



Site Analysis.

3

Site Overview

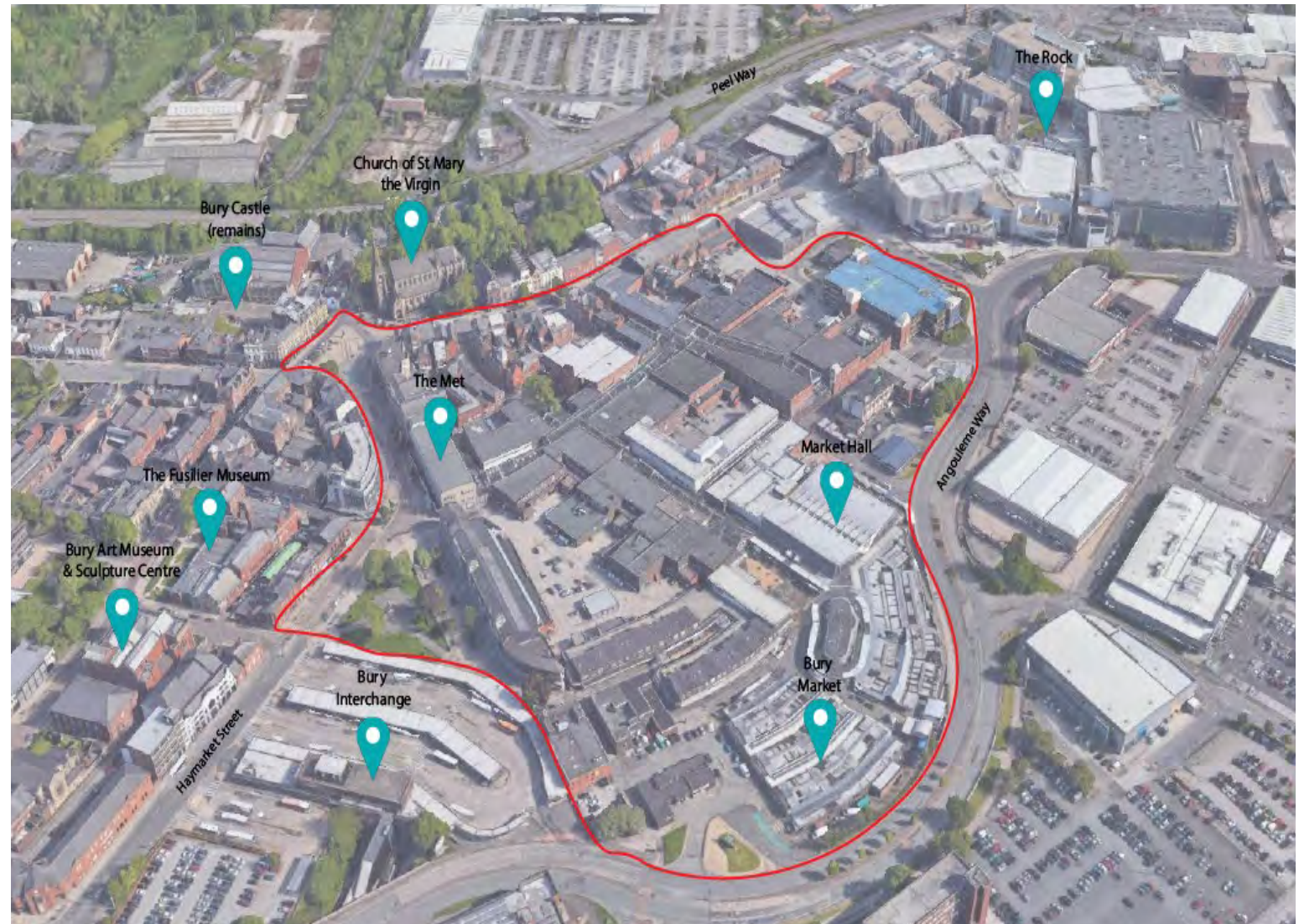
3.1



The Framework Area is located in the heart of Bury Town Centre, and comprises primarily of the Mill Gate Shopping Centre, Bury Market, The Rock, Kay Gardens and Market Place.

The primary component of the Framework Area, the Mill Gate Shopping Centre, opened in July 1992 following a £6m redevelopment project which transformed Bury's primary shopping precinct into a covered, then state-the-art shopping mall.

The Framework Area benefits from numerous interfaces with notable assets in the town centre, including the Interchange (which is subject to forthcoming regeneration proposals itself), Angouleme Way, Bury's historic quarter, and the new Rock shopping district.



Appendix 02 includes further details on the site's history and the surrounding context.

3.2

Existing Uses, Building Heights + Environmental Conditions



Existing Building Uses

**Retail Shopping**

The Framework Area is characterised by a range of retail shopping and food and beverage uses, spanning from large high-street names (such as HMV and New Look) to smaller, family-run independent businesses that help to give Bury its distinctive, community-driven identity.

Over recent years, changing shopping habits and the opening of the Rock shopping district have resulted in significant challenges to traders across the Framework Area, particularly at the Mill Gate centre. To avoid vacant units blighting the retail experience within the Mill Gate, owners have prioritised occupancy over rental income, but this is not a long term approach to creating a sustainable shopping centre. This short term intervention has been relatively successful to maintain the area's vibrancy, however, it is not the suitable long-term solution to ensure the shopping centre's vitality.

**Bury Market**

Bury Market is an award-winning open-air market to the immediate south east of the Mill Gate shopping centre. To many, the town of Bury is synonymous with the Market, and it is considered a fundamental aspect of the culture and economy for the town and wider Borough. The Market not only provides vital trading opportunities for small-scale market sellers serving the local community, but is also a vital tourist attraction. It is often visited by coachfuls of tourists who visit to see "Britain's Favourite Market."

The Market is a crucial component of the Framework Area, and at the centre of Bury's continued national reputation as a thriving market town.

**Leisure and Culture**

The Met theatre, located in the Grade II Derby Hall, is a significant element of the Framework Area. It has been operating since 1979 by the charity Bury Metropolitan Arts Association. In 2022, the Met sold over 20,000 tickets across 225 events and generated over £335,000 to be reinvested into the Theatre and Charity. It is a well-known institution to Bury and surrounding residents, with 76.6% of visitors from Greater Manchester (and 45% of those coming from the Borough of Bury).

**Other Uses**

In addition to the range of retail and cultural offerings, the Framework Area is also home to;

- The Football College, a football-focused college operated by VLUK and The Uni Centre of Sport, offering Level 2 and 3 courses in Sports and Sports Coaching Development.
- Mill Gate Multi Storey Car park providing an important football generator.
- A small number of social rented dwellings in an isolated location.
- There are also a range of other ancillary town centre uses within the Framework Area, including opticians, pharmacies, Job Centre Plus, Post Office, and other experience-driven retail, including hair and beauty salons, bra fitting specialists and clothing alteration boutiques. These retail offerings cannot be easily replicated online, and therefore continue to be successful despite the growing dominance of e-commerce.

Land Use

The Framework Area is relatively singular in its use, with retail dominating the heart of the Mill Gate, with few exceptions as noted earlier.

Across the Framework Area, use becomes more varied with more civic functions being provided to the west, further retail to the east with the Rock, but with the addition of apartments, and a cinema and chain dining offer, and to the south is a big box retail park subdividing more traditional terraced housing.

It is evident within the heart of the Mill Gate that the retail offer and servicing strategy drives a hard townscape with little animation either outside of trading hours or within spaces between shopping malls.

