

Town Centres

- Introduction
- Specific Town Centre Wide policies
- Bury Town Centre
- Ramsbottom Town Centre
- Radcliffe Town Centre
- Prestwich Town Centre

INTRODUCTION

The purpose of this section of the Plan is to set out the policies and proposals which relate to the Borough's four town centres of Bury, Ramsbottom, Radcliffe and Prestwich. Many of the policies and proposals put forward for the centres are drawn from the previous "topic-based" sections of the Plan. However, the opportunity has been taken in this section to incorporate these policies and proposals into an "area-based" approach with the introduction of "area policies".

Each town centre has been divided into a number of small areas for which "area policies" have been formulated and these have been combined with more detailed policies and proposals from other sections of the Plan as applicable. The result is that for the complex, inter-related land use patterns which exist in the Borough's town centres, there will be a comprehensive framework to guide and control future development in an effective way.

The Changing Role of Town Centres

The Borough's town centres are considered to be of vital importance to the well-being of the Borough as a whole. Not only do the Borough's town centres act as a focal point for economic, social and cultural activities, they also make a major contribution to the image people have of the Borough through their character and appearance. Over recent years, however, the Council has become increasingly aware of the need to take action to overcome a number of problems and deficiencies which are having an adverse effect on the performance of the Borough's town centres. Many of these problems and deficiencies can be seen to stem from the changing roles now affecting all town centres.

Traditionally, town centres have served a discrete catchment population held captive by accessibility constraints, particularly in relation to public transport routes. For most people there was neither the means nor the inclination to travel further afield.

Today, however, increased mobility and awareness, together with new trends in the development of edge-of-town and/or out-of-town facilities, means that town centres are facing increasing competition. The flexibility and mobility provided by the private car, together with people's increased affluence and leisure time, mean that people can now exercise a far higher degree of choice in terms of which town centres they visit and to what degree they make use of out-of-centre facilities.

Faced with increasing competition, town centres are having to employ all the means at their disposal to attract investment and provide modern facilities. The Borough's town centres have found it particularly difficult to compete with many of the larger centres to be found in neighbouring districts. The result has been a failure to attract sufficient investment for the improvement and expansion of retailing, the creation of new and more diverse employment opportunities and the provision of other new facilities. By concentrating on town centres in the UDP, it is intended to halt, and hopefully reverse, some of the past trends and set a framework which will provide opportunities for revitalisation, expansion and improvement.

Town Centres

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The UDP and Town Centres

The UDP is seen to offer a unique opportunity to develop a Borough-wide planning framework capable of drawing attention to, and tackling, many of the problems affecting the Borough's town centres. The intention is to provide a comprehensive range of policies and proposals which will give employers, retailers, investors and developers the confidence and certainty they require to pursue long term planning and investment programmes.

In matters relating to land use issues, which are primarily the areas where the UDP can make a contribution, the Council is keen to demonstrate its confidence in the Borough's town centres and its commitment to achieving a sustainable environment. Steps are being taken, through the UDP, to identify a wide range of development opportunities for improved retailing and employment provision; measures have been incorporated to protect vital elements, such as prime shopping frontages and the appearance and quality of new development; environmental improvement priorities have been identified and the need to make town centres safer, healthier and more user friendly will be given priority consideration.

STRATEGY, OBJECTIVES AND TARGETS Strategy

Strategy

The well-being of the Borough's town centres is considered to be central to the overall strategy of the UDP. Themes which run through the UDP, such as achieving a sustainable environment, encouraging urban regeneration and concentrating development within the urban area, will have a much better chance of achieving success if they are complemented by increasingly attractive town centres.

Improvement and development of the Borough's town centres is, therefore, seen as one of the main objectives of the UDP strategy. Enhancing shopping provision is seen to be a key element in this strategy, particularly in Bury Town Centre, which is currently facing fierce competition and experiencing substantial expenditure leakage to centres in neighbouring districts. However, it will be the combination of initiatives, and not just shopping improvements, which will have the greatest impact.

In Bury Town Centre the challenge will be to build on recent investments, such as the refurbishment of the Mill Gate shopping centre and the introduction of Metrolink, by attracting further investment in retailing, office and service employment, tourism, hotel and conference facilities, and arts and cultural facilities, together with promoting environmental improvements and traffic management.

Elsewhere, in the Borough's smaller town centres, the strategy will be to promote regeneration and encourage development in order to improve attractiveness and vitality.

In Ramsbottom, the emphasis will be on continuing recent initiatives associated with tourism and retailing provision, with special attention being directed towards preserving and enhancing the heritage value and environmental quality of the centre and its buildings.

In Radcliffe, the recent construction of Pilkington Way, the town centre by-pass, is seen to provide the key to major environmental enhancement in the central shopping area associated with pedestrianisation and traffic management. These improvements will, in turn, it is intended, open up opportunities for improved retailing provision and other town centre related developments. Further improvements in Radcliffe will also be promoted through the Radcliffe Renewal initiative.

Finally, in Prestwich it is recognised that the centre suffers from its split linear layout and the adverse effects of the heavy traffic volumes which use the A56 as it passes through the centre. However, whilst improvements will be encouraged in Prestwich, for example, through schemes like the proposed refurbishment of the Longfield Centre and the designation of the St. Mary's Park Conservation Area, it is considered that the scope to overcome problems associated with the A56 will remain limited, at least during the period of the Plan.

To summarise, therefore, the overall aims for the Borough's town centres can be described as follows:-

- To expand and diversify the retailing and economic base of the Borough's town centres to enable them to compete more effectively.
- To bring about environmental and traffic management improvements in order to make centres more attractive, user-friendly and accessible.
- To encourage the improved provision of facilities to develop the role of town centres as focal points for local community and visitor needs.

Objectives and Targets

To achieve the broad aims for town centres set out in the Strategy, a number of more detailed objectives and targets have been identified below. Each of these objectives is listed, followed by the relevant targets. It should be noted that some of the targets may relate to more than one objective and where this occurs the target has been listed with what is felt to be the most appropriate objective.

Objective 1: To protect, maintain and improve the town centres of Bury, Ramsbottom, Radcliffe and Prestwich.

- Improving the attractiveness of town centres by conserving and enhancing their character.
- Providing flexible, but clear, land use guidance.
- Guiding and directing investment and development interest and activity.
- Improving and extending facilities, and access to facilities, for the disabled and mobility impaired.
- Promoting measures to assist crime prevention.

Objective 2: To enhance and develop town centres as the principal focal points for new cultural, leisure, business, professional services, residential, commercial and retailing development.

- The identification and promotion of development opportunities in and around town centres.
- Maintaining and whenever possible increasing job opportunities.
- Improving existing commercial/office areas and by encouraging new office development.

Objective 3: To resist inappropriate out-of-centre developments which would have a detrimental effect on the vitality and viability of the Borough's town centres.

- Encouraging a diverse range of complementary town centre uses.
- Providing opportunities for the introduction of new and improved visitor and resident attractions.
- Identifying town centre or edge-of-centre development/redevelopment sites.

Objective 4: To consolidate and enhance the role of Bury Town Centre as a sub-regional shopping centre and as the Borough's main administrative, employment and commercial centre.

- Diversifying the local economy by encouraging new office and commercial uses.
- Encouraging additional comparison shopping facilities.
- Promoting improvements to the environment of the centre.

POLICIES AND PROPOSALS

This section differs from preceding sections in that as well as containing the appropriate general land use policies, or Part I policies and relevant Part II policies, it also contains an area based approach giving guidance on preferred land uses within a particular area. The Council considers that this approach is best able to deal with the complex and competing land use pressures experienced within town centres.

The inclusion of an area based approach means that policies and proposals for town centres are arranged as follows:-

- Specific town centre wide policies, Part I and Part II.
- Reference to relevant Part I and Part II policies and proposals from other sections of the Plan.
- General area policies for sectors identified within each town centre.
- Reference to individual site allocations from various sections of the Plan, including, where applicable, references to Opportunity Sites.
- Specific town centre wide policies

TC1 - TOWN CENTRES

The Council will seek to protect, maintain and improve the town centres of Bury, Ramsbottom, Radcliffe and Prestwich.

Justification

The Council has identified the four main centres of Bury, Ramsbottom, Radcliffe and Prestwich as areas which need special attention, firstly, to affirm their roles as important commercial, retail and social activity centres, secondly, to encourage the provision of appropriate new facilities and, thirdly, to improve the quality of the local environment.

TC1/1 - Open Space in Town Centres

Within the Town Centres the Council will protect identified areas of open space which provide:

- **an important element in civic design;**
- **valuable visual amenity;**
- **important outlets for recreation;**
- **valuable wildlife habitats; or**
- **act as buffers between incompatible uses or provide links between other open land areas.**

Justification

Areas of open space in town centres are considered to be particularly vulnerable to pressures for development, due to the inherent complex and competing land use demands to be found in town centres. For this reason, open spaces which accord with this policy have been identified on the Town

Centre Inset Maps to give them greater protection from development. By identifying such sites it is intended to help balance and guide competing town centre land uses, in the interests of the community. However, in addition to the identified areas, there are smaller incidental open spaces. These areas, which include grass verges and other soft spaces around and between buildings, are not considered appropriate for identification under the terms of this policy. In the majority of cases, these small incidental sites will be protected in accordance with the intentions of Open Land Policy OL3/1.

Open spaces in the town centres, which are considered to fall within the scope of this Policy, will generally be protected against development unless adequate compensatory provision is made or other significant benefits are derived from any specific development proposal.

TC1/2 - Pedestrian/Vehicular Conflict in Town Centres

The Council will undertake appropriate schemes to reduce the conflict between pedestrians and vehicles in the Borough's Town Centres. In particular, the following locations have been identified for the type of action indicated:

TC1/2/1 - Bolton Street/Market Place/The Rock/Market Street/Broad Street/Silver Street, Bury.
Proposed traffic management/calming measures.

TC1/2/2 - Angouleme Way Between Rochdale Road and Spring Street, Bury.
Review of pedestrian crossing facilities.

TC1/2/3 - Dale Street/Deansgate/Church Street West/Blackburn Street, Radcliffe.
Proposed traffic management/calming measures.

TC1/2/4 - Blackburn Street Between Dale Street and Church Street West, Radcliffe.
Proposed pedestrianisation.

Justification

Pedestrians are amongst the most vulnerable section of the community in terms of road traffic accidents and conflict between pedestrians and vehicles is probably at its greatest in town centres. There are many points of conflict within the Borough's town centres and various locations will come forward for consideration during the Plan period. However, the locations identified in this section of the UDP merit early consideration if the pedestrian environment is to be improved. The details of the measures considered appropriate will need to be determined in the light of the local circumstances in each case.

