

Heritage Statement

To accompany the prior approval application
for Broadbents, Long Street, Middleton



091-ORU-REP-001

To Rochdale Borough Council

P01

17/09/24

DRU

First Issued 17/09/2024

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Contents

1. Policy Context
2. Introduction
3. Existing Property & Context
4. Significance and Restoration of the Property
5. Proposal
6. External Appearance
7. Access
8. Conclusion
9. Appendix
 - Historic Maps
 - Site Photos

Policy Context

National Planning Policy Guidance Town and Country Planning Act 1990

Section 38(6) of the Planning Act states that the determination of planning applications must be made in accordance with the Development Plan, unless other material considerations indicate otherwise. This establishes the Development Plan as the primary decision making document when considering planning applications.

Planning (Listed Buildings and Conservation Areas) Act 1990

The application site lies within Middleton Town Centre Conservation Area. Section 72 of the Planning [Listed Buildings and Conservation Areas] Act 1990 advises that in considering whether to grant planning permission for development, the local planning authority shall have special regard to the desirability of preserving a Conservation Area or its setting. Conservation Area designation introduces a general control over the demolition of unlisted buildings and provides a basis for planning policies whose objective is to conserve all aspects of character or appearance, including landscape and public spaces, that define an area's special interest. This statement therefore makes an assessment of the potential impact of the proposed development on the Middleton Town Centre Conservation Area designation.

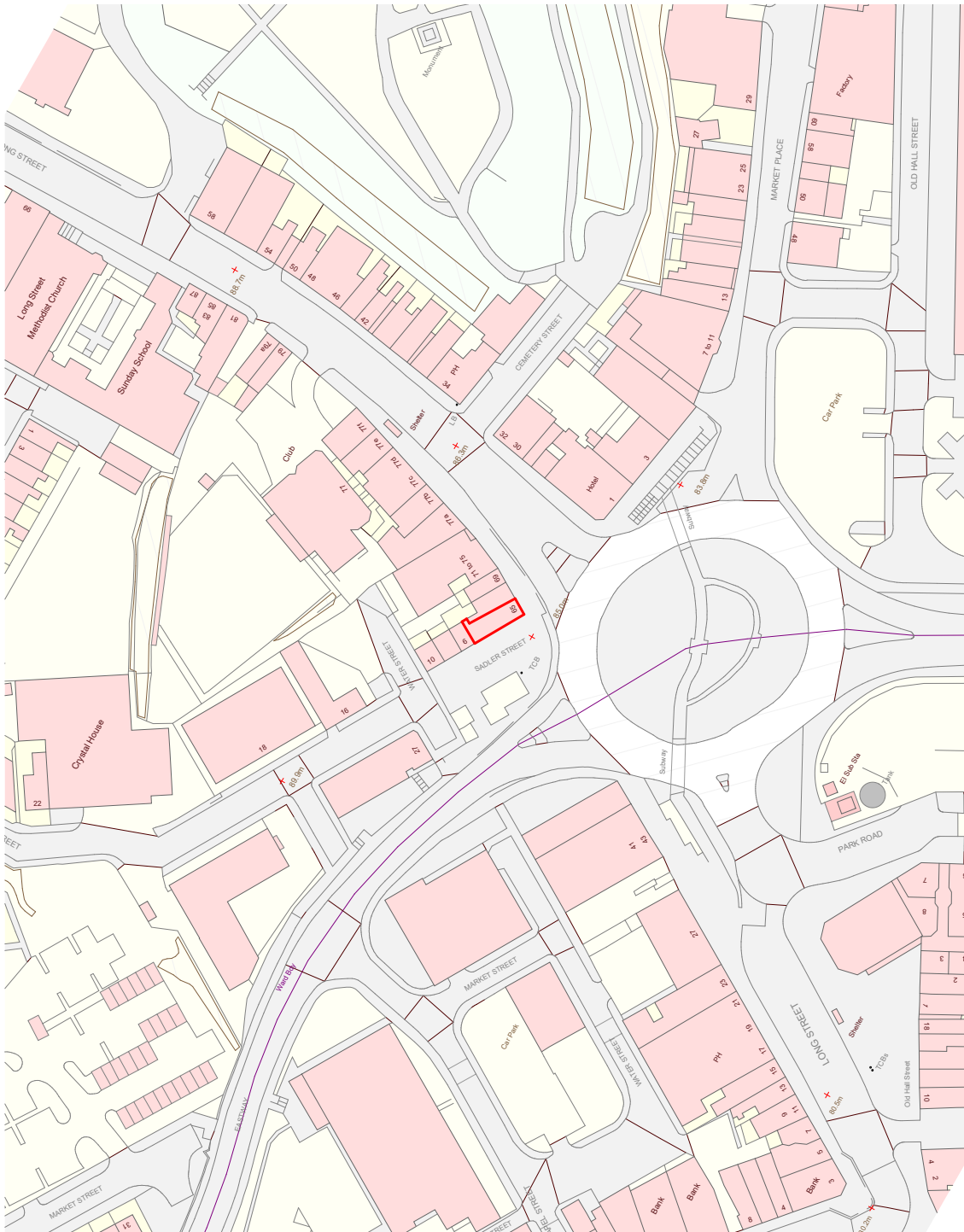
National Planning Policy Framework

The latest version of the NPPF was adopted on 19 December 2023 and is a material consideration that should be taken into account by Local Planning Authorities when determining planning applications. Sustainable development remains at the heart of the NPPF, with the over-arching objective of balancing economic, social and environmental factors. The NPPF maintains a presumption in favour of sustainable development, which means that Local Plans and decisions should support development that aligns with sustainable principles. A consultation version of the revised NPPF was published on 31 July 2024.

