

Heritage Statement

7-11 Oldham Road

Rochdale

OL16 1UA

Proposed Change of Use from Wine Bar (Sui Generis) to Shisha Cafe (Sui Generis).

October 2021

Building Design Services (BDS)

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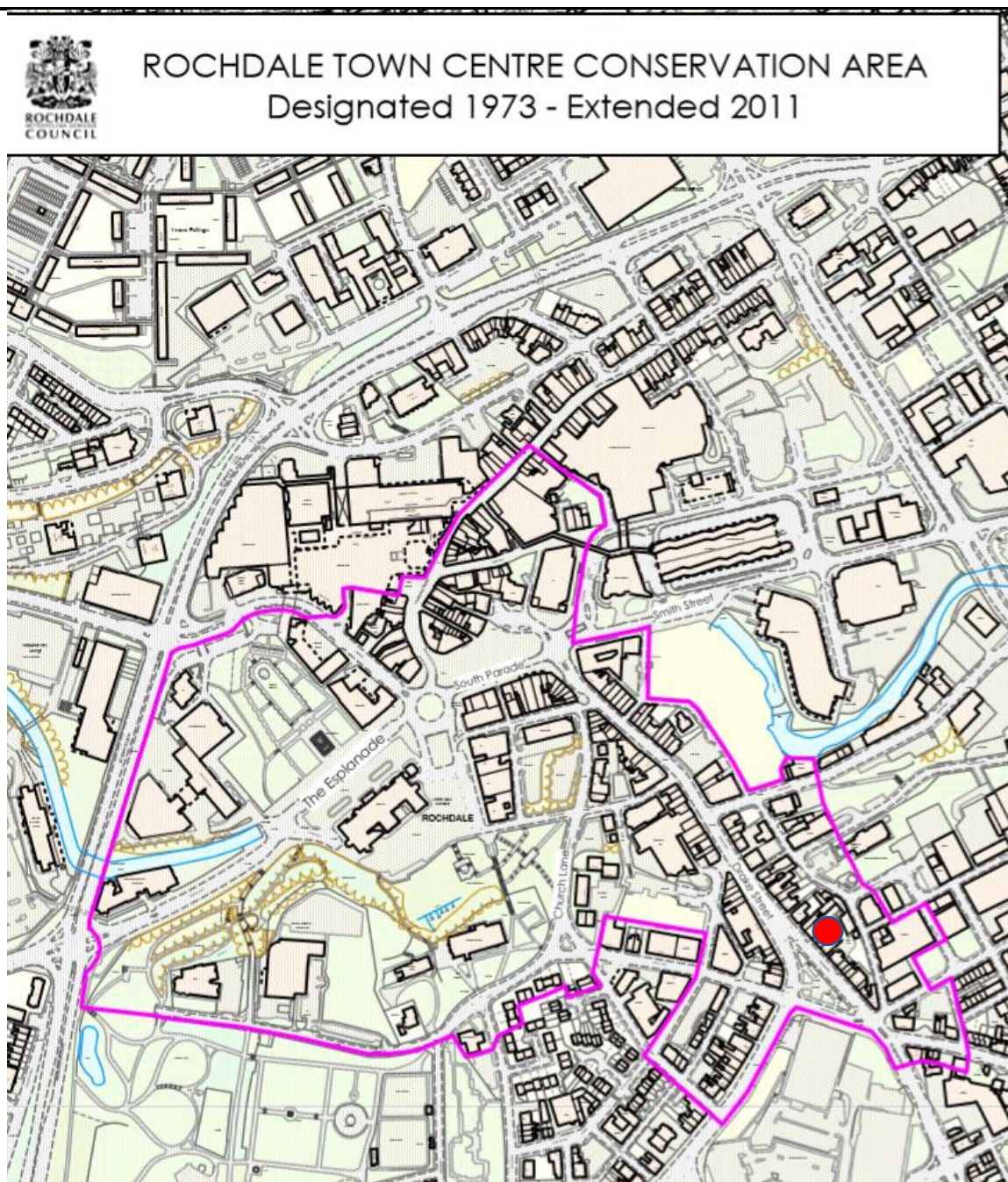
1.0 INTRODUCTION

This Heritage Statement accompanies an application for Planning Consent to change the use of the first floor of the building from an existing wine Bar (Sui generis) into a Shisha Cafe. The applicant Mrs Norin Akhtar would like to offer a Arabian Style/themed cafe from the premises which would differ from existing offer of cafes found in the town of Rochdale.