TC2 - TOWN CENTRE ENHANCEMENT AND DEVELOPMENT

The Borough's town centres will be encouraged to develop as the principal focal points for cultural, leisure, business, professional services, commercial and retailing activities. Development proposals which would have a detrimental effect on the vitality and viability of these centres will not be permitted.

Justification

The Borough's town centres play a fundamental role in providing for the employment, leisure, shopping, personal and professional service requirements of Bury's residents, businesses and visitors. These centres are well placed by virtue of their access, existing facilities and attractiveness to investment to retain this role. However, if they are to retain and hopefully expand this role, then their development needs to strike a balance between securing sufficient investment to maintain their vitality and viability, whilst at the same time restricting development which would impair their attractiveness.

TC2/1 - Upper Floors

Within the town centres the Council will support proposals which bring underused and vacant space on upper floors of premises into beneficial use.

Justification

There is particular concern over the amount of underused and vacant space on upper floors of premises, which represents a waste of a valuable resource and the under-utilisation of space. Many floors above shops and other commercial properties are used for storage or left partially or completely empty, which generally leads to poor standards of maintenance and visual appearance. Other premises have vacant and obsolete office space which is difficult to let because of poor accommodation.

The Council is keen to encourage a range of uses, such as offices and living accommodation, within upper floors which will contribute to the overall vitality of town centres and help to retain and improve their liveliness and attractiveness. Utilisation of this type of accommodation will also result in proper maintenance and repair of the building fabric, which is particularly important in conservation areas and for individual listed buildings.

It is important that the full and efficient use of upper floors is not prevented by developments at lower levels, which could potentially limit or remove independent access. In determining applications for the change of use of upper floors the Council will have regard to; the individual merits of specific proposals; the need to service shops and to provide a high degree of security; and to other normal development control considerations, such as effects on amenity, noise etc.

TC2/2 - Mixed Use Development

The Council will encourage and support compatible mixed use development within the town centres.

Justification

This policy recognises that town centres are made up of a mixture and variety of uses. These different uses interact with, and support one another, and help to enrich the atmosphere and well-being of the area. The vitality and viability of the Borough's town centres could, therefore, be greatly enhanced by encouraging variety and diversity in development proposals.

Situations where mixtures of new activities can add to the attractions of a centre are many and varied. For example, in the main shopping areas of town centres, retail activities could be complemented by the addition of other uses which can serve and attract more shoppers, workers and other visitors. Cafes, public houses, entertainment, leisure, incidental open space and cultural facilities, are all obvious examples of complementary uses.

This policy, however, is not intended to permit or encourage the introduction of incompatible uses within town centres and attention will be paid towards ensuring that incompatible uses are kept apart. Mixed use development proposals which attempt to combine incompatible uses or detract from the primary use of an area within a town centre will not normally be permitted. Any schemes which are permitted must demonstrate that they satisfactorily accord with other policies and proposals of the Plan.

TC2/3 - Vacant and Cleared Sites

The Council is concerned that vacant and cleared sites should not detract from the overall appearance of the town centres. Where it appears that sites may remain undeveloped for some time, the Council will support proposals for their temporary use or improvement prior to their long term redevelopment.

Justification

There is particular concern that cleared land can remain unused and vacant for some time. Such sites can often have an adverse affect on the environment until they are developed for a permanent use and, therefore, it is considered important to seek temporary uses to improve their appearance. Cleared land awaiting redevelopment will generally be acceptable, in principle, for temporary uses including car parking subject to satisfactory boundary treatment, landscaping and access. The Council will also encourage the provision of temporary landscaping on cleared and vacant land.

TC3 - BURY TOWN CENTRE

The Council will be particularly concerned to bring forward, promote and support proposals to expand and enhance Bury Town Centre, in order to maintain its role as an important centre of sub-regional significance.

Justification

This policy sets out the Council's commitment to expand and enhance a wide range of activities within Bury Town Centre. As well as helping to consolidate its position as the Borough's principal town centre, this approach will also strengthen the centre's position and competitiveness in relation to other important sub-regional centres. This approach also takes into account Government guidance which encourages Local Authorities, through their development plans, to identify opportunities for retail and other development which could contribute to the modernisation or refurbishment of town centres.

OTHER POLICIES AFFECTING TOWN CENTRES

In addition to the specific town centre policies identified above, there are a number of additional policies from other sections of the Plan, listed below, which equally apply to town centres in providing general planning guidance for development proposals. These will need to be referred to, where appropriate, when assessing individual proposals.

Section 4 - Economy

Part I Policies

- EC1 - Employment Land Provision.
- EC2 - Existing Industrial Areas and Premises.
- EC3 - Improvement of Older Industrial Areas and Premises.
- EC4 - Small and Growing Businesses.
- EC5 - Offices.
- EC6 - New Business, Industrial and Commercial Development.

Part II Policies

- EC1/1 - Land for Business (B1), General Industrial (B2) and Warehousing Uses (B8).
- EC1/2 - Land Suitable for Business (B1), and Office Use.
- EC1/3 - Land Suitable for Business (B1), Office and Hotel/Conference Facility Uses.
- EC2/2 - Employment Land and Premises Outside the Employment Generating Areas.
- EC3/1 - Measures to Improve Industrial Areas.
- EC4/1 - Small Businesses.
- EC5/1 - Office Development in Bury Town Centre.
- EC5/2 - Other Centres and Preferred Office Locations.
- EC6/1 - Assessing New Business, Industrial and Commercial Development.
- EC6/2 - Hazardous Installations.

Section 5 - Housing

Part I Policies

- H1 - Housing Land Provision.
- H2 - Housing Environment and Design.
- H3 - Incompatible Uses in Residential Areas.
- H4 - Housing Need.
- H5 - Housing Improvement.

Part II Policies

- H1/1 - Housing Land Allocations.
- H1/2 - Further Housing Development.
- H1/3 - Provision for Gypsies and Travellers.
- H2/1 - The Form of New Residential Development.
- H2/2 - The Layout of New Residential Development.
- H2/3 - Extensions and Alterations.
- H2/4 - Conversions.
- H2/5 - Conversion of Residential Property to Hotels and Guest Houses.
- H2/6 - Garden and Backland Development.
- H3/1 - Assessing Non-Conforming Uses.
- H3/2 - Existing Incompatible Uses.
- H4/1 - Affordable Housing.
- H4/2 - Special Needs Housing.
- H5/1 - Area Improvement.

Section 6 - Environment

Part I Policies

- EN1 - Built Environment.
- EN2 - Conservation and Listed Buildings.
- EN3 - Archaeology.
- EN4 - Energy Conservation.
- EN5 - Flood Protection and Defence.
- EN6 - Conservation of the Natural Environment.
- EN7 - Pollution Control.
- EN8 - Woodland and Trees.
- EN9 - Landscape.
- EN10 - Environmental Improvement.

Part II Policies

- EN1/1 - Visual Amenity.
- EN1/2 - Townscape and Built Design.
- EN1/3 - Landscaping Provision.
- EN1/4 - Street Furniture.
- EN1/5 - Crime Prevention.
- EN1/6 - Public Art.
- EN1/7 - Throughroutes and Gateways.
- EN1/8 - Shop Fronts.
- EN1/9 - Advertisements.
- EN1/10 - Telecommunications.
- EN1/11 - Public Utility Infrastructure.
- EN2/1 - Character of Conservation Areas.
- EN2/2 - Conservation Area Control.
- EN2/3 - Listed Buildings
- EN3/1 - Impact of Development on Archaeological Sites.

- EN3/2 - Development Affecting Archaeological Sites.
- EN3/3 - Ancient Monuments.
- EN4/1 - Renewable Energy.
- EN4/2 - Energy Efficiency.
- EN5/1 - New Development and Flood Risk.
- EN6/3 - Features of Ecological Value.
- EN6/4 - Wildlife Links and Corridors.
- EN7/1 - Atmospheric Pollution.
- EN7/2 - Noise Pollution.
- EN7/3 - Water Pollution.
- EN7/4 - Groundwater Protection.
- EN7/5 - Waste Water Management.
- EN8/1 - Tree Preservation Orders.
- EN8/3 - Red Rose Forest.
- EN10/1 - Derelict Land.
- EN10/2 - Riverside and Canalside Improvement in Urban Areas.

Section 7 - Open Land

Part I Policies

- OL3 - Urban Open Space.
- OL5 - River Valleys.

Part II Policies

- OL3/1 - Protection of Urban Open Space.
- OL5/1 - Designation of River Valleys.
- OL5/3 - Riverside and Canalside Development in Urban Areas.

Section 8 - Recreation And Tourism

Part I Policies

- RT1 - Existing Provision for Recreation in the Urban Area.
- RT2 - New Provision for Recreation in the Urban Area.
- RT3 - Recreation in the Countryside.
- RT4 - Tourism.

Part II Policies

- RT1/1 - Protection of Recreation Provision in the Urban Area.
- RT1/2 - Improvement of Recreation Facilities.
- RT2/1 - Provision of New Recreation Sites.
- RT2/2 - Recreation Provision in New Housing Development.
- RT2/3 - Education Recreation Facilities.
- RT2/4 - Dual-Use of Education Facilities.
- RT3/4 - Recreational Routes.
- RT4/1 - Tourism Development.
- RT4/2 - Safeguarding Tourism Assets.
- RT4/3 - Visitor Accommodation.
- RT4/4 - Tourism Support Facilities
- RT4/5 - Special Tourism and Leisure Provision.
- RT4/6 - East Lancashire Railway.

Section 9 - Shopping

Part I Policies

- S1 - Existing Shopping Centres.
- S2 - Control of New Retail and Non-Retail Development.
- S3 - New Retail Development and Environmental Improvements.
- S4 - New Retail Development Outside Town and District Centres.

Part II Policies

- S1/1 - Shopping in Bury Town Centre.
- S1/2 - Shopping in Other Town Centres.
- S2/1 - All New Retail Proposals: Assessment Criteria.
- S2/2 - Prime Shopping Areas and Frontages.
- S2/3 - Secondary Shopping Areas and Frontages.
- S2/4 - Control of Non-Retail Uses in All Other Areas.
- S2/5 - New Local Shopping Provision Outside Recognised Shopping Centres
- S2/6 - Food and Drink.
- S2/7 - Amusement Centres and Arcades.
- S3/1 - New Retail Development Opportunities Within or Adjoining Town Centres.
- S3/3 - Improvement and Enhancement (All Centres).
- S3/4 - Markets.
- S4/1 - Retail Development Outside Town and District Centres.
- S4/2 - Assessing Out-of-Centre Retail Development.
- S4/3 - Nurseries, Farm Shops and Garden Centres.
- S4/4 - Car Showrooms, Car Sales Areas and Petrol Filling Stations.

