

APPLICATION NUMBER: 25/00772/LBC

DELEGATED DECISION CHECKLIST AND REPORT

APPLICATION NO.
25/00772/LBC

CASE OFFICER
Michael Atkinson-Smith

DETERMINATION DATE 07.10.2025 **EXT OF TIME**

Address: 14/16 Baillie Street Rochdale OL16 1JG

Proposal: Mural on the side elevation wall

PUBLICITY	Weekly list expired?	Y	Site notice expired?	Y
	Neighbour letters expired?	Y	Press Notice expired?	Y

DELEGATION	Significant departure from local plan?	N	Contrary to national policy?	N
	Applicant a Council Member or officer?	N	Contrary to previous decision?	N
	Major with 10 or more objections and recommending approval?	N	Called in or Planning Panel objection?	N

COMMENTS	Planning Panel comments received?	N
	Neighbour comments received?	N

EIA	Screening opinion completed and saved to Onbase?	N/A
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CONDITIONS	Pre-commencement conditions proposed?	N/A
	Pre-commencement conditions agreed (or notification period expired)?	N/A

RECOMMENDATION	GRANT Subject to Conditions
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CHECKED AND SIGNED OFF BY: RK

DATE: 07/10/2025

SITE

The application relates to the gable elevation of no. 16 Baillie Street in Rochdale Town Centre. The building is listed at Grade II on the National Heritage List for England, is predominantly brick built, minus the elevation in question which is rendered, and occupies a prominent site. The ground floor contains a small restaurant while the first floor is occupied by a bar.

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 Rochdale Town Centre Conservation Area, within the Old Town section.

The building itself was first listed on 12th February 1985. The official Listing Description reads 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.

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. 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.

PROPOSAL

Listed Building Consent is sought for a mural on the capped and rendered protruding chimney structure on the east facing gable elevation of No. 16 Baillie Street. The proposed artwork would be installed as part of the Common Walls International Mural Festival taking place in Rochdale Town Centre throughout September 2025, which is part of the programme of events taking place during Rochdale's tenure as Greater Manchester Town of Culture 2025/2026. This festival builds on the previous success of the Rochdale Uprising mural festival in August 2019 which saw the painting of 12 murals delivered as part of the Rochdale Heritage Action Zone programme.

The proposed artwork would be painted by Hayley Garner, an internationally renowned mural artist, depicting Betty Blomley, a woman of local folklore shrouded in

a red hood to tie in with Mother Redcap, another local folklore figure, surrounded by roses.

The mural would be set on the east facing gable elevation of no.16 Baillie Street which is rendered grey.

The choice of artwork has been selected through a public engagement activity led by Rochdale Creates, in collaboration with the community, the building owner and key stakeholders as part of a multi-agency and community regeneration partnership.

RELEVANT PLANNING POLICY AND LEGISLATION

Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)

National Guidance

National Planning Policy Framework (NPPF)
National Planning Practice Guidance (NPPG)

Places for Everyone joint development plan (PfE):

JP-Strat 12	Main Town Centres
JP-P1	Sustainable Places
JP-P2	Heritage

Adopted Rochdale Core Strategy (CS):

P1	Improving Image
P2	Protecting and enhancing character, landscape and heritage
P3	Improving design of new development
DM1	General development requirements
T2	Improving accessibility

Unitary Development Plan (UDP):

G/D/1	Defined Urban Area
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Supplementary Planning Documents (SPD):

N/A

RELEVANT SITE HISTORY

N/A

CONSULTATION RESPONSES

Highways and Engineering - No comments received to date.

Conservation Officer - N/A – Application processed by the acting Conservation Officer.

Joint Committee of National Amenity Societies - No comments received to date.

REPRESENTATIONS

Letters of notification were sent to surrounding properties, a site notice displayed in the vicinity and an advertisement placed in the local press. No public representations have been received.

ANALYSIS

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. Similarly, Section 72 requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of Conservation Areas.

