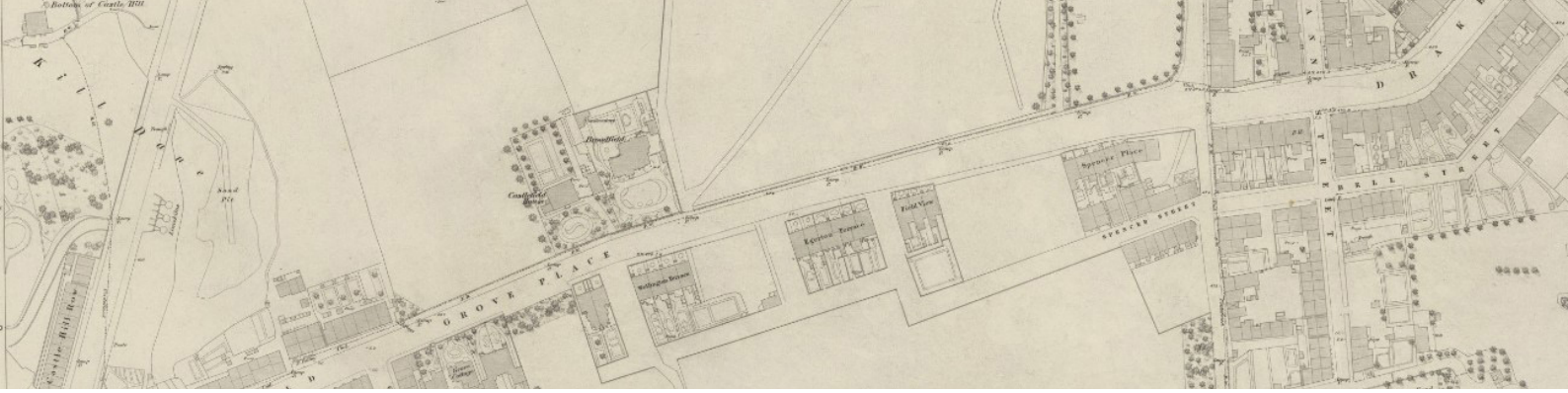




HERITAGE STATEMENT

Residential Development, Drake Street, Rochdale

May 2026

www.paddockjohnson.com

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Type of Application	Full Planning Application
Location	Drake Street, Rochdale OL16 1PJ
Description	Residential Development
Date of Preparation	May 2026
Applicant	Great Places Housing Group
Agent	Paddock Johnson

This heritage statement has been prepared to support a full planning application for the erection of 4no. houses and 23no. 1 and 2 bedroom apartments at Drake Street, Rochdale OL16 1PJ. The statement has been prepared in accordance with The National Planning Policy Framework (NPPF), paragraph 207 that states:

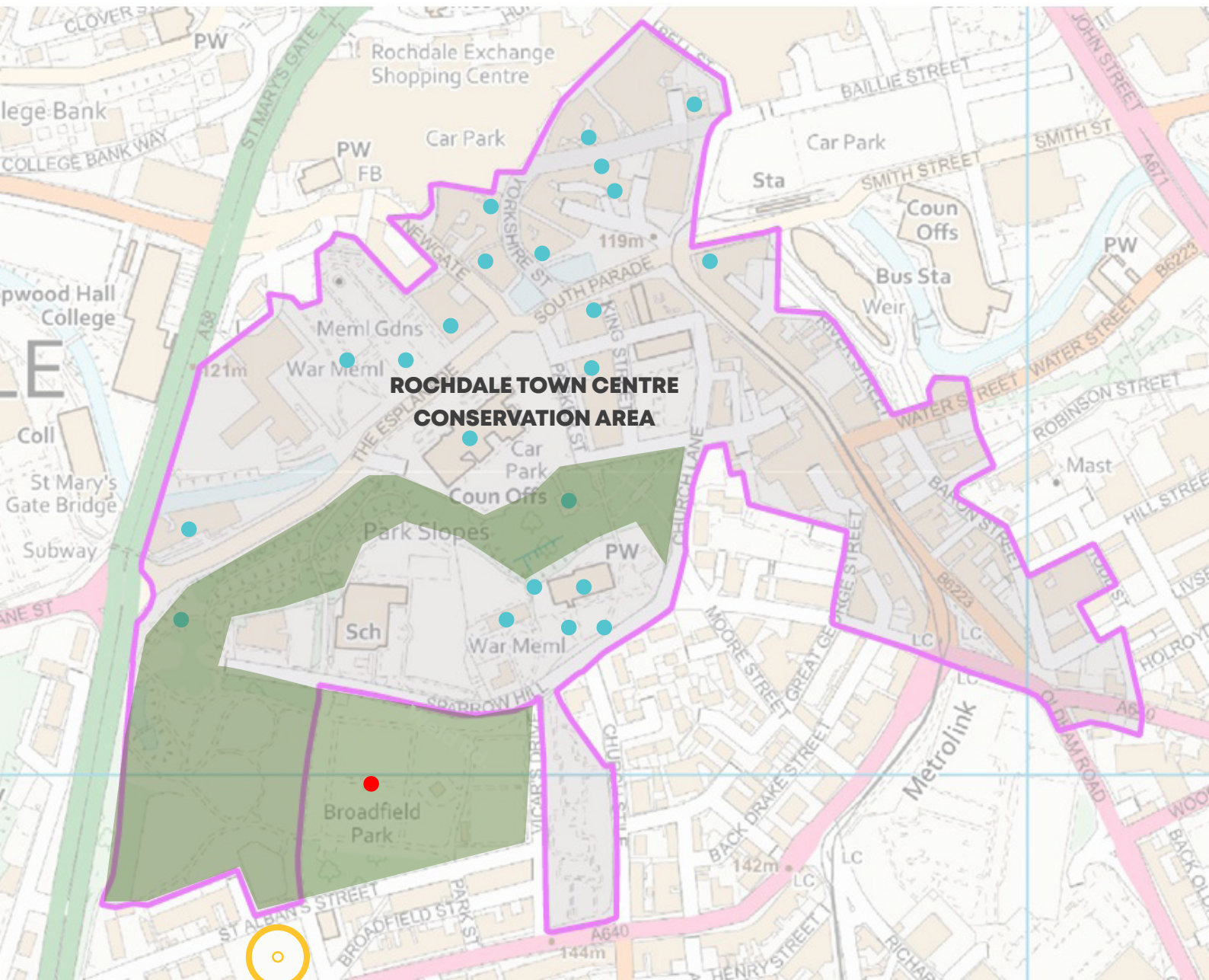
‘In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes, or has the potential to include, heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.’

The heritage assets to which this statement relates are Rochdale Town Centre Conservation Area, Broadfield Park (Registered Park and Garden - Grade II) and the Statue of Alderman Ashman (grade II) which are situated to the north of the application site as shown overleaf. Also, Beech House School, Church Stile, a non-designated heritage asset.

The statement has been divided into the following sections in line with the guidance set out in Historic England publication, ‘Conservation Principles Policies Guidance’.

- i) Assessment of Heritage Significance
- ii) Assessment of Impact
- iii) Mitigation

- Site Location
- Listed Building
- Broadfield Park (RPG Grade II)
- Conservation Area boundary
- Statue of Alderman Ashworth (G II)



Heritage Asset Map



2.1 Site Description

The site is a brownfield site situated between Drake Street and St Alban's Street, immediately to the south of the Rochdale Town Centre Conservation Area and Broadfield Park.

Currently a vacant, cleared site historically the site was used as a DVLA test centre and prior to this the site was occupied by two large Victorian Villas which were demolished in the early 2000's.

Covering an area of approximately 0.33 hectares, the site is essentially flat, bounded by roads on three sides and a car garage immediately to the west.

The conservation area boundary lies to the north of the site, on the opposite site of St Alban's Street, where Broadfield Park meets the road. This section of the conservation area is identified as being within the Civic Centre Character Area, characterised as the greenest part of the town centre.



2.2 Historic Context

Medieval Origins and Market Town

Rochdale is recorded in the Domesday Book of 1086 and developed as one of the largest parishes in England, formed from the townships of Castleton, Spotland, Butterworth and Hundersfield. Its strategic location where these parishes converged encouraged the growth of a rural market town. In 1251, the granting of a market charter by King Henry III formalised this role, establishing Rochdale as a commercial hub serving the surrounding agricultural area.

Woollen Town and Early Industrial Growth

From the 16th century, Rochdale prospered as a centre of the woollen industry, unlike many Lancashire towns later dominated by cotton. Merchants, weavers, fullers and dyers shaped the compact street pattern of the Old Town around Yorkshire Street, the River Roch and The Butts. The medieval street layout, ginnels and market spaces that survive today reflect this early phase of dense commercial and craft-based development.