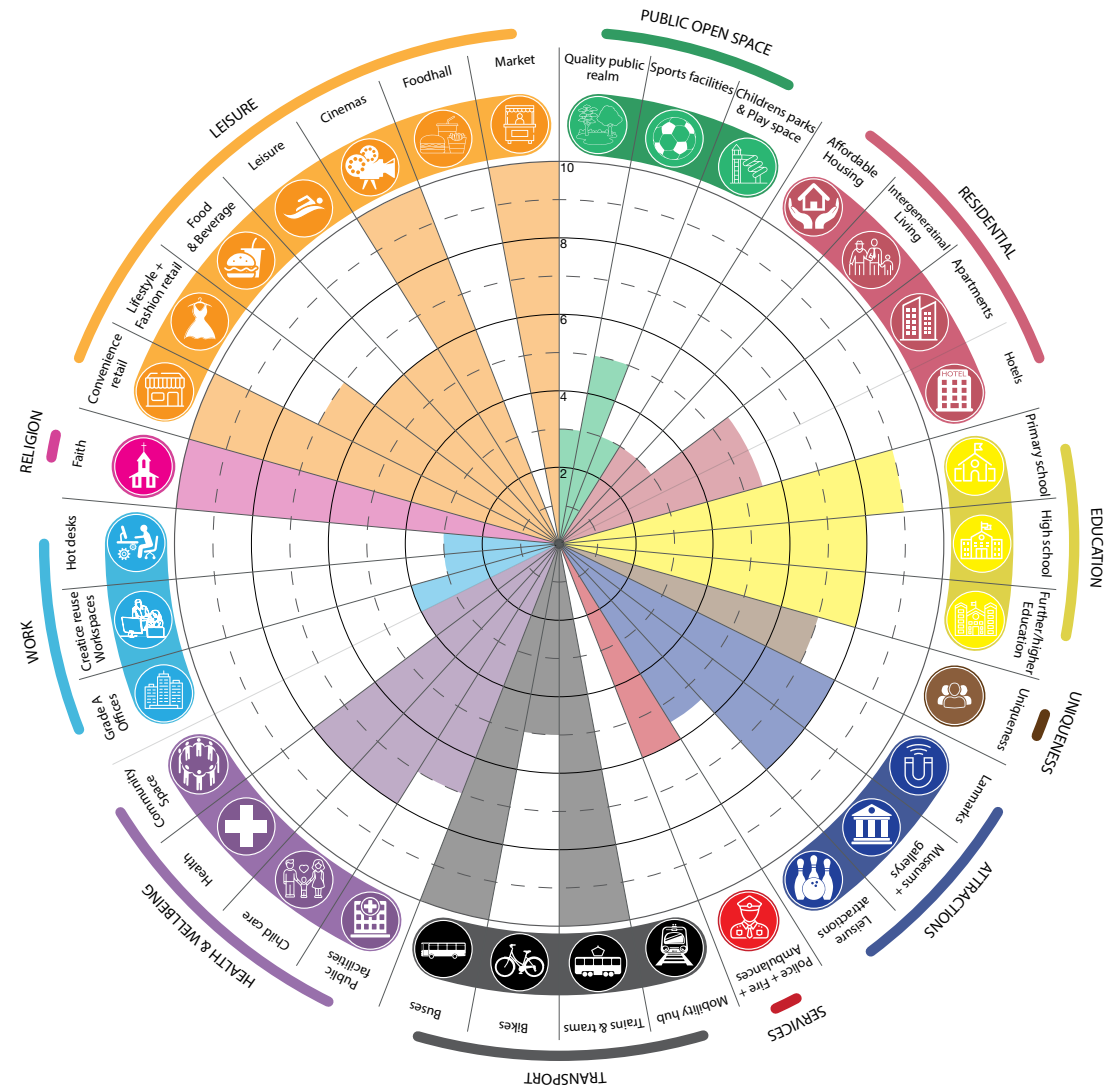
The approach of the Mill Gate to the south is most notable, with the impact of the arterial Angouleme Way compounding the feeling of being a back to the town centre when it is a place where many arrive.



Existing Building Use Analysis

The adjacent Town Centre analysis tool has been utilised to assess the existing land use against a series of parameters developed to understand if a place has all of the components to be a sustainable place to live with a focus on walking and cycling within a 20 minute radius.

A perfect town would complete a fully coloured dart board. The illustration for Bury represents a clear picture of where the opportunities are within the Mill Gate to provide benefit to both this area but also the surrounding neighbourhoods.



Building Massing and Scale

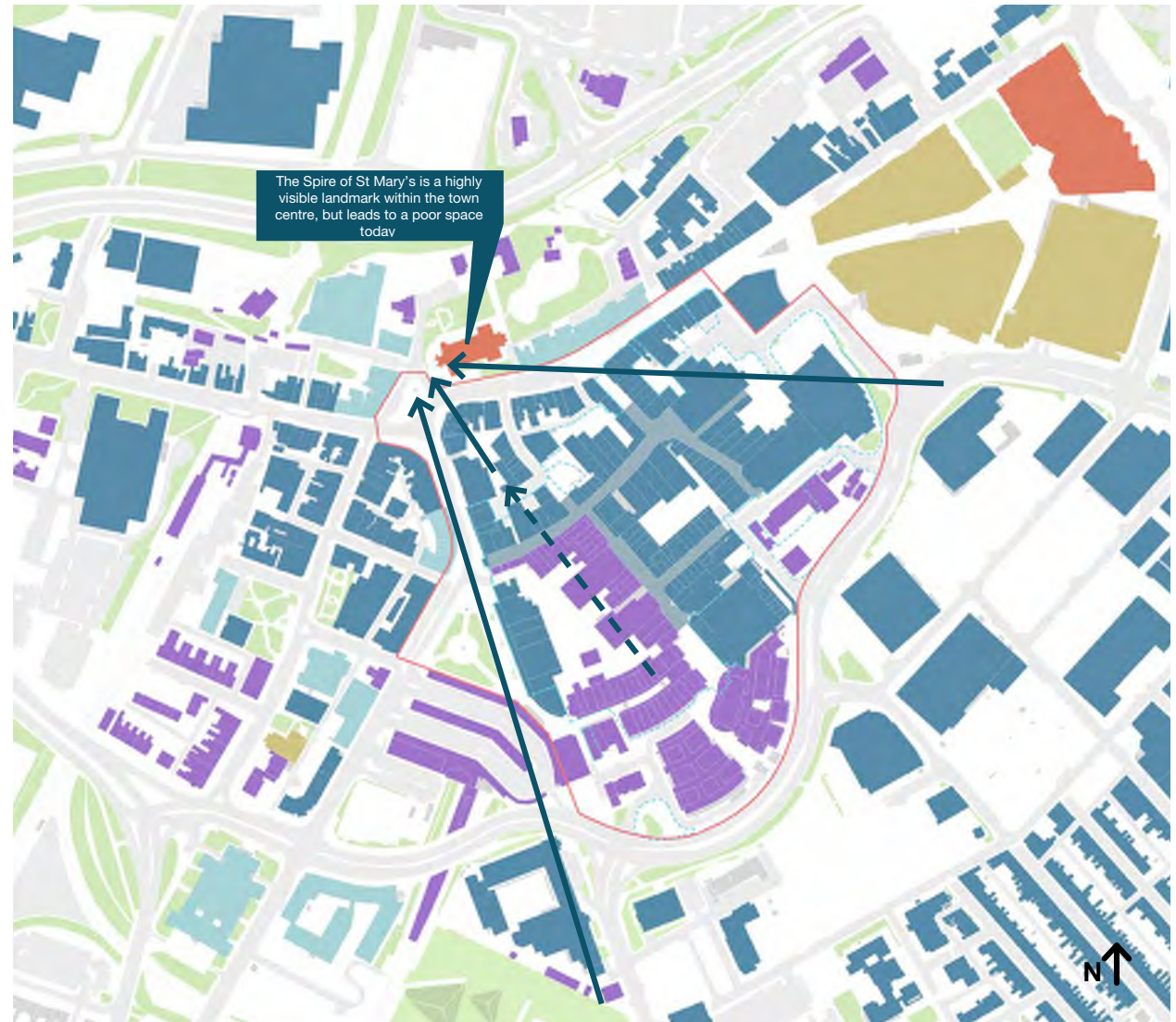
The Framework Area is comparatively low-rise for a highly connected town centre, with the majority of buildings ranging between 2 - 4 storeys. Across the Framework Area, heights generally increase towards the centre, rising up to five storeys at the eastern section towards the multi-storey car park and the Rock shopping district. Whilst largely low rise, the Framework Area comprises a relatively dense urban grain, resulting in few views across or into the site.

From street-level, the Framework Area is characterised by a variety of facades of differing scales. The heights, massing and layout of the more modern elements of the Framework Area (broadly comprising the Mill Gate shopping centre and Market) do not directly respond to the surrounding townscape, particularly the more historic parts of the town toward the west and north east of the Framework Area.

Across the Framework Area, facades are characteristically between 8 and 14m high, with the roof lines of the historic sections generally between 10 and 12m, whilst more modern sections are often between 8 and 10m. The different scales and heights are a result of the organic, uncoordinated growth of the town centre.