Local Planning Policy Guidance

Planning policy guidance relevant to the proposal, and which provides the context for its assessment, is set out within the development plan. The Development Plan for Rochdale comprises the following documents:

- Rochdale Adopted Core Strategy (October 2016); and
- Rochdale Borough Unitary Development Plan (June 2006)



Site Location Plan

65 Long Street, Middleton, Manchester M24 6UN, England

Latitude: 53.551001923908345
Longitude: -2.1972066286379643

X (Easting) 387031
Y (Northing) 406058

Introduction

This statement forms part of a prior approval application for the proposed conversion and refurbishment of 65 Long Street, Middleton to facilitate reuse of the building which is presently in poor condition internally. The application proposal is for 'conversion of the 1st and 2nd floors to form 1no. flat (Use Class C3) and refurbishment of the existing retail unit (Use Class E) at ground floor.'

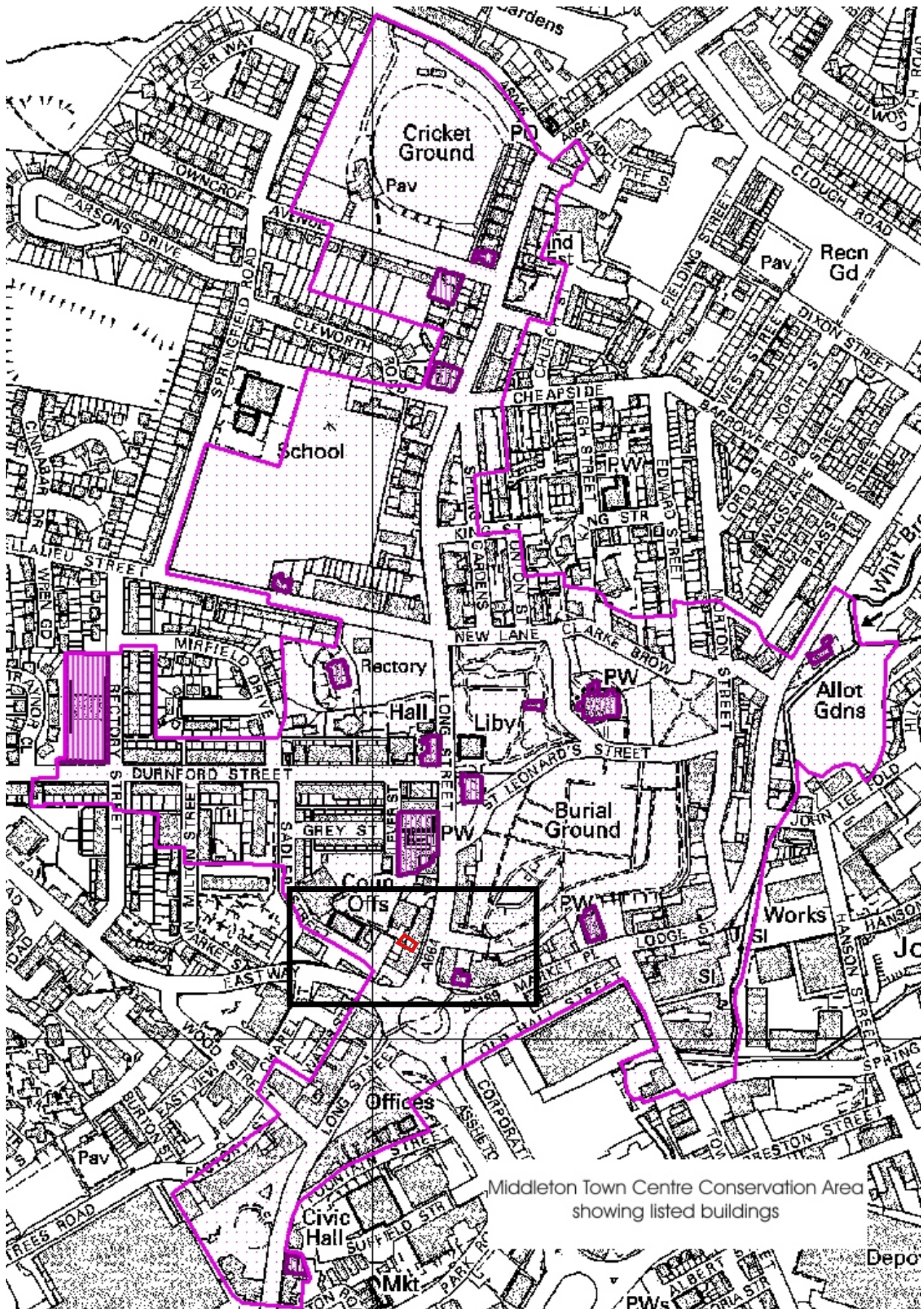
The property is located in Middleton Conservation Area and is not itself listed.