Industrial Revolution and Expansion (18th–19th centuries)

During the 18th and 19th centuries, Rochdale expanded rapidly with the Industrial Revolution. Textile production modernised, mills and warehouses were constructed, and parts of the town shifted from wool to cotton processing. The Rochdale Canal, opened in the late 18th century, reinforced the town's industrial importance by improving links to Manchester, Leeds and Liverpool. Drake Street was laid out in this period to connect the town centre to the canal and later the railway, opening land south of the river for development.

Social Reform and the Cooperative Movement

Industrialisation brought hardship as well as prosperity. In 1844, Rochdale became internationally significant with the founding of the Rochdale Equitable Pioneers Society on Toad Lane, establishing principles that underpinned the worldwide cooperative movement. Cooperative stores, warehouses and associated buildings subsequently became a defining feature of the town centre's historic fabric.

Civic Pride and Victorian Grandeur

Rochdale's incorporation as a Municipal Borough in 1856 marked a new phase of civic development. The construction of Rochdale Town Hall (designed by W. H. Crossland) and the planned setting of Town Hall Square, The Esplanade and Broadfield Park transformed the southern part of the town centre into a grand civic ensemble. This period also saw improvements to surrounding streets and the enhancement of St Chad's Church, reinforcing the visual and symbolic hierarchy of civic and religious landmarks overlooking the town.

Early 20th Century Change and Infrastructure

The early 20th century brought major infrastructural change. Parts of the River Roch were culverted, reshaping movement and development patterns, while war memorials and the Cenotaph introduced new ceremonial spaces. Tramways and later road schemes altered historic street layouts, particularly around Yorkshire Street and the river crossing, while new commercial buildings reflected changing retail patterns.

Post-war Redevelopment and Modern Pressures

Mid- to late-20th-century planning introduced large-scale redevelopment, including inner road schemes and shopping centres such as the Wheatsheaf and Exchange, which resulted in the loss of historic buildings and disruption to the traditional townscape. These interventions contrast sharply with the surviving historic fabric, highlighting the significance of the Conservation Area as the remaining core of Rochdale's historic town centre.

Conservation and Regeneration

First designated in 1980 and expanded thereafter, the Rochdale Town Centre Conservation Area encompasses the historic heart of Rochdale. Recent initiatives, including the Heritage Action Zone and projects such as Revealing the Roch, reflect a renewed emphasis on conserving heritage while supporting regeneration. The Conservation Area Appraisal highlights how the layered development—from medieval market town to industrial centre and civic borough—collectively defines the special architectural and historic interest of Rochdale Town Centre today.

Broadfield Park

Private Grounds and Early Landscape (18th–mid-19th century)

The land that later became Broadfield Park originally formed part of the private landscaped grounds of “The Wood”, a substantial villa set within formal gardens to the south of Rochdale town centre. This area lay on the sloping land behind what is now Rochdale Town Hall and enjoyed elevated views over the town. The villa and its gardens reflected the aspirations of wealthy industrialists during Rochdale’s pre-municipal phase, when prominent residences occupied the town’s edges rather than its congested centre.

Creation of a Municipal Park (Late 19th century)

Following Rochdale’s incorporation as a Municipal Borough in 1856, civic leaders sought to express the town’s growing confidence, wealth and identity through major public projects. The commissioning of Rochdale Town Hall marked the most ambitious of these initiatives, and Broadfield Park emerged as an integral part of the wider Crossland masterplan for the civic centre.

The Rochdale Corporation purchased the villa and surrounding land, clearing parts of the former private estate to create a public park. Broadfield Park was laid out in stages during the 1870s, designed to provide a dignified landscaped backdrop to the new Town Hall and to link formally with Town Hall Square, Sparrow Hill slopes and The Esplanade below.

Civic Landscape and Symbolism

The park was deliberately positioned to serve both practical and symbolic roles. Practically, it offered fresh air, greenery and recreation to a rapidly industrialising town. Symbolically, its elevated setting reinforced the dominance of the Gothic Town Hall below and demonstrated civic pride, moral improvement and social reform—values strongly associated with Victorian municipal culture. Broadfield Park also became associated with key figures in Rochdale’s history. Over time, it came to host the statue of John Bright, the internationally significant Rochdale-born statesman, reinforcing the park’s status as a place of commemoration as well as leisure.



