

JOHN STREET, ROCHDALE – HERITAGE STATEMENT

One Chapel Place
London
W1G 0BG

T: 020 7518 3200

F: 020 7408 9238

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Carter Jonas have prepared this Heritage Statement to support an application for advertisement consent submitted on behalf of Wildstone Estates Limited for a freestanding digital-48 sheet advertisement at Arien Appliances, John Street, Rochdale, OL16 2HP (the Site).

This proposal is part of an industry wide drive to rationalise, modernise and upgrade advertising infrastructure to meet modern requirements. In addition to converting some of the better located sites to digital, in many instances this will mean removing inappropriately located or poorly performing paper and paste advertisements and developing new sites in better locations. The overall strategy is to reduce the number of displays to deliver premium sites in the best locations, capable of supporting multiple advertising campaigns and providing a piece of digital infrastructure adaptable to a wide range of uses.

The Site is located within the Town Head Conservation Area. The Grade II listed Town Head House Department of Social Services, Town Head Offices is located approximately 90m north west of the site and views the site at an oblique angle. The Grade II listed 170, 172 and 174 Yorkshire Street are located approximately 80m north of the site and view the site at an oblique angle. Due to the distance between the display and the Grade II listed buildings and the commercial surroundings it is considered that the display will not have an adverse impact on the listed buildings.

Historic England's Historic Environment Good Practice Advice in Planning: 3 (March 2015) guidance was produced on behalf of the Historic Environment Forum to provide information on good practice, reinforces the well-established concept that some views can contribute more to understanding the significance of a heritage asset than others. This is because the appreciation of relationships between the asset and elements in the view may be particularly relevant. That is almost inevitably the case where there are intentional sight lines or inter-visibility between heritage assets, or between heritage assets and natural features. Such views are part of the design of the asset and can therefore make a particularly important contribution to its significance. Conversely however, there may be a multitude of 'incidental' views which do not make a particular contribution to an asset's significance – or indeed not at all in some instances, where they may be described as detracting features. In this case the relative value, or contribution, of the existing situation is a critical factor to be taken into account. That is to say, a change proposed to an aspect of the heritage asset's setting that is plainly of little or no value, and that makes little or no material contribution to its significance, would not affect its significance in the same way as, for example, an aspect of its setting that does make a positive contribution to or reinforce their significance. A sites location within, or in close proximity to, heritage assets should not preclude the acceptability of a digital advertisement as there are numerous examples across the Country where it is considered that digital advertisements and heritage assets can coexist.

Despite the Sites location within the Town Head Conservation Area, the immediate area is a recognised and established location for advertisements, whether this be through the existing illuminated paper and paste advert or adverts identifying commercial premises.

As a result, Carter Jonas considers that it can be concluded that the proposed development would not have an unacceptable impact upon the heritage assets in the area.