This statement has been prepared in accordance with national and local planning policy guidance; following an assessment of the site and immediate surroundings, together with examination, analysis and assessment of readily available literature and cartographic sources.

The Middleton Town Centre Conservation Area contains both listed and unlisted buildings from various historical periods. A small number of Georgian buildings, originally constructed to house the local cottage weaving industry, have been preserved within the Conservation Area. The applicant building is not listed.

- Site Boundary
- Extent of Conservation Area





— Site Boundary

— Extent of Conservation Area

Existing Property & Context

The property is situated in Middleton town centre, within the Middleton Conservation Area. Middleton's position between larger urban centres has shaped its growth, transitioning from a small pastoral township to its current form as a post-industrial town with roots in the textile industry. Despite significant changes, the Conservation Area retains evidence of its pre-industrial origins and 19th-century development, reflected in the surviving buildings and street layout. Notably, the area includes several buildings designed by Arts and Crafts architect Edgar Wood.

The town centre features a medieval layout, enriched by a diverse architectural history. It comprises two distinct sections: the primary commercial hub to the south (outside the conservation area) and the cultural and historic core to the north. A large traffic roundabout divides these areas and marks the southern boundary of the conservation area; a roundabout upon which this property overlooks.

Long Street serves as the main thoroughfare, running south to north through the conservation area. 65 Long Street is part of a row of shopfronts in the southern section, near significant landmarks such as the Long Street Methodist Church and School. Further north, the street broadens and transitions into a residential area, continuing as Rochdale Road. East of the property lies Jubilee Park, the medieval Parish Church of Saint Leonard and the adjacent Old

Burial Ground.

It is believed the property has historically been used as a commercial shop since it was constructed in circa 1839. More recently, the shop has been run in its current form - as a uniform shop, by the same family since 1989. The shop has become a staple of the local community and the proposal looks to maintain this use, utilising the space more efficiently as the business modernises.

Broadbents, of 65 Long Street, underwent major work throughout 2013 as part of an on-going Edgar Wood and Middleton Townscape Heritage Initiative (THI) funded by a £1.9m Heritage Lottery Fund grant, the Council and the shop owners.

To the rear of the building is a small yard area which is accessed via a gated alleyway to the north accessed from Long Street. The application property has no dedicated off-street parking facilities.

The application property falls within the boundary of the Middleton Town Centre where retail and commercial uses are acceptable in principle. The application property fronts onto a heavily trafficked classified road (A664) and directly outside the premises are double yellow lines on the highway.



Existing

3

Significance and Restoration of the Property

The property is a good example of Georgian Architecture and sits prominently at the end of Long Street overlooking the busy roundabout. The appearance is typical of the Georgian period with carefully proportioned sash windows and shop frontage.

The shop was extensively refurbished in 2013 with Townscape Heritage Initiative funding. The works included:

- Extensive repairs to its traditional stone tiled roof
- The fitting of Georgian style windows
- The removal of cement mock Tudor render
- Restoration of traditional render
- Enhanced period decoration

Using old photographs and records, the shop was restored, adding details such as glazing bars and breathable lime render reveals. There were mock Tudor details along the facade too which were removed to make the appearance true to its original Georgian style.

This scheme will not affect any of the restoration work or alter in any way the external appearance of the building.

Broadbents of Middleton is a staple business of the local community, providing school uniforms for a number of local schools. This vital internal refurbishment will ensure longevity of the business and the building alike.

Internal areas of disrepair due to historic building envelope failures (right)





Significance

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Photograph prior to 2013 restoration showing old cementitious render beginning to crack (below)



