

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 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 made several iterations to the elevations since the original application as we felt the design aspects were weak. This has resulted in considerable help and guidance from the Urban Design team.



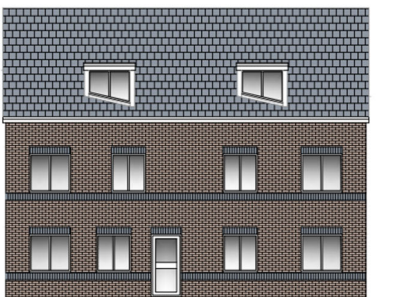
PROPOSED FRONT ELEVATION



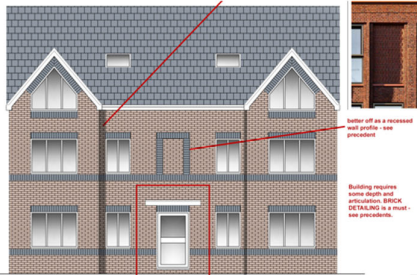
PROPOSED REAR ELEVATION



PROPOSED FRONT ELEVATION



PROPOSED REAR ELEVATION

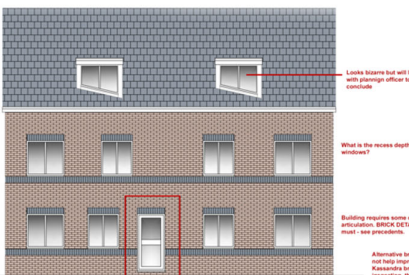


PROPOSED FRONT ELEVATION

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

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

better off as a recessed and smaller - see precedent



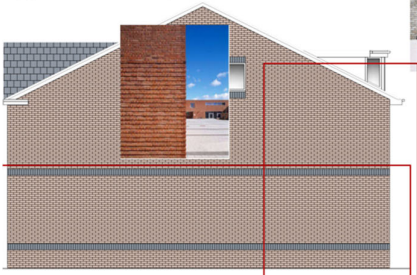
PROPOSED REAR ELEVATION

Looks barren but will be with landscaping offset to console

What is the recess depth windows?

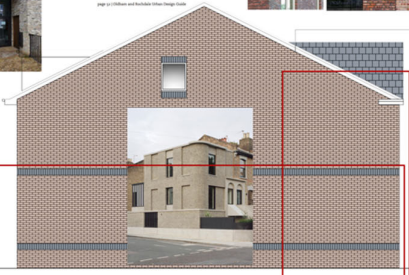
Building requires some articulation. BRICK DETAILING must - see precedents.

Alternative brick and half height windows to be done with it



PROPOSED SIDE ELEVATION 1

Do not present unattractive black elements in the street



PROPOSED SIDE ELEVATION 2

Design process shows improvement

Current Design

Architectural Design

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

The CGI has really helped understand and visualise the drawing elevations that have been submitted.

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 it would be easier to omit the balcony altogether.

If returned back to a window, continue the three pane arrangement so it is consistent with the rest of the façade.

Roof

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.

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



Entrance

The stone feature entrance is an improvement. The front door itself really lets the elevation down and the applicant should consider this further down the line.

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.

Site Plan

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