

Heritage & Design and Access Statement

In support of a Planning and Listed Building Application for a mural to the side elevation of no. 16 Baillie Street.

Location

The application relates to the gable elevation of no. 16 Baillie Street in Rochdale town centre. The building is Grade II Listed, brick built and occupies a prominent site. The ground floor contains a small restaurant while the first floor is occupied by a bar.

The building fronts directly onto Baillie Street and nearby uses are predominately in commercial use. The gable elevation overlooks the large rear beer garden which serves Hogarths Public House. Owing to its position and size, the gable wall is a prominent feature when viewed from the eastern end of Baillie Street.

Nos 10, 12, 14 and 16 Baillie Street, are all Grade II listed as is the adjacent Hogarths Public House which is accessed from The Butts. The site also lies within the town centre Conservation Area, within the Old Town section.

The building itself was first listed on 12th February 1985.

Official List Entry

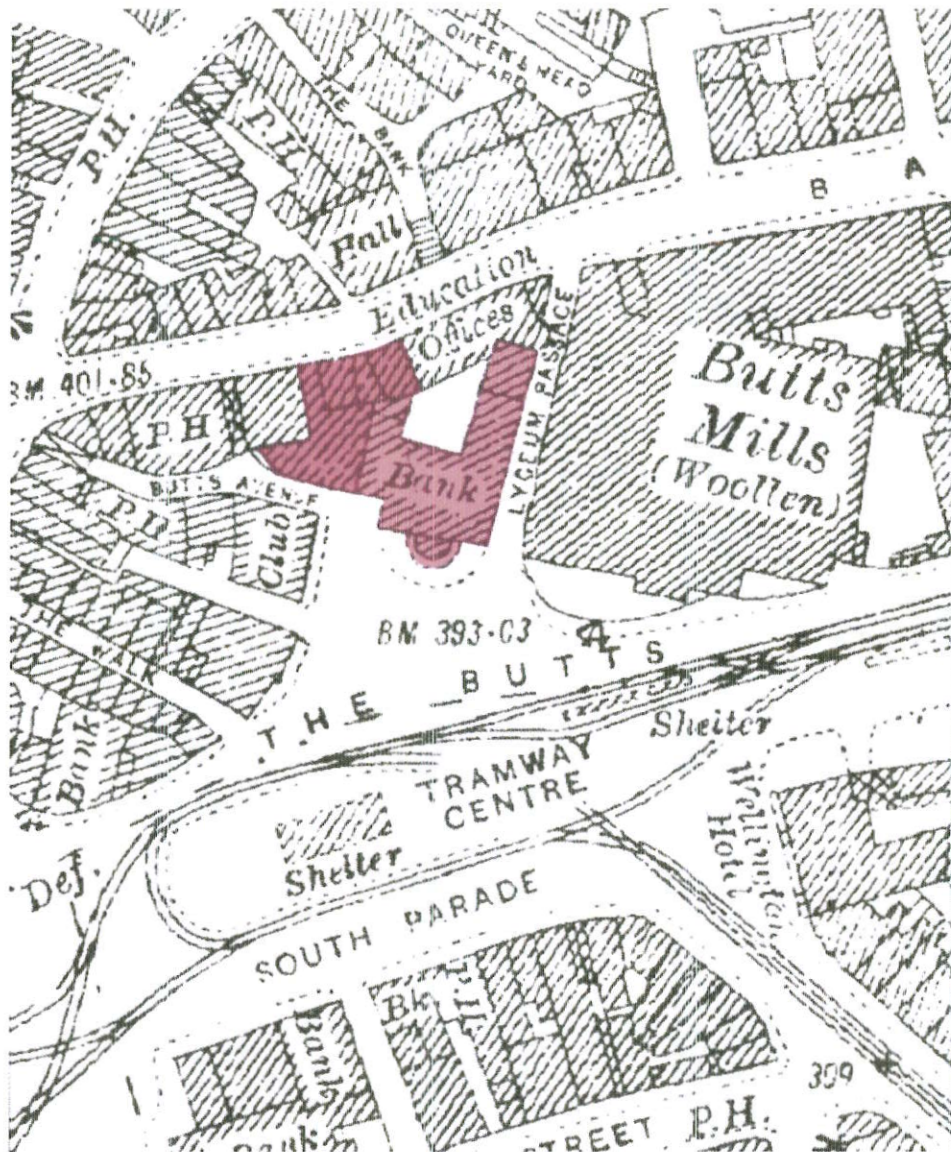
The Listing description states as follows:

