

ORANGE DESIGN STUDIO.

THE RESIDENTIAL SPECIALISTS.

PLANNING SUPPORTING STATEMENT.
HILLCREST, WHITFIELD BOTTOMS, SHAW ROAD.

WE DESIGN.

WE MANAGE.

WE BUILD.

ORANGE DESIGN STUDIO.

a taste of ORANGE.

Orange is a young, visionary and award winning architectural design studio. Which is based on the high street of Mirfield, in the heart of Yorkshire. The practice was formed in 2012.

Lead by designer, Jake Hinchliffe, The practice has built it's reputation on engaging with clients briefs and turning their thoughts into amazing, well crafted, homes and spaces.

They have built a commercial reputation amongst many professionals in the construction industry for delivering technically challenging projects, in some cases making the impossible, possible.

Orange have a real passion for working alongside likeminded clients on residential projects to create fantastic homes and spaces for people to reside and enjoy.

From their creative design studio, Orange has full capabilities for handling projects of different sizes, ranging from bespoke home extensions, bespoke residential commissions, and creative housing developments.

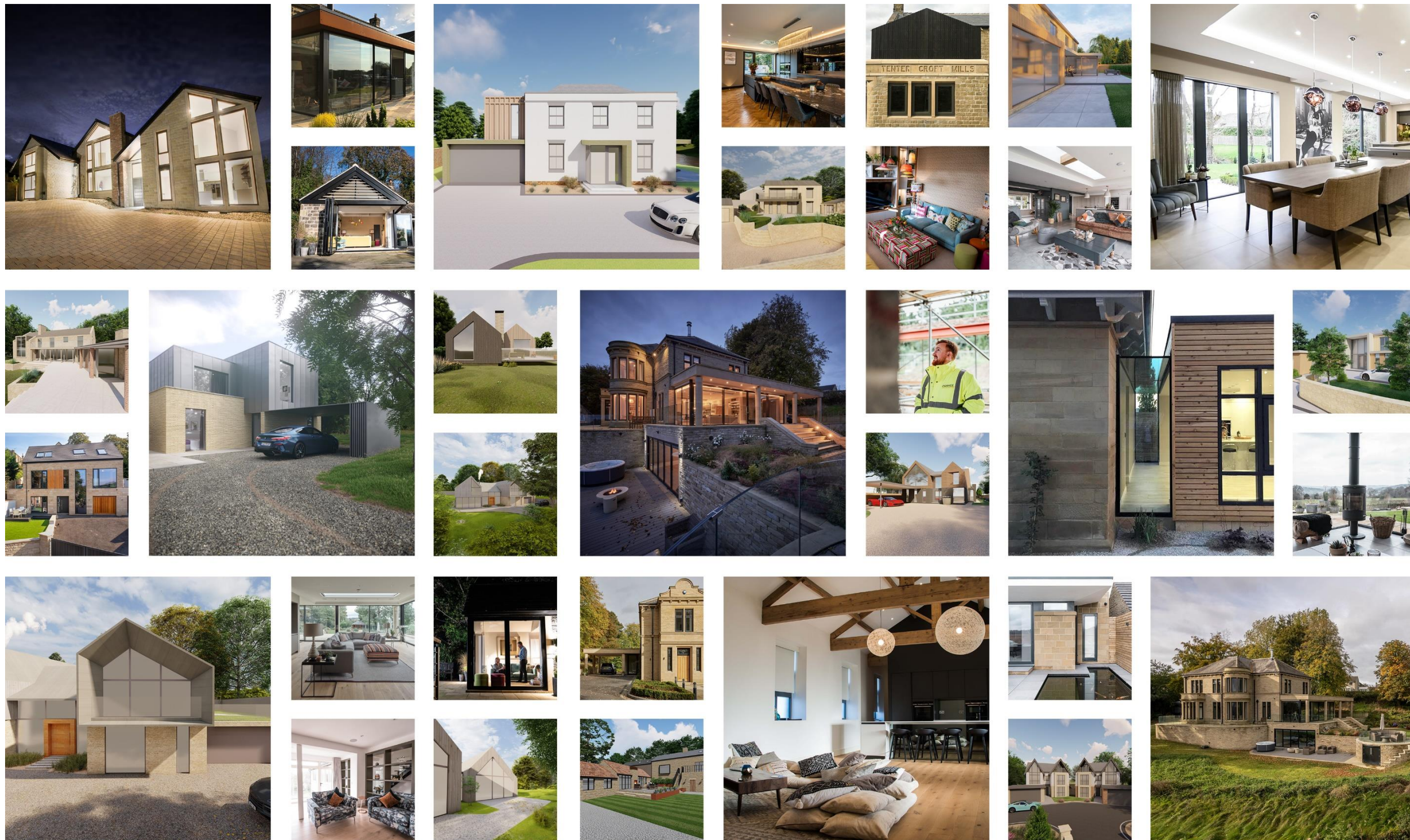
The studio environment has an open company culture with a focus on client service and teamwork.



