the highest regulatory (G1/V1) rating, with plans to build more than 700 affordable new homes by 2025.

J Walker (Homes) Limited

J Walker Homes Limited are a well-established house builder within the construction and development sector and operate throughout the North West of England.

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Introduction

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2.0 Introduction



Philosophy

Whilst density and dwelling numbers are important in respect of financial viability for any scheme, the brief dictated that the development should be of a high quality, including private amenity space for the houses, and a level of car parking appropriate to this sustainable location. J Walker Homes's design has followed the principles of 'Building for Life' 12 (BFL 12). BFL 12 is led by CABI at the Design Council, Design for Homes and the Home Builders Federation to reflect the vision that all new housing developments should be attractive, functional and sustainable places. BFL 12 is based on the new National Planning Policy Framework and the Government's commitment to build more homes, better homes and involve local communities in planning.

The scheme is for a residential development of 100% affordable dwellings.

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3.0 The Site



The site extends to 0.1 hectares, is rectangular in shape and is bounded on two sides with highways, namely:

Baytree Lane to the East
Damson Green to the South

The site comprises a single parcel of land, formerly a car park historically used by patrons of the adjacent 'The Old Cock' public house. The public house is owned and operated JW Lees Brewery.

The site accommodates no structures or vegetation and has a tarmac finish throughout.

The site is close to Elm Wood primary school, 400m from the site entrance and as such, within easy walking distance of the site. Middleton Technology Secondary School is within 1.0Km of the proposed development site.

The properties are to be accessed from the existing highway off Damson Green. This development land for the 5No. units is within a single ownership.

In terms of topography the site is relatively level. The site rises from the West to the East boundary by approximately 0.8 Metres. The site further falls from the Southerly boundary across the full length of the site to the Northerly boundary by approximately 0.2 metres.

The proposal responds to the style, space about buildings and urban design of the immediate area.

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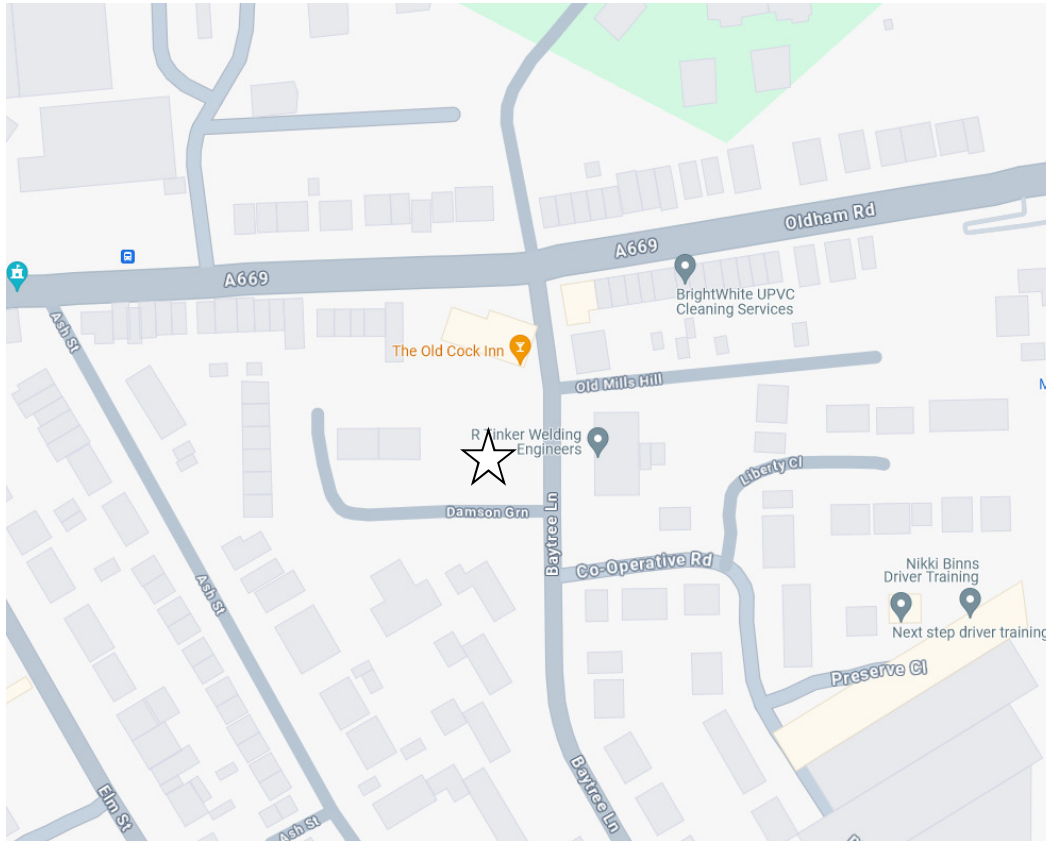
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3.0 The Site



The development site lies outside any Flood Risk areas identified by the Environment Agency and covers an area of less than 1.0 Hectare. A Flood Risk Assessment for the site will therefore not be provided with the application. Refer to Appendix 3 for EA flood mapping.

Site Location Plan

Site Grid Reference: X: 388556 Y: 406015

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4.0 The Context



Pedestrians:

The site is conveniently located and equidistant between the 'town' centres of both Chadderton (Oldham) to the East and Middleton (Middleton) to the West. Both district town centres are less than 2.0km from the site.

Convenience stores are located throughout the area and a comprehensive list of high street stores are within a 20-25 minute walk.

Air:

The nearest and most accessible airport is Manchester International which is accessed via the M60 and M56 motorways. This is a mere 30 minute drive from the site.

Train:

The Metro Link light rail tram system provides coverage throughout a growing network throughout Greater Manchester. The nearest Metro Link Station at Freehold is 3.0km from the site.

Mills Hill train station is located 0.3km from the site, providing frequent direct return train services to Middleton town centre (9 minutes travel time), Blackburn, Clitheroe and beyond.