Key

- 1/2 Storeys
- 3/4 Storeys
- 5/6 Storeys
- 7/8
- 9+ Storeys



The Bury Palette

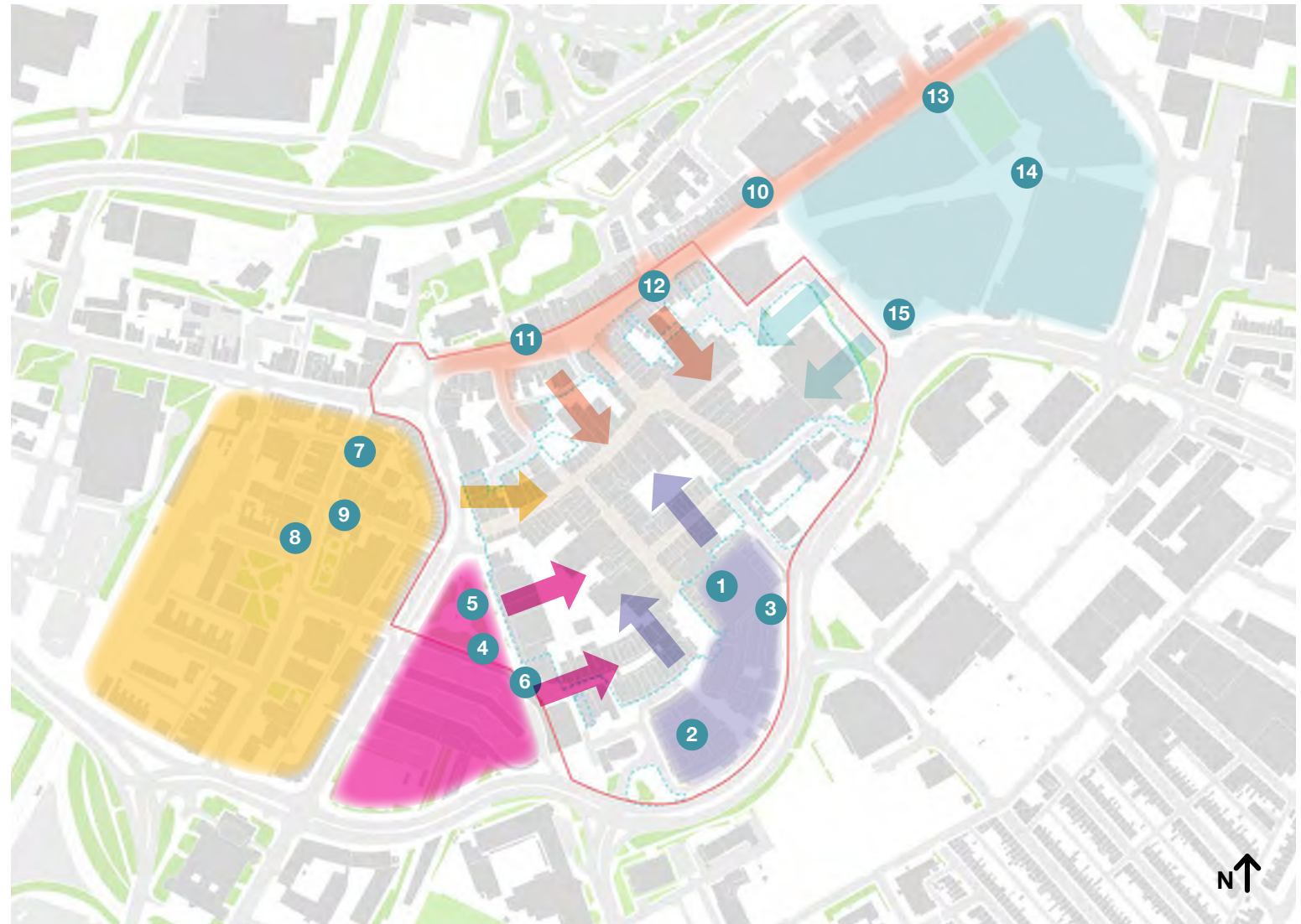
As described earlier in this section the site and surrounding context has a rich history and character that can help provide the Mill Gate redevelopment with several cues and inspirations from which to work.

Given that Bury Town Centre already has a quality and sense of place investigating the existing town centre can, for future development, provide a clear and responsible method to create a sense of place that is tied back to Bury. Reflecting patterns and rhythms of the surrounding buildings, roofscapes and tactility/solidity of the material can all be part of developing what we see as a site-specific sense of place.

Outlined in the following analysis is a summary investigation taken for each surrounding character area which can assist in the future architectural expression and placemaking of the Mill Gate masterplan.

Key

- Bury Market
- Kay Gardens
- Civic Garden
- The Rock High Street
- The Rock



BURY MARKET

MATERIALITY //

Metal / Curtain Walling

ROOFSCAPE //

Single Pitched / 'Bird - Wing'

ARCHITECTURAL STYLE //

Open Air / Arcade / Brutalist

KAY GARDENS

MATERIALITY //

Sandstone / Limestone / Brick (historic)

ROOFSCAPE //

Flat / Single Pitched / Punctuating Chimneys

ARCHITECTURAL STYLE //

Mixture of late Victorian / Nineteenth Century /
Ornamented / Contemporary

CIVIC QUARTER

MATERIALITY //

Sandstone + brick (modern + historic)

ROOFSCAPE //

Ridged / Multi-Gable / Hip

ARCHITECTURAL STYLE //

Mixture of late Victorian / Nineteenth Century /
Ornamented

THE ROCK HIGH STREET

MATERIALITY //

Sandstone / brick (modern + historic)

ROOFSCAPE //

Ridged / Multi-Gable / Hip / Half Hip

ARCHITECTURAL STYLE //

Contemporary / Victorian / Edwardian /
Art Deco / Tudor

THE ROCK

MATERIALITY //

Brick / Metal / Timber / Curtain Walling

ROOFSCAPE //

Flat

ARCHITECTURAL STYLE //

Contemporary



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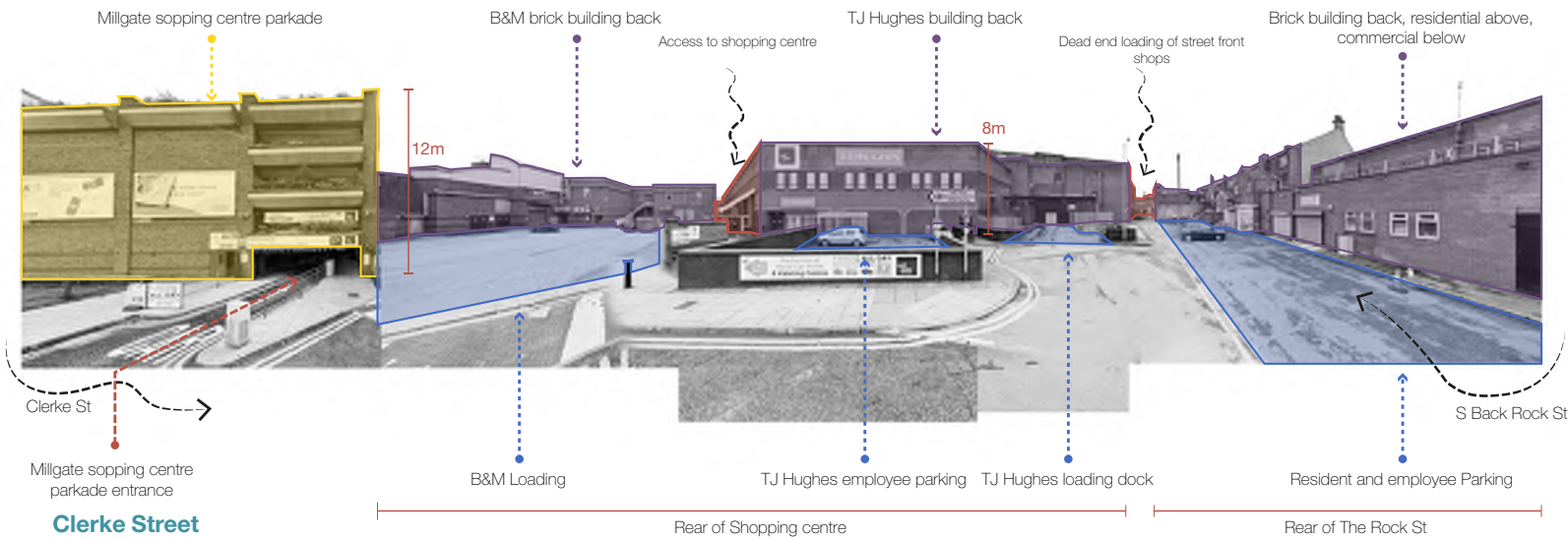


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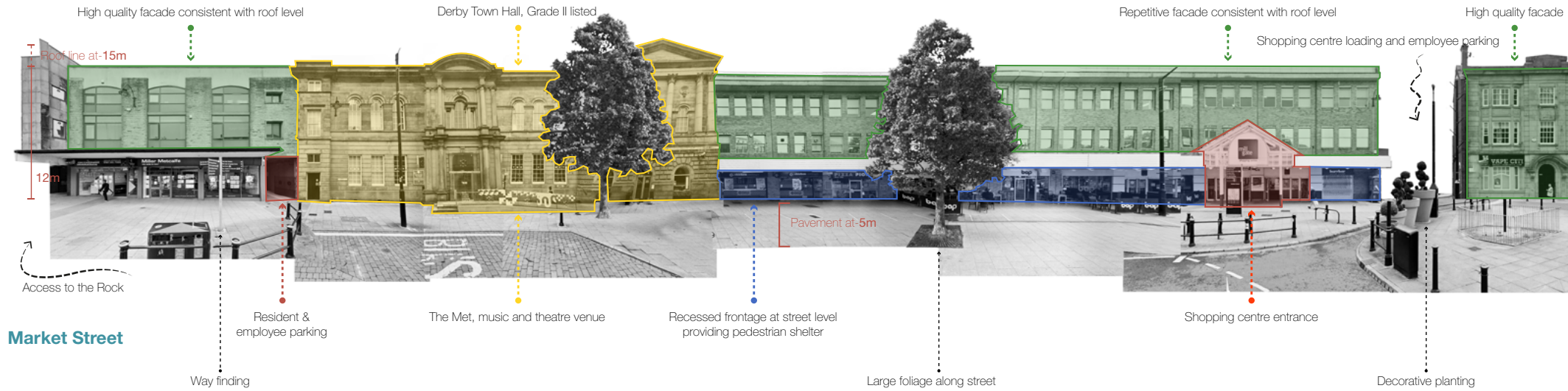