Section 10 - Highways And Transportation

Part I Policies

- HT1 - A Balanced Transportation Strategy.
- HT2 - Highway Network.
- HT3 - Public Transport.
- HT4 - New Development.
- HT5 - Accessibility for Those with Special Needs.
- HT6 - Pedestrians and Cyclists.
- HT7 - Freight.

Part II Policies

- HT2/1 - The Strategic Route Network.
- HT2/2 - Improvements to the Strategic Route Network.
- HT2/3 - Improvements to Other Roads.
- HT2/4 - Car Parking and New Development.
- HT2/5 - Public Car Parks.
- HT2/6 - Replacement Car Parking.
- HT2/7 - Lorry Parking.
- HT2/8 - Taxi and Private Hire Businesses.
- HT3/1 - Schemes to Assist Bus Movement.
- HT3/2 - Bus Services.
- HT3/4 - Schemes to Assist Metrolink.
- HT5/1 - Access for Those With Special Needs.
- HT6/1 - Pedestrian and Cyclist Movement.
- HT6/2 - Pedestrian/Vehicular Conflict.

- HT6/3 - Cycle Routes.
- HT7/1 - Freight Facilities.

Section 11 - Community Facilities

Part I Policies

- CF1 - Proposals for New and Improved Community Facilities.
- CF2 - Education Land and Buildings.
- CF3 - Social Services.
- CF4 - Healthcare Facilities.
- CF5 - Childcare Facilities.

Part II Policies

- CF1/1 - Location of New Community Facilities.
- CF2/1 - Bury College.
- CF3/1 - Residential Care Homes and Nursing Homes.
- CF5/1 - Childcare Facilities in New Developments.

Section 12 - Minerals and Waste

Note: There are no specific Minerals and Waste Policies and Proposals which directly affect Town Centres.

Bury Town Centre

Bury is the most important and largest town centre in the Borough and the one most likely to be equated with the vitality and image of the Borough as a whole. The centre performs a very important role in the life and economy of the Borough, and is the main centre for shopping, business, financial and other services, local government and other civic functions.

The Council recognises the importance of this role and is seeking, partly through the UDP, to maintain and enhance the centre so that new investment and further growth can be encouraged. As well as helping to stimulate further confidence in the surrounding area, the Council considers that this approach will assist in attracting a wider range of facilities for local people.

Various sections of the Plan have already demonstrated the potential that could be realised if a more proactive approach was to be adopted. This section on Bury Town Centre, however, serves to highlight how the various opportunities can be brought together in order to promote a co-ordinated approach towards the development, change and improvement of the centre. The underlying aim is to promote and improve all aspects of life and activity within the centre, and to encourage, enhance and expand facilities where this is of benefit to the local community, economy and environment. This approach will help to develop a prosperous and attractive town centre, which will give a positive impression to shoppers, visitors and other users.

In seeking to develop opportunities within Bury Town Centre, the Plan also aims to build upon Bury's character as an attractive, traditional town centre with a good balance between the provision of modern facilities and the conservation of its historic interest, while at the same time exploiting the centre's strengths and resolving identified weaknesses.

One of the Plan's major objectives identified for the town centre, is to expand and enhance overall shopping provision, particularly for durable goods. This will be done by identifying and generally supporting new retail development schemes and by protecting primary and secondary shopping areas. Bury has clearly fallen behind other competing centres which have been able to maintain growth by providing additional shopping floorspace and by improving and adding to the range of shopping facilities.

The "Study of Retail Provision within Bury" (Drivers Jonas, 1990), demonstrates that only Bury Town Centre stands a realistic chance of attracting back any significant amounts of comparison expenditure leakage and accommodating projected retail expenditure growth within the Borough. Clearly, as a bare minimum, Bury's existing market share should be maintained. However, the retail study suggests that there is substantial economic scope to provide additional comparison facilities of a scale that would increase Bury's attractiveness, market share and standing within the Greater Manchester shopping hierarchy. In addition, attempting to increase Bury's market share would further the aims of national and strategic policy guidance by enhancing the strength, diversity and vitality of the town centre, while at the same time contributing towards the overall goal of urban regeneration.

The diversification and expansion of the centre's employment base by capitalising on the public transport system, in particular Metrolink, and by exploiting potential growth sectors, is also seen to be a major objective of the Plan. As well as engaging in positive promotion of business, office and service employment opportunities, policies for the town centre also seek to consolidate and enhance existing employment locations. The Council considers that increased employment opportunities, both in terms of the number and type of jobs available within the centre, will also have a beneficial knock-on effect for other activities.

As well as seeking to encourage new development and create further job opportunities, the Council also recognises the role the Plan can have in terms of protecting and enhancing the overall quality of the centre's environment. The appearance and attractiveness of the centre is of primary importance,

and environmental and aesthetic improvements will be programmed so that residents, visitors, retailers and investors gain a positive impression of the town centre and the Borough as a whole.

Ease of access to and from the town centre, particularly on public transport, and improved accessibility within the centre, will also be encouraged through various policies of the Plan. Indeed, direct action will be taken with regard to problems associated with pedestrian/ vehicular conflict, servicing, safety, access for the mobility impaired and overall car parking provision, all of which will help to make the centre more user friendly.

In summary, therefore, the policies and proposals put forward for Bury Town Centre and the relevant policies and proposals in other sections of the Plan, are intended to address over the Plan period, the objectives and targets identified in the introduction to the Town Centres section of the Plan. On the basis of these objectives and targets, the following local priorities have been identified:

- diversification of the local economy;
- an increase in, and improvement of, the range and type of shopping facilities;
- the maintenance and improvement of the town centre's community, recreation and leisure facilities;
- encouragement of new tourism development;
- the protection and renewal of the town centre's residential communities;
- improved accessibility and safety;
- the protection and improvement of the environment.

By concentrating on the priorities identified above it is hoped to improve the vitality and viability of the centre, enabling the centre to compete more effectively with neighbouring town centres. The types of measures being put forward to address these broad priorities include; the identification of development opportunities as well as encouraging refurbishment and renewal; landscaping and conservation works, including riverside improvement and the protection of valuable open space areas; traffic management/calming measures; improved parking and accessibility; measures to encourage and support further tourism growth; and a more co-ordinated approach to overall management, which could involve the development of a Town Centre Strategy.

AREA POLICIES AND PROPOSALS

Area BY1 - Tentersfield/Millett Street/Tenterden Street

The Council will consider favourably proposals for business (B1), office, civic uses, car parking and residential development in the Tentersfield/Millett Street/Tenterden Street area of the Town Centre. The change of use from residential to other uses will not be permitted.

Justification

The Tentersfield area is an area of mixed land uses to the west of the town centre, which has witnessed considerable investment and redevelopment in recent years e.g. Bury Magistrates Court, Radcliffe Road Garage car showroom/garage on Bolton Street, Regency Chambers, Millett Street office developments, and sheltered housing off Fold Street.

The area forms one of the most important "Gateways" into the town centre and Bolton Street (Bury Bridge) and Jubilee Way carry all traffic approaching the town centre from the west. Although these traffic routes have been upgraded and rationalised, with the rebuilding of Bury Bridge, the free flow of traffic at peak periods continues to give cause for concern.

The Council's primary concerns in this area are that the major throughroutes be improved and landscaped, with areas adjoining the roads maintained to a high standard of amenity. The Council will welcome proposals for the area's enhancement or redevelopment which are in keeping with the above policy framework. In addition, proposals which will occupy prominent locations will be expected to reflect this in terms of the quality of the development. Opportunities for additional car parking

facilities will normally be looked upon favourably in order to alleviate a recognised shortfall for local residents, visitors and workers in the area.

The western boundary of this area is formed by the River Irwell. Development on Millett Street backs on to the river, effectively cutting the river off from public view and use. The eastern bank of the river is, as a consequence, overgrown and neglected. As a means of improving this land the Council will initially encourage the provision of access to the river as and when opportunities arise. Long term, it is hoped that a riverside walkway can be established.

In order to protect existing residential properties within the area the Council does not consider that any of these houses should be converted to office or business uses. Indeed, they should be maintained and improved for residential purposes.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - Bury Bridge, Bury.

Important throughroute and gateway, main river crossing into the Town Centre.

EN1/7 - Bolton Street, Bury.

Important gateway within the Town Centre.

EN1/7 - River Irwell.

Important throughroute.

EN6/4 - Land West of Millett Street, Bury.

Wildlife corridor.

EN10/2 & OL5/3 - Land West of Millett Street, Bury.

Riverside improvement and development.

HT2/2/2 - A58 (Bury Bridge), Bury.

Highway improvement.

TC1/1 - Bolton Street/Doctors Lane, Bury (0.25 ha.).

Protected open space.

TC1/1 - Jubilee Way/Bolton Street/Phoenix Street, Bury (0.46 ha.).

Protected open space.

TC1/1 - Fold Street (0.05 ha.).

Protected open space.

Area BY2 - Bridge Road/Buckley Wells

The Council will consider favourably proposals for the enhancement of the Bridge Road/Buckley Wells area of the town centre for education, residential, car parking and railway related uses. The change of use from residential to other uses will not be supported.

Justification

This is an extensive area to the south west of the town centre which may be divided into three distinct parts, namely:

Land to the west of the East Lancashire Railway.

This area is devoted exclusively to school use. The school buildings are in good condition and are well maintained. Playgrounds, tennis courts and sports pitches combine to set the school buildings within a large area of open space. The Girls Grammar School (east of Bridge Road) is a particularly fine, brick building. Educational uses in the area are well established and the Council will support and protect their continuance. The western boundary of the area is formed by the River Irwell. The Council is seeking to improve and enhance river frontages and as such, the Council will encourage the provision of access to the river. Long term, it is hoped that a riverside walkway can be established as development opportunities arise.

The East Lancashire Railway (ELR).

The track and engine sheds within this part of the town centre form an important part of current and proposed ELR operations, in particular, the proposed extension of the ELR via the Heywood Link (Recreation and Tourism Policy RT4/6/4). The Council fully supports the continued expansion of the ELR and recognises that the railway is a major visitor attraction for the Town Centre, which can draw additional attractions and facilities into the town centre.

