

# Heritage Statement

10 Cheetham Street

Rochdale

OL16 1DL



REF: TMA 031- 05 ADVERTISEMENT CONSENT HS

# Heritage Statement in Support of the Advertainment Consent Application for 10 Cheetham Street, Rochdale

This Heritage Statement supports the planning application for the proposed development at 10 Cheetham Street, Rochdale. It assesses the significance of the property and its surroundings and evaluates how the proposed works will impact the historical and architectural character of the site and its context.

## Introduction

The planning application seeks approval for three signs at 10 Cheetham Street, Rochdale. This statement complies with national and local planning policies, including Rochdale Borough Council's Article 4 Directions related to heritage assets in conservation areas.

## Historical and Architectural Significance of the Site

Rochdale has a rich history, with roots tracing back to the medieval period. The Town Head Conservation Area is significant, reflecting the town's growth during the industrial revolution and earlier periods. It contains well-preserved buildings that showcase the town's prosperity in the 18th and 19th centuries, including former mill structures, warehouses, and merchants' houses.

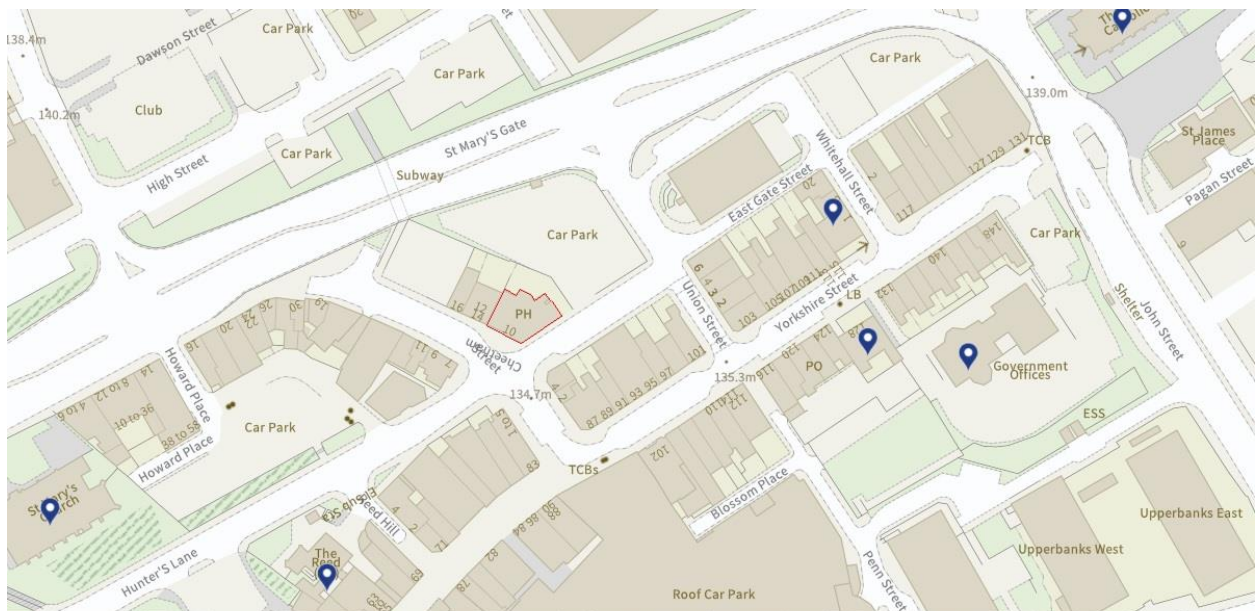
The building at 10 Cheetham Street is approximately 150 years old. Previously The Eagle Spread pub, it was recently converted into retail units with apartments above. Located within the Rochdale Conservation Area of Town Head, the building contributes to the area's architectural and historical significance, despite not being listed. It stands within a zone where preserving the character of the area is a priority. While it is not opposite any listed structures, it adds to the area's overall aesthetic and historical value.

The building's facade is notable for its Tudor-style features. The ground floor combines red face brick and sandstone, creating a solid and traditional appearance. Above, the black timber detailing and contrasting white render on the upper levels enhance the Tudor-inspired theme, contributing to the area's visual charm and the Tudor revival style, which is admired for its picturesque qualities.

The building is located in Rochdale town center, surrounded by retail commercial buildings. Nearby buildings feature red brick and render facades, with some having modern signs and roller shutters for security.

