White Moss Road Blakley

Design and Access Statement

September 2026

BowkerSadler

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1. Introduction

1.1 Client and Design Team

The design proposals have been developed by Bowker Sadler in collaboration with the professional team listed below.

Client Team
Chapter RE- Developer
Jigsaw Homes Group – Developer

Consultant Team
Bowker Sadler – Architect
Link - Civil and Structural Engineers
SCP - Transport Consultants
SLD – Landscape Design
Whistling Beetle- Ecology Consultant
Rubeculaecology – BNG Consultants
Energy Counsel- Sustainability Consultant
Energy Counsel- Air Quality Assessor
Rowbottam's - Arboriculturist

1. Introduction

1.2 Executive Summary

This statement accompanies and supports the proposal for the development of the site located at the corner of Rochdale Road and White Moss Lane, Blakley. The proposal comprises a total of 43 no. new homes, in the form of an L shaped, 3 storey apartment block.
The proposed mix will be 16 no. 1 bed homes (14%) and 27 no. 2 bed homes (86%). Overall, the total number of units proposed is 43, with all units designed to Nationally Described Space Standards (NDSS) & available for social rent.

The site is currently owned by AIY Ltd. on a long leasehold basis. The applicant has a subject to planning contract in place to purchase the long leasehold. Manchester City Council is the freeholder. Jigsaw will own and operate the completed development.

1.3 Site Location

The immediate surrounding area consists largely of 3 storey apartment blocks and 2 Storey terrace and semi-detached housing,
The site is well served by public transport, with bus connections to Manchester city centre (20 mins) and Middleton town centre (15 mins.) available via bus stops immediately adjacent on Rochdale Road.
There are shops located to the north of the site on White Moss Road and Rochdale Road, within a 5 min walk and 5 min bus journey respectively.
Immediately south of the site is Damhead Park and further afield are Plant Hill Park and the nature reserve of Boggart Hole Clough.



Aerial view of existing site in context

Proposed site
Bus stop
Bus route
Shops/ amenity

1. Introduction

1.4 Accompanying drawings/ reports

Air Quality Assessment

Preliminary Ecological Assessment (Whistling Beetle Consultants)

Bat Report (Whistling Beetle Consultants)

Biodiversity Net Gain Report (Rubeaecology)

Phase 1 Preliminary Risk Assessment (LK consult)

Phase 2 Geo-Environmental Investigation, Risk Assessment and Outline Remediation Strategy (LK Consult)

Crime Impact Statement (Dobson Owens)

Digital Connectivity Statement (Bowker Sadler)

Energy & Sustainability Statement (Energy Counsel)

Flood Risk Assessment & Drainage Strategy (Link Engineering)

Transport Assessment & Travel Plan (SCP)

Tree Survey & Arboricultural Impact Assessment (Rowbottoms)

Topographical survey

Affordable Housing Statement (Jigsaw/ Chapter RE)

Community Involvement Statement (Jigsaw/ Chapter RE)

Planning Statement (Bowker Sadler)

Noise Impact Assessment (Azymuth Acoustics)

Landscape Plans comprising:

0514-LA-01 Landscape Layout

0514-PP-01 Planting Plan 1 of 2

1000 Location Plan

1001 Existing Site Plan

1002 Demolition Plan

1004 Existing Elevations

0105 Proposed Site Sections

1010 Proposed Site Plan

1011 Ground Floor GA Plan

1012 First Floor GA Plan

1013 Second Floor GA Plan

1014 Roof GA Plan

1015 South & West GA Elevations

1016 North & East GA Elevations

1017 Street Scenes

0110 Proposed Floor Plans

1070 Proposed CGI View 1

1071 Proposed CGI View 2

1072 Proposed CGI View 3

1080 Proposed Typical Bay Study

1090 1B & 2B M4(3) Adaptable Apartment Layouts

2. Assessment

2.1 Physical Context

The site sits on the east side of Rochdale Road at the junction with White Moss Road. The immediate context to the south is the Dam Head Medical Centre, a single storey, hipped roof, brick building designed in a neo-vernacular style, which sits at the northern boundary of Dam Head Park. The park extends southwards and contains a children's play area, open grassed space and dense woodland, with footpath links to the large park and nature reserve of Boggart Hole Clough.



Aerial view of site in context. Numbers indicate key existing buildings/ views illustrated on following pages

2. Assessment

2.1 Physical Context (cont.)

To the southwest of the site, Rochdale Road is fronted by late Victorian houses, generous in scale and proportion, characterised by projecting bay windows, recessed entrances, framed by arched heads. Roofs are pitched with eaves running parallel to the road, punctuated by pitched gable features. Materials are red brick , stone lintels and slate roofs These houses are arranged in a terraced or semi-detached configuration and present a strong rhythm and architectural presence to the west side of Rochdale Road.
To the immediate north of the site is the new Blackley Community Fire Station- replacing the original Fire station built in the 1970s. This is effectively a 2-storey building, which sits at an elevated level above the site as a consequence of the gradient of Rochdale Road.


1. Damhead Medical Centre, immediately south of the site


2. Terrace of houses, Rochdale Rd. - immediately southwest of the site


3. Semi-detached houses Rochdale Rd. - southwest of the site


4. New Community Fire Station, immediately north of the site

2. Assessment

2.1 Physical Context (cont.)

The context to the immediate northwest of the site consists of 2 storey houses, built in the 1970/80s, arranged either as detached dwellings with simple pitched roofs, gables facing the road, or in simple flat fronted terraces. The properties on this western side of the road generally sit at a lower level (approx. 1/1.5m below pavement). Further north, the western side of Rochdale Road is fronted by Edwardian and 1930's semi- detached houses.



5. Detached houses Rochdale Rd. - northwest of the site



6. Terraced houses Rochdale Rd. - northwest of the site



7. Semi-detached houses Rochdale Rd. - northwest of the site



8. Semi-detached houses Rochdale Rd. - north of the site



9. Semi-detached houses Rochdale Rd. - north of the site

2. Assessment

2.1 Physical Context (cont.)

The eastern side of Rochdale Road is occupied by large Victorian/ Edwardian ‘villas’ as semi or detached typologies, with strong vertical proportions, emphasised by double height projecting bays with pitched gables. This collection of buildings, sit at an elevated level above the road and create a strong rhythm and architectural presence as Rochdale Road descends in level towards the site.



10. Semi-detached houses, east side of Rochdale Rd. - north of the site



11. Semi-detached houses, east side of Rochdale Rd. - north of the site



12. Rochdale Rd. - looking south, road descending towards the site, city centre towers in view.

2. Assessment

2.1 Physical Context (cont.)

To the east of the site the Dam Head Farm development, built, predominantly in the 1970's forms the context and consists of 2-storey houses and 3-storey apartments. To the east side of White Moss Road 3-storey apartment 'pavilions' sit within an open landscape setting. The blocks are square in footprint, with elevations composed in render (at the base) and brick above with mono-pitched roof forms. Short terraces of flat-fronted 2-storey houses occupy the west side of White Moss Road, composed in brick with a horizontal emphasis to the fenestration. Mono-pitched roof-forms are staggered to accommodate the change in level as the road rises to the north, which presents a strong repeated form to the road however, street presence is diminished as the houses present rear garden fences to the road with front doors located on the western elevation. Car parking is located off street in parking courts. Mature trees, sat in grassed areas provide a strong green edge to both sides of the road.



13. Apartment block, west side of White Moss Road


14. Terrace of houses, east side of White Moss Road


15. Terrace of houses, east side of White Moss Road


16. White Moss Road, looking north

2. Assessment

2.1 Physical Context (cont.)



Aerial view of the site looking northeast.



Aerial view of the site looking south.
1. Damhead Park
2. Boggart Hole Clough
3. City centre

2. Assessment

2.1 Physical Context (cont.)



Aerial view of the site looking northeast.



