

5.0 Heritage Context

5.1 Heritage

Conservation Area

The northern part of the site (the Chicken Shaq) is within the Maclure Road Conservation Area, designated in 2006. The remainder of the site forms part of the setting of the designated area.

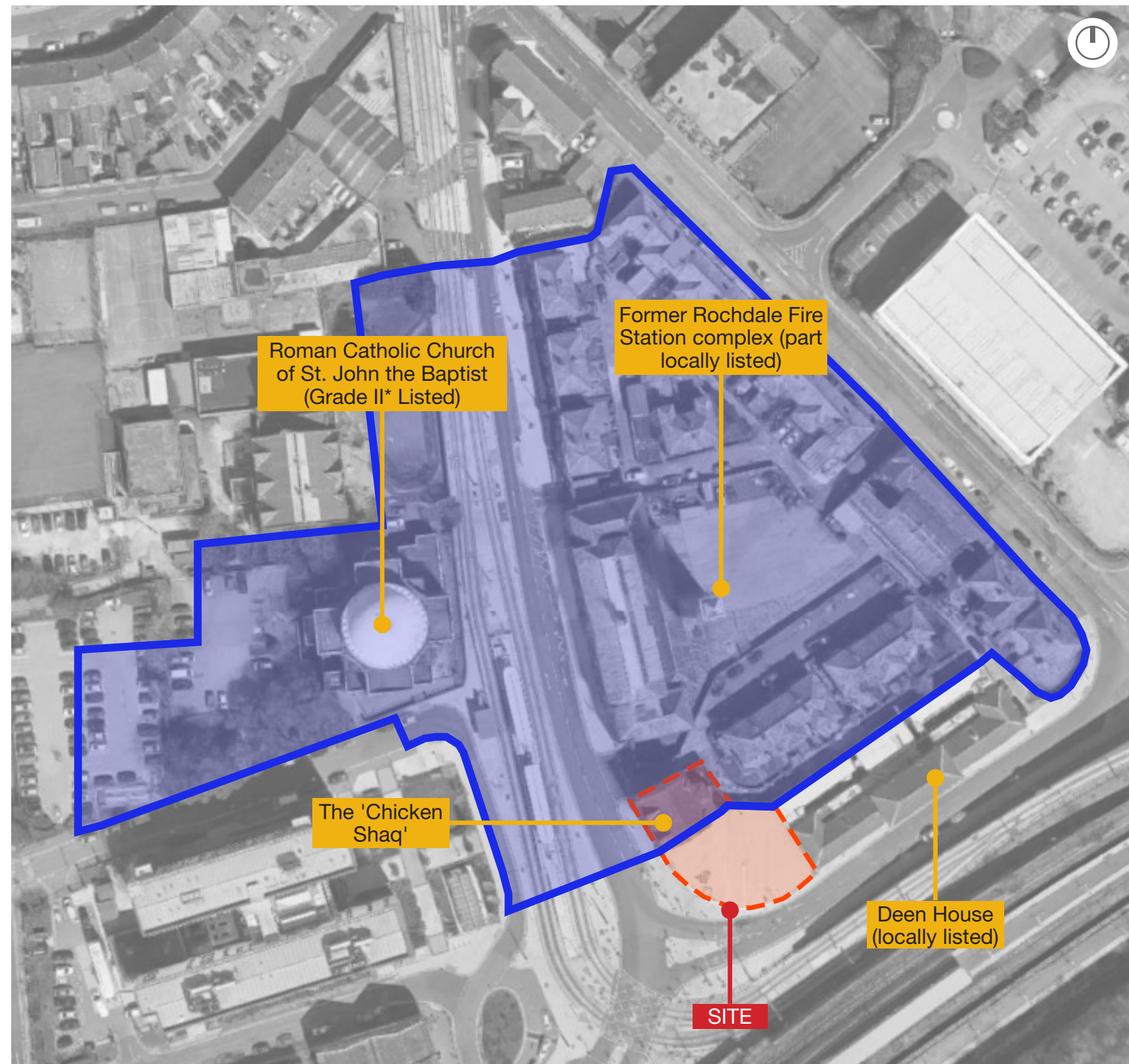
The Maclure Road Conservation area is centred on Maclure Road, with buildings lining the western side of Richard Street and is set back from Station Road to the south.

It is focussed on the townscape of Maclure Road created by the combination of the Grade II* listed Roman Catholic Church of St. John the Baptist, and adjacent extended school and the former Rochdale Fire Station complex, with associated housing for members of the brigade and their families.

A separate Heritage Statement has been compiled by Turleys and is submitted with this application.

