



HERITAGE STATEMENT / STATEMENT OF SIGNIFICANCE – CONSENT TO DISPLAY AN ADVERTISEMENT

LOCATION: 8 THE ROCK, BURY, BL9 0NT

APPLICATION REF NO: PP/11838615

DATE: 11/01/2023

PREPARED BY: MR ADAM GREENWOOD / MISS SOPHIE BUSSEY ON BEHALF OF

COMPANY: RAWKIES LTD

PROPOSAL

The proposed application seeks a Consent to Display an Advertisement within Bury Town Centre.

INTRODUCTION

This Heritage Statement has been prepared in support of a planning application for a consent to display an advertisement for the above premises.

The planning application seeks planning permission for the display of an advertisement on the shop front of this property which comprises a ground floor and lower ground floor. The proposal includes an illuminated sign, two window graphics and a larger sign just above the shop door. We also propose to remove the current signage that is currently in place above the shop front.



SITE AND SURROUNDINGS

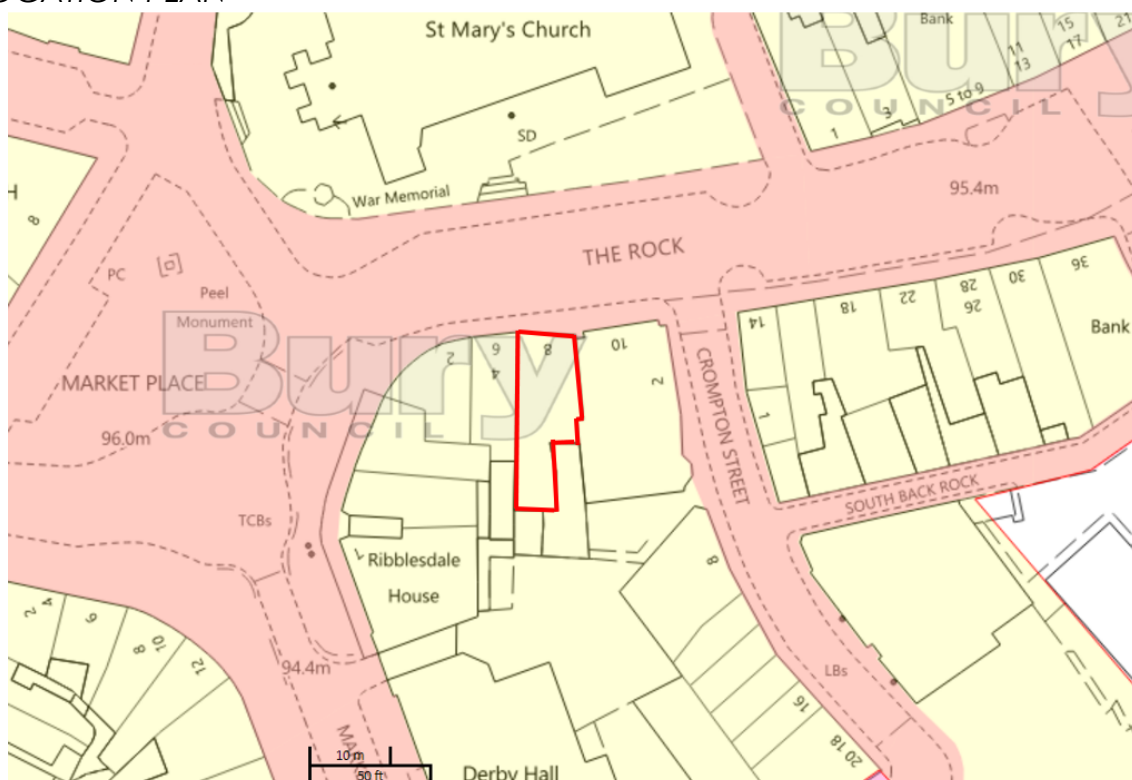
The site fronts a busy area of The Rock across from St Mary's Church, close to the pedestrian area of The Rock and the Millbank Shopping Centres. The property is number 8 and comprises of a ground floor and lower ground floor within the Derby Chambers.

The site is located in Bury Town Centre in a busy commercial area. It is within Bury Town Centre Conservation Area as originally designated in 1978 and subsequently extended to the West in September 2005.