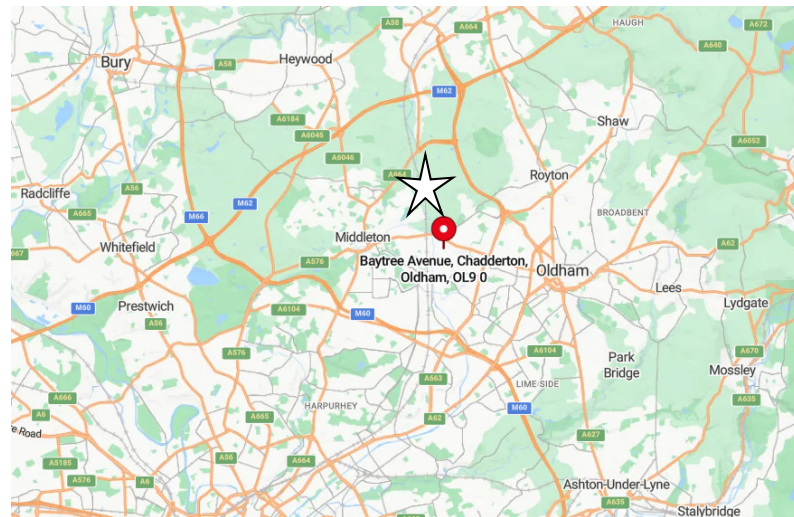


Road:

Damson Green is 70m long running perpendicular to Baytree Lane to the East. Baytree Lane runs from Mills Hill Road to the East and connect to Oldham Road to the North. Baytree Lane is 0.60km long.

Access to the M60 motorway is easily accessed from Junction 21 that is approximately 2.0km from the proposed development site.

Bus stops are situated on Oldham Road, less than 100 metres from the site providing access to district town centres and beyond.



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Development Site showing aerial image

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Leisure:

The site is conveniently located close to a number of diverse parks and leisure activities. Chadderton Hall Park is within 0.8km of the site with King George V Park and playing fields is less than 0.7km from the site.

Shopping:

Local shops and food outlets are available in multiple locations in multiple directions.

Architecture:

Local residential properties range from 1940s/1950s solid build pre-war terraced housing of local vernacular aesthetic through to dwellings of terraced and semi-detached nature and more recently selective residential developments of varying quality and influence. Adjacent residential developments are typically three storey brick flats and brick bungalows of various vintages with a typical aesthetic for the area.

The dominant materials in the locality with regards to residential stock are red facing brickwork and slate/concrete tile.

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The Site

The application site comprises a rectangular shaped site containing an area of hardstanding. The site is a former car park linked to the adjacent Old Cock Public House but has been 'fenced off' / not used for a number of years due to the anti-social behaviour it encouraged and the lack of use by visitors to the establishment. The public house is owned and operated by JW Lees Brewery. There is no vegetation on the site, though there is vegetation off-site to the north of the site, not within the applicant's control.

There is a single access to the site from Damson Green.

The site is surrounded by residential development to the south and west, the public house to the north and commercial premises to the East.

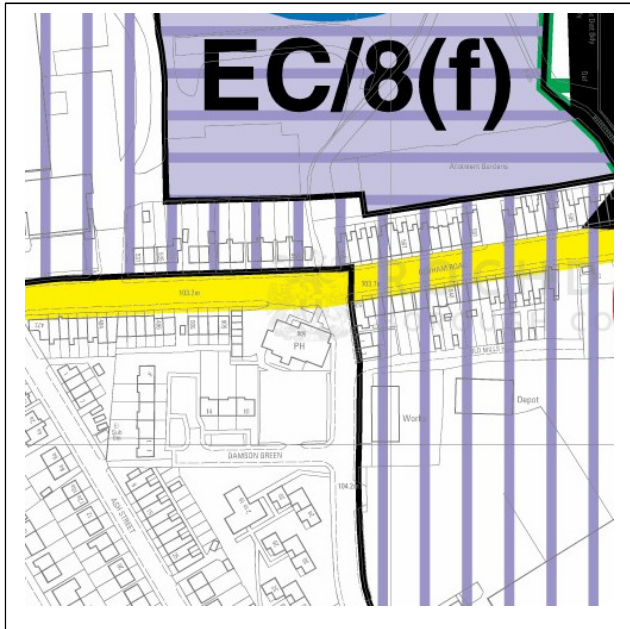
The Proposal

Planning permission is sought for the construction of 5 No. three-bedroom two storey dwellings.

The properties are to be accessed with private drives off Damson Green. All properties face Damson Green.

Each dwelling will have private amenity space to the front with good-sized private gardens to the rear.

Each three-bed dwelling will be provided with 2 car parking spaces.



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5.0 Planning Statement

Planning Policy Context & Compliance

The site is located within the Defined Urban Area on the Proposals Map read in conjunction with the adopted Rochdale Core Strategy.

The following Core Strategy policies are relevant to the proposed development:-

- Policy C1 - Delivering the right amount of housing in the right places
- Policy C3 - Delivering the right type of housing
- Policy C4 - Providing affordable homes
- Policy C6 - Improving health and wellbeing
- Policy C8 - Improving community, sport, leisure and cultural facilities
- Policy E2 - Increasing jobs and prosperity
- Policy P1 - Improving image
- Policy P2 - Protecting and enhancing character, landscape and heritage
- Policy P3 - Improving design of new development
- Policy G1 - Tackling and adapting to climate change
- Policy G2 - Energy and new development
- Policy G3 - Renewable and low carbon energy developments
- Policy G7 - Increasing the value of biodiversity and geodiversity
- Policy G8 - Managing water resources and flood risk
- Policy G9 - Reducing the impact of pollution, contamination and land instability
- Policy T2 - Improving accessibility
- Policy DM1 - General developments requirements
- Policy DM2 - Delivering planning contributions and infrastructure

The following saved policies of the Rochdale Unitary Development Plan (UDP) are also relevant:-

- Policy G/D/1 - Defined Urban Area
- Policy EM/7 - Development and Flood Risk
- Policy EM/8 - Protection of Surface and Ground Water

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Advice within the National Planning Policy Framework (NPPF) is also relevant along with the emerging Places for Everyone, Rochdale Council's Supplementary Planning Documents 'Guidelines and Standards for Residential Development' (2016), 'Affordable Housing' (2008), 'Provision of Recreational Open Space in New Housing' (2008), 'Biodiversity and Development' (2017) and Climate Change Adaptation' (2012).