Key:

-  Site Location
-  Maclure Conservation Area



5.2 Heritage

Emerging Local Context - Station Square



Images taken from the wider Rochdale station Masterplan

5.2 Heritage

Emerging Local Context - Station Square



5.3 Heritage

Restoration & Celebration of Heritage

The existing single storey corner building does not positively contribute to the conservation area or the setting of other heritage assets. Replacing it with a more suitable and contextual form provides an opportunity for enhancement within the setting of the conservation area.

The strategic position of the site, occupying a corner plot and at a key transport node and point of arrival, supports the case for redevelopment on townscape grounds. The greater stature and prominence of the building improves definition and legibility; positively addressing the street corner at the entrance to the conservation area from the station.

The proposed design positively responds to the historic character and appearance of the adjacent conservation area through the principal use of red brick, with buff detailing and clear proportions and arches window heads referencing the adjoining Chicken Shaq [which will be restored as part of the proposals – extent of restoration TBC].

The dialogue between the Church of St John and the fire station tower, set across from each other on Maclure Road, will not be interrupted by the Proposed Development which is situated to the south/south east, is lower in height than the historic landmarks and is restrained in its design.

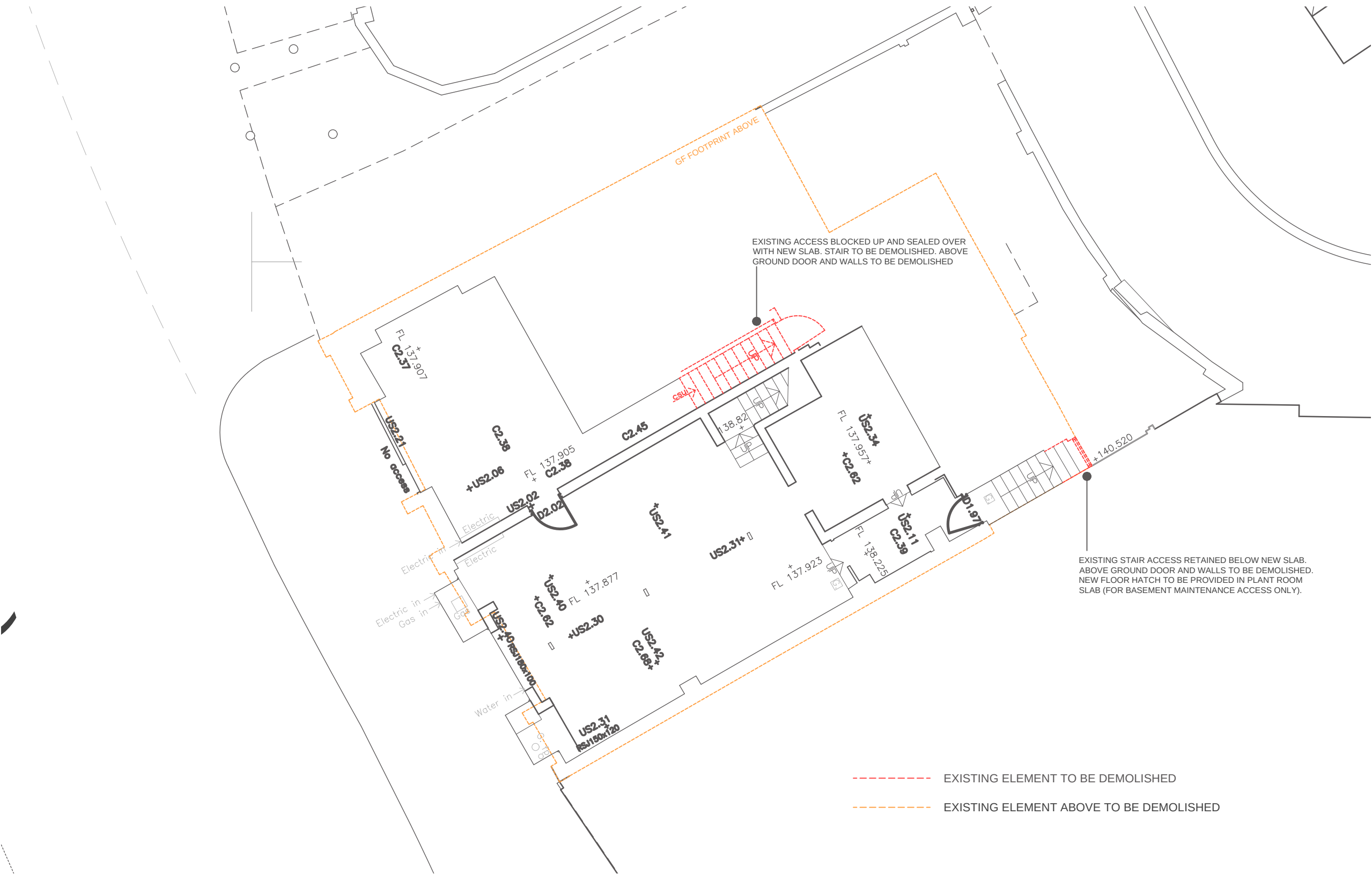
The curved frontage of the building resonates with the dome of the Church of St John in key townscape views.

