

Heritage Statement

The application site lies to the east and north of the designated Heywood Station Conservation Area. At the nearest point, the proposed application site would be around 58m to its north-east.

The focus of this conservation area is Heywood Railway Station, the railway warehouse and loading shed. This is Grade II listed. This collection of buildings is located around 400m to the north-west of the application site.

The slimline appearance of the proposed mast and its location (with intervening development and large trees) within an industrial area would ensure that there was not any unacceptable impact on the character or setting of these listed buildings.

The application site lies within a predominantly industrial area and is located on a grass verge in Phoenix Close.

Phoenix Brewery is a non-designated heritage asset which is situated within the existing conservation area and lies around 110m to the east of the application site.

It is the only surviving brewery of the three that originally operated in Green Lane. The existing telecommunications (three antennas plus dish) is located on the roof of Phoenix Brewery. Due to the landlords proposed redevelopment plans, they are no longer able to accommodate the telecommunications equipment that service the area so all equipment will be removed and the proposed street works site will replace this cell site to maintain coverage and capacity. Planning permission for the previous infrastructure is application 12/56/77/FUL.

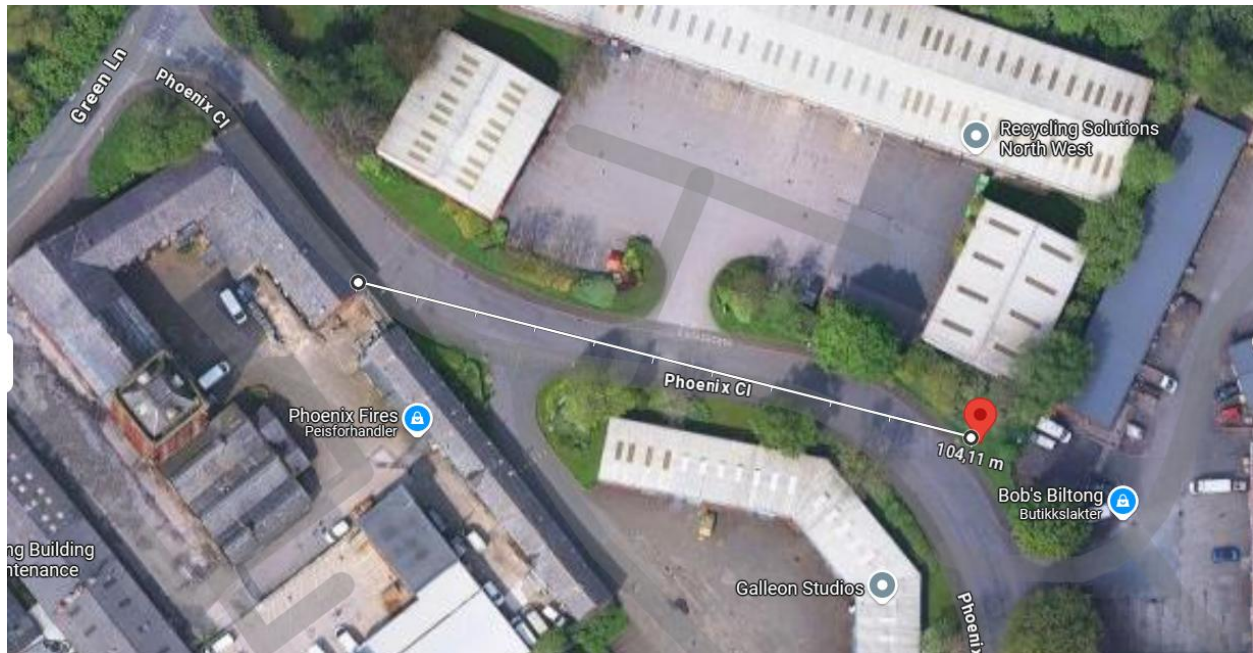
This is the view from the application site eastwards towards the brewery. The proposed mast would be located to the right of the image (out of view). Whilst the proposed mast would be visible in the same vista depending on where one stands, the existence of the large, mature trees and intervening distance would not result in an unacceptable impact on the character or appearance of the adjacent conservation area. Furthermore, the existing modern, large industrial sheds in the area would ensure that the proposal is not an alien feature within the existing streetscene.



View from the brewery towards the application site. The proposed mast would be on the left, but is not visible on this screenshot.



This is an aerial view of the location of the proposed mast and the Phoenix Brewery.



The proposed mast would be slimline in design and be intentionally located adjacent to an existing lamppost in order to minimize its appearance within the street scene. Immediately to the rear of the proposed mast is an existing metal building, which would visually incorporate the proposed mast into the street scene and ensure that it would not appear as an alien and overbearing feature. The large, mature adjacent trees would also ensure that the mast would not appear as overbearing and it would not affect the character and appearance of the adjacent conservation area or the setting of the listed buildings.