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INTRODUCTION.



This design statement has been prepared for the proposed development of the plot at Hillcrest, Whitfield Bottoms, Shaw Road, Milnrow, OL16 4LX, United Kingdom. This statement has been prepared using a combination of site information, local plan information and pre-application information. This document supports the householder planning application for the property.

THE SITE.



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SURROUNDING CONTEXT.



1. Red brick and cladding houses.



2. Stone, red brick and cladding houses.



3. Stone houses.

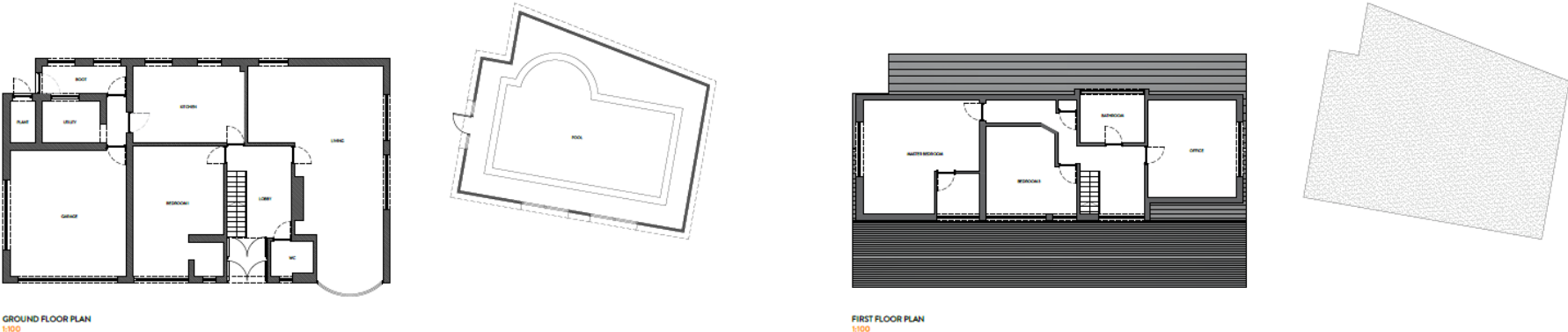


4. Red brick houses.

The site is situated within a predominantly residential area characterised by a mix of traditional and contemporary housing. The architectural language of the surrounding buildings primarily includes red brick, natural stone and forms of cladding. Traditional one and a half and two storey dwellings, built from red brick and stone, reflect the local vernacular, while more recent development incorporates modern cladding systems, offering a contrast in materiality and helping to break up massing. Roofs are typically pitched with slate or concrete tiles, and elevations feature a cohesive colour palette that ties the neighbourhood together. These material provide a backdrop for a proposal that respects the established character through the use of stone, that reflects the local vernacular and tradition.

EXISTING GA.

Note: Not to scale, please refer to separate documents.