© The Local Data Company

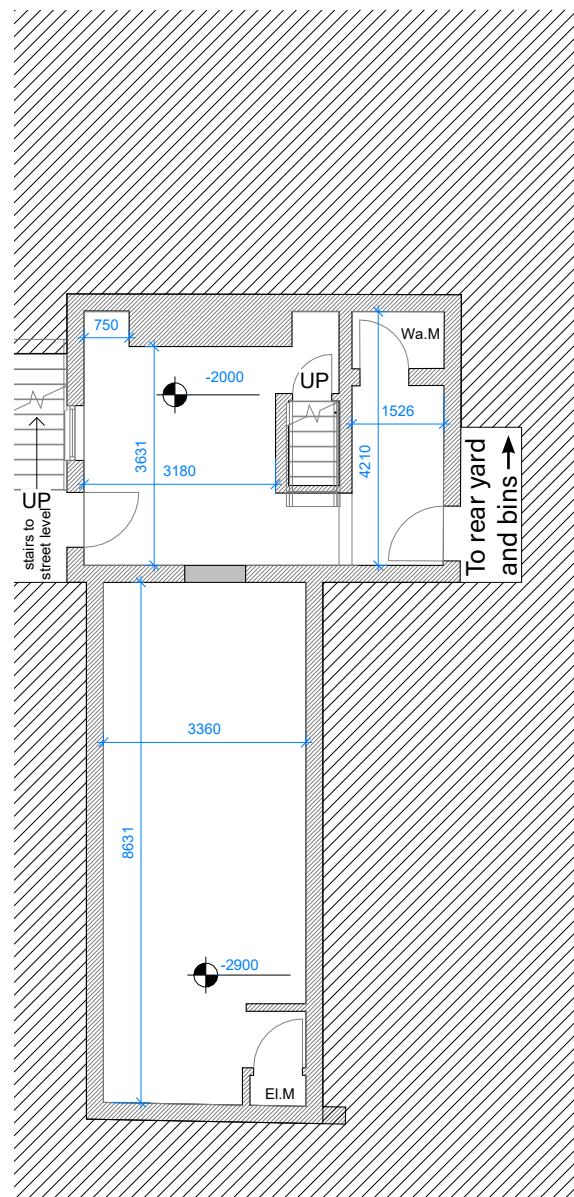
Proposal

The property is arranged over 4 floors. The basement will be closed off and used only as the residential entrance with associated yard access. The yard to the rear will hold the refuse bins which can be taken to the street-side on collection days.

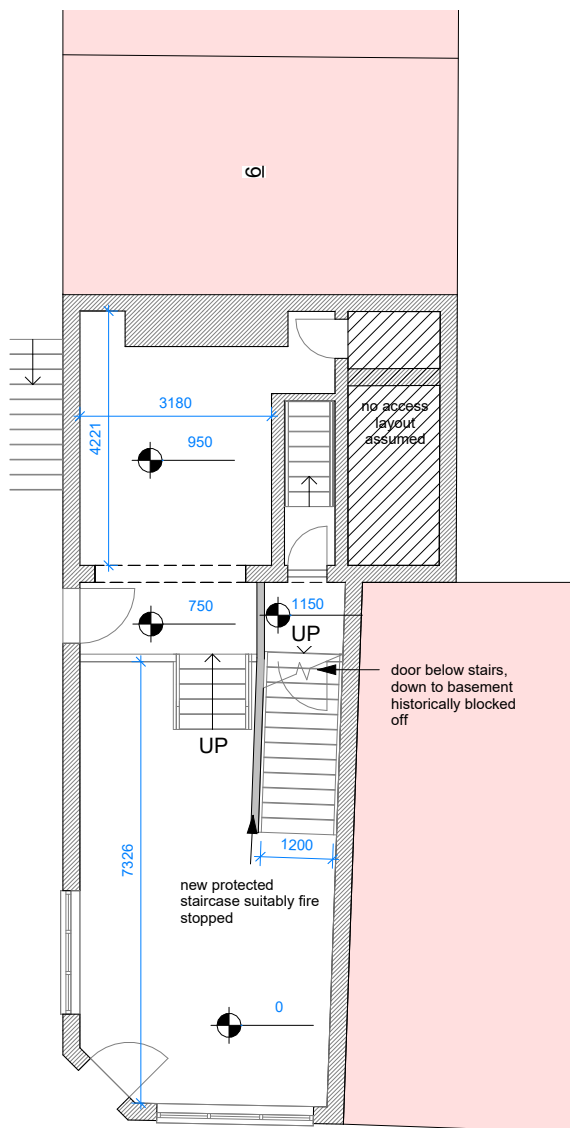
The Ground Floor will remain as the uniform shop with some light interior refurbishment where water ingress has damaged the wall finishes. The staircase will be closed off and fire protected to serve the new apartment above.

The First Floor will be the main amenity of the apartment, re-purposing the staff kitchen and toilets of the shop for use by the apartment. The space currently used for storage above the shop floor will become living space and a bedroom.

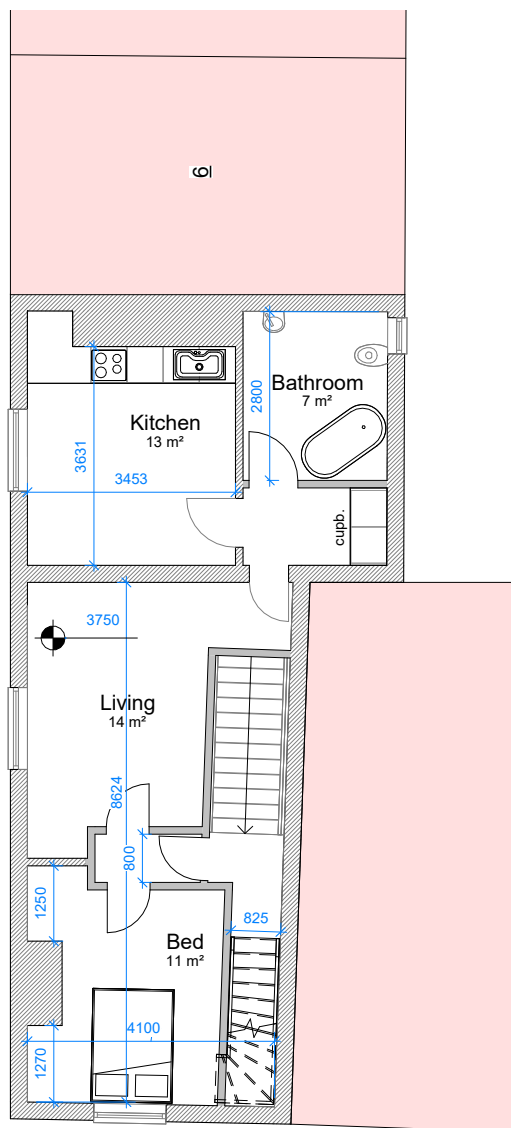
Finally, on the top floor the existing storage space becomes two further bedrooms. All habitable spaces make use of the generously large existing windows. No work is proposed that will alter the external appearance.



