

Hampton by Hilton Upperbanks



Heritage Assessment
January 2023

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1.0

Introduction

1.0 Introduction

1.1 Purpose of the Heritage Assessment

This Heritage Assessment covers the proposed signage for Hampton by Hilton, Rochdale.

It has been prepared in recognition that the Hampton by Hilton building sits within the Rochdale Riverside Phase 2 Masterplan, which underwent Heritage Assessment as acknowledgement of the wider site's overlapping location with the southern boundary of the Town Head Conservation Area, and associated designated heritage assets.

This report is intended to assess the potential heritage impacts of proposed signage on these assets.

1.2 Methodology

The document has been written in accordance with the *National Planning Policy Framework* (2019), *Historic England's Statements of Heritage Significance* (2019), and *Conservation Principles, Policies & Management for the Sustainable Management of the Historic Environment* (2008), and BS7913 - *British Standards Guide to the Conservation of Historic Buildings*.

1.3 Authorship & Acknowledgements

This assessment has been prepared by Jenna Johnston MA(Hons) MSc IHBC, Associate Heritage Consultant at **Buttress**.

1.4 Location & Site Description

The proposed signage relates to the Hampton by Hilton building as part of the Phase 2 of Rochdale Riverside, as indicated here.



1.5 Conservation Areas and Listed Buildings

- Listed buildings
- Locally Listed buildings
- Conservation Area Boundary
- Approximate Location of Signage Type 4
- Approximate Location of Signage Type 1B
- Approximate Location of Signage Type 2

