

Heritage Statement

11 South Parade

Rochdale

OL16 1LR

Proposal: Change of Use of First and Second Floors to 2 No. Self-Contained Flats (Retrospective) and Provision of Bin and Cycle Storage to rear.

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Building Design Services (BDS)

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1.0 INTRODUCTION

This statement accompanies an application for Planning Consent to Change of Use of the first and second floors of 11 South Parade to 2 No. Self-Contained flats. Full plans have been submitted as part of this application.

Guidance for heritage statements emphasises the need for the documents to be appropriate in length. The nature of the property, which encompasses a number of distinct elements with different features, the extent of the proposed works and the designation and surrounding architectural buildings have driven the length of this document.

This Statement is in relation to proposed works at number 11 South Parade, which is located in the town centre of Rochdale, Greater Manchester. No. 11 is a takeaway at ground floor with upper floors vacant/used for storage. The property forms part of a row of 18th/19th century commercial properties located on the south side of the street. Itself undesignated, the building stands within Rochdale Town Centre Conservation Area.

The heritage issue arising is the impact upon the significance (heritage interest and value) of the conservation area. The scope and purpose of this report is to identify this significance and how the proposal affects it. The significance of the conservation area derives from its character and appearance as the historic civic and commercial core of Rochdale, which is divided into five distinct character areas and includes the Grade I High Victorian town hall and Grade II* parish church of St Chad, both buildings of the highest national importance. This significance is therefore embodied in its buildings and their relationship to each other along the historic pattern of streets and spaces.

2.0 PLANNING POLICY

The key theme of delivering sustainable development is at the core of all the policies and objectives in this document. Sustainable development incorporates not only an environmental role (protection of heritage and townscape assets of value), but also a social role (supporting the communities health and social needs) and economic role (contributing to building a strong, competitive and responsive economy by supporting growth and the provision of infrastructure).

There is a presumption in favour of sustainable development. This means approving development that accords with the development plan without delay (where the development plan is up to date) and (where the development plan is silent), granting permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that in considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.

Policy P2 of the Rochdale Core Strategy sets out that the Council will conserve, enhance and promote key heritage assets, including consideration of their wider settings.

‘Significance’ with regard to heritage assets is defined by the NPPF as: ‘The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.’

Planning practice guidance identifies that substantial harm is a high test and may not arise in many cases. Whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest. It is the degree of harm to the asset’s significance rather than the scale of the development that is to be assessed. The harm may arise from works to the asset or from development within its setting.

When considering potential impacts, the **NPPF** provides the guidance below-;

212. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

215. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

216. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

217. Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

ROCHDALE CORE STRATEGY - ADOPTED OCTOBER 2016

Policy DM1: General Development Requirements This seeks to ensure that new development meets a range or criteria including: a) Are of a high quality of design and take the opportunity to enhance the quality of the area b) Are compatible with surrounding land uses c) Do not adversely affect the amenity of residents through visual intrusion, overbearing impact, overshadowing or loss of privacy e) Provide satisfactory vehicle access and parking h) Minimise opportunities for crime against people or property

Policy P2: Protecting and enhancing character, landscape and heritage. This seeks to protect and enhance the Borough's character through amongst other things; Conserving and enhancing townscape character and conserving, enhancing and promoting key heritage assets both statutory and non-statutory

3.0 LISTED STATUS, SURROUNDING BUILDINGS AND CONSERVATION AREA

Application property

The application property is number 11 South Parade, which is located in the town centre of Rochdale, Greater Manchester, and is a vacant at upper floors with a takeaway use at ground floor. The property forms part of a row of 18th-19th century commercial properties located on the south side of the street, which runs between the Esplanade and Town Hall Square to the west and Drake Street to the east and faces the culverted River Roch. Its immediate surroundings are a rich townscape of commercial and civic buildings, all of which are dominated by Rochdale's monumental High Victorian town hall to the west.

The property is itself undesignated but stands within Rochdale Town Centre Conservation Area. The nearest listed building is the former Union Bank of Manchester at 5 South Parade, but owing to the nature of the proposals it is considered its setting is unharmed.

Historic Development

The building at 11 South Parade appears to have originally constructed after 1825 but prior to 1844. 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. It was constructed following the adjoining terraced buildings, effectively filling a former street running between 9-10 and 12 South Parade.

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. 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. By 1920, the building was used as the Broadway Café. 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. 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.