Residential area south of Belle Vue Terrace.

This housing area consists of eight rows of well maintained terraced houses. Their condition is indicative of the popularity of the area with residents and their confidence in its future. In order to maintain the residential character of the area the Council does not consider that any of these houses should be converted to office or business uses.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - River Irwell.

Important throughroute.

EN6/4 - Land west of Bury Grammar School and ELR land.

Wildlife corridor.

EN10/2 & OL5/3 - Land Adjacent to the River Irwell/Bury Grammar School for Boys, Bury .

Riverside improvement and development.

RT4/6/4 - East Lancashire Railway, Bury.

Heywood Link Extension.

HT2/5/2 - Land at Belle Vue Terrace, Bury (0.53 ha.).

Car parking.

HT6/3/2 & RT3/4/2 - Former Bolton to Bury/Radcliffe.

Railway Line Potential cycle/recreational route.

TC1/1 - Former Railway Line, West of Bridge Road, Bury (1.08 ha.).

Protected open space.

TC1/1 - Land West of Jubilee Way/Manchester Road, Bury (0.20 ha.).

Protected open space.

TC1/1 - Land at the Junction of Manchester Road and Manchester Old Road, Bury (0.04 ha.).

Protected open space.

Area BY3 - Bolton Street/Market Place

The Council will encourage and consider favourably proposals for cultural, leisure and tourism, shopping, business (B1), office and car parking uses in the Bolton Street/Market Place area of the town centre.

Justification

This area lies at the heart of the town centre and contains some of the Borough's main cultural, financial and leisure facilities, together with important local car parking. The majority of this area also lies within the Bury Town Centre Conservation Area, which contains a number of late Georgian and Victorian buildings, some of which are listed buildings of architectural or historic interest.

The Council already recognises the potential of this area and the opportunities which can arise from the promotion and development of a cultural/tourism zone. Indeed, it is hoped that the Council can build upon a number of projects and initiatives which have already been successful, including, the East Lancashire Railway, which is now the biggest tourist attraction in the Borough; Castle Leisure Centre - the Borough's major indoor leisure facility; and the Derby Hall which includes the new centre for the performing arts and The Met cafe bar. A revitalisation scheme for the Bolton Street area also includes the excavation and permanent display of the remains of Bury Castle. In combination, these various projects and schemes are beginning to act as catalysts for a number of other sectors of the leisure and tourism market including speciality shopping, accommodation, transportation and catering facilities.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EC5/1/3 - Peel Way/Bolton Street, Bury (0.19 ha.).

Offices.

EC5/1/4 - Irwell Street, Bury (0.09 ha.).

Offices.

EN1/7 - Bolton Street, Bury.

Important gateway within the town centre.

EN1/7 - Bolton Street Station, Bolton Street, Bury.

Important gateway for visitors to the East Lancashire Railway.

EN3/3/3 - Bury Castle, Bury.

An identified scheduled ancient monument for preservation and enhancement.

EN6/4 - East Lancs Railway land.

Wildlife link.

S2/2 - Crompton Street, Bury.

Prime shopping frontages.

S2/3 - Market Street/Broad Street/Silver Street/Bolton Street, Bury.

Secondary shopping frontages.

HT2/5/1 - Land at Bolton Street/Irwell Street, Bury (0.22 ha.).

Car parking.

HT6/3/1 & RT3/4/1 - The Kirklees Valley, Bury.

Potential cycle/recreational route.

TC1/1 - Market Place, Bury (0.08 ha.).

Protected open space.

TC1/1 - Sparrow Park, Silver Street/Moss Street, Bury (0.10 ha.).

Protected open space.

TC1/1 - St Mary's Church Gardens, The Wylde, Bury (0.12 ha.).

Protected open space.

TC1/1 - Castlecroft Road/Bolton Street, Bury (0.06 ha.).

Protected open space.

TC1/2/1 - Bolton Street/Market Place/The Rock/Market Street/Broad Street, Bury.

Traffic management/calming measures.

Area BY4 - Manchester Road/Knowsley Street

The Council will consider favourably proposals for business (B1), office, hotel/conference facilities, car parking and civic uses within the Manchester Road/Knowsley Street area of the town centre.

Justification

This is predominantly the administrative/business/office area of the town. There are large local government offices, including the Town Hall, and a variety of small private firms, particularly on Manchester Road, St Mary's Place and Knowsley Street. There are heavy demands for long stay car parking by employees within the area.

The area has a number of important open spaces including Library Gardens and Tower Gardens. The latter acts as a formal setting to the Town Hall and as a gateway to the town centre from the south.

This area of the town centre contains a number of development sites which have the potential to accommodate business (B1), office, and/or car parking uses. In particular, the Opportunity Site adjacent to the Town Hall, bounded by Knowsley Street and Angouleme Way provides a unique opportunity to locate a new hotel/conference/office complex in the heart of the town centre's business district. The site is also well situated for all other town centre facilities, in particular the Bury Interchange and Metrolink.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Land off Knowsley Street, Bury (1.30 ha. including existing car park).

Site suitable for business (B1), office and hotel/conference facilities. See Economy Proposal EC1/3/1 and Recreation and Tourism Proposal RT4/3/1.

EC5/1/5 - Haymarket Street, Bury (0.16 ha.).

Offices.

EC5/1/6 - Land Off Glenmore Street, Bury (0.08 ha.).

Offices.

EC5/1/7 - Land off Ashlor Street, Bury (0.16 ha.).

Offices.

EN1/7 - Manchester Road/Knowsley Street, Bury.

Important throughroute and gateway within the town centre.

EN1/7 - Metrolink and East Lancs Railway.

Throughroutes.

EN6/4 - Metrolink and East Lancs Railway.

Wildlife links.

RT4/6/4 - East Lancashire Railway, Bury.

Heywood Link Extension.

TC1/1 - Library Gardens, Silver Street, Bury (0.20 ha.).

Protected open space.

TC1/1 - Tower Gardens, Manchester Road/Knowsley Street, Bury (0.30 ha.).

Protected open space.

Area BY5 - The Rock/Peel Way

The Council will encourage and promote proposals for retailing and ancillary uses, business (B1), office and car parking uses within The Rock/Peel Way area of the town centre.

Justification

This is an area of mixed town centre uses forming the northern edge of the town centre. Peel Way runs along the northern boundary whilst The Rock forms the southern boundary. The area around the junction of Peel Way and The Rock, adjacent to the Fire Station, forms an important gateway and there are a number of opportunities to improve the area's overall appearance.

The majority of premises fronting The Rock are devoted to shopping and other commercial uses. Most of the uses are considered to be largely secondary in nature, and properties are generally of a lower standard than those in the prime shopping area, which offers the potential for their improvement and/or redevelopment. Other land uses within the area include industry/business uses on John Street and Parsons Lane, and two large town centre car parks.

The Council is seeking to enhance and consolidate existing land uses within this area. There is little opportunity for further large scale development, but there is scope to improve and/or refurbish existing properties, particularly in the area around The Rock/Tithebarn Street. In addition, improved and/or additional pedestrian access points to the town centre, across Peel Way (A58), will be investigated in association with the development of the proposed Opportunity Sites at Woodfields and Hornby Street adjacent to this area.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Land Adjacent Bury Fire Station, The Rock, Bury (0.07 ha.).

Site suitable for retailing and office uses. See Shopping Proposal S3/1/9 and Economy Proposal EC5/1/1.

EN1/7 - Peel Way/Moorgate/The Rock, Bury.

Important throughroute and gateway within the town centre.

S2/3 - The Rock and Tithebarn Street, Bury.

Secondary shopping frontages.

Area BY6 - Central Shopping Area

The Council will encourage and support proposals for retailing and appropriate ancillary retail uses within the town centre's central shopping area.

Justification

This area is at the very heart of the town centre and contains the main shopping precinct (Mill Gate), markets and the Bury Interchange. The area is bordered principally by main roads which form part of the Town Centre Circulatory Road system, which allows the easy and rapid movement of traffic across the town whilst keeping through traffic away from the central shopping area. These roads also provide access to most of the centre's large car parks, which surround the central shopping area.

This is the most important shopping area within the Borough and the Council will welcome proposals which will increase or improve the comparison goods element of the town centre. It is hoped that the recent Mill Gate refurbishment will help to transform the central shopping area of the town centre and bring further benefits, both in aesthetic and commercial terms. The refurbishment should also create new opportunities for trade and the opportunity to introduce and attract new retailers to the centre. It is intended that this refurbishment will act as a springboard for further investment and development to increase retail floorspace, strengthen the retail base and complement Bury's strong market tradition.

The Council has responded positively to opportunities within the centre by identifying a number of potential development/redevelopment Opportunity Sites. In particular, the area identified around Union Arcade, see Shopping Proposal S3/1/12, would assist in overcoming deficiencies in comparison shopping provision and provide a focus for a major development within the town centre's prime shopping area.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - Bury Interchange, Bury.

Important gateway, major public transport focal point within the town centre.

EN1/7 - Rochdale Road/Angouleme Way, Bury.

Important throughroute and gateway within the town centre.

S2/2 - The Precinct/Market Street and The Rock, Bury .

Prime shopping frontages.

S2/3 - The Rock/Tithebarn Street, Bury.

Secondary shopping frontages.

S3/1/11 - The Rock/Tithebarn Street, Bury (0.21 ha.).

Shopping

S3/1/12 - Land Bounded by Union Arcade/Angouleme Way/Rochdale Road The Rock, Bury (1.82 ha.).

Shopping.

S3/1/13 - Site of Central Methodist Church, The Haymarket/Crompton Street, Bury (0.18 ha.)

Shopping.

S3/1/16 - Minden Parade/ Market Parade, Bury (0.10 ha.).

Shopping.

S3/1/17 - Princess Parade/ Murray Road/ Hilton Road, Bury (0.36 ha.).
Shopping.

TC1/1 - Kay Gardens, Bury (0.18 ha.).
Protected open space.

TC1/1 - Bury Lions Garden, Crompton Street, Bury (0.06 ha.).
Protected open space.

TC1/2/1 - Bolton Street/Market Place/The Rock/Market Street/Broad Street, Bury.
Traffic management/calming measures.

TC1/2/2 - Angouleme Way Between Rochdale Road and Spring Street, Bury.
Review of pedestrian crossing facilities.

Area BY7 - Townside/Market Street

The Council will encourage and promote proposals for community facilities, business (B1), office, leisure, recreation and car parking uses within the Townside/Market Street area of the town centre. This area is not considered appropriate for large scale retail development.