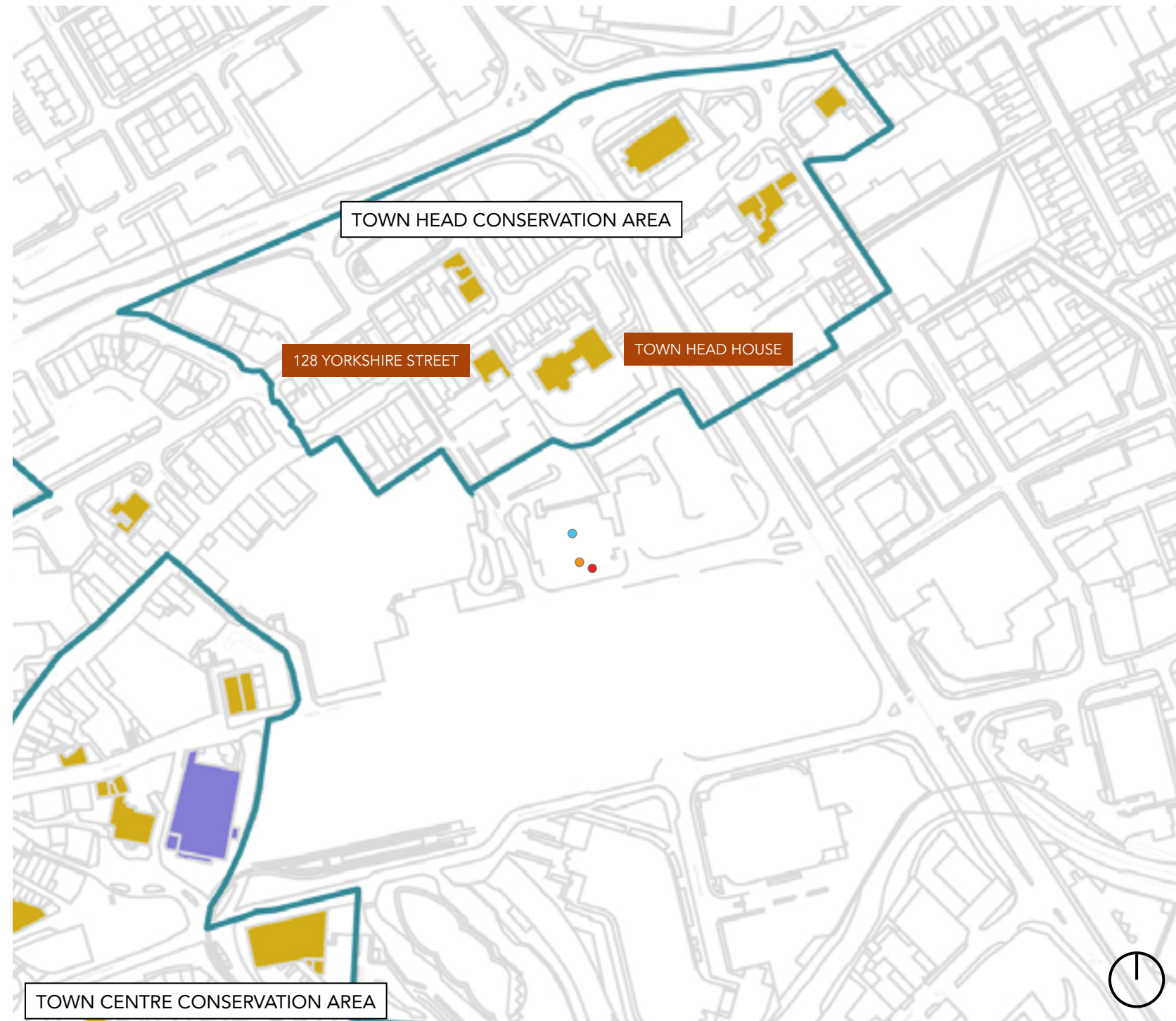


Figure 1 Heritage Asset Plan

2.0

Understanding the Heritage

2.0 Understanding the Heritage

2.1 History & Development of Rochdale

The following text is extracted and adapted from the *Archaeological Desk-Based Assessment Report* produced by Salford Archaeology in 2016.

There is little evidence to support Rochdale's existence prior to the early medieval period. Rochdale is recorded as 'Recedham' in the Domesday Survey of 1086, the most extensive parish of the Hundred of Salford.

By 1251 Rochdale had become important enough to have been granted a charter for a weekly market and an annual fair in October. It was probably at this point that a borough was also created, although the town continued to be governed through the manor court until 1825, when a Police Act was finally obtained.¹

The focus of medieval activity in the area remains uncertain, and the pattern of settlement may have comprised a spread of innumerable folds, representing little clusters of agricultural and proto-industrial buildings. It could be assumed that the centre of the medieval town probably lay on the southern side of the River Roch, near to St. Chad's church,

however firm evidence is lacking. Similarly, it seems possible that the ford across the river, accessed on the northern side from The Butts, and depicted in historical engravings of the area, could be of medieval origin.²

In the post-medieval period, Rochdale was marked as a town of importance with a thriving market. Manufacturing and mining industries became of increasing importance to the local economy. The market had been held on the north bank of the river from at least the sixteenth century, and there were also water powered corn mills and fulling mills in the area.³

By the end of the eighteenth century, Rochdale was reputed for its production of woollen cloth and was an important centre in the cross-Pennine trade routes. The River Roch was essential for the supply of power for the manufacture of wool.

The creation of the Rochdale Canal further increased Rochdale's expansion as an industrial town and centre of commerce.

In the nineteenth century, Rochdale rose to prominence as a centre for

manufacturing cotton goods, also maintaining its strong wool industry. The introduction of steam power led to even greater numbers of mills being built along the banks of the river and canal.⁴

A flavour of the character of the settlement on the north bank of the River Roch, known as The Butts, in the late eighteenth and early nineteenth century, is provided by a painting of c1780 and print of c 1810. These depict an array of building types, including small cottages, large Georgian town houses, warehouses, public buildings and industrial premises. The ford across the River Roch is also featured, with Yorkshire Street and Toad Lane representing the main thoroughfares to Yorkshire and central Lancashire respectively.⁵

2.2 History & Development of the Site

This section relates to the wider Rochdale Riverside Phase 2 development site. The Hamptons by Hilton building for the proposed signage sits within this boundary.

Murphy's plan of Rochdale from 1831 demonstrates that the site was undeveloped at this time, with some agricultural plots to the north east of the site. The River Roch is uncovered, and development generally sits along the river to the west of the site, the focus of settlement very much radiating outwards from the crossing over the river.

Yorkshire Street is developed, forming a boundary to the north of the site, and Town Head House is visible. The site and land further west is agricultural land, with plots clearly marked out in relation to a building. The open, undeveloped area could have been common land used for grazing.

The 1851 map demonstrates significant change within and surrounding the site, though it remains open in relation to the density of development elsewhere in the town. John Street has been extended to meet Smith Street on the western boundary, and Baillie Street meets John Street to the south. There is a formal

garden to the south of Town Head House and along John Street. There are two buildings in the southern corners of the site.

By 1893, the majority of the land within the proposed site has been filled with terraced housing, the Nazareth Chapel, a Methodist chapel and a school. Portland Street has been created linking Penn Street and John Street. This development is illustrative of the rapidly urbanising town centre as a result of the expanding textile industry in the region.