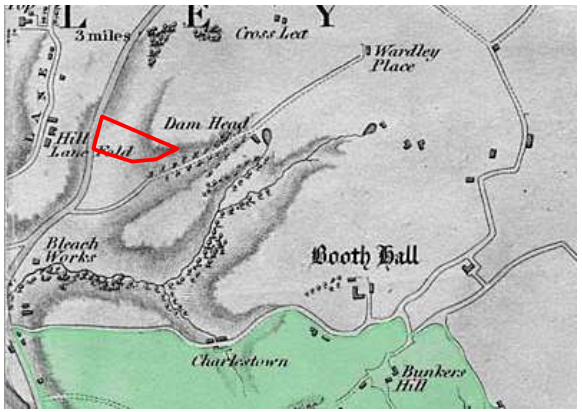
Aerial view of the site looking southeast.
1. Damhead Park
2. Boggart Hole Clough

2. Assessment

2.2 Historical Maps

The following illustrations show the proposed site in historical context from 1819 to the present day.

The 1819 map shows the site and the line of Rochdale Road heading north through open landscape. The only significant built form being a Bleach works to the south and 3 unnamed buildings to the west along Hill Lane.
The 1900s map shows a defined Rochdale Road, fronted by the terraced row and semi- detached houses opposite the site to the west. The line of the tram from Manchester to Blakley can also be seen along Rochdale Road.
The 1930s shows the tram line removed and denser clusters of housing particularly to the north and west of the site.
The site and the land to the west remain unoccupied by buildings until the early 1970s when White Moss Road is built to serve the Dam Head Farm development and also defines the southern boundary to the site. The social club is also built on the site at this time as is the Fire Station to the northern edge.
The 1990s map shows an increase in density to the Dam Head Farm housing, which was completed in the late 1970's/ early 1980s.

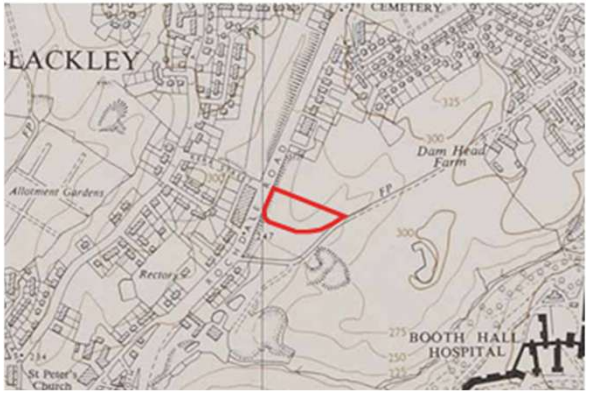


1819



1900s


1930s



1950s


1970s


1990s

N

2. Assessment

2.2 Historical Maps (cont.)

The aerial photograph shows the site as it is today with the medical centre to the south and the new Fire Station to the north.



Aerial photograph circa 2025

2. Assessment

2.3 Historical Photographs



Haverfield Road, looking southwest towards Rochdale road circa 1970s.



Looking southwest across the site towards Rochdale Road circa 1970s.



Rochdale Road- looking north towards the site circa 1970s.



Fire Station north of the site circa 1970s

2. Assessment

2.3 Historical Photographs (cont.)



Rochdale Road circa 1960s.



Rochdale Road circa 1970s.



Rochdale Road circa 1950s.

2. Assessment

2.3 Historical Photographs (cont.)



Old Market Street, looking northeast circa 1890s.



Old Market Street, looking northeast circa 1970s.



Old Market Street, looking west towards Hexagon Tower circa 1970s.



Hexagon Tower circa 1970s.

2. Assessment

2.4 Parameters

Site Area:

The application site area is 3994sqm / 0.96 acres / 0.39 Ha

Density:

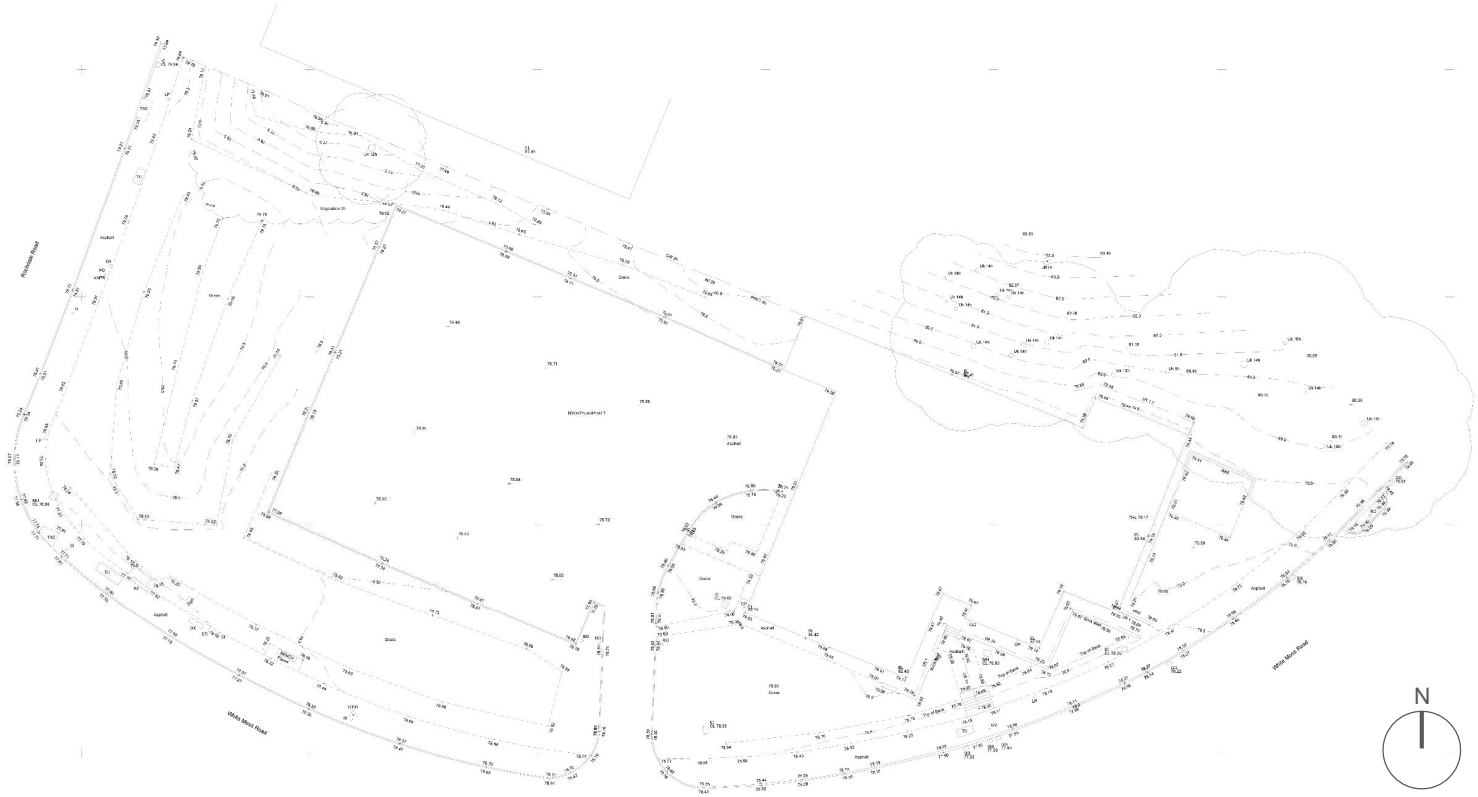
The total number of proposed homes is 43, therefore the density is 110 Dwellings per Hectare.

Ownership:

The site is currently owned by AIY Ltd. on a long leasehold basis. The applicant has a subject to planning contract in place to purchase the long leasehold. Manchester City Council is the freeholder. Jigsaw will own and operate the completed development.

