

Heritage Statement

Gable, The Butts, Rochdale, Lancashire, OL16 1HB

Introduction:

This Heritage Statement seeks to meet the documentary requirements for buildings located within Rochdale Conservation Area. It has been submitted to assess the interest of the application site to justify the proposed works in terms of their impact on the heritage asset. The statement assesses the nature, extent and importance of the significance of the asset and its setting, to allow the impact of the proposed works on that significance and setting to be properly assessed by the local planning authority.

General heritage significance / nature of asset:

4.2 The Butts The Butts lies to the north of the River Roch in the heart of the conservation area where a natural space is formed by the slightly wider valley. However, with the Roch and its bridge covered over, the buildings enclose a poor and somewhat inexplicable space. The name comes from its use for archery practice in medieval times. It is a broadly triangular space with a warm south facing aspect and is enclosed by a series of interesting buildings. At the present time, its character is greatly compromised by its use as a large taxi rank.

4.2.1 The Gable abuts The Regal Moon P.H. which was formerly the Regal Cinema of 1938. It has a plain early modern style with a classical feel. There is a very well composed white Art Deco central bay which is the focal point of the design.

Taken from Rochdale Town Centre Conservation Area Appraisal

Proposed works:

As detailed in the Planning Application form, the proposed works involve the fitting of external fascia illuminated by Concealed LED Cool white Modules. All lighting used in the scheme is low energy and low wattage. In addition to this, a new sign written logo is proposed to be painted directly onto the fascia within the outside area.

Impact on the heritage significance/asset:

These signs have been specifically designed with careful consideration given to the historic fabric, character and setting of the building. Where additional signs have been proposed, we have taken measures to limit their impact on the property.

Conclusion:

The proposal is considered to cause no adverse harm to the property or the surrounding Conservation Area which would be preserved.