Guidance for heritage statements emphasises the need for the documents to be appropriate in length. The nature of the property encompasses a number of distinct elements and features, the extent of the proposed works and the designation and surrounding architectural buildings have driven the length of this document.

The application site relates to No.s 7-11 Oldham Road, a two-storey mid terraced property positioned in Rochdale town centre and located in the Rochdale Town Centre Conservation Area. The building is a Non-Designated Heritage Asset. The building is positioned close to a number of other heritage assets on Oldham Road and Drake Street which include Trafalgar Building (42-46 Drake Street), Iveson Brothers Warehouse, Champness Hall, The Fashion Corner, 57-59 Drake Street, and No.1 Oldham Road (Cask and Feather).

The building has contemporary shopfronts at ground floor with doors to the right with significant glazing. The first floor of the building is finished in brick with arched design windows, the roof material is slate.



The red circle above shows the location of No.s 7-9 Oldham Road within the Town Centre Conservation Area.

The Rochdale Town Centre Conservation Area was first designated in 1980 with extensions added in September 2011. The amended conservation area now includes the interesting and varied built heritage along Drake Street and minor amendments have created a more logical boundary where the previous boundary omitted buildings of obvious townscape and historic interest.

2.0 PLANNING POLICY

The key theme of delivering sustainable development is at the core of all the policies and objectives in this document. Sustainable development incorporates not only an environmental role (protection of heritage and townscape assets of value), but also a social role (supporting the communities health and social needs) and economic role (contributing to building a strong, competitive and responsive economy by supporting growth and the provision of infrastructure).

There is a presumption in favour of sustainable development. This means approving development that accords with the development plan without delay (where the development plan is up to date) and (where the development plan is silent), granting permission unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the Framework taken as a whole.

Section 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended) states that 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.

Policy P2 of the Rochdale Core Strategy sets out that the Council will conserve, enhance and promote key heritage assets, including consideration of their wider settings.

‘Significance’ with regard to heritage assets is defined by the NPPF as: ‘The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.’

Planning practice guidance identifies that substantial harm is a high test and may not arise in many cases. Whether a proposal causes substantial harm will be a judgment for the decision taker, having regard to the circumstances of the case and the policy in the National Planning Policy Framework. In determining whether works to a listed building constitute substantial harm, an important consideration would be whether the adverse impact seriously affects a key element of its special architectural or historic interest. It is the degree of harm to the asset’s significance rather than the scale of the development that is to be assessed. The harm may arise from works to the asset or from development within its setting.

When considering potential impacts, the **NPPF** provides the guidance below-;

199. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

202. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

203. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

204. Local planning authorities should not permit the loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

ROCHDALE CORE STRATEGY - ADOPTED OCTOBER 2016

Policy DM1: General Development Requirements - This seeks to ensure that new development meets a range of criteria including: a) Are of a high quality of design and take the opportunity to enhance the quality of the area b) Are compatible with surrounding land uses c) Do not adversely affect the amenity of residents through visual intrusion, overbearing impact, overshadowing or loss of privacy e) Provide satisfactory vehicle access and parking h) Minimise opportunities for crime against people or property

Policy P2: Protecting and enhancing character, landscape and heritage. This seeks to protect and enhance the Borough's character through amongst other things; Conserving and enhancing townscape character and conserving, enhancing and promoting key heritage assets both statutory and non-statutory.

E1 - Establishing thriving town, district and local centres Establishing thriving town centres: with a good range and choice of shops, activities and facilities, will help make the borough an attractive place to live, work and do business.

G9 - Reducing the impact of pollution: We will reduce all forms of pollution in the borough. A balance is needed between the provision of a Shisha Cafe and the need to protect the amenity of residents living adjacent

or near to such establishments. Compared to other uses, shisha cafes can generate unacceptable levels of noise and odours and it is therefore important that such uses are controlled.