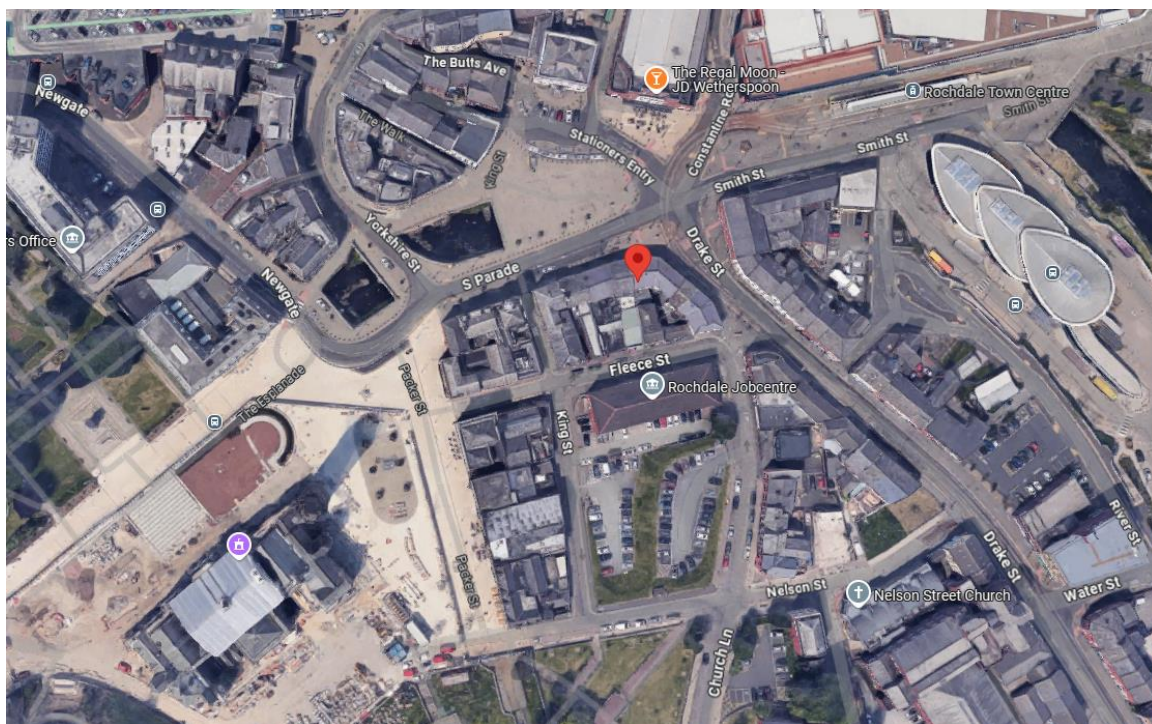
The shopfronts at 11 and 12 South Parade had been replaced with a continuous shopfront across these properties for Haworth by the 1950s, including an inclined fascia and large panes of glass. This configuration of the shopfront was duplicated at 9-10 South Parade due to Haworth Department Store utilising 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. 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. 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.



Above: Shopfront prior to renovations and HAZ development.



Above: This indicates the location of the application property.



Above: Existing front elevation – No proposed alterations.



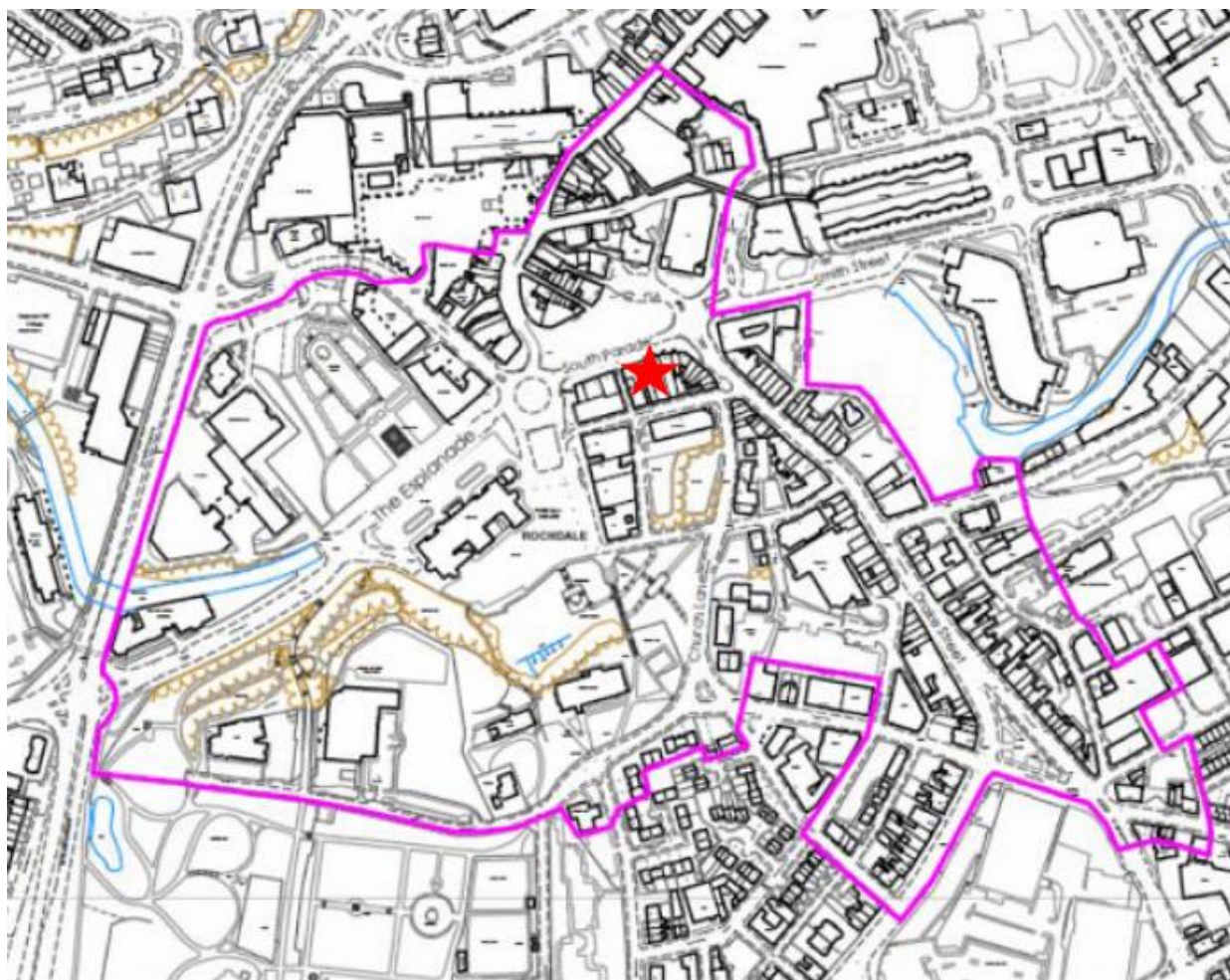
Above: Show the street scene with Town Hall in the foreground.



