

Existing Critical Analysis

- END OF SERVICEABLE LIFE FOR SUPER STRUCTURE.

The existing building is nothing short of an eyesore and offers nothing to the local character of the Conservation Area.

- AGED RENDERING AND FAILING BRICKWORK.

Makes a negative contribution to the appearance of the area.

- POOR QUALITY CLADDING.

Provides a significantly detrimental impact on the local character.

- ROTTED TIMBER.

Creates facade damage and makes the building look dated and uninviting.

- MISMATCH FACADE.

Does not reflect its immediate surroundings and forms an unsuitable feature in the context of the surrounding Conservation Area.

- LOW QUALITY AND HIGH MAINTENANCE MATERIALS.

Creates an unattractive appearance reflecting badly on the area.

- POOR ENTRANCE.

Affects the desirability of residents living in the building.



***“One of the most deteriorated and failing apartment blocks in Crumpsall.
An apartment block with huge potential for rejuvenation.”***

Comments on previous proposal by Planning Officer;

- **INCONGRUOUS FACADE.**
The proposal does not create a coherent aesthetic which does not reflect its immediate surroundings and forms an unsuitable feature in the context of the surrounding Conservation Area.
- **PROPOSAL IS VISUALLY INTRUSIVE**
The additional proposed storey and the proposed multi coloured cladding would have a negative impact upon visual amenity and the character of the Conservation Area.
- **UNTRADITIONAL MATERIALS**
Provides a significantly detrimental impact on the local character.
- **UNATTRACTIVE PARKING FORECOURT**
The proposed new car park forecourt fronting would create a negative and unattractive feature which would be detrimental to the visual appearance of the street-scene and the character of the Conservation Area.
- **DROPPED KERB CREATES UNSAFE ENVIRONMENT**
The possible conflict between cars and pedestrians due to the proposed dropped kerb is unsafe.



