

A detailed, light-colored line drawing of a street map serves as the background. It shows a dense network of streets and building footprints, with some areas shaded with diagonal lines to represent buildings. The map is oriented with North at the top.

ROCHDALE HERITAGE ACTION ZONE – DRAKE STREET & SOUTH PARADE

ROCHDALE BOROUGH COUNCIL

HERITAGE STATEMENT AND PROPOSALS

DECEMBER 2019

Damien Woolliscroft

St James', 79 Oxford Street, Manchester M1 6FQ

damien.woolliscroft@purcelluk.com

+44 (0)161 300 7747

www.purcelluk.com

All rights in this work are reserved. No part of this work may be reproduced, stored or transmitted in any form or by any means (including without limitation by photocopying or placing on a website) without the prior permission in writing of Purcell except in accordance with the provisions of the Copyright, Designs and Patents Act 1988. Applications for permission to reproduce any part of this work should be addressed to Purcell at info@purcelluk.com.

Undertaking any unauthorised act in relation to this work may result in a civil claim for damages and/or criminal prosecution. Any materials used in this work which are subject to third party copyright have been reproduced under licence from the copyright owner except in the case of works of unknown authorship as defined by the Copyright, Designs and Patents Act 1988. Any person wishing to assert rights in relation to works which have been reproduced as works of unknown authorship should contact Purcell at info@purcelluk.com.

Purcell asserts its moral rights to be identified as the author of this work under the Copyright, Designs and Patents Act 1988.

Purcell® is the trading name of Purcell Architecture Limited.

© Purcell 2019

ROCHDALE HERITAGE ACTION ZONE – DRAKE STREET & SOUTH PARADE

CONTENTS

1.0 INTRODUCTION	04
1.1 BACKGROUND TO THIS REPORT	04
2.0 UNDERSTANDING	05
2.1 LOCATION AND SETTING	05
2.2 HISTORICAL DEVELOPMENT	06
2.3 THE STUDY AREA TODAY	07
2.4 MAP PROGRESSION	13
2.5 DESIGN PARAMETERS	17
2.6 THE PROPERTIES	17
3.0 BIBLIOGRAPHY	51
ARCHIVES	51
ONLINE ARCHIVES	51
SECONDARY SOURCES	52

I.0 INTRODUCTION

I.1 BACKGROUND TO THIS REPORT

This report sits within the context of positive aspirations to repair and reinstate historic shopfronts within the Rochdale Heritage Action Zone; an area comprising 19th through to 20th century architecture, as a hub of commercial, civic, cultural and communal activity since the 18th century. Rochdale Heritage Action Zone is a five-year programme of collaboration between Rochdale Borough Council and Historic England, launched in April 2018, focusing on the area along Drake Street and South Parade between Rochdale Station and the Town Hall. This report aims to inform building repair grants for historic buildings, particularly shopfronts, at 7-13 South Parade and 4 Drake Street, 8-12 Drake Street and 55 Drake Street.

I.2 SCOPE OF THE REPORT

This Heritage Statement provides historical research into the study area, comprising 7-13 South Parade and 4 Drake Street, 8-12 Drake Street and 55 Drake Street, to inform the proposed building repair and enhancement scheme to the historic shop fronts of these properties as part of the Rochdale Heritage Action Zone grant scheme. The principal sections of this report will encompass:

01 1 INTRODUCTION

This section sets out the basic information regarding the background to the report, including the scope of the study.

02 2 UNDERSTANDING

This section sets out a robust understanding of the study area, including its location, setting and historic development. Following more general study area histories, map progression and a description of the study area today, each property is addressed separately.

03 3 BIBLIOGRAPHY

This section provides the full bibliographical references used in this report.

I.3 INFORMATION BASE

The following report draws on a Desk Based Assessment, including primary sources available online as well as secondary sources online and available in libraries, in addition to archival research at the Local Studies Centre at Touchstones Rochdale (TR). For a full list of references, see the Bibliography.

I.4 AUTHORSHIP

This Heritage Statement has been prepared for on behalf of the client by Purcell Architecture Ltd. Copyright will be vested by Purcell with client given rights to distribute this report to the relevant stakeholders.

2.0 UNDERSTANDING

2.1 LOCATION AND SETTING

The study area comprises 7-13 South Parade and 4 Drake Street, 8-12 Drake Street and 55 Drake Street as shown in Figure 1 below. The majority of these properties are located at the south-western corner of the junction of Drake Street and South Parade. 55 Drake Street, however, is located to the south-east, further along Drake Street, near the intersection of Drake Street and Water Street. These properties are within the boundaries of the Rochdale Town Centre listing on the Heritage at Risk Register⁰¹, as well as the Rochdale Town Centre Conservation Area⁰² and the Historic England Rochdale Heritage Action Zone⁰³. The properties are within the Regency Drake Street Character Area of the Rochdale Town Centre Conservation Area, aside from 7 South Parade, which is located within the Town Hall, Square & Esplanade Character Area (Figure 1). 7 South Parade is a locally listed heritage asset, but none of the properties in the study area are nationally Listed Buildings⁰⁴. The properties are in the vicinity of a number of Grade II Listed Buildings, as well as one Grade II Listed Building and one Grade II Listed Park and Garden (Figure 1).



Figure 1: Location of the site, showing the nearby Nationally Listed Buildings, Locally Listed Buildings, the Conservation Area boundary and the Rochdale Heritage Action Zone (Source: Purcell 2019 based on Historic England 2019b and RoCH and Rochdale Council 2011, 12).

⁰¹Historic England (2019a). Rochdale Town Centre - Rochdale. Heritage at Risk Register. Historic England. [Online]. Available at: <https://historicengland.org.uk/advice/heritage-at-risk/search-register/list-entry/8584> [Accessed 15 November 2019].

⁰²RoCH and Rochdale Council (2011). Rochdale Town centre: Conservation Area Appraisal. November 2011. Rochdale. [Online]. Available at: <http://www.rochdale.gov.uk/pdf/2014-10-02-rochdale-town-centre-ca-appraisal.pdf> [Accessed 15 November 2019].

⁰³Roethe, J. and Williams, M. (2019). Central Rochdale, Greater Manchester: Historic Area Assessment. Research Report Series no. 56-2019. Swindon: Historic England, p. 53. [Online]. Available at: <https://research.historicengland.org.uk/Report.aspx?i=16385> [Accessed 13 November 2019].

⁰⁴Ibid, p. 53.

2.2 HISTORICAL DEVELOPMENT

The following historical summary focuses on the development of Drake Street and South Parade in Rochdale. For a more detailed history of the town of Rochdale, see *Central Rochdale, Greater Manchester: Historic Area Assessment*⁰¹ by Johanna Roethe and Mike Williams as part of Historic England in 2019 as part of the HAZ project.

2.2.1 DRAKE STREET

The following summary of the historical development of the northern end of Drake Street is based on the historical summary provided in the 2019 Central Rochdale, Greater Manchester: Historic Area Assessment, supplemented by additional sources where identified. The history of Drake Street is intertwined with that of the Rochdale Canal and shopping centres, and for this reason, the history of these elements are also included:

- 1790s: Revd Dr Thomas Drake, the vicar of Rochdale, from 1790-1820, releases glebe land for the development of a canal terminus.
- 1798: The Rochdale branch of the first trans-Pennine canal, Rochdale Canal, is completed, providing industrial and commercial transport⁰².
- c.1800: Drake Street is laid out to provide a connection between the town centre and the canal terminus due to need for wider roads to accommodate the intensification of industry and trade.
- 1824: The northern extent and western side of Drake Street is built up with mostly residential and commercial buildings but with warehouses and wharves around the Rochdale Branch canal terminus.
- 1844: The eastern side of the northern end of Drake Street is mostly developed, with some breaks between buildings, whilst a second basin and canal arm are constructed for the Rochdale Branch canal terminus.
- 19th century: Drake Street is established as a main shopping street, with many residential buildings being converted into retail on the ground floor.
- 1952: The Rochdale Branch Canal is closed, resulting in declining economic growth in the area.
- 1960s: Parking restrictions along Drake Street results in a decrease in clientele to the Drake Street shops and many retail outlets are converted into offices.
- 1970s: The recession and construction of Rochdale Shopping Centre (now Rochdale Exchange) to the north further reduces patronage of the shops along Drake Street⁰³.

01Ibid, pp. 18-120.

02RoCH and Rochdale Metropolitan Borough Council, op. cit., p. 28.

03Rochdale Observer (1979). Article: Shutters go up as Drake Street shops go out of fashion, 24 January 1979, p. 5.

- 1974: The Rochdale Canal Society is formed, which results in the restoration and reuse of the canal, but the Rochdale branch and basin is not restored.
- 1980s: The owners of the Drake Street shops form the Drake Street Traders' Association in an attempt to increase patronage of their shops through customer service and specialist shopping offers⁰⁴.
- 1990s: Drake Street patronage continues to dwindle due to the construction of the Wheatsheaf Centre, a second shopping centre to the north.
- 2000: Drake Street receives £1.5M to rejuvenate the street to bring in shoppers⁰⁵.
- 2008-9: The Recession exacerbates the issues of vacant shops.
- 2014: The construction of tram lines along Drake Street results in further decreases in footfall.
- 2019: 30% of retail outlets are vacant, partly due to the specialised nature of the previous shopping offers. Those that are still open are mostly fast-food restaurants or specialist shops. The majority of properties are poorly maintained and are in poor condition.

2.2.2 SOUTH PARADE

The following summary of the historical development of South Parade is based on the historical summary provided in the 2019 *Central Rochdale, Greater Manchester: Historic Area Assessment*⁰⁶, supplemented by additional sources where identified:

- c.1795: South Parade, known as 'The Parade', established as the connection between Rochdale Bridge and Church Lane, as well as Drake Street in c.1800.
- c.1818: A post office is constructed along 'The Parade'⁰⁷.
- 1824: South Parade is built up along the south side and becomes known as 'The New Wall', after the construction of new boundary walls for the River Roch.
- 1831: A dispensary is established in South Parade, but is soon relocated to Lord Street⁰⁸.
- 1844: The street becomes known as 'New Wall or South Parade'.
- 1851: The first bank is established near the west end of South Parade; a result of Rochdale's identity as a shopping destination, as well as its role in the textile trade as a location for trade and manufacturing⁰⁹.

04Rochdale Observer (1981). Article: United we stand!, 03 June 1981; Rochdale Observer (1983). Article: Spotlight on...Drake Street: Attractive Appeal of tradition, 21 May 1983.

05Rochdale Observer (2000). Article: Plans for a £1.5M Drake Street revival, 15 January 2000.

06Roethe and Williams, op. cit., p. 18-120.

07Mattley, R.D. (1899). Annals of Rochdale. A chronological view from the earliest times to the end of the year 1898. Rochdale: James Clegg, p. 40, 51

08Fishwick, H. (1889). The History of the parish of Rochdale in the county of Lancashire. Rochdale: J. Clegg, p. 285. [Online]. Available at: https://link4life.org/online-services/touchstones-online-collections/local-history-books/187-history-of-rochdale-by-henry-fishwick [Accessed 18 November 2019].

09Mattley, op. cit., p. 40, 51.

- 1856: The street is widened by 18 feet, blocking the River Roch¹⁰.
- 1866-70: Post Office relocated to 1 South Parade¹¹.
- c.1892: The street is renamed South Parade.
- Late 19th - Early 20th century: South Parade becomes a hub for banking.
- 1904-1910: The River Roch along the northern boundary of South Parade, between South Parade and The Butts, is covered using reinforced concrete slab vaults¹².
- 1910: A tramway centre, including two shelters, is constructed between South Parade and The Butts.
- 1932: The tramlines are removed, allowing more space for buses and automobiles and resulting in the construction of bus shelters on both sides of the street.
- c.1960s: The bus shelters along South Parade are removed¹³.
- 1960s-2000s: South Parade continues to be used for banking, public houses and retail, but with high turnovers due to low patronage numbers¹⁴.
- 2008-9: The Recession exacerbates the issues of vacant shops.
- 2015-6: Areas of the South Parade culvert are removed to reveal the River Roch and historic bridges and the area is repaved¹⁵.
- 2019: Two properties appear to be vacant. The open shops comprise an Age UK office, fast-food restaurant, a post office, food bank and solicitors. The majority of the properties are poorly maintained.

10Taylor, R. (1956). Rochdale Retrospect Rochdale: Corporation of Rochdale. [Online]. Available at: https://link4life.org/online-services/touchstones-online-collections/local-history-books/192-rochdale-retrospect-by-rebe-taylor [Accessed 17 July 2018].

11Mattley, op. cit., p. 40, 51.

12Oxford Archaeology North (2011). Rochdale Bridge, Rochdale, Greater Manchester: Archaeological Desk-based Research and Field Survey Report. Lancaster: Oxford Archaeology Ltd., p. 17. Available at: https://library.thehumanjourney.net/2354/1/L10310_Rochdale_Bridge_complete-report%20reduced.pdf [Accessed 18 November 2019].

13Good Plans. (1968-1991). Rochdale: Greater Manchester Rochdale Metropolitan Borough. TR Local Studies S258.

14Good Plans. (1968-1991). Rochdale: Greater Manchester Rochdale Metropolitan Borough. TR Local Studies S258.

15VolkerStevin (2016). Revealing the Roch. VolkerStevin. [Online]. Available at: https://www.volkerstevin.co.uk/en/projects/detail/revealing-the-roch [Accessed 18 November 2019].

2.3 THE STUDY AREA TODAY

Though once a bustling commercial area of Rochdale, the buildings along Drake Street and South Parade suffer from poor condition, inappropriate mid- to late 20th century and 21st century alterations, transient retail uses and vacancy. The buildings along the south-western corner of the intersection of Drake Street and South Parade were constructed as plain 19th century brick buildings with slate roofs and stone lintels, possibly purpose-built as shops with accommodation on the first and second floors or converted from residential houses⁰¹. These buildings have 'suffered some mutilation'⁰², as a number of the windows have been replaced, altered or infilled, chimneys, flagged roofing and historic shopfronts have been removed, and the front elevations faced with cementitious render or paint (Figure 15 and Figure 16). This Regency Drake Street Character Area has retained little fabric of the 19th century historic shopfronts but has retained some remnants of later historic shopfronts. The nearby properties listed below appear to have retained the following elements or appearances of the historic shopfronts:

- 13 Drake Street – the appearance of the design and panelling of a 19th century shopfront (Figure 17);
- 14 Drake Street – the appearance of the 1903 shopfront, though much appears to have been reconstructed (Figure 18);
- 21 Drake Street – some elements of a traditional 19th century shopfront (Figure 19); and
- 15 Drake Street – pilasters of an early 20th century shopfront (Figure 20).

Other properties demonstrate poor attempts at the restoration of traditional shopfronts, such as the early 21st century interpretation of a historic shopfront at 17 Drake Street with sympathetic proportions but poor-quality detailing (Figure 20), as well as the late 20th century interpretation of a traditional shopfront at 16 Drake Street (Figure 21). A small number of shopfronts have been 'restored' back to a 21st century interpretation of a historic shopfront, such as 6 and 64 Drake Street, which have not been based on historical research, but are generally sympathetic to the Conservation Area, with the main exception being the unsympathetic size and material of the fascia signage (Figure 22 and Figure 23).

In the Town Hall, Square & Esplanade Character Area of the Rochdale Town Centre Conservation Area, in which 7 South Parade is located, a number of the significant Victorian to early 20th century buildings have remained intact with few exterior alterations, including the adjacent early 20th century banks at 1-5 South Parade (Figure 24).



Figure 15: The existing streetscape of the study area along South Parade and Drake Street, comprising 19th century buildings with multiple alterations and an early 20th century-faced bank to the right (Source: Purcell 2019).

⁰¹ RoCH and Rochdale Metropolitan Borough Council, op. cit., p. 29.

⁰² Ibid, p. 29.



Figure 16: The existing streetscape of the study area along Drake Street, showing 2-12 Drake Street, which comprise 19th century buildings with cement-rendered first and second floor façades and multiple alterations to the ground floor shopfronts (Source: Purcell 2019).



Figure 17: 13 Drake Street, showing the slightly recessed timber panelled stallriser, timber mullion separating two glass panes, fanlight above the door and timber door of the 19th century shopfront, though a number of elements appear to have been reproduced. However, the fascia is too deep and in poor condition and there are no pilasters (Source: Google 2018).



Figure 18: 14 Drake Street, showing the retained appearance of the historic 1903 shopfront of Butterworth Bros., with its decorative angled fascia and cornice above, decorative pilasters with plinth, capital, corbel and letterbox, timber panelled stallrisers, decorative timber mullions between glass pane and hand-painted signage directly onto the fascia (Source: Google 2018).



Figure 19: 21 Drake Street, showing timber panelled pilasters and a chamfered entrance as the only visible remains of a traditional shopfront, with unsympathetic deep fascia, projecting roller shutters and floor-length glass panes (Source: Google 2018).