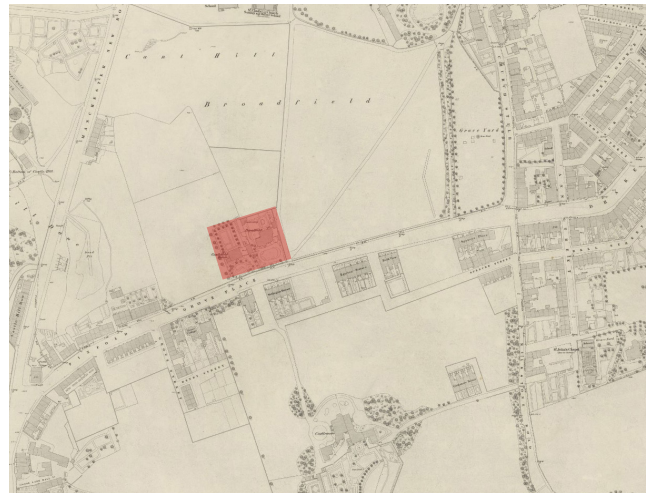
20th-Century Changes

During the 20th century, Broadfield Park remained an important green lung within the town centre, although its setting was affected by wider urban changes. Road schemes, alterations to Town Hall Square, and post-war redevelopment elsewhere in the centre altered how the park related physically and visually to surrounding streets.

Despite these pressures, the park retained its core historic layout and mature tree planting. It continued to function as a key component of Rochdale’s civic identity, providing contrast to the dense commercial areas nearby and preserving long-standing views towards the Town Hall and St Chad’s Church.

Statue of Alderman Ashworth

The Grade II listed statue of Alderman George Leach Ashworth (1823–1873) in Rochdale’s Broadfield Park was erected in 1878 by public subscription and honors a key figure in the town’s Victorian development. Ashworth was twice mayor and heavily involved in building Rochdale Town Hall, becoming the first person in the town to be honoured with such a memorial.



1849 (Source: National Library of Scotland)



1890 (Source: National Library of Scotland)



1908 (Source: National Library of Scotland)



1931 (Source: National Library of Scotland)



1958 (Source: National Library of Scotland)



2005 (Source: Google Earth Pro)

2.3 Site Development

Drake Street was laid out around 1800 to connect the new Rochdale Branch Canal to the town centre and was officially opened in 1810. It was named after Dr. Drake, the Vicar of Rochdale, who permitted the road to pass through his “Glebelands”.

In the 19th Century the street thrived as a premier shopping and residential area, featuring Georgian and Victorian architecture, high-quality specialist retailers, and connections to the early Co-operative movement.

The street developed rapidly after 1800, with residential terraced housing as well as several larger villas including Castlefield and Broadfield which occupied the application site as can be seen in the map excerpts opposite. Alongside residential properties domestic workshops, and several commercial buildings also featured. Landmarks like James Duckworth’s building (1886), which later became the Pioneers’ “Fashion Corner,” highlighted its commercial importance.

Despite its early prestige, Drake Street experienced significant decline from the 1980s onwards due to shifts in shopping patterns, the closure of traditional industries, and later development pressures that led to high vacancy rates, turning it into a “Heritage at Risk” zone.

The application site remained largely unchanged from the early 19th century through to the early 2000’s, when the villa’s, clearly having fallen into disrepair were demolished as can be seen in the aerial image from 2005 shown opposite.

2.4 Character Appraisal

The application site is situated adjacent to the Civic Centre Character Area within the Rochdale Town Centre Conservation Area. The Civic Centre Character Area represents the municipal and ceremonial heart of Rochdale, comprising Rochdale Town Hall, Town Hall Square, The Esplanade, the Cenotaph and Memorial Gardens, and parts of Broadfield Park which extends to St Alban's Street. Together, these elements form a coherent civic ensemble that expresses Rochdale's Victorian confidence, prosperity and civic pride, arising principally from the town's incorporation as a Municipal Borough in 1856.

The area is dominated by the Grade I listed Rochdale Town Hall, a highly ornate Gothic Revival building designed by W. H. Crossland, whose tower forms a landmark visible across much of the town. The surrounding civic buildings, including the Grade II listed Touchstones complex (library, museum and art gallery), former banks and municipal buildings, reinforce the area's status through their scale, formality and use of high-quality materials, notably sandstone ashlar and slate roofs.

A defining characteristic of the Civic Centre is the presence of generous, high-quality open spaces. Town Hall Square, The Esplanade, the Memorial Gardens and Broadfield Park provide a combination of formal civic space and landscaped green areas. These spaces were deliberately planned to frame important buildings, create strong vistas—particularly towards the Town Hall—and offer places for gathering, commemoration and public life.