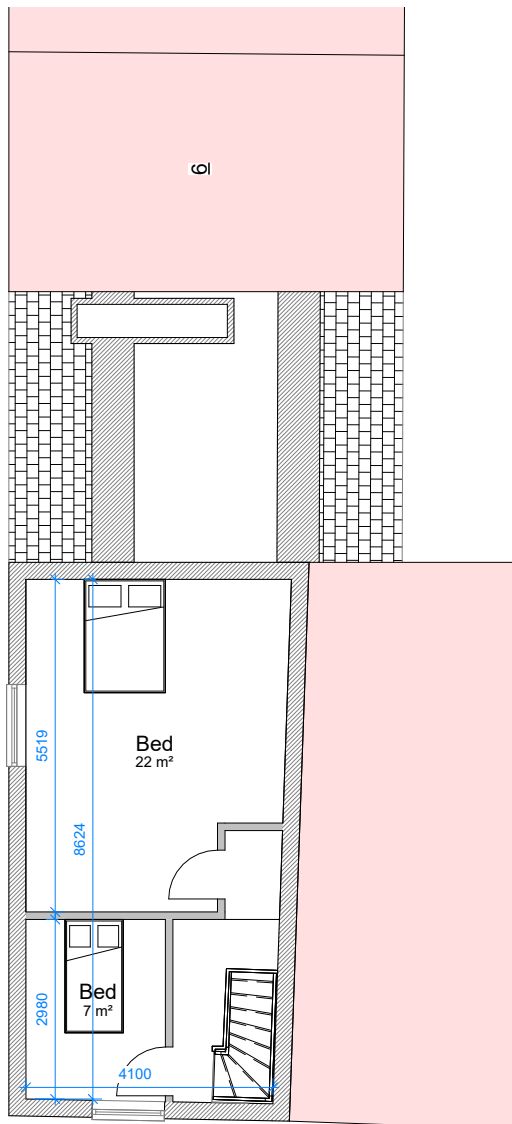
Proposed Lower Basement



Proposed Level 0



Proposed Level 1

**Proposed Level 2**

Aerial diagram showing the main access, refuse spaces and parking amenity in relation to the immediate local context.



External Appearance

As previously mentioned, the external appearance will not be altered. There will be some light repairs to the rear yard which will be cleared to allow for suitable refuse storage. This will also aid in cleaning this poor quality space and deterring anti-social behaviour.



Image of cleared rear access for refuse collection (right)

Image of the rear of the property to be cleared (below)



Access

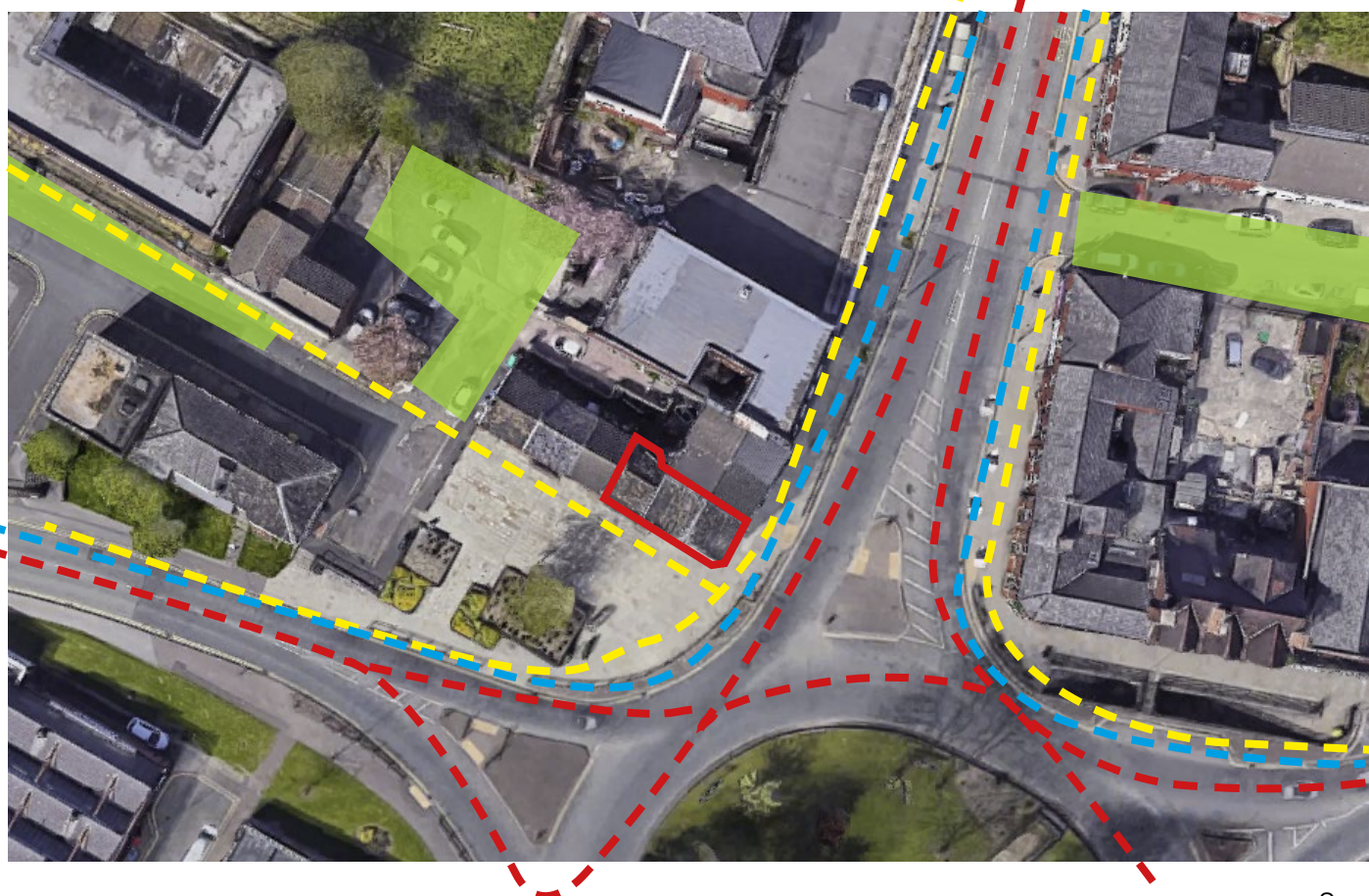
The applicant site has been subject to a car-centric local transport system for many years. It's location by the main roundabout has meant most visitors arrive by car. The shop has no dedicated car parking space and the proposal maintains this provision. There is adequate on-street parking in the immediate vicinity for short stay and further capacity in the wider context for longer stay.

