

HERITAGE & CONSERVATION CONSULTATION RESPONSE

Application Details

Heritage, Conservation & Design team officer

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Date

10 June 2026

Application reference

PL/2026/0356

Address

147 Yorkshire Street, Rochdale, OL16 2LU

Proposal

Internally illuminated 48 sheet digital advertisement hoarding

Affected Heritage Assets

Designated heritage assets

- Town Head Conservation Area
- The Ukrainian Catholic Church (grade II)
- 170 to 174 Yorkshire Street (evens) (grade II)
- 188a to 194 Yorkshire Street (evens) (grade II)

Non-designated heritage assets

- 210 to 218 Yorkshire Street (evens)

Summary

The proposal would result in less than substantial harm to the significance of the designated heritage assets.

Assessment

Site description and significance

The application site is the western gable end of 147 Yorkshire Street. This gable is rendered. while historically there was a sign in the vicinity, this has not been in situ since c. 2020. The small existing

sign appears to be recently installed and does not appear to benefit from consent. The gable is visible primarily on the approaches from the west along St Marys Gate and Yorkshire Street.

Within the vicinity of the site, there are several listed buildings, located within the Town Head Conservation Area. This Conservation Area is focussed on Yorkshire Street, a long road of historic road of shops and businesses which runs eastwards out of the town centre. The area was developed in the mid to late Georgian period, as an expansion to the medieval town.

The closest listed buildings to the site are 190 to 194 Yorkshire Street, circa 45m from the application site. This terrace of three storey properties dates from circa 1800. the properties are built in red brick with stone slate roofs. The windows to the ground and first floors have flat segmental arches with keystones. This group of terraces are an important part of the Georgian streetscene and are of special architectural and historic interest, reflected in their listing at grade II.

The Ukrainian Catholic Church lies within the Conservation Area. Formerly known as the Church of St James it was built in 1821, towards the end of the Georgian period. It is a landmark structure at the junction of Yorkshire Street and John Street. Its architectural style is plain gothic and has a simple restrained appearance. It is listed at grade II for its special architectural and historic interest.

Opposite the Church is 170 to 174 Yorkshire Street. Originally built as a townhouse in 1893, it was extended c.1830. Sash windows survive throughout and the central section has a stone plinth with a Roman Doric open pedimented doorcase with fanlight and six panel door. It is amongst the best-preserved Georgian townhouses in Rochdale.

The above buildings contribute to the completeness of the Georgian streetscene in this area.

Relevant legislation and planning policy

Planning (Listed Buildings and Conservation Areas) Act 1990

66(1) - *"In considering whether to grant planning permission [...] for development which affects a listed building or its setting, the local planning authority [...] shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses."*

Section 72(1) - this section directs local planning authorities to pay special attention to the desirability of preserving or enhancing the character of conservation areas.

Town and Country Planning (Control of Advertisements) (England) 2007

Section 3(1) states that:

"A local planning authority shall exercise powers under these Regulations in the interests of amenity and public safety, taking into account:

- a) The provisions of the development plan, so far as they are material; and*
- b) Any other relevant factors"*

Places for Everyone (PfE) Policy JP-P2 – Heritage

This policy seeks to positively conserve, sustain and enhance Greater Manchester's historic environment and heritage assets and their settings.

It confirms that development proposals affecting designated and non-designated heritage assets and/or their settings will be considered having regard to national planning policy.

Rochdale Core Strategy (CS) Policy P2

This policy seeks to conserve, enhance and promote key heritage assets, both statutory and non-statutory. Key heritage assets include the borough's listed buildings and conservation areas, as well as its engineering heritage.

Assessment of proposals

The proposal is for the installation of an internally illuminated advert on the gable end of 147 Yorkshire Street, facing out towards the Town Head Conservation Area. As noted above, there is no large sign near the gable at present. The existing smaller commercial sign appears to be unauthorised. The gable end has a neutral impact on the setting of the listed buildings and conservation area.

The proposed advert would be 6m wide by 3m high and would be 4.85m above ground level. It would be internally illuminated with the adverts changing on a regular rotation. A heritage statement has not been submitted as part of the application.

Given its size and illumination, the sign would be a prominent feature on the approach from the west. It would be readily visible in views from and within the conservation area and the setting of the listed buildings, in particular the Ukrainian Church and 188 to 194 Yorkshire Street. It would draw attention away from these listed buildings, particularly the terrace along Yorkshire Street, which is closest to the site.

The proposed sign would be an intrusive and prominent feature in the streetscene, which would detract from the setting of the listed buildings and the Town Head Conservation Area. It would cause less than substantial harm to the significance of the designated heritage assets, Town Head Conservation Area and 188 to 194 Yorkshire Street.

The proposal would neither preserve nor enhance the character and appearance of the Conservation Area and would fail to preserve the setting of the listed building, contrary to sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

The proposal would not preserve the amenity of the area.

Re-consultation

Only in the event of major changes to the proposal