Above: View from Fleet Street to rear.

Conservation Area

Rochdale Town Centre Conservation Area was first designated in 1980 and subsequently extended in 2011 to include the Regency outer suburb centred on Drake Street to the east. It encompasses the civic core and commercial core of the town and include the Grade I listed Town Hall of 1866-1871 and Grade II* medieval parish church of St Chad. The conservation area is divided into five-character areas, and the application site being in that described as *Regency Drake Street*. The 2011-character appraisal of the extended conservation area cites South Parade as having characteristically plain Georgian three-storey shops of stuccoed brick with stone lintels, which have '*suffered some mutilation ... and are not looking their best.*'



Above: The Conservation Area with South Parade indicated.

The contribution made by the application building is not cited in the 2011 appraisal. While the nature of this contribution is positive, it derives primarily from its historical role along with its group value with the rest of the 18th-19th century South Parade row, rather than its individual architectural merits.

4.0 PROPOSAL IMPACT

The significance of the application building derives primarily from its historical role which was of at least early 19th century origin, along with its group value with the remainder of the late 18th/early 19th century row that forms South Parade. Its positive contribution to the conservation area is expressed principally by its front elevation, as the rear is of less interest and glimpsed only.

The significance of the conservation area derives from its character and appearance as the historic civic and commercial core of Rochdale, which is divided into five distinct character areas and includes the Grade I High Victorian town hall and Grade II* Parish Church of St Chad, both buildings of the highest national importance. This significance is therefore embodied in its buildings and their relationship to each other along the historic pattern of streets and spaces. The application building lies in the character area focused on Drake Street, which represents early 19th century suburban expansion east of the historic core of the town.

The proposal is for change of use of the first and second floors to self-contained residential use. The first floor would be retained as existing, a takeaway. The principle of the proposal is favourable as it returns the vacant upper floors of the building to active, sustainable use.

The works associated with the change of use are minimal. None of the works would affect the external envelope of the building and therefore have a potential effect upon the conservation area, as any internal changes have no effect upon it because they are unseen. It has been demonstrated in this report that the property's principal contribution to the conservation area is made by its front elevation. This will remain unchanged. Minor changes at the rear will occur, again these will be internal to provide separate bin storage cycle storage. The elevation at the rear are glimpsed only and do not form part of the key views which establish the character and appearance of the conservation area. Owing to this and the minor nature of the works, their effect will not be harmful.

It is considered the change of use would help maintain and regenerate this prominent area of South Parade and introduce a continued use for the site to ensure that it is an attractive place to live, work, play and visit. If not supported concerns are raised that the upper floors may remain disused and unoccupied.

The public benefits of the change of use and occupation of the site for the future would have a positive but neutral impact on the building itself and the application should therefore be supported.

5.0 CONCLUSION

In conclusion, the application would not harm the character or appearance of the street scene, Conservation Area or the setting of the heritage assets and listed buildings. Overall, it is considered the proposed development would put an existing part empty property back into a suitable and viable use complementing the original building and would overall have a neutral impact on the buildings appearance and character of the area. This would in turn benefit the mentioned heritage assets.

The application therefore accords with Policies DM1, P2 and P3 of the adopted Core Strategy, Policy BE/17 of the UDP and the NPPF, in addition to Sections 66 and 72 of the 1990 Act.