Policy C1

The Council's aim is to provide sufficient land to deliver at least 460 net additional dwellings per year up to 2028. There is a strong focus on delivering houses on previously developed sites.

The application site is located within the south of the Borough where it is envisaged that the majority of new homes will be provided due to accessibility in relation to the core of the Greater Manchester city region and the availability of opportunities for new housing.

The application site is within the heart of the urban area and contains solely areas of hardstanding. Residential development of the site is ideal due to the established surrounding land uses and sustainable location.

Policy C3

The NPPF, along with Plan policy C1, emphasises the drive to boost the supply of the right size, type and tenure of homes to cater for the needs of different communities. Advice within the NPPF seeks the promotion of healthy and safe communities which are easily accessible by sustainable transport. The requirement for high quality design and the efficient use of land are key.

This policy seeks to ensure that new development provides a range of housing types across the Borough in order to meet local needs and aspirations. The policy states that the Council will:-

- *"Ensure new development provides housing types that take account of local needs and aspirations;*
- Ensure that the supply of larger and higher value housing in the borough is improved;
- Require a high standard of design and layout that produces attractive places and takes account of energy efficiency and climate change;
- Promote densities that make efficient use of land whilst delivering a range of housing to widen choice in the borough and reflect local character; and
- Support the provision of housing on appropriate sites to meet the needs of specific groups including older people and other vulnerable groups."

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The proposed scheme fully meets the provisions of this policy providing a small number of three bedroom family dwellings both for affordable rental, within a highly sustainable location. The density of development maximises the use of the land available whilst addressing the need to include good levels of soft landscaping to meet Housing Associations brief.

Policies C4 & C8 are not applicable due to the number of dwellings proposed, though 100% affordable housing provision is proposed.

Policy C6

This policy sets out how the Council intends to improve people's health and wellbeing and reduce health inequalities within the borough. One of the ways that the Council intends to achieve this is by ensuring the provision of an appropriate number of good quality and affordable homes with a mix of tenures where it is most needed. High quality design is key and the creation of neighbourhoods that are safe to use and sustainable. The management and mitigation of the effects of climate change, including reducing flood risk and tackling greenhouse emissions, is important along with the promoting of more active living by making places accessible by walking, cycling and public transport.

Policy C7

Through this policy the Council seeks to improve education facilities within the borough. The scheme proposed is for 5No residential units and as such no contributions are required.

Policy E2

At the heart of the NPPF is a presumption in favour of sustainable development. The NPPF sets out three overarching objectives:-

- **an economic objective** – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth, innovation and improve co-ordinating the provision of infrastructure.
- **a social objective** – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being
- **an environmental objective** – to protect and enhance our natural, built and historic environment; including making effective use of land, improving bio-diversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.

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The economic, social and environmental benefits that the provision of 5 new dwellings will bring far outweighs any perceived harm resulting from the loss of a former car park. The site has been vacant for some time and its dilapidated appearance detracts from the visual amenity of the area and attracts vandalism and anti-social behaviour.

Policies P1, P2 & P3

These policies, along with advice within the NPPF, demand high quality and innovative design to promote the Borough's image. There is an emphasis on 'greening' the urban environment and promoting the development of under-used land and buildings.

The proposed development is of a high-quality design having been formulated with close collaboration between the applicant, a well-established house builder and the end user First Choice Homes (Oldham).

The development makes use of a redundant previously developed site and when complete will significantly enhance the character and appearance of this part of Middleton to the benefit of surrounding land users.

TBA Landscape Architects have carried out a tree survey and plan report to support the application, in addition to an arboricultural impact assessment. There are no trees on the site and those on the perimeter / outside the red line boundary are categorised as low value or in need of removal. The proposed scheme includes the provision of new native trees and shrubs of an appropriate size for the site.

Policies G1, G2, G3 & G8

Section 14 of the NPPF provides policy guidance on 'Meeting the challenge of climate change, flooding and coastal change'.

5.28 Paragraph 152 states:-

"The planning system should support the transition to a low carbon future in a changing climate, taking full account of flood risk and coastal change. It should help to: shape places in ways that contribute to radical reductions in greenhouse gas emissions, minimise vulnerability and improve resilience; encourage the reuse of existing resources, including the conversion of existing buildings; and support renewable and low carbon energy and associated infrastructure."

All new developments must achieve the maximum possible reduction in demand for energy through building design.

Where possible development should be provided using a 'fabric first' approach to embed energy saving measures within the fabric of the building. The secondary method is the incorporation of other clean energy solutions followed by the use of renewable energy technologies, where practical.

The approach for the development is to embed sustainability into the heart of the development through a range of design measures based on the 'Be Lean (minimise energy demand through passive and active measures), Be Clean (select the most energy-efficient heating and cooling infrastructure), Be Green' (show intelligent use of renewable energy and technologies) design hierarchy.

The construction of new-build dwellings provides an excellent opportunity to maximise energy efficiency by taking the fabric first approach. In addition, photovoltaic panels will be installed on all dwellings to meet current building regulation standards.

An Energy Statement & Regulation 25a Low or Zero Carbon (LZC) technology feasibility study has been prepared by Anderson Goddard Ltd. Policy G8, to be read in conjunction with saved UDP policies EM/7 (Development and Flood Risk) and EM/8 (Protection of Surface and Ground Water) seeks to ensure that new developments will not be at unacceptable risk of flooding themselves or that development will lead to an increased risk of flooding elsewhere.