The Proposed Development will contribute to the regeneration and revitalisation of the Maclure Road Conservation Area.

The following pages highlight the extent of the demolition and restoration works which will be carried out the existing building on the site (Chicken Shaq) as we intend to expose some of its historic features when we strip back elements that have been added over time.

5.4 Existing Building Survey & Demolition

Basement Level Demolition Plan



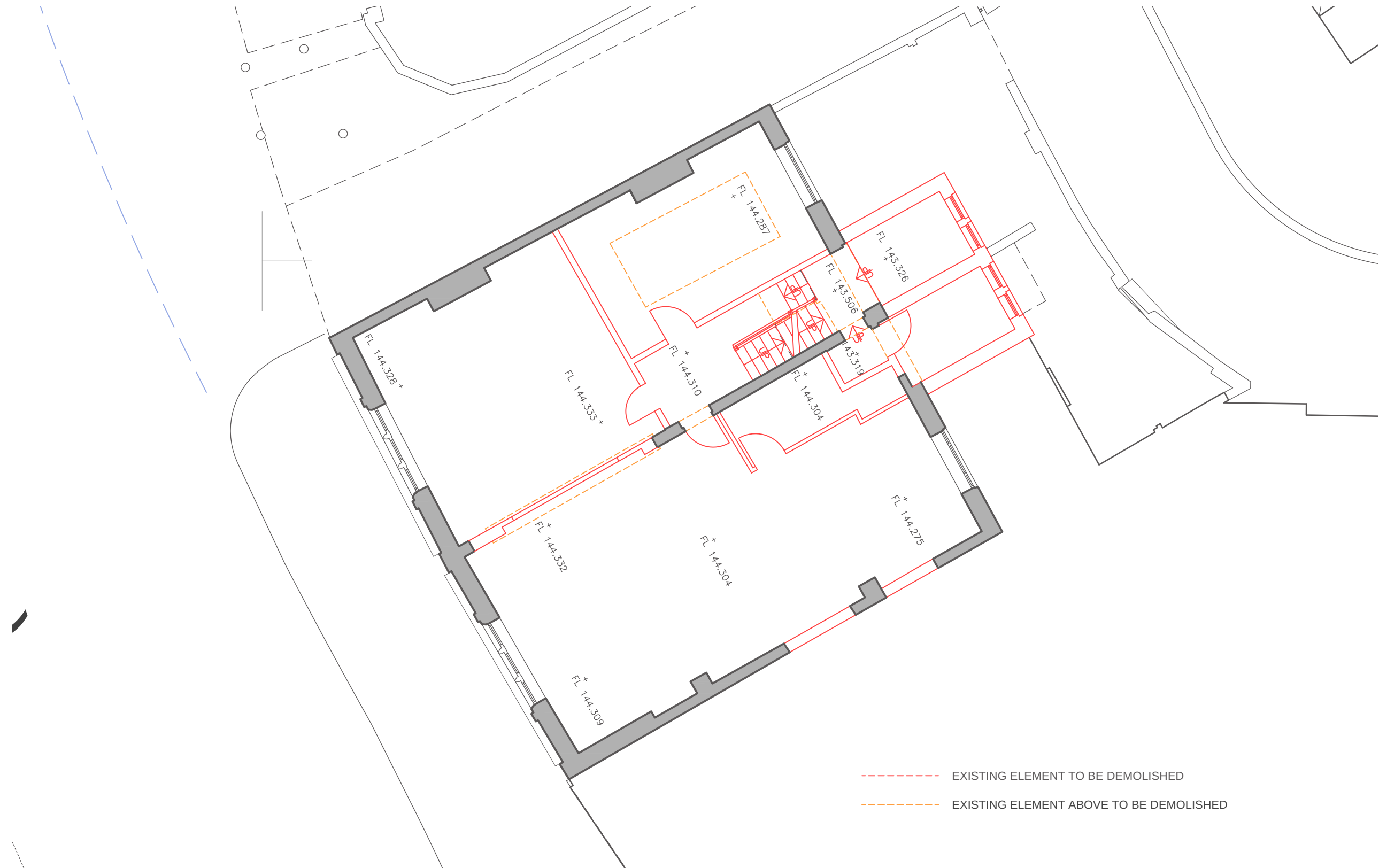
5.4 Existing Building Survey & Demolition