By 1910, there is an Infant School to the north west of the site. The urban pattern of the site and wider area is based on a grid, with some blocks taken up by one or two larger buildings (institutions or industrial uses), and other blocks brown down into small regular sized units. These are likely to be examples of 'back to back' houses, synonymous with industrial towns.

The arrangement of development on the site remains relatively similar well into the mid-20th century, retaining the infant school and arrangement of terraces, until a scheme of 1960s clearance when all but one of terraces were lost. The school and chapel are retained, and a warehouse is

constructed to the north of the site, to the east of Town Head House.

Mapping from the 1980s shows the loss of the remaining terrace, and new development of the site, including The Wheatsheaf Centre, offices, a health centre, clinics, and a garage/car dealership. These modern buildings did not resemble or incorporate any of the historic streetscape information available from previous mapping; therefore by this time, the historic character of the site had been significantly obscured. Mapping also demonstrates the widening of John Street, changing the immediate streetscape around the site, and the relationship between the structures on either side of it.

This later 20th century development was cleared between 2007-2016 to facilitate delivery of the Rochdale Riverside masterplan, i.e. the Hybrid Permission. Following site clearance, the site was in use as surface car parking arranged in a series of linked terraces accessed off Penn Street. This use partly ceased during construction of Phase 1 when the eastern area became the site compound and now the entire site is under-development for Phase 2. At time of

writing Block 3, the Hilton Hotel building, is under-construction with completion programmed for Q3 2023.

2.3 Historic Mapping



Figure 2 1851



Figure 4 1892



Figure 3 1891



Figure 5 1910

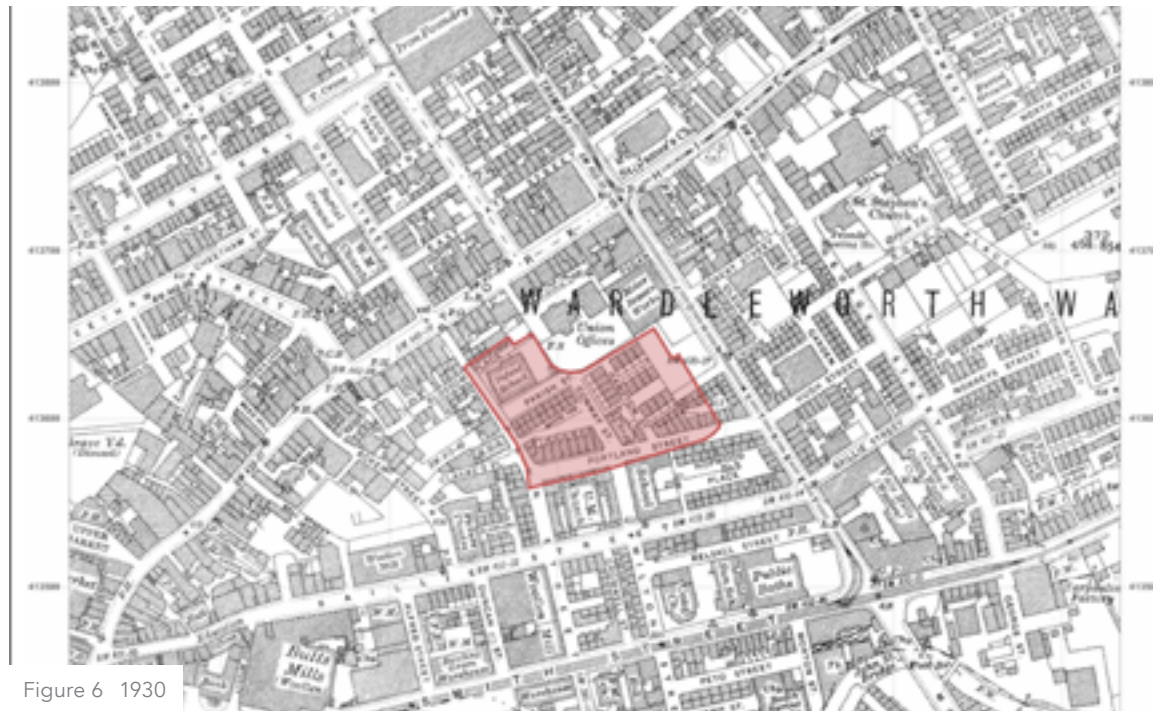


Figure 6 1930



Figure 8 1975-8



Figure 7 1957-9



Figure 9 1988-92



Figure 10 1993-5

3.0

Assessment of Significance

3.0 Assessment of Significance

3.1 Introduction

The heritage interests outlined by Historic England are defined as follows:

Archaeological

There will be archaeological interest in a heritage asset if it holds, or potentially holds, evidence of past human activity worthy of expert investigation at some point.