Checks with the Environment Agency have confirmed that the site is not located in an area highlighted as being at risk from flooding.

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Policy G7

Within urban areas the Council's priority is to:-

"...protect and enhance existing urban biodiversity and to support opportunities for new urban biodiversity corridors, sites and features including sustainable urban drainage schemes, new public realm provision, street trees and urban woodlands, ponds and lodges, green roofs and natural play areas."

A Preliminary Ecological Appraisal has been carried out by Verity Webster. The survey was undertaken in February 2024. The report concluded that the loss of the small areas of vegetation is unlikely to have any negative impact. The site is unlikely to support any protected species. Precautionary avoidance mitigation for hedgehog, nesting birds and common toad is recommended. Avoidance mitigation for bats with regard to lighting is also proposed. The proposals to construct housing with gardens on site will improve the site for wildlife and recommendations for this have been made.

As such, the proposed development is compliant with the provisions of Policy G7.

Policy G9

In order to address Policy G9 a Ground Investigation report and subsequent Phases I and II site investigation has been prepared by GeoAssist Ltd. A separate Coal Mining Assessment has been carried out.

All recommendations contained within the reports will be carried out in order to avoid contamination or pollution.

Policy T2

This policy seeks to reduce the need to travel and to encourage and support modes of transport other than the car by ensuring that new development is located where there is good access to public transport and where walking and cycling are feasible options.

The site is within walking distance of primary and secondary schools, a day nursery and local needs shops along the nearby Oldham Road.

The development would represent appropriate and sustainable development when considered in highways and transport terms. The application site is located within an established residential area and offers the potential to encourage access by alternative sustainable travel modes to the private car for many day-to-day journeys. It is considered that the application scheme would not give rise to a severe detrimental impact on local highway network operation – development traffic increases would not be significant, and operational effects on local highway network capacity would be limited.

Policy DM1

Along with advice contained within the NPPF and Council's SPDs this policy seeks high quality design in all developments. The criteria within the policy seek, amongst other things, to safeguard amenity and minimise the impact of potential sources of disturbance and ensure that adequate vehicular access and appropriate levels of vehicle parking is provided.

The site layout and the scale and massing of the proposed dwellings has been carefully considered to achieve adequate separation distances between existing and proposed dwellings so as to safeguard privacy and not appear overly dominant.

The project / scheme layout confirms the adequacy of the vehicle access arrangements and each three bedroomed dwelling will be provided with 2 car parking spaces which, for the accessible location of the site, is appropriate.

Policy DM2

Where new housing is to be provided it is expected that provision is made for affordable housing, open space, health and well-being, education and/or community facilities.

The proposed scheme proposes 100% affordable housing. An affordable housing statement is provided with the application from First Choice Homes Oldham Limited.

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Conclusion

The proposed development will make excellent use of a previously developed site within the urban area and provide 5 No. much-needed affordable houses within an accessible part of the borough.

The scheme is of a high-quality sustainable design and seeks to safeguard the residential amenity of existing and future occupants and will make a positive contribution to the visual amenity of the area which is currently being undermined by this vacant and untidy site.

The application is supported by specialist consultant reports the findings of which demonstrate that the proposed development is fully compliant with local and national planning policy and guidance.

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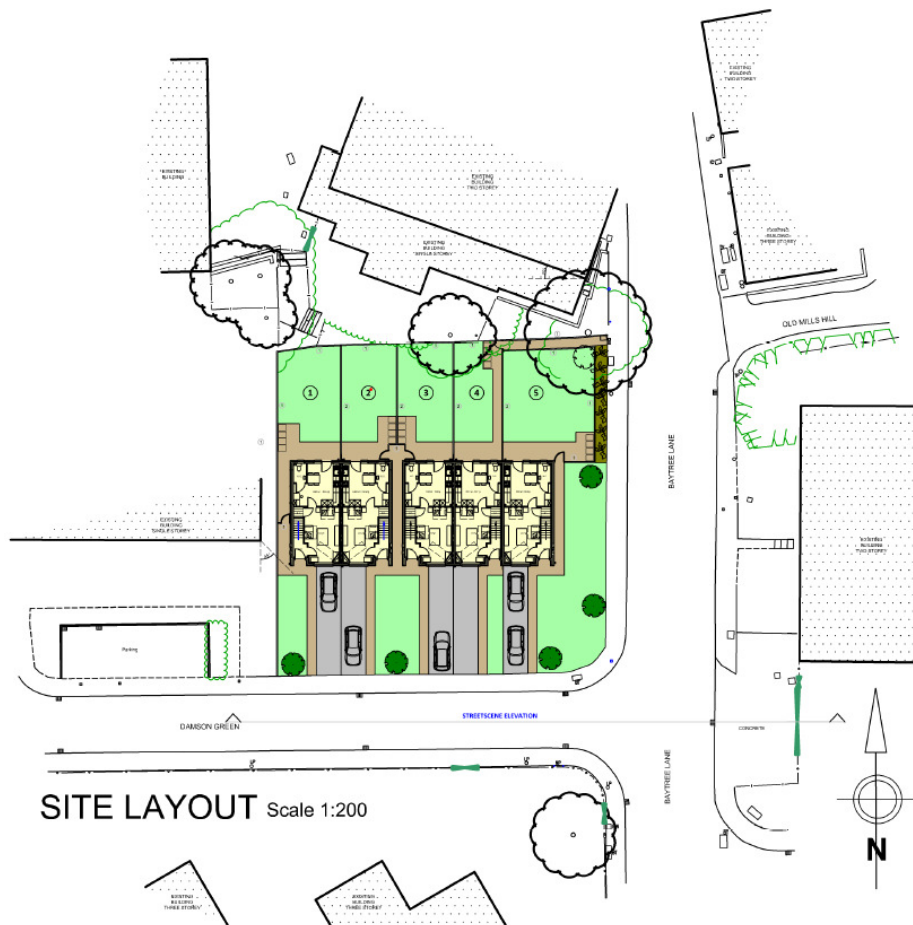
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The current application is for 5No. 3-bedroom, 4 person, compliant in design with the Nationally Described Space Standards.