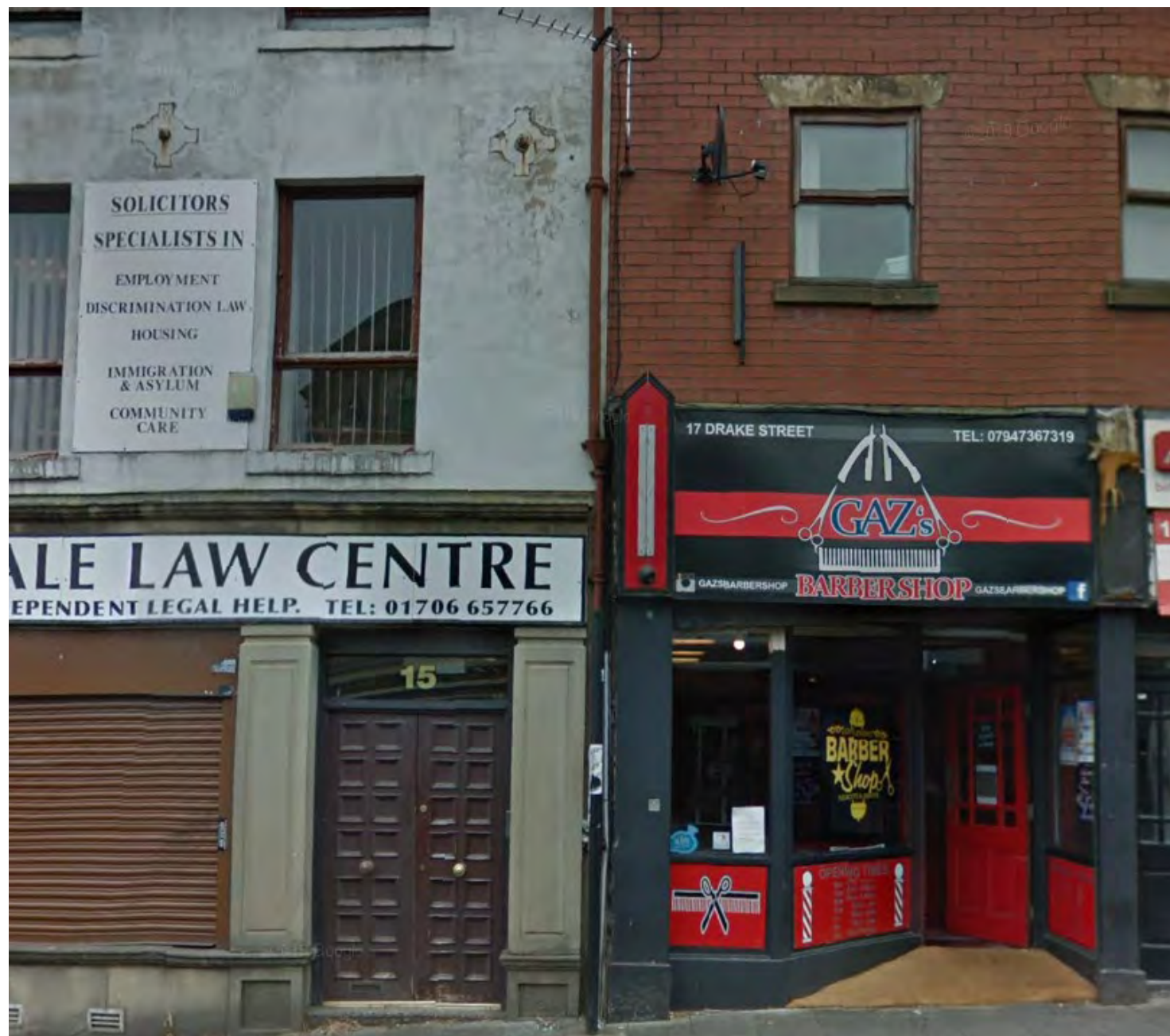


Figure 20: 15 and 17 Drake Street, showing the 20th century shopfront of 15 Drake Street with its stone pilasters, timber door and projecting cornice, inappropriate fascia board signage, unsympathetically-designed fanlight above the door and inappropriate roller shutters over the window. The early 21st century reconstructed shopfront at 17 Drake Street shows an overall sympathetic design, with its recessed angled entrance, pilasters with plinths at the base, rendered stallriser, and timber door with glass panes, transom windows and glass panels. However, the details are unsympathetic, such as the deep fascia board, the design and poor materials of the entablature of the pilasters, the signage in the stallrisers and the flooring of the entrance (Source: Google 2018).



Figure 21: 16 Drake Street, showing a modern interpretation of a traditional shopfront, utilising timber fascia, plasters and corbels, inset with large unsympathetic aluminium-framed glass panes and door. (Source: Google 2018).



Figure 22: 6 Drake Street, showing the traditional style shopfront installed in 2018, utilising timber and good proportions and elements of a traditional shopfront, including: timber mullions separating the glass panes; a central door with a fanlight above; panelled stallrisers with cills; transom lights above the windows and doors; and decorative pilasters. (Source: Purcell 2019).



Figure 23: 64 Drake Street, showing a modern interpretation of a historic shopfront, with timber panelled pilasters and stallrisers, a recessed entrance and a timber-framed door with a fanlight above, but with an unsympathetic deep fascia made from poor materials and frosted glass panes (Source: Google 2018).



Figure 24: 1-5 South Parade, showing the retained early 20th century shopfronts (Source: Google 2019).

2.4 MAP PROGRESSION

The following map progression shows the changes to the north-eastern end of Drake Street and South Parade over time from 1825 through to 1994.



Figure 2: The W. Wales & Co 1825 plan of Rochdale in Baines 1825, surveyed in 1824 by William Swire, OS Town Plan of Rochdale showing the majority of properties at the corner of Drake Street and South Parade to have already been occupied by buildings by this time, whilst 55 Drake Street comprised what appears to have been a section of a set-back terrace (Source: Historic England 2019, 23).



Figure 4: The 1851 OS Town Plan of Rochdale showing few changes to the properties at the corner of Drake Street and South Parade, whilst 55 Drake Street still comprised a section of a set-back terrace building with what appears to be a front garden wall (Source: TR R20).

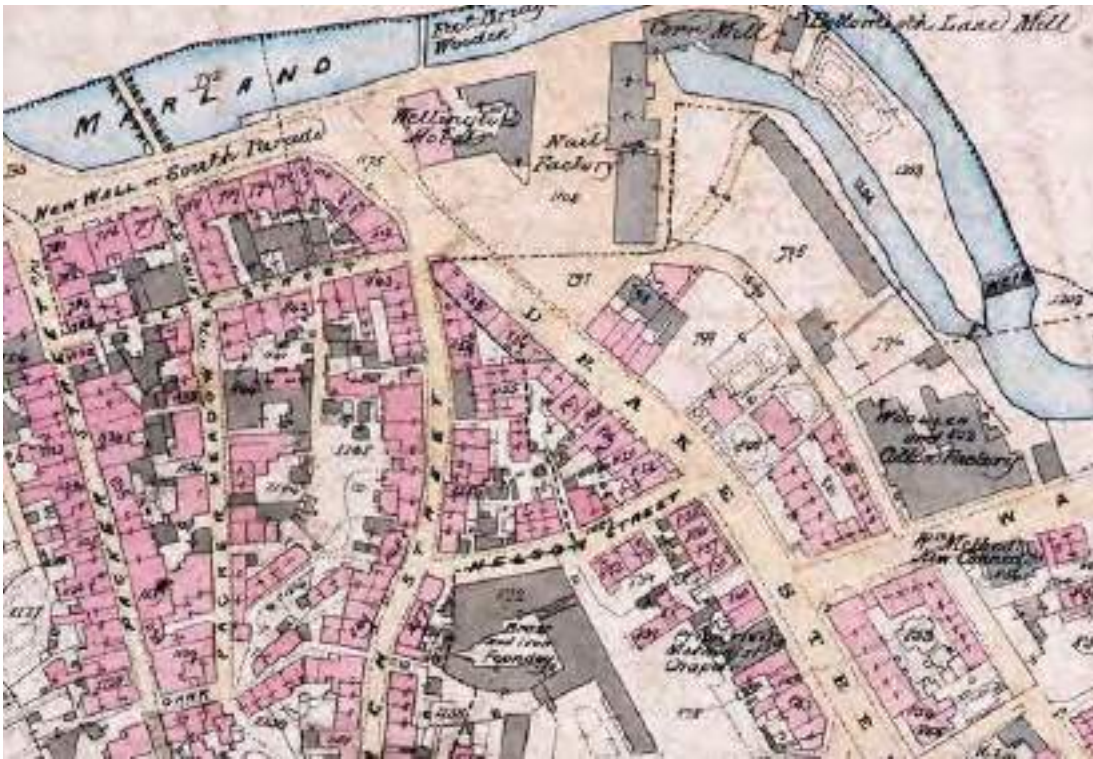


Figure 3: The 1844 tithe map of Rochdale, showing the internal arrangements of the buildings at the corner of Drake Street and South Parade and what appear to be entrances into the buildings, whilst 55 Drake Street comprised what appears to have been a section of a set-back terrace building. By this time, the buildings along South Parade appear to correspond to their current external arrangement (Source: TR T2 in Historic England 2019, 24).



Figure 5: The 1851 OS map (surveyed 1844-1848), showing the properties at the corner of Drake Street and South Parade to have already been built by this time, whilst a previous building at 55 Drake Street was also extant (Source: NLS 2019a).



Figure 6: The 1893 OS Map (surveyed 1890-1891) showing the infilling of the vacant areas along the north-eastern side of Drake Street and the reconstruction, or at least the extension of the front of 55 Drake Street, to be in line with the adjoining properties (Source: NLS 2019b).]

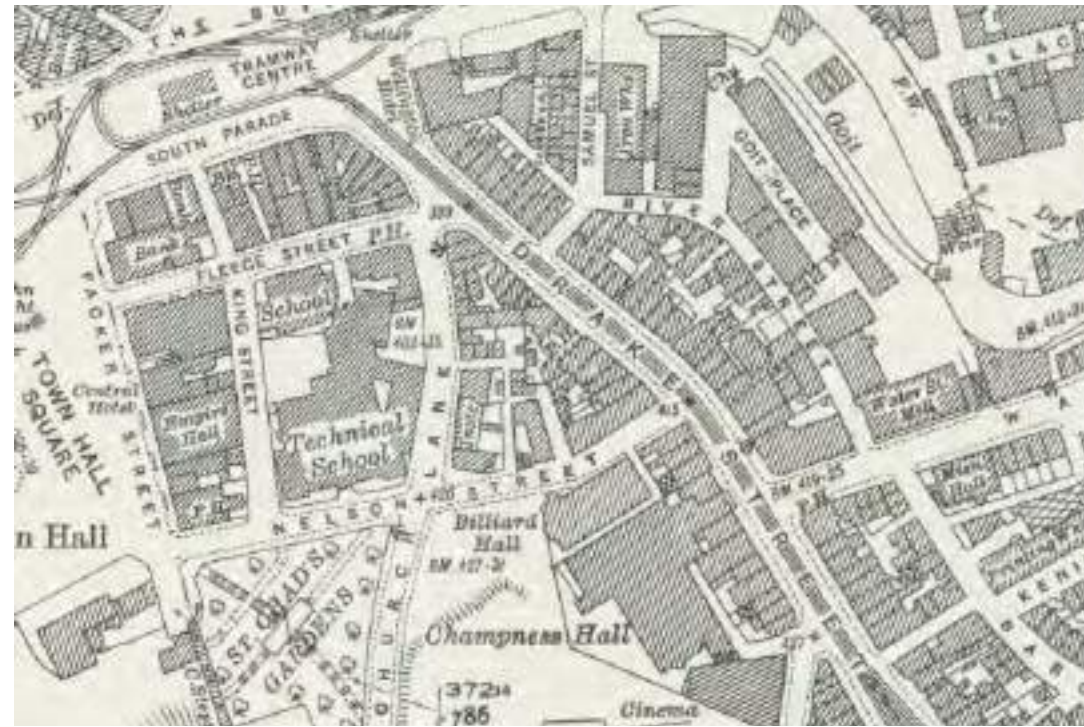


Figure 8: The 1930 OS Map (surveyed 1928) showing no apparent changes in the footprint of the properties (Source: NLS 2019d).]



Figure 7: The 1910 OS Map (revised 1908), showing the internal rearrangement of 12 South Parade for the bank and the use of 11 South Parade as a public house (Source: NLS 2019c).]



Figure 9: The 1947 OS Map (surveyed 1938) showing no apparent changes in the footprint of the properties (Source: NLS 2019e).]



Figure 10: The 1968 Goad Plan (revised 1976) showing no apparent changes in the overall footprint of the properties, but showing the details of the uses of the shops and the expansion of Haworth Department Store into 9-12 South Parade (Source: TR S258a).]



Figure 12: The 1986 Goad Plan showing no apparent changes in the overall footprint of the properties, but showing the details of the uses of the shops and the separation of Haworth Department Store at 9-12 South Parade into two separate restaurants (Source: TR S258l).]



Figure 11: The 1984 Goad Plan showing no apparent changes in the overall footprint of the properties, but showing the details of the uses of the shops (Source: TR S258k).]

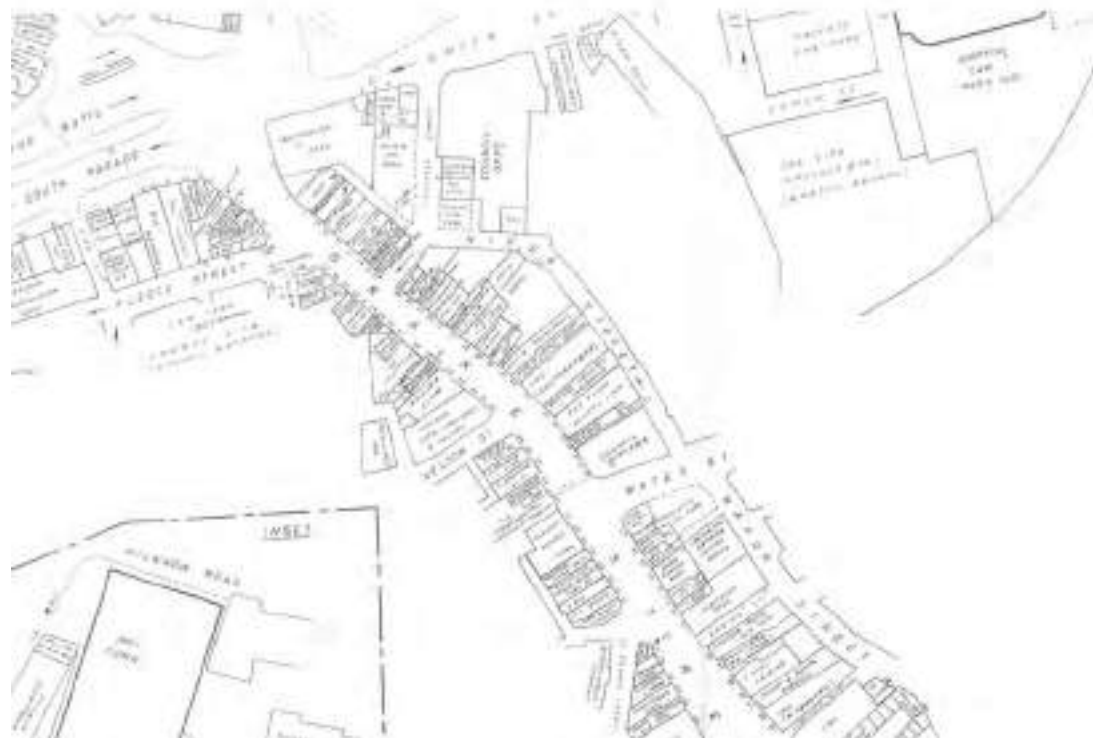


Figure 13: The 1991 Goad Plan showing no apparent changes in the overall footprint of the properties, but showing the details of the uses of the shops and the amalgamation of 4 Drake Street and 17 Fleece Street for Hollywood Pizza (Source: TR S258e).



2.5 DESIGN PARAMETERS

The guidance provided in the 2017 revised edition of Shop Fronts and Security Shutters Supplementary Planning Document by Rochdale Borough Council⁰¹ should be followed for the design of historically sensitive shopfronts in Drake Street and South Parade, with particular consideration of the recommendations for buildings with conservation areas.

The following design parameters have been informed by Rochdale’s guidance for shopfronts⁰², as well as best practice conservation principles, which should be followed when designing historically sensitive shopfronts in Drake Street and South Parade:

- A conservation philosophy should be carefully considered in order to guide the alterations to the historic shopfronts in order to ensure that the historic shopfronts are informed by an overarching conservation philosophy and respond to each other, rather than encompassing ad hoc alterations to individual properties.
- Each shopfront should be individually designed for the specific building based on its scale, character, history, proportions and design. However, each shopfront should also respond to and be in harmony with the other shopfronts in the streetscape in terms of scale proportions, materials, character and design. The overall design of the shopfronts along Drake Street and South Parade should be considered when designing any individual shopfront.
- Shopfronts are not to extend over two or more façades, even if a shop extends over more than one façade. Fascia, likewise, are not to extend over more than one shopfront.
- Where evidence exists for multiple phases of historic shopfronts at a property, the most significant phase should be considered for reconstruction, which may be the earliest phase, or a later phase associated with a particular person, family, group or shop in Rochdale history.
- Retain, repair and conserve any existing historic 19th through to mid-20th century features and let the design be led by the retention of such features.
- Where historical and physical evidence is not sufficient to be able to reconstruct a historic shopfront, the design should utilise historical proportions, materials and elements of traditional shopfronts whilst not being mistaken for a historic shopfront. A sympathetic contemporary design is preferable to a pastiche design. The new shopfront design should be inspired by the historic shopfronts demonstrated in historic photographs, but not be a direct copy as to mislead the observer.
- New shopfronts should seek to incorporate traditional elements of historic shopfronts using appropriate proportions which respond to

the existing buildings, whilst being discernibly new, such as: timber panelled, rendered brick or stone stallrisers with cills above; timber mullions between window panes; transom lights above the main windows; fanlights above doors; stone, timber or moulded pilasters flanking the shopfront with plinths at the base and a capital beneath a corbel at the top; fascia boards with projecting cornices above; flush or recessed doorways with splayed entrances; and timber-panelled doors incorporating glazing. Large display windows should utilise fine vertical glazing divisions (mullions).