Architectural or Artistic

These are interests in the design and general aesthetics of a place. They can arise from conscious design or fortuitously from the way the heritage asset has evolved. More specifically, architectural interest is an interest in the art or science of the design, construction, craftsmanship and decoration of buildings and structures of all types. Artistic interest is an interest in other human creative skills, like sculpture.

Historic

An interest in past lives and events (including pre-historic). Heritage assets can illustrate or be associated with them. Heritage assets with historic interest not only provide a material record of our nation's history, but can also provide meaning for communities derived from their collective experience of a place and can symbolise wider values such as faith and cultural identity.

The assessment includes a description of the level of significance using the scale below:

- **Exceptional:** Heritage interests having national or international importance, usually found where assets are designated at grade II*, grade I, scheduled monuments and UNESCO World Heritage sites.
- **High:** Heritage interests having national importance, usually found where assets are designated at grade II*.
- **Medium:** Heritage interests having regional importance, usually found where assets are designated grade II. Also, generally applies to Conservation Areas.
- **Low:** Heritage interests that make a positive contribution to their area, group or setting. Usually non-designated heritage assets and historic townscapes.
- **Neutral:** Historically unimportant. These ratings are intended to address the heritage values outlined below, and do not relate to the significance of specific buildings, spaces, or areas of fabric.

3.2 Proposed Development Site

The previously undertaken assessment of significance for the wider Rochdale Riverside Phase 2 development site indicated the heritage interests for the area to be as follows:

3.2.1 Archaeological Interest

In August 2020, Salford Archaeology, carried out a programme of archaeological investigation on behalf of the developer. It confirmed there were no remains from Romano-British or medieval activity on site, but there were remains of dwellings from late 1830s, 1850s and 1860s on site relating to the nineteenth century development of Rochdale.⁶

The archaeological interest of the site is **low**.

3.2.2 Architectural or Artistic Interest

The site does not contain any built heritage, and therefore its architectural and artistic interest is **neutral**.

3.2.3 Historic Interest

The Historic mapping shows how this area developed over time, however, the historic interest of the site is linked principally to the potential for archaeology, as the above-ground elements are lost. The historic interest of the Site is **neutral**.

3.2.4 Conclusion

The site does not contain any heritage assets that are afforded statutory protection, with the exception of the overlap with the Conservation Area. Overall, the significance of the development Site is negligible.

4.0

Summary of Proposed Works

4.0 Summary of Proposed Works

4.1 Illuminated Signage

The proposed works relates to the installation of 3 external signs for the Hampton by Hilton building, located in 3 distinct locations.

Signage Type 1 is elevation signage, aluminium, to be fixed to the cladding at roof level.

Signage Type 2 is a monument sign, designed to be freestanding, built of steel and aluminium, to be located at the south of the site.

Signage Type 4 is elevation signage to the main entrance, of the same style as Type 1, but to be located between ground and first above the east entrance.

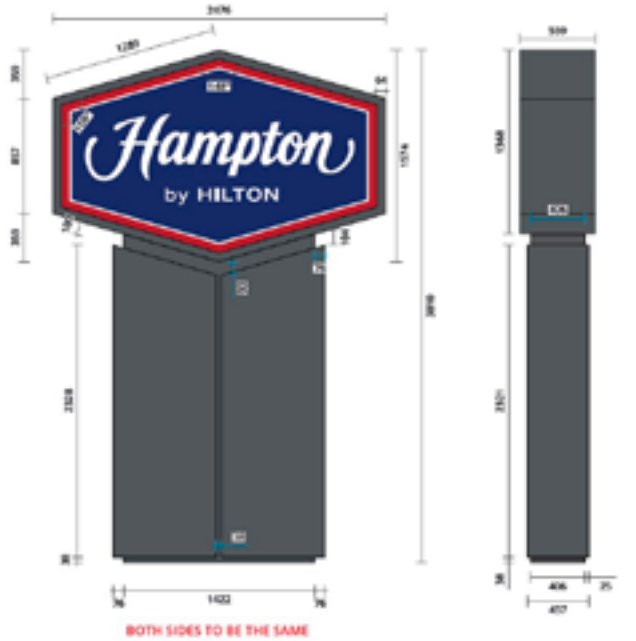


Figure 11 Signage Type 1



NIGHT VIEW

Figure 12 Signage Type 2



NIGHT VIEW

Figure 13 Signage Type 4



5.0

Heritage Impact Assessment

5.0 Heritage Impact Assessment

5.1 Introduction

The heritage assessment looks at the impact of the proposed signage on identified listed buildings and conservation areas. The site itself does not contain any designated or non-designated assets.