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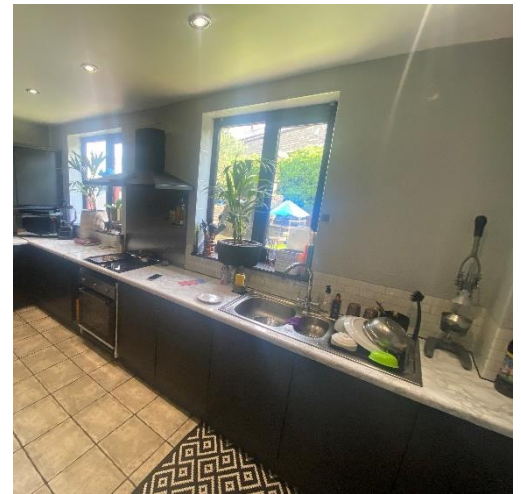
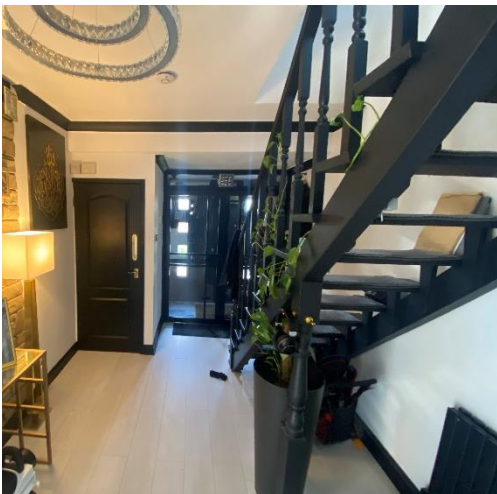
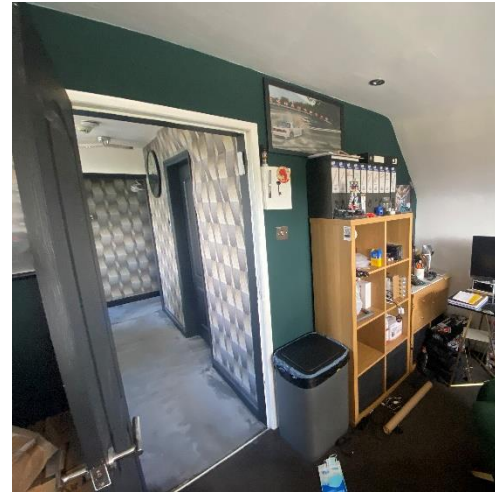
PLANNING DRAWING		HILLCREST, SHAW ROAD, NEWHEY			
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EXISTING INTERNAL PHOTOGRAPHS.

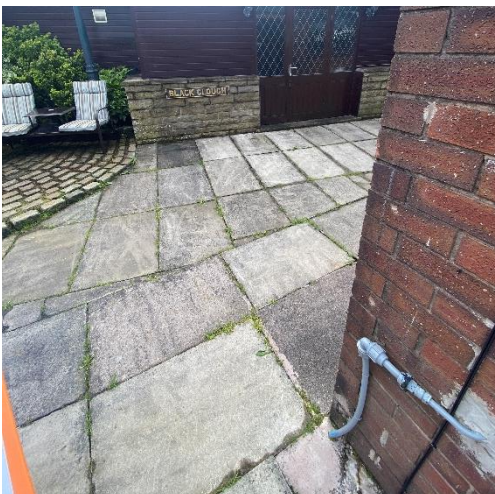


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EXISTING EXTERNAL PHOTOGRAPHS.



ORANGE DESIGN STUDIO.

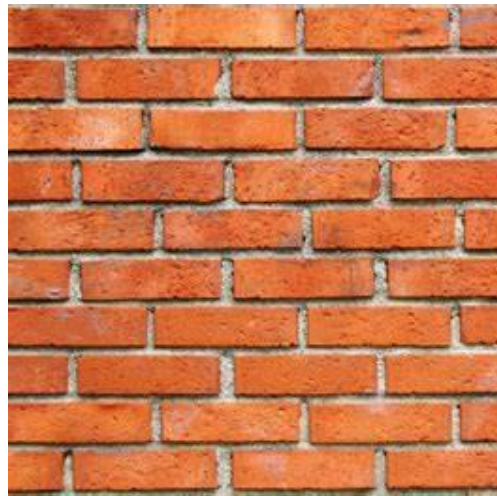
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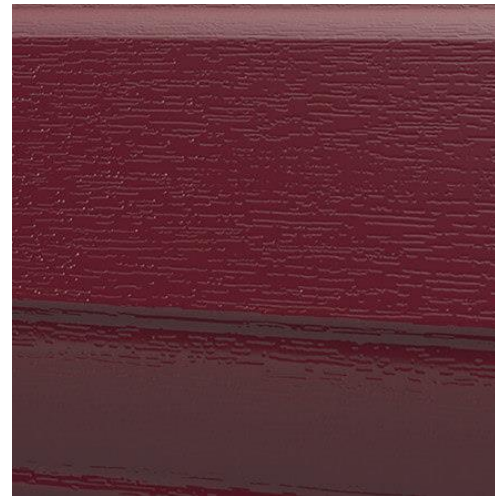
EXISTING MATERIAL PALETTE.