Levels:

The existing levels on the site vary with the steepest gradient being along the back edge of pavement at the western edge with levels falling approximately 1.9 m from north to south. Along the northern edge of the site levels are consistent. Along the southern edge of the site levels fall approximately 0.35m from west to east.



Topographical survey drawing of existing site

2. Assessment

2.4 Parameters



View looking North along Rochdale Road



View looking South along Rochdale Road



View looking West along White Moss Road



View looking North West from White Moss Road

2. Assessment

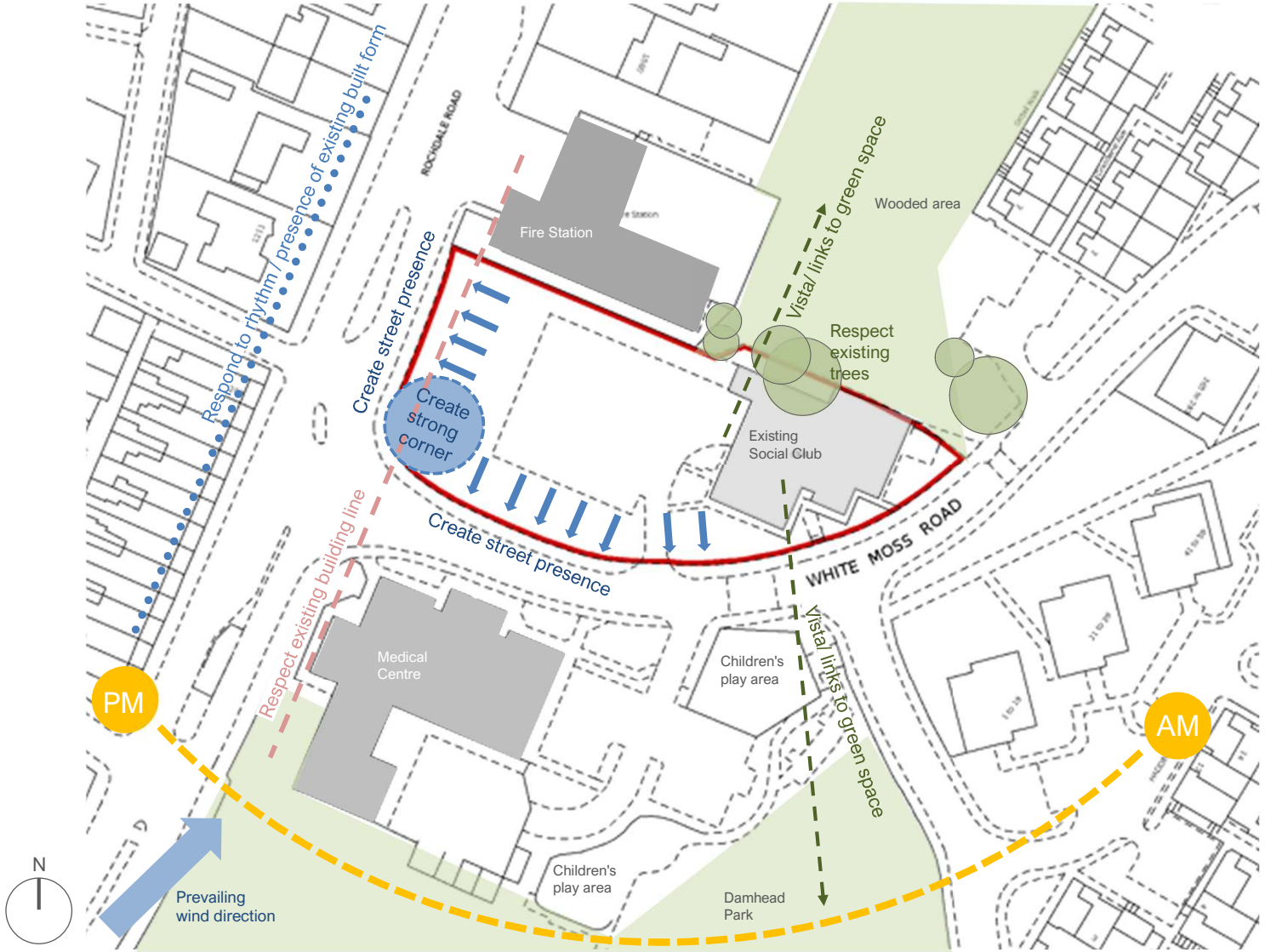
2.5 Opportunities and Constraints

Opportunities

- Create a strong architectural presence to the prominent corner of Rochdale Road and White Moss Road
- Opportunity to activate existing unused site with the addition of much needed new homes bringing people and activity to the area.
- Create active street frontages with inherent passive surveillance
- Contribute to the creation of a positive new street frontage (together with the Fire Station) to this important section of Rochdale Road.
- Acknowledge key vistas to surrounding green space.

Constraints

- Respect existing root protection areas to trees to the north of the site
- The need to respect the “aspect” and amenity of existing houses surrounding the site and the need to provide active frontages and passive surveillance wherever possible.
- Accommodate existing service runs/infrastructure



Opportunities and Constraints diagram

2. Assessment

2.6 Key Policy documents referred to:

The following key policies, documents and design guides have informed the proposals (for further detailed information please refer to the Planning Statement document which accompanies this application):

- National Planning Policy Framework 2026
- Places for Everyone Adopted March 2024
- The National Design Guide 2019
- Guide to Development in Manchester Supplementary Planning Document and Planning Guidance Adopted April 2007
- Providing for Housing Choice - Supplementary Planning Document and Planning Guidance Adopted 2nd September 2008
- Manchester Residential Quality Guide
- Manchester Core Strategy (2012)

2.7 Economic and Social Benefits

The provision of 43 No new affordable homes will contribute significantly to the required housing supply, will supplement the economic and social activity of the local shops and amenities.

2.8 Assessment Summary

The proposal will provide a mix of 1 and 2 bedroom dwellings to suit local housing needs, and will be of an appropriate scale, massing and density relative to the adjacent existing houses.

3. Consultation and Evolution of Proposals

3.1 Sketch options

A series of initial sketch options were developed, summarised as follows:

Sketch Option 1-

- Simple L shaped footprint, addresses Rochdale Road and White Moss Road with efficient configuration
- Strong legible corner created with 3 – storey right angled block
- Prominent main entrance off Rochdale Road
- Active street frontages created
- South and west facing aspects maximised
- Car parking to the north of the site and screened by building and planting
- South facing communal garden
- Existing building line to Rochdale Road respected
- 43 no. new homes proposed in total
- 100% carparking



Sketch Option 1

3. Consultation and Evolution of Proposals

3.1 Sketch options (cont.)

Sketch Option 2-

- Simple L shaped footprint, addresses Rochdale Road and White Moss Road
- Strong legible corner created with 3 – storey right angled block
- Prominent main entrance off White Moss Road
- Cranked block acknowledges geometry of White Moss Road
- Active street frontages created
- South and west facing aspects maximised
- Car parking to the north of the site and screened by building and planting
- South facing communal garden
- Existing building line to Rochdale Road respected
- 48 no. new homes proposed in total
- 100% carparking



Sketch Option 2

3. Consultation and Evolution of Proposals

3.1 Sketch options (cont.)

Sketch Option 3-

- Simple L shaped footprint, addresses Rochdale Road and White Moss Road
- Strong legible corner created with 3 – storey right angled block
-
- Prominent main entrance off White Moss Road
- Cranked block acknowledges geometry of White Moss Road and creates extended frontage
- Active street frontages created
- South and west facing aspects maximised
- Car parking to the north of the site and screened by building and planting
- Communal garden created as a sheltered ‘courtyard’ within the internal ‘nook’ of the L shaped block
- Existing building line to Rochdale Road respected
- 57 no. new homes proposed in total
- 50% carparking