- Where recessed doorways and splayed entrances are used, the flooring of the recess should be appropriately tiled, referencing historic patterns.
- Traditional, high quality materials are to be used, including timber, glass, brick, ceramic tiles and stone, utilising traditional construction techniques. Contractors undertaking works are to be experienced in using such traditional materials and techniques.
- Plastics and uncoated, powder-coated and plastic-coated aluminium should not be used, either for signage, fascia or the division of the shopfront, awnings, windows or doors.
- Traditional fascia styles and materials should be used, constructed from timber and incorporating cornices and inclined or flush narrow fascia, particularly where sufficient pictorial or physical fabric exists. Fascia signage should be designed to sit below the cornice and within the extents of the timber fascia, ideally using traditional signage designs directly painted onto the painted timber fascia, or using individual metal or timber letters of a small font size fixed to the fascia. Aluminium or plastics should not be used for signage and fascia should not comprise large, flat plastic fascia with large lettering.
- Fascia should be an important part of the design of the shopfront, rather than casually applied to the front of an otherwise well-designed shopfront. Fascia should not protrude outwards beyond the extent of the cornice or ends of the building, should not be deeper than a traditional fascia, should be located below the first-floor level, should not obscure architectural features and there should be an appropriate separation between the cills of the first-floor windows and the top of the fascia and cornice. Any existing fascia contravening these principles should be removed and replaced with a more sympathetic fascia that follows these guidelines.
- Internally illuminated signage should not be used, but externally illuminated signage comprising discrete lighting behind individual letters would be considered appropriate to the Conservation Area, providing luminance levels to comply with guidance set out in the Institute of Lighting Professionals' *Guidance Note for the Reduction*

- of Obtrusive Light GN01:2011*⁰³. The use of lighting to illuminate key features of these properties is appropriate, provided the lighting complies with this guidance and does not harm people or traffic.
- External solid roller shutters and shatterproof glass must not be used in a Conservation Area in accordance with the Rochdale guidance⁰⁴. The use of decorative internal open shutters and lattice grilles is the preferred method of maintaining security. Decorative external grilles and open roller shutters are only to be considered if internal shutters or grilles cannot be used. The shutter boxes for open roller shutters should be incorporated into the design of the shopfront, below the fascia as at 6 South Parade, and not project beyond the line of the fascia.
 - Where the first and second floor elevations have been cement-rendered, this render should be carefully removed as to not damage the brickwork and the brickwork left exposed (if in good repair) or covered with a lime-based stucco or render (preferably a hot lime mix) if in poor condition in order to ensure breathability of the building.
 - Where the windows on the street frontage of the first and second floors have been infilled, as at 9-10 South Parade, remove the infill and reinstate timber-framed sashed windows with non-reflective glazing.
 - Where historical roofing materials are still extant, such as slate roofing, retain, repair and conserve. Where such materials have been replaced with unsympathetic cement tiles, replace with slate roofing tiles.
 - Retain, repair and conserve extant chimneys.
 - The geometry of the shopfront should relate to the windows on the first and second floors, such as the location, proportions and width of the doorway, as well as the window bays, where the 19th century through to early 20th century windows are still extant.
 - Further investigation should be undertaken as to the extent of retention of historical shopfront elements underneath the existing inappropriate shopfront elements. If any historical features are found, they should be retained in situ, repaired and conserved and incorporated into the shopfront design.
 - Existing historic photographs of the study area show no precedence for hanging signs, either from awnings or the front elevation, and therefore they should not be used unless required.
 - Solid projecting awnings also do not have a precedence in this area. Where extant, these awnings should be removed and replaced with carefully designed awnings using a subtle colour palette, traditional styles and traditional materials. Plastic and permanent awnings are discouraged. Instead, utilise traditional canvas retractable awnings that retract into slimline awning boxes below the first-floor level when not in use.

- Establish a suitable subtle polychromatic historic colour palette to be used across all of the shopfronts to establish visual harmony. Garish or neon colours and greys are not to be used. There should be sufficient variety in the colour scheme in order to promote visual interest whilst ensuring visual harmony.
- Large advertising boards, hoarding or banners should not be placed in front of the elevations, such as is currently present at 9-10 South Parade, as they visually obstruct significant buildings or features, detracting from the aesthetic significance of the buildings.
- Security features should be consolidated and made as visually recessive as possible.
- Large banners or hoarding is only appropriate where temporary short-term work is being undertaken to a property involving scaffolding covering a full elevation. Such hoarding and banners should not be commercial advertisements, but should instead be a 1:1 scale image of the property being restored/refurbished or historic images of the area, with additional information referring to the Heritage Action Zone.
- Existing adhesive, paper or vinyl window signs/advertisements should be removed from the existing windows and doors on all storeys and should not be used in these properties. Active open frontages are to be retained to ensure views into the shopfronts. If window advertisement is desired/required, consider traditional window glass painting schemes, such as just the name of the business, as undertaken during the 19th century.
- Shop names, signage and corporate branding should be specifically tailored to respond to the historic character of the Conservation Area to reflect local identity rather than utilising generic branding.
- The glazing on all levels should be non-reflective and clear, with no reflective, mirror, tinted or frosted glazing or adhesive films to ensure visibility through the shopfronts. unless necessary to meet building regulations.

2.6 THE PROPERTIES

The following section provides a current and historic photograph of each property in the study area, as well as a short history, any additional historical images, and lists of the key historic and detrimental features.

⁰¹ Rochdale Borough Council (2017). *Shop Fronts and Security Shutters Supplementary Planning Document*. Rochdale Borough Council. Revised edition, February 2017.

⁰² Ibid.

⁰³ Institute of Lighting Professionals (2011). *Guidance Notes for the Reduction of Obtrusive Light GN01:2011*. Rugby: ILP.

⁰⁴ Rochdale Borough Council, op. cit.

7 SOUTH PARADE

Historical Development

A building at 7 South Parade appears to have originally been constructed as two connected properties prior to 1825 based on historical map evidence (Figure 2). At this time, 7 South Parade and the buildings to the rear of the site (now 3 King Street) appear to have been made up of a number of different properties (Figure 2 and Figure 3). By 1851, the rear buildings (now 3 King Street) appear to have been rebuilt and the eastern portion of the front building was used as the Robin Hood Public House, but this is likely to have moved to the adjacent 8 South Parade not long after this map was created (Figure 4). A bank utilised the rear buildings from 1892 and the Palatine Bank leased two of the shops from 1907⁰¹. The latter commissioned the architect, M. Wolstenhulme, to redesign the buildings for use by the Palatine Bank, leading to the construction of the existing rock-faced elevations on both the front and rear buildings, as well as internal alterations, in c.1907⁰². This resulted in the creation of three separate entrances, one on South Parade and two on King Street, creating what are now designated 1 and 3 King Street and 7 South Parade. 1 King Street was located within the footprint of the three-storey structure of 7 South Parade, while 3 King Street was located within a separate two-storey building to the rear. The building continued to be used as a bank following the amalgamation of the Palatine Bank with the Bank of Liverpool and Martins in 1919, but was taken over by the Burnley Building Society in 1935⁰³. Following the Burnley Building Society's amalgamation into the National and Provincial Building Society in 1982, the building at 7 South Parade continued to be used for this purpose until c.1991⁰⁴. In c.1991, Atherton Standring Taylor Solicitors (previously Standring Taylor Solicitors), which had occupied 1 King Street within this building since before 1968, took over both 7 South Parade and 1 King Street, amalgamating the offices into one property⁰⁵. 7 South Parade is still used by Atherton Standring Taylor Solicitors, now AST Hampsons, as a solicitors' office. The ground floor front was altered in 1984 to comprise the extant marble-clad façade⁰⁶, but the fascia and signage has since been altered a number of times (Figure 30, Figure 31 and Figure 32), with the most recent changes comprising the installation of roller shutters and shutter boxes over the door and window on the front façade (Figure 31).

⁰¹Roethe, J. and Williams, M. (2019). Central Rochdale, Greater Manchester: Historic Area Assessment. Research Report Series no. 56-2019. Swindon: Historic England, p. 143. [Online]. Available at: <https://research.historicengland.org.uk/Report.aspx?i=16385> [Accessed 13 November 2019].

⁰²*Ibid*, p. 143.

⁰³*Ibid*, p. 143.

⁰⁴The National Archives (1850-1982). Burnley Building Society, DDX 2153. Lancashire Archives. [Online]. Available at: <https://discovery.nationalarchives.gov.uk/details/r/bb6711b3-7752-4a42-b87e-2ec271efd91e> [Accessed 20 November 2019]; Goad Plans. (1968-1991). Rochdale: Greater Manchester Rochdale Metropolitan Borough. TR Local Studies S258.

⁰⁵Goad Plans. (1968-1991). Rochdale: Greater Manchester Rochdale Metropolitan Borough. TR Local Studies S258.

⁰⁶Rochdale Borough Council (1984). 84/D16510 | Alterations To Elevations | 7 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVONBXE317> [Accessed 26 November 2019].



Figure 25: A current photograph of 7 South Parade (Source: Purcell 2019).

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 7 South Parade over time.



Figure 25: A historical photograph of 7 South Parade, c.1910, showing a three-storey two-bayed stone-faced building with double-windows on the first to second floors, a deep cornice above and what appears to be a timber-framed fascia and cornice above stone pilasters (Source: Rochdale Local Studies c.1910a).



Figure 27: A c.1957 photograph of South Parade, showing the shopfront at 7 South Parade replaced with an early 20th century asymmetrical frontage with a stone fascia and cornice, tall stone and timber stallrisers, large timber-framed windows and a sign above the cornice (Source: Museum of Transport Greater Manchester c.1957).



Figure 29: A 2008 Google Street View image of the front façade of 7 South Parade, showing the extant marble-clad shopfront and the earlier fascia signage (Source: Google 2008).



Figure 31: A 2019 Google Street View image of the front façade of 7 South Parade, showing the extant marble-clad shopfront, the existing fascia signage installed in 2017 and the roller shutter boxes installed in 2019 (Source: Google 2019).



Figure 27: A historical photograph of 7 South Parade, c.1914, showing the earlier stone-faced frontage of the ground floor front elevation (Source: Rochdale Local Studies).



Figure 28: A 1960s photograph of South Parade, showing the shopfront at 7 South Parade replaced with a mid-20th century asymmetrical frontage with a deep fascia, wide panelling and recessed windows and doors (Source: Museum of Transport Greater Manchester c.1960).



Figure 30: A 2012 Google Street View image of the front façade of 7 South Parade, showing the extant marble-clad shopfront and an earlier fascia signage (Source: Google 2012).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design, in addition to the general guidance provided in Section 2.5:

- The rock-faced ashlar stonework on the first and second storeys of the front façade and the adjoining side elevation.
- The matching twin timber sashed windows with stone voussoir segmental arched lintels and quoined moulded surrounds on the first and second storeys in each bay of the front façade.
- The windows, doors, plinths and stringcourses along the side and rear elevations.
- The dentilation below the cornice along the top of the elevations.
- The stringcourses below the cills of the windows and in line with the springers of the window arches on the front elevation.
- The extant stone chimney and slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The marble cladding on the front elevation of the ground floor.
- The projecting bulky and deep fascia.
- The aluminium-framed window and door on the front elevation of the ground floor.
- The use of a solid, large pane of glass for the front window on the ground floor.
- The solid, brightly coloured solid floor-length external roller shutters on the front window and door on the ground floor.
- The projecting, brightly coloured roller shutter boxes over the front door and window on the ground floor.
- The use of inappropriate advertising in all windows on the first and second floors.

8 SOUTH PARADE

Historical Development

A building at 8 South Parade appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). Photographs from the early 20th century show 8 South Parade to have been used as the Robin Hood Hotel, comprising a three-bayed three-storey Georgian terraced building with exposed brickwork, timber framed double-hung sash windows and a slate tiled roof (Figure 33). The building had a central doorway in the middle bay of the ground floor with a decorative cornice over the lintel and no windows on the first and second floors in the middle bay (Figure 33). An advertising board was located above the doorway in the middle bay of the first floor and a timber parapet advertising its use as the Robin Hood Hotel was located at the top of the second storey (Figure 33). By c.1914, windows had been inserted into the central bay (Figure 34). In the c.1915-20, the façade of the building appears to have been re-faced or rebuilt, with exposed stretcher bonded brickwork and c.1915-20 multi-paned sash windows with leadlight upper sashes on the first floor windows (Figure 35 and Figure 36). By the 1960s, the façade was painted and windows on the second floor and the lower sashes of the first-floor windows were replaced with hinged casement windows (Figure 36). At this time, the shopfront was also replaced with a 1960s century frontage with a deep fascia and large windows, which was further altered in the 1970s (Figure 36, Figure 37 and Figure 38). By 1984, the Robin Hood Hotel had become Flicks Public House (Figure 20)⁰¹. In 1994, a new shopfront was installed for Flicks Public House, but this was replaced with the existing timber-panelled shopfront under the new name of The Revolution (Figure 39)⁰². After a number of years of vacancy, the shop became a Food Bank in c.2018.



Figure 32: A current photograph of 8 South Parade (Source: Purcell 2019)

⁰¹ Rochdale Borough Council (1993). 93/D29202 | Installation Of New Front Elevation To Existing Building | Flicks Public House 8 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVMNBXE572> [Accessed 26 November 2019].

⁰² Rochdale Borough Council (1996). 96/D33161 | Alterations And New Frontage To Premises | The Revolution (Formerly Flicks) South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVHNBXE118> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 8 South Parade over time.



Figure 34: A historical photograph of 8 South Parade, c.1914, showing a central entrance into the ground floor front elevation with flanking windows. By this time, windows had been inserted into the central bay (Source: Rochdale Local Studies).



Figure 33: A historical photograph of 8 South Parade, c.1910, showing a three-storey two-bayed Georgian pub, known as the Robin Hood Hotel, with a central entrance on the ground floor front elevation with timber double-hung sashed windows on the ground to second floors, a timber parapet above the second floor and a central board fixed to the centre of the elevation (Source: Rochdale Local Studies c.1910a).



Figure 35: A c.1957 photograph of South Parade, showing the re-faced, or perhaps rebuilt, three-bayed front elevation at 8 South Parade replaced with stretcher bonded brickwork and c.1915-20 multi-paned sash windows with leadlight upper sashes on the first floor (Source: Museum of Transport Greater Manchester c.1957).



Figure 36: A 1960s photograph of South Parade, showing the shopfront at 8 South Parade replaced with a mid-20th century a frontage with a deep fascia and large windows, with the first and second floor elevation painted (Source: Museum of Transport Greater Manchester c.1960).



Figure 37: A c.1970s photograph of Drake Street and South Parade, showing 8 South Parade with a late-20th century shopfront, c.1930s windows and a hanging sign for the Robin Hood Public House (Source: Rochdale Local Studies c.1970a).



Figure 38: A c.1970s photograph of South Parade, showing 8 South Parade with the c.1930s windows and an asymmetrical shopfront with large recessed doors and a deep fascia (Source: Rochdale Local Studies c.1970b).



Figure 39: A 2000 photograph of South Parade, showing 8 South Parade with the c.1930s first and second floor windows, but with replaced glazing in the lower panes, as well as the existing timber-panelled shopfront with large recessed doors and a deep fascia (Source: Messenger 2000a).



Figure 40: A 2008 photograph of South Parade, showing the renaming of Revolution to Pacific (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The brick facing on the first and second storeys of the front façade.
- The three bays of early 20th century windows on the first and second storeys, all with stone quoined surrounds and moulded cills.
- The fixed decorative lead-light transoms in the first-floor windows.
- The stringcourse between the first and second storeys.
- Behind the white-painted and pebble-finished plinth at the base of the wall may be the remains of the original stone plinth.
- The projecting rafters of the roof.
- The extant brick chimney and slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The high number of electrical security elements, such as CCTV and alarms.
- The fascia, though comprising timber panelling, is too deep, taking up too much of the space on the front elevation of the ground floor.
- The poorly made c.1960s century hinged casement windows with reflective glazing in the first-floor windows.
- The c.1960s four-light timber casement windows on the second-floor elevation, which replaced earlier sashed windows.
- Though the shopfront design uses timber panelled pilasters, their placement does not respond to the bays created by the windows on the first and second storeys. The mouldings on the fascia and the pilasters additionally do not respond to each other and the pilasters are of inconsistent width.
- The inappropriate adhesive advertising on the fascia and pilaster.
- The mullions of the windows are too wide, blocking views into the shopfront.
- The steps up to the entrances are faced with inappropriate materials.
- The doorways into the ground floor do not respond to the window bays above.
- The decorative external security grilles, though more aesthetically pleasing than roller shutters, do not respond to the history, character or design of the building.
- The surface staining and vegetation growth on the front elevation, which has been likely caused by a combination of inadequate cleaning of the gutters, corrosion of the gutter and insufficient waterproofing between the connection between the gutter and the wall.
- The lintels of the windows on the first and second storeys appear to be in poor condition.
- The paintwork obscures the detail and brickwork on the first and second storeys of the front elevation and is also in poor condition.
- The white-painted pebble-finish to the plinth at the base of the wall is inappropriate.
- The vents on the first and second floor elevations.
- The lower sashes of the windows on the first floor have been replaced with inappropriate hinged casements.