The cleared rear yard and the basement level entrance lobby will provide adequate space for cycle storage. The proposal's town centre

location allows for good connections to local cycle networks and to local public transport; including the Cemetery Street bus stop 40m up Long Street.

The property is also 1 mile from the M60 with good links into central Manchester and Greater Manchester. Mills Hill train station is also just a 20 minute walk East.

- Vehicular routes
- Cycle routes
- Pedestrian routes
- On-street parking



Conclusion

The proposed works will not adversely affect any aspect of the external appearance or fabric of the existing building. As all proposed works are internal, the proposal will not impact the heritage value of the building.

The strict requirements of building regulations for dwelling-houses will ensure a robust upgrade of the existing building fabric. This, coupled with efficient use of redundant floorspace, will ensure longevity for the building both physically and commercially.

Furthermore, the proposal will increase footfall into the Conservation Area and Town Centre with benefits to the local economy as a consequence.

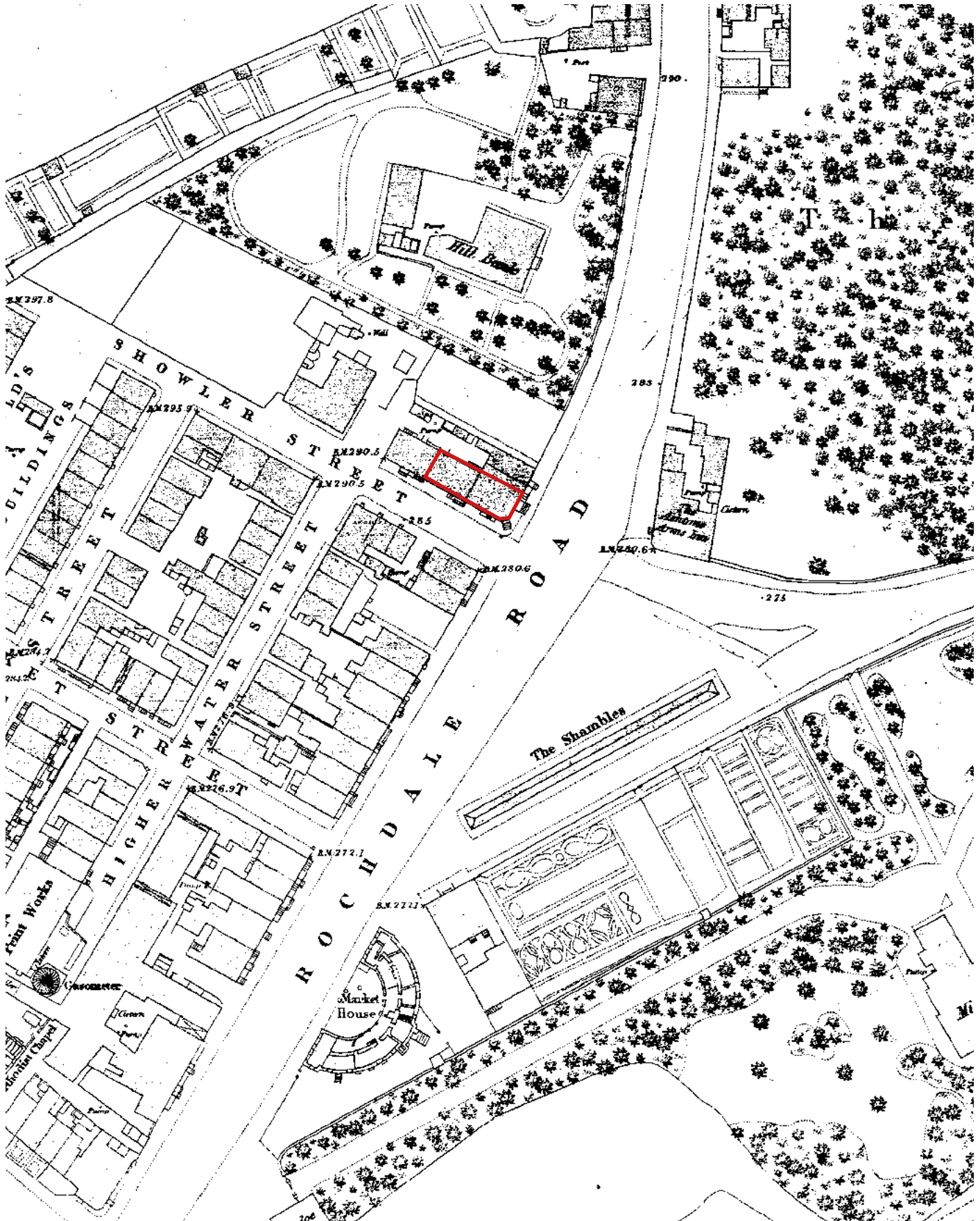
Finally, the works will create employment for local people during construction and maintain employment of the locally based owners of Broadbents for the foreseeable.