ROCHDALE BAILLIE STREET (South side) Nos. 10, 12, 14 and 16. GV II William Deacon's Manchester and Salford Bank and shops, now shops and store. 1890 on door surround. Stone and brick with slate roof. From left to right: shop front, entrance to upper floor, shop front, grand entrance. The whole group is cranked to accommodate the curve of the road. The two original shop fronts are placed symmetrically about the entrance of No.14. The main feature is the entrance to No.10 having a small open triangular pediment with scrolls to either side, surrounding the bank's coat of arms and crest, all on an open elliptical pediment supported on garland-enriched consoles. The doors are flanked by enriched pilasters and have a large fanlight, semi-circular head, florid spandrel panels and a fluted keystone. The first floor has two tripartite elliptical headed windows and one circular headed, each with stone keystones and panelling below; and one semi-circular tripartite window above the ground door. Bracketed stone and brick eaves cornice.

Proposal

The applicant is seeking Listed Building Consent (LBC) for a mural on the gable (east facing) elevation.

The mural is set against the protruding chimney which has been capped and rendered. It is worth noting that the gable elevation was revealed following the demolition of the *Baillie Street Offices* which attached to no. 16 Baillie Street and to the building which is currently occupied by Hogarths Public House.



Location of the Rochdale Old Bank (former), 1929



Baillie Street Offices (date unknown)



The proposed site for the mural

Planning Policy Framework

National Guidance

Planning Listed Building and Conservation Areas Act 1990 (As Amended)

Section 66 of the Act states that 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.”

Section 72 of the Act states that in respect of conservation areas “special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area”.

National Planning Policy Framework (NPPF)

National Planning Practice Guidance (NPPG)

Rochdale Core Strategy (CS) Adopted October 2016:

P2 Protecting and enhancing character, landscape and heritage

P3 Improving design of new development

Analysis

Section 16(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990 states that “In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State 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”.

Section 66(1) of the above act 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.

Chapter 16 of the Framework sets out the requirement to conserve and enhance the historic environment. Paragraph 210 of the Framework states that 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 viable 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.

Paragraph 212 of the Framework requires that 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.

Paragraph 213 of the Framework goes on to state that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.
- b) assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional

Paragraph 215 states 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.

In the broader context the proposed mural forms part of a town centre wide urban arts festival, known as Comon Walls, which will take place late September (2025). The festival is curated by the renowned street artist, Hayley Garner, (who curated the last town centre mural festival in 2018), and she is working with numerous partners which include the Rochdale Development Agency and Rochdale Council. The festival involves high profile mural artists working with local artists to create multiple murals and its core aims are to inspire and engage the young people through direct visual action as well as improving the sense of place and identity. In addition, the festival forms part of the Town of Culture celebrations.

In this particular case, the mural would be located on the protruding chimney breast which lies centrally within the gable elevation. Owing to its size and position it would be highly visible feature within the Baillie Street Quarter.

The section of the gable elevation which would accommodate the mural consist of a cream coloured render, which in unappealing and arguably it detracts for the appearance of the building and the wider street scene. Notwithstanding this, in the context of the Framework, it is acknowledged that, considering the size of the mural, there would be a

degree of harm to the significance of this grade II listed building which is deemed to be less than substantial.

In bringing matters together, the decorative nature of the building draws much of its significance from the aesthetic value of the principal façade fronting across Baillie Street. In this context, the mural would not appear out of place and it would not harm the way in which the principal elevation of the building is appreciated. In addition, it adds an additional level of interest to the listed building and it would be surrounded by other large murals which can be found within the Baillie Street Quarter.

No historic fabric would be removed or altered as a result of the works. Although likely intended to be a semi-permanent addition to the building, in heritage terms it is a reversible act and could be removed without harm to the listed building. In addition, the public benefits of the scheme, which are largely associated in supporting young artists and promoting the town's identity and history, would clearly outweigh the less than substantial harm to the significance of the asset.

In assessment of the above it is considered that the proposal would meet the statutory test 'to preserve' and would not cause any discernible harm to the significance of the listed building. In accordance with Section 66(1) of the LBCA Act, special regard has been given to preserving the listed building. As such, the proposal would meet the objectives of Chapter 16 of the Framework and the Planning (Listed Buildings and Conservation Areas) Act 1990.