9–10 SOUTH PARADE

Historical Development

A building at 9-10 South Parade appears to have originally been constructed as one three-bayed building prior to 1825, based on the map progression (Figure 11 and Figure 12). Early photographs show 10 South Parade to have comprised a three-bayed three-storey Georgian terraced building with exposed brickwork, timber framed double-hung sash windows and a slate tiled roof, with two mid-19th century symmetrical timber-framed shopfronts on the ground floor (Figure 42, Figure 43 and Figure 44). By 1851, 9-10 South Parade had been split into two separate properties (Figure 13) and by c.1910, the windows of the central bay had been infilled (Figure 44). By the 1920s, the windows on the upper floors had retained their Georgian six-over-six double-hung sashed windows but the shopfronts appear to have been replaced with two asymmetrical timber-framed shopfronts (Figure 45). Later in the 1920s, or the early 1930s, the first-floor eastern bay window was enlarged and the sashed windows in the other windows were replaced with timber-framed fixed windows with hinged transoms in the c.1940s (Figure 46 and Figure 48). By the mid-20th century the shopfronts for both 9 and 10 South Parade had been replaced with matching glazed shopfronts with inclined fascia (Figure 46 and Figure 47), which also matched those at 11 and 12 South Parade due to the use of 9-12 for Haworth Department Store at this time. The awnings were replaced with a continuous awning from 9 to 12 South Parade in 1968 for Haworth Department Store (Figure 49 and Figure 50). However, by 1985-6, 9-10, 11 and 12 had been reconverted into separate properties with new shopfronts, with 9-10 South Parade converted into Bentley's Cafe Bar with a new shopfront installed, but it is unclear as to what this looked like⁰¹. In 1991, the night club, renamed Tramps, was extended into the first floor and alterations were made to the front elevation, which is likely to have comprised some of the infilling of the windows on the first and second floors (Figure 22 and Figure 51)⁰². A new front elevation was constructed in 1993, which is likely to have resulted in further infilling of the windows on the first and second floors for the renamed Route 66 Public House (Figure 23 and Figure 51)⁰³. Prior to 2008, the shopfront was tiled and the doors altered, while a mural canvas was installed in front of the first and second floor elevations (Figure 52). In 2009, the existing shopfront and awning were installed and the canvas was painted cream (Figure 53)⁰⁴. After 8 years of a vacant shop, the shop has been used as the Post Office since 2017 (Figure 41).

⁰¹*Rochdale Borough Council (1985). 85/D17750 | Change Of Use From Shop To Bar/ Restaurant | 9 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWNNBXE065> [Accessed 26 November 2019].*

⁰²*Rochdale Borough Council (1991). 91/D26313 | Change Of Use Of First Floor To Form Extension To Existing Nightclub And Alterations To Front Elevation. | Bentley's Cafe Bar South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWNNBXE065> [Accessed 26 November 2019].*

⁰³*Rochdale Borough Council (1993). 93/D29202 | Installation Of New Front Elevation To Existing Building | Flicks Public House 8 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWNNBXE572> [Accessed 26 November 2019].*

⁰⁴*Rochdale Borough Council (2009). 09/D52285 | Installation Of Replacement Ground Floor Frontage And Canopy, And Painting Of Existing Upper Floor Canvas | Honeys, 9-10 South Parade, Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVJNBXE386> [Accessed 26 November 2019].*



Figure 41: A current photograph of 9-10 South Parade (Source: Purcell 2019).

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 9-10 South Parade over time.



Figure 42: The earliest photograph obtained of the property, dating to c.1855, showing the corner of Drake Street and South Parade, showing the eastern end of the front elevation of 9-10 South Parade which was likely to have comprised a three-bayed three-storey Georgian terraced building with exposed brickwork, timber framed double-hung sash windows and a slate tile roof, with a ground floor mid-19th century symmetrical timber-framed shopfront on the ground floor (Source: TR Dig Streets 545).



Figure 43: A historical photograph of a small section of the shopfront at 9 South Parade, dated to c.1910, showing a timber fascia and cornice above timber-framed windows and a timber pilaster on the ground floor (Source: Rochdale Local Studies c.1910a).



Figure 44: Photograph of South Parade c.1910, showing 10 South Parade with a 19th century shopfront and two bays above, with the western bay of windows blocked (Source: Rochdale Local Studies c.1910b).



Figure 45: A c.1920s photograph of the corner of Drake Street and South Parade, showing only the eastern section of the front elevation of 9-10 South Parade. The windows on the first and second floors are eight-over-eight timber double-hung sashed windows, adjacent to a timber advertising board, but the ground floor shopfront is difficult to make out other than the glazing on the windows and the eastern door (Source: TR Dig Streets 501).



Figure 46: A c.1950s photograph of South Parade, showing the two asymmetrical shopfronts at 9-10 South Parade with matching mid-20th century inclined fascia (Source: Rochdale Local Studies n.d).



Figure 47: A c.1960 photograph of the front elevation at 9-12 South Parade, showing 9-10 South Parade to have infilled windows of the central bay on the first and second floors, as well as the c.1920s/early 1930s large window in the eastern bay of the first floor and the c.1940s timber-framed windows with hinged transoms (Source: 11-12 South Parade Archives c.1960).



Figure 48: A 1960s photograph of South Parade, showing the front elevation at 9-10 South Parade with its infilled windows of the central bay on the first and second floors, as well as the c.1920s/early 1930s large window in the eastern bay of the first floor and the c.1940s timber-framed windows with hinged transoms (Source: Museum of Transport Greater Manchester c.1960).



Figure 49: A c.1970s photograph of Drake Street and South Parade, showing 9-10 South Parade shopfront. By this time, the earlier shopfront had been replaced with a continuous 1968 shopfront extending from 9-12 South Parade (Source: Rochdale Local Studies c.1970a).



Figure 50: A c.1982 photograph of the front elevation at 9-12 South Parade, showing 9-10 South Parade to have to be reconfigured with the continuous awning along the front façade, as well as the alterations of the entrances and introduction of very large aluminium-framed windows (Source: 11-12 South Parade Archives c.1982).



Figure 51: Photograph of 9-10 Drake Street in 2000, showing the infilled windows on the first and second floors, the cantilevered awning and the boxed-in shopfront, which were installed in 1993 (Source: Messenger 2000b).



Figure 52: Photograph of 9-10 Drake Street in 2008, showing the painted canvas covering the first and second floors, the cantilevered awning and the tiled boxed-in shopfront (Source: Google 2008).



Figure 53: Photograph of 9-10 Drake Street in 2012, showing the re-painted canvas covering the first and second floors, a new cantilevered awning and a glazed aluminium-framed asymmetrical shopfront (Source: Google 2012).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The brick façade and (currently blocked) three bays of windows behind the canvas on the first and second storeys of the front façade. These windows demonstrate different periods of the building's use.
- The remains of the brick façade on the ground floor.
- The extant brick chimney and slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality painted canvas blocking views of the first and second storeys.
- The infill in the front windows on the first and second floors.
- The projecting cantilevered awning utilises inappropriate design and materials.
- The hanging signs underneath the awning have no precedence in the area.
- Air conditioning unit in front of the front elevation.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor, using unsympathetic colours.
- Though the fascia is suitably narrow, it does not utilise traditional materials and is therefore unsympathetic.
- The use of bright red and black paint on the windows and doors detracts from the appreciation of the full front elevation as it is visually distracting.
- The use of inappropriate advertising in the windows on the ground floor.
- The doorways into the ground floor do not respond to the (blocked) window bays above.

11 SOUTH PARADE

Historical Development

A building at 11 South Parade appears to have originally been constructed after 1825 but prior to 1844, based on the map progression (Figure 11 and Figure 12). 11 South Parade appears to have been constructed as a three-storey late Georgian or early Victorian terraced house comprising two bays along South Parade with Flemish brick bonding, timber-framed sashed windows and a slate tiled roof (Figure 55). It was constructed following the adjoining terraced buildings, effectively filling a former street running between 9-10 and 12 South Parade (Figure 11, Figure 12 and Figure 55). The ground floor of 11 South Parade was converted into a symmetrical shopfront on South Parade prior to c.1855, demonstrating a mid-late 19th century shopfront with long thin timber-framed windows, low stallrisers and a narrow fascia with a thin cornice and a separate timber sign above (Figure 55). The building became the Temperance Hotel prior to c.1910, during the conversion of which it is likely that the eight-over-eight windows on the first and second floors were replaced with two-over-two light timber sashed windows (Figure 56 and Figure 57). By 1920, the building was used as the Broadway Café, but was sold to Mr C.T. Haworth in 1924/5 (Figure 57). The ground floor shopfront along South Parade was altered by c.1924-5 to include a deeper fascia for advertising Haworth Department Store which also utilised the ground floor of the adjoining 12 South Parade (Figure 58). Likely during the 1920s or 1930s, the sashed windows on the first floor of both 11 and 12 South Parade were replaced with larger windows with a timber-panelled surround and cornice above, indicating the use of both of these properties for Haworth (Figure 59, Figure 60). The shopfronts at 11 and 12 South Parade had been replaced with a continuous shopfront across these properties for Haworth by the 1950s, including an inclined fascia and large panes of glass (Figure 59 and Figure 60). This configuration of the shopfront was duplicated at 9-10 South Parade due to Haworth Department Store utilising 9 to 12 South Parade at this time. By 1968, Haworth Ladies and Menswear Department Store, the ground floor shopfront was altered again to include a box-shaped continuous awning and larger windows across 9 to 12 South Parade, while the windows on the first floor were replaced with aluminium-framed windows (Figure 62, Figure 63 and Figure 64). However, by 1985-6, 9-10, 11 and 12 had been reconverted into separate properties with new shopfronts, with 11 South Parade converted into a KFC takeaway and restaurant in 1984⁰¹, in accordance with the dwindling patronage of Drake Street and South Parade as a shopping destination (Figure 21). Since the late 20th century of early 21st century, 11 South Parade has been a privately-owned fried chicken restaurant of various names, with a new shopfront installed in 2018 (Figure 22, Figure 54 and Figure 66)⁰².



Figure 54: A current photograph of 11 South Parade (Source: Purcell 2019).

⁰¹ Rochdale Borough Council (1984). 84/D17317 | Change Of Use Of Retail Premises To Hot Food Takeaway And Restaurant | 11 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW5NBXE084> [Accessed 26 November 2019].

⁰² Rochdale Borough Council (2018). 18/00650/FUL | New shop front to existing hot food takeaway/restaurant (Retrospective) | 11 South Parade Rochdale OL16 1LR. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=P9XVDZNBLE00> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 11 South Parade over time.



Figure 55: The earliest photograph obtained of the property, dating to c.1855, showing the corner of Drake Street and South Parade, showing the front elevation of 11 South Parade to comprise a two-bay three-storey Georgian terraced building with exposed brickwork and eight-over-eight paned vertically sliding timber sashed windows, with a symmetrical timber-framed shopfront on the ground floor (Source: TR Dig Streets 545).



Figure 56: Photograph of South Parade c.1910, showing 11 South Parade as the Temperance Hotel (Source: Rochdale Local Studies c.1910b).

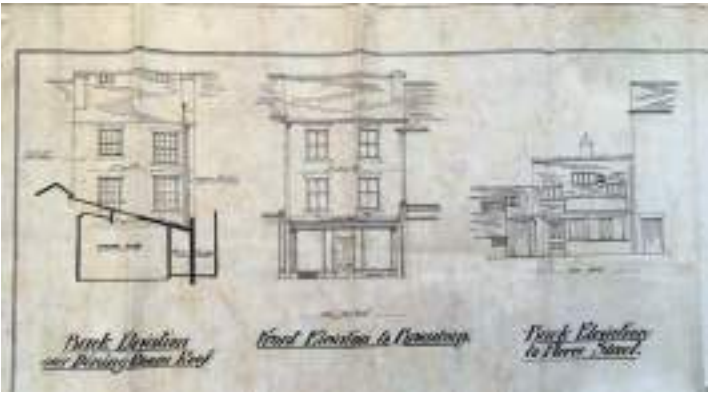


Figure 57: The elevations of 11 South Parade in 1920 for Ritz Rochdale Ltd's Broadway Café prior to its conversion into a part of the Haworth Department Store in c.1924/5 (Source: T. Townsend Architects 1920).



Figure 58: A c.1920s photograph of the corner of Drake Street and South Parade, showing the front elevation of 11 South Parade to comprise exposed brickwork with two-over-two paned sliding timber sashed windows. The shopfront appears to be a 19th century style timber-framed shopfront (Source: TR Dig Streets 501).



Figure 59: A c.1957 photograph of South Parade, showing the two-bayed front elevation at 11 South Parade with its c.1920s or 1930s large windows on the first floor and the c.1930s timber-framed windows with hinged transoms on the second floor (Source: Museum of Transport Greater Manchester c.1957).



Figure 60: A c.1960 photograph of the front elevation at 9-12 South Parade, showing 11 South Parade to have new glazing in the first and second floors and a new shopfront (Source: 11-12 South Parade Archives c.1960).



Figure 61: A 1960s photograph of South Parade, showing the front elevation at 11 South Parade with its c.1920s or 1930s large windows on the first floor and the c.1930s timber-framed windows with hinged transoms on the second floor (Source: Museum of Transport Greater Manchester c.1960).



Figure 62: A 1966/67 photograph of Drake Street and South Parade, showing 11 South Parade occupied by Haworth on the ground floor, with altered first-floor windows and replaced frames in the second floor (Source: Rochdale Local Studies 1966/67).

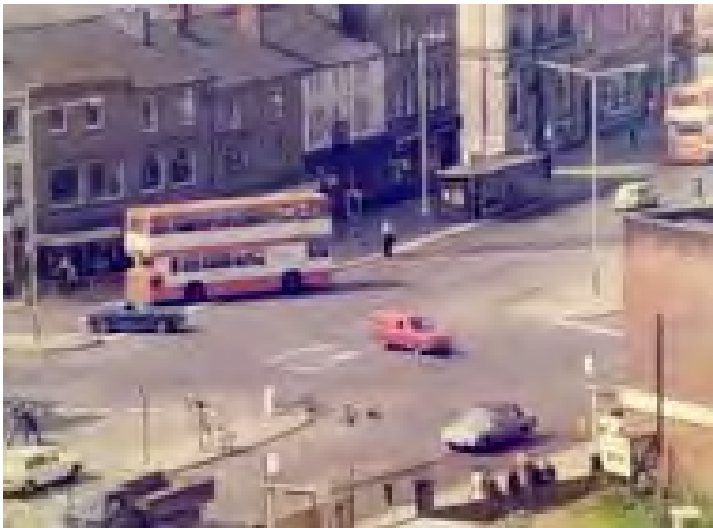


Figure 63: A c.1970s photograph of South Parade, showing 11 South Parade (Source: Rochdale Local Studies c.1970c).



Figure 64: A c.1970s photograph of Drake Street and South Parade, showing 11 South Parade as part of Haworth Department Store (Source: Rochdale Local Studies c.1970a).



Figure 65: A c.1982 photograph of the front elevation at 9-12 South Parade, showing 11 South Parade to have to be reconfigured with the continuous awning along the front façade, as well as the alterations of the entrances and introduction of very large aluminium-framed windows (Source: 11-12 South Parade Archives c.1982).



Figure 66: A 2008 photograph of 11 South Parade used as a fried chicken restaurant on the ground floor with a 1984 shopfront (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The brick façade and the two bays of windows on the first and second storeys of the front façade. These windows demonstrate different periods of the building's use, with the Georgian windows on the second floor and the early 20th century windows on the first floor.
- The panelling around the 20th century windows and the cornice above on the first floor. When first installed, the cornice ran from the western end of the window at 11 South Parade through to the eastern end of the eastern window at 12 South Parade.
- The remains of the brick façade on the ground floor.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutters and downpipes.
- The surface staining and vegetation growth on the front elevation, which has been likely caused by inadequate cleaning of the gutters, corrosion of the gutter or insufficient connection between the gutter and the wall.
- The paint directly applied to the brickwork obscures the historic nature of the brickwork and its poor condition is detrimental to the aesthetics of the building.
- The framing and glazing of the windows on the first and second storeys are inappropriate.
- The projecting cantilevered awning, though aesthetically pleasing, is not appropriate for the context of the Conservation Area.
- The large panes of glass for the windows and doors without timber mullions, breaks or stallrisers is not sympathetic to the desired character of the shopfronts.
- Though the doorway is recessed like historic shopfronts, the use of fully glazed double doors and an aluminium ramp does not respond to the historic nature of the area.
- The use of inappropriate advertising in the windows on the ground floor.

12 SOUTH PARADE

Historical Development

A building at 12 South Parade appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). 12 South Parade appears to have been constructed as a three-storey Georgian terraced house comprising two bays along South Parade with Flemish brick bonding and timber-framed sashed windows, built contemporaneously with 13 South Parade/2 Drake Street, likely comprising two properties. The ground floor of 12 South Parade was converted into a symmetrical shopfront on South Parade prior to c.1855, demonstrating a mid-late 19th century shopfront with long thin timber-framed windows, low stallrisers, a narrow fascia and a deep cornice, adjacent to a separate doorway to the first and second floors at the western end of the elevation (Figure 68 and Figure 69). The timber-framed sashed windows on the first floor were likely extended at this time to allow more light into the room. The ground floor shopfront along South Parade was altered by the 1920s to include larger windows for use by Haworth, a clothing store, which also utilised the ground floor of the adjoining 11 South Parade (Figure 70). Likely during the 1920s or 1930s, the sashed windows on the first floor of both 11 and 12 South Parade were replaced with larger windows with a timber-panelled surround and cornice above, indicating the use of both of these properties for Haworth (Figure 71 and Figure 75). The shopfronts at 11 and 12 South Parade had been replaced with a continuous shopfront across these properties for Haworth by the 1950s, including an inclined fascia and large panes of glass (Figure 71, Figure 73 and Figure 75). This configuration of the shopfront was duplicated at 9-10 South Parade due to Haworth Department Store utilising 9 to 12 South Parade at this time. By 1968, Haworth Ladies and Menswear Department Store, the ground floor shopfront was altered again to include a box-shaped continuous awning and larger windows across 9 to 12 South Parade, while the windows on the first floor were replaced with aluminium-framed windows (Figure 19, Figure 76, Figure 77 and Figure 78). However, by 1985-6, 9-10, 11 and 12 had been reconverted into separate properties with new shopfronts⁰¹, leaving Haworth only in 12 South Parade, in accordance with the dwindling patronage of Drake Street and South Parade as a shopping destination (Figure 21). In 1994, 12 South Parade was vacated and converted into an office for Age Concern Metro Rochdale, for which it has been used since this time (Figure 22)⁰².



Figure 67: A current photograph of 12 South Parade (Source: Purcell 2019).