Eave heights are generally in the region of 4.95 Metres to soffit.
Ridge heights are generally in the region of 8.4 Metres.

All plots front onto the adopted highway of Damson Green.

All houses are two storeys in height and accommodate 200% in-curtilage parking to all properties.

The site has been designed to accommodate and respect the existing site topography.

Middleton Borough Council recognise that good design in housing layouts will not be achieved solely by adhering to standards. Indeed, the Borough Council has acknowledged their wishes to generally improve and encourage marked improvement in mundane housing layouts that can result from regimented layouts.

The proposals respect the character of their surroundings, and this will result in a benefit in environmental and landscape terms.

The guidance within the Borough Council 'Space about dwellings' document confirms that guidance maybe reduced in order to encourage imaginative quality housing layouts that are individual to individual site circumstances.

The proposal demonstrates that the applicant proposes a scheme of a high-quality design in terms of external materials, surface treatments, landscaping, lighting and domestic scale architecture.

The scheme furthermore provides adequate levels of privacy and amenity in terms of the careful design of the buildings and the relationship between the buildings.

The scale of the new build respects the local vernacular, all of which is to a domestic scale and constructed in traditional materials. The density of the scheme furthermore is to the current criteria as recommended by Government legislations.

The properties all have an active frontage to the existing highway. The siting of the dwellings furthermore provides private amenity space to the frontage with decent rear gardens for private amenity space. All dwellings are designed to have private rear access from the fronts with all refuse contained storage areas identified on the site plan within rear gardens.

Responding to the recent adjacent residential schemes the fenestration choice is both simple and complimentary to their development. A choice of facing brickwork and roof tiles with interesting and varied roofscapes adding to the elevational interest.

There are no trees on the site. The scheme facilitates introduction of trees and planting to others.

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The DETR publication 'By Design' sets out to promote and guide higher standards of urban design. The design proposal responds to delivering the six requirements of development as defined in the first objective of the document as follows:

- Consider the site's landform and character when laying out new development:

The proposal creates a place with its own identity promoting character in the townscape and landscape by responding to and reinforcing locally distinct patterns of development, landscape and culture.

- Integrating new development into its landscape setting reduces its impact on nature and reinforces local distinctiveness:

The proposed development works with the site topography to embrace the landform, location and identity, clearly defining public and private spaces.

- Responding to the existing layout of buildings, streets and spaces ensures that adjacent buildings relate to one another, streets are connected and spaces complement one another:

The proposal respects the existing highways, streets and buildings in terms of overlooking, character and quality of public realm.

- Responding to local building forms and patterns of development in the site layout and design of development helps to reinforce a sense of place:

The proposal promotes accessibility and local permeability by making places that connect with each other.

- The use of local materials, building methods and details is a major factor in enhancing local distinctiveness:

The proposal has been designed to accommodate craftsmanship, modern and sustainable building techniques, styles and lighting of the buildings. This includes all building elements such as openings, entrances, roofscape and the rhythm of the facade.

- The scale, massing and height of proposed development should be considered in relation to that of adjoining buildings, the topography, the general pattern of heights in the area, views and landmarks:

The proposal is in scale in relation to its surroundings. The height of the development will have no impact on views, vistas or skylines.

General

On appraisal of the context of the development a full evaluation was undertaken on the site which takes into account all key issues as highlighted within this section of the document, i.e. how the site and development responds to the aspirations of the proposed residents and visitors, how the scheme fits with the surrounding development, local vernacular and sustainability. All these items have been addressed within this section, the result of which confirms that a residential development is optimum use for this site in a most sustainable location.

Good design is central to sustainable development, accessibility to shops and amenities, crime prevention and energy efficiency for example, respond to these and other issues of sustainability.

It is concluded that the site is capable of providing a development of the scale indicated without undue harm to material considerations such as amenity, highway safety or protected species.

Access

Vehicular access to the site is provided from Damson Green.

Access for refuse collection is provided from the existing adopted highway.

All properties have level access to at least one external door, and this will comply with Part M of the Building Regulations, in terms of level access.

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J Walker Homes

**J Walker Homes Limited / First
Choice Homes (Oldham)
Limited**

**Residential Development
Damson Green/Baytree Lane
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Design Statement

March 2024

6.0 Design Statement

The site is conveniently accessible to public transport with bus stops nearby and close proximity to district town centres, tram and train stations.

Parking levels meet the standards laid out by Rochdale Borough Council.

Lighting to parking area will provide sufficient safety requirements to assist disabled and able-bodied persons.

Sustainability

The proposed scheme aims to provide a sustainable development for the community of Middleton. The development of a derelict site serves to regenerate and improve the visual amenity of the area.

The application drawings show how the scheme endeavours to preserve the diversity of the surrounding area.

Proximity of the site to Chadderton and Middleton district centres discourages the use of the private car for shorter journeys.

The proposed scheme aims to create an accessible and safe environment through the use of non-slip, level surfaces and adequate street lighting.

British native shrubs will be planted in several locations across the site to act as screening for private amenity areas and to delineate boundaries.

Hard landscaping will be kept to a minimum to reduce potential for flooding and to improve visual amenity.

The buildings will be designed such that the construction process is as efficient as possible, minimising waste and using environmentally friendly materials that are sourced locally where possible.

Tenure

All properties are to be marketed by First Choice Homes Oldham on an affordable rental basis.