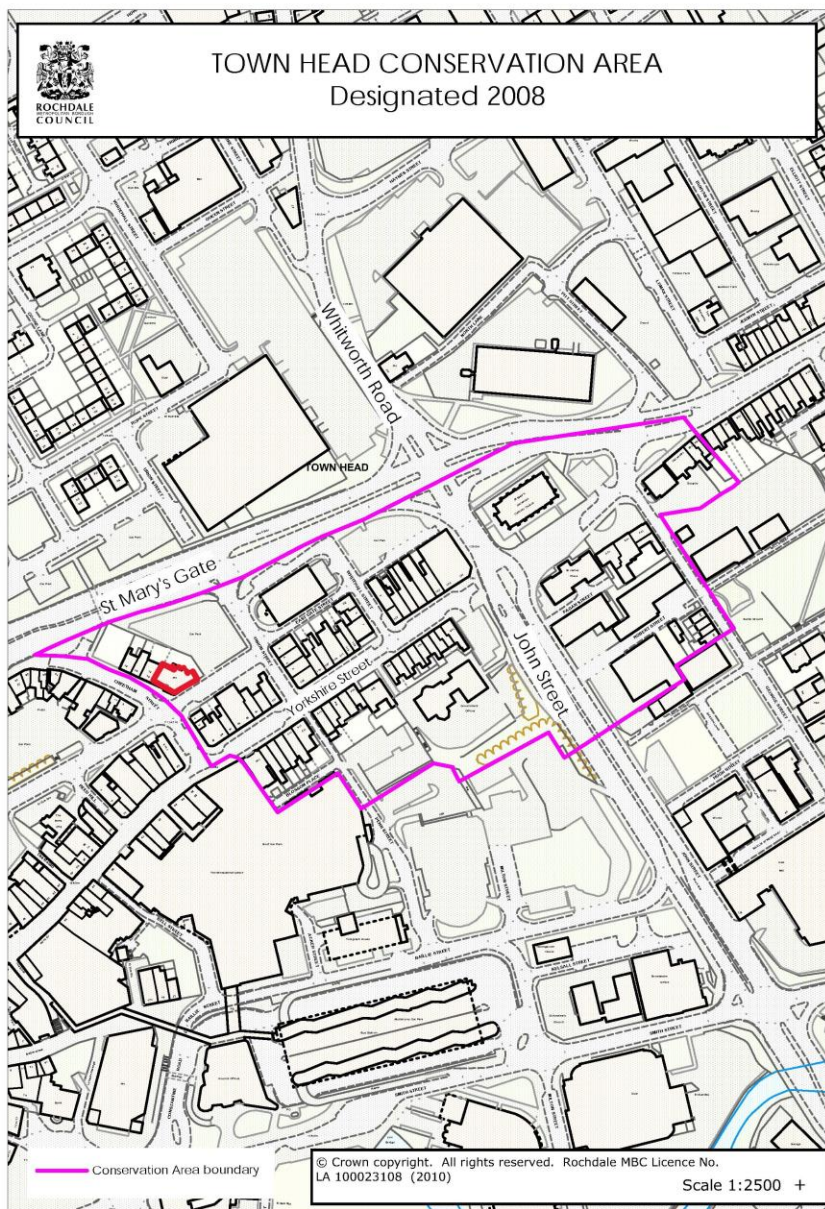


Image from Hunter Lane. Showing various retail unit surrounding the building with roller shutters.



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Historic England Plan of Rochdale Town Head Conservation Area- Blue nodes show location of listed buildings.



Rochdale Town Head Conservation Area Plan

## Key Features

The Rochdale Town Head Conservation Area is defined by its historic architecture, including many buildings constructed from local materials like sandstone and brick. The narrow streets and traditional layouts reflect the town's early industrial development. Important buildings in the conservation area include Georgian and Victorian structures, as well as surviving industrial buildings, often featuring classical elements like sash windows, decorative cornices, and intricate brickwork.

## Preservation Efforts

As a conservation area, Town Head is subject to special planning controls that protect its character. These controls ensure that new developments or renovations are in keeping with the area's historic appearance, preserving the cultural and historical identity of Rochdale.

## Modern Day

Today, the Town Head Conservation Area remains a vibrant part of Rochdale, with a mix of residential, commercial, and civic buildings. While it has evolved to meet modern needs, efforts have been made to maintain its heritage and incorporate new developments in a way that respects the historic environment. The area also reflects Rochdale's role in the industrial revolution and its impact on the region's economy and culture.