⁰¹ Rochdale Borough Council (1985). 85/D17576 | Conversion Of Part Of Existing Shop To Separate Shop Unit With New Shopfront | 12 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVYNBXE107> [Accessed 26 November 2019].

⁰² Rochdale Borough Council (1994). 94/D31143 | Change Of Use From Retail To Office | 12 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=ZZZXVSNBXE111> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 9-10 South Parade over time.



Figure 68: The earliest photograph obtained of the property, dating to c.1855, showing the corner of Drake Street and South Parade, showing the front elevation of 12 South Parade to comprise a two-bay three-storey Georgian terraced building with exposed brickwork and timber framed windows, with a ground floor mid-19th century symmetrical timber-framed shopfront on the ground floor. The windows on the first floor were likely extended in length in the Victorian period to provide more light in the room (Source: TR Dig Streets 545).



Figure 69: A c.1920s photograph of the corner of Drake Street and South Parade, showing the front elevation of 12 South Parade to comprise a two-bay three storey building exposed brick with single-paned double-sashed timber sashed windows on the first and second floors. The shopfront appears to be a late 19th century style timber-framed shopfront with a thin fascia, used by Haworth, a clothing store (Source: TR Dig Streets 501).



Figure 70: A c.1910s photograph of Ted Haworth's Hat and Hosiery shop at 12 South Parade, showing the shopfront of 12 South Parade, which appears to be a late 19th century style timber-framed shopfront with a thin fascia, short timber stall-rises, two doorways (one for the first and second floors) and decorative corbels above the pilasters (Source: Rochdale Local Studies c.1910c).



Figure 71: A c.1950s photograph of South Parade, showing the windows on the first floor of 12 South Parade to have been opened in the 1920s or 1930s, together with those of 11 South Parade, to allow more light into the rooms and to demonstrate the use of these properties for Haworth, a clothing store, indicating their connection from the first half of the 20th century (Source: Rochdale Local Studies n.d.)



Figure 72: A c.1957 photograph of South Parade, showing the two-bayed front elevation at 12 South Parade with its c.1920s or 1930s large windows on the first floor (Source: Museum of Transport Greater Manchester c.1957).



Figure 73: A c.1960 photograph of the front elevation at 9-12 South Parade, showing the refurbished shopfront at 12 South Parade (Source: 11-12 South Parade Archives c.1960).



Figure 74: A 1960s photograph of South Parade, showing the front elevation at 12 South Parade with its c.1920s or 1930s large windows on the first floor (Source: Museum of Transport Greater Manchester c.1960).



Figure 75: A c.1965 photograph of Drake Street, showing 12 South Parade still occupied by Haworth, with a deep inclined fascia and large glass panes (Source: TR Dig Streets 114).



Figure 76: A late 1960s/early 1970s photograph of Drake Street and South Parade, showing 12 South Parade still occupied by Haworth with a c.1960s shopfront and awning extending from 9-12 South Parade (Source: Rochdale Local Studies 1966/67).



Figure 77: A c.1970s photograph of Drake Street and South Parade, showing 12 South Parade, as well as 9-10 and 11 South Parade, occupied by Haworth with a c.1960s shopfront and awning (Source: Rochdale Local Studies c.1970a).



Figure 78: A c.1982 photograph of the front elevation at 9-12 South Parade, showing 12 South Parade to have to be reconfigured with the continuous awning along the front façade, as well as the alterations of the entrances and introduction of very large aluminium-framed windows (Source: 11-12 South Parade Archives c.1982).



Figure 79: A 2008 photograph of 11 South Parade used as a fried chicken restaurant on the ground floor with a 1984 shopfront (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The brick façade and the two bays of windows on the first and second storeys of the front façade. These windows demonstrate different periods of the building's use, with the Georgian windows on the second floor and the early 20th century windows on the first floor. The windows on the first floor demonstrate the early 20th century conversion of 11-12 South Parade into one shopfront for Haworth Department Store.
- The panelling around the 20th century windows, despite its poor condition.
- The remains of the brick façade on the ground floor.
- The 'South Parade' sign fixed to the first floor façade.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutters and downpipes.
- The fascia above the existing awning is of poor-quality materials and is in poor condition.
- The vegetation growth on the front elevation, which has been likely caused by inadequate cleaning of the gutters and downpipes or corrosion of the gutter and downpipe.
- The paint directly applied to the brickwork obscures the historic nature of the brickwork and its poor condition is detrimental to the aesthetics of the building.
- The framing and glazing of the windows on the first and second storeys are inappropriate.
- The condition of the cornice, which is now missing, and the panelling surrounding the first-floor windows is in poor condition, which is detrimental to the aesthetic significance of the building.
- The projecting cantilevered awning with poor-quality materials is not appropriate for the context of the Conservation Area.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor, using unsympathetic colours.
- The large aluminium-framed pane of glass for the window on the ground floor is not sympathetic to the desired character of the shopfronts.
- The aluminium-framed door, though recessed, does not respond to the windows on the first or second floors.
- The rendered walling and low stallriser are not appropriate.
- The use of inappropriate advertising in the windows on the ground floor.

13 SOUTH PARADE / 2 DRAKE STREET

Historical Development

A building at 13 South Parade/2 Drake Street appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). 13 South Parade/2 Drake Street appears to have been constructed as a three-storey Georgian terraced house comprising two bays along South Parade and three bays along Drake Street, built at the same time as 12 South Parade, likely comprising two properties. The ground floor on South Parade was converted into an asymmetrical shopfront on South Parade prior to c.1855, demonstrating small-paned timber-framed windows (Figure 81). The shopfront along South Parade was altered in the late 19th century to include larger windows and a door on the Drake Street elevation, as well as a deep inclined fascia (Figure 82). A shopfront was added to the Drake Street elevation by c.1910, comprising a timber-framed shopfront with a box fascia above (Figure 82). By the 1920s, 2 South Parade was a chocolate shop using this 19th century shopfront (Figure 83 and Figure 84), but by the mid-1930s, the shopfronts had been replaced with early 20th century shopfronts with high fascia (Figure 85). At this time, the first and second floor elevations were rendered with scored ashlar pattern and the windows appear to have been replaced (Figure 85). The ground floor shops were used by Lea-Scott Opticians and what appears to be O. Loyts, with the first floor and second floor used by J.W. Dutton and a hairdressers, respectively (Figure 85). By 1965, the property was occupied by Dollond and Aitchison Ltd on the ground floor and J.W. Dutton and Son on the first floor (Figure 86). Between 1968 and 1994, the ground floor of 13 South Parade/2 Drake Street was used for Clive Harvey Menswear (Figure 19 and Figure 23), but since the beginning of the 21st century, the shop has been used for a variety of takeaway restaurants, resulting in multiple changes to the shopfront.⁰¹



Figure 80: A current photograph of 13 South Parade/2 Drake Street (Source: Purcell 2019).

⁰¹ Rochdale Borough Council (2000). 00/D37405 | Change Of Use From Retail Use To Hot Food Take-Away | 2, Drake Street And 13 South Parade, Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVRNBXE126> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 13 South Parade/2 Drake Street over time.



Figure 81: The earliest photograph obtained of the property, dating to c.1855, showing the corner of Drake Street and South Parade, showing the front elevation of 13 South Parade to comprise a two-bay three-storey Georgian terraced building with exposed brickwork and timber framed sashed windows, with a ground floor asymmetrical late 18th/early 19th century timber-framed shopfront on the ground floor (Source: TR Dig Streets 545).



Figure 82: A c.1910 photograph of Drake Street from South Parade, showing the front elevation of 13 South Parade and 2 Drake Street to comprise exposed brick with timber sashed windows and advertising signs next to the windows. The shopfronts appear to be 19th century style timber-framed shopfronts with diagonal fascia at 13 South Parade and an early 20th century style box fascia at 2 Drake Street (Source: TR Dig Streets 518).



Figure 83: A c.1920s photograph of Drake Street from South Parade, showing the front elevation of 13 South Parade and 2 Drake Street to comprise exposed brick with timber sashed windows and advertising boards fixed next to and in front of windows. The shopfronts appear to be 19th century style timber-framed shopfronts with diagonal fascia at 13 South Parade and an early 20th century style box fascia at 2 Drake Street (Source: TR Dig Streets 2167).



Figure 84: A c.1920s photograph of the corner of Drake Street and South Parade, showing the front elevation of 13 South Parade and 2 Drake Street to comprise exposed brick with timber sashed windows and advertising board fixed next to and in front of windows. The shopfronts appear to be 19th century style timber-framed shopfronts with diagonal fascia at 13 South Parade and an early 20th century style box fascia at 2 Drake Street (Source: TR Dig Streets 501).



Figure 85: A mid-1930s photograph of Drake Street, showing the front elevations of 13 South Parade and 2 Drake Street to have been rendered with a deeply scoured stone ashlar pattern continuing across both properties, likely undertaken in the 1920s or 1930s, indicating their connection from the first half of the 20th century. The ground floor shops were used by Lea-Scott Opticians and what appears to be O. Loyts, with the first floor and second floor used by J.W. Dutton and a hairdressers, respectively (Source: Ashworth 2018).



Figure 86: A c.1965 photograph of Drake Street, showing 13 South Parade occupied by Dollond and Aitchison Ltd on the ground floor and J.W. Dutton and Son on the first floor. By this time, the earlier shopfront had been replaced with a mid-20th century symmetrical frontage with a tall, deep fascia (Source: TR Dig Streets 114).



Figure 87: A 1966/67 photograph of Drake Street and South Parade, showing 13 South Parade/2 Drake Street occupied by Dollond and Aitchison Ltd on the ground floor and J.W. Dutton and Son on the first floor. By this time, the earlier shopfront had been replaced with a mid-20th century frontage with a tall, deep fascia. The occupant of the eastern side of 2 Drake Street is not clear (Source: Rochdale Local Studies 1966/67).



Figure 88: A c.1970s photograph of Drake Street and South Parade, showing 13 South Parade/2 Drake Street unoccupied on the ground floor with a much-altered shopfront. By this time, the earlier shopfront at the eastern side of 2 Drake Street had been replaced with a mid-20th century frontage with a deep fascia (Source: Rochdale Local Studies c.1970a).



Figure 89: A 2008 Google Street View image of 13 South Parade/2 Drake Street through to 12 Drake Street, showing the Sandwich and Coffee Bar and its unsympathetic shopfront at 13 South Parade/2 Drake Street, including partially perforated roller shutters (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The deeply scoured stone-imitation render brick façade on the first and second storeys of the front façade should be retained, repaired and conserved as an example of early 20th century change to the buildings. However, if the render is cementitious and is causing harm to the brickwork beneath, it should be removed.
- The windows on the first and second floor elevations, including the cills and the (now) rendered lintels.
- The 'Drake Street' sign on the first-floor elevation.
- The panelling around the 20th century windows, despite its poor condition.
- Any remains of the brick façade on the ground floor.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutters and flashing.
- The internally illuminated hanging sign on the first-floor elevation.
- The framing and glazing of the windows on the first and second storeys are inappropriate and should be replaced with timber-framed windows as shown in Figure 83 and Figure 84 .
- The poor-quality fascia, as well as its height, is not appropriate for the context of the Conservation Area.
- The solid/partially perforated roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor, using unsympathetic colours.
- The large glass panes and their framing for the windows and door are not sympathetic to the desired character of the shopfronts.
- The signage and broken awning above the aluminium-framed door on the South Parade end of the property.
- The rendered walling and low stallriser on the ground floor are not appropriate.
- The use of inappropriate advertising in the windows on the first floor.
- The ventilation in the windows on the first and second floors.

4 DRAKE STREET

Historical Development

A building at 4 Drake Street appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). 4 Drake Street appears to have been constructed as a three-storey Georgian terraced house comprising two bays, likely built at the same time as 13 South Parade/2 Drake Street (Figure 91). The front access appears to have been at the eastern end of the front façade in c. 1851, indicating an asymmetrical frontage, but it is unclear as to whether or not the ground floor was a shop or residence at this time (Figure 13). Prior to c.1910, the front façade was altered, including rendering, a decorative parapet installed above the front elevation, pedimented window surrounds installed on the first and second floors, a decorative parapet above the second floor; and a shop frontage with a timber fascia and cornice, an ornamental pediment above the cornice, a recessed doorway and timber-framed glazing (Figure 91). These alterations appear to date to the late 19th century. By the 1920s, the parapet above the second-floor elevation was replaced with a timber-framed sign between the first and second floors (Figure 92). The shop was used as a Cigar Merchant from the late 19th century through to 1987, when it was converted into a hot food takeaway (Figure 21)⁰¹. The historic shopfront may have survived at least partially intact as late as 1994, as a planning application records the replacement of the shopfront in 1994⁰². Since the late 20th century, the shop has been used for a variety of takeaway restaurants, resulting in multiple changes to the shopfront and the front elevation (Figure 21, Figure 23, Figure 90 and Figure 97). In 2015, the first and second floors were converted to from storage to offices including new shop front in 2015⁰³.



Figure 90: A current photograph of 4 Drake Street (Source: Purcell 2019).

⁰¹Rochdale Borough Council (1987). 87/D20274 | Change Of Use Of 17 Fleece Street To Restaurant And Of 4 Drake Street To Hot Food Takeaway | 17 Fleece St / 4 Drake St Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVZNBXE121> [Accessed 26 November 2019].

⁰²Rochdale Borough Council (1994). 94/D31412 | New Shop Front | 4 Drake Street Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVUNBXE865> [Accessed 26 November 2019].

⁰³Rochdale Borough Council (2015). 15/01116/FUL | Change of use of 1st and 2nd floors from storage to 3 offices including new shop front | 4 Drake Street Rochdale OL16 1LU. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=NV6SWTNB00500> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 4 Drake Street over time.



Figure 91: A c.1910 photograph of Drake Street from South Parade, showing the front elevation of 4 Drake Street to comprise a rendered façade with pedimented window surrounds on the first and second floors, a decorative parapet above the second floor, and a 19th shop frontage with a timber fascia and cornice, an ornamental pediment above the cornice, a recessed doorway and timber-framed glazing (Source: TR Dig Streets 510).



Figure 92: A c.1920s photograph of Drake Street from South Parade, showing the front elevation of 4 Drake Street to comprise a rendered first and second storey with decorated Art Deco surrounds around the originally Georgian windows and a mid-19th century style timber-framed shopfront with a wide fascia, narrow glass panes and a small parapet and balustrading above a projecting cornice (Source: TR Dig Streets 2167).



Figure 93: A mid-1930s photograph of Drake Street, showing the rendered front elevation and Art Deco window surrounds of 4 Drake Street to have been retained, as well as the 19th century shopfront for the Cigar Merchants (Source: Ashworth 2018).



Figure 94: A c.1965 photograph of Drake Street, showing the rendered front elevation and Art Deco window surrounds of 4 Drake Street to have been retained, as well as the 19th century shopfront (Source: TR Dig Streets 114).



Figure 95: A c.1966/67 photograph of Drake Street and South Parade. The rendered front elevation and Art Deco window surrounds of 4 Drake Street appears to have been retained, as well as the 19th century shopfront (Source: Rochdale Local Studies 1966/67).



Figure 96: Photograph of 2-12 Drake Street, showing 4 Drake Street in the background (Source: Anstess 1981a).



Figure 97: A 2008 Google Street View image of 13 South Parade/2 Drake Street through to 12 Drake Street, showing the Pizza King and its unsympathetic shopfront at 4 Drake Street, installed in 1994 (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The Georgian brick façade behind the render.
- The Georgian windows on the first and second floor elevations, including the cills and the (now) rendered lintels.
- Any remains of the brick façade on the ground floor.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutters and flashing.
- The internally illuminated hanging sign on the first-floor elevation.
- The framing and glazing of the windows on the first and second storeys.
- The proportions of the shopfront, including its height and the placement of windows and doors.
- The poor-quality fascia, as well as its height, is not appropriate for the context of the Conservation Area.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor, using unsympathetic colours.
- The large glass panes and their framing for the windows and doors are not sympathetic to the desired character of the shopfronts.
- The rendered walling and low stallriser is not appropriate.
- The use of inappropriate advertising in the windows on the ground floor.
- The ventilation in the windows on the first and second floors.

8 DRAKE STREET

Historical Development

A building at 8 Drake Street appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). 8 Drake Street appears to have been constructed as a three-storey Georgian terraced house comprising two bays, likely built at roughly contemporaneously with the rest of the properties at the corner of Drake Street and South Parade (Figure 99). The front access appears to have been at the eastern end of the front façade in c. 1851, indicating an asymmetrical frontage, but it is unclear as to whether or not the ground floor was a shop or residence at this time (Figure 13). Prior to c.1910, a late 19th century timber-framed symmetrical shopfront was constructed (Figure 99). By the 1920s, a new fascia was installed above the cornice (Figure 100) and by the 1930s, an inclined fascia was installed, covering the cornice and earlier fascia (Figure 101), though the rest of the shopfront appears to have survived intact at this time. The shop appears to have been a menswear shop until the 1980s, when it became an Adult Bookshop briefly before its conversion into an Estate Agent office in 1984 (Figure 19, Figure 20, Figure 21, Figure 104 and Figure 105)⁰¹. The shopfront appears to have been altered drastically in the c.1970s, but has changed little since that date other than changes in signage and the addition of tiling in the 1980s and alterations to the windows in the 1980s and again in the 2000s (Figure 104, Figure 105 and Figure 106Figure 21). The shop has been used as various retail outlets since the early 2000s (Figure 106).



Figure 98: A current photograph of 8 Drake Street (Source: Purcell 2019).

⁰¹ Rochdale Borough Council (1984). 84/D16897 | Change Of Use From Shop To Offices | 8 Drake Street Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW2NBXE984> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 8 Drake Street over time.



Figure 99: A c.1910 photograph of Drake Street from South Parade, showing the front elevation of 8 Drake Street to comprise exposed brick with timber sashed windows. The shopfront appears to be 19th century style timber-framed shopfront (Source: TR Dig Streets 518).