Justification

This area of the town centre contains some of the town's main community facilities including Bury Metropolitan College, Holy Trinity and St. Marie's primary schools, the Mosses Community Centre, Peel Health Centre and Humphrey House, a large office block fronting Angouleme Way, occupied by the Department of Social Security.

This area of the town centre currently contains a number of underused open spaces, some of which provide opportunities to attract business (B1) and office based uses requiring high quality environmental settings. The Council recognises that uses of this kind can make a significant contribution to the strengthening and diversification of the local economy and can enhance the appearance of the urban environment when designed to a high standard.

In addition to the area's potential as a business location, the Council will support proposals to concentrate Further Education provision within this area of the Borough. Initially, this will be focused upon the current Bury College sites at Market Street and Peel College. However, there may be a need to provide additional accommodation and, by allocating Townside Fields for both education and business/office use, there is the opportunity for Bury College to expand, as and when required, and also the opportunity for a physical link to be established between the two currently separate college sites which are situated on opposite sides of Townside Fields.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Townside Fields, Market Street, Bury (3.07 ha.).
Site suitable for business (B1), office and education use. See Economy Proposal EC1/2/6 and Community Facilities Proposal CF2/1/2. The site also has outline planning permission for leisure use.

H1/1/19 - Southbank Road, Bury (0.80 ha.).
Housing.

EN1/7 - Market Street and Angouleme Way, Bury.
Important gateway and throughroute within the town centre.

EN1/7 - Metrolink and East Lancs Railway.
Important throughroutes.

EN6/4 - Metrolink and East Lancs Railway.
Wildlife links.

RT4/6/4 - East Lancashire Railway, Bury.
Heywood Link Extension.

CF2/1/1 - Existing Site of Bury College, Market Street and Peel College Site, Bury.
Education land and buildings.

TC1/1 & RT1/1 - Market Street Athletics Track, Market Street/Wellington Road, Bury (3.37 ha.).
Protected open space and recreational outlet.

Area BY8 - The Rock/Moorgate

The Council will encourage and promote proposals for retailing, business (B1), office and car parking uses within The Rock/Moorgate area of the town centre.

Justification

This is an important gateway area to the north east of the town centre, containing a variety of mainly business and commercial land uses, some of which have been in decline over recent years. The area is now considered to offer a number of opportunities for redevelopment. The Council is seeking a comprehensive approach and recognises the retail and business potential of the area. In particular, the two Opportunity Sites contained within this area are considered to offer significant redevelopment potential. The Council will consider the need for further planning guidance in connection with the redevelopment potential of this area to deal with matters of a detailed planning nature.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Land at Moorgate, Bury (2.42 ha.).

Site suitable for food or non-food retailing, business (B1) and office uses, or a mixture of these. See Shopping Proposal S3/1/8 and Economy Proposal EC1/2/5.

OPPORTUNITY SITE - Land and Buildings at the Junction of Rochdale Road and The Rock, Bury (1.54 ha.).

Site suitable for town centre car parking and shopping. See Highways and Transportation Proposal HT2/5/3 and Shopping Proposal S3/1/10.

EN1/7 - Peel Way/Moorgate/The Rock, Bury.

Important throughroutes and gateways within the town centre.

HT2/2/3 - A58 Rochdale Road, Bury.

Road Improvement, Angouleme Way to Bond Street.

TC1/1 - Former St John's Churchyard, The Rock, Bury (0.21 ha.).

Protected open space.

Area BY9 - George Street

The Council will encourage and promote proposals for additional non-food retailing and/or car parking facilities within the George Street area of the town centre. Retail development will be

expected to complement activities within the centre's prime shopping area and provide replacement car parking.

Justification

This area has established itself as an important and complementary extension to the town centre's prime shopping area. The area contains a number of non-food retail warehouses and a large food store together with extensive and valuable town centre car parking. The Council is keen to build upon the success of this area as an attraction to shoppers, and has identified two further sites for retail development. However, a major factor in considering the development of these sites is that of replacement car parking provision for the wider town centre area. This will not be an easy problem to solve and the ramifications are likely to be complex. Nevertheless, the Council will try to balance the need for additional retail facilities against overall car parking provision.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - Rochdale Road/Angouleme Way, Bury.

Important throughroute and gateway within the town centre.

S3/1/15 - George Street/Foundry Street, Bury (0.98 ha.).

Shopping.

S3/1/18 - Angouleme Way/Spring Street, Bury (1.13 ha.).

Shopping.

HT2/2/3 - A58 Rochdale Road, Bury.

Road Improvement, Angouleme Way to Bond Street.

TC1/2/2 - Angouleme Way Between Rochdale Road and Spring Street, Bury.

Review of pedestrian crossing facilities.

Area BY10 - Rochdale Road/Lord Street/York Street

The Council will encourage and promote proposals for business (B1) and industrial (B2 and B8) uses within the Rochdale Road/Lord Street/York Street area of the town centre. Within the identified secondary shopping area fronting Rochdale Road, appropriate retail/mixed retail development will also be permitted. Further residential development within this area will not be encouraged.

Justification

This is primarily an industrial area within the town centre. Although mainly industrial in nature, the area also contains several rows of terraced houses and an established secondary shopping area located along both sides of Rochdale Road, which forms an important gateway into the town centre. In environmental and physical terms the industrial area north of Rochdale Road has experienced some decline over recent years, which is reflected in the conditions and more marginal uses to be found in this area. In contrast, the area south of Rochdale Road is occupied by larger and more established industrial concerns. The Council is keen to instill new life into this area as a whole and will promote and encourage both physical and environmental improvements, whilst still retaining the primarily industrial/business nature of the area.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Rochdale Road, Bury (0.15 ha.) .

Site suitable for shopping and office uses. See Shopping Proposal S3/1/14 and Economy Proposal EC5/1/2.

EN1/7 - Rochdale Road/Heywood Street, Bury.

Important throughroute and gateway within the town centre.

HT2/2/3 - A58 Rochdale Road, Bury.

Road improvement, Angouleme Way to Bond Street.

Area BY11 - Heywood Street/Spring Street

The Council will maintain housing as the predominant land use within the Heywood Street/Spring Street area of the town centre. The Council will also encourage and support proposals which enhance the residential character of the area and provide opportunities for housing/environmental improvement and/or additional amenity open space.

Justification

This is predominantly a residential area located on the fringe of the town centre. The area consists of mainly older terraced housing, some of which is in the course of being improved. The Council is concerned to maintain the residential character of the area and will encourage suitable measures to improve its environmental and physical appearance.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - East Lancs Railway.

Throughroute.

EN6/4 - East Lancs Railway.

Wildlife link.

RT4/6/4 - East Lancashire Railway, Bury.

Heywood Link Extension.

Ramsbottom

INTRODUCTION

Ramsbottom, the Borough's most northerly town centre, has experienced considerable change in recent years and now has a far more diverse economy than at any time in its history. The town, although still retaining a number of important manufacturing industries, has managed to build upon its distinctive character, local historical interest and heritage, together with its location within the Irwell valley and surrounding West Pennine hills.

Arguably, the major forces behind the changes to the town and its centre have been the growth in tourism related activities and the substantial population influx over recent years. The tourism growth has stemmed to a large extent from the success of the East Lancashire Railway which opened in 1987 and the population influx has arisen because of the extensive house building which has taken place in the Ramsbottom area over recent years. The effect of these factors can be seen in terms of a significant expansion and improvement in the Town Centre, which has led to increased viability and growth in both the retail and service sectors. As well as expansion in terms of the variety of shops, particularly regarding the growth of speciality shops, tea rooms, restaurants, and the markets, the overall fabric of the centre has also improved. Substantial investment has been put into building improvements and environmental enhancement, including stone cleaning, new shop fronts, landscaping and environmental schemes.

Much of the town centre also falls within the Ramsbottom Conservation Area, and contains a number of interesting buildings, of mainly Victorian origin, which provide a valuable reminder of the town's heritage. In recognition of this, and in partnership with English Heritage, the Council has developed the Ramsbottom Town Scheme initiative, which seeks to encourage investment in, and improvement of, the centre's overall environment. This approach has already had a beneficial impact and will hopefully help to maintain much of the town's original character.

Ramsbottom is not only important as a visitor attraction. The town centre is a major source of employment, home to a number of important community facilities, including the library, civic hall, theatre, and an important local shopping centre catering for a variety of local convenience and comparison needs.

The recent improvements in Ramsbottom have reversed past trends of decline. The challenge for the 1990's and the next millennium will be to continue the improvement and bring about further growth. The Plan aims to promote further environmental improvements, particularly in backland areas, and identify opportunities for developments which will complement the town centre's new role.

In conjunction with the town's location and its renewed vitality and viability, the centre is now experiencing problems associated with traffic congestion and inadequate parking provision, especially at peak periods and at weekends. The Council recognises these changing circumstances and will, during the period of the Plan, investigate potential solutions in order to rationalise or reduce the impact of traffic growth.

The policies and proposals put forward for Ramsbottom Town Centre, and the relevant policies and proposals in other sections of the Plan are intended to address, over the Plan period, the objectives and targets identified in the introduction to the Town Centres section of the Plan. On the basis of these objectives and targets, the following local priorities have been identified:

- diversification of the local economy;
- encouragement of new tourism development;
- an increase in, and improvement of, the range and type of shopping facilities;
- the maintenance and improvement of the town centre's community, recreation and leisure facilities;

- improved accessibility and safety;
- the protection and improvement of the centre's residential communities;
- the protection and improvement of the environment.

By concentrating on the priorities identified above it is hoped to improve the vitality and viability of the centre, by enabling the centre to compete more effectively with neighbouring towns and by allowing the centre to further develop its growing speciality/visitor appeal.

The types of measures being put forward to achieve these broad priorities include: the identification of development opportunities as well as encouraging refurbishment and renewal; landscaping and conservation works, including riverside improvements; protection of valuable open space; traffic management, improved parking and better accessibility; and a more co-ordinated approach to overall management, which could involve the development of a Town Centre Strategy.

AREA POLICIES AND PROPOSALS

Area RM1 - Market Place/Carr Street/Ramsbottom Lane.

The Council will maintain and seek to improve community facilities, recreation and housing within the Market Street/Carr Street/Ramsbottom Lane area of the town centre.

Justification

This westernmost area of the town centre is dominated by community facilities, recreation and housing land uses, and is identified as an area for consolidation and improvement of existing uses. The presence of the civic hall, library, health centre and youth club make this an important area for community facilities. The Council wishes to ensure that this situation continues, so that the relative accessibility of these facilities is maintained.