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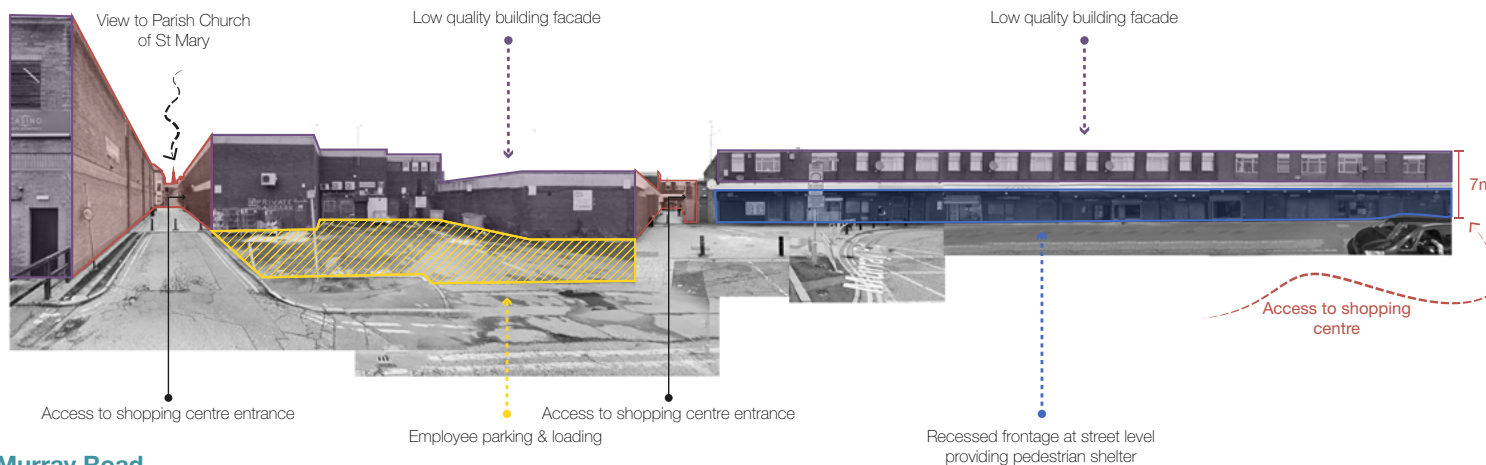
Existing Street Scenes



Existing Street Scenes



Market Street



Murray Road



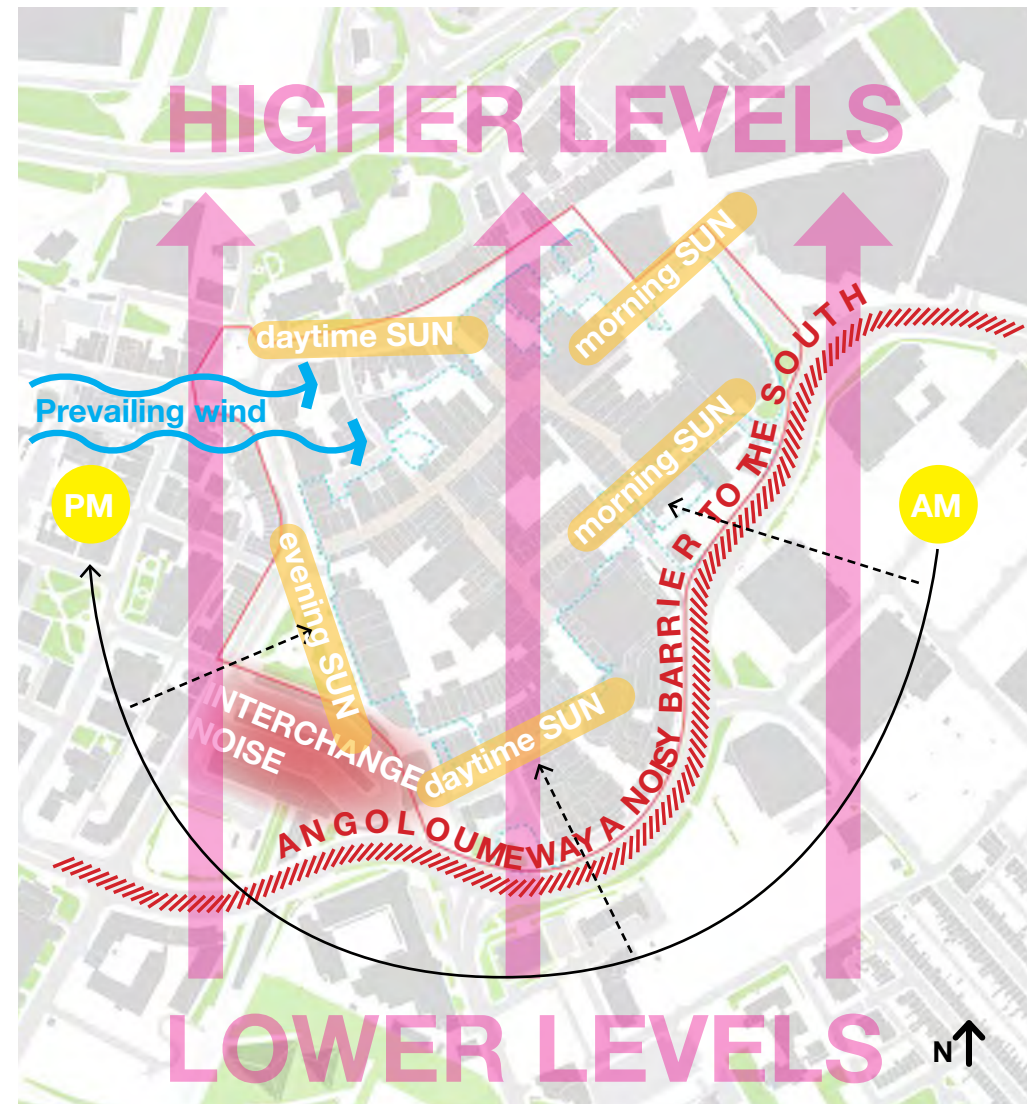
Street Scene Location Plan

Environmental Considerations

Analysis of the site's micro-climate is important to ensure maximum daylight is provided to both the external public spaces and the new buildings that are being proposed. The Mill Gate has areas that are very noisy and busy such as Angouleme Way, however the further north and east you travel into the site, it is much quieter – which is ideal for residential buildings. Wind analysis is important to ensure that any new tall buildings that are proposed do not have a detrimental effect on the pedestrian comfort due to increased wind speeds.

The key principles have been:

- Maximise views to the Church of St Mary the Virgin from Rochdale Road + Bury Market.
- Frame new public realm and squares from The Rock Development.
- Maximise South facing units.
- Balance the need for views with the need for shading and voiding solar gain.
- At high level maximise views to Kay Gardens and high-quality views of the Lancashire Hillside.
- Minimise north facing single aspect units to improve daylight.