1. Stone



2. Red brick.



3. UPVC cladding.



4. Glass.

The existing material palette of the property comprises of traditional materials, including natural stone on the ground floor, red brick on upper sections and burgundy cladding – all elements that provide contrast and texture to the existing property. Glazing elements are present in the form of double-glazed units. Together, these materials reflect the architectural character of the building and the surrounding context.

PRE-APPLICATION ADVICE (REFERENCE:PREAPP/00096/24).

Note: Not to scale.



A pre-application enquiry was submitted to Rochdale Council to seek early guidance on a previous design iteration. Reference: PREAPP/00096/24. The feedback identified significant concerns regarding the design quality, particularly in relation to massing, articulation, material choice and visual interest. The scheme submitted under the pre-application consisted of the construction of a first-floor extension following the removal of the front and rear dormers, and a single storey link extension connecting the main dwelling with the existing outbuilding. Engineering works were also proposed to the front boundary. The upward extension was considered to be bulky with insufficient detailing, and the proposed use of full render to the first floor was deemed visually harmful. The response advised incorporating variation in form and depth, using higher quality or contextually appropriate materials (such as natural stone or red brick), and introducing architectural features like window surrounds, heads and sills, in order to improve visual cohesion.

ORANGE DESIGN STUDIO RESPONSE TO PRE-APPLICATION.

In response to this pre-application, the scheme, submitted under this householder planning application has been revised to address the comments made under the pre-application. The first-floor extension has been redesigned to reduce its massing and introduce architectural details, such as stone head and sills, for visual relief. The material palette has been re-evaluated to ensure a more contextually sensitive and high-quality appearance, with render now completely removed from the proposal. We believed the revised scheme constitutes a marked improvement in articulation of form, responding directly to the key concerns raised during the pre-application process. The proposed design breaks down the overall massing and reintroduces architectural depth through considered use of projections, recesses and architectural details. These interventions create visual interest and help the extension read more cohesively alongside the existing dwelling. The introduction of features such as lintels and sills as well as fully restraining the use of render, further enhances the design quality. These elements contribute to a proposal that is more respectful of the host property's character and the surrounding context, achieving a balanced blend of contemporary expression and contextual sensitivity. The scheme now offers a more resolved and visually engaging appearance while maintaining compliance with relevant design policies and guidance.

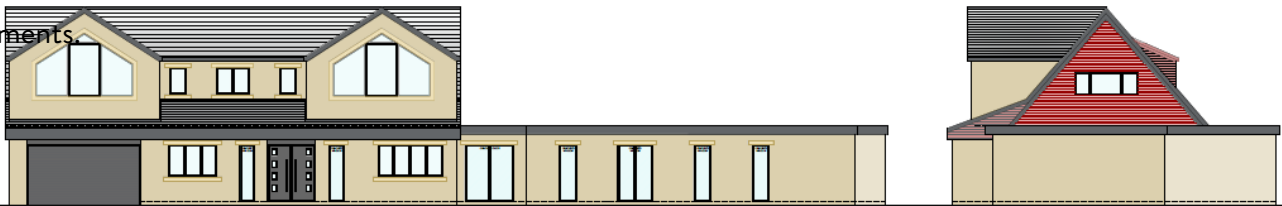
INTRODUCTION TO THE PROPOSED WORKS.

The proposed works include:

- Erection of 2 gable-fronted projections.
- Proposed link extension between existing outbuilding and host dwelling.
 - Inclusion of apex windows.
 - Extension to pool outbuilding.
- Engineering works to the front boundary, including the front boundary wall to be built up to form levelled driveway as well as the creation of a planted crib retaining wall.
 - Single storey rear infill extension.