PREVIOUS PROPOSAL

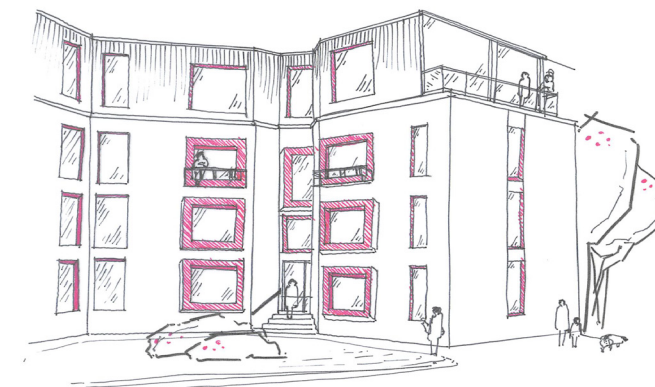
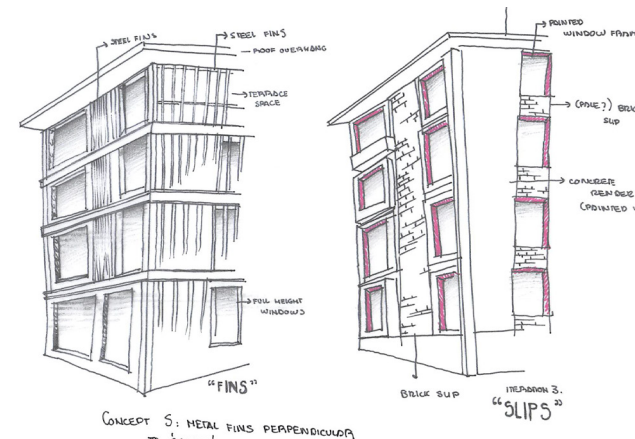
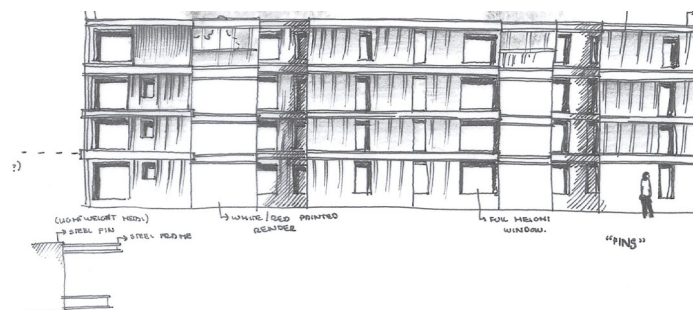
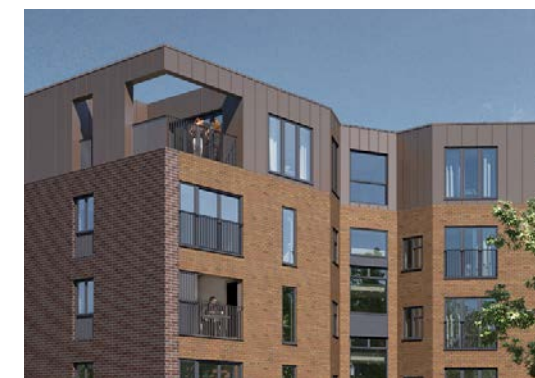
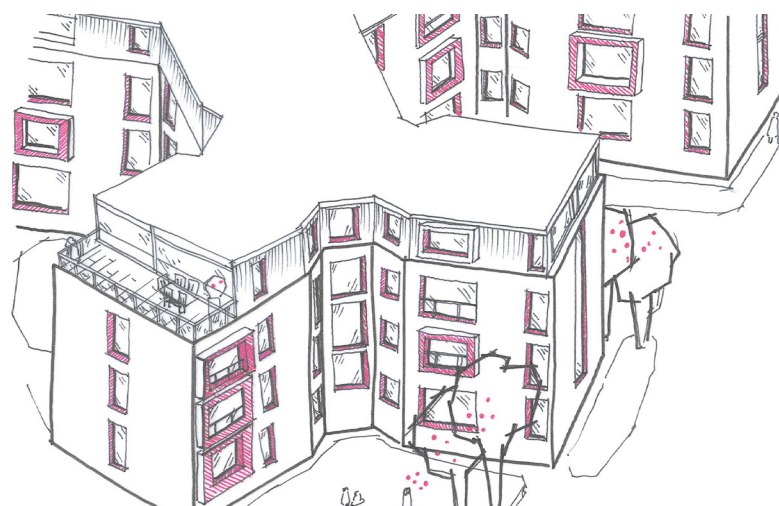
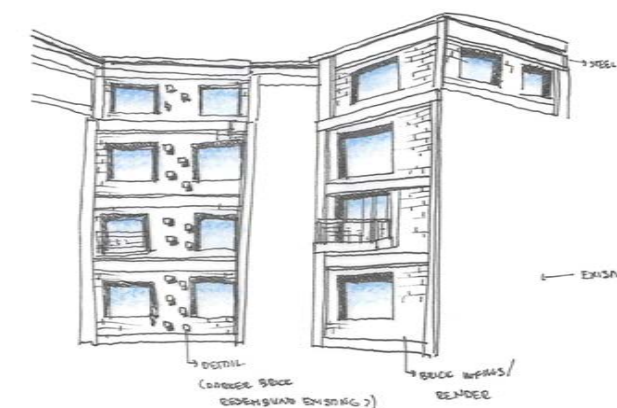
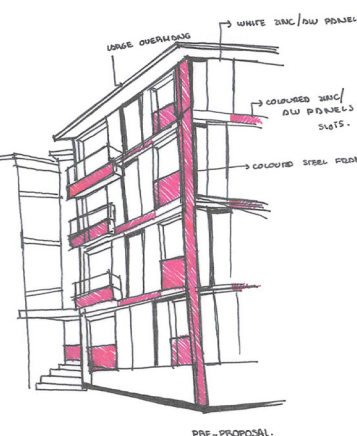
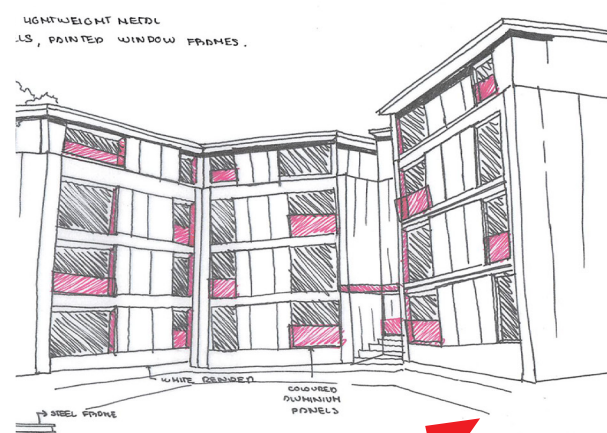