PROPOSED DAMSON GREEN STREETSCENE

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Design Statement

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6.0 Design Statement

All units will be designed in accordance with the HCA's Design & Quality Standards, and will strive to where possible achieve Secured by Design Compliance.

The overall design, both layout and integrated landscaping will enable residents and visitors to enjoy the comfortable, clean and vibrant environment, where all age groups can live in the manner they wish, a contemporary development within a vernacular envelope.

Full landscaping proposals are provided with the application, new trees and shrubs specified are generally native species of the size and nature appropriate to the setting. The specification of trees and shrubs with berries will encourage wildlife to visit the site.

The scheme design does not rely upon standard house types, the units are bespoke to this development, both in their internal arrangement and fenestration.

The overall design of the development is such that the scheme integrates with properties within the immediate environment in respect of material choice, elevation treatment features and boundary proposals.

Key Benefits

The following benefits will be delivered with the proposed development:

- Provision of affordable family homes
- Delivery of a residential development of high-quality design which will make a positive contribution to the character and appearance of the surrounding area.
- Provision of a development in a sustainable location close to local services and amenities.
- Appropriate density of development to ensure the efficiency and use of land.
- Provision of high-quality amenity space for houses.
- The development would mean the re-use of a previously developed site that is currently vacant, and ripe for residential redevelopment.
- The development provides the opportunity for sustainability objectives to be met as laid out within the National Planning Policy Framework.

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7.0 Access Statement



External:

Access points from vehicle parking spaces and crossings to be tactile finish and contrasting colours to main pathways.

Lighting to the parking areas will provide sufficient safety requirements to assist disabled and able-bodied persons.

Ramps, where provided or required, are to be within 1:12/1:20 gradient with minimum 1200 x 1200mm unobstructed landing area and entrance.

Access to amenity areas are unrestricted.

Entrances to all units to have minimum 1000mm structural opening giving clear 900mm door width capable of wheelchair access. Each door having a maximum force of 20N to assist opening.

Door furniture and finishings have still to be specified, however will clearly comply with DFA requirements where practical.

Internal:

All housing to have separate ground floor WC which can be accessed by disabled persons.

Fittings within each room i.e. electrical sockets to be a minimum 450mm above finished floor level.

Bathrooms: each bathroom is capable of accepting a 750mm clear unobstructed area in front of each WC.

In line with the Building for Life criteria many of the units have been designed with flexibility in mind, i.e. staircase capable of future stair lift and many ground floor rooms capable of dual function.

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8.0 Conclusion

The definition of community should extend to the very heart of the development with the architecture forging friendships and a sense of belonging.

Scale and choice of materials suggest a familiarity of domestic architecture making it easier for residents to identify with the buildings.

The quality and connection to the local vernacular maintains links with the local neighbourhood and wider communities.

The applicant's aim is to create a sympathetic high quality, bespoke residential development. This has been achieved after many design reviews, redesigns and rethinks, discussions with regulatory authorities, design team members and feedback from local housing professionals to achieve this well-balanced project offering much needed diverse housing supply to the area.

J Walker Homes Limited/First Choice Homes Oldham very much look forward to progressing this development on to site early next year. The following considerations are critical to the implementation of this development:

- Continued understanding of the emerging context of the proposed development.
- Commencement of detailed design development to ensure deliverability of the proposed aesthetic.
- Continued evaluation of cost to ensure deliverability of the proposed scheme.
- The continued support of Middleton Council Planning Department in respect of the vision for future development in the Borough.

The Merits of the Proposals

- The proposals would deliver the regeneration of a vacant previously developed site.
- The proposal is for a high-quality affordable housing development for which there is an identified need.
- The proposals would create construction employment jobs in the area and benefit the local economy on completion of the scheme.
- The proposal will have no adverse impact upon the amenities of surrounding uses.
- The proposal is located in a sustainable location
- The proposals can be delivered without having an adverse effect on the highway network.
- The proposals can be delivered without having an adverse effect upon space or public rights of way within the application site.
- There are no technical reasons why the site cannot be developed in the manner proposed.

On behalf of our client, we respectfully request that the Council grants detailed Planning permission for the proposed development for the reasons outlined herein.