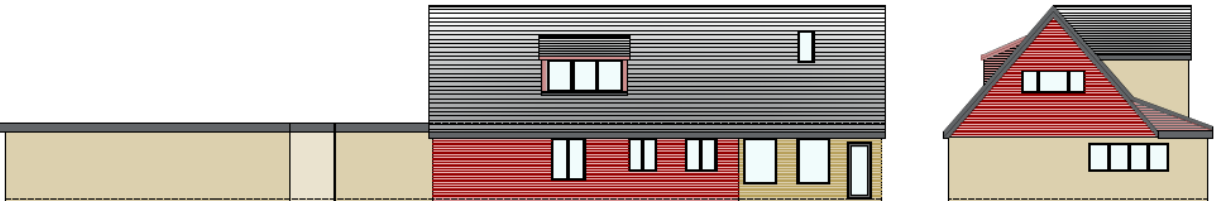
FINAL SCHEME.

Note: Not to scale, please refer to separate documents.



FRONT ELEVATION
1:100

SIDE ELEVATION
1:100

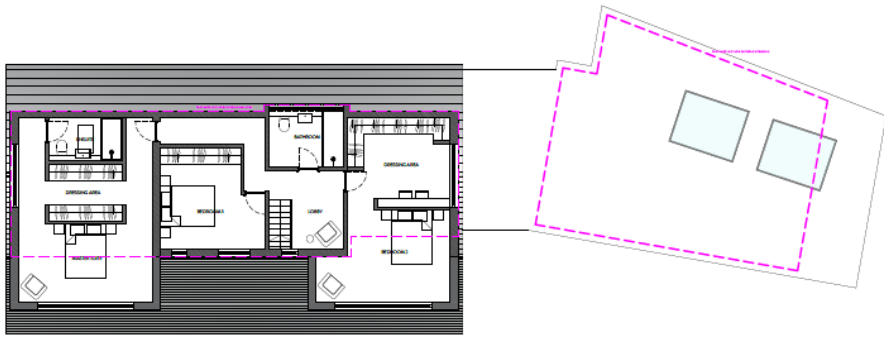


REAR ELEVATION
1:100

SIDE ELEVATION
1:100



GROUND FLOOR PLAN
1:100



FIRST FLOOR PLAN
1:100



STONE
TO MATCH EXISTING



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PLANNING DRAWING		PROJECT TITLE HILLCREST, SHAW ROAD, NEWHEY	
ORANGE DESIGN STUDIO. ARCHITECTURAL PRACTICE		DRAWING TITLE PROPOSED GA	
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PROPOSED MATERIAL PALETTE.



1. Stone – used on proposed works.

The proposed development will adopt a material palette, that is sympathetic to the existing dwelling, ensuring visual continuity and integration with the surrounding streetscape. The proposed works will see the predominant use of stone, which has been carefully selected to reflect both the traditional character of the area and the architectural language of the existing property. The front elevation will predominantly feature stone, closely matching that of the existing house in both tone and texture. This reinforces the continuity of appearance when viewed from the street and respects the use of local, vernacular materials. The existing front dormer, which is currently finished with tiles, will be cladded in stone, to match the existing. All other elevation materials will be retained. Roofing materials will match the existing tiles in colour and profile. Windows and doors will replicate the style and colour of the existing openings.

DESIGN STATEMENT.

Use:

The proposal relates to a domestic extension and improvement of an existing private residence. The proposed works are entirely residential in nature and will support the ongoing use of the site as a single dwelling house.

Amount:

The proposal seeks to modestly increase the volume of the building by:

- Adding two gable-fronted extensions at first floor level to improve articulation and provide functional space.
- Creating a single storey link to the existing outbuilding to improve circulation and usability of the ancillary space, as well as a modest extension to the pool outbuilding.
 - Carrying out engineering works to the front boundary wall.
 - Rear infill extension.
 - Associated internal and external alterations.

Layout:

The proposed scheme allows for additional living space, better internal spatial flow and increased usability of existing ancillary structures. The link extension will ensure seamless connection between the main house and the outbuilding, enhancing the family home's liveability. The driveway's reconfiguration improves access, safety, and off-street parking capacity.