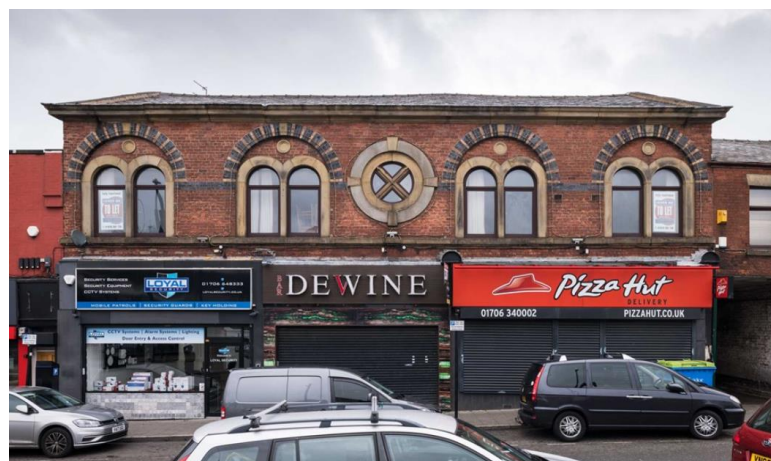
3.0 CONSERVATION AREA AND SURROUNDING BUILDINGS

Today larger twentieth century buildings intermingle with more modest Regency properties in a traditional street scene. Drake Street was the principal shopping street of Rochdale until the 1980s when shopping developments north of the river led to a dramatic decline in its fortunes. The area has a mixed townscape of variable quality characterised by warehouses, newspaper publishing buildings, a Methodist Central Hall (Champness Hall), various retail shops, including the Rochdale Pioneers' first bespoke Cooperative shop (arguably the first modern Co-operative store in the world) and an early Co-operative Department Store known as 'Fashion Corner'. In between there are gap sites and buildings of poor quality. Overall, Drake Street is well-recognised and greatly cherished with many buildings of local importance to Rochdale's history and identity. There are high levels of vacancies along Drake Street indicating market failure and some buildings are now in a very poor state of repair, most notably the former Iveson's furniture store and warehouse, a much loved Rochdale landmark.

Application Building - Cooperative Shop, Oldham Road

This building is part of the Co-op Heritage of Rochdale. It was erected on Oldham Road in 1856 as a branch shop. This premise was an extension of the first Co-op shop located on Toad Lane often crowded with customers. This red-brick building plays an important role in Rochdale, because it is part of its co-operative history. Located up the hill, this building of high architectural value contributes to enhance the streetscape.

This is a landmark despite its modest size. The character of the building is given by the specific features of the windows. The blue bricks framing the windows create a contrast with the redness of the building and underline the curve of the windows. The impressive façade of the building is partly hidden by the advertising of the shops housed in the buildings. The original ground floor is not visible and that has a negative impact on the value of the building.



Trafalgar Building (42-46 Drake Street)

The Trafalgar building is located at the corner of Drake Street at the junction with Nelson Street. It was built in the mid 1850's and remodelled in 1901. That year, the A.I. initials of Ann Iveson were engraved in the wall. The corner façade is high and dominates the streetscape, symbolizing the success of the family in trade. The inscriptions left on the top of the tower, give information about the former sales of carpets, founding the reputation of the Iveson.

Iveson Brother Warehouse

The adjacent warehouse was built in the 1920's when the Iveson Brothers moved their other store from Oldham Road to no. 42-46 Drake Street. Although at first glance it appears as a modest warehouse building, it possesses interesting Art Deco architectural features. This building is a significant part of the street scene and it is made of a mix red bricks, faience, and mouldings on its façade and tall pilasters which frame the glass windows.

Champness Hall, Drake Street

The 2,000 seated Art Deco auditorium is the centrepiece of the Champness Hall. The building has a secular almost 'cinema' character quite unlike a church. This was a deliberate design approach of the time, as Methodist halls were meant to appeal to both believers and non-believers alike. The large windows are one of the most impressive Art Deco features. Champness Hall façade was built of Crossland Hill, Yorkshire stone and until 1957 it was dominated by a dome, which was demolished due to rot dry. It was replaced with a large stone pediment which, despite being well-built, is not particularly sensitive to the visual upward thrust of the design.

Despite appearing in a good condition, the Hall is not at its visual best. Nevertheless, its strategic situation along Drake Street and huge size makes the building a huge potential as a positive asset for the town, capable of providing a mix of uses for the community.

Champness Hall is an Art Deco heritage building which takes advantage of its strategic location in the middle of the shopping street while also facing down Water Street. It is an imposing structure in the urban landscape and a precious heritage building testifying to the history of Rochdale.

Inaugurated the 8th September 1925 by the mayor of Rochdale, the Hall was named after Thomas Champness (1832-1905), a Methodist Minister. It was designed by Mr. A. Brocklehurst and Co. architect, an interwar practice based in Manchester which designed a number of chapels and central halls for the Methodist Church.