The Cenotaph and Memorial Gardens, designed by Sir Edwin Lutyens, contribute strong symbolic and communal value. Their formal design, axial relationship with the Town Hall, and use of restrained classical detailing reinforce the solemn ceremonial role of the area and strengthen its identity as the civic focus of the borough.

Topography plays an important role in the character of the area. The gentle slopes rising southwards towards St Chad's Church and Broadfield Park enhance long views and reinforce the visual hierarchy between civic, religious and commemorative landmarks. Mature trees and landscaped planting soften the urban environment and contribute to the area being recognised as the greenest part of the town centre.

Despite later 20th-century changes—including road infrastructure, parking and some modern buildings—the Conservation Area Character Appraisal identifies that the overall character remains strongly positive, with the listed buildings, open spaces and historic layout continuing to make a significant contribution to the Conservation Area. Current and recent enhancement schemes, including the re-instatement of Town Hall Square as a pedestrian-focused civic space, are recognised as reinforcing the historic character and significance of the area.

Whilst the site lies outside of the conservation area many of the features and characteristics continue into the surrounding urban landscape with further notable buildings including Beech House School which lies to the east of the site which is an attractive two storey red brick building dating from the second half of the 19th century in addition to features such as stone boundary walls.



Town Hall



Cenotaph and Memorial Gardens



The Esplanade



St Chad's Church

2.5 Asset Specific Information

This section provides detailed, asset-specific information regarding the Rochdale Town Centre Conservation Area which has been taken into consideration in developing proposals for the site.

Building Types and Overall Form

The conservation area contains a richly layered townscape reflecting Rochdale's development from medieval market town to Victorian industrial and civic centre. Buildings are predominantly two to three storeys, rising to four storeys in places, creating a strong and largely consistent urban grain, particularly along Yorkshire Street, Drake Street and South Parade. Corner buildings frequently adopt curved or chamfered façades, reinforcing key junctions and creating a sense of enclosure and arrival at gateways and important spaces.

Surviving historic plan forms are important to the character of the area, including:

- Narrow plot widths reflecting medieval and early post-medieval subdivision.
- Continuous street frontages with minimal setbacks.
- Rear yards, ginnels and service courts that recall the former density of commercial and workshop activity

Materials and Construction

The town centre is characterised by a restrained but high-quality material palette, which gives visual coherence across a wide range of building dates and styles:

Sandstone ashlar (often finely dressed) is the dominant material for civic buildings, banks and high-status commercial premises.

Red and brown brick is widely used for warehouses, mills, workshops and later commercial buildings.

Westmorland green slate roofs are prevalent on principal historic buildings, particularly in the Civic Centre.

Stone boundary walls, steps and retaining walls are common, especially around Broadfield Park, Town Hall Square and St Chad's slopes.

The consistent use of durable local materials reinforces the area's sense of permanence and civic ambition.

Architectural Styles and Decoration

The conservation area includes a variety of architectural styles from the Civic and Institutional buildings such as Rochdale Town Hall, an ornate example of High Victorian Gothic and the Cenotaph and Memorial Gardens, designed by Sir Edwin Lutyens with restrained classical detailing, to the more modest Georgian and Regency domestic and industrial architecture of robust brick construction, repetitive fenestration and utilitarian detailing softened by stone dressings.

Fenestration and Openings

Window proportions and detailing are key contributors to character:

- Vertical emphasis dominates, with tall sash windows arranged in regular bays.
- Stone arches, cills and lintels are common, particularly on higher-status buildings.
- Shopfronts were historically subordinate to upper floors, with strong stallrisers, timber framing and modest glazing—features that remain in places but have been eroded by later alterations.

Doorways are frequently accentuated through:

- Stone surrounds, pilasters or arches.
- Recessed entrances creating depth and shadow.
- Double doors, particularly on civic and commercial buildings

Public Realm, Boundary Treatments and Surface Detailing

Architectural character extends beyond buildings to the spaces between them:

- Stone steps, flagged footways and cobbled lanes (especially around St Chad's and Church Lane) are historically significant survivals.
- Formal civic spaces such as Town Hall Square and the Memorial - Gardens use stone paving, balustrades and retaining walls to reinforce ceremonial functions.
- Historic lamp posts, railings and boundary walls contribute fine-grain detailing and visual continuity

3.1

Rochdale Town Centre Conservation Area

Overview of Significance

The Rochdale Town Centre Conservation Area is of high historic, architectural, aesthetic and communal significance, encompassing the historic core of Rochdale and illustrating its development from a medieval market town into a nationally and internationally significant industrial, civic and social centre. The area is notable for the survival of its historic street pattern, the quality and diversity of its architecture, and its strong association with major movements in British social and political history, particularly the Co-operative movement and Victorian municipal reform.