Sketch Option 3

3. Consultation and Evolution of Proposals

3.2 Pre-App meeting – March 2026

The following proposals (Sketch Option 1) were presented to the Planning case officer at a Pre- app meeting 03.03.26

Summary of proposals:

- As the immediate surrounding area consists largely of 3 storey apartment blocks/ 2 storey terrace and semi-detached housing, and the site is located on a prominent corner- a 3-storey proposal is deemed appropriate .
- The building has been designed in such a way to continue and reinforce the building line to Rochdale Road and establish a new building line on White Moss Road,
- The main pedestrian entrance has been located at the Rochdale Road/White Moss Road Junction providing an opportunity for visual interest
- The scheme will be designed in line with secured by design best practice providing excellent overlooking and natural surveillance
- Ground floor dwellings to Rochdale & White Moss Roads will create an active frontage to the currently unoccupied junction.
- The building lines have been set back from the boundary edge to create defensible space and will harbour a sense of ownership
- Landscape to be enhanced to produce 10% uplift in Biodiversity Net Gain
- The retained bus stops on White Moss and Rochdale Roads will provide the residents with sustainable travel options
- A south facing communal garden will provide a green edge to the southwest frontage to White Moss Road and vistas to the existing green spaces to the north and south of the site
- The existing trees have been carefully considered, and the design takes care to preserve them.



Site Layout

Schedule of Accommodation

Apartment Types	Unit Area	Mix %
14no. 1b2p Apartments	32%	50m²
2no. M4(3) 1b2p Apartments	5%	61m²
27no 2b3p Apartments	63%	61m²

Total: 43no. Apartments

GIFA: 3458m²

All NDSS / M4(2) & 2no M4(3)
100% car parking (of which 2no. Accessible)

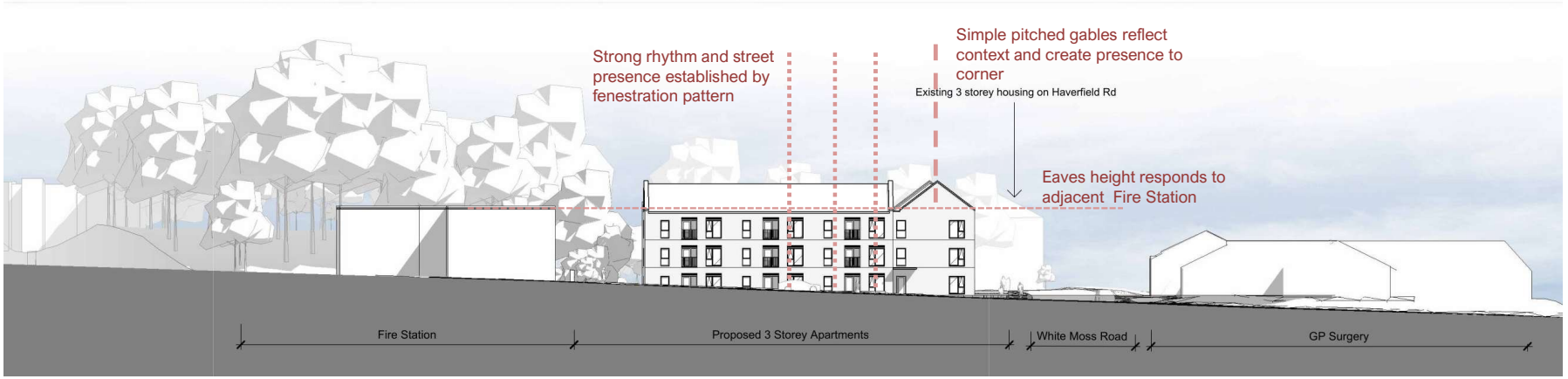
3. Consultation and Evolution of Proposals

3.2 Pre-App meeting – March 2026 (cont.)

Sketch elevations



Street Elevation – White Moss Road



Street Elevation – Rochdale Road

3. Consultation and Evolution of Proposals

3.2 Pre-App meeting – March 2026 (cont.)

Massing studies



View from Rochdale Road – Looking North



View from Rochdale Road – Looking South



View from Kerr Street – Looking East

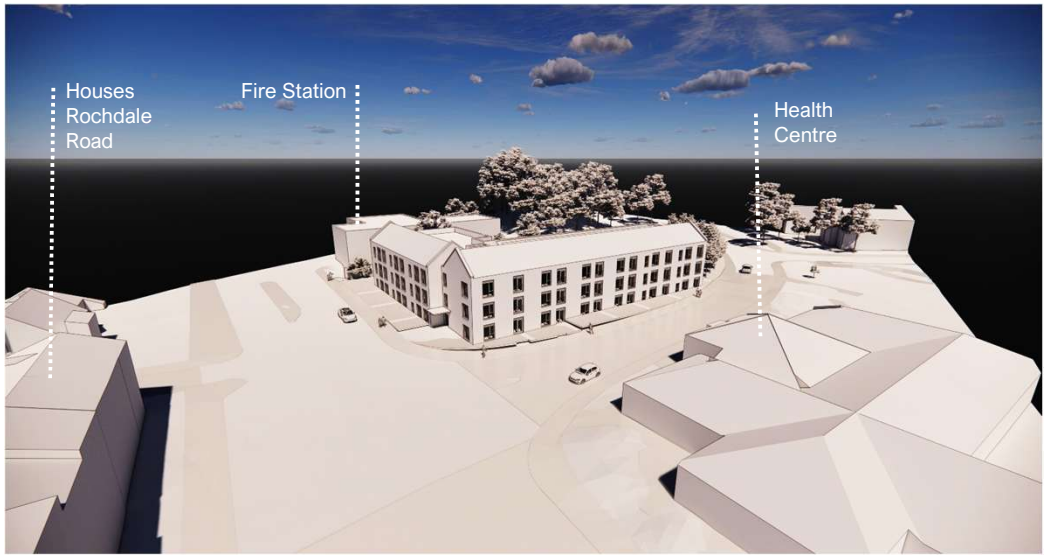


View from Haverfield Road – Looking West

3. Consultation and Evolution of Proposals

3.2 Pre-App meeting – March 2026 (cont.)

- Pre-app feedback summary
  - Overall support for the principles of the masterplan, mix and types of accommodation and secured by design optimisation.
  - Window reveals to be full brick dimension
  - Ventilation intake and outlet points to individual apartments to be carefully integrated into the elevation strategy
  - Boundary treatment to back- edge of pavement on Rochdale Road and White Moss Road to be brick with metal railing
  - Trees to northern boundary on adjacent site to be appropriately protected
  - Service access to bin store from White Moss Road to be considered.



Aerial View – Looking northeast



Aerial View – Looking northwest

3. Consultation and Evolution of Proposals

3.3 Evolution of proposals following Pre-App meeting

Following the pre-app meeting, the configuration of the site plan remained, with an L-shaped block occupying the corner, main entrance from Rochdale Road, car parking to the north and the communal garden to the east. The bin store was re-located to the southeastern corner of the building to facilitate efficient collection from White Moss Road.



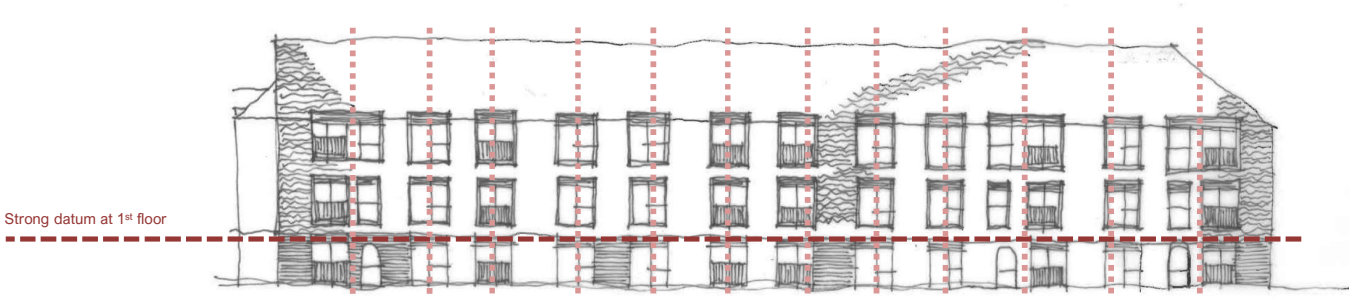
3. Consultation and Evolution of Proposals

3.3 Evolution of proposals following Pre-App meeting (cont.)

The massing and elevations were developed through a series of iterations as follows:
Initial options looked at referencing the strong rhythms of the terraced houses facing the site along Rochdale Road, set up by fenestration pattern, projecting bays, recessed entrances, strong definition of the ground floor storey and pitched roofs with projecting gable features.