Ground Floor Demolition Plan



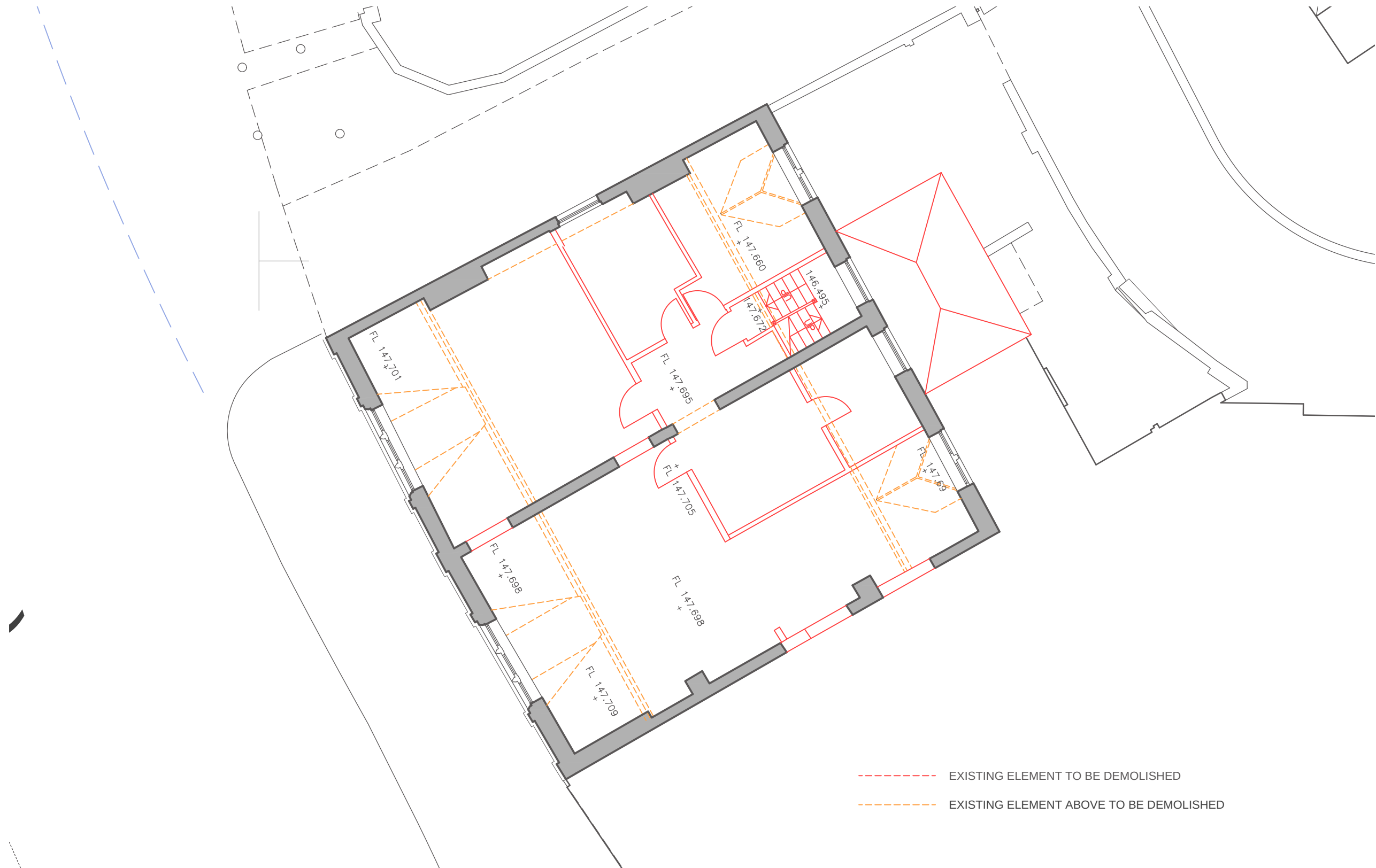
5.4 Existing Building Survey & Demolition

First Floor Demolition Plan



5.4 Existing Building Survey & Demolition

Second Floor Demolition Plan



5.4 Existing Building Survey & Demolition

Proposed Alterations to Existing Building Facade Facing Maclure Road



Existing lighting to be removed or replaced with new lighting to suit new commercial tenants.

Existing white/black cladding to pilasters to be removed. Proposed finish (possibly red brick) TBC depending on what is behind.

Existing door to be removed. Replaced with fixed glazing to match proposed shop front to new commercial units

Existing signage boards to be removed. Proposed finish TBC depending on what is behind.