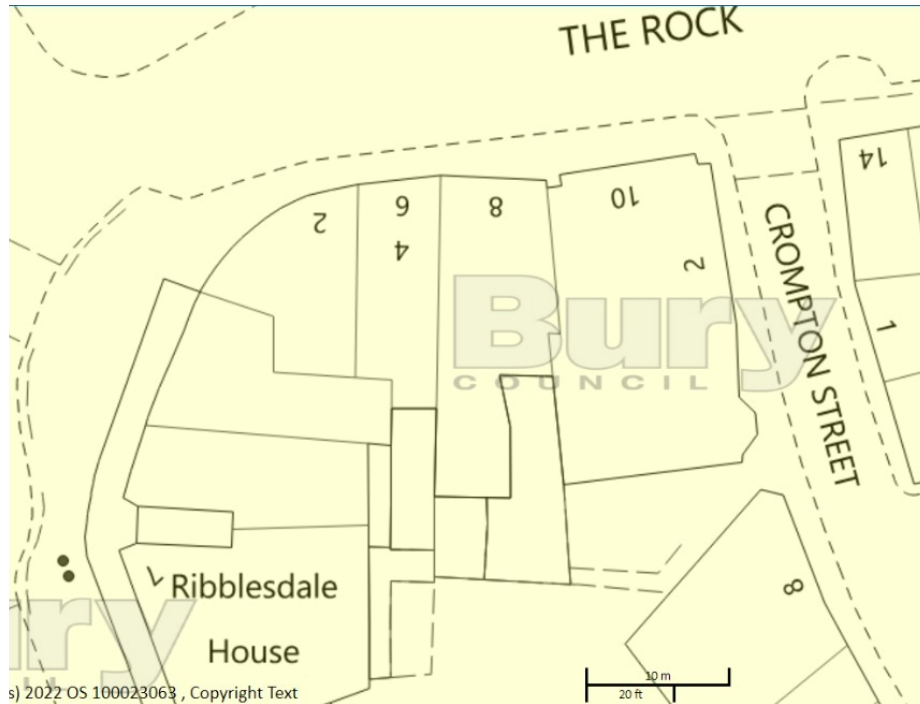


Due to its location within a Conservation Area, we understand due consideration must be given to evidential, historical, aesthetic and communal aspects of this application.

LOCATION PLAN



BLOCK PLAN



APPLICATION PROPOSAL

It is proposed to display a shop front advertisement for a new dessert café.

There is no change to the layout of the current shop front, or any structural alterations planned, but we wish to remove the large 'North Lincs Training Group' signage, and the frame that houses the display to restore the brickwork of the building behind.

It is understood this framework never went through a planning application and therefore should never have been installed.

This current sign has been poorly installed and visually not appealing in the area. It is overly large, installed in an angle not flush to the wall, and is too thick a frame, therefore has a feeling of being out of place.

Below are examples of all the other previous companies that have used this giant structure without consent which showcases how poorly they sat.



This image below was the last signage that is understood to have gone through a planning application prior to all the other properties above. This utilises the architecture of the property more efficiently, but still sits at an angle, and due to the slim spacing, our company logo would be too small to fill this area and therefore would not look visually appealing as its composition would not sit correctly.



Currently the property's ground floor has a smart and professional frontage and disabled access door below this structure which is more than sufficient for a shop front.

There will be no change to the exterior of the property other than a new sign identifying the business name, "Rawkies", occupying the same existing space above the door, replacing the window graphics and graphics in the small illuminated box currently installed. Please ignore the large white space on the image below. This is the section we propose to be removed.



There are no plans to make any other changes to the exterior of the property.

The challenge we have with this application is upon inspection, it appears the signage from 'Ronnies on the Rock' may still sit under the current frame, which is likely why the current signage is so well stuck out. Until we can remove the current frame, and potentially this 'Ronnies on the Rock' signage, we are unable to know how the brickwork is behind.

It may be we propose to use this space again in the future, but with a more efficient and considerate specification, but for the purposes of the business, the current proposal is sufficient whilst reviewing the challenges and cost of this spacing above the shop front.

CONSERVATION AREA ASSESSMENT

This planning application proposes the Consent to Display an Advertisement, at 8 The Rock, Bury BL9 0NT, to provide a dessert-style café, with a food and bar menu.

The principle planning considerations in this application have addressed evidential, historical, aesthetic and communal aspects.

The site is located within a commercial area in close proximity to other commercial and retail outlets. On the basis that this site is located within such an area and close to other amenities, it is entirely appropriate that a service that is not represented for sufficient distance is established.

Bury retains the character of a Lancashire market town and it is very much in keeping with that character that we propose a business that is specifically for the community.

Additionally, the location of Bury town centre provides a useful attraction to customers of all ages, who will use the other nearby amenities.

As described in the Planning and Access Statement, the area does not house a dessert shop that offers the same unique products as Rawkies Ltd, along with a hot and cold food menu and an alcohol selection. Our quirky dessert concept, will be completely unique to Bury and for that reason, will be highly sought-after by local residents as well as with people from the surrounding towns and cities.

Adjoining properties are an Estate Agency and a Tattoo shop, and further along The Rock there is a café, hairdressers and a bank.

The Rock has the feel and character of a traditional town with a combination of business types.



It is our intention to maintain and build on the character of The Rock and enhance the area by providing a much-needed and sought-after service to the local community and its businesses, and will also attract new visitors to the town.

Opposite is St Mary's Church, a significant building in the town centre, which emphasises the historical significance of The Rock and local area. The church and the pedestrianised area give it an intimate feel and the traditional nature of the buildings and the area are important and a reason for us choosing this site to open the business.

There are a number of offices and shops in the same block and close by, and by having a dessert café, would have a positive impact for nearby businesses.

The site is located near to other local amenities and shops. It is also located within an area where there is sufficient short-term free and metred street parking, immediately outside the premises and throughout the vicinity, as well as public car parks available and transport links including the Metrolink.

As there is no other café offering the same product as Rawkies Ltd, this would bring extra visitors to the town.

The pavement, road surface, and the nearby pedestrianised area all add to the character of The Rock and the surrounding area, and it is our intention to preserve this without any changes proposed to detract from this.



The application seeks a Consent to Display an Advertisement, but it does not propose any change to the overall scale of the building or its layout. Only to remove a structure that is understood not to have gone through a planning application previously.

The appearance of the building will not change except for a change of the current signage and repaint / colour of external frame work and door. The brickwork of the external building will remain the same, unchanged.

As responsible tenants and under the obligations of our lease, it is our responsibility to maintain and repair as necessary, with the landlord's and Council's consent, the fabric and exterior of the property in keeping with the spirit and the letter of local planning laws and guidance.