Figure 100: A c.1920s photograph of Drake Street from South Parade, showing the front elevation of 8 Drake Street to comprise exposed brick with timber sashed windows. The shopfront appears to be a 19th century style timber-framed shopfront with a protruding box fascia (Source: TR Dig Streets 2167).



Figure 101: A mid-1930s photograph of Drake Street, showing the front elevation of 8 Drake Street to comprise exposed brick with timber sashed windows. The shopfront appears to be a 19th century style timber-framed shopfront with an inclined fascia (Source: Ashworth 2018).



Figure 102: A c.1965 photograph of Drake Street, showing the earlier shopfront at 8 Drake Street to have been replaced with a mid-20th century symmetrical frontage with a tall, deep inclined fascia. The first and second floor elevations still comprised exposed brickwork at this time (Source: TR Dig Streets 114).



Figure 103: A 1966/67 photograph of Drake Street and South Parade, showing 8 Drake Street, but little is clear other than the retention of the exposed brickwork due to the bus in front of the ground floor elevation (Source: Rochdale Local Studies 1966/67).



Figure 104: A 1981 photograph of Drake Street, showing 8 Drake Street to be exposed brick but with its windows replaced on the first and second floors and a c.1970s asymmetrical shopfront with a deep fascia (Source: Anstess 1981b).



Figure 105: A photograph taken prior to 1984, showing the asymmetrical splayed shopfront at 8 Drake Street (Source: TR Dig Streets 515).



Figure 106: A 2008 Google Street View image of 6 to 12 Drake Street, showing the Rochdale Communications and its unsympathetic c.1970s shopfront and 1980s tiles at 8 Drake Street (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The Georgian brick façade behind the 20th century render.
- The Georgian windows on the first and second floor elevations, including the cills and the (now) rendered lintels.
- Any remains of the brick façade on the ground floor.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutters and downpipes
- The hanging sign on the first-floor elevation.
- The framing and glazing of the windows on the first and second storeys.
- The wide fascia is not appropriate for the context of the Conservation Area.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor.
- The large glass panes and their framing for the windows and doors are not sympathetic to the desired character of the shopfronts.
- The deeply recessed and splayed entrance on the ground floor is not appropriate.
- The poor-quality tiles on the walls and stallriser.

10 DRAKE STREET

Historical Development

A building at 10 Drake Street appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). 10 Drake Street appears to have been constructed as a three-storey Georgian terraced house comprising two bays, likely built at roughly contemporaneously with the rest of the properties at the corner of Drake Street and South Parade, particularly 6 and 12 Drake Street. The front access is not shown in the 1851 map, so it is unclear as to whether or not the frontage was symmetrical or asymmetrical and if it was a shop or residence at this time (Figure 13). The earliest photograph obtainable showing the front elevation dates to 1966/7 and only shows the western bay of the first and second floors of the front elevation, so little is known about the nature of the shopfront prior to the 1980s (Figure 108). The shop on the ground floor appears to have been used as The Chip Inn, a fast food restaurant, from at least 1968 through to 2018 (Figure 113), which has since been changed to a Mini Market (Figure 107). The first and second floor elevations were likely painted in the early 2000s and the window frame and glazing replaced at multiple occasions during the late 20th and early 21st centuries (Figure 112).



Figure 107: A current photograph of 10 Drake Street (Source: Purcell 2019).

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 10 Drake Street over time.



Figure 108: A c.1966/67 photograph of Drake Street and South Parade, showing only one bay of the first and second elevations of 10 Drake Street. This is the earliest photograph obtainable for this property (Source: Rochdale Local Studies 1966/67).



Figure 104: A 1981 photograph of Drake Street, showing 8 Drake Street to be exposed brick but with its windows replaced on the first and second floors and a c.1970s asymmetrical shopfront with a deep fascia (Source: Anstess 1981b).



Figure 110: A 1981 photograph of Drake Street, showing 10 Drake Street with exposed brickwork and the windows on the first and second floor elevations to have been replaced in the 1970s. The shopfront appears to be a 1970s tiled shopfront with aluminium-framed glass (Source: Anstess 1981a).



Figure 111: A photograph taken prior to 1984, showing the asymmetrical shopfront at 10 Drake Street (Source: TR Dig Streets 515).



Figure 112: A 2008 Google Street View image of 6 to 12 Drake Street, showing the Chip Inn and its unsympathetic c.1970s shopfront at 10 Drake Street (Source: Google 2008).



Figure 113: A 2018 Google Street View image of 10 Drake Street, showing the Chip Inn and its poorly painted and maintained c.1970s shopfront (Source: Google 2018).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The Georgian brick façade behind the 20th century render.
- The Georgian windows on the first and second floor elevations, including the cills and the (now) rendered lintels.
- Any remains of the brick façade on the ground floor.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutter and downpipe.
- The paintwork on the first- and second-floor elevations
- The framing and glazing of the windows on the first and second storeys.
- The proportions of the shopfront, including its height and the placement of windows and doors.
- The wide fascia, as well as its height, is not appropriate for the context of the Conservation Area.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor.
- The large glass panes and their framing for the windows and doors are not sympathetic to the desired character of the shopfronts.
- The painted tiling and high stallriser on the ground floor are not appropriate.
- The use of inappropriate advertising in the windows on the ground floor.
- The electrical cables and fixings on the front elevation.

12 DRAKE STREET

Historical Development

A building at 12 Drake Street appears to have originally been constructed prior to 1825 based on the map progression (Figure 11). 12 Drake Street appears to have been constructed as a three-storey Georgian terraced house comprising two bays, likely built at roughly contemporaneously with the rest of the properties at the corner of Drake Street and South Parade, particularly in connection with 8 and 10 Drake Street (Figure 99). Based on the style of the shopfront, the timber-framed shopfront on both Fleece Street and Drake Street, was constructed in the late 19th century (Figure 116). The shop on the ground floor appears to have remained intact and have been used by Halfpenny's, a ladieswear store, until 1984, when the top two floors were converted into offices and the 19th century shopfront was replaced with a 1980s style shopfront, using aluminium-framed doors and windows and the infilling of some of the windows with brickwork (Figure 118 and Figure 119)⁰¹. In 2003, the ground floor shop was converted into an office, which included further alterations to the fascia and infilling the earlier windows, and roller shutters were inserted over the windows and doors (Figure 120 and Figure 121)⁰².



Figure 114: A current photograph of the front façade of 12 Drake Street (Source: Purcell 2019).



Figure 115: A current photograph of the side façade of 12 Drake Street (Source: Purcell 2019).

⁰¹Rochdale Borough Council (1984). 84/D17017 | Change Of Use Of First And Second Floors Of Shop Premises To Offices And Alterations To Elevations | 12 Drake Street Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVNBXE176> [Accessed 26 November 2019].

⁰²Rochdale Borough Council (2003). 03/D41380 | Installation Of Roller Shutters To Shop Front | 12, Drake Street, Rochdale, Lancashire, OL16 1LU. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW8NBXE615> [Accessed 26 November 2019]; Rochdale Borough Council (2003). 03/D42078 | Change Of Use From Shop To Solicitors Office. | 12, Drake Street, Rochdale, Lancashire, OL16 1LU. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVHNBXE709> [Accessed 26 November 2019].

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 12 Drake Street over time.



Figure 116: A historical photograph of the side and front façade of 12 Drake Street, c.1900-1930 (Source: Rochdale Local History c.1900-1930).



Figure 117: A historical photograph of the front façade of 12 Drake Street, c.1900-1930 (Source: Rochdale Local History c.1900-1930).



Figure 118: Photograph of 2-12 Drake Street, with 12 Drake Street in the foreground, showing the front façade to have been rendered and the windows on the first and second floor to have been replaced in the 1970s, but the historical timber-framed shopfront to still be extant (Source: Anstess1981a).



Figure 119: A photograph taken prior to 1984, showing the retained 19th century shopfront at 12 Drake Street (Source: TR Dig Streets 515).



Figure 112: A 2008 Google Street View image of 6 to 12 Drake Street, showing the Chip Inn and its unsympathetic c.1970s shopfront at 10 Drake Street (Source: Google 2008).



Figure 121: A 2012 Google Street View image of the Fleece Street elevation of 12 Drake Street (Source: Google 2012).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The Georgian brick façade behind the 20th century render.
- The windows on the first and second floor elevations, including the cills and the (now) rendered lintels.
- Any remains of the brick façade on the ground floor.
- The extant slate tile roof.
- The 'Fleece Street' sign on the side elevation.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutter and downpipe.
- The render on the first and second floor on both the Fleece Street and Drake Street elevations.
- The framing and glazing of the windows on the first and second storeys.
- The proportions of the shopfront, including the wide fascia and the placement of windows and doors.
- The wide fascia, as well as its height, is not appropriate for the context of the Conservation Area.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor.
- The large glass panes and their framing for the windows and doors are not sympathetic to the desired character of the shopfronts.
- The random sizes, designs and locations of windows on the Fleece Street elevation.
- The boarded-up door on the Fleece Street elevation.
- The use of roller shutters on the ground floor windows and doors.
- The use of inappropriate advertising in the windows on the ground floor.

55 DRAKE STREET

Historical Development

The site of 55 Drake Street was previously occupied by set-back terraced buildings from at least 1825 through to 1851 (Figure 11 to Figure 14). However, the 1894 maps, surveyed in 1889, shows the reconstruction of, or at least the refacing of, 55 Drake Street to make it flush with the adjoining properties (Figure 15). This resulted in the construction of a two-storey three-bayed common brick bonded building with a timber parapet above in the 1880s (Figure 123). Therefore, the existing three-bayed front façade on the first-floor dates to the 1880s (Figure 122). A late 19th-century style timber-framed shopfront with a retractable awning was either constructed contemporaneously with the reconstruction of the building or was constructed soon after (Figure 123, Figure 124 and Figure 125). However, the large single pane of glass exhibited in the c.1910 photograph is likely to have been installed in the 1900s (Figure 123). Despite the removal of the parapet by 1955, the ground floor shopfront and the bracket for the signage on the first floor were still extant by this time (Figure 126). However, the shopfront was replaced in the early 1960s with one with an unsympathetic deep fascia (Figure 127). At this time, 55 Drake Street was used as by a Travel Agency (Figure 19), but by the 1980s, Figure 20). During its use as a Travel Agency, a projecting awning was installed over the shopfront in the 1980s (Figure 128 and Figure 129). By 1991, the office had been taken over by Advanced Business Communication, but by 1994, it had been converted into the shop, Natural Mystic Gifts (Figure 22 and Figure 23). The shopfront was altered again to comprise a deep fascia over aluminium-framed windows and a recessed doorway for Natural Mystic Gifts (Figure 130). In the 2010s, the shop was converted into a vape shop (Figure 118).



Figure 122: A current photograph of 55 Drake Street (Source: Purcell 2019).

Historical Images

The following historical images demonstrate the changes to the historic shopfront of 55 Drake Street over time.



Figure 123: A c.1910 photograph of 55 Drake Street, showing the 19th-century timber-framed asymmetrical shopfront with a deep cornice, narrow fascia, a large open window, recessed splayed doorway, a timber stallriser and decorative corbels above the pilasters (Source: Rochdale Local History c.1910).



Figure 124: A c.1910 photograph along Drake Street near the junction at Fleece Street, showing the front and northern elevation of 55 Drake Street with a parapet and signage above the first floor. The shopfront appears to be a 19th century style timber-framed shopfront (Source: TR Dig Streets 513).



Figure 125: A c.1910 photograph of Drake Street from South Parade, showing 55 Drake Street with a retractable canvas awning (Source: TR Dig Streets 518).



Figure 126: A 1955 photograph along Drake Street, showing the front elevation of 55 Drake Street with the earlier parapet and signage above the first floor to have been removed, but the shopfront appears to have retained its 19th century style timber-framed shopfront (Source: TR Dig Streets 513).



Figure 127: A 1965 photograph along Drake Street, showing the front elevation of 55 Drake Street showing shopfront to have been replaced with an unsympathetic shopfront (Source: Rochdale Local Studies).



Figure 128: A c.1985-1987 photograph of Drake Street, showing 55 Drake Street on the right-hand side (Source: TR Dig Streets 2163).



Figure 129: A 1980s photograph of Drake Street, showing 55 Drake Street on the right-hand side, with a large box awning installed above the shopfront (Source: TR Dig Streets 2159).



Figure 130: A 2008 photograph of Drake Street, showing 55 Drake Street with the existing shopfront, but with the previous 'Natural Mystic' signage (Source: Google 2008).

Key Historic Features

The following key historic features should be retained and should guide the new shopfront design:

- The exposed 19th century brick façade on the first-floor elevation.
- The Victorian windows on the first-floor elevation, including the cills and lintels.
- The remnant fixtures from an early 20th century sign between the central and southern windows on the first-floor elevation.
- The extant slate tile roof.

Detrimental Features

The following detrimental features should be removed and replaced with more sympathetic counterparts in the new shopfront design:

- The poor-quality gutters and downpipes.
- The aluminium-framed hanging sign on the first-floor elevation.
- The security fixtures between the central and northern windows on the first-floor elevation.
- The framing and glazing of the windows on the first storey are inappropriate and should be replaced with timber-framed sash windows.
- The poor-quality fascia and flashing is not appropriate for the context of the Conservation Area.
- The solid roller shutters and their projecting roller shutter boxes over the windows and doors on the ground floor.
- The large aluminium-framed glass panes for the windows and door are not sympathetic to the desired character of the shopfronts.
- The paintwork and stonework/tiles surrounding the shopfront.
- The use of inappropriate advertising in the windows on the ground floor.

3.0 BIBLIOGRAPHY

ARCHIVES

11-12 South Parade Archives

11-12 South Parade Archives, 9-12 Drake Street, About 1960. 20191127_141125.

11-12 South Parade Archives, 9-12 Drake Street, About 1982. 20191127_141213.

12 Drake Street Archives

T. Townsend Architects (1920). Ritz Rochdale Ltd. Broadway Café Rochdale: Plan of Present Premises. 6 December 1920.

Rochdale Local History

Rochdale Local History, Photograph of Halfpenney, 12 Drake Street, c.1900-1930. Rochdale Local History.

Rochdale Local History, 55 Drake Street, Rochdale, c.1910. E27 Drake Street.

Touchstones Rochdale (TR) Local Studies Centre

Goad Plans (1968-1991). Rochdale: Greater Manchester Rochdale Metropolitan Borough. TR Local Studies S258.

Rochdale Observer (1979). Article: Shutters go up as Drake Street shops go out of fashion, 24 January 1979.

Rochdale Observer (1981). Article: United we stand!, 03 June 1981; Rochdale Observer (1983). Article: Spotlight on...Drake Street: Attractive Appeal of tradition, 21 May 1983.

Rochdale Observer (2000). Article: Plans for a £1.5M Drake Street revival, 15 January 2000.

TR R20, 1851 OS Town Plan of Rochdale – Drake Street to Lord Street.

TR Dig Streets 114, Drake Street, Rochdale, c. 1965. E27 Drake Street, Streets S07 Dig Streets 114.

TR Dig Streets 501, Drake Street, Rochdale, 1920s. E27 Drake Street, Dig Streets 501.

TR Dig Streets 513, Drake Street junction Fleece Street, Rochdale, c. 1910. E27 Drake Street, Dig Streets 513.

TR Dig Streets 518, Drake Street, Rochdale, c.1910. E27 Drake Street, Dig Streets 518.

TR Dig Streets 515, Bottom of Drake Street, pre-1984. E27 Drake Street, Dig Streets 515.

TR Dig Streets 545, “A river runs through it”...Possibly dating from as early as 1855, this views shows the Wellington Hotel and Drake Street with the lamppost memorial to the Rochdale Pioneers in the middle of the road, c.1855. E27 Drake Street, Dig Streets 545.

TR Dig Streets 2159, Drake Street, Rochdale, 1980s. E27 Drake Street, Dig Streets 2159.

TR Dig Streets 2163. Drake Street between 1985 – 1987. E27 Drake Street, Dig Streets 2163.

TR Dig Streets 2167, Drake Street, Rochdale (From South Parade), 1920s. E27 Drake Street, Dig Streets 2167.

ONLINE ARCHIVES

Flickr

Ashworth, M. (2018). [Postcard]. Drake Street, Rochdale, Lancashire - late 1930s. Flickr. [Online]. Available at: <https://www.flickr.com/photos/36844288@N00/46257453491> [Accessed 26 November 2019].

Museum of Transport Greater Manchester (c.1957). Rochdale Corporation Transport 275. Museum of Transport Greater Manchester archive's photostream, Flickr. [Online]. Available at: <https://www.flickr.com/photos/gmts/22202633729/in/album-72157648712148461/> [Accessed 21 November 219].

Google Street View

Google (2008). Google Street View. Google. Available at: <https://www.google.co.uk/maps/> [Accessed 19 November 2019].

Google (2009). Google Street View. Google. Available at: <https://www.google.co.uk/maps/> [Accessed 19 November 2019].

Google (2012). Google Street View. Google. Available at: <https://www.google.co.uk/maps/> [Accessed 19 November 2019].

Google (2018). Google Street View. Google. Available at: <https://www.google.co.uk/maps/> [Accessed 19 November 2019].

Google (2019). Google Street View. Google. Available at: <https://www.google.co.uk/maps/> [Accessed 19 November 2019].

Museum of Transport Greater Manchester

Museum of Transport Greater Manchester (c.1960). [Photograph]. 1960s photograph of South Parade. Museum of Transport Greater Manchester.

The National Archives

The National Archives (1850-1982). Burnley Building Society, DDX 2153. Lancashire Archives. [Online]. Available at: <https://discovery.nationalarchives.gov.uk/details/r/bb6711b3-7752-4a42-b87e-2ec271efd91e> [Accessed 20 November 201]; Goad Plans. (1968-1991). Rochdale: Greater Manchester Rochdale Metropolitan Borough. TR Local Studies S258.