Existing white/black cladding to pilasters to be removed. Proposed finish (possibly red brick) TBC depending on what is behind.

Shopfronts to be replaced to suit new commercial units.

5.4 Existing Building Survey & Demolition

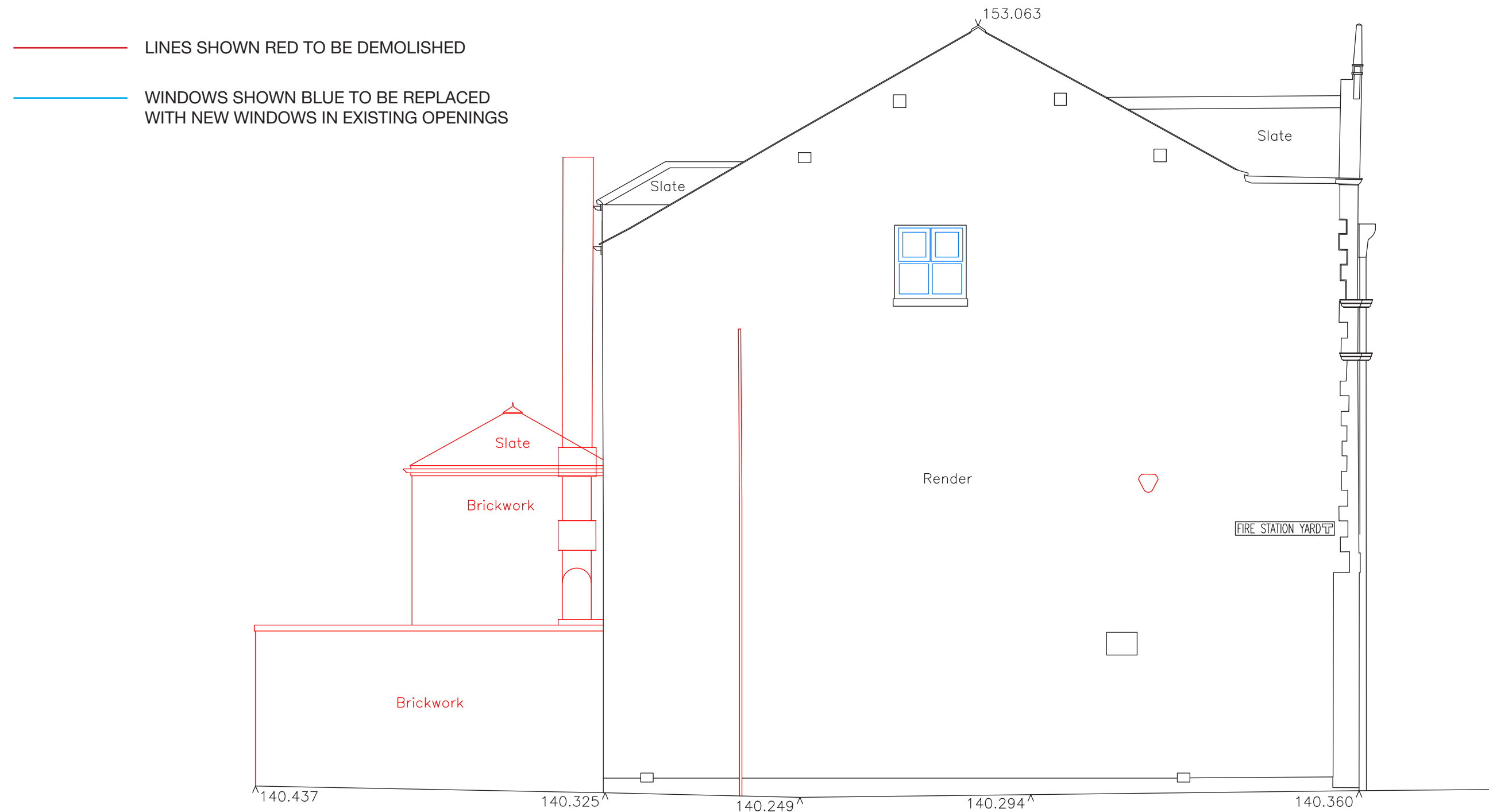
Proposed Alterations to Existing Building Rear Facade