This area, a large part of which is within the Ramsbottom Conservation Area, also includes the majority of the recreation and open space provision in the town centre. This includes the lodge off Carr Bank Road, the Grant Arms Hotel bowling green, and the open spaces on Rothwell Street and Ramsbottom Lane. The Market Place, with its pleasant ornamental garden and open sett-paved area, is an important focal point at one of the main gateways to the town centre. These urban open spaces will be protected. Not only are they attractive features in their own right, but they help to increase the diversity and attractiveness of the urban area by providing a contrast to the built environment.

There are a small number of residential properties in this part of the town centre which make a useful contribution to the area's diversity. A site off Carr Street has been identified for further residential development.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

H1/1/1 - Land to the North of Carr Street, Ramsbottom (1.25 ha.).

Housing.

EN1/7 - Ramsbottom Lane, Ramsbottom.

Important throughroute and gateway within the town centre.

HT2/2/1 - A676, Ramsbottom Town Centre (Bolton Street/Ramsbottom Lane).

Review of traffic conditions.

TC1/1 - Market Place, Ramsbottom (0.04 ha.).

Protected open space.

TC1/1 - Rothwell Street, Ramsbottom (0.15 ha.).

Protected open space.

TC1/1 & EN6/3 - Lodge, Off Carr Bank Road, Ramsbottom (0.46 ha.).

Protected open space of ecological value.

TC1/1 - Ramsbottom Lane, Ramsbottom (0.53 ha.).

Protected open space.

TC1/1 & RT1/1 - Bowling Green to the Rear of the Grant Arms Hotel, Market Place, Ramsbottom (0.15 ha.).

Protected open space and recreational outlet.

Area RM2 - St Paul's/Crow Lane

The Council will maintain housing and community facilities as the predominant land uses in the St Paul's/Crow Lane area of the town centre. The Council will also encourage and support proposals which enhance the residential character of the area and provide opportunities for housing/ environmental improvement and/or additional amenity open space.

Justification

This is an area for consolidation and includes the largest single concentration of housing in the town centre, together with St Paul's church, St Paul's primary school and the town's Police Station. The concentration of housing and the presence of the school and church means that this area has an important part to play in the life and vitality of the town centre. The Council will maintain the existing mix of uses in this area for this reason and will encourage measures to improve its environmental and physical appearance. A large part of this area is located within the Ramsbottom Conservation Area and Ramsbottom Town Scheme.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

TC1/1 - St. Paul's Church Garden, Bridge Street, Ramsbottom (0.09 ha.).

Protected open space.

Area RM3 - Bolton Street/Bridge Street.

The Council will encourage and support proposals for retailing and appropriate ancillary uses within the Bolton Street/Bridge Street area, the town's main shopping area.

Justification

This area contains the majority of the town's existing shopping and car parking facilities. The main shopping area has been defined in terms of its primary and secondary nature, located principally along Bolton Street and Bridge Street. These same streets are also located within the Ramsbottom Conservation Area and the Ramsbottom Town Scheme initiative. New shopping development and improvements should, therefore, be in character and complement the area's overall appearance.

In recent years the local convenience and comparison shopping functions of this area have been augmented by the appearance of a number of speciality shops, restaurants and tearooms, catering for not only local needs, but also the growing tourist trade. These changes have brought added life to the centre, an increase in investment and an improvement in the centre's appearance. The Council wishes to ensure that such improvements continue to the benefit of both local residents and visitors and, in so doing, has taken the opportunity to identify a number of retail redevelopment sites, as well as attempting to protect identified shopping frontages.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - Ramsbottom Lane, Ramsbottom.

Important throughroute and gateway within the town centre.

EN1/7 - Bolton Street, Ramsbottom.

Important throughroute and gateway within the town centre.

EN1/7 - Bridge Street/Railway Street, Ramsbottom .

Important gateway into the town centre and for visitors to the East Lancashire Railway.

S2/2 - Bolton Street/Bridge Street/Ramsbottom Lane, Ramsbottom.

Prime shopping frontages.

S2/3 - Bolton Street/Bridge Street, Ramsbottom.

Secondary shopping frontages.

S3/1/1 - Land at Back Bridge Street/Paradise Street, Ramsbottom (0.04 ha.).

Shopping.

S3/1/2 - Land Bounded by King Street/Palatine Street, Ramsbottom (0.22 ha.).

Shopping.

S3/1/3 - Land at the Junction of Railway Street/Irwell Street, Ramsbottom (0.16 ha.).

Shopping.

HT2/2/1 - A676, Ramsbottom Town Centre (Bolton Street/Ramsbottom Lane).

Review of traffic conditions.

Area RM4 - Square Street

The Council will consider favourably proposals for retail, business (B1), office, leisure, tourism, community and car parking uses in the Square Street area of the town centre. However, the mill site, west of Square Street, is not considered suitable for retail use, although in addition to the other uses listed above, the site would be considered appropriate for residential use.

Justification

A large part of this area of the town centre has been identified as a potential area for major change. In the past it has been dominated by industrial uses and a number of mill buildings still remain. The Council wishes to encourage the process of regeneration and change in Ramsbottom by promoting the redevelopment of this area. A number of new uses are considered suitable to complement the changing nature of the town centre, these include retailing (particularly speciality and food retailing), business (B1) and office uses, leisure and community uses, together with car parking. A residential scheme including special needs and affordable housing may also be considered in relation to refurbishment and/or redevelopment of the existing mill site to the west of Square Street.

The redevelopment of this area will not only improve its appearance, it will contribute to the overall enhancement of the town centre as a whole. The sites identified for development within this area may benefit from comprehensive treatment and, therefore, site amalgamation or supplementary planning guidance may be considered necessary.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Existing Buildings Bounded by King Street/Prince Street/ Irwell Street and Palatine Street, Ramsbottom (0.56 ha.).

Site suitable for complementary town centre retailing, business (B1) and office uses. See Shopping Proposal S3/1/4 and Economy Proposal EC1/2/3.

OPPORTUNITY SITE - Land Bounded by Railway Street/Irwell Street and Square Street, Ramsbottom (1.27 ha.).

Site suitable for business (B1), office, complementary town centre retailing, leisure and tourism related uses, or a mixture of these. See Economy Proposal EC1/2/1, Shopping Proposal S3/1/5, and Recreation and Tourism Proposal RT4/1/1.

OPPORTUNITY SITE - Mill Site, Square Street/Kay Brow, Ramsbottom (0.43 ha.).

Site suitable for business (B1), office, leisure, tourism, and housing (particularly special needs and affordable housing) uses, or indeed a mixture of these. See Economy Proposal EC1/2/2, Recreation and Tourism Proposal RT4/1/2, and Housing Proposal H1/1/3.

Area RM5 - Railway Street/Bridge Street/Peel Brow

The Council will consider favourably proposals for leisure and tourism related uses, business (B1), office and industrial uses (within Classes B2 and B8), and car parking uses within the Railway Street/Bridge Street/Peel Brow area of the town centre. Measures to improve the area's environmental and physical appearance will also be encouraged.

Justification

This area of the town centre is an important gateway area, both for those entering the town by road, and for those, especially tourists, entering the town on the East Lancashire Railway. The area around Ramsbottom Station and Bridge Street is also within the Ramsbottom Conservation Area. Initial impressions of an area are very important and the Council is keen, therefore, that this area, particularly around the station, is attractive, inviting and has a good quality environment. The Council will seek to achieve this by promoting improvements to the riverside, informal recreation areas and the appearance of existing buildings, and by sympathetic siting, design and screening of new buildings. A number of sites have been identified for development/redevelopment within this area, which offer the potential to provide additional visitor attractions/facilities and employment opportunities.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EC1/1/1 - Trinity Paper Mills, Bridge Street, Ramsbottom (1.03 ha.).

Business (B1) and industrial uses (B2 and B8).

EN1/7 - Bridge Street/Railway Street, Ramsbottom.

Important gateway into the town centre and for visitors to the East Lancashire Railway.

EN1/7 - East Lancs Railway and River Irwell.

Important throughroutes lying within the town centre.

EN6/4 - East Lancs Railway and River Irwell.

Wildlife link and corridor

EN10/2 & OL5/3 - River Irwell.

Riverside improvement and development.

RT2/1/2 - Land North of Bridge Street, Ramsbottom (0.65 ha.).

Proposed informal riverside recreation area.

TC1/1 - Bridge Street, Ramsbottom (0.04 ha.).

Protected open space.

Radcliffe

INTRODUCTION

Radcliffe is an old established manufacturing town which has arguably fared worse than many other parts of the Borough due to changes in economic conditions and its legacy of a varied range and mix of often conflicting land uses, which have deteriorated over recent years. More than any other of the Borough's town centres, Radcliffe continues to suffer from problems associated with a poor environment, declining shopping activity including a loss of prestige, a depressed economic base with relatively high levels of unemployment, poor housing and a lack of other community facilities.

Many of the town's problems stem from the decline of traditional manufacturing industries, particularly in textiles, paper and engineering. As companies have contracted, closed, or moved away, the town centre has deteriorated in terms of its overall quality and appearance. As a result many sites remain vacant and/or derelict and some suffer from problems associated with industrial pollution.

Despite these problems, however, the centre still provides an important focus for economic and social activity, not only in terms of employment, but also as a centre which provides important social facilities for the community, including retailing, leisure, services and housing, as well as fulfilling many other local needs.

The problems of Radcliffe have been recognised for some time and a number of initiatives have already been progressed or are under consideration. The whole of Inner Radcliffe has been designated as a Renewal Area. In addition, the opening of Pilkington Way, a town centre by-pass scheme, has brought the prospect of improvement to the once congested main streets of the centre. The combination of major environmental improvements and traffic management in the town centre will, it is intended, be brought together with opportunities for improved housing, retailing, employment and provision of community facilities.

Against this background the UDP sets out to provide a land use framework for this regeneration and improvement, as well as helping to promote development opportunities, which it is intended will give the centre a new lease of life.

In particular, the Plan will be keen to realise the opportunities that the removal of through-traffic has provided in terms of developing a safer, traffic free environment in the main shopping areas. This, in turn, will help to improve the general environment of the town centre and help to stimulate badly needed investment in retailing and other activities.

Elsewhere, the emphasis will be on providing opportunities for long term employment growth, housing renewal and environmental enhancement.

The policies and proposals put forward for Radcliffe Town Centre, and the relevant policies and proposals in other sections of the Plan are intended to address, over the Plan period, the objectives and targets identified in the introduction to the Town Centres section of the Plan.