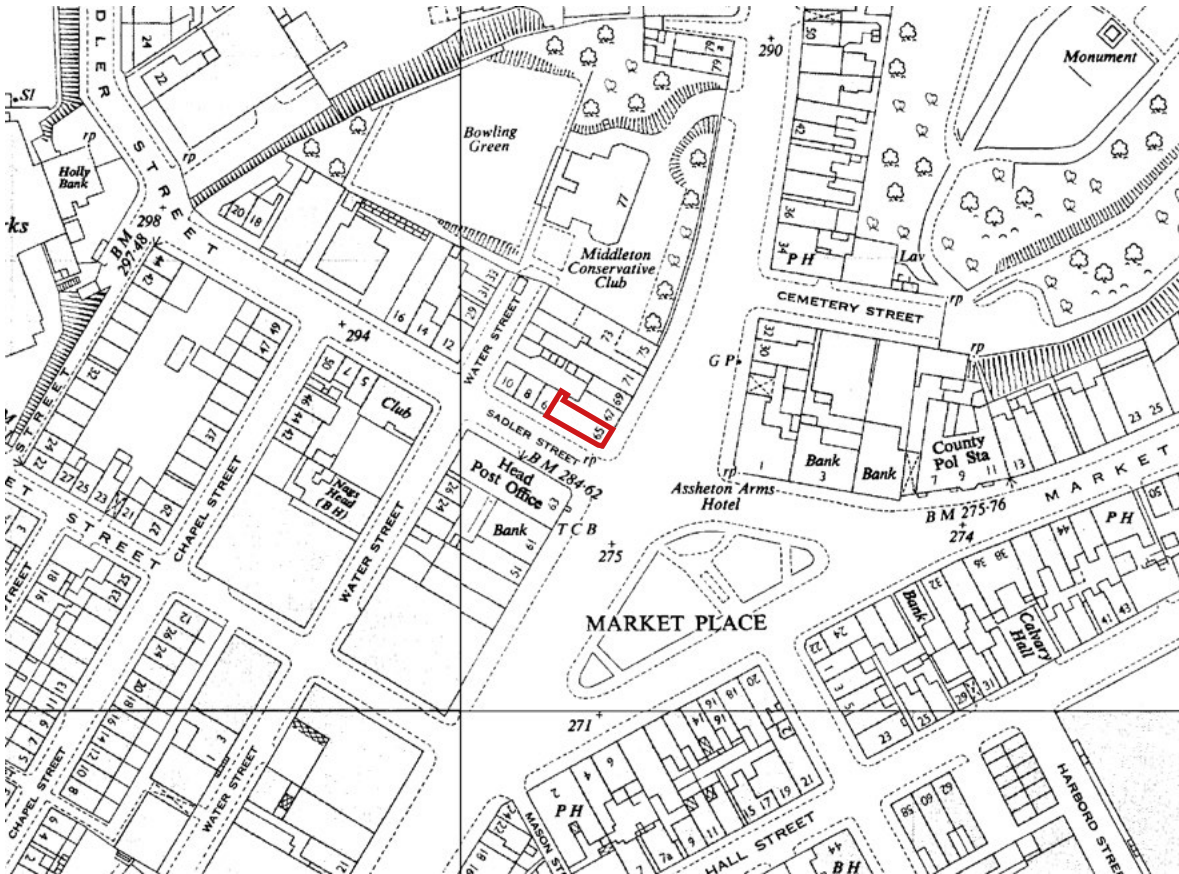
Historic photograph of 65 Long Street (date unknown)