3.3

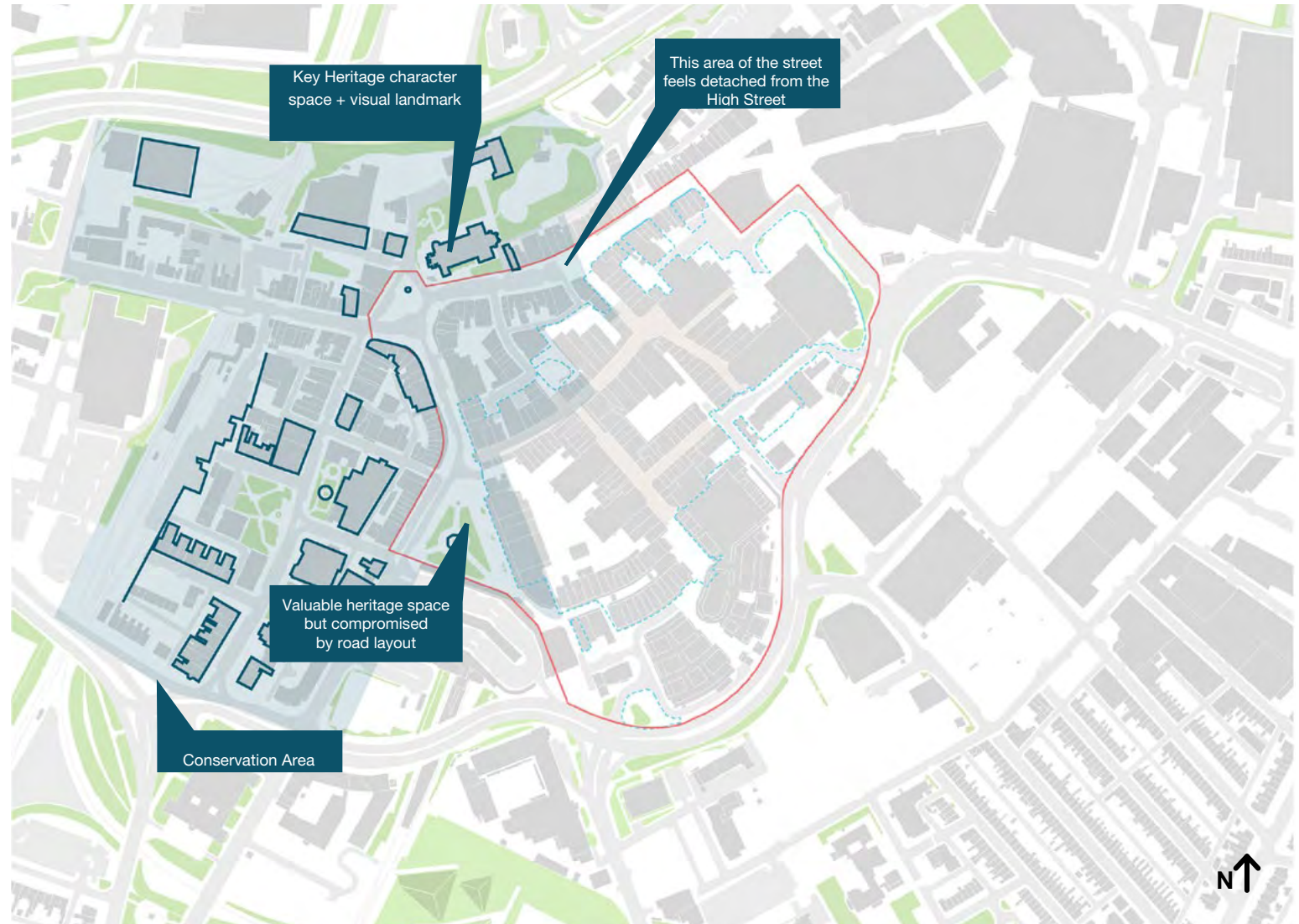
Heritage, Landmarks + Key Views

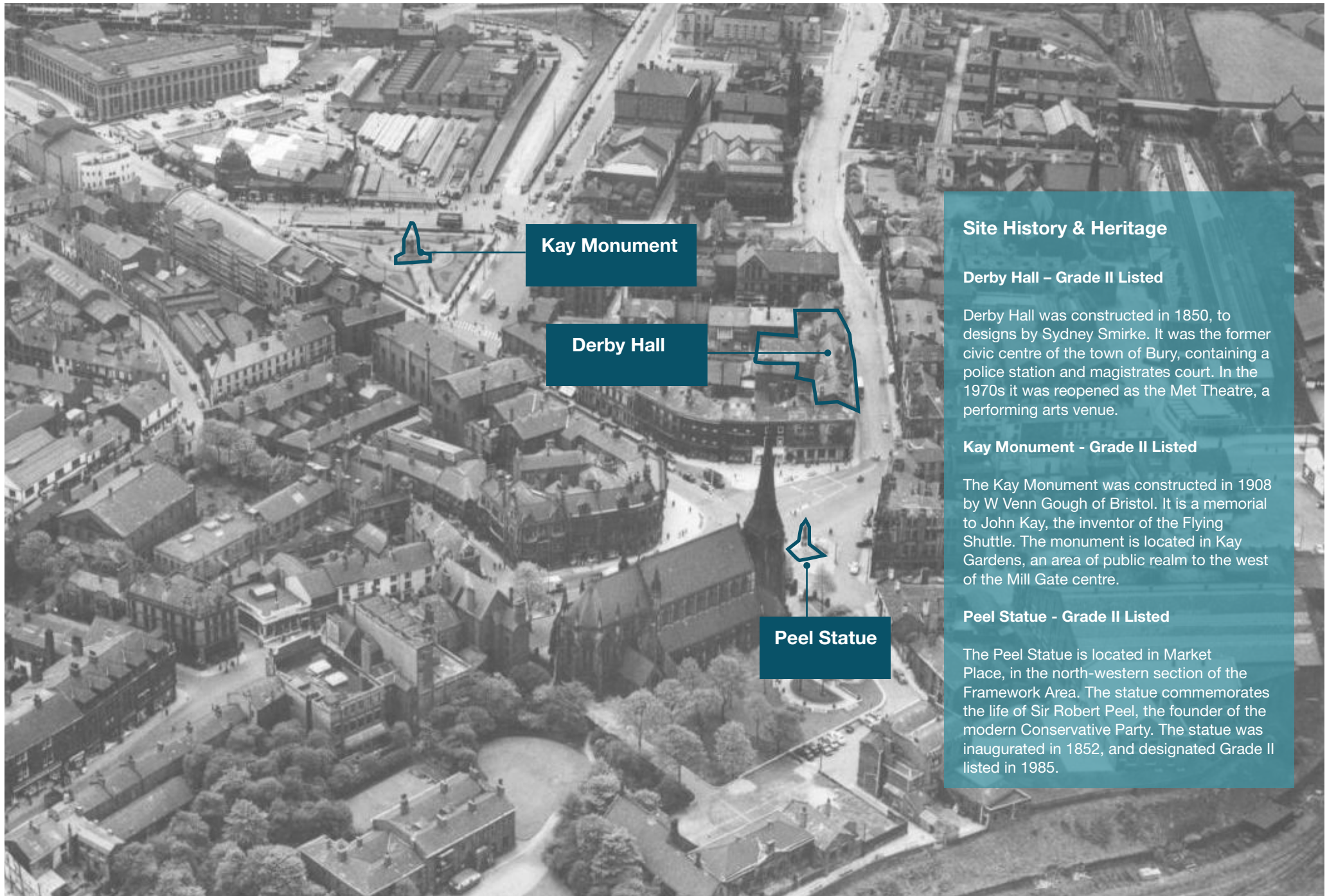
Listed Buildings +
Conservation Areas

The Framework Area is partially located with Bury Town Centre Conservation Area, including sections of the Rock, Kay Gardens and Market Place.

A testament to the town centre's industrial and military heritage, there are 30 Listed Assets (comprising 2 Grade II*, 26 Grade II, 1 Grade I and a Scheduled Monument) within 200m of the Framework Area.

Derby Hall, the Peel Memorial and Kay Monument are located wholly within the Framework Area.



**Kay Monument****Derby Hall****Peel Statue**

Site History & Heritage

Derby Hall – Grade II Listed

Derby Hall was constructed in 1850, to designs by Sydney Smirke. It was the former civic centre of the town of Bury, containing a police station and magistrates court. In the 1970s it was reopened as the Met Theatre, a performing arts venue.

Kay Monument - Grade II Listed

The Kay Monument was constructed in 1908 by W Venn Gough of Bristol. It is a memorial to John Kay, the inventor of the Flying Shuttle. The monument is located in Kay Gardens, an area of public realm to the west of the Mill Gate centre.

Peel Statue - Grade II Listed

The Peel Statue is located in Market Place, in the north-western section of the Framework Area. The statue commemorates the life of Sir Robert Peel, the founder of the modern Conservative Party. The statue was inaugurated in 1852, and designated Grade II listed in 1985.

Landmarks

Derby Hall

Derby Hall is a Victorian neo-classical building situated on Market Street, and forms part of the Framework Area. The hall is a testament to Bury's industrial success, and is an example of the town's 19th century civic grandeur. However, the hall is flanked to its north and south by late 20th century extensions which attempted to architecturally replicate the scale and regular facade symmetry of Derby Hall, to varying levels of success.

Bury Market

Bury Market, which first opened in 1971, is a nationally-renowned, award winning open-air market, and is a key aspect of Bury's character. Whilst the market is not under any statutory protected status, it is covered by Bury UDP Policy S3/4, which supports proposals to seek to consolidate and enhance market facilities in Bury through environmental and physical improvements.

Despite its significance to the culture and economy of Bury, the market's last refurbishment came in 1999, and as a result the physical infrastructure is in vital need of investment. This includes the quality of public realm and its interface with the Interchange and Mill Gate shopping centre. In its current configuration, visitors must enter the Mill Gate and then cross an area of characterless, hard landscaping before entering the market through an unmarked entrance.

To facilitate improvements, £20m of the Levelling Up fund was allocated to Bury Market for the delivery of a new "flexi hall", a new oversailing canopy and improvements to access routes from Bury Interchange.