On the basis of these objectives and targets, the following local priorities have been identified:

- diversification of the local economy;
- an increase in, and improvement of, the range and type of shopping facilities;
- the maintenance and improvement of the town centre's community, recreation and leisure facilities;
- the protection and renewal of the centre's residential communities;
- improved accessibility and safety;
- the protection and improvement of the environment.

By concentrating on the priorities identified above it is hoped to improve the vitality and viability of the centre, enabling the centre to compete more effectively with neighbouring towns. The types of measures being put forward to address these broad priorities include; the identification of development opportunities as well as encouraging refurbishment and renewal, landscaping and conservation works, including riverside improvement, protection of valuable open space, traffic management/calming and pedestrianisation, improved accessibility and car parking along with a more co-ordinated approach to overall management, which could involve the development of a Town Centre Strategy.

AREA POLICIES AND PROPOSALS

Area RD1 - Blackburn Street/Dale Street/Church Street West

The Blackburn Street/Dale Street/Church Street West area of the town centre contains the town's main shopping facilities, and, as such, proposals for retailing, appropriate ancillary Town Centre uses and environmental improvements will be acceptable. Proposals for the development of new or improved community facilities and for improvements to transport facilities will also be viewed favourably.

Justification

The town's main shopping area is located at the southern end of Blackburn Street around its junction with Dale Street, Deansgate and Church Street West, and mainly serves day to day shopping needs. In recent years the central area of Radcliffe has suffered from a combination of problems associated with a poor environment, declining shopping activity and a loss of trade to other centres, notably Bury and Bolton. A major repercussion of this loss of trade has been an increase in the number of vacant properties in the area. The Council recognises the need to encourage the improvement and modernisation of the centre's shopping facilities in order to stem any further decline. Indeed, it is hoped that further pedestrianisation and traffic calming measures, proposed for the town centre within the Plan, will help to increase the prospect of further investment in retailing.

This central area is also important as a location for community facilities, such as the Post Office and Police Station, and transport facilities such as the bus station and car parking. The Council, in attempting to ensure that the accessibility of such facilities is maintained, will generally look favourably on proposals for new and improved facilities of this kind.

The River Irwell passes through the heart of the town centre in this area, and has been largely ignored in the past as a potential asset. However, water quality has improved substantially in recent years and the Council is now keen to improve riverside areas and provide access to, and views across, the river. As well as riverside improvements, the Council is also seeking to control new development which immediately adjoins the river, in order to reduce its impact and improve the river's setting. Over time it is hoped that this approach will create opportunities for riverside walkways, which will link up with other parts of the river valley.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - Stand Lane/Pilkington Way/New Road, Radcliffe.

Important throughroute and gateway within the town centre.

EN1/7 - River Irwell.

Important throughroute within the town centre.

EN6/4 - River Irwell.

Wildlife corridor.

EN10/2 & OL5/3 - River Irwell.

Riverside improvement and development.

S2/2 - Blackburn Street/Deansgate/Church Street West/Dale Street and The Market Area, Radcliffe.
Prime shopping frontages.

S2/3 - Blackburn Street/Dale Street/Church Street West/Stand Lane, Radcliffe.
Secondary shopping frontages.

S3/1/20 - Land Between 23-37, Church Street West, Radcliffe (0.04 ha.) .
Shopping.

S3/1/21 - Land Between 51-63, Blackburn Street/Foundry Street, Radcliffe (0.06 ha.).
Shopping.

S3/1/23 - Land Between Dale Street and Railway Street, Radcliffe (0.11 ha.).
Shopping.

S3/1/26 - Pilkington Way/Mill Bank/Mellor Street, Radcliffe (0.37 ha.).
Shopping.

TC1/1 - Land Between 32-44, Church Street West, Radcliffe (0.03 ha.).
Protected open space.

TC1/1 - Land to the Rear of 44-58, Church Street West, Radcliffe (0.13 ha.).
Protected open space.

TC1/2/3 - Dale Street/Deansgate/Church Street West/Blackburn Street, Radcliffe.
Traffic management/calming measures.

TC1/2/4 - Blackburn Street, Between Dale Street and Church Street West, Radcliffe.
Pedestrianisation.

Area RD2 - Green Street/New Church Street

The Council will maintain community facilities and public open space as the predominant land uses within the Green Street/New Church Street area of the town centre. Should the opportunity arise, the Council will also support retailing, business (B1), office and leisure uses on the Opportunity Site identified on Green Street.

Justification

This area of the town centre, directly to the north of the main shopping area, is expected to remain an important focus for recreation and community facilities. The Civic Hall, the town's main health centre, Radcliffe public baths and St Thomas's and St John's church are all located in this area. The Council wishes to ensure that this situation continues, so that the relative accessibility of these facilities is maintained. The Council's long term objective, through its Radcliffe Renewal exercise, is to build upon this situation by relocating the library adjacent to the Civic Hall.

The main potential redevelopment area within this part of the town centre is the existing Asda store site on Green Street. The Council recognises that this site contains an existing retail use. However, in the event that the focus of retailing activity within the town centre changes to more up to date retailing accommodation and this site presents itself for redevelopment, the Council will encourage redevelopment of this Opportunity Site for one or a number of the uses outlined below.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - The Asda Store, Green Street, Radcliffe (0.79 ha.).

Site suitable for food or non-food retailing, business (B1), office and leisure uses, or a mixture of these. See Shopping Proposal S3/1/22, Economy Proposal EC1/2/12 and Recreation and Tourism Proposal RT4/5/3.

EN1/7 - Blackburn Street/Pilkington Way, Radcliffe.

Important throughroute and gateway within the town centre.

CF1/1/2 - Land Adjoining Radcliffe Civic Hall, Radcliffe (0.40 ha.).

New library.

TC1/1 - Land Adjoining Radcliffe Civic Hall, Radcliffe (1.00 ha.).

Protected open space.

TC1/1 - Land Adjoining Pilkington Way, Radcliffe (0.52 ha.).

Protected open space.

Area RD3 - South of Pilkington Way

The Council will consider favourably proposals for complementary town centre retailing, business (B1), office and industrial uses (B2 and B8), within the area of the town centre south of Pilkington Way. Measures to improve the area's environmental and physical appearance will also be encouraged.

Justification

This southernmost area of the town centre has been identified as an area for major change. Traditionally, the area has been predominantly industrial, however, recent changes and the completion of Pilkington Way have opened up the area for development. The area now has a number of vacant sites suitable for redevelopment with direct access onto the new town centre bypass. The introduction of new uses into this area will lead to improvements in its appearance, which is important because of the area's prominence and location adjacent to an important throughroute and important gateways into the town centre. The redevelopment of this area will also help to strengthen and diversify the local economy. A further consideration in this area is the potential effect development may have on the River Irwell and the Council's long term objectives of improving riverside areas and providing a network of walkways and access points into the Irwell valley.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Land Bounded by Pilkington Way/Sion Street and River Irwell, Radcliffe (4.55 ha.).

Site suitable for complementary food and non-food retailing, business (B1) and office uses. See Shopping Proposal S3/1/25, and Economy Proposal EC1/2/10.

OPPORTUNITY SITE - Sion Street/Phoenix Way, Radcliffe (0.20 ha.).

Site suitable for non-food retailing and office uses. See Shopping Proposal S3/1/24, and Economy Proposal EC5/2/2.

OPPORTUNITY SITE - Pilkington Way/Outwood Road, Radcliffe (0.18 ha.).

Site suitable for shopping, business (B1) and office uses. See Shopping Proposal S3/1/27, and Economy Proposal EC1/2/13.

EC1/1/23 - Mill Street, Radcliffe (0.17 ha.) .
Business (B1) and industrial uses (B2, B8).

EC1/1/24 - Lodge Brow, Radcliffe (0.31 ha.) .
Business (B1) and industrial uses (B2, B8).

EN1/7 - Outwood Road, Radcliffe.
Important gateway within the town centre.

EN1/7 - River Irwell.
Important throughroute within the town centre.

EN1/7 - Stand Lane/Pilkington Way/New Road, Radcliffe.
Important throughroute and gateway within the town centre.

EN6/4 - River Irwell.
Wildlife corridor.

EN10/2 & OL5/3 - River Irwell.
Riverside improvement and development.

S3/1/28 - New Road/Stand Lane, Radcliffe (0.27 ha.) .
Complementary town centre retailing.

HT6/3/4 & RT3/4/4 - The Irwell Valley South of Bury Town Centre.
Part of potential cycle/recreational route.

TC1/1 - New Road/Stand Lane, Radcliffe (0.05 ha.) .
Protected open space.

TC1/1 - Lodge Brow/Lodge Road, Radcliffe (0.22 ha.) .
Protected open space.

TC1/1 - Former Railway Embankment, Phoenix Way, Radcliffe (0.54 ha.) .
Protected open space.

Area RD4 - Stand Lane/Milltown Street

The Council will maintain housing as the predominant land use within the Stand Lane/Milltown Street area of the town centre. The Council will also encourage and support proposals which improve commercial properties on Stand Lane and New Road, enhance the residential character of the area and which provide opportunities for housing/environmental improvements and/or additional amenity open space.

Justification

This area of the town centre has been identified for consolidation and improvement. The dominant land use is housing, and the Council will seek to maintain this situation into the future. Improvements to the housing stock in particular, and the environment in general, will be welcomed. By maintaining and improving the standard of housing in the town centre, important residential communities, which add to the vitality of the town centre, can be retained and encouraged to make improvements, which will help to sustain the centre's long term future.

The town's main library, together with a number of rundown commercial properties, are located to the west of this area fronting directly onto Stand Lane. The library itself is in relatively good condition and could potentially accommodate a range of community facilities if the library use was to be relocated.

The remaining commercial premises, however, provide an opportunity for redevelopment and/or environmental improvement.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - Stand Lane/Pilkington Way/New Road, Radcliffe.

Important throughroute and gateway within the town centre.

EN1/7 - River Irwell.

Important throughroute within the town centre.

EN6/4 - River Irwell.

Wildlife corridor.

EN10/2 & OL5/3 - River Irwell.

Riverside improvement and development.

TC1/1 - Peel Street, Radcliffe (0.16 ha.).

Protected open space.

Area RD5 - St. Thomas's/Bridgefield Street

The Council will maintain housing as the predominant land use within the St Thomas's/Bridgefield Street area of the town centre. The Council will also encourage and support proposals which enhance the residential character of the area and provide opportunities for housing/environmental improvements and/or additional amenity open space.