- LINES SHOWN RED TO BE DEMOLISHED
- WINDOWS SHOWN BLUE TO BE REPLACED WITH NEW WINDOWS IN EXISTING OPENINGS

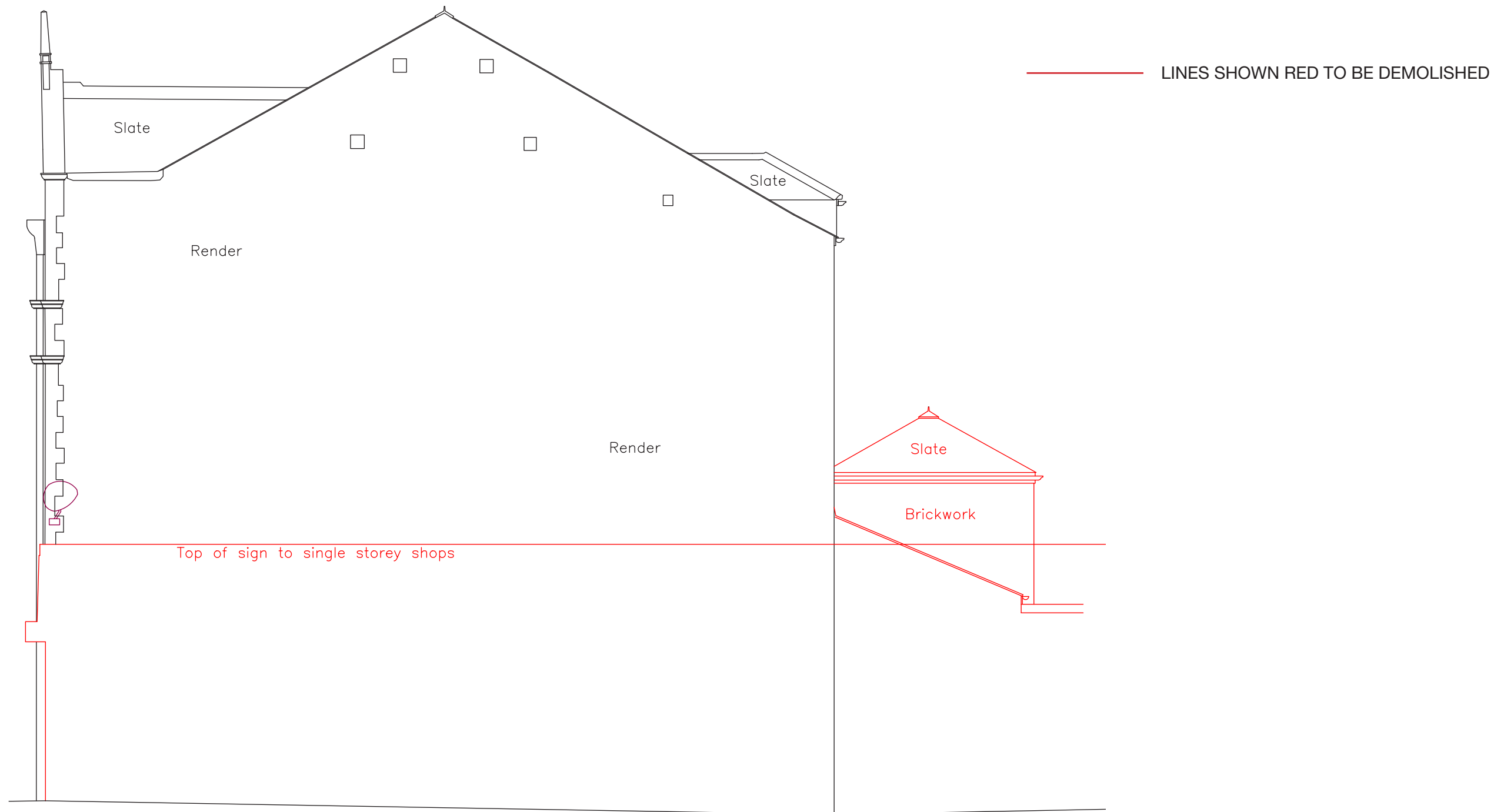
5.4 Existing Building Survey & Demolition