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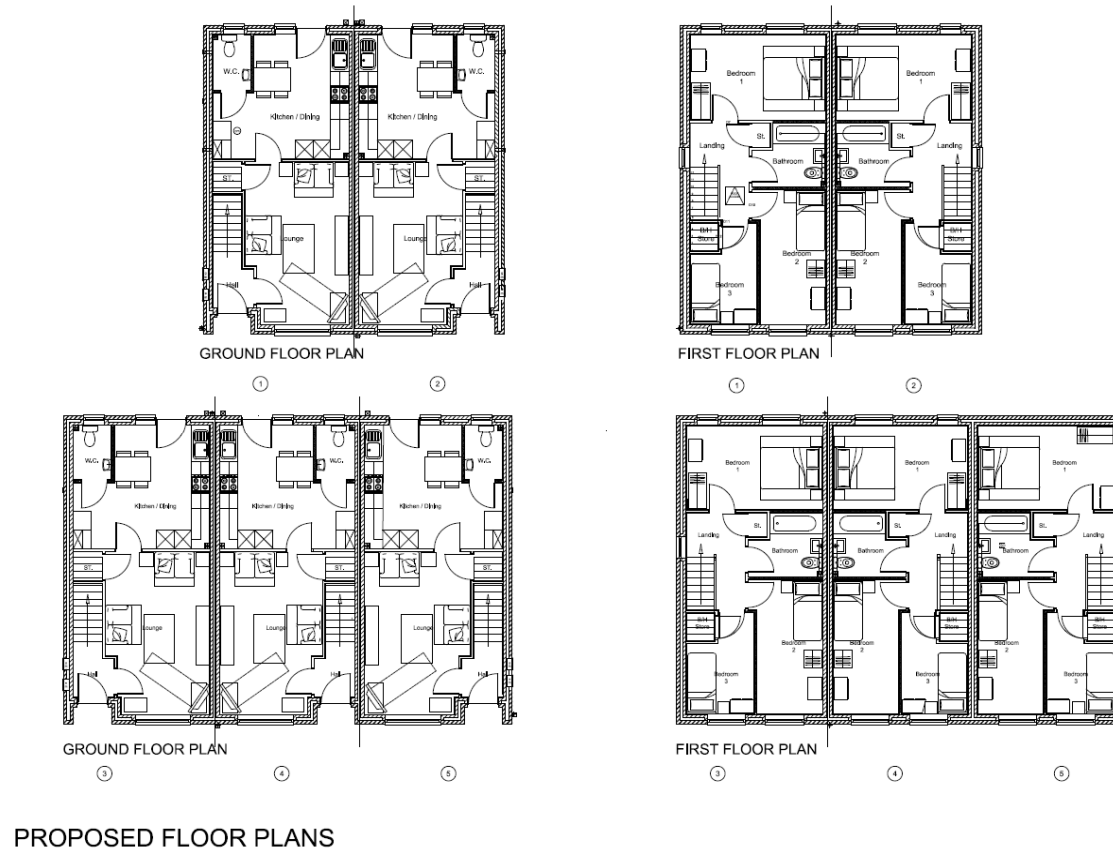
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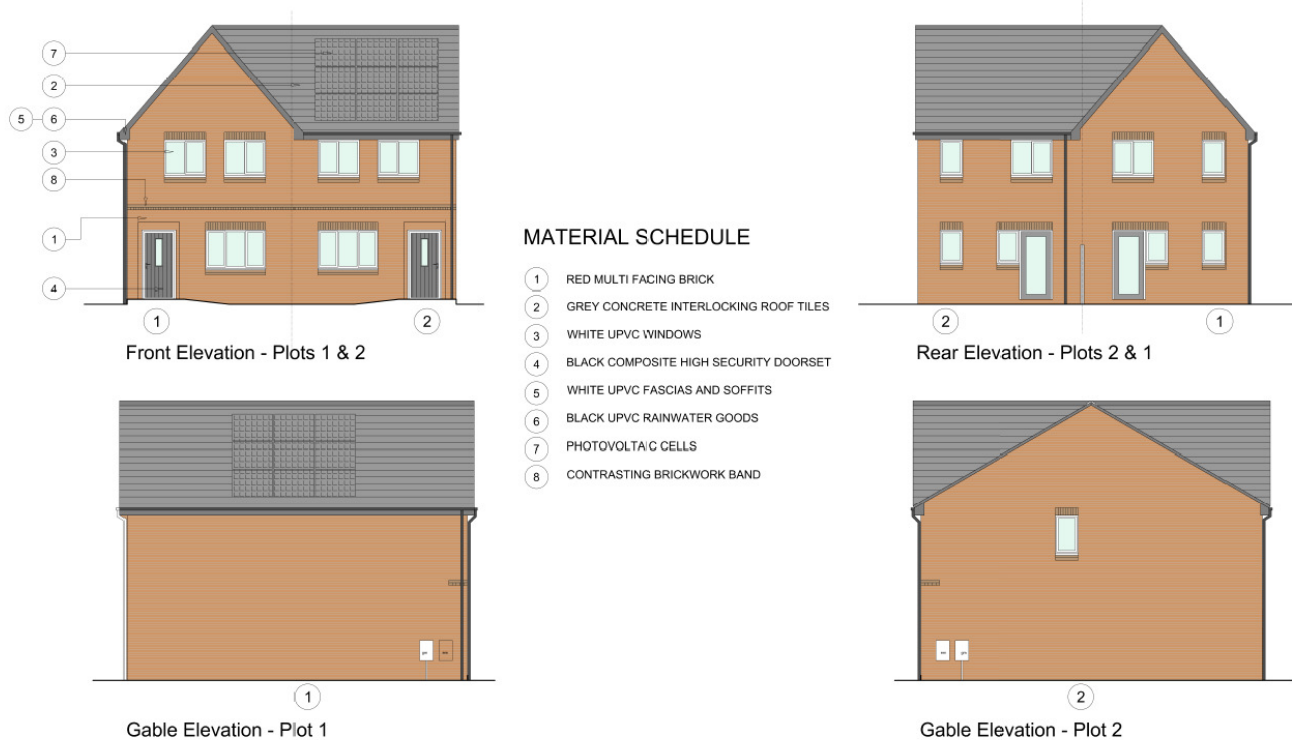
