



Clever Clown, Wythenshawe

Design Statement
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1.0 Introduction

This document has been prepared in support of an application for full planning permission for a new apartment building on the site of a former Children Nursery 'Clever Clowns'.

This document should be read in conjunction with the accompanying drawings.

2.0 Design Statement

On the outskirts of Manchester, our new 3-storey apartment building stands as a testament to thoughtful urban design, seamlessly integrating into the architectural street-scene of Greenbrow Road, while offering a new, modern, and dynamic presence. The primary aim of this project is to minimize its impact on the neighbouring residential buildings and apartment block through a carefully crafted stepped elevational approach.

The stepped design not only serves a functional purpose but also contributes to the aesthetic harmony of the surroundings. By stepping down roof heights we create a subtle yet impactful visual effect that softens the building's presence. This deliberate step in the height serves a dual purpose—minimizing the building's impact on adjacent structures and establishing a central focal point on the front elevation, clearly denoting the two main building elements.

The main elevation, which is expressed in a measured manner of material choice, seeks to complement the existing structures along Greenbrow Road, contributing to a cohesive urban narrative rather than imposing a disruptive presence. By simply dividing the build by its material layout it gracefully invites residents and visitors into the site. The vertical brick detailed elements draw the eye upward, enhancing the building's presence and creating a visual anchor in the street scene. This deliberate design choice not only complements the existing urban fabric but also adds a touch of contemporary flair to the surroundings.



The horizontal elements of the design further contribute to the contextual integration of the building. The change in brick detail/recesses to windows and doors serves to continue the sight lines established by Greenbrow road, fostering a sense of continuity in the visual experience along the street. The materials chosen for the cladding are carefully selected to be complimentary to the area but also thought provoking within the street scene. The material palettes proposed seeks to integrate and enhance the areas architectural heritage.

The building is set back from the main street/building line, which will allow privacy to residents serving the ground floor. Through careful and considered landscaping the ground floor residence will be further screened. As the building move vertically, small private balconies are introduced as an area of tranquillity for residents.

In alignment with planning Policies our design for this new apartment building is meticulously crafted to meet and exceed the criteria set forth by the following criteria:

2.1 Respecting Existing Buildings

Our design takes great care to respect the scale, character, and appearance of the existing street scene, ensuring a harmonious integration with the surrounding structures. The architectural language pays homage to the neighbouring properties, both residential housing and apartment block.

2.2 Urban Integration and Material Palette

The choice of brick for the facade seeks to compliment the areas architecture typology, seamlessly integrating the building with its historic and modern surroundings.

The buildings position, elevations and composition not only complement the neighbouring properties but also draw inspiration from the surrounding architecture, establishing a cohesive visual experience that contributes positively to the character of the area and street scene.

2.3 Facade Detailing

In adhering to the building lines established by Greenbrow Road, the facade detailing maintains a sense of continuity and reinforces the architectural language of the area. This approach not only respects local character but also contributes to achieving a cohesive sense of place.

2.4 Layout and Legibility

The layout and detailing of the building contribute to the legibility of the area, enhancing the overall understanding of the urban space. The design carefully considers form, layout, and detailing to ensure a cohesive and easily navigable environment.

2.5 Site Relationship and Distinctiveness

Our design is sympathetic to the characteristics of the development site and its relationship with the surroundings. The architectural detailing, use of materials, and boundary treatment not only respect but also enhance the local distinctiveness, creating a sense of place that adds value to the community.

2.6 External Storage, Amenity Space, and Safety

Adequate external and internal storage and amenity spaces are seamlessly integrated into the design, addressing the practical needs of residents. Moreover, the layout and lighting contribute to creating safe environments, thereby reducing the fear of crime in the area.

2.7 Long-Term Planning

Our design has been developed with a keen eye on the long-term planning of the area, ensuring that it does not prejudice the future development and growth. The project aligns with the broader vision for the city while offering a contemporary and sustainable living space.

2.8 Sustainable Design

Our design is committed to meeting and exceeding the requirements outlined in planning Policy. The building incorporates the latest sustainable design solutions for energy efficiency, going achieving the necessary building control requirements. The incorporation of low carbon energy generation, heating and ventilation that aligns with the goal of reducing CO2 emissions. The design also promotes water efficiency, surpassing the National Housing Standard for water consumption.

2.9 Recycling and Waste Management

To align with the principles of sustainable planning Policy, sustainable construction techniques are embraced. The design maximizes opportunities for the reuse and recycling of building materials, reducing the environmental impact. Additionally, provisions are made for efficient waste management, including recycling and composting, contributing to the sustainable management of waste.

2.10 High-Quality Design and Construction

The design not only respects the local character but enhances it through appropriate layout and high-quality materials. Public realm is prioritized, ensuring safe and secure environments for pedestrians and cyclists. The development promotes diversity and contributes to a vibrant urban fabric.

2.11 Climate Change Mitigation and Adaptation

Our design actively addresses the predicted effects of climate change. From energy-efficient measures to renewable energy generation, the building is a testament to our commitment

to mitigating environmental impact. This aligns seamlessly with the wider principles of Policy EN6. The intended energy efficient measures are set out in the Environmental Standards Statement.

3.0 Conclusion

In conclusion, our proposed design for the new apartment building at the former 'Clever Clowns Nursery' site not only meets but exceeds the criteria outlined in Planning Policy. It integrates seamlessly with the local context, respects heritage, promotes sustainability, and contributes to the creation of a vibrant, high-quality urban environment the area of Greater Manchester. Overall it is considered the proposal is in accordance with Core Strategy Policies DM1 and EN1.