

72086 – 71-75 The Rock, Bury.

Non-illuminated fascia sign to first floor front elevation (retention of)

The application site is not within Bury town centre conservation area.

The building to which the application relates is a significant building in the street scene with architectural merit. Constructed from red brick it has stone cornices, brick columns and stone strings in a revived classical style; stone segmented arches; Flemish gable and finials and brick sawtooth decoration. As such the building is considered to be a Non-Designated Heritage Asset (NDHA).

The building has been identified as a non-designated heritage asset in accordance with Annex 2 of the NPPF and is considered to be a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing). The 'Good Practice Advice Note 2: Managing Significance in Decision-Taking' published by Historic England (2015) clarifies non-designated assets as those "...that have been identified in a Historic Environment Record, in a local plan, through local listing or during the process of considering the application."

Paragraph 216 of the National Planning Policy Framework (NPPF) states that:

The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

The sign is large, out of proportion and does not relate to the façade of the building. It cuts across architectural details which have both aesthetic and architectural merit. As such the sign represents an incongruous and jarring feature on the building with direct impact, causing an unacceptable level of harm to its heritage significance and therefore it should not be retained.

Conservation Officer

31/7/25