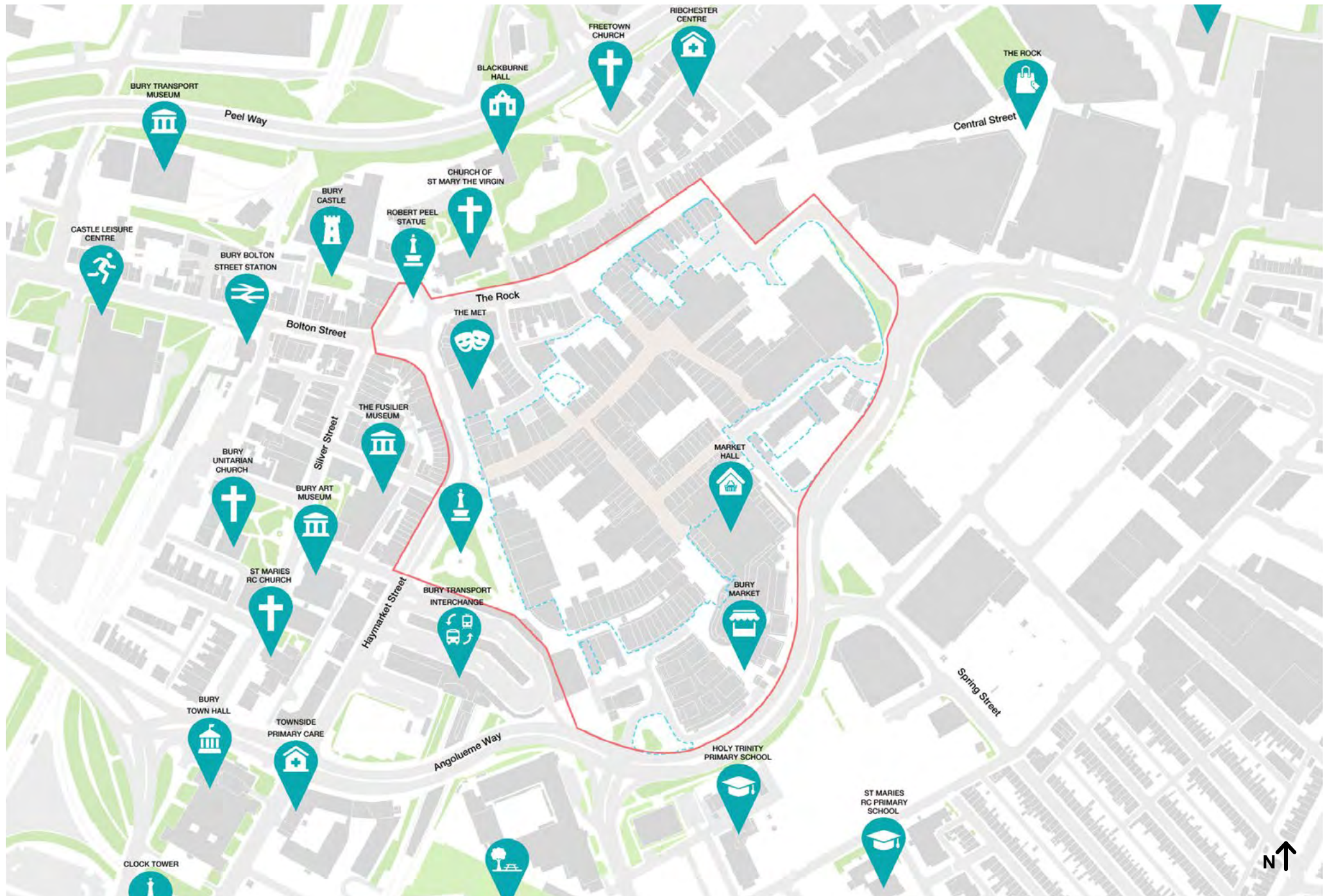
St Mary's Church

The Spire of St Mary's is a Grade I Listed building and the highest point of the town centre. It has been the main ecclesiastic centre of the town since the 18th century, and is considered one of the main viewpoints for the town. Due to its location in the west of the town centre, it is mostly surrounded by 19th century buildings which respond well and complement the church's setting. However, as is common across a lot of the town centre, the Rock is characterised by 20th century buildings designed to recreate the patterns and symmetry of the older buildings but overall detract from the visual amenity of the historic buildings.

Bury Interchange

Bury Interchange is the major transport hub for the town, acting as a Metrolink, bus, taxi and bicycle interchange, facilitating access to wider Greater Manchester region and the rest of the country. However, in its current configuration the layout requires users to cross four lanes of bus traffic prior to entering the town centre, resulting in a poor visitor arrival experience. This is further exacerbated by the harsh, hard landscaped area of public realm by Kay Gardens, which is the first image visitors see of Bury after fully exiting the interchange.

This experience will be remedied with funding from the City Regional Sustainable Transport Fund. In 2023, a £45m redevelopment of the Interchange was announced which will improve the configuration and include full multi-modal integration for the station, including capacity for bus, cycle and active travel parking, Metrolink and vertical circulation upgrades.





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- 1// The Met
- 2// Church of St Mary
- 3// Bury Transport interchange
- 4// Bury Art Gallery
- 5// Kay Gardens
- 6// Bury Market
- 7// Bury Bolton Street Station
- 8// Robert Peel Statue

Key Views

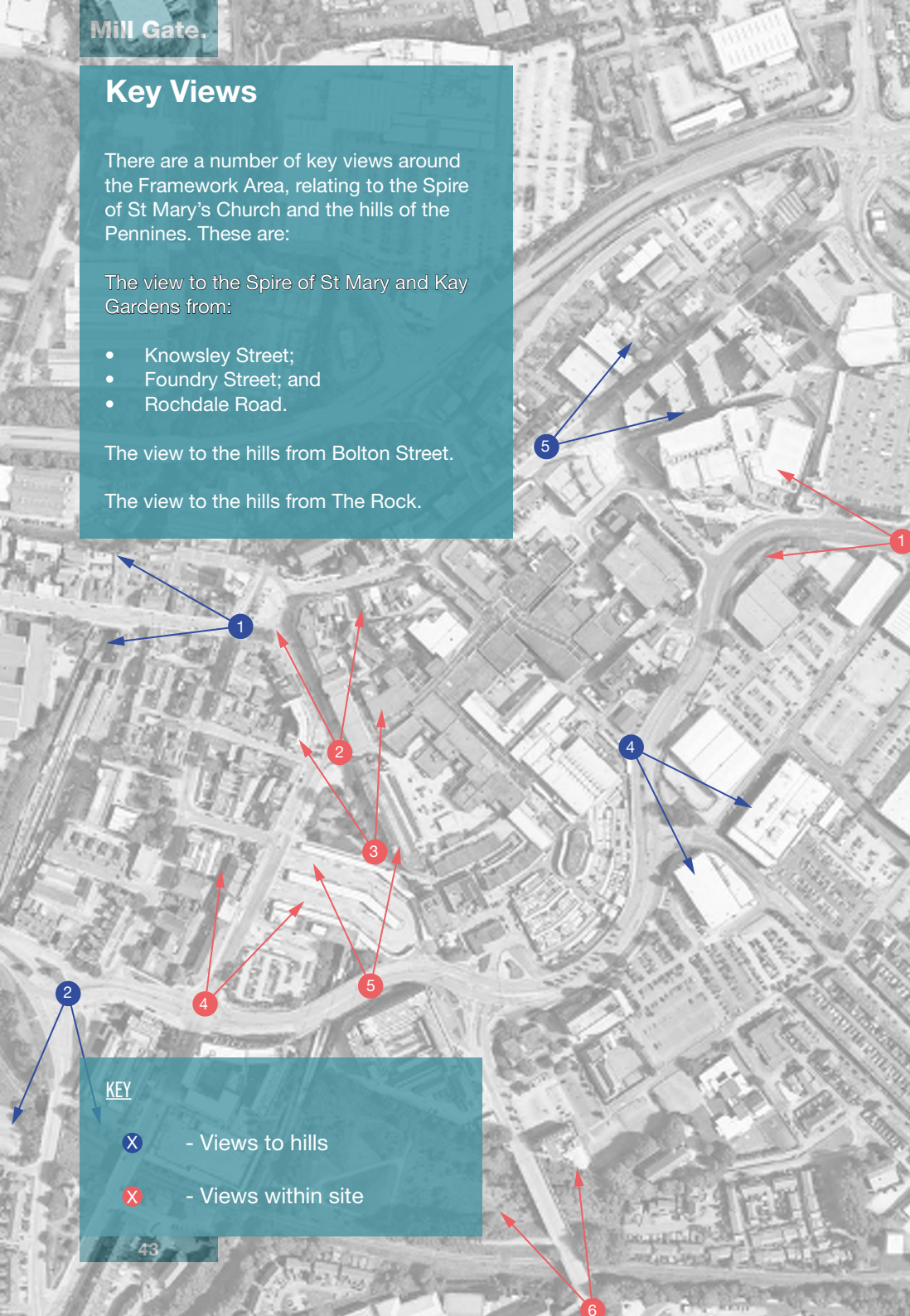
There are a number of key views around the Framework Area, relating to the Spire of St Mary's Church and the hills of the Pennines. These are:

The view to the Spire of St Mary and Kay Gardens from:

- Knowsley Street;
- Foundry Street; and
- Rochdale Road.

The view to the hills from Bolton Street.

The view to the hills from The Rock.