The building was erected by R. & T. Howarth, the principal Rochdale building company of the time with a high reputation for quality. Champness Hall was built to combine religious functions and social meetings: it housed the Methodist Mission in Rochdale. It was not only a place of worship but also the headquarters of several organisations which served community as a whole.

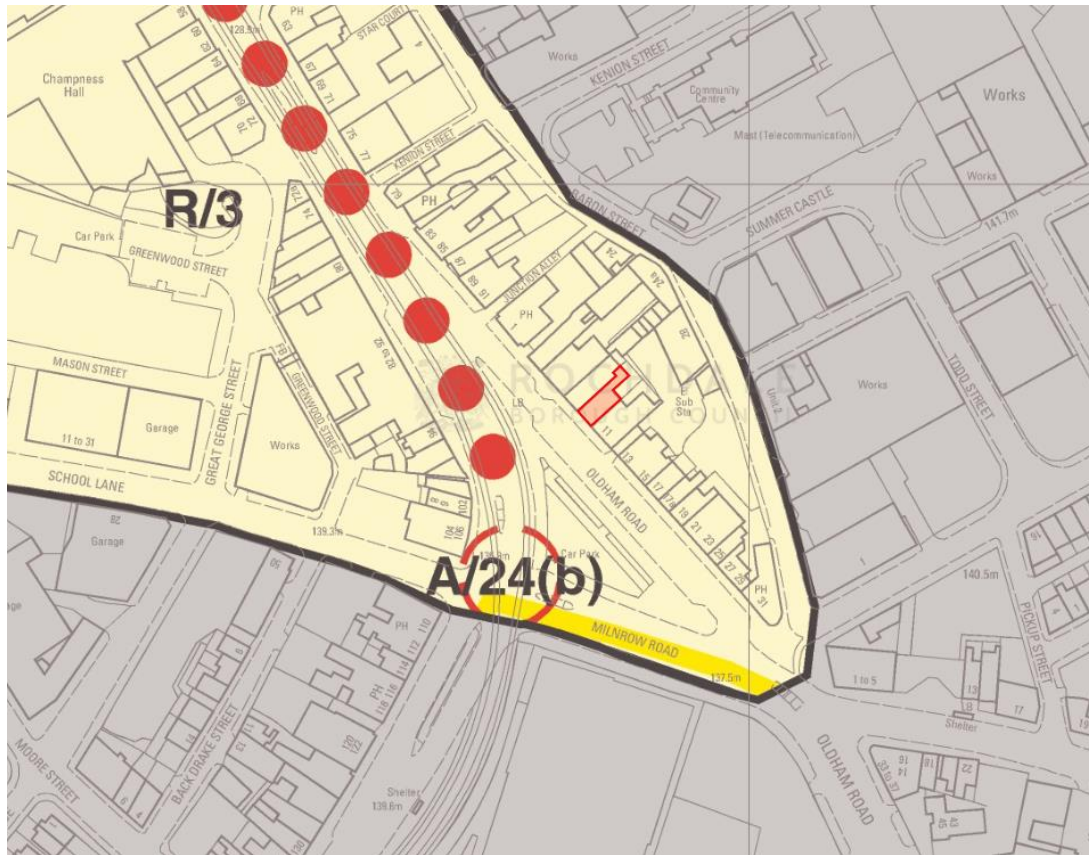
The Fashion Corner, 57-59 Drake Street

The Fashion Corner building is located at the junction of Drake Street and Water Street, facing Champness Methodist Hall. Built in 1886 as a Reform Club, it became a James Duckworths store before subsequently being taken over by the co-operations for which it is best known as. It opened its door to the public in 1922 as a drapery shop. Then it sold clothes and became the 'Fashion Corner'.

The façade of the building is particularly impressive because of its soft rounded shape. In spite of its location on a corner, the façade is not rectangular but drawn in a smooth and circled shape around the corner. The frontage is decorated by expensive sculpted stone architectural features that reinforce the strong character of this building. The original building possessed a dome which dominated the curved façade but this was demolished between the 1940s and the 1960s. The removal of the dome had a negative impact on the visual impact of the building. In 1983, the building was sold to Rochdale Council and became a 'Project House' and then housed the 'Poll tax house'. Today, the Fashion Corner houses departments of Rochdale Metropolitan Borough Council. This three-storey building is a key landmark of in Drake Street and is very much part of the identity of the historic shopping street.