Historic Significance

The conservation area contains the earliest and most continuous evidence of Rochdale's development, with origins recorded in the Domesday Book of 1086. Its growth as a market town was formalised by a royal charter in 1251, establishing Rochdale as a commercial focus for the surrounding agricultural and rural hinterland.

From the 16th century onwards, Rochdale emerged as a leading woollen manufacturing town, later embracing cotton processing during the Industrial Revolution. This transition is legible in the surviving townscape through mills, warehouses, workshops, banks and commercial buildings clustered around Yorkshire Street, The Butts and Drake Street.

The area has exceptional historic value through its direct association with:

- The Rochdale Equitable Pioneers Society (1844), whose principles formed the basis of the worldwide Co-operative movement.
- John Bright, one of the most influential Victorian politicians, whose legacy is reflected in monuments and civic spaces.
- The town's incorporation as a Municipal Borough in 1856, which led to the creation of a distinguished and purposeful civic centre centred on Rochdale Town Hall.

Architectural Significance

Architectural significance is high and derives from the quality, scale, variety and integrity of the built form. The area includes an outstanding concentration of listed and non-designated heritage assets,



Yorkshire Street



South Parade



Drake Street



Drake Street

representing a wide range of building types and styles.

Key elements include:

Rochdale Town Hall (Grade I), a nationally significant High Victorian

Gothic building of outstanding architectural and artistic quality.

Strong ensembles of late-19th and early-20th-century civic, institutional and commercial buildings, particularly banks and public buildings constructed in dressed sandstone ashlar.

Georgian and Regency-era commercial terraces and warehouse buildings along Drake Street and Yorkshire Street.

Surviving industrial buildings and layouts reflecting Rochdale's manufacturing past.

The consistent use of local sandstone, brick and slate, combined with a predominantly three-storey urban scale, gives the conservation area a high level of visual coherence despite its architectural diversity.

Townscape and Aesthetic Significance

The conservation area has strong townscape and aesthetic value, defined by its historic street pattern, spatial hierarchy and relationship with topography.

Key characteristics include:

Medieval street alignments, ginnels and market spaces that reveal the town's early development.

Carefully planned Victorian civic spaces—Town Hall Square, The Esplanade, the Memorial Gardens and Broadfield Park—which provide openness, formality and ceremonial focus.

Strong landmark buildings, notably the Town Hall tower and St Chad's Church, which dominate local and long-distance views.

A clear hierarchy between civic, religious, commercial and industrial areas, reinforced by changes in building scale, formality and materials.

The combination of dense urban fabric and generous green spaces gives the conservation area a highly distinctive and legible character within the wider town centre.

Communal and Social Significance

The conservation area has considerable communal value, both historically and in the present day. Its public buildings, squares, parks and memorials embody Rochdale's traditions of civic engagement, social reform and collective identity.

Key elements of communal significance include:

The Cenotaph and Memorial Gardens, which hold deep commemorative and emotional value.

Broadfield Park and Town Hall Square as long-standing venues for public gathering, ceremonial events and recreation.

Continued recognition of the town's role in shaping global cooperative principles, reinforcing a strong sense of local pride and identity.

These spaces remain central to community life and continue to support public appreciation of the town's heritage.

Evidential Value

The conservation area retains archaeological and evidential value, particularly in relation to early settlement, industrial activity and the historic River Roch. Evidence of former bridges, culverted watercourses, mills and demolished buildings has been identified through historic mapping and archaeological investigation, enhancing understanding of the town's evolution over time.

Overall Significance

Taken as a whole, the Rochdale Town Centre Conservation Area is of high significance as:

- A rare and well-preserved example of a northern industrial town centre with strong medieval origins.
- A place of national and international importance for its contribution to social, political and economic history.
- A highly coherent civic and architectural ensemble reflecting Victorian municipal ambition.
- A townscape of enduring communal value, central to Rochdale's identity and sense of place.



3.2
Broadfield Park

Broadfield Park is of high historic, aesthetic, communal and townscape significance and forms an essential component of Rochdale's Victorian civic landscape. It is designated as a Grade II Registered Park and Garden and makes a positive and integral contribution to the significance of the Rochdale Town Centre Conservation Area, particularly the Civic Centre Character Area.

