Heritage Statement

Site Address: 131 Yorkshire Street, Rochdale OL16 1DS

Proposal: Conversion of poster advertisement display to D-poster.

Prepared for Wildstone Estates Limited

Wildstone Ref:	5788
Local Planning Authority:	Rochdale Metropolitan Borough Council
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Wildstone

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1 Introduction

1.1 This Heritage Report is prepared on behalf of Wildstone Estates Limited, in support of its application for advertisement consent at at 131 Yorkshire Street, Rochdale OL16 1DS

1.2 Express consent is sought from Rochdale Metropolitan Borough Council for the erection of a D-Poster digital advertising display measuring 6m x 3m (D-Poster).

1.3 The application site is identified in **Figure 1** - **3** below and the applicants submitted drawing pack.

1.4 The proposal lies within the Town Centre and within Town Head Conservation Area and therefore requires a Heritage Statement to support the submitted planning application.

Figure 1: Site Location

Figure 2: Street level view of site

Figure 3: Elevation and view of proposed D-Poster

2 Site Assessment

2.1 The site is located on the gable end of 131 Yorkshire Street and currently supports an existing display. The proposal site is commercial in character. The gable wall is simple in nature and is of little design or archaeological merit. It is representative of many end terrace buildings throughout the UK which carries very little heritage value.

2.2 The host property is commercial in operation and character, similar to the nature of the immediate surroundings. It looks out onto a car park associated with the uses of the surrounding properties and the signalised junction with St Mary's Gate and Whitworth Road.

2.3 Due to the modern and commercial land use within the surrounding area and the lack of buildings with heritage features seen within the same context as the proposal, it is considered that a simple, near like for like replacement advertising display, would not detract from the character of the site, street scene, or wider area.

3 Conservation Area

3.1 The site sits on the edge of the conservation area and combined with the immediate surrounding area is considered to be of limited heritage significance, owing to its modern commercial character.

3.2 There are some listed buildings within the surroundings and beyond the site. The building's setting would be affected by the proposal. The proposal would not impact upon any of the notable features of the conservation area, as it would not be seen within the same context. The proposal is in an established location for advertising having supported the existing billboard for more than ten years.

3.3 There was no conservation area appraisal online available to review in light of the proposals, however the conservation area extends to the south of the site, the opposite side to the proposed panel location. The panel would therefore look out onto an area not included within the conservation area boundary. As a result the proposal would not detract from the significance of the nearby heritage assets or the Conservation Area, nor would the proposal prejudice the preservation or enhancement of the Conservation Area.

3.4 The proposal would contribute to the existing features of the street scene and be in keeping with the surrounding area.

4 Conclusion

4.1 The proposal would complement the commercial character of the immediate area. The high-quality build, minimalistic design lines, careful sighting, and illumination from street lighting and shop frontages, ensure it would not constitute harm and would appear as a relevant and respectful feature of the street scene. Illumination levels controlled by internal sensors, timing clocks and planning conditions would provide safeguards and prevent the proposal from appearing overly prominent. As such the proposal would not detract from the significance of nearby heritage assets or prejudice the preservation / enhancement of the Conservation Area.