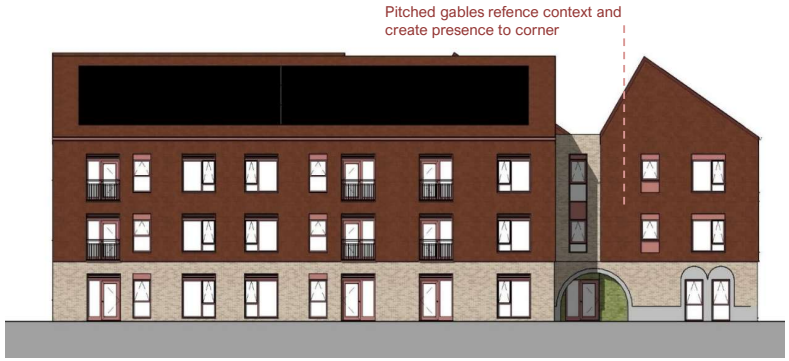
Rochdale Road – strong rhythm created by projecting bays, recessed entrances, arched heads, pitched roofs with gable features



Sketch elevation investigating rhythm, hierarchy and roof form



View of corner of Rochdale Road and White Moss Road

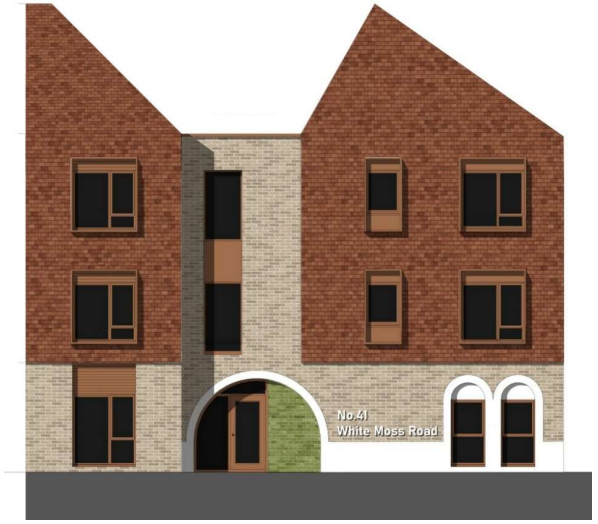


Sketch elevation to Rochdale Road

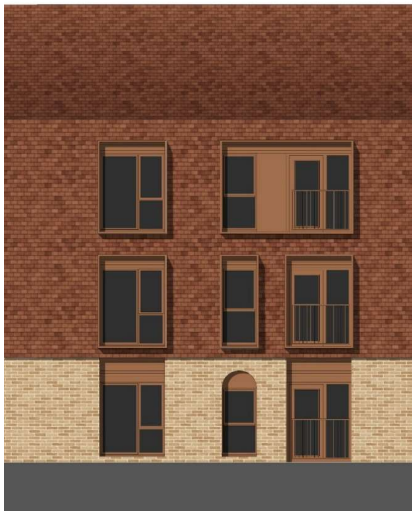
3. Consultation and Evolution of Proposals

3.3 Evolution of proposals following Pre-App (cont.)

Referencing the local use of tile hanging, the option of a continuous material of tiles wrapping roof and upper two storeys was investigated. Initial material cost and longer-term maintenance/ replacement were seen as potential issues with this approach.
A contrasting brick and the use of arched heads to identify entrances and significant elements of the elevation were also investigated.



Entrance Study option- brick, tile and pre-cast elements



Sketch typical bay study- brick and tile



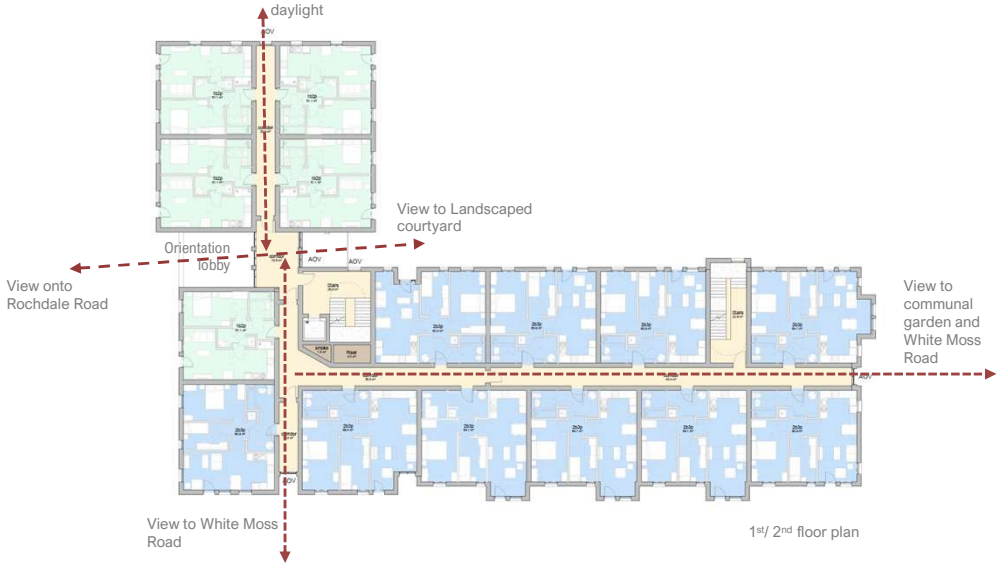
Sketch Entrance Study option- brick and tile

3. Consultation and Evolution of Proposals

3.4 Further Evolution of Proposals

Further adjustment to the internal planning, building massing and consideration of how the proposals sit within a wider streetscape resulted in the following refinements:

- Overall massing configured into distinct blocks arranged around the central core, circulation/ entrance lobby accessed from Rochdale Road/ courtyard garden. Articulating the massing in this way has created the opportunity for long views onto Rochdale Road to the west and into the courtyard garden/ car park (and beyond) to the east at all levels, connecting the building with context, also allowing natural light penetration into the depth of the plan.
- The ground floor entrance is also given greater prominence, further emphasised by the chamfered geometry of the flanking wall and extended threshold to Rochdale Road.





Plan diagrams illustrating articulation of the blocks creating views and light penetration

3. Consultation and Evolution of Proposals

3.4 Further Evolution of Proposals (cont.)

A consistent materiality of brick, vertically proportioned windows and a varied roofscape with prominent gables (often paired) are all part of the architectural language found locally, particularly present in the existing Edwardian villas to both sides of Rochdale Road.
The proposals pick up on these cues, using roof form to compliment the articulation of the blocks and create street presence at the junction with White Moss Road.



