

URBAN DESIGN CONSULTATION RESPONSE

Design Officer	Azhar Kapadi
Date	04.08.26
Application Reference	PL/2026/0629
Address	Ginnell Farm, Broad Lane, Rochdale, OL16 4PU
Proposal	Demolition of existing buildings and the erection of 9 no. dwellings, including associated landscaping and access

Reason(s) for Consultation

Building / Urban design

Assessment

This assessment has been made against:

National Guidance:

- The National Planning Policy Framework
- The ten characteristics of a well-designed place contained within the National Design Guide
- National Model Design Code
- Building for a Healthy Life design toolkit

Local Policy:

Rochdale Core Strategy policies:

- S03 – To improve design, image and quality of place
- P1 – Improving Image
- P2 – Protecting and enhancing character, landscape and heritage
- P3 – Improving design of new development
- DMI (General Development Requirements)

Supplementary Planning Documents:

Oldham and Rochdale Urban Design Guide
Oldham and Rochdale Residential Design Guide

The Unitary Development Plan:

- G/BE/1 - Design Quality
- BE/2 - Design Criteria for New Development

Greater Manchester's Streets for All Design Guide

Places for Everyone (PfE) joint development plan

SUMMARY

The key outstanding matters relate to the quality and execution of detailing, including boundary treatments, material specification, window reveals, canopy design, and roof edge details. These issues are capable of being addressed through appropriately worded conditions and the submission of sample panels and detailed construction drawings, ensuring that the quality of the approved design is carried through into its delivery on site.

Application Background

This application follows on from previous submissions 25/00510/FUL and PREAPP/00015/24. The earlier full application was considered acceptable in principle, subject to further design development and refinement. During the determination of that application, the applicant made a number of amendments to the scheme. The overall design approach and key principles remain largely unchanged in this current submission.

Further information required (can be addressed through conditions)

Boundary Treatment

Details of the proposed boundary treatments should be submitted for approval. All brick walls should incorporate an appropriate capping detail, such as coping stones, to provide a robust and visually attractive finish. In addition, where there are extensive lengths or expanses of brickwork, particularly adjacent to the parking areas serving Plots 7 and 8, measures should be incorporated to add visual interest. This could include variations in brick bond, decorative brick patterns, or other forms of articulation to break up the mass of the wall and enhance its appearance within the street scene.

Boundary walls should be constructed using the same approved facing brick as the dwellings and not a value-engineered substitute, such as engineering brick.

Details

Details of window reveal depths should be provided, including how reveals are treated across the different brick elements of the development.

The applicant should ensure that all window designs are deliverable as shown. Any subsequent amendments, for example to address Building Regulations requirements, that result in reduced glazing areas, altered window proportions, or additional features such as internal safety barriers, would be unlikely to be viewed favourably from an urban design perspective.

The proposed canopies remain a weak aspect of the design and detract from the overall architectural quality of the scheme.

The submitted precedents are welcomed and demonstrate an intention to utilise brickwork with texture and visual interest. A condition is recommended requiring a physical sample panel to be constructed on site, allowing external materials to be assessed alongside one another. The panel should be of sufficient size to demonstrate the proposed soldier and stretcher bond detailing, as well as the mortar colour and finish.

The slim roof edge detailing to the gable frontages, which appears to utilise a wet verge system, is a key positive element of the architectural design and is strongly supported. However, sufficient technical detail should be provided to demonstrate how this will be achieved in practice. This matter could be addressed through a planning condition.