The Rochdale Observer building

The former premises of the Rochdale Observer local newspaper include the main building on Drake Street and the printing works on School Lane. The Rochdale Observer newspaper was first published in 1856 during the flourishing time of the textile industry. But in 2009 the publication of the Rochdale Observer was transferred on Deansgate in Manchester, when MEN Media centralised its editorial operations.



The above outlines the site in red in the UDP proposals map.

4.0 PROPOSAL IMPACT

This site is located within the Rochdale Town Centre Conservation Area and is opposite to Rochdale Observer Building which is a non-designated heritage asset. The character of the building at 7-11 Oldham Road is given by the specific features of the windows. The blue bricks framing the windows create a contrast with the redness of the building and underline the curve of the windows. The impressive façade of the building is partly hidden by the advertising of the shops housed in the building. The original ground floor is not visible.

The application proposes the change of use of a unit at first floor of the building, no external alterations to the external appearance of the building will be made and as such the existing features would be retained. As such the building would preserve the existing historic character of the wider Conservation Area, although it is understood it does not make a significant positive contribution overall.

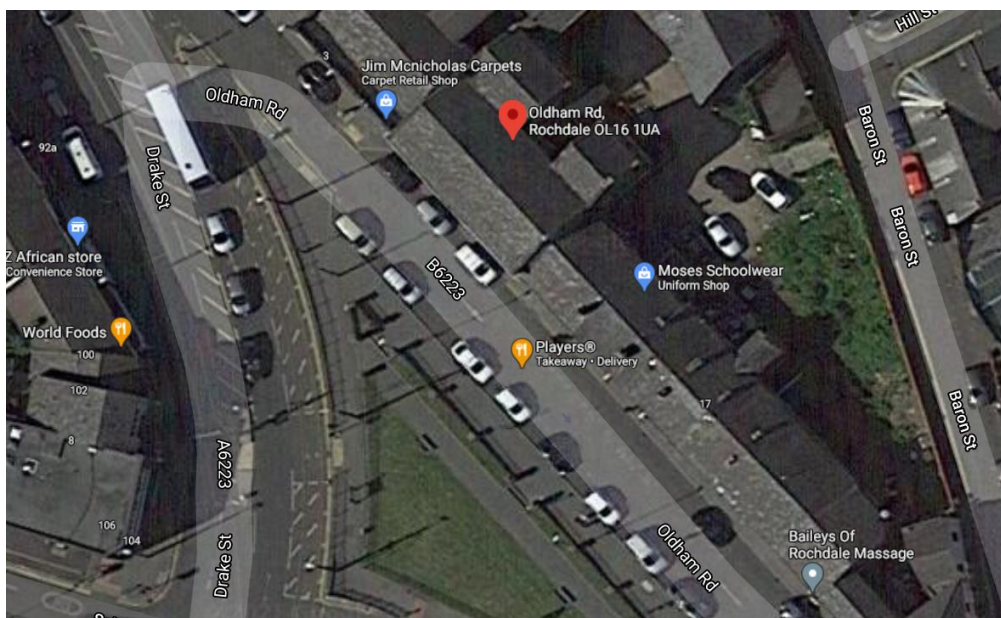
There is great potential for mixed use development that builds on the area's history of independent shops and finds new uses for larger properties that punctuate the street. The existing bar has been vacated and the property has stood empty for a number of years, this does not help the surrounding area. It is considered the change of use proposal would help maintain and further regenerate this historic gateway and introduce a continued use for the site to ensure that it is an attractive place to live, work, play and visit. If not supported concerns are raised that the ground floor may remain closed and unoccupied given the current climate in Rochdale Town Centre.

The public benefits of the change of use and occupation of the site for the future would have a positive but neutral impact on the Conservation Area, the application should therefore be supported.

5.0 CONCLUSION

In conclusion, the application would have a neutral impact on the character and appearance of the area by way of the change if use of the first floor. It should be noted there would be also be some public benefits of keeping the site occupied which would maintain the upkeep of the conservation area and the setting of the heritage assets and listed buildings. The application therefore accords with Policies DM1, P2 and P3 of the adopted Core Strategy, Policy BE/17 of the UDP and the NPPF, in addition to Sections 66 and 72 of the 1990 Act.

APPENDIX



Aerial View of Oldham Road and the site



Back of the site with existing staircase.



Photo above shows the shopfront as existing.