5.2 Methodology

Impacts will be assessed and scaled per British Standards BS7913 guidance for the scale of impacts, which correlates with the ICOMOS Guidance on Heritage Impact Assessments. ICOMOS suggest a 9-point scale spectrum for defining the impacts of proposed changes. This has been done to provide balance to perceived harmful changes by demonstrating beneficial outcomes of the proposed works.

VALUE OF HERITAGE ASSET	SCALE & SEVERITY OF CHANGE/IMPACT (EITHER ADVERSE OR BENEFICIAL)				
	No Change	Negligible Change	Minor Change	Moderate Change	Major Change
Very High (Grade I/Scheduled Monument)	Neutral	Slight	Moderate/ Large	Large/Very Large	Very Large
High (Grade II*)	Neutral	Slight	Moderate/ Slight	Moderate/ Large	Large/Very Large
Medium (Grade II/Conservation Area)	Neutral	Neutral/Slight	Slight	Moderate	Moderate/ Large
Low (Locally Listed)	Neutral	Neutral/Slight	Neutral/Slight	Slight	Slight/ Moderate
Negligible (Non-Designated)	Neutral	Neutral	Neutral/Slight	Neutral/Slight	Slight

Figure 14 Significance/Scale of Impacts Table

No Change	Negligible Change	Minor Change	Moderate Change	Major Change
No material change to the heritage asset or its setting.	A small change or alteration, but unimportant. Having no visual or indirect impacts on the asset or its setting. Slight changes to use or access.	A small change to an element of fabric or setting that results in a noticeable difference. Limited indirect impacts or changes to character.	Changes to an element, including replacement, or insertion of a new element, where it the asset or its setting has clearly been modified. Noticeable indirect impacts,.	A change of great extent, including the complete removal of an element. Changes to most or all of the asset or its setting. Total alteration of the asset. Extreme indirect impacts.

Figure 15 Definition of types of change

Major beneficial	Moderate beneficial	Minor beneficial	Negligible beneficial	Neutral	Negligible adverse	Minor adverse	Moderate adverse	Major adverse
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Figure 16 9-point scale of impact

5.3 Locally Listed Buildings

The proposed signage is over 100m away from the nearest locally listed building. There is no material change to the locally listed building or its setting.

The proposed signage will have no impact on the locally listed building, causing no harm.

5.4 Listed Buildings

The proposed signage is over 100m away from Townhead House and 128 Yorkshire Street, the closest listed buildings. There is no material change to the listed buildings or their setting.

The proposed signage will have no impact on the listed buildings, causing no harm.

5.5 Conservation Areas

The proposed signage, at its closest, is over 50m from the southern boundary of the Town Head Conservation Area, and over 150m from the eastern boundary of the Town Centre Conservation Area. There is no material change to either of the Conservation Areas or their setting.

The proposed signage will have no impact on the conservation areas, causing no harm.

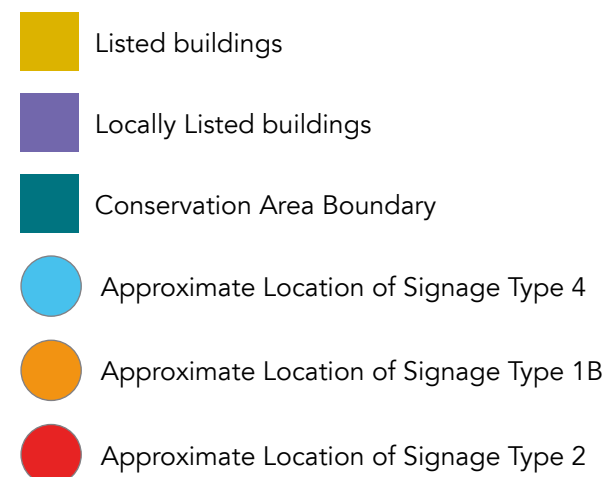


Figure 17 Heritage Asset Plan

5.6 Key Views

The proposed signage will either not be visible, or partially visible, from the key views identified within the Rochdale Riverside Phase 2 Heritage Assessment. Those views with partially visible signage are of negligible heritage significance. The scale of change introducing the signage to the existing new building is negligible, resulting in neutral impact and no harm.