Justification

This area of the town centre has been identified as an area for consolidation and improvement. The dominant land use is housing, and the Council will seek to maintain this situation into the future. Improvements to the housing stock in particular, and the environment in general, will be welcomed. The Council itself will wish to play a leading role in this process and will attempt to develop new initiatives, through exercises like the Radcliffe Renewal Area and Estate Action, which aim to secure further financial assistance for physical and environmental improvements. By maintaining and improving the standard of housing within this area of the town centre, it is hoped that the vitality of the town centre as a whole will be enhanced.

Note: There are no site specific proposals which affect this area.

Area RD6 - Spring Lane/Church Street West/Radcliffe Metrolink Station

The Council will encourage the consolidation of existing employment generating uses within the Spring Lane/Church Street West/Radcliffe Station area of the town centre, and will, where appropriate, support the introduction of further employment generating uses, such as business (B1) and offices, industrial (B2 and B8), and complementary town centre retailing uses. Housing development will also be welcomed, where appropriate, together with measures to improve the area's environmental and physical appearance.

Justification

This most northerly area of the town centre forms an important gateway for those entering the town centre both by road, along Water Street, Spring Lane and Church Street West, and by rail on Metrolink. Unfortunately, and due mainly to the inadequacies of the Blackburn Street/Spring Lane junction, for both pedestrians and traffic, the area suffers from problems associated with peak period

traffic congestion. Consideration will be given to ways in which these problems can be resolved. The outcome of this consideration could have implications for future development opportunities.

The improved transport provision associated with Metrolink presents a unique opportunity to build upon, and diversify, the employment uses already present in this area of the town centre. To this end an Opportunity Site and specific redevelopment sites have been identified within this area. As well as encouraging further employment generating uses, the Council also recognises the need, particularly within Radcliffe, for new and improved housing together with measures to improve the area's overall environmental and physical appearance.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Land South of Church Street West, Radcliffe (1.64 ha.).

Site suitable for business (B1), office, housing and complementary town centre retailing uses. See Economy Proposal EC1/2/11, Housing Proposal H1/1/35, and Shopping Proposal S3/1/19.

EC1/2/9 - Land North of Church Street West, Radcliffe (0.44 ha.).

Business (B1) and office use.

EC5/2/1 - Former Radcliffe Town Hall, Spring Lane, Radcliffe (0.10 ha.).

Offices.

EN1/7 - Spring Lane/Blackburn Street, Radcliffe.

Important throughroute and gateway within the town centre.

EN1/7 - Spring Lane Bridge, Spring Lane, Radcliffe.

Important gateway into the town centre and for users of Metrolink.

EN1/7 - Church Street West, Radcliffe.

Important gateway into the town centre and for users of Metrolink.

EN1/7 - River Irwell/Railway Viaduct.

Important gateway into the town centre identified for riverside and environmental improvements.

EN1/7 - Metrolink line and River Irwell.

Important throughroutes within the town centre.

EN6/4 - Metrolink line and River Irwell.

Wildlife link and corridor.

EN10/2 & OL5/3 - River Irwell.

Riverside improvement and development.

HT2/2/4 - A665 Blackburn Street/Spring Lane Junction, Radcliffe.

Junction improvement.

TC1/1 - Blackburn Street/Spring Lane, Radcliffe (0.08 ha.).

Protected open space.

TC1/1 - Darbyshire Street, Radcliffe (0.64 ha.).

Protected open space.

PRESTWICH TOWN CENTRE

INTRODUCTION

Prestwich is the Borough's southernmost town centre and is situated on the main road (A56) and Metrolink between Bury and the regional centre of Manchester. The town developed rapidly during the late nineteenth/early twentieth century with the spread of suburbia, facilitated by the establishment of more efficient communication facilities. Today, Prestwich is still a popular residential area and the town centre itself is important as a local centre for shopping, employment and community facilities.

The centre has developed as a linear centre, along the A56, the major route between Bury and Manchester. As a result, with ever increasing traffic volumes, the centre now suffers problems from being spilt along both sides of this road.

Retail and commercial development over recent years has been focused predominantly to the east of the A56, with such schemes as the Longfield Centre (which is now the subject of a proposed refurbishment scheme), Sainsbury's and a more recent mixed retail development scheme constructed on the site of the former Co-op at Tower Buildings. The area to the west has become increasingly secondary to the main area of activity to the east and now contains a number of run down properties which have poor parking and servicing facilities.

Whilst problems exist in Prestwich, the scope to bring about significant improvements is seen to be limited without major upheaval. The scope for change and improvement is extremely limited, in what is a very tightly developed area, with little prospect of having any significant impact on the effects of the A56.

The main areas where improvements can be made are in promoting development opportunities associated with Metrolink, the improvement and expansion of the Longfield Centre and in areas to the south of the centre, where a number of Opportunity Sites have been identified for development.

The policies and proposals put forward for Prestwich Town Centre, and the relevant policies and proposals in other sections of the Plan are intended to address, over the Plan period, the objectives and targets identified in the introduction to the Town Centres section of the Plan. On the basis of these objectives and targets, the following local priorities have been identified:

- diversification of the local economy;
- an increase in, and improvement of, the range and type of shopping facilities;
- the maintenance and improvement of the town centre's community and leisure facilities;
- the protection and improvement of the centre's residential communities;
- improved accessibility and safety;
- the protection and improvement of the environment.

By concentrating on the priorities identified above it is hoped to improve the vitality and viability of the centre, enabling the centre to compete more effectively with neighbouring towns, while at the same time attempting to reduce the impact of traffic volumes on the A56. The types of measures being put forward to address these broad priorities include: the identification of development opportunities as well as encouraging refurbishment and renewal; landscaping and conservation works; improved accessibility and car parking; and a more co-ordinated approach to overall management of the shopping environment, which could involve the development of a Town Centre Strategy.

AREA POLICIES AND PROPOSALS

Area PR1 - The Longfield Centre/Bury New Road

The Council will encourage and support proposals for retailing and other appropriate ancillary town centre uses within The Longfield Centre and the Bury New Road area of the town centre.

Justification

This area contains the majority of the town's shopping facilities, including the defined prime shopping area centred on the Longfield Centre, and secondary shopping facilities located along Bury New Road. Prestwich is a well used shopping centre which has a good range of convenience shopping facilities. In contrast, however, comparison shopping facilities are limited, and there is only minor national multiple representation. The Council wishes to build upon the existing strengths of the centre by limiting non-retail development in identified shopping frontages, and by encouraging physical and environmental improvements to the fabric of the centre. There are also a number of small sites identified for further shopping development in this area.

The area also contains Prestwich Station which, with the introduction of Metrolink services, now presents an added opportunity to build upon, and diversify, the employment uses already present in this area of the town centre.

A number of important ancillary town centre uses and community facilities are also located within this area of the town centre, including the town's main library, health centre and the Longfield Suite which provides for a range of community events and activities. The Council, in attempting to develop a balanced town centre, will generally support proposals which provide additional community facilities and/or enhance the centre's overall vitality and viability.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

EN1/7 - A56, Bury New Road, Prestwich.

Important throughroute.

EN1/7 - Metrolink line.

Important throughroute.

EN6/4 - Metrolink line.

Wildlife link.

S2/2 - The Longfield Centre and Bury New Road, Prestwich.

Prime shopping frontages.

S2/3 - Bury New Road, Prestwich.

Secondary shopping frontages.

S3/1/29 - The Longfield Centre, Prestwich (0.04 ha.).

Shopping.

S3/1/30 - Land adjacent to 440 Bury New Road, Prestwich (0.10 ha.).

Shopping.

HT3/4/3 - Land adjacent to Prestwich Station (0.70 ha.).

Metrolink car parking.

Area PR2 - Warwick Street/Derby Street

The Council will maintain housing as the predominant land use within the Warwick Street/Derby Street area of the town centre. The Council will also encourage and support proposals which enhance the residential character of the area and provide opportunities for housing/environmental improvements and/or additional amenity open space.

Justification

Housing is the dominant land use within this area of the town centre. The area contains a mixture of both public and private sector housing, some of which would benefit from improvement. North of Warwick Street, properties consist mainly of modern semi-detached and terraced houses. The area south of Warwick Street (Sherbourne Court), contains mainly public sector flats and maisonettes together with sheltered housing for the elderly (St Mary's Court). Improvements to the housing stock in particular, and the environment in general, will be welcomed and encouraged by the Council. By maintaining and improving the standard of housing in the town centre, important residential communities, which add to the vitality of the town centre, can be retained and their long term future assured.

TC1/1 - Land adjacent 427 Bury New Road/Jewish Burial Ground, Prestwich (0.03 ha.)

Protected open space.

Area PR3 - Rectory Lane

The Council will maintain housing and community facilities as the predominant land uses within the Rectory Lane area of the town centre.

Justification

This area of the town centre is relatively stable and contains a number of residential properties and community facilities which have been provided through redevelopment. Further change is not envisaged during the Plan period and any new development will be expected to be in keeping with the existing dominant land uses. Improvements to the housing stock in particular, and the environment in general, however, will be welcomed. By maintaining and improving the standard of housing in the town centre, important residential communities, which add to the vitality of the town centre, can be retained and their long term future sustained. The existing St. Mary's Primary School provides an important facility for the local community and is not expected to change.

Note: There are no site specific proposals which affect this area.

Area PR4 - Church Lane/Bury New Road/Clark's Hill

The Council will consider favourably proposals for office, residential, retail and complementary town centre retail uses within the Church Lane/Bury New Road/ Clark's Hill area of the town centre. The existing housing and community facilities should be retained wherever possible. Where appropriate, proposals will be required to provide independent car parking and demonstrate satisfactory means of access and egress.

Justification

This southernmost area of the town centre offers the greatest opportunities for change. The area includes the southern end of the main shopping area along Bury New Road, and a number of business and community uses, together with some housing on Church Lane. Most of this area lies within St. Mary's Conservation Area.

Site Specific Proposals

Summarised below are the previously identified site specific proposals for this area. For full details of the proposals refer to the appropriate topic section of the Plan.

OPPORTUNITY SITE - Church Lane, Prestwich (0.82 ha.)

Site suitable for office or housing uses. See Housing Proposal H1/1/48 and Economy Proposal EC5/2/3.

OPPORTUNITY SITE - Land to the Rear of the Red Lion, Bury New Road, Prestwich (0.34 ha.)
Site suitable for shopping and office use. See Shopping Proposal S3/1/31 and Economy Proposal EC5/2/4.

EN1/7 - Bury New Road, Prestwich.
Important throughroute and gateway within the town centre.