## Proposed Development

The building, situated in the town center, is surrounded by retail units featuring signage similar to the three proposed signs. Signs 1 and 3 are positioned above the ground-floor sandstone band on Cheetham Street, while Sign 2 is located above the window and door on East Gate Street. Sign 1 is a box sign with projecting letters, while Signs 2 and 3 are printed on composite aluminum sheets. The proposed sign locations have been carefully selected to ensure minimal impact on the building's architectural features. Additionally, the signage proposal has been sent to the local planning officer, Hamish, for his feedback.

This drawing is for indicative representation only and should not be used for any purposes other than planning. Do not scale from, or use this drawing for construction.

The contractor is to complete the detailed design for the purpose of construction and building regulations approval.

The Structural Engineer is to carry out full assessment of structure and provide all calculations for building control approval prior to starting construction.

CON REGULATIONS 2015. All current drawings and specifications for the project must be used in conjunction with the City's Planning and Environment Assessment Records.

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EXISTING - AS BEFORE DECEMBER 2023  
10 CHEETHAM STREET ELEVATION



EXISTING - AS BEFORE DECEMBER 2023  
EAST GATE STREET ELEVATION

|                                                                                                       |                       |                      |
|-------------------------------------------------------------------------------------------------------|-----------------------|----------------------|
| 031028                                                                                                | Proposed For Comment  | Revision             |
| Sheet                                                                                                 | Comment               |                      |
| <b>PROPOSED SIGN</b>                                                                                  |                       |                      |
| Address<br><b>10 CHEETHAM STREET, ROCHDALE,<br/>OL16 1DL</b>                                          |                       |                      |
| Drawing<br><b>EXISTING ELEVATIONS</b>                                                                 |                       |                      |
| Date<br>17/03/23                                                                                      | Date<br>27th JAN 2023 | Drawing No.<br>31_02 |
| Rev.<br>A                                                                                             |                       |                      |
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TMA -

## 10 Cheetham Street - 031 02 Existing Elevation

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PROPOSED  
10 CHEETHAM STREET ELEVATION



PROPOSED  
EAST GATE STREET ELEVATION



SIGN 1 - 300mm tall, white and red Aluminium Composite letters fixed onto dark gray metal box H-620mm, W-2300mm, D-320mm  
Sign illuminated - Black led light, fix on to building with wall brackets - Colour temperature 6000k



SIGN 2 - 175mm tall white letters with gold and green background  
Matt finished sign,laminated onto Aluminium Composite sheet H-600mm, W-3200mm, D-5mm  
Sign not illuminated.



SIGN 3 - 175mm tall white letters with gold and green background  
Matt finished sign,laminated onto Aluminium Composite sheet H-320mm, W-3200mm, D-5mm  
Sign not illuminated.

|                                                                                                       |                                                 |                      |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------|----------------------|
| 031028                                                                                                | Sign to be added to building for planning offer | Revision             |
| Sheet                                                                                                 | Comment                                         |                      |
| <b>PROPOSED SIGNS</b>                                                                                 |                                                 |                      |
| Address<br><b>10 CHEETHAM STREET, ROCHDALE,<br/>OL16 1DL</b>                                          |                                                 |                      |
| Drawing<br><b>PROPOSED ELEVATIONS</b>                                                                 |                                                 |                      |
| Date<br>17/03/23                                                                                      | Date<br>23rd MAR 2023                           | Drawing No.<br>31_03 |
| Rev.<br>A                                                                                             |                                                 |                      |
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## TMA - 110 Cheetham Street - 031 03A Proposed Elevations

## Conclusion

This Heritage Statement illustrates that the proposed development at 10 Cheetham Street has been carefully designed with respect to the building's heritage significance. The advertisement consent proposal takes into account both the conservation area and the building's architectural features. Additionally, the proposal has been shared with the local planning officer to ensure all potential concerns were addressed.

The most recent email from planning officer Hamish Rigg, received on 17th March 2025, states:

*“This should be fine for making an advertisement application.”*

*The National Planning Policy Framework (NPPF, updated 2019), provides the policy for heritage assets and the historic environment. The NPPF recognises that sympathetic changes to heritage assets are necessary to ensure their viable ongoing use. Of relevance is NPPF, paragraph 192, which states,*

*‘In determining applications, local planning authorities should take account of:*

*a) the desirability of sustaining and enhancing the significance of heritage assets and putting them to uses consistent with their conservation;*

*b) the positive contribution that conservation of heritage assets can make to*

*sustainable communities including their economic vitality; and*

*c) the desirability of new development making a positive contribution to local character and distinctiveness.’*