Existing view looking south along Rochdale Road



Houses to the west side of Rochdale Road with double gabled bays

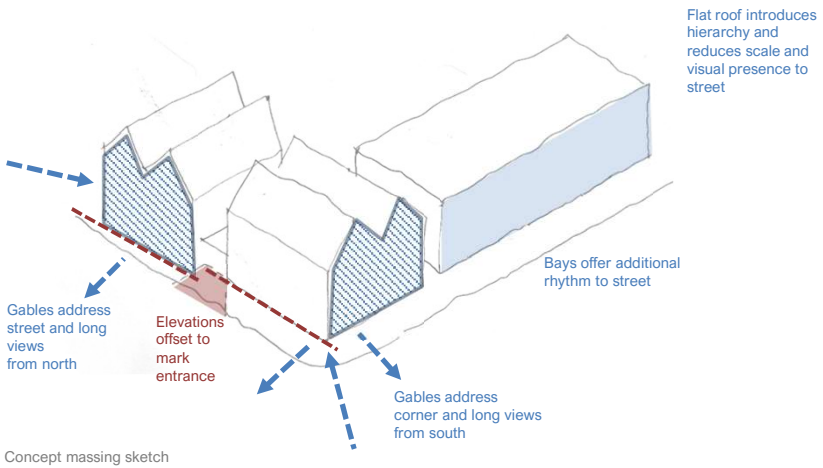


Sketch montage of the proposed western elevation in the context of Rochdale Road

3. Consultation and Evolution of Proposals

3.4 Further Evolution of Proposals (cont.)

Roofscape is composed to present a double gable to Rochdale Road, adjacent to the Fire Station, which creates visual presence when approaching southwards, particularly with the falling gradient of the road. A double gabled block 'holds' the corner to White Moss Road, again creating presence and an articulated roof line when approaching from the south along Rochdale Road. This block is stepped back eastwards relative to the northern block to accommodate site geometry and offer further visual emphasis and spatial generosity to the entrance/ threshold area.
The block sitting to the east along White Moss Road is given a parapeted flat roof profile to create hierarchy, reduce scale/ height and to accommodate PVs as appropriate.



Concept massing sketch



Proposed sketch elevation to Rochdale Road



Proposed sketch elevation to Rochdale Road



Sketch massing study looking north along Rochdale Road

3. Consultation and Evolution of Proposals

3.4 Public Consultation

A letter was sent by the applicant on 03.09.26 to Damhead Medical Centre, inviting comments and offering the opportunity to discuss the proposals in further detail

.

3rd September 2026

Damhead Medical Centre
1020 Rochdale Rd
Manchester
M9 7HD

Dear Sir / Madam

Planning application for 43 Affordable Homes – Former VASA Club, White Moss Road / Rochdale Road

You may have noticed some activity around the vacant site off Rochdale Road/White Moss Road. Chapter Real Estate is a developer of 100% affordable homes and we are working with local Housing Association, Jigsaw Homes Group, to bring forward a development comprising 43 new homes on this site. The homes will be available for social rent.

The proposal seeks to deliver 43 high-quality affordable homes designed to meet local housing needs, including a mix of one and two bedroomed properties suitable for young families, and older residents wishing to remain within the local community.

The proposed development has been carefully designed to:

- Provide much-needed affordable housing for local people
- Complement the character and appearance of the surrounding area
- Landscaping and private parking
- Deliver safe pedestrian and vehicle access
- The scheme will provide sustainable, energy-efficient homes including Photovoltaic panels and achieve at least an EPC B.

Our planning application will be submitted soon, and we will share more details about the scheme in due course. For now, you can see the proposed layout and an example of the proposed elevations overleaf. If you have any queries or would like to discuss with us in more detail, please contact us at hello@chapterre.co.uk

Yours faithfully

Chapter Real Estate

Letter inviting comment from neighbours

Proposed Site Layout



Sample Proposed Elevations





4. Evaluation

4.1 Accommodation Mix

It is proposed to construct 43no.. New homes comprising of the following types:

14 no. 1 bed homes (32%)

2 no M4(3) 1b2p Apartments (5%)

27 no. 2 b/3p homes (63%)

All units designed to Nationally Described Space Standards (NDSS) & available for social rent.

Car Parking:

A total of 43 no. parking will be provided in Including 2no. accessible spaces

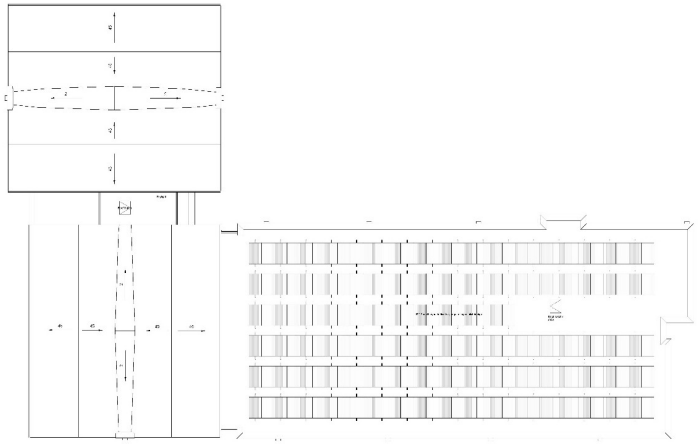
Cycle Storage:

A total of 46 no. (107%) cycle spaces are provided, secure and covered in an external store.

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First floor plan



Roof plan



Ground floor plan



Second floor plan

5. Design Character and Materials

5.1 Elevations

The design adopts a restrained contemporary approach, with a controlled, limited palette of materials, principally comprising of high-quality brick, window system and metal railings.

The approach takes cues from the immediate/ intermediate context, particularly the Victorian/Edwardian houses along Rochdale Road, which are characterised by:

- Pitched roofs with eaves running parallel to the road, with expressed gable features.
- Defined entrances, recessed or framed by porches.
- Bay windows, which together with the porches/articulation at window head, help define a distinct entrance/ground floor storey.
- Window/door heads are expressed with deep lintels, quoins and arches
- a consistent materiality of brick with decorative detailing at significant locations/ junctions.

The proposals take these references and reinterpret them in a contemporary way, appropriate to aspect and typology.











Key to images:

1. Semi-detached houses Rochdale Road (west side)
2. Terraced houses, Rochdale Road (west side)
3. Semi-detached houses Rochdale Rd. (west side)
4. Semi-detached houses Rochdale Rd. (east side)
5. Detached houses Rochdale Rd. (east side)

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5. Design Character and Materials

5.1 Elevations (cont.)

Given the prominence of the site, the approach is to create elevations which respond to and enhance their immediate context, acknowledge aspect and amenity, and work hard to provide active frontages to all sides. In this way, there is subtle variation and hierarchy but no apparent 'front and 'back' with elevations to all sides treated with equal care and importance. This approach is summarised as follows:

West facing elevation to Rochdale Rd.

- Double gable creates a strong presence/ roofline to Rochdale Road.
- Entrance / circulation core emphasized by articulation of blocks and generous glazing, offering controlled visual permeability.
- Recessed entrance with chamfered flanking wall to create 'welcome' and extended threshold.
- Vertically ordered fenestration creates a strong rhythm, offsetting the horizontality of the massing.
- Hierarchy established by a variety of brick bonding and textures; ground floor defined by 'rusticated' base created by horizontal offsetting of courses/subtle variation in brick type and a double soldier course at window heads. First and second floors defined by simple stretcher bond. Gables are defined by a double stretcher bond at second floor window heads and recessed brick vertical fluting' detail which references the gable detailing to be found on the Edwardian villas of Rochdale Road

South facing elevation to White Moss Road

- Double gable creates a strong presence/roofline to corner of White Moss Road and Rochdale Road.
- Gables 'pulled apart' to allow daylight penetration and views from circulation core.
- Hierarchy of 'rusticated' base, restrained middle (1st and 2nd floors) and textured brick at roof level is consistent with west elevation
- Roofline varied with a parapeted flat roof to the eastern block to create hierarchy, reduce scale/height and to accommodate PVs as appropriate.
- Brick dentil detailing gives modelling and visual interest at eaves level.