National Library of Scotland (NLS)

National Library of Scotland (2019a). 1851 OS Map, Lancashire LXXXIX (inset LXXXIXA) (includes: Crompton; Milnrow.), surveyed, 1844-1848.

[Online]. National Library of Scotland. Available at: <https://maps.nls.uk/view/I02344030> [Accessed 14 November 2019].

National Library of Scotland (2019b). 1894 OS Map, Lancashire LXXXIX.NW (includes: Milnrow; Rochdale; Wardle.) surveyed, 1889-1891. [Online].

National Library of Scotland. Available at: <https://maps.nls.uk/view/I01102975> [Accessed 14 November 2019].

National Library of Scotland (2019c). 1910 OS Map, Lancashire LXXXIX.NW (includes: Milnrow; Rochdale; Wardle.) surveyed, 1907-1908. [Online].

National Library of Scotland. Available at: <https://maps.nls.uk/view/I01102972> [Accessed 14 November 2019].

National Library of Scotland (2019d). 1931 OS Map, Lancashire LXXXIX.NW (includes: Milnrow; Rochdale; Wardle.) surveyed, 1928. [Online].

National Library of Scotland. Available at: <https://maps.nls.uk/view/I01102969> [Accessed 14 November 2019].

National Library of Scotland (2019e). 1947 OS Map, Lancashire LXXXIX.NW (includes: Milnrow; Rochdale; Wardle.) surveyed, 1938. [Online]. National Library of Scotland. Available at: <https://maps.nls.uk/view/I01102966> [Accessed 14 November 2019].

Rochdale Observer

Rochdale Observer (1979). Article: Shutters go up as Drake Street shops go out of fashion, 24 January 1979, p. 5; Roethe, J. and Williams, M. (2019).

Central Rochdale, Greater Manchester: Historic Area Assessment. Research Report Series no. 56-2019. Swindon: Historic England, p. 46. [Online].

Available at: <https://research.historicengland.org.uk/Report.aspx?i=16385> [Accessed 13 November 2019].

Rochdale Observer (1981). Article: United we stand!, 03 June 1981; Rochdale Observer (1983). Article: Spotlight on...Drake Street: Attractive Appeal of tradition, 21 May 1983.

Rochdale Borough Council Planning Portal

Rochdale Borough Council (1984). 84/DI6510 | Alterations To Elevations | 7 South Parade Rochdale. Planning – Application Summary. [Online].

Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVONBXE317> [Accessed 26 November 2019].

Rochdale Borough Council (1984). 84/DI6897 | Change Of Use From Shop To Offices | 8 Drake Street Rochdale. Planning – Application Summary.

[Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW2NBXE984>

[Accessed 26 November 2019].

Rochdale Borough Council (1984). 84/DI7017 | Change Of Use Of First And Second Floors Of Shop Premises To Offices And Alterations To

Elevations | 12 Drake Street Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVNNBXE176> [Accessed 26 November 2019].

Rochdale Borough Council (1984). 84/DI7317 | Change Of Use Of Retail Premises To Hot Food Takeaway And Restaurant | 11 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW5NBXE084> [Accessed 26 November 2019].

Rochdale Borough Council (1984). 84/DI7317 | Change Of Use Of Retail Premises To Hot Food Takeaway And Restaurant | 11 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW5NBXE084> [Accessed 26 November 2019].

Rochdale Borough Council (1985). 85/DI7576 | Conversion Of Part Of Existing Shop To Separate Shop Unit With New Shopfront | 12 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVYNBXE107> [Accessed 26 November 2019].

Rochdale Borough Council (1985). 85/DI7576 | Conversion Of Part Of Existing Shop To Separate Shop Unit With New Shopfront | 12 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVYNBXE107> [Accessed 26 November 2019].

Rochdale Borough Council (1985). 85/DI7750 | Change Of Use From Shop To Bar/Restaurant | 9 South Parade Rochdale.

Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWNNBXE065> [Accessed 26 November 2019]; Rochdale Borough Council (1985). 85/DI8445 | New

Shopfront | 9 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW9NBXE765> [Accessed 26 November 2019].

Rochdale Borough Council (1985). 85/DI8445 | New Shopfront | 9 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW9NBXE765> [Accessed 26 November 2019].

Rochdale Borough Council (1987). 87/D20274 | Change Of Use Of 17 Fleece Street To Restaurant And Of 4 Drake Street To Hot Food Takeaway

| 17 Fleece St / 4 Drake St Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVZNBXE121> [Accessed 26 November 2019].

Rochdale Borough Council (1987). 87/D20274 | Change Of Use Of 17 Fleece Street To Restaurant And Of 4 Drake Street To Hot Food Takeaway

| 17 Fleece St / 4 Drake St Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVZNBXE121> [Accessed 26 November 2019].

Rochdale Borough Council (1991). 91/D26313 | Change Of Use Of First Floor To Form Extension To Existing Nightclub And Alterations To Front

Elevation. | Bentley's Cafe Bar South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWNNBXE065> [Accessed 26 November 2019].

Rochdale Borough Council (1991). 91/D26313 | Change Of Use Of First Floor To Form Extension To Existing Nightclub And Alterations To Front

Elevation. | Bentley's Cafe Bar South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWNNBXE065> [Accessed 26 November 2019].

Rochdale Borough Council (1993). 93/D29202 | Installation Of New Front Elevation To Existing Building | Flicks Public House 8 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWMNBXE572> [Accessed 26 November 2019].

Rochdale Borough Council (1993). 93/D29202 | Installation Of New Front Elevation To Existing Building | Flicks Public House 8 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWMNBXE572> [Accessed 26 November 2019].

Rochdale Borough Council (1993). 93/D29202 | Installation Of New Front Elevation To Existing Building | Flicks Public House 8 South

Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXWMNBXE572> [Accessed 26 November 2019].

PROPOSED STREETScape



AS EXISTING



AS PROPOSED

PROPOSED STREETScape

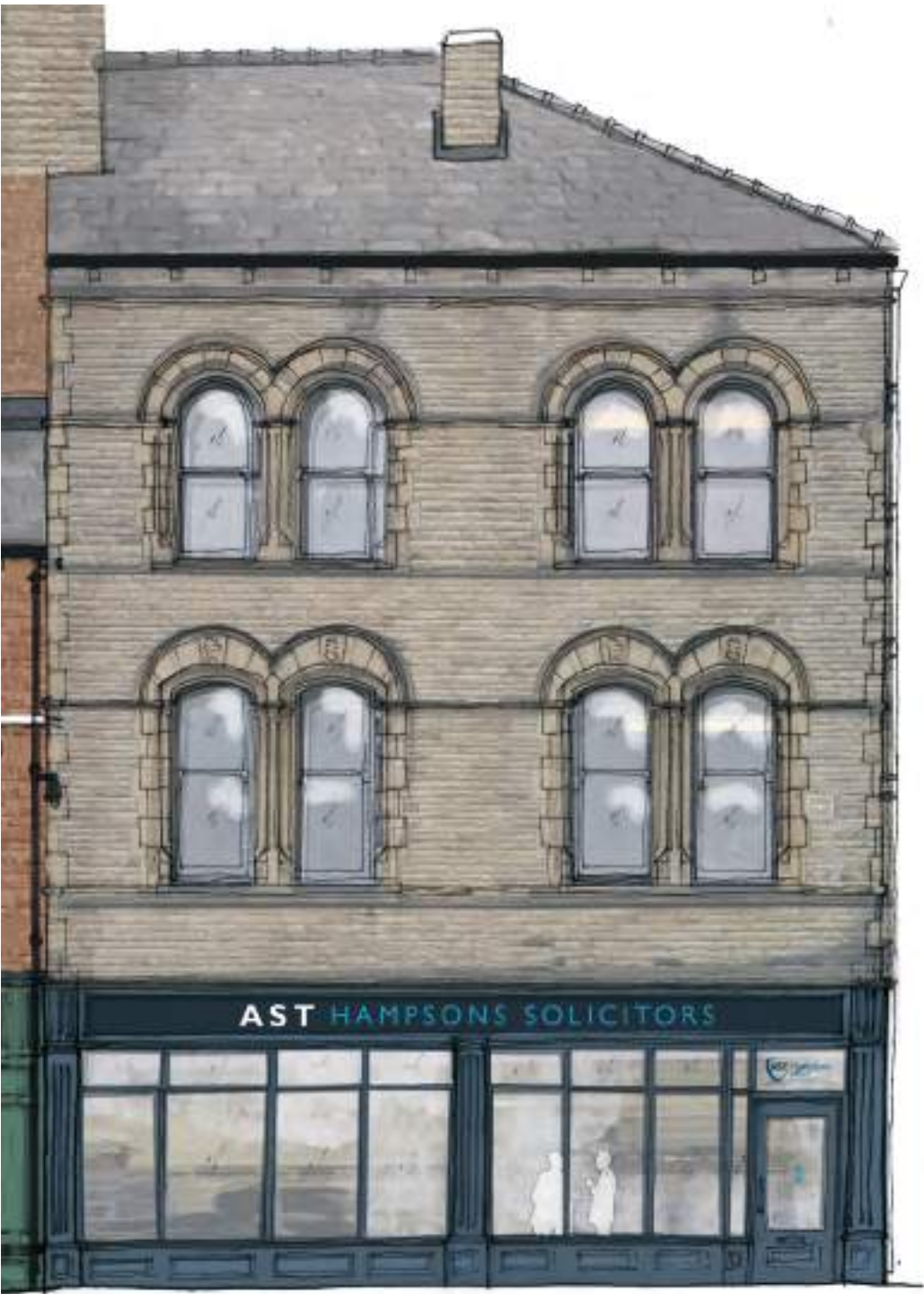


AS EXISTING



AS PROPOSED

7 SOUTH PARADE



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Carefully strip existing roof and allow for the replacement of 50% of Reclaimed Welsh Slate to match existing size and colour. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails. Code 4 lead stepped flashings to chimneys.

Carefully remove and re-bed existing clay ridge tiles. Allow for 20% renewal.

Allow for relaunching of 3 No chimneys

Allow to repoint 10m2 to gable end and 3 No chimneys in NHL 3.5.

Provisional sum to relocate aerial to more discreet location.

Redecorate gutters and downpipe with Dulux Weather shield Eggshell – Black including fleece street.

Carefully remove 'AST Hampsons Sign' from King Street Elevation.

Renew King Street Road sign to match existing. (Rochdale Borough Council)

Remover modern air brick and infill with stone if possible / or replace with cast alternative. Decorate black.

Windows

Redecorate 8 windows to South Parade Elevation

Allow to overhaul 8 No. sash windows

Redecorate 15 No. windows to King Street Elevation with Dulux Weathershield Eggshell

Allow to overhaul 15 No. sash windows. King street.

Shopfront

Remove existing modern shopfront and signage.

Demolish assumed existing load bearing fabric and install new steel section with column.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation to glass.

Allowance for bespoke new signage

Provisional sum for M&E alterations (alarm, electrics etc) alterations.

Allow for new shutter grilles to be fitted internally to shop.

Allow for new metal gate to be fitted to exterior of external door.

8 SOUTH PARADE



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Provisional Sum for works to sole plate to roof / timber rafters.

Allow to replace / re-in force ridge beam.

Carefully strip existing roof and allow for the replacement of 50% of Reclaimed Welsh Slate to match existing size and colour. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails. Code 4 lead stepped flashings to chimneys.

Carefully remove and re-bed existing clay ridge tiles. Allow for 15% renewal.

Allow for re-launching of 1 No. chimney.

Allow to repoint entire chimney in NHL 3.5.

Provisional sum to relocate 2 No aerials to more discreet location.

Provide new cast iron ogee gutter in black.

New 100mm Round Cast Iron Rainwater: Spigot and Socket with Ears. New access port to bottom of pipe. Cast Iron to BS 460. Decorated black

Provisional sum for drainage connection and new cast iron gulley.

Façade

Piece into 2 No. stone string course between first and ground level, approx. 200mm in length to match existing.

Allow to TORC clean entire brickwork to façade. Protect windows.

Allow to fully repoint brickwork to façade upon completion of cleaning in NHL 2.

Allow for 30 No brick indents to be complete to repair damaged brickwork below. If in use, replace with black cast iron air bricks.

Redecorate 3 No. cast iron vents blacks below gutters.

Remove 2 No modern aluminium vents to first floor, and indent brickwork to match existing.

Remove 2 No existing alarm boxes not in use.

Provisional Sum - Tidy up cabling for town centre camera. Replace to black alternative. To be reviewed with Rochdale Borough Council

Windows

Redecorate 10 No timber windows with Dulux Weathershield – Eggshell paint.

Redecorate existing quoins, sills and stone string course in a Keim mineral paint.

Overhaul windows and allow for repairs to timber frames. ,

Shopfront

Remove existing fascia board existing shopfront and lights. Provide new fascia as per drawing built using Medite Tricoya. New terme coated stainless steel cappings and flashings.

Provide new timber pilaster to West end to match existing.

Allowance for bespoke new signage to 2 No Fascias.

Provide new hardwood panelled double doors and frame to the East Entrance.

Carefully remove existing modern render to plinth to full width of building. Replace with a flush render with beading and redecorate.

Carefully remove existing modern tiles and provide new stone to landings and steps along with correct nosing to 2 No stepped entrances.

Redecorate entire shopfront and doors in Little Greene Paint Eggshell.

Redecorate 3 No sets of railings and 2 No sets of doors in Dulux Weathershield – Black.

Provisional sum for works to steelwork and other elements upon removal of shop front.



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Remove modern cementitious tiles and tip. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails. Code 4 lead stepped flashings and soakers to chimney and to edge abutment to neighbouring property.

Provide new clay ridge tiles matching adjacent properties and bed.

Carefully remove existing gutter and replace with new cast iron ogee gutter on brackets. Allow for new 90-degree cast iron elbow to connect into adjacent downpipe.

Façade

Carefully remove existing canvas to the front of the building, including brackets and associated fixings. Made good holes. Remove condenser and brackets.

Allow to TORC clean entire brickwork to façade.

Allow to fully repoint brickwork to façade upon completion of cleaning in NHL 2.

Allow for 30 No brick indents to repair damaged brickwork.

Windows

Redecorate existing quoins, sills and stone string course in a Keim mineral paint.

Remove 3 No existing modern windows and insert new 3 No new Victorian 2 over 2 sash windows (with central bead), slimline double glazing. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Traditional burn sand mastic joint.

Allow to remove one no large window and replace with a bespoke traditional leaded light window with Accoya timber frame and arched heads. Allow for window to blanked out behind with new partition painted black.

Allow for 3 windows above to be blanked out with three new insulated partitions behind.

Shopfront

Remove modern existing canopy, shutters and shopfront.

Provisional sum for works to steelwork and other elements upon removal of shop front due to condition.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. One recessed entrance with double glazed panelled doors. One new timber panelled door: Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Remove existing modern square tiles to lobby and replace with stone to match highway.

Provisional sum for new electric powered door opener to timber doors with accessible push button.

Allowance for bespoke manifestation for all glass.

Allowance for bespoke new signage to 3 No Fascias.

Allow for new traditional timber illuminated sign above doorway.

Allow for new metal gate in front of new double doors to shop front.

Carefully remove approx. 1m2 of tiles in front of access door and replace with one piece of stone.

New single hardwood door to the West side for access to the first floor. Allow for new double swing metal black gate externally. (Price separately to shopfront). Allow for timber reveal to inside of doorway (approx. 600mm depth).

Install 3 No new metal grilles to interior of shop front.

II SOUTH PARADE



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Provisional sum for additional works to Roof. (SE to confirm)

Hack off existing cementitious render to the West gabled end of property (adjoining 9-10 South Parade) to full extent of roof. Provide new terne coated stainless steel cladding.

Carefully strip existing roof and allow for the replacement of 50% of Reclaimed Welsh Slate to match existing size and colour. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails. Code 4 lead stepped flashings and soakers to abutment on East side. Traditional slate verge detail to West.

Carefully remove and re-bed existing clay ridge tiles. Allow for 15% renewal.

Carefully remove existing gutter and barge board and replace with new cast iron ogee gutter on brackets decorated black.

Remove existing downpipe and provide new 100mm Round Cast Iron Rainwater: Spigot and Socket with Ears. New access port to bottom of pipe. Cast Iron to BS 460. Decorated black.

New drainage connection to drain in front of shop.

Façade

Allow to TORC clean entire façade.

Allow to fully repoint brickwork to façade upon completion of cleaning in NHL 2.

Carefully remove existing cementitious render below the first floor windowsills. Approx. 3m2.

Allow for 40 No brick indents to be complete to repair damaged brickwork throughout elevation.

Remove existing flagpoles and make good.

Remove modern alarm and make good

Windows

Redecorate existing lintels, sills and render section around first floor windows in a Keim mineral paint.

Provide a new rendered cornice detail to match 1920's / 30's detail to the East of property to match adjoining property. Approx. 500mm length.

Install new 2 No new Victorian 2 over 2 sash windows (with central bead), slimline double glazing. Accoya timber: Slimline double glazing. Traditional sash cord and weights. Traditional burn sand mastic joint. Allow for internals works.

Install 2 No large new slimline double-glazed steel windows to the ground floor openings. Ventilation requirements and type of opening to be confirmed. .

Shopfront

Remove existing canopy, shutters and shopfronts.

Provisional sum for works to steelwork if in poor condition upon removal of shopfront.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation for glass.

Allowance for bespoke new signage to fascia with associated LED lighting.

Remove existing tiles to doorway (set back) and replace in stone.



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Carefully remove existing modern cementitious tiles and tip. Install new Tyvec Supro membrane treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails.

Provide new clay ridge tiles to property.

West verge to roof. Remove cementitious render to property. Install terne coated stainless steel cladding approx. 500mm high above lead soakers of neighbouring property. Traditional slate verge detail.

