

Economy

- Introduction
- Strategy, objectives and targets
- Policies and proposals
 - 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

INTRODUCTION

Economic recession in the first half of the 1980's, with its accompanying job losses and factory closures, highlighted the changing nature of the national and local economy. These changes, reflected in the declining importance of manufacturing and the increasing importance of service employment, have been at work for a number of years. The recession of the 1980's brought them into sharper focus.

In the Borough the result has been the creation of a more diverse, mixed and increasingly modern economy. In 1993, Bury provided employment for over 53,000 people, and had a working population of some 88,000. Manufacturing provided 25.8% of all jobs in the Borough and still has an essential and important role to play in the area's economic prosperity. However, services are becoming increasingly important, providing 69.9% of jobs in the Borough in 1993. Over the period 1981 to 1993 the number of service jobs increased by 40.1%.

The Borough's contribution to the regional economy is not only important as a place to work, but also as a place to live. The Borough is increasingly important as a commuter area. In 1991, 35,200 people, 43.6% of those in employment, worked outside the Borough.

One of the main consequences of recession is rising unemployment. Recession has hit the economy twice in the last fifteen years. This sent unemployment rising above 8,000 between 1982 and 1987, and saw unemployment rise to over 7,092, 9.1% of the workforce in April 1993. By May 1996 unemployment had fallen to 4,335, 4.9% of the workforce, the lowest unemployment amongst the Greater Manchester districts. However, these increases in unemployment, during periods of recession, highlight the need for the Borough's economy to be strengthened and diversified, so that if recession strikes again the local economy is more robust and able to withstand such pressures. Land use planning in general, and the UDP in particular, have a central role to play in this process.

STRATEGY, OBJECTIVES AND TARGETS

Strategy

The Strategy for the Plan sees the development of the local economy as being central to the future success of the Borough. In putting forward a policy framework to aid the local economy, account has been taken of such issues as the changing economy, national planning policy and "Strategic Guidance for Greater Manchester". As a result, two major aims have been identified for the economy policies in the UDP. These are, firstly, to strengthen and diversify the local economy, and secondly, to make provisions for existing employers and the older industrial areas.

The UDP can play an important role in the success of this approach by helping to shed any remnants of a negative image which Bury may still have as a northern industrial town, and also by identifying and setting policies which bring forward high quality, prestige sites capable of attracting business and commercial uses. The policies and proposals identified below have therefore placed particular

emphasis on the town centres, especially for office development, and on sites within the existing urban area to provide quality settings for business and manufacturing developments, where advantage can be taken of existing, upgraded and planned infrastructure, such as access to the motorway network, Metrolink stations, and the future possibility of using the East Lancashire Railway for freight traffic. In addition, improved facilities and infrastructure at Manchester Airport will be of benefit to businesses in the Borough.

A further consideration of the UDP is to work towards ensuring development and growth are sustainable. Land is a finite resource and the economy policies seek to ensure that this resource is utilised in the most efficient manner possible by: seeking to concentrate new investment in the existing urban area and town centres; protecting existing employment land and premises; and seeking the re-use of urban land and industrial premises. The pursuit of sustainable development will also be achieved by bringing employment uses closer to the main population centres, thereby reducing journey times; by seeking to integrate employment uses with public transport; and by consideration of issues such as design, materials and energy efficiency.

In pursuit of sustainable development and the need to accommodate employment needs, a strategic site has been identified for employment purposes at Bury Ground. In addition, there are a number of other such sites identified in the conurbation which will also serve the Bury area. The emphasis within the Borough as already mentioned has been placed on bringing forward a range of smaller sites offering the potential to attract quality jobs and businesses.

The needs of existing industries have not been ignored and the Plan will seek to protect and improve existing employment uses and their surroundings. This is seen to be particularly important in many of the Borough's older industrial areas, where the jobs provided often make an important contribution to the well-being of the inner areas. Provision for the growth of small businesses is also seen to be important.

Objectives and Targets

To achieve the broad aims for the economy policies 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 maintain and protect existing firms and jobs in the Borough.

- The identification and protection of sites suitable for expansion or re-location of existing firms.
- The identification of employment generating areas.

Objective 2: To attract new firms and industries to the Borough.

- The identification of a variety of sites, in terms of both size and quality, for employment generating uses.
- The identification of sites where a variety of employment uses will be considered suitable.
- The identification, on environmental criteria, of quality sites.
- The identification of sites in and around the town centres.

Objective 3: To improve employment opportunities and conditions in deprived areas and for deprived sections of the community.

- Improving the access of disadvantaged groups to employment uses.
- Encouraging environmental and infrastructure improvements in the older industrial areas.
- Encouraging improvements in the quality of industrial premises.

Objective 4: To meet the needs of small and growing businesses.

- Increasing the provision of premises for new and growing firms.

Objective 5: To maximise the economic benefits of the Borough's attractive environment.

- The identification of sites with a high environmental quality.
- Maximising the employment opportunities offered by tourism, recreation and leisure.

Objective 6: To maximise the economic benefits of the transport network and to integrate employment uses with existing transport infrastructure.

- Maximising the accessibility to employment uses for users of all modes of transport.
- Maximising the economic benefits of Metrolink and other future changes in the transport network.
- The identification of sites well placed in relation to existing transport infrastructure and population centres, such as town centres and the existing urban area.
- The identification of sites accessible by public transport.

Objective 7: To minimise conflicts with the surrounding environment and to ensure satisfactory standards of design.

