Heritage Statement

17 Drake Street

Rochdale

OL16 1RE

Proposed change of use from Beauty Salon to Sandwich Shop

May 2019

Building Design Services (BDS)

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1.0 INTRODUCTION

This statement accompanies an application for Planning Consent to change the use of the first floor of the building from an existing beauty parlour into a sandwich shop.

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.

The application site relates to 17 Drake Street, a three storey mid-terraced property positioned in Rochdale town centre and situated within the Rochdale Town Centre Conservation Area. The building is adjacent to Butterworth Brothers Diamond Merchants (14 Drake Street) which is a heritage asset, and close to The Duke of Wellington Hotel (Grade II listed) located at the bottom of Drake Street.

17 Drake Street is three stories high with a traditional glazed shopfront with recessed opening. A further door along its frontage provides access to the upper floors which are finished in red brick externally.

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-;

193. 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.

196. 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.

197. 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.

198. 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 AND SURROUNDING BUILDINGS - LISTINGS

Overall, Drake Street is well-recognised and greatly cherished with many buildings of local importance to Rochdale's history and identity. There are high levels of vacancies along Drake Street indicating market failure and some buildings are now in a very poor state of repair, most notably the former Iveson's furniture store and warehouse, a much loved Rochdale landmark.

At its northern extent, Drake Street sweeps around onto South Parade. The buildings on the eastern end of the South Parade represent a continuation of the buildings at the bottom of Church Lane and Drake Street as they attractively turn the corner onto South Parade. The sweeping corner is a reminder that this was once a busy and difficult bend to navigate. The buildings are characteristically plain Georgian three storey shops of stuccoed brick with stone lintels. They have suffered some mutilation, such as the removal of the historic chimneys and the loss of the stone flagged roofs, and presently are not looking their best.

Butterworth Brothers Diamond Merchants (14 Drake Street)

Butterworth Bros shop was established in 1903, although the building itself was built in 1896. The Butterworth family is one of the longest established in Rochdale. Butterworth Bros is prominently positioned at the junction of Drake Street and Church Lane and has a highly attractive shop front that reinforces the character of Drake Street as a historical shopping street. The front façade of the building has a soft curved shape and is orientated for maximum visibility looking up Drake Street from the Butts. The building is split over three floors and is built of brick with sandstone cills and lintels, string courses, cornice and coping stones to the parapet. The traditional dark brown, gold and cream shop front is particularly attractive. In 1981 it underwent an extensive renovation. The delicate carving of the original front was faithfully reproduced but only the top facia of the original frontage remains.

The Duke of Wellington Hotel (Grade II listed)

At the bottom of Drake Street, opposite the curved frontage onto South Parade, is the Former Duke of Wellington Hotel which was opened in 1810. Before The Wellington, it was the Smith Family townhouse and the built date is thought to be around 1750. The Smiths were a merchant family with strong trading connections to Portugal. This was their town residence and they spent summertime a short distance away at Summer Castle, a now demolished residence on the hillside to the south east of Drake Street. Although now

demolished, Summer Castle and its windmill can be seen in old paintings of South Parade and what is now the bottom of Drake Street. The building has significance as the backdrop to Rochdale's political development. As the leading coach house in the town it would have been busy with travellers, locals and merchants debating and exchanging ideas. Between 1825 and 1839 the Commissioners of Police held their first meeting at the Hotel. The immediate area outside the Wellington was known as Speaker's corner and hustings were last erected opposite the Wellington Hotel on November 16th 1868 when 10,000 people were estimated to be present.

4.0 PROPOSAL IMPACT

This site is located within the Rochdale Town Centre Conservation Area and is adjacent to 14 Drake Street which is a non-designated heritage asset. The grade II Listed Wellington Hotel is a short distance from the proposed site. The building at 17 Drake Street is Georgian and has some notable architectural detailing including the traditional shop front at ground level and the window openings at upper floor level.

The application proposes the change of use of the first floor of the building, no external alterations to the external appearance of the building will be made and as such the existing features of the property would be retained

There is great potential for mixed use development that builds on the area's history of independent shops and finds new uses for larger properties that punctuate the street. The proposal would help regenerate this historic gateway and introduce a use for the site to ensure that it is an attractive place to live, work, play and visit.

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. 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.

APPENDIX

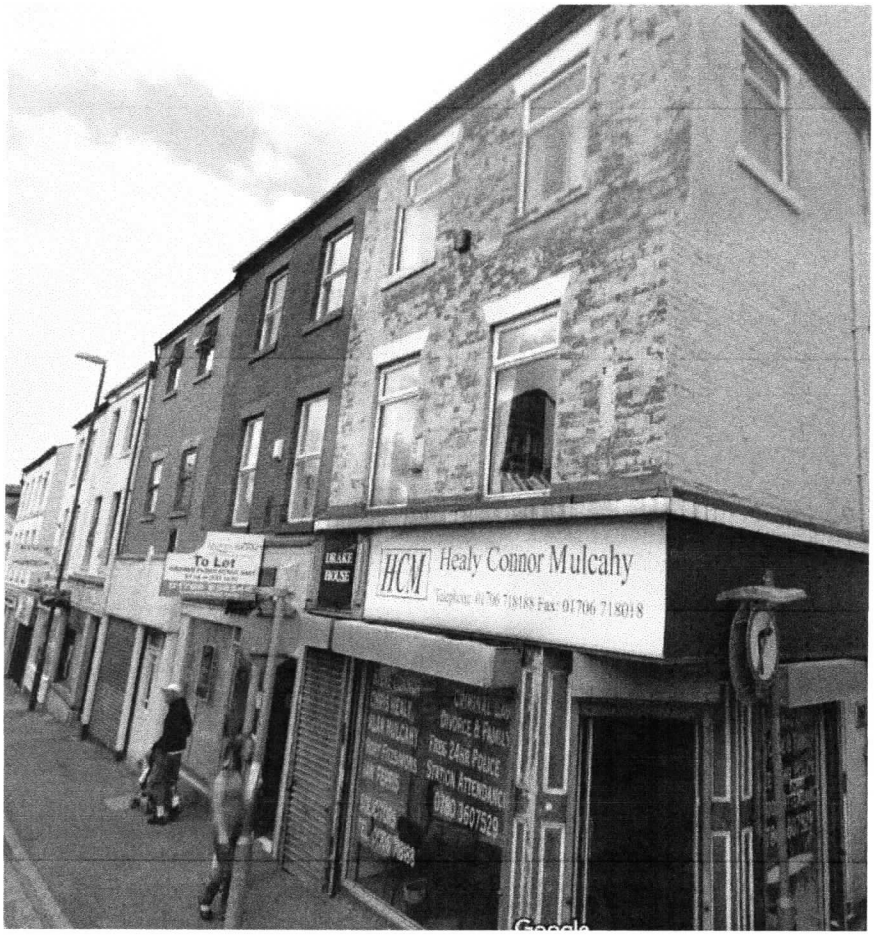




The Former Butterworth's Jewellers shop on Drake Street



Aerial View of Drake Street



Georgian Properties along Drake Street, 17 Drake Street with Green shutter