PREVIOUS PROPOSAL

“The development misses the opportunity to enhance this part of the conservation area, instead creating an unsuited development with little sensitivity to its surrounding streets. The material palette chosen does not respond coherently to its context and creates a negative visual impact on the visual amenities and Conservation Area in particular.”

A hand-drawn architectural sketch of a multi-story building facade. The drawing is annotated with various notes and arrows pointing to specific features:

- 4th STOREY TERRACE**: Points to a terrace area on the top floor.
- VERTICAL EXTENSION**: Points to a vertical section of the building facade.
- BALCONIES (TINDER?)**: Points to a balcony area on the left side.
- NEW BRICK**: Points to a brick section on the left side.
- EXISTING BRICK**: Points to a brick section on the left side.
- NEW BRICK CLODDING (BRICK SIPS OR BRICK VENEER)**: Points to a brick section on the right side.
- VENISANG BRICK**: Points to a brick section on the right side.
- WARM TIMBER CLODDING?**: Points to a timber section on the right side.

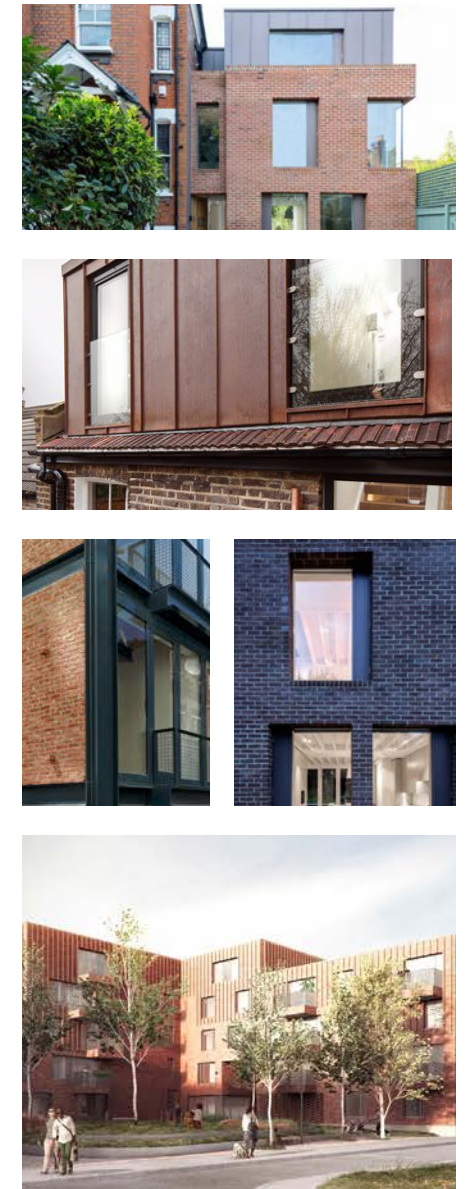
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Proposal

- PROPOSAL REJUVENATES THE SUPERSTRUCTURE.
The overall quality of the development is enhanced by the proposals which will benefit both existing and future residents, as well as the visual amenity of neighbouring properties and the surrounding local context.
- HIGH QUALITY AND LOW MAINTENANCE MATERIALS.
Creates an attractive appearance upgrading the area.
- COHERENT FACADE.
Reflects its immediate surroundings and seeks to make a positive contribution to the context of the surrounding Conservation Area.
- SIMPLIFIED MATERIAL PALETTE
Creates a more harmonious, modern and high quality aesthetic to the building.



3D RENDER - PROPOSAL



REFERENCE IMAGES

“We believe this proposal now realises a high quality design while contributing positively to the local character of the area and Conservation area.”



BERKELEY COURT, 150 BURY OLD ROAD
MAY 2016