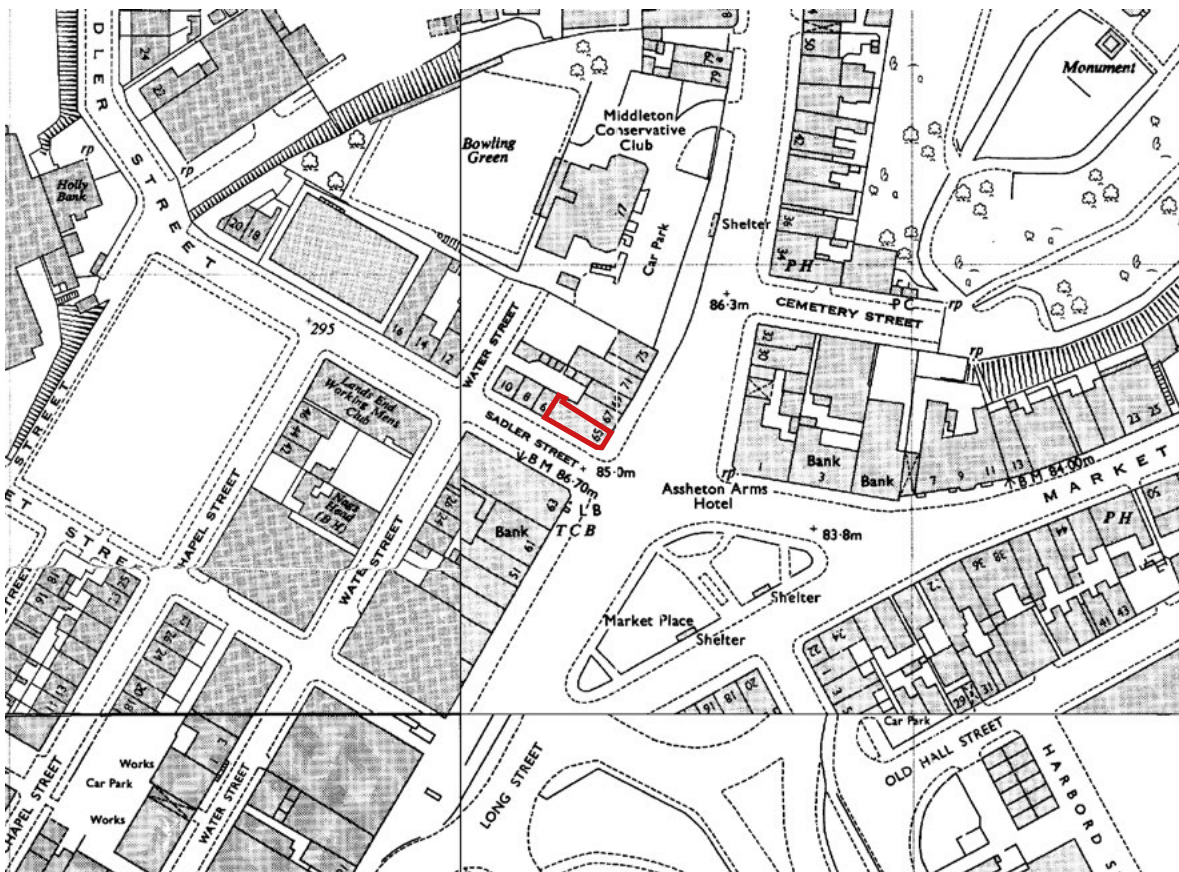
Historic Maps

1850's
historic map



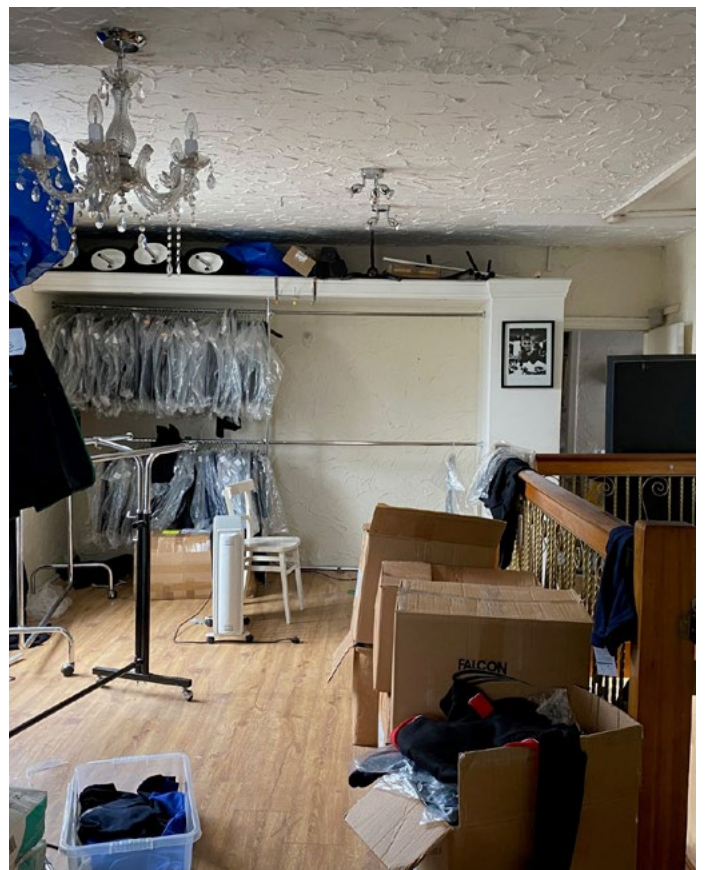


1950's
historic map



1970's
historic map

Site Photos











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