The significance of Broadfield Park derives not only from its own historic development and character, but also from its deliberate and enduring relationship with Rochdale Town Hall, Town Hall Square, The Esplanade and Sparrow Hill slopes.

3.3
Statue of Alderman
Ashworth

The statue of Alderman George Leach Ashworth (1823–1873) is a Grade II listed structure and has high historic significance due to its direct association with Alderman George Leach Ashworth, a prominent civic figure in Rochdale during the formative years of the borough's municipal development. Ashworth served twice as Mayor of Rochdale and was a key advocate for the construction of Rochdale Town Hall, one of the town's most important and nationally significant buildings.

The statue was erected by public subscription, demonstrating the esteem in which Ashworth was held by the townspeople and reflecting Victorian traditions of civic commemoration. As such, it provides tangible evidence of Rochdale's late-19th-century civic culture, municipal pride and emerging urban identity following incorporation as a borough in 1856.



4.0 Assessment of Impact

4.1 Description of
Proposals

The application site comprises vacant brownfield land north of Drake Street, Rochdale, at the junction with Broadfield Stile. It occupies a prominent position close to Rochdale Town Centre Conservation Area, Broadfield Park and Beech House School.

The proposal seeks to redevelop the site to provide 27 affordable dwellings, comprising a three-storey apartment building fronting Drake Street and a terrace of four family houses fronting Broadfield Stile, together with associated access, parking, landscaping, cycle storage, refuse storage, boundary treatments and external works.

The aim of the proposal is to bring the vacant site back into active residential use, strengthen the surrounding street frontage and respond positively to the heritage and townscape context. The design draws on the area's red brick terraces, pitched roof forms, masonry detailing and existing stone boundary walls, interpreted in a contemporary but contextual manner and townscape context. The apartment building has been positioned to define the Drake Street frontage and create a strong corner marker at the junction with Broadfield Stile, while the family houses address Broadfield Stile and reinforce the approach towards Broadfield Park.



4.2 Impact Potential

The design draws on the established character of the surrounding area, including red brick terraces, pitched roof forms, masonry detailing and existing stone boundary walls. These references have been interpreted in a contemporary but contextual manner, with the scheme seeking to enhance the appearance of the site, improve its relationship with the public realm and deliver much-needed affordable housing within a sustainable urban location.

The site lies immediately adjacent to the Rochdale Town Centre Conservation Area, at the point where Broadfield Park meets St Albans Street, forming part of the southern edge of the Civic Centre Character Area.

Broadfield Park is:

- A Grade II Registered Park and Garden
- An integral component of the Victorian civic landscape
- Closely and deliberately associated with Rochdale Town Hall, Town Hall Square and Sparrow Hill slopes

Although St Albans Street itself lies outside the conservation area boundary in parts, land at this interface plays an important role in the setting, legibility and appreciation of the conservation area, particularly in longer views and the experience of moving between civic green space and the surrounding urban area. As such, development here has the potential to affect significance, despite being outside the designated boundary.

The Statue of Alderman Ashworth and its immediate setting has no physical relationship with the application site and therefore the potential for proposals to impact this heritage asset are considered negligible.

Key Views and Visual Relationships

The slopes of Broadfield Park contribute to:

- Long and mid-range views of Rochdale Town Hall and its tower
- Views from within the park towards the town centre
- Sequential views experienced when approaching or leaving the Civic Centre

It is important to consider that development on St Albans Street may be visible above tree lines, through seasonal gaps in planting or in oblique or elevated views from the park and surrounding streets.

Historic Boundary Definition

Historically, the edge of Broadfield Park marked a deliberate limit to development, reinforcing the civic status of the Town Hall complex. This edge condition—defined by changes in level, planting and boundary treatments—forms part of the evidential and aesthetic significance of the conservation area setting.

Nature of Potential Impacts

The following impact pathways have been embedded into the development of the design;

Scale and Height

Development exceeding the prevailing low-rise residential or ancillary scale around St Albans Street could intrude into key civic views. Height should not compete with, obscure or divert attention from the Town Hall and associated landmarks.

Massing and Proximity

Large, continuous blocks close to the park boundary may appear visually overbearing, undermining the sense of openness and designed landscape setting.

Respect for the park edge through setbacks, articulation and landscape buffers is critical.

Relationship to the Park

Proposals that treat the park edge as a “back boundary” rather than a sensitive civic frontage risk harming significance.

Frontages facing the park should be carefully considered in terms of articulation, materials, boundary treatments and visual permeability.