3.4

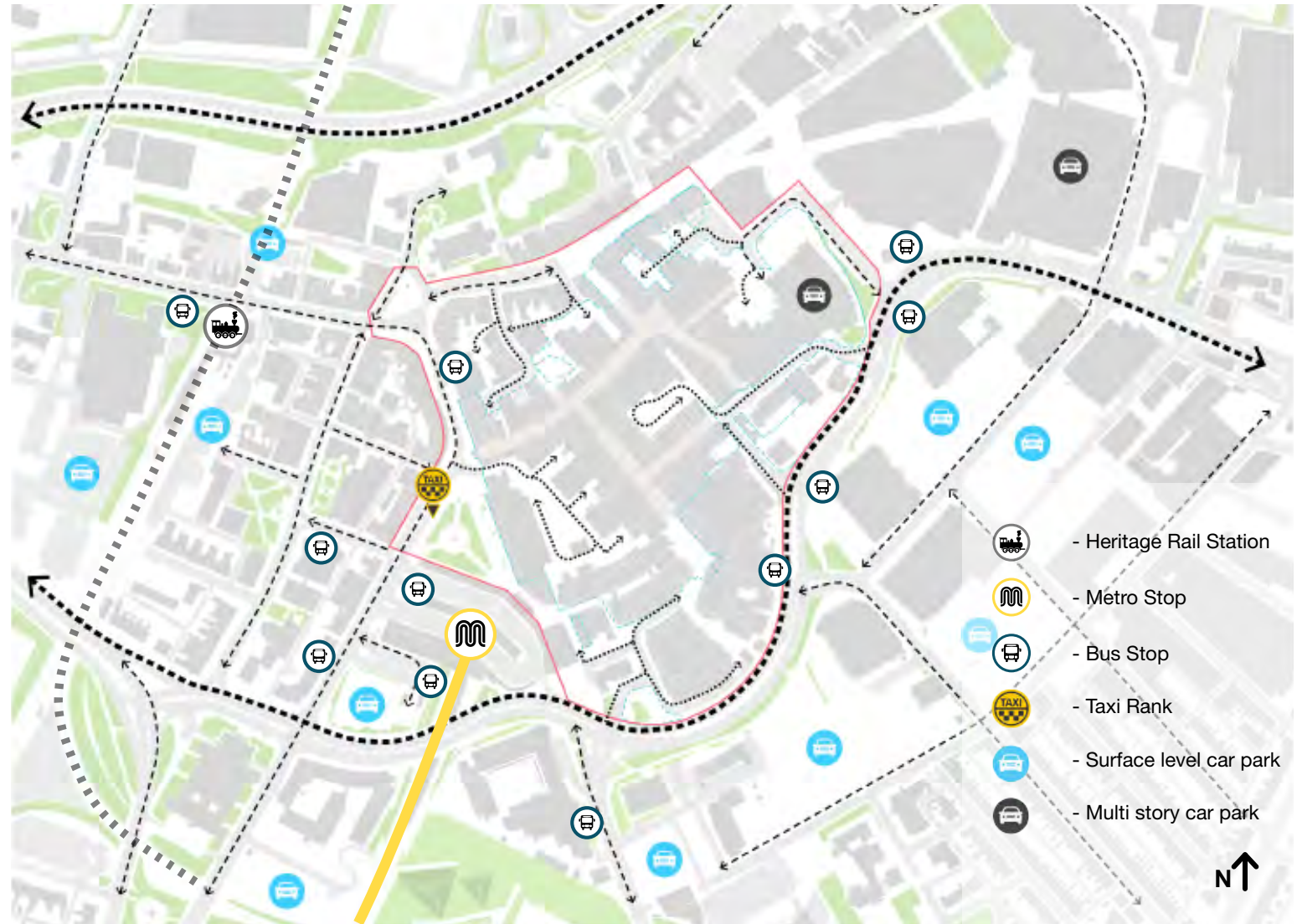
Connectivity + Public Realm



Existing Connectivity - The Framework Area benefits from excellent bus and Metrolink transport links. To the south-west of the Framework Area is Bury Interchange, an integrated bus and Metrolink transport hub. Additional bus stops to serve the Framework Area exist on Heymarket Street, the A58 and Bolton Street.

Vehicular Access - The Framework Area benefits from good vehicular access around the Mill Gate centre, with access to the multistorey car park from the A58. There are also surface level car parks south of the A58, which serve the Mill Gate shopping centre and Bury Market.

Taxi Ranks - Taxi ranks provide an invaluable function for those wanting to visit the town centre who may not be able to drive, or indeed afford a car; which is especially pertinent considering the demographic of visitors to the Framework Area (particularly the Mill Gate and Bury Market).



Service Yards

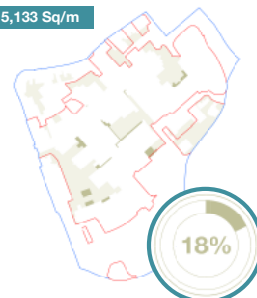
The Mill Gate is dominated by service yards, making up in the region of 18% of the site area. Some of these are very large designed to accommodate a higher frequency and demand by tenants on vehicle type that does not match modern retailer requirements.

The Mill Gate includes an over-concentration of service yards and areas which detract from the quality of the environment. The extent of service areas impacts connectivity throughout the Mill Gate and hinders wayfinding and legibility.

The Market is served by the entrance to Market Parade from Angouleme Way and is a key asset to ensure deliveries are not impacted by any redevelopment works. The 1960's Market Hall houses a large basement that is accessed via lift, one to the north as indicated on the plan, and the other within the market hall aligned to Market Parade access.

Existing Vehicle Service Zones


15,133 Sq/m




Key

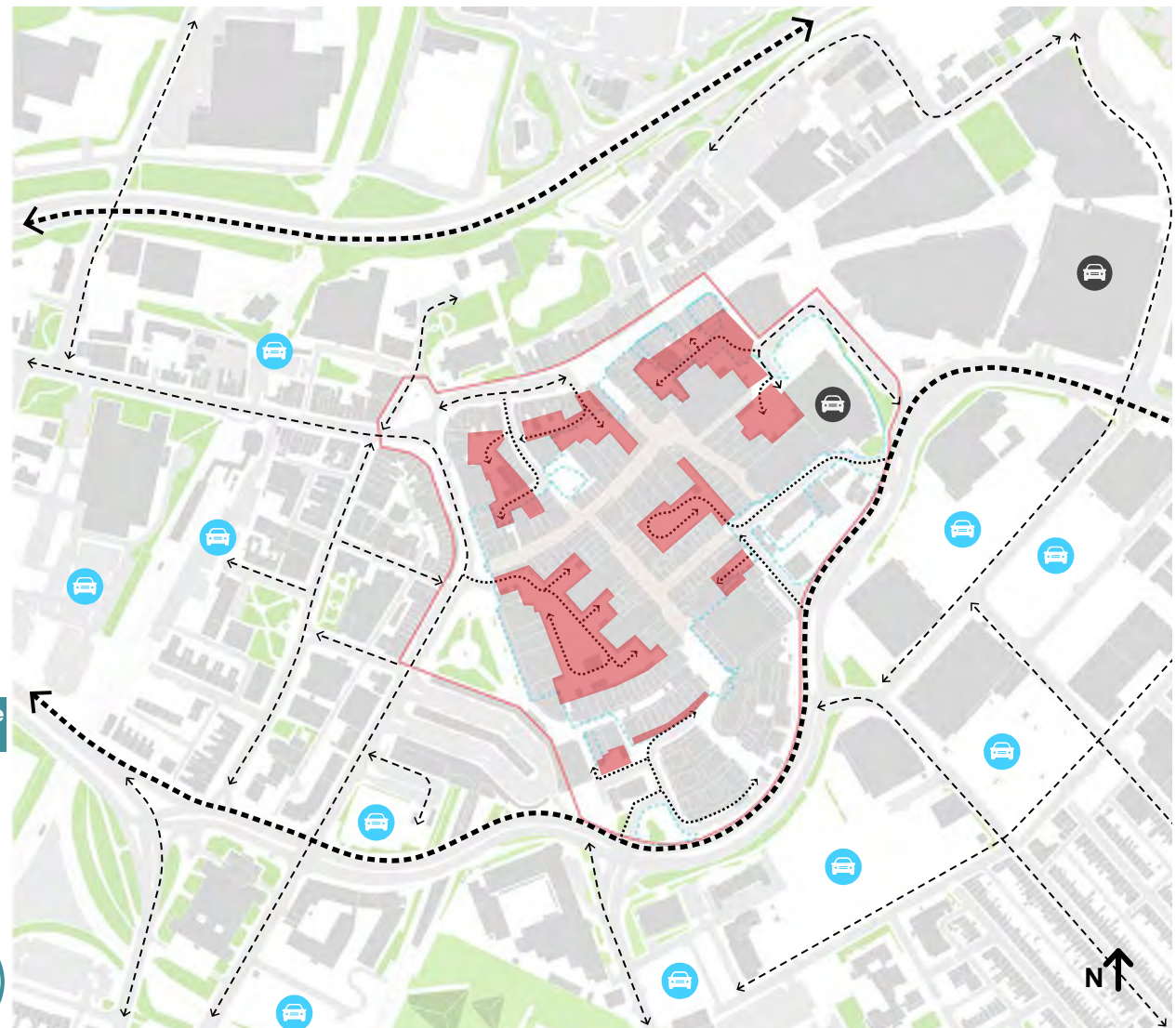
----- - Service Vehicle Movement

■ - Service Yard

 - MSCP

 - Surface carpark

— — - Primary Vehicle Movement



Service Movement and Parking Plan

Pedestrian Permeability

Pedestrian permeability through the Framework Area is poor. Multiple entrances and exits into similarly looking arcades results in poor orientation for visitors who are not familiar with the shopping centre.

Cyclists and dog walkers cannot enter the Mill Gate, therefore for these visitors the Framework Area presents a significant barrier to movement through the town centre.

Cycle Infrastructure

There is no dedicated cycle infrastructure around the Framework Area. Market and Heymarket Streets do not have separate cycle and pedestrian paths, resulting in a mix of users on the footpaths.

Whilst the Rock, to the north of the Framework Area, is largely pedestrianised, there is currently no separation for pedestrians and cyclists. The public realm is also used by servicing vehicles for the Mill Gate, resulting in an unpleasant visitor experience.

The Mill Gate does not permit bicycles within the shopping centre, further restricting the cycling accessibility and permeability through the

Framework Area. There is, however, a dedicated cycle parking hub at the Interchange, containing 39 secure cycle spaces.

Opening Hours

The Framework Area makes up a significant proportion of Bury Town Centre, particularly the Mill Gate and Market. However, these locations are constrained by relatively old-fashioned opening hours.