Scale:

The scale of the proposed extensions remains domestic in character. The gable-fronted features respond proportionately to the original property and help visually break up the massing of the first floor addition. The single-storey link and extension to outbuilding remains subordinate in scale and is carefully detailed to reduce visual impact.

Appearance:

The design has been significantly refined from previous iterations in response to pre-application advice. The two gable-fronted elements on the front elevation add architectural interest and reduce the perception of bulk. The material palette matches and complements the existing finishes on site, ensuring visual cohesion with both the property and its wider context. The front retaining wall will use natural stone, sympathetic to the neighbouring boundary treatments. Window proportions and placement have been carefully considered to maintain rhythm and avoid large areas of black façade.

ACCESS STATEMENT.

The proposed development has been designed to ensure safe, convenient, and inclusive access for all users, while also responding sensitively to the existing levels and built form of the site.

Vehicular Access and Parking:

The proposal benefits from an existing vehicular access point, which will be retained.

The proposal enhances vehicular access by raising the front boundary wall to create a levelled driveway area and creating a more usable driveway. This will allow for safer and more practical off-street parking, in accordance with local standard, as required by Appendix 5 of the adopted Core Strategy. Permeable surfacing materials will be used to manage surface water sustainably and to prevent discharge onto the adjoining highway.

Pedestrian Access:

Pedestrian access to the main entrance of the dwelling remains as existing and is unaffected by the proposal. Paths will be retained and improved in line with associated landscaping.

PLANNING STATEMENT.

This proposal has been informed by a careful review of relevant local and national planning policy. The design seeks to respond positively to policy objectives concerning high-quality design, sustainable development and respect for the local character.

National Planning Policy Framework:

The NPPF emphasizes the importance of achieving good design as a key aspect of sustainable development. It also encourages planning decisions that support development which adds to the overall quality of an area and is sympathetic to local character, while not stifling innovation or change. This proposal has been revised to significantly improve articulation and massing, introducing gable-fronted forms that create architectural rhythm and avoid a monolithic appearance. Materials and detailing have been selected to reflect and respect the character of the existing dwelling and wider streetscape.

Rochdale Core Strategy:

General Development - The scheme complies, by ensuring that the scale, massing, and material of the proposed development are compatible with the surrounding area. The revised form avoids visual overdominance and respects the amenity of adjacent properties. The proposed link extension, outbuilding extension and boundary treatment area preserves the residential character and enhance the functionality of the home, in line with the policy's design and amenity objectives.

Improving Design of New Development – The proposal demonstrates a clear response to the design context of the site. The articulated gable forms, improved façade rhythm, and sensitive material choices contribute to a more visually attractive and contextually appropriate outcome. The boundary wall enhancement and driveway are carefully integrated into the landscape to reduce visual impact.

Residential Development SPD:

The Residential Design Supplementary Planning Document promotes residential extensions that are subordinate to the original dwelling and maintain visual harmony. The current proposal adheres to this guidance, with the first-floor bays proportionally balanced and the single storey extensions remaining clearly secondary and subservient to the host dwelling, maintain and appropriate scale and massing, and preserving neighbour amenity. The SPD also outlines principles for layout, massing and materiality. The revised scheme shows a notable improvement in its articulation of form and detailing, as well as greater visual cohesion with the existing detailing.

LANDSCAPING AND ENGINEERING WORKS.

The proposed engineering works comprises a replacement retaining wall. This proposed boundary treatment was considered to be an appropriate scale within the pre-planning application advice. The retaining wall will be built up using natural stone, in line with the adjoining stone boundary treatments. The sloping crib wall will provide the setback necessary to mitigate any overbearing impacts to the street scene. The crib wall will not appear an over-engineered feature, because of landscaping works.

CONCLUSION.

This application proposes a modest and thoughtful enhancement to the existing dwelling. It seeks to resolve previous design concerns and deliver a development that is visually attractive, contextually responsive, and functionally improved. The proposal supports the sustainable use of the property, enhances residential amenity, and complies with local and national planning policy objectives.

We respectfully request that the application is viewed in a positive manner and considered favourable.

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ARCHITECTURAL PRACTICE

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