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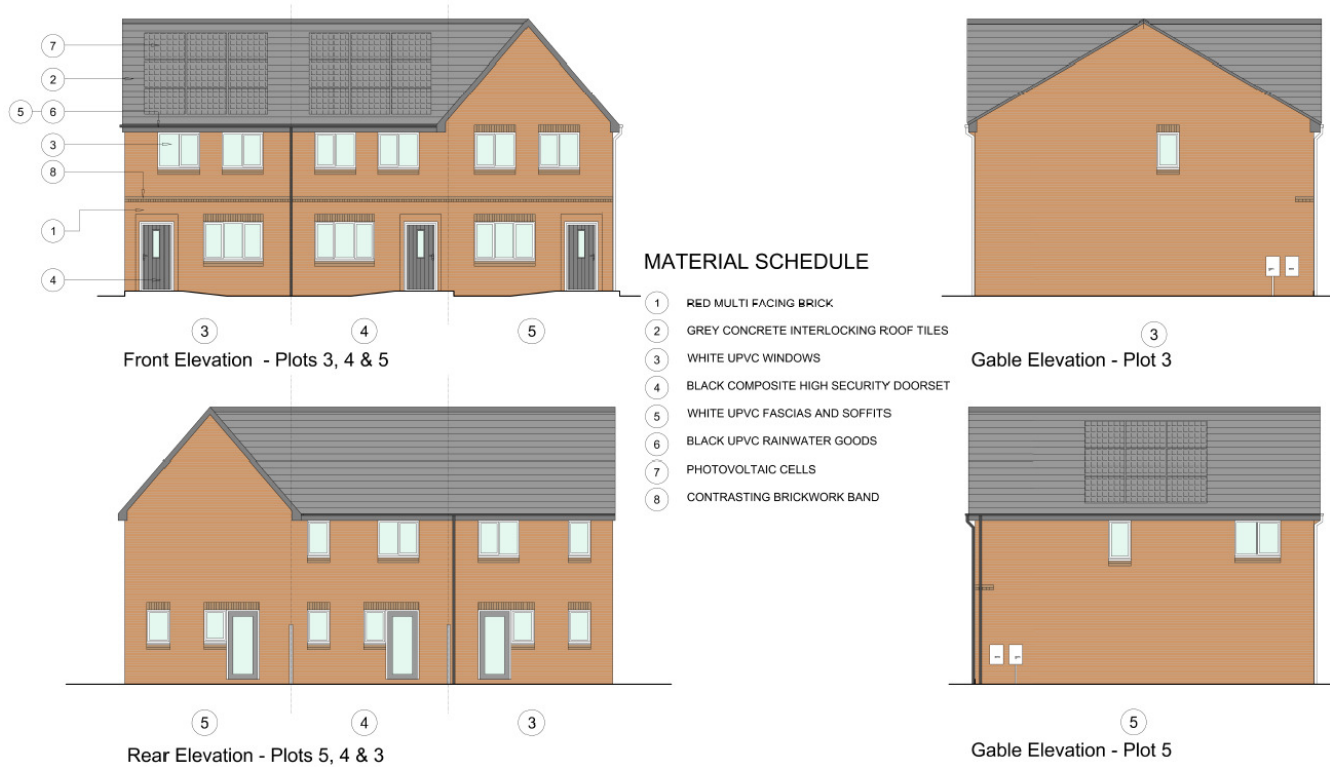
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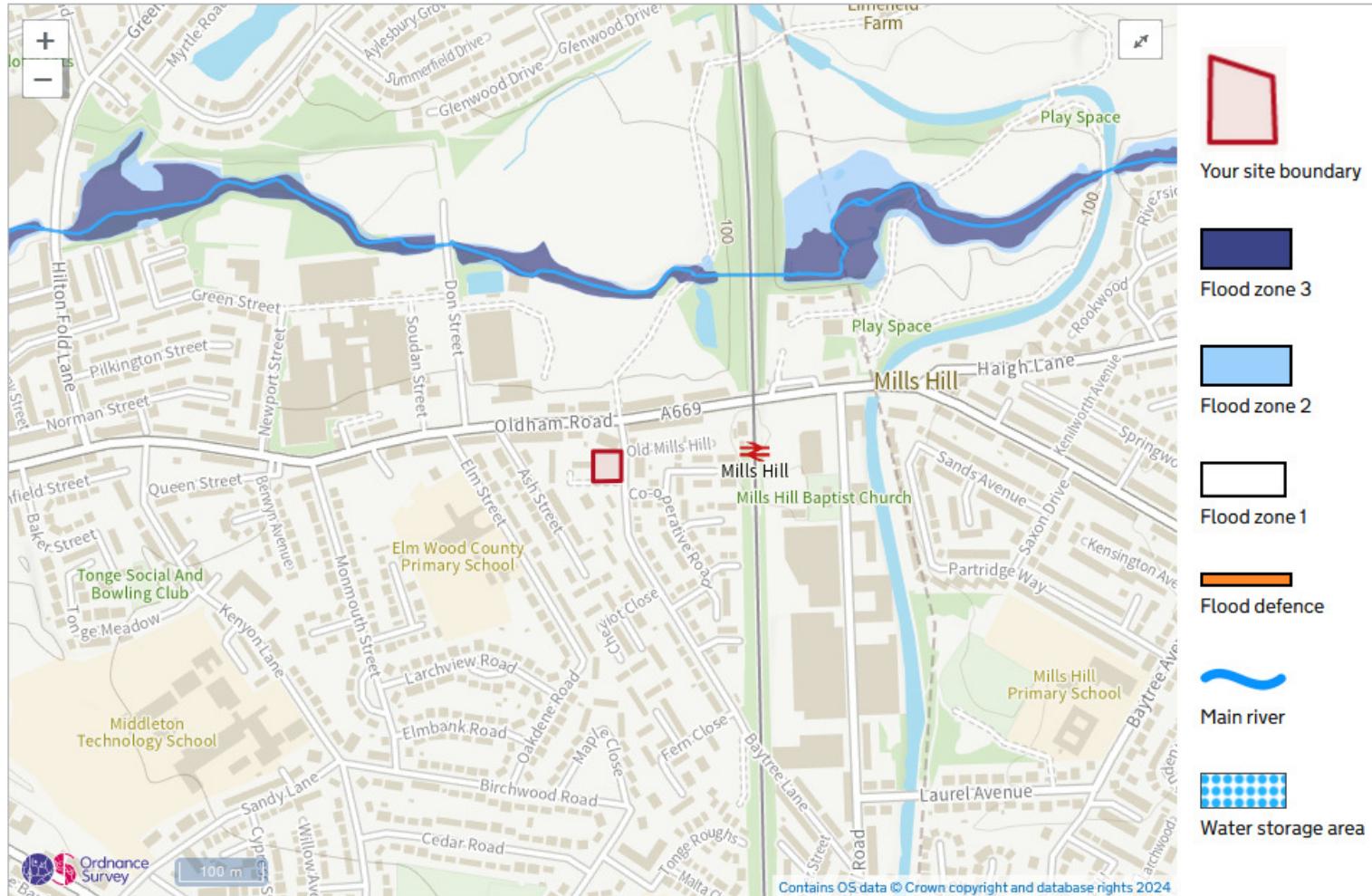
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