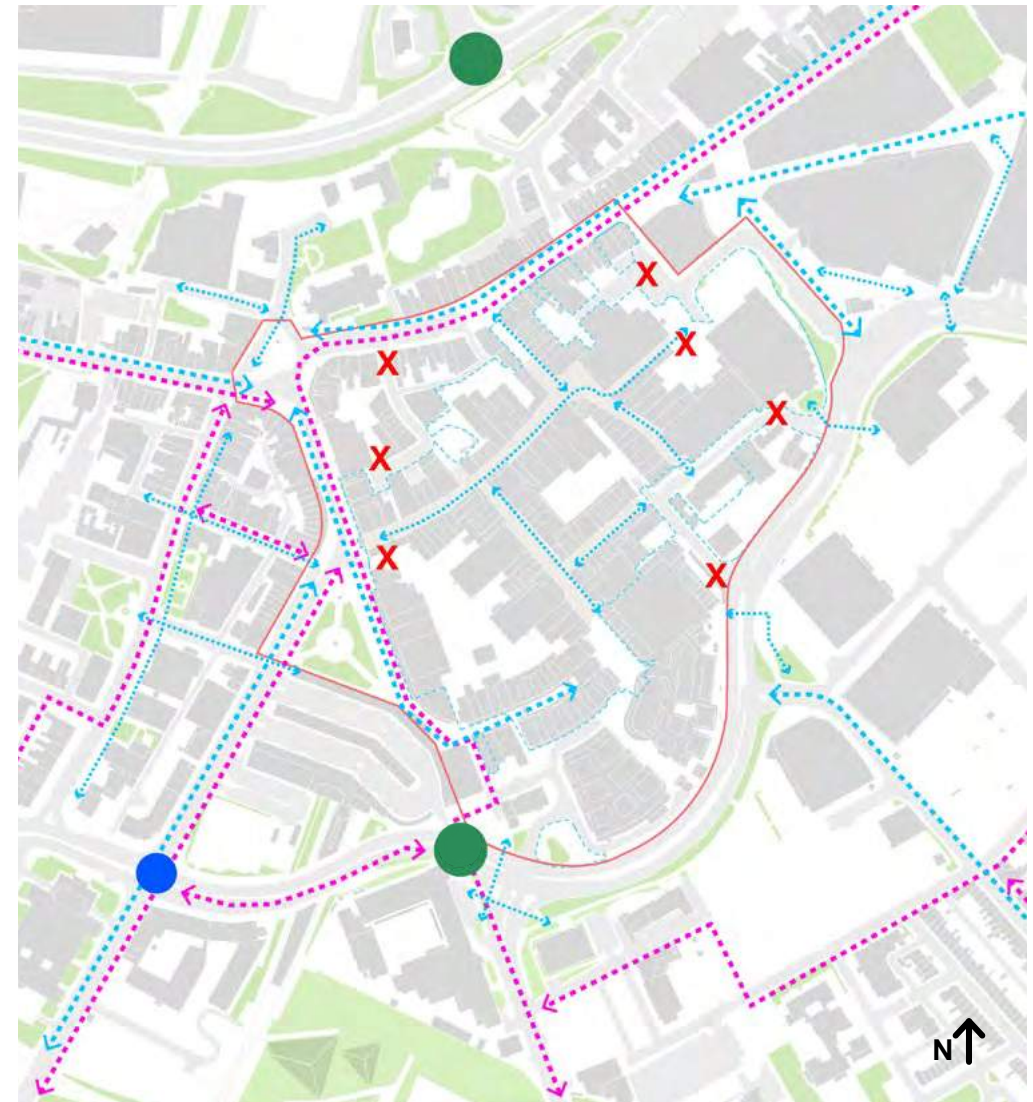
The Mill Gate is open between 09:00 and 17:30, which limits the leisure and food & beverage offerings which can be operated successfully within those fixed parameters. This opening time is shortened by a further hour on Sundays and Bank Holidays.

The Bury Market Hall is open for a similar length of time; between 09:00 and 17:00 on Monday to Saturday. The open-air market, which operates on Wednesday, Friday and Saturday, operates the same hours. All functions in the Market are closed on the Sunday.

These opening hours constrict the proportion of the town centre which can be visited following 17:00, and results in large portions of the town centre being impassable in the early mornings and evenings.

Key

- - Opportunity to improve junction
- - Plans to improve junction
- X - Weak Entrance to Mill Gate
- - Pedestrian Route
- - Future Bee Way Route



Key



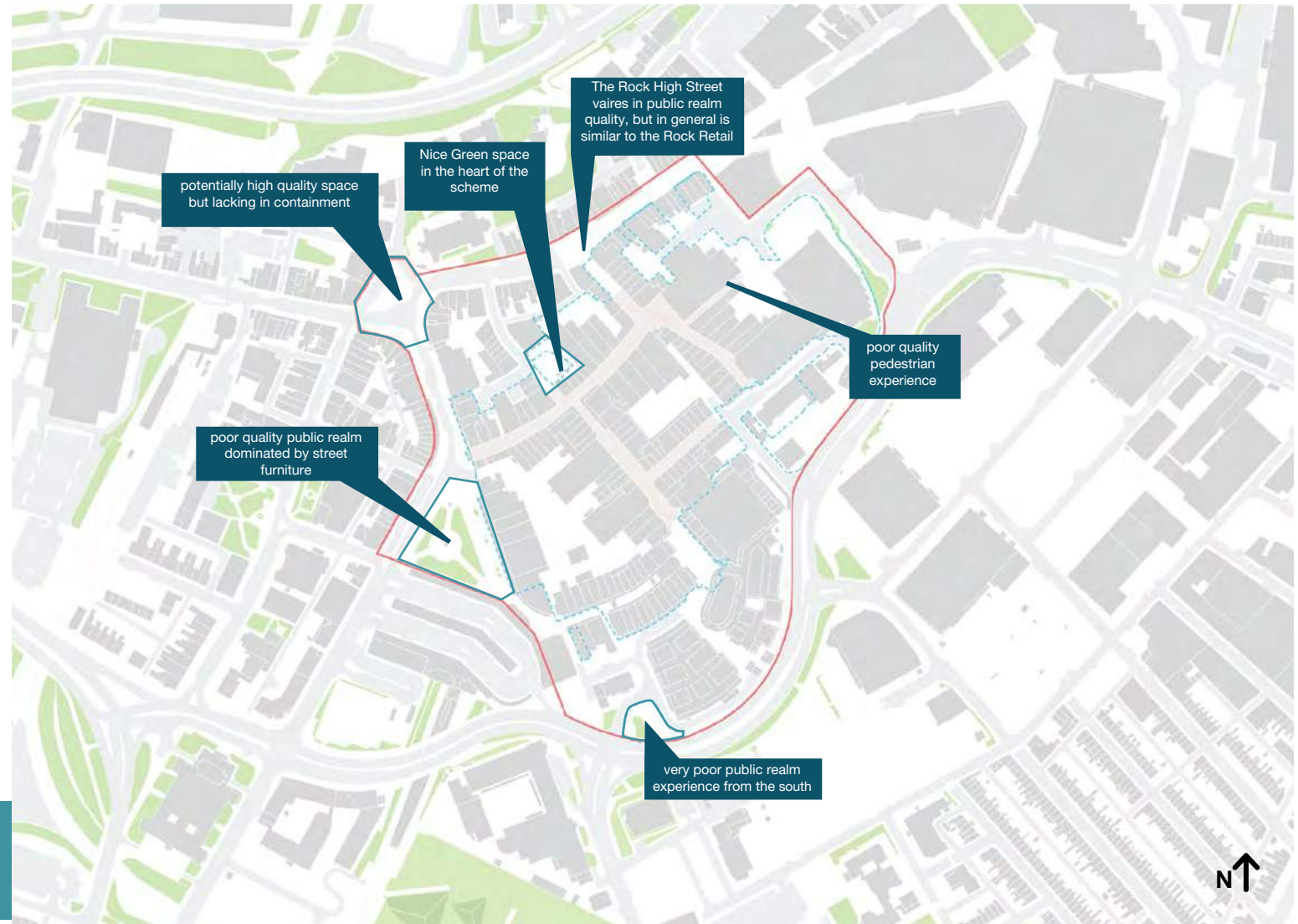
- Key Public Space

Public Realm

To date, the Framework Area has limited high-quality public realm.

- **Kay Gardens**, to the west of the Mill Gate centre, features an over-provision of seat furniture and highway infrastructure with limited shelter for visitors. In its current configuration, the space lacks animation and is not regularly used. Antisocial behaviour is common in Kay Gardens.
- **Lions Gardens** is a small area of public realm in the north-west of the Mill Gate, however this comprises only of two low-quality trees and two benches on a hard landscaped platform, and is adjacent to a servicing yard and high walls containing plant machinery.
- **The Rock**, to the north east of the Framework Area, is pedestrianised and features a consistent architectural design with the Rock High Street, however this area is intercepted by vehicular access to the Mill Gate multistorey car park and does not permit access around the south-eastern perimeter of the Framework Area.

Overall, the public realm around the Framework Area results in a poor quality pedestrian experience.



Site Opportunities

3.5



The following opportunities have been identified:

- Enhance link to The Rock and pedestrian experience.
- Address the overprovision of retail space, and introverted nature to connect with the wider streets.
- Reduce the extent of service delivery yards
- Enhance the unique Mill Gate identity with links to Bury landmarks.
- Diversify retail and small provision of leisure.
- Create unique interface with the 'creative quarter' and independent market traders.
- Create a link to the college and education.
- Reduce the dominance of highways infrastructure to Kay Gardens and town centre.
- Enhanced connections across Angouleme Way.
- Enhance connections to wider communities drawing them into the centre.
- Address the poor arrival experience from the Interchange into the town centre.
- Diversify the evening and night-time economy – bringing in family orientated experiences.
- Address the dominance of hard public realm and lack of provision of open space to encourage people to dwell.

