

BUTTERY & WATSON

CHARTERED TOWN PLANNING & DEVELOPMENT CONSULTANTS

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My ref: AEW/LCW/3676

Bury Metropolitan Borough Council
Development Control
The Planning Service
3 Knowsley Place
BL9 0EJ

8th October 2022

Dear Sir,

Town & Country Planning Act 1990

- (i) Use of Premises for Sui-Generis Purposes as a Licensed Betting Office**
- (ii) Installation of a New Shopfront, Satellite Dish and A/C Units**
- (iii) Installation of a New Internally Illuminated Fascia and an Internally Illuminated Projecting Sign**

8 Church Street West, Radcliffe M26 2SQ

I refer to the three above-mentioned applications submitted on-line today (refs. PP-11605704, PP-11605729 and PP-11605756). This Statement provides support for each of the proposals.

- (i) Insofar as the proposed change of use is concerned, you will be aware that the William Hill Organisation Ltd. presently occupy premises in the town, at 11 Blackburn Street, which fall within the central part of the town centre.

Your Council is seeking to redevelop the block of property where my clients are presently located for “proposed hub buildings”, as identified in the “Strategic Regeneration Framework” document and, in order that the redevelopment may proceed, vacant possession is being sought. My clients wish to retain a presence in Radcliffe and they have identified no. 8 Church Street West as being suitable. Those premises have apparently been vacant for a considerable time and they are not too far distant from their existing premises.

In terms of town centre policy, so far as I understand the position, your Council is still working on the Bury Local Plan and I note that the 2018 draft Plan refers to “Town Centres and Main Town Centre Uses” in Topic Paper 3, and Radcliffe Town Centre is specifically referred to at paras. 2.20 – 2.21 which, in turn, refers to the Radcliffe Town Centre Master Plan of 2011, following on from the “Re-Inventing Radcliffe” strategy

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Established in London in 1981

agreed in 2004. All of these documents concentrate upon the regeneration of the centre and improving its vitality and viability.

However, in the meantime, it is understood that the Bury UDP, adopted in 1997, continues to form the basis for your Council's decisions upon planning applications. I note from the Proposals Map that my clients' existing premises, and those to which they wish to relocate, both fall within the "Prime Shopping Area" of the "District Shopping Centre", and that this application in respect of the change of use of no. 8 Church Street West fall to be considered under Policy S2/2.

Your Authority will, apparently, seek to maintain retailing as a predominant land use at ground floor level in such areas, albeit changes of use will be assessed on their merits, having regard to the following factors:

- (a) "the design and appearance of the proposed frontage
- (b) the maintenance or provision of a display window at ground floor level, where appropriate
- (c) access for the mobility impaired, where appropriate and through negotiation with the developer
- (d) whether the proposal would give rise to disturbance or nuisance".

In this case, an attractive frontage will be provided (see drg.no. FINAL/PROP/202); there will be a permanent window display (see the photograph of the applicants' existing premises at 17 Blackburn Street as an example), and access will be provided for those with impaired mobility. It will be noted that the present split floor levels (shown on FINAL/EXISTING/101) will be removed so as to create a clear ground floor (see FINAL/PROP/201), and there will be level entry. Finally, the premises will be sound-insulated and there is no question of the use causing disturbance or nuisance.

In addition to those four factors, it is indicated that where a proposal would lead to more than 10% of any identified prime shopping frontage being in non-retail use, your Council will take into account three further factors, as follows:

- (e) "the location and prominence of the proposal within the prime shopping frontage
- (f) the number, distribution and proximity of other premises in non-retail use or with planning permission for such uses
- (g) the particular nature and character of the use proposed, including the level of activity associated with it".

The unit falls within that part of the prime frontage of Church Street West where there would be a fairly even spread of retail / non-retail uses with two consecutive retail uses to one side and one non-retail use followed by a retail use to the other. In overall terms within the centre, there would, of course, be no change as this represents a transfer of a non-retail use from one prime frontage to another. As for the "nature and character" of the use, it is known that betting offices attract far more customers than most Class E retail uses and, to that extent, the level of activity and, hence vitality, of this part of the centre would be likely to be enhanced.

It is maintained that, in overall terms, the proposal satisfies UDP policy and I would hope that planning permission will, therefore, be granted for this proposed change of use which will have the added benefit of allowing your Council to proceed with the redevelopment of the block wherein the applicants are presently located.

- (ii) So far as the shopfront is concerned, shown on drg.no. FINAL/PROP/202, this would appear to be fairly uncontroversial – a traditional frontage is proposed with an attractive window display similar to that provided at my clients' existing premises. The proposed a/c units and satellite dish will be located on the rear elevation of the building, as indicated on FINAL/AC/502, where they will be unobtrusive.
- (iii) As for the fascia and projecting signs, details of which are shown on FINAL/SIGNAGE/501 – the location of the signs being shown on FINAL/PROP/202 – these would, again, be similar to the signs which exist at my clients' existing premises in Blackburn Street, and it is contended that they will be attractive and fit into the street scene.

In conclusion, therefore, I would hope that planning permission and advertisement consent will be granted in respect of these three applications but, should you require any further information or clarification of these proposals, then please do not hesitate to contact me.

Yours faithfully,

Allen Watson

Allen E. Watson

Documents for Each Application:

1. Proposed Change of Use

Drg.nos. FINAL/SITE/701, FINAL/EXISTING/101, FINAL/PROP/201
This letter dated 8.10.2022
6 photographs
Application Fee

2. Shopfront, Satellite Dish and A/C Units

Drg.nos. FINAL/SITE/701, FINAL/EXISTING/101, FINAL/PROP/101,
FINAL/PROP/202

This letter dated 8.10.2022

6 photographs

Application Fee

3. Signage

Drg.nos. FINAL/SIGNAGE/501, FINAL/EXISTING/101, FINAL/PROP/202
FINAL/SITE/701

This letter dated 8.10.2022

6 photographs

Application Fee