

HISTORIC ENVIRONMENT CONSERVATION CONSULTATION RESPONSE

Conservation & Design Team Officer	Michael Atkinson-Smith
Date	19.03.25
Application Reference	24/00064/FUL and 24/00065/FUL
Address	Footpath Outside 147 Yorkshire Street, Rochdale, OL12 0DR
Proposal	Integrated advertisement display within Communication Hub unit comprising of an LCD portrait screen presenting illuminated content

Designated Heritage Assets Affected	Y	Town Head Conservation Area 188a, 190 and 190a Yorkshire Street – Grade II, Ukrainian Catholic Church of Saint Mary – Grade II 170, 172 and 174 Yorkshire Street – Grade II
Non-Designated Heritage Assets Affected	N	

Consultation Summary for Officer's Report

Significant concern regarding the impact on the setting of the Town Head Conservation Area and the setting of several Grade II listed buildings, along with more general street scene impacts.

Assessment

The proposed site is a heavily trafficked primary route which sits just slightly outside the Town Head Conservation Area, but which lies in the setting of several Grade II listed buildings. The urban environment is notably uninviting or of a high-quality appearance in this particular location.

Whilst it's noted that the Town Head Conservation Area is named and appraised separately to the Rochdale Town Centre Conservation Area, Action 5 of the recently adopted Rochdale Town Centre Management Plan requires Rochdale Council to develop a strategy and vision for all peripheral town centre areas. This strategy aims to look to drive development and promote a range of suitable uses for these areas, including improvements to the public realm to assist in creating a thriving and diverse town centre.

I have concerns that the proposed installation could threaten to undermine the emerging strategy to improve and enhance key approaches into Rochdale Town Centre in accordance with Policies P1 and P2 of the adopted Rochdale Core Strategy.

It is noted that as part of the wider scheme proposals, a number of existing telephone kiosks would be removed within the wider Town Head and Rochdale Town Centre Conservation Area locations. However, these are located far away from the proposed location of the advertisement screen / Communication hub so can't be considered as justification for the harmful impacts of the proposal.