- Approximate Location of Signage Type 4
- Approximate Location of Signage Type 1B
- Approximate Location of Signage Type 2



Figure 22 View D Pre-Construction of Rochdale Riverside Phase 2 (2020)



Figure 23 View D Proposed Pre Construction (2020)



Figure 18 View E Pre-Construction of Rochdale Riverside Phase 2 (2020)



Figure 19 View E Proposed Pre Construction (2020)



Figure 20 View F Pre-Construction of Rochdale Riverside Phase 2 (2020)



Figure 21 View F Proposed Pre Construction (2020)

6.0

Bibliography

6.0 Bibliography

- i. Department for Communities and Local Government. National Planning Policy Framework. London. 2019.
- ii. Historic England. Conservation Principles, Policies and Guidance for the Sustainable Management of the Historic Environment. London. 2008.
- iii. Historic England. Statements of Heritage Significance. London. 2019.
- iv. Miller, I., 2016. Archaeological Desk-Based Assessment: Rochdale Town Centre, Baillie Street, Rochdale. Salford: Salford Archaeology, University of Salford.
- v. Robertson, W. The History of Rochdale Past and Present. Rochdale. 1875.

7.0

Appendices

7.0 Appendices

7.1 Town Head House

7.1.1 Overview

Heritage Category: Listed Building
Grade: II
List Entry Number: 1084282
Date first listed: 12-Feb-1985
Statutory Address: TOWN HEAD HOUSE
DEPARTMENT OF SOCIAL SERVICES,
TOWN HEAD OFFICES, JOHN STREET

7.1.2 Location

The building or site itself may lie within
the boundary of more than one authority.
District: Rochdale (Metropolitan
Authority)
National Grid Reference: SD 89900 13658

7.1.3 Details

SD 8913 NE ROCHDALE JOHN STREET
(west side) 10/73 Town Head House
Dept. of Social Services, Town Head
Offices (rear section only)
II
House, now offices. Early C19. Brick with
stone dressings and C20 roof covering.
2 rooms wide by 3 rooms deep with
central entrance and staircase. 3-bay
elevation with bracketed gable. 2 storeys
plus attic storey. Door has attached Doric
columns, cast iron fanlight and open
pediment. Stone plinth and first floor
banding course which runs round the
entire building. Windows have stone sills
and lintels which may be replacements
for flat brick arches and stone keystones
which are still to be found on the side

elevations. Tall central first floor window
has stone architrave, consoles cornice
and marginal glazing bars. Re- built
2-storey canted bay window to left
elevation and large five-sided, two-storey
bay to right, with pyramidal roof and
small gable.

Listing NGR: SD8990013658

7.2 128 Yorkshire Street

7.2.1 Overview

Heritage Category: Listed Building
Grade: II
List Entry Number: 1084226
Date first listed: 16-Mar-1984
Statutory Address: 128, YORKSHIRE
STREET

7.2.2 Location

The building or site itself may lie within
the boundary of more than one authority.
District: Rochdale (Metropolitan
Authority)
National Grid Reference: SD 89868 13663

7.2.3 Details

SD 8913 NE ROCHDALE YORKSHIRE
STREET (south side)
10/129 No. 128 16 March.1984
G.V. II

House, formerly police office, now
offices. Late C18, altered c.1900. Front
elevation brick, side and rear coursed
sandstone with stone slate roof. 2 bays,
2 storeys, gable stacks and stone quoins.
Canted oriel to right first floor otherwise
replacement tripartite sashes. Central
doorcase with architrave frame, plain
frieze and cornice. Rear: c.1800 canted
bay with tripartite sash above. C19 brick
and rendered extension to right and

left. Interior retains room with original
panelling: wide central staircase. Historic
interest as the building in which the
government of the town was transacted
by Improvement Commissioners between
1825 and 1856 when the Borough was
incorporated. A rare survival from an
important period in the development of
local government in England.

Listing NGR: SD8986813663

7.3 Endnotes

1 Miller, I., 2016. Archaeological Desk-Based Assessment: Rochdale Town Centre, Baillie Street, Rochdale. Salford: Salford Archaeology, University of Salford. 14.

2 Ibid. 15.

3 Ibid.

4 Ibid. 17.

5 Ibid.

6 Salford University's Archaeological Excavation Report has been approved through condition 6 to permission 19/01160/FUL and the developer has commissioned the production of leaflet publication of the findings for local records.

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