

73148 – 11-13 The Rock, Bury.

Reconfiguration of shopfront to include new access door, window and installation of new fascia.

The application site is within Bury town centre conservation area and is considered to be a Non-Designated Heritage Asset (NDHA).

The existing shop front is not original. Planning permissions for the shops' change of use from a shop to an amusement centre, new shop front and associated signage was granted in 1985. These pre-date the publication of the Bury Town Centre Conservation Area Appraisal and Management Plan, The National Planning Policy Framework (NPPF) and the Unitary Development Plan (UDP). Overall, the design and appearance of the existing shop front is not appropriate within the conservation area when assessed against present planning policy as it does not preserve or enhance the character or appearance of the conservation area contrary to section 72(1) of the Planning (Listed Building & Conservation areas) Act 1990 or comply with the relevant policies of the NPPF and UDP.

Paragraph 219 of the NPPF states that Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites, and within the setting of heritage assets, to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.

The proposed new shop front would represent a further contemporising of the building and that part of the conservation area. The existing shop front whilst an incongruous and contemporising feature within that part of the conservation area, does have some architectural references to a more traditional design, proportions and materials of an historic shop front such as the centrally placed, recessed doorway, retention of the stall riser feature. The loss of these features under the proposed new shop front; - loss of the centralised recessed entrance, loss of the stall riser, retention of overly large and dominant fascia panel and the large flush feature door would not preserve or enhance the character or appearance of that part of the conservation area. It would represent a missed opportunity contrary to the aims of paragraph 219 of the NPPF. As such the proposal would represent less than substantial harm without any identified public benefit(s) that could be weighed against the harm to character and appearance of the conservation area identified. As such the new shop front cannot be supported in heritage conservation terms because of its harmful impact on that part of the conservation area.

The relevant policies are:

EN1/2-Townscape and Built Design, EN1/8-Shop Fronts, EN2/1-Character of Conservation Areas, EN2/2-Conservation Area Control of the adopted Bury UDP.

Paragraphs 207, 208, 212, 213, 215, 216, 219 of the NPPF.

Environment JP-P2 of the GMCA Joint Plan Places for Everyone.

Conservation Officer

27/7/26