Proposed west elevation to Rochdale Road



5. Design Character and Materials

5.1 Elevations (cont.)

South facing elevation to White Moss Road

- Hierarchy of 'rusticated' base, restrained middle (1st and 2nd floors) and textured brick at roof level is consistent with all elevations
- Roofline varied with a parapeted flat roof to the eastern block to create hierarchy, reduce scale/height and to accommodate PVs as appropriate.
- Brick dentil detailing gives modelling and visual interest at eaves level.
- Projecting double height bay strengthen vertical rhythm and further articulate massing.
- Double gable creates a strong presence/roofline to northern block
- Gable fluting detail consistent with east and south elevations
- Entrance / circulation core emphasized by articulation of blocks and generous glazing, offering controlled visual permeability.



Proposed south elevation to White Moss Road/ communal garden

North facing elevation to car park / Fire Station

- Hierarchy of 'rusticated' base, restrained middle (1st and 2nd floors) and textured brick at roof level is consistent with all elevations
- Brick dentil detailing gives modelling and visual interest at eaves level to (southern block)



Proposed north elevation to car park/ Fire Station

5. Design Character and Materials

5.2 Details

A high-quality brick is proposed throughout. Brickwork detailing is used to add depth, texture and rhythm reinterpreting some of the detail found in the neighbouring 19th /early 20th century.
Subtle hierarchy established as follows;

- **Ground floor (*the base*)** is defined by 'rustication' created by horizontal offsetting of courses and subtle variation in brick type/ colour with the recessed course picked out in a slightly darker tone. A double soldier course at window heads offers further definition.
- **First and second floors *(the middle)*** is defined by simple stretcher bond.
- **Roofline *(the top)*** is defined by a double stretcher bond at second floor window heads and a recessed brick feature which appears as a vertical 'fluting' detail on the pitched gables (a references the gable detailing to be found on the Edwardian villas of Rochdale Road) and as a continuous dentil course to the flat roof sections- further defined by a double soldier course at parapet level.

Fenestration is vertically proportioned and 'paired' where appropriate (refencing contextual precedent). Ventilation outlet/intake points are visually discreet, integrated into the head of the window frame.

Balcony balustrades are detailed to further compliment the verticality of the bays, with vertical metal balusters, offering a refined, robust contemporary aesthetic and creating an appropriate balance of visual privacy and light penetration.



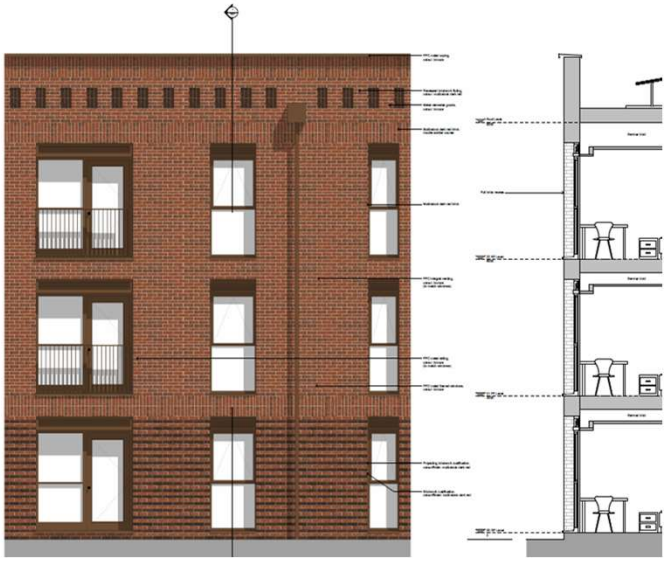




Elevation details - existing houses to Rochdale Road



Bay study (west elevation to Rochdale Road)



Bay study (south elevation to Whie Moss Road)

5. Design Character and Materials

5.2 Details (cont.)

The proposals will draw upon the scale, massing, materials and detailing of appropriate historic context but will look to reinterpret these themes in a contemporary architectural language, creating a strong identity to this important corner site. Illustrated are some precedent images which take this approach.

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Contemporary architectural precedent

5. Design Character and Materials

5.2 Details (cont.)

The accompanying views illustrate the following

View looking north along Rochdale Road- Gables create appropriate scale and presence to prominent corner. Form, materials and details compliment immediate context.

View looking north from White Moss Road - articulation enables the building to be read as a collection of distinct blocks. Horizontality is balanced by the strong vertical rhythm created by detailing, fenestration pattern and the projecting bay windows.

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Proposed view looking north along Rochdale Road



Proposed view looking north from White Moss Road

5. Design Character and Materials

5.2 Details (cont.)

View looking south along Rochdale Road - articulation of form breaks down massing and helps to emphasize entrance. Materials and details compliment neighbouring context.

View looking west along White Moss Road - 3 storey gable creates strong, active street presence. Communal garden creates filtered views.



Proposed view- looking south along Rochdale Road



Proposed view- looking west along White Moss Road

5. Design Character and Materials

5.3 Landscape Strategy

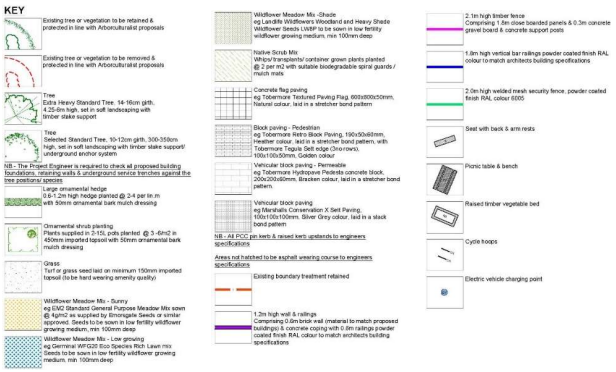
The following description outlines the landscape strategy for the proposed housing development, setting out a considered approach that both supports local character and enhances the wider environmental quality of the site.

The overarching strategy for the development is to strengthen the character of the area through new tree planting in front of the new building and south facing communal garden that continues the existing avenue found along White Moss Road.

A south facing communal garden will provide a green edge to the southwest frontage to White Moss Road and vistas to the existing green spaces to the north and south of the site as discussed in the pre-application meeting.

Existing trees retained on northern perimeter of car park preserving a natural buffer between the development and adjacent land users that also benefits local wildlife

The design prioritises inclusivity, biodiversity, and long-term stewardship. By combining thoughtfully placed hedges, trees, wildflower areas, and social spaces, with the aim to create a welcoming environment for end users that integrates the development into the local vernacular. The scheme supports ecological resilience while providing inviting settings for recreation, relaxation, and social interaction.





A summary of the landscape proposals from Saville Landscape is illustrated on the following page. Please refer to the landscape drawings submitted with the application for further details.

5.3 Landscape Strategy (cont.)

Hedges

- Hedgerows are used as a means of defining public and private boundaries while maintaining a soft, green character. This approach reinforces the suburban grain of the area and softens hard boundary treatments, contributing to a more cohesive streetscape.
- Around the building, hedges form small pocket gardens for ground-floor residents providing a degree of privacy and defensible space without creating unattractive barriers.


Prunus Lusitanica


Taxus Baccata

Ornamental Planting

- Ornamental planting is used selectively to bring seasonal interest, colour, and texture to key communal areas. Planting mixes will include species that provide nectar for pollinators and berries or fruits that support invertebrates and birds, ensuring that aesthetic value is matched by ecological function.
- Around the communal seating areas, carefully composed ornamental beds create an inviting, year-round setting for residents to sit, socialise, and look out on. These areas are intended as shared social spaces where planting enhances both ambience and wellbeing.
- Within the parking area, ornamental planting improves the arrival experience and helps establish a welcoming character for the overall development.


Lavandula Hidcote


Pyracantha


Sedum Matrona

Native scrub mix

- A native scrub mix is proposed to the northern boundary of the parking area serving as both screening and ecological infrastructure.
- Native mixes offer structure, food sources, and nesting habitat for a variety of species, enhancing opportunities for birds, small mammals, and invertebrates. This helps strengthen wildlife corridors and contributes to the site's biodiversity objectives.