Carefully dismount existing timber gutter. Allow for repairs to joist ends. Re-instate in Accoya timber with a modern EPDM fleeced backed membrane. Falls to be adjusted to work new downpipes. Redecorate new gutter.

New 100mm Round Cast Iron Rainwater: Spigot and Socket with Ears. New access port to bottom of pipe. Cast Iron to BS 460. Decorated black.

Provisional sum for drainage connection and new cast iron gulley.

Façade

Allow for full TORC Clean to existing masonry, rake out and repoint in NHL2. Allow for 30 brick indents to match existing.

Re-instate 1920's cornice detailing above two first floor windows.

Redecorate existing lintels, sills and render section around first floor windows in a Keim mineral paint.

Provisional sum – replace existing steel lintels above 2 No. Windows. Poor condition.

Remove alarm box.

Re-locate 'South Parade' to the right.

Windows

Remove 2 No. existing modern top casement to top floor and replace with traditional timber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Traditional burn sand mastic joint. Allow for renewal to internal windowsill and reveals.

Remove 2 No. large modern sliding casements to first floor and replace with modern steel slimline double-glazed windows. Ventilation requirements and type of opening to be confirmed.

Shopfront

Remove existing canopy, shutters and shopfronts

Provisional sum for works to steelwork and other elements upon removal of shop front.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation for glass.

Allowance for bespoke new signage to fascia.

Renew existing external flooring outside door with natural stone to match highway. Approx 5m2.



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Carefully remove existing modern cementitious tiles and tip. Install new Tyvec Supro membrane treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails.

Provide new clay ridge tiles to property.

Carefully dismount existing timber gutter. Allow for repairs to joist ends. Re-instate in Accoya timber with a modern EPDM fleeced backed membrane. Falls to be adjusted to work new downpipes. Redecorate new gutter.

Provisional sum to disconnect existing lead launder running through roof structure.

New 100mm Round Cast Iron Rainwater: Spigot and Socket with Ears. New access port to bottom of pipe. Cast Iron to BS 460. Decorated black.

Provisional sum for drainage connection and new cast iron gulley.

Façade

Remove existing modern illuminated sign and replace with 1 No new traditional timber handing painted sign above existing door. Allow for LED lighting.

Remove existing alarm box above existing doorway to MS Solicitors.

Redecorate existing rendered façade with KIEM Masonry paint.

Minor cracks within existing rendered surface. Fill with a render repair system. Allow provisional sum.

Allow for new rendered surface in NHL 3.5 between shopfronts to match existing. Approx. 6 m2.

Redecorate and relocate Drake Street sign.

Windows / Doors

Carefully remove 7 no modern timber fixed / casement windows and replace with new off white traditional double sliding timber sash windows. Accoya timber. Slimline double glazing. Decoration. Traditional sash cord and weights. Traditional burn sand mastic joint to external perimeter. Pulleys, Sash lifts, sash stops and the like. Allow for new surrounds internally / making good and re-decorated.

3 Existing timber sash windows. Carefully remove modern single glazing, route out and replace with slimline double glazing. Overhaul sashes, allow for renewed sash cord and weights. Brush existing ironmongery down or renew. Redecorate off white. Provisional sum of £400 per sash to be allowed for additional repairs to timber.

Add new 54 mm timber hardwood door to existing frame on ground floor to match shopfront details. Include for antique brass handle and BS rated deadlock, kickplates, weather bar and seals.

Remove existing manifestation to fanlight and install new bespoke manifestation to top light.

Redecorate existing frame.

Shopfront

Remove existing modern shopfront and signage.

Provisional sum for works to steelwork and other elements upon removal of shop front.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation for glass.

Allowance for bespoke new signage to fascia with associated LED lighting.

Redecorate existing corner cylinder hollow section on corner.

4 DRAKE STREET



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Ridge member to be strengthened or replaced.

Carefully remove existing modern cementious tiles and tip. Install new Tyvec Supro membrane treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails.

Provide new clay ridge tiles to property and bed.

Carefully dismount existing timber gutter. Allow for repairs to joist ends. Re-instate in Accoya timber with a modern EPDM fleeced backed membrane. Falls to be adjusted to work new downpipes. Redecorate new gutter.

Façade

Clean and re-decorate existing façade.

Allow for patch repair to render at high level upon removal of barge board. Say 4 m2 in NHL 3.5.

Remove existing alarm box.

TORC clean 4 window sills to return to natural stone.

Windows / Doo

Remove modern reveal and re-render reveals to side and top of 4 No windows in NHL 3.5.

Replace 4 no modern PVC windows with 4 No traditional timber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Traditional burn sand mastic joint. Allow for renewal to internal windowsill and reveals.

Structural Works

First floor - Deflected timber beam above ground floor width of building to be either: (1) strengthened with new PFCs fixed to the side of the beam, or (2) existing timber joists and wall at first level propped and new steel beam installed. Timber blocking/levelling battens to be installed over tops of joists to level floor. Making good works to be allowed for.

Second floor - Carry out further levelling of floor once recommendations at first floor have been carried out. Lift all floorboards

Shopfront

Remove existing modern shopfront and signage.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation for glass.

Allowance for bespoke new signage to 1 fascia with associated LED lighting.

6 DRAKE STREET



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Carefully strip existing roof and allow for the replacement of 50% of Reclaimed Welsh Slate to match existing size and colour. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails. Code 4 lead stepped flashings and soakers to abutment on East side. Traditional slate verge detail to West.

Carefully remove and re-bed existing clay ridge tiles. Allow for 15% renewal.

Allow for the installation of a terne coated stainless steel cladding to gable end and adjoining property of 4 Drake Street. Full depth of roof.

Remove existing gutter and install cast iron ogee gutter.

Façade

Redecorate existing elevation.

TORC clean 4 window sills to return to natural stone.

Redecorate 4 no windows.

Shopfront

Change fascia and reduce height?

Adjust console brackets?

8 DRAKE STREET



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Carefully remove existing modern cementious tiles and tip. Install new Tyvec Supro membrane treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails.

Provide new lead cloak flashing and soakers to adjoining property of 6 Drake Street

Provide new clay ridge tiles to property and bed.

Provide 50% of hip tiles between 10 drake street.

Remove existing downpipe and provide new 100mm Round Cast Iron Rainwater: Spigot and Socket with Ears. New access port to bottom of pipe. Cast Iron to BS 460. Decorated black.

Remove existing gutter and install cast iron ogee gutter.

Provisional allowance for drainage connection to drain in front of shop.

Façade

Redecorate existing elevation.

TORC clean 4 windowsills to return to natural stone.

Allow for 20 No brick indents to be complete to repair damaged brickwork throughout elevation.

Windows / Doors

Replace 4 no modern PVC windows with 4 No traditional timber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Allow for renewal to internal windowsill and reveals.

Shopfront

Remove existing modern shopfront and signage.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation for glass.

Allowance for bespoke new signage to 1 fascia.

Floor alterations to be completed as part of works. Allow for self-levelling screed with liquid applied DPM. New tiles to recessed lobby entrance.

Allow for internal metal grilles to interior of shopfront.

10 DRAKE STREET



AS PROPOSED

PROPOSED WORKS

Roof and Rainwater Goods.

Carefully strip existing roof and allow for the replacement of 50% of Reclaimed Welsh Slate to match existing size and colour. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails. Code 4 lead stepped flashings and soakers to abutment on East side. Traditional slate verge detail to West.

Carefully remove and re-bed existing clay ridge tiles. Allow for 20% renewal.

Provide 50% of hip tiles between 8 drake street.

Façade

Remove aerial and relocate to another suitable location at the rear of the property.

Remove redundant wires and cables.

Rake and re-point crack above first floor left hand window.

Clean and redecorate existing brickwork with a Keim Mineral Paint.

Windows / Doors

Replace 4 no modern PVC windows with 4 No traditional timber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Allow for renewal to internal windowsill and reveals.

TORC clean 4 no lintels and 4 no windowsills and return to natural stone.

Shopfront

Remove existing modern shopfront and signage.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allowance for bespoke manifestation for glass.

Allowance for bespoke new signage to l fascia with number to other.

Floor alterations to be completed as part of works. Allow for self-levelling screed with liquid applied DPM. New tiles to recessed lobby entrance.

Allow for internal metal grilles to interior of shopfront.

12 DRAKE STREET



AS PROPOSED



PROPOSED WORKS

Roof and Rainwater Goods.

Carefully strip existing roof and allow for the replacement of 50% of Reclaimed Welsh Slate to match existing size and colour. Install new Tyvec Supro membrane, treated 25x50mm timber batten and provide new welsh slates in accordance with BS-EN 12326-1. Copper annular nails.

Re-bed existing clay ridge and hip tiles and allow for 20% renewal. Hip irons installed at bottom towards hips.

Allow for 10 linear metres of new clay ridge tiles to vertical slate / roof intersection.

Re-move existing half round pvc gutter (Drake Street and Fleece street) and replace with cast iron ogee gutter.

Remove existing downpipe and provide new 100mm Round Cast Iron Rainwater. Spigot and Socket with Ears. New access port to bottom of pipe. Cast Iron to BS 460. Decorated black.

Provisional sum to relocate existing external waste pipe internally.

Façade

Minor cracks within existing render. Make good.

Fleece Street – Complete a render repair to the sills of 2 No small modern windows.

Redecorate existing façade

Remove existing alarm box.

Windows / Doors

Drake Street - Replace 4 no modern PVC windows with 4 No traditional timber sash windows to match his-toric details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Allow for renewal to internal windowsill and reveals.

Drake Street - TORC clean 4 no windowsills and return to natural stone.

Fleece Street - TORC clean 3 no windowsills and return to natural stone.

Fleece Street - Replace 2 no modern PVC windows to left hand side of elevation with 2 No traditional tim-ber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Allow for renewal to internal windowsill and reveals.

Shopfront

Remove existing modern shopfront and signage.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings. Additional timber hardwood panelled door and additional panelling to Fleece Street. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

55 DRAKE STREET

PROPOSED WORKS

Replace 3 no modern PVC windows with 3 No traditional timber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Traditional burn sand mastic joint. Allow for renewal to internal windowsill and reveals.

Remove existing modern shopfront and signage.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings to match historic details. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allow for internal security grille to main shop display.

Allow for double sided metal entrance gate to entrance door for security

Consider replacing 3 No. brick sills with new stone sills.



AS PROPOSED

PRECEDENTS



OPTIONS



INTERNAL SECURITY GRILLES



TRADITIONAL INTERNAL GRILLES



GOOD EXAMPLE OF LIT SIGNAGE



GOOD EXAMPLE OF EXTERNAL GATE TO DOORS



GOOD EXAMPLE OF ALTERNATIVE LIGHTING



GOOD EXAMPLE OF APPROPRIATE MANIFESTATION

55 DRAKE STREET

PROPOSED WORKS

Replace 3 no modern PVC windows with 3 No traditional timber sash windows to match historic details. Accoya timber. Slimline double glazing. Traditional sash cord and weights. Traditional burn sand mastic joint. Allow for renewal to internal windowsill and reveals.

Remove existing modern shopfront and signage.

New timber shop front and fascia with Terne coated stainless steel cappings and flashings to match historic details. Laminated toughened glass. Accoya timber and Medite Accoya. Antique brass ironmongery including kick plate, door handle, letterbox and self-closing device.

Allow for internal security grille to main shop display.

Allow for double sided metal entrance gate to entrance door for security

Consider replacing 3 No. brick sills with new stone sills.



AS PROPOSED

PRECEDENTS



OPTIONS



INTERNAL SECURITY GRILLES



TRADITIONAL INTERNAL GRILLES



GOOD EXAMPLE OF LIT SIGNAGE



GOOD EXAMPLE OF EXTERNAL GATE TO DOORS



GOOD EXAMPLE OF ALTERNATIVE LIGHTING



GOOD EXAMPLE OF APPROPRIATE MANIFESTATION

Rochdale Borough Council (1994). 94/D31143 | Change Of Use From Retail To Office | 12 South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=ZZZXVSNBXE111> [Accessed 26 November 2019].

Rochdale Borough Council (1994). 94/D31412 | New Shop Front | 4 Drake Street Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVUNBXE865> [Accessed 26 November 2019].

Rochdale Borough Council (1996). 96/D33161 | Alterations And New Frontage To Premises | The Revolution (Formerly Flicks) South Parade Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVHNBXE118> [Accessed 26 November 2019].

Rochdale Borough Council (2000). 00/D37405 | Change Of Use From Retail Use To Hot Food Take-Away | 2, Drake Street And 13 South Parade, Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVRNBXE126> [Accessed 26 November 2019].

Rochdale Borough Council (2003). 03/D41380 | Installation Of Roller Shutters To Shop Front | 12, Drake Street, Rochdale, Lancashire, OL16 1LU. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXW8NBXE615> [Accessed 26 November 2019].

Rochdale Borough Council (2003). 03/D42078 | Change Of Use From Shop To Solicitors Office. | 12, Drake Street, Rochdale, Lancashire, OL16 1LU. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVHNBXE709> [Accessed 26 November 2019].

Rochdale Borough Council (2009). 09/D52285 | Installation Of Replacement Ground Floor Frontage And Canopy, And Painting Of Existing Upper Floor Canvas | Honeys, 9-10 South Parade, Rochdale. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=ZZZXVJNBXE386> [Accessed 26 November 2019].

Rochdale Borough Council (2015). 15/01116/FUL | Change of use of 1st and 2nd floors from storage to 3 offices including new shop front | 4 Drake Street Rochdale OL16 1LU. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=NV6SWTBNB00500> [Accessed 26 November 2019].

Rochdale Borough Council (2018). 18/00650/FUL | New shop front to existing hot food takeaway/restaurant (Retrospective) | 11 South Parade Rochdale OL16 1LR. Planning – Application Summary. [Online]. Available at: <http://publicaccess.rochdale.gov.uk/online-applications/caseDetails.do?caseType=Application&keyVal=P9XVDZNLME00> [Accessed 26 November 2019].

Rochdale Local Studies Online

Anstess, P. (1981a). [Photograph]. Photograph of Drake Street. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=42759> [Accessed 20 November 2019].

Anstess, P. (1981b). [Photograph]. Photograph of Drake Street. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=42758> [Accessed 20 November 2019].

Messenger, D. (2000a). [Photograph]. Photographs of Revolution. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=51821> [Accessed 26 November 2019].

Messenger, D. (2000b). [Photograph]. Photographs of Chocolate / Boogie Wonderland. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/emuweb/php5/media.php?irn=62028> [Accessed 21 November 2019].

Rochdale Local Studies (c.1910a). [Photograph]. Photograph of South Parade. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=45393> [Accessed 21 November 2019].

Rochdale Local Studies (c.1910b). [Photograph]. Photograph of South Parade. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/emuweb/php5/media.php?irn=44755> [Accessed 26 November 2019].

Rochdale Local Studies (c.1910c). [Photograph]. Photograph of Ted Haworth, Hatter & Hosier. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=48863> [Accessed 19 November 2019].

Rochdale Local Studies (1966/67). [Photograph]. Photograph of South Parade. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=45407> [Accessed 21 November 2019].

Rochdale Local Studies (c.1970a). [Photograph]. Photograph of South Parade. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=45414> [Accessed 21 November 2019].

Rochdale Local Studies (c.1970b). [Photograph]. Photograph of South Parade. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/emuweb/php5/media.php?irn=44749> [Accessed 26 November 2019].

Rochdale Local Studies (c.1970c). [Photograph]. Photograph of South Parade. Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=45423> [Accessed 26 November 2019].

[link4life.org/display.php?irn=45406](http://discover.link4life.org/display.php?irn=45406) [Accessed 21 November 2019].

Rochdale Local Studies (n.d.). [Photograph]. Photograph of South Parade. Link4Life Rochdale Local Studies Link4Life. [Online]. Available at: <http://discover.link4life.org/display.php?irn=45406> [Accessed 21 November 2019].

SECONDARY SOURCES

Historic England (2019a). Rochdale Town Centre - Rochdale. Heritage at Risk Register: Historic England. [Online]. Available at: <https://historicengland.org.uk/advice/heritage-at-risk/search-register/list-entry/8584> [Accessed 15 November 2019].

Institute of Lighting Professionals (2011). Guidance Notes for the Reduction of Obtrusive Light GN01:2011. Rugby: ILP.

Mattley, R.D. (1899). Annals of Rochdale. A chronological view from the earliest times to the end of the year 1898. Rochdale: James Clegg.

Taylor, R. (1956). Rochdale Retrospect Rochdale: Corporation of Rochdale. [Online]. Available at: [https://](https://link4life.org/online-services/touchstones-online-collections/local-history-books/192-rochdale-retrospect-by-rebe-taylor)

link4life.org/online-services/touchstones-online-collections/local-history-books/192-rochdale-retrospect-by-rebe-taylor [Accessed 17 July 2018].

RoCH and Rochdale Metropolitan Borough Council (2011). Rochdale Town Centre: Conservation Area Appraisal. RoCH and Rochdale Metropolitan Borough Council. [Online]. Available at: <http://www.rochdale.gov.uk/pdf/2014-10-02-rochdale-town-centre-ca-appraisal.pdf> [Accessed 15 November 2019].

Rochdale Borough Council (2017). Shop Fronts and Security Shutters Supplementary Planning Document. Rochdale Borough Council. Revised edition, February 2017.

Roethe, J. and Williams, M. (2019). Central Rochdale, Greater Manchester: Historic Area Assessment. Research Report Series no. 56-2019. Swindon: Historic England. [Online]. Available at: <https://research.historicengland.org.uk/Report.aspx?i=16385> [Accessed 13 November 2019].

VolkerStevin (2016). Revealing the Roch. VolkerStevin. [Online]. Available at: <https://www.volkerstevin.co.uk/en/projects/detail/revealing-the-roch> [Accessed 18 November 2019].