Materials and Appearance

Highly contemporary, brightly coloured or industrial materials may jar with the muted, high-quality palette of the conservation area. A restrained approach that complements historic materials is likely to be most appropriate.

4.3 Assessment of Impact



5.1 Scale and Height

The scale and height of the development have been carefully considered in response to the surrounding townscape and heritage context. The Conservation Officer noted that nearby buildings are generally two storeys with rooms in the roof, and raised concern that a three-storey apartment building could appear discordant.

In response, the apartment building has been developed with a dual-pitched roof form rather than the earlier flat-roofed approach, reflecting the established roofscape along Drake Street and the wider Conservation Area setting. Although three storeys, its height is moderated through roof form, vertical articulation and its relationship with the existing street scene. The four family houses along Broadfield Stile provide a transition to a more domestic scale towards Broadfield Park.

5.2 Massing and Proximity

The massing has been refined to reduce perceived bulk and improve the relationship with adjacent streets and heritage assets. The apartment building is staggered in plan and articulated as a series of related bays, breaking down the Drake Street frontage and avoiding the appearance of a single uninterrupted block.

The revised arrangement of townhouses fronting Broadfield Stile has been retained and developed further, creating an active frontage towards Broadfield Park. Side and corner elevations have also been refined with additional brick detailing to avoid inactive edges and improve visual interest.

The site occupies a sensitive position close to the entrance to Broadfield Park and the Grade II listed Statue of Alderman Ashworth. Redevelopment provides an opportunity to reinstate built form and improve the setting of this approach.

The family houses front Broadfield Stile, creating an active residential edge towards the park, while the St Alban's Street / Broadfield Stile corner has been developed to provide a more considered frontage. Existing stone boundary walling along St Alban's Street is retained and incorporated where possible, with landscaping and defensible space used to soften the development edges. The site occupies a sensitive position close to the entrance to



5.3 Relationship to the Park

Broadfield Park and the Grade II listed Statue of Alderman Ashworth. Redevelopment provides an opportunity to reinstate built form and improve the setting of this approach.

The family houses front Broadfield Stile, creating an active residential edge towards the park, while the St Alban's Street / Broadfield Stile corner has been developed to provide a more considered frontage. Existing stone boundary walling along St Alban's Street is retained and incorporated where possible, with landscaping and defensible space used to soften the development edges.

5.4 Materials and Appearance

The material strategy responds directly to the Conservation Officer's comments and local heritage context, which is characterised by red brick, pitched roofs and stone detailing. The proposals use red brick as the principal material, with buff brick referencing local sandstone details such as cills, copings, coursing, surrounds and entrances.

Vertical brick detailing, varied bond and projecting courses help reduce perceived mass and create a rhythm closer to traditional terraced forms. The terrace houses use a complementary brick language, allowing the buildings to read as a coherent family.

Applied canopy treatments have been removed or refined, with entrances integrated into the architectural language. Front dormers have also been removed and replaced with conservation-style rooflights. Slate-effect roof tiles, aluminium and composite windows and doors, conservation-style rooflights and recessed photovoltaic panels provide a durable, high-quality finish that responds sensitively to the heritage setting.

The design approach, including layout, scale and mass, articulation and materials are considered to respond positively to the sensitive edge-of-area context, ensuring that the proposal is experienced as visually recessive and complementary, rather than competing.

Through the mitigation measures described overleaf the impact of proposals are assessed to be neutral and would result in no harm to the significance of the Rochdale Town Centre Conservation Area, Broadfield Park or the Statue of Alderman Ashworth.



In accordance with the requirements of The National Planning Policy Framework (NPPF), paragraph 207, the significance of the heritage assets that could potentially be impacted by the proposals has been assessed, and the level of impact quantified using an established methodology.

The Rochdale Town Centre Conservation Area outside the site boundary has been identified in this statement as having the potential to be impacted by the proposals. It has been confirmed that there will be no physical impact on this asset; therefore, an assessment of the impact on settings has been undertaken in the form of analysis and discussion. The conclusion of this analysis is that the impact on the heritage asset will be neutral and therefore, the proposals are not considered harmful.

The proposal will utilise a previously developed parcel of land in an area which in recent years has suffered from decline and provide an opportunity to reinstate built form and enhance this entrance to the grade II registered Broadfield Park.

The impact of proposals on the significance of the identified heritage assets has been determined as neutral and through mitigation measures proposals will not change the identified heritage values of the heritage assets or the ability to appreciate those values, it is therefore concluded that the proposal does not result in any loss of character and that no heritage objection should arise in respect of the proposal.