The application for Listed Building Consent in this particular instance must be considered within the context of the Council's ongoing efforts to improve and enhance the economic vitality and attractiveness of Rochdale Town Centre through a number of major physical regeneration and cultural & heritage-led regeneration initiatives.

In terms of the policy context within the Development Plan for the borough, PfE policy JP-Strat 12 seeks to ensure that the local distinctiveness of each main town centre in Greater Manchester is retained and enhanced. PfE policies JP-P1 (Sustainable Places) and JP-P2 (Heritage) particularly support this key strategic objective through including a focus on creating visually stimulating environments, including through the provision of public art, to deliver positive benefits that sustain and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and social wellbeing.

The suite of adopted Rochdale Core Strategy policies DM1, P2, P3 & DM1 which are focussed on improving the image of the borough, celebrating the borough's heritage and promoting and celebrating excellent design area are also notably relevant to the determination of this application.

The proposed mural artwork would be installed in a visually prominent location within the Baillie Street Quarter, visible from a wide aspect at one of the busiest thoroughfares at the heart of Rochdale Town Centre. Much placemaking intervention has taken place in and around the Baillie Street Quarter in recent years to enhance the attractiveness of the area and create a welcoming street scene with further development environmental enhancements expected over the coming years. On this basis, it is considered that the addition of the proposed mural artwork would be appropriate in this location, plus it is noted that the artwork would be viewed in the context of further mural artworks in the immediate surroundings which collectively would contribute to a unique and notable visual feast of artworks to enhance the visitor experience of local residents and visitors to the town.

In respect of the Grade II listed No. 16 Baillie Street itself, it is noted that the chimney on which the mural would be painted has been rendered from the decades-ago demolition of the former Baillie Street offices and offers no original historic fabric would be affected.

Therefore, on the above basis it is considered that the proposed mural artwork would contribute positively to local identity and assist in further creating a visually stimulating environment, whilst respecting the borough's culture and heritage. On this basis, the application would accord with Places for Everyone joint development plan policies JP-Strat 12, JP-P1 & JP-P2, adopted Rochdale Core Strategy policies

P1, P2, P3 & DM1, the Planning (Listed Buildings and Conservation Areas) Act 1900 (as amended) and the National Planning Policy Framework.

Highway Safety

The proposed mural would be visible from the adopted highway which in this location takes the form of a pedestrian control zone with deliveries only permissible during the early morning. On this basis, no highway safety implications are expected as the risk of vehicular and pedestrian conflict by people viewing the artwork from the adopted highway is mitigated through the closure of the street to vehicles during the core operational hours of the commercial activities within the town centre.

No conflict would therefore arise with policy T2 of the adopted Rochdale Core Strategy of the National Planning Policy Framework in respect of highway safety.

RECOMMENDATION

GRANT subject to the following conditions:

1. This consent relates to the following plans and drawings:

- Location Plan
- Proposed Elevation
- Proposed Mural Image drawing no. CW(SK)002

and the development shall be carried out in accordance with these drawings hereby approved.

Reason: For the avoidance of doubt and to ensure a satisfactory standard of development in accordance with the policies contained within the Places for Everyone joint development plan, the Rochdale Core Strategy and the National Planning Policy Framework.

2. The mural artwork hereby approved shall be kept in a satisfactory standard of repair and visual appearance for the lifetime of the installation. Should the mural become damaged, defaced or otherwise unsightly, the mural shall be either:

- a) re-painted or touched up as necessary, or
- b) the wall shall be returned to its original state by being painted over in a neutral paint colour using an appropriate paint for the rendered wall coating; or
- c) a new mural artwork shall be painted subject to a further separate application for Listed Building Consent.

Reason: In the interests of visual amenity and conserving & enhancing the historic environment in accordance with Places for Everyone joint development plan policies JP-Strat 12, JP-P1 & JP-P2, adopted Rochdale Core Strategy policies P1, P2, & DM1, the Planning (Listed Buildings and Conservation Areas) Act 1900 (as amended) and the National Planning Policy Framework.

Report Author Michael Atkinson-Smith