Proposed Alterations to Existing Side Elevation off Maclure Street



5.4 Existing Building Survey & Demolition

Proposed Alterations to Existing Side Elevation off Station Road



6.0 Precedence and Emerging Policy for Building Heights

6.1 Precedence and Emerging Policy for Building Heights

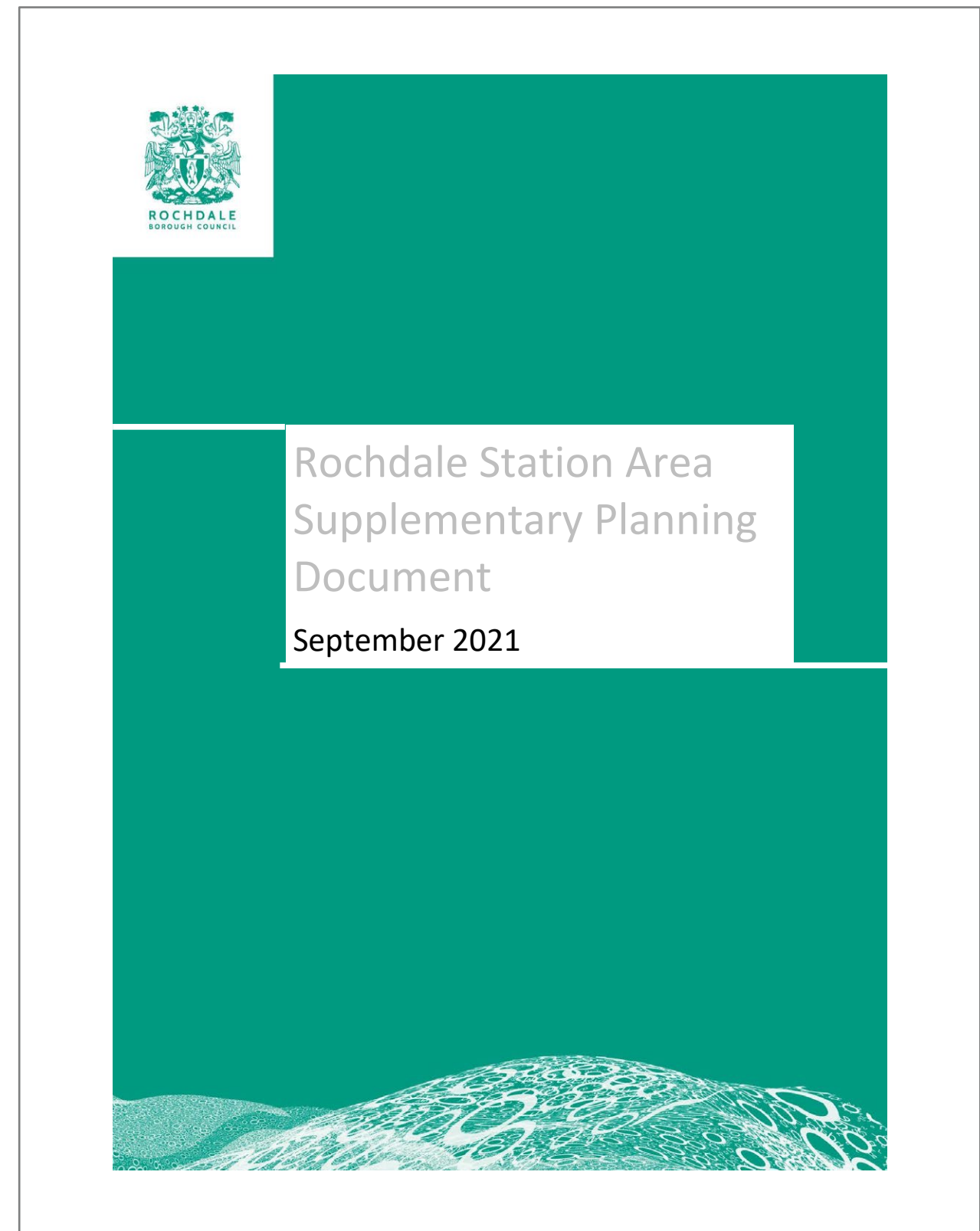
Compliance With the Rochdale Station Area Supplementary Planning Document (September 2021)

The following text is extracted from the Rochdale Station Area Supplementary Planning Document (September 2021), with LRW's compliance highlighted:

Heights Strategy:

The building heights strategy aims to generate a medium rise area that shifts in scale and building typology responding to the context. Any development proposal should be supported by a full understanding of heritage significance in order to help achieve the overall vision. Key aspirations are:

- 1. A suitable mix of tenures, sizes and types should be developed to meet local needs and create a sustainable community, specifically addressing current exposure to mono-type (flats) and mono-tenure (social rented) opportunities.*
- 2. 2-4 storey development should primarily consist of 2-3 storey town house development with strategic locations for 4 storey corner blocks which could be flattened accommodation.*
- 3. 5-6 storey development should primarily comprise of 3-4 storey with strategic locations for additional height, including areas where there is underlying landform and low topography, or architectural moments at landmark corners - these zones could be flatted blocks or mixed-use development with ground floor areas allocated to non-residential use.*