Crataegus Monogyna


Ilex Aquifolium


Prunus Spinosa


Rosa Canina


Vibumum Opulus

Trees

- Tree planting across the scheme contributes significantly to establishing a mature landscape structure. Around the apartment block, trees are positioned to provide filtered screening—softening the building's massing without blocking light or views.
- Ecologically, trees provide vital foraging opportunities for native wildlife, including birds, pollinators, and other invertebrates. The species palette includes a mix of native and non-native species to ensure resilience and seasonal variation. Proposed species include a mix of native and non-native species such as Field Maple, Silver Birch, sycamore, Hawthorn, Rowan and Sweet Gum each selected for its ecological contribution and suitability to local conditions.


Acer Campestre Elsrijk


Acer Campestre


Carpinus Betulus Frans-Fontaine


Crataegus Monogyna


Liquidambar Styracilfua


Sorbus Aucuparia

5.3 Landscape Strategy (cont.)

Wildflower

- Wildflower meadow mixes are proposed within the communal area in front of the parking as part of the site's Biodiversity Net Gain (BNG) contribution. These meadows not only deliver considerable ecological benefit, supporting pollinators, providing structure for invertebrates, and enhancing habitat diversity, but also create an attractive, low-maintenance landscape feature.



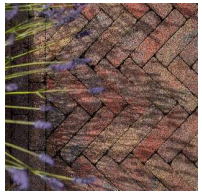
Native Meadow

Surfaces

- A careful mix of permeable and non-permeable surfacing defines circulation routes and clarifies public versus private spaces. Contrasting materials, colours, and paving patterns are used to guide movement and emphasise key areas such as entrances, shared surfaces, and communal seating. Permeable surfaces also contribute to sustainable drainage by supporting infiltration and reducing runoff.


Conservation Setts
Silver Grey


Tobermore Hydropave
Pedesta Bracken

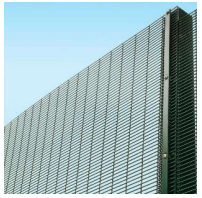

Tobermore Retro
Leather

Boundaries

- A simple, robust low brick wall and vertical bar metal railings are proposed to delineate the site boundary on Rochdale Rd and White Moss Road. Vertical bar railings are used elsewhere on site to provide a secure boundary on the north elevation of the new building. Welded mesh fencing is proposed around the substation permitter with an evergreen hedge to act as natural screening.


1.2m brick wall & railings


2.1 high timber fence


2.0m high security fence


1.8m high metal railings

Furniture

- The communal seating areas are designed as comfortable, appealing spaces for residents. Seating and raised vegetable beds along-with ornamental planting work together to create a sense of place that encourages socialising, outdoor relaxation and neighbourly interaction.



Communal seating



Raised beds

6. Access Servicing and Refuse

6.1 Connectivity & Servicing

The site offers excellent connections around the locality and beyond via foot, bicycle, car and public transport:

- Pedestrians - Access to the site for pedestrians is via easy to navigate routes along Rochdale Road and White Moss Road. There is ramped/ level access to the site via the primary pedestrian entrance off Roachdale Road, from the car park via the communal garden and from White Moss Road at the southwestern corner of the building. The main entrance is clearly defined and visible from approach routes and the building is within walking distance of the bus stops on Rochdale Road.
- Cycling - The proposed scheme offers secure cycle storage for 46 cycles (107%) with a store located to the north of the communal garden, which is overlooked by south and north elevations..
- Car – 43 spaces are provided (100%) (including 2no. Disabled spaces). All spaces have access to an EV charger. Entry and exit from the car park is off White Moss Road at he norteast corner of the site.
- Public Transport - the site is connected to the public transport network given its close proximity to the bus routes on Rochdale Road.
- Servicing – A refuse and recycling store is located at the ground floor to the southwestern corner of the building with level access internally for residents, and externally for collections. Collections will take place from White Moss Road, with bin store located approx. 7m from back edge of footpath.

6.2 Refuse Strategy

Residents will be responsible for bringing their waste and recycling to the store and depositing in the correct container. Each bin within the stores is accessible by residents, with space to move around and remove the relevant bins on collection days. A management company will move the bins to and from the store for collections. . Collections will take place from White Moss Road, with bin store located approx. 5m from back edge of footpath.

In line with MCC policy, the following will be provided:
5 no. 1100 litre bins for general waste
3 no. 1100 litre bins for pulpable recycling
3 no. 1100 litre bins for mixed recycling
2 no. 240 litre bins for food waste

Please refer to the Waste Management Proforma, for more details, which forms part of this application.



Ground Floor: Access, Parking, Cycling & Refuse Strategy

Key:

- New access road
- Proposed car parking space
- Proposed Accessible space
- Primary circulation core
- Secondary circulation core
- Bin Store
- Cycle Store
- Refuse collection
- B Bus stop

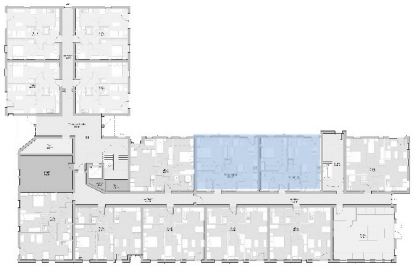
6. Access Servicing and Refuse

6.3 Inclusive Access

The development has been designed to create an inclusive & highly accessible environment for all. The design team have taken care to ensure the building and surrounding site take full account of the needs of disabled persons with step-free level or ramped access provided around all areas of the buildings. All of the apartments will be designed to meet Approved Document M4(2) and 2no. are also designed to M4(3) standard.



M4 (3) apartment plans



Ground floor plan

1b/2p M4(3) apartment

7. Secured by Design

7.1 **Secured by Design Summary**

The development will endeavor to take on board the recommendations of Section 7 of the Crime Impact Statement and provide physical security standards based upon the Secured by Design test standards and British Standards/PAS. The proposed development is to be constructed in line with best practice including:

- PAS 24 compliant windows and doors.
- Robust boundary treatments with 1.8m high walls/fences to garden enclosures where these do not interact with the communal courtyards/ Marina.
- Clear definition of public and private realm.
- Passive surveillance of both public and private spaces maximized.
- External Lighting - Well positioned, good quality external lighting will be provided to create a safe environment after dark.
- Secure, communal, cycle storage

8. Sustainability

8.1 **Sustainability Strategy**

Homes will be designed adopting a fabric first approach in line with the Energy Statement which forms part of this application.

An all-electric energy strategy is proposed. Individual hot water air source heat pumps (HWASHP) are provided, located within cupboard space within each apartment.

Space for photovoltaic panels (PVs) has been provided for on the roof should they be required, subject to further detailed assessment at pre-construction stage.

U-Values will be as a minimum in accordance with Energy Statement.

Kitchens will incorporate separate waste and recycling bins to aid collection.

Residents are encouraged to live a sustainable lifestyle with public transport and community facilities all within easy walking distance. Secure communal, cycle storage will be provided.

A sustainable drainage strategy accompanies the application

9. Conclusion

In summary, the proposed residential development seeks to provide the following:

43No. much needed new, affordable, homes

A mix of high quality private (balconies and terraces) and shared amenity space in the form of communal courtyard gardens for residents to enjoy.

A building which respects the scale, massing and materials of the context and makes a positive contribution to the existing neighbourhood.

A building which respects overlooking and amenity distances to the neighbours.

A building of appropriate scale and presence, occupying a prominent site fronting an arterial road to/from Manchester City Centre, that makes a significant contribution to the area

Secured by Design with passive surveillance over communal and public realm optimized.

This statement demonstrates that the redevelopment of the site looks to produce a contextual design, appropriate in scale, form and massing, which we respectfully request is supported.



Proposed view looking north along Rochdale Road

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