

ROCHDALE ROAD – HERITAGE STATEMENT

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OCTOBER 2022

Carter Jonas have prepared this Heritage Statement to support an application for advertisement consent submitted on behalf of Wildstone Securities Limited to consolidate and upgrade the existing externally illuminated paper and paste adverts with a modern digital format at 79 Rochdale Road, Middleton, M24 5EE (the Site).

The application is part of an industry wide drive to modernise and upgrade advertising infrastructure to meet modern requirements. It is proposed to remove one of the existing three advertisements and replace the remaining two existing advertising displays on a like for like basis, using new display technology that is lightweight, durable, efficient, and can be easily erected, as it is of similar size and scale to the existing unit.

The Site is located within the Middleton Town Centre Conservation Area, albeit located on/just outside of the Conservation Area boundary. The Middleton Town Conservation Area Character Appraisal identifies the area where the Site is located as dominated by the intersection between Hollins Lane and Rochdale Road. The Middleton Town Centre Conservation Area Appraisal does not consider or discuss the impact of advertisements on the importance of the Conservation Area.

This particular area of Middleton Town Centre Conservation Area is characterised by commercial units at ground floor with residential above. Despite its location within the Conservation Area, the immediate area is recognised and established location for advertisements, whether this be through the existing illuminated paper and paste adverts or adverts identifying commercial premises. As set out within the Applicant's Cover Letter, the existing paper and past advertisements have been in place since at least July 2012, over 10 years ago. The application seeks to consolidate the three adverts into only two digital boards, therefore proactively seeking to upgrade and improve the existing advertising site. As a result, Carter Jonas considers that it can reasonably be concluded that the impact would be seen as having a positive effect on the immediate amenity, the Conservation Area and the setting of the nearby locally listed buildings.