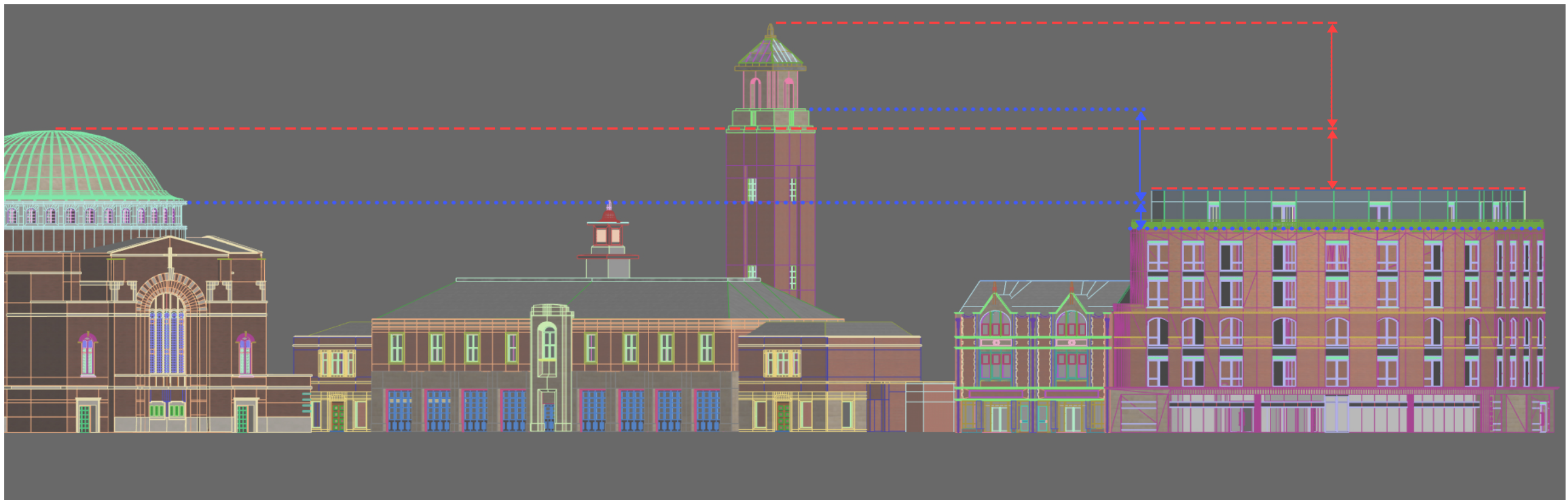


6.2 Building Heights Compliance

Comparative Height Analysis Diagram with Local Context

With the knowledge of adjacent building heights and comparing our proposed scheme heights to these more significant adjacent buildings, the diagram below illustrates comparative heights of the proposals compared to the Grade II* listed Roman Catholic Church of St John the Baptist and the Fire Station Tower.

From here it can be seen that the scale of the new proposals still sits significantly below the scale of those prominent buildings, and its apparent scale is further reduced by the setback lightweight floor at 6th floor level.



7.0 Design Principles

7.1 Design Principles

Design Approach

The design approach is to create a high quality building, which provides a statement and marks this arrival point, as one enters the Town Centre from the train station.

This site forms part of a wider regeneration area, that is upgrading public realm as well as new buildings. The site sits directly opposite the station entrance and thus is a key site when experiencing Rochdale, and arriving at the town by Rail. Not only must this be reflected in a building of sufficient scale to mark this arrival point (and the convergence of two roads) but also in the design solution for the site, which respects and complements the heritage assets adjoining and in close proximity and the conservation area adjoining the site.

As such, a high quality, carefully crafted building of appropriate scale, has been paramount in achieving the design solution for the site.

The form of the site itself has always been taken as a key feature, which using high quality brickwork (and stone features), we can mimic the gentle sweeping curve, drawing the eye around the site towards the Grade II* Listed Roman Catholic Church of St. John the Baptist and the part locally listed, former Rochdale Fire Station Complex, providing an elegant form when approaching the site.

The site form is curved but where it meets its edge the site is rectangular. However maintaining that high quality form, rather than squaring off these edges, the building even curves on what would usually be rectangular corners. This whole approach encapsulating quality is followed through in these details.

The overall development incorporates the Chicken Shaq, which rather than simply retaining as is, is being brought back to a high quality building, revealing hidden features. The new building takes several of its references from the Chicken Shaq, ensuring there is synergy and references between the two, whilst recognizing the Chicken Shaq as an independent building visually within the street.

The building has elegant vertical glazing that adds vertical emphasis to the horizontal form and layers the façade towards the upper floors, which are set back to reinforce the main façade at 5 storeys.

All these components are intended to illustrate a high quality façade and design solution, appropriate for its purpose as a gateway building.

The materiality further plays on the complimentary nature of the site. Surrounding buildings are brick, predominantly red, and we have chosen a high quality brick facade, broken by carefully crafted brick details, to complement the character of the area, respecting and complimenting that.

The use of stone base and feature bands on historic buildings is further echoed in the new building with further refined high quality detailing.