- Ensuring appropriate design in terms of criteria such as materials, access, parking and landscaping.
- Minimising the environmental impact on surrounding land uses.
- Ensuring the separation of certain industrial uses from sensitive land uses, such as schools and housing.

POLICIES AND PROPOSALS

The detailed development control policies and proposals concerning the economy are presented below. Following each of the policies there is a reasoned justification. The appropriate general land use policies, or Part I policies, which can be found collectively in Part I of the Plan, are included in this section preceding the relevant Part II policies. The reasoned justifications for these policies are also included here. All references to Use Classes made in this section relate to those Use Classes contained in "The Town and Country Planning (Use Classes) Order 1987", as amended by the Town and Country Planning (Use Classes) Amendment Order 1995.

EC1 - EMPLOYMENT LAND PROVISION

The Council will endeavour to ensure that a comprehensive range of employment sites is identified to meet the future needs of manufacturing and service employers.

Justification

The Plan's policies for the economy have a dual thrust. Firstly, to strengthen and diversify the local economy and, secondly, to allow existing employers to modernise and expand their operations in the Borough. By ensuring that a comprehensive range of employment sites is available the Council can contribute to this process, fulfil one of the aims of "Strategic Guidance for Greater Manchester", and help preserve and attract jobs to the Borough.

EC1/1 - Land for Business (B1), General Industrial (B2) and Warehousing Uses (B8)

The following sites have been identified for business (B1), general industrial (B2) and warehousing uses (B8). Development for other business and industrial uses will only be permitted in exceptional circumstances and in accordance with other policies and proposals of the Plan:

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

Most suited to expansion of adjacent paper mill.

EC1/1/2 - Land Rear of Peel Mills, Bury (1.80 ha.).

Former railway land, suitable access required to accommodate a free-standing development.

EC1/1/3 - Rear of Edward Andrews, Leigh Lane, Bury (1.32 ha.).

Vacant site suitable for expansion of adjacent employer or with provision of suitable access a free-standing development.

EC1/1/4 - Land off Woodhill Road, Bury (0.42 ha.).

Privately owned site, immediately available.

EC1/1/5 - Mossfield Mill, Bury (2.31 ha.).

Former mill complex, part of which has recently been re-occupied. The Council will seek to retain this and the remainder of the site in a suitable employment use.

EC1/1/6 - Moor Street/Hornby Street, Bury (1.43 ha.).

This Opportunity Site on the northern edge of Bury Town Centre is considered suitable for B1, B2 and B8 employment uses or non-food retailing, see Shopping Proposal S3/1/6.

EC1/1/7 - Victoria Street, Bury (1.37 ha.).

Part of the former gas works, this site is now considered suitable for re-development for B1, B2 and B8 uses.

EC1/1/8 - Bridge Hall Lane, Bury (4.90 ha.).

This Opportunity Site located at Junction 2 of the M66 is considered suitable for B1, B2 and B8 employment uses and/or a restricted form of non-food retailing, see Shopping Proposal S4/2/1. A Traffic Impact Assessment may be required with any development proposals for this site.

EC1/1/9 - Daisyfield, Bury (0.58 ha.).

Cleared site, immediately available. Any development should not adversely affect the adjoining Site of Biological Importance.

EC1/1/10 - Daisyfield Industrial Park, Wellington Street, Bury (3.38 ha.).

This flat site, adjacent to the River Irwell, is immediately available and has planning permission for B1, B2 and B8 uses. Any development should not adversely affect the adjoining Site of Biological Importance.

EC1/1/11 - Land Off Gigg Lane, Bury (6.54 ha.).

This is an Opportunity Site considered suitable for either employment or housing use, see Housing Proposal H1/1/21. This site is considered to contain features of ecological value. Any development should seek to retain such features as they exist or, if possible, relocate them within the identified wildlife corridor. Regard should be had to Environment Policies EN6/3 and EN6/4 in this matter.

EC1/1/12 - Roach Bank Farm, Bury (11.00 ha.).

This site has excellent motorway access and is adjacent to the existing Pilsworth Industrial Estate. The site is currently being tipped. A Traffic Impact Assessment may be required with any development proposals for this site.

EC1/1/13 - Pilsworth Road, Bury (2.00 ha.).

Excellent motorway access and immediately available. A Traffic Impact Assessment may be required with any development proposals for this site.

EC1/1/14 - Land at Castle Road/Pilsworth Road, Bury (2.90 ha.).

Excellent motorway access and outline planning permission for B2 use. Any development should not adversely affect the adjacent Site of Biological Importance. A Traffic Impact Assessment may be required with any development proposals for this site.

EC1/1/15 - Dumers Lane, Bury (4.64 ha.).

This site already contains a number of industrial buildings, the bulk of the remainder is used for car parking. Any development proposals for this site must make provision for a buffer zone between the proposed development and adjacent residential areas to the satisfaction of the Local Planning Authority. Planning permission for industrial development has been granted.

EC1/1/16 - West Pennine Park, Dumers Lane, Bury (4.86 ha.).

Immediately available with planning permission for B1, B2 and B8 uses.

EC1/1/17 - Land Between Hutchinson's Goit and Bealey's Goit, Radcliffe (1.92 ha.).

Access would require bridging of Hutchinson's Goit. Any development should not adversely affect the adjoining Site of Biological Importance.

EC1/1/18 - Lodge Centre, Eton Hill Road, Radcliffe (0.50 ha.).

Existing planning permission for general industrial development.

EC1/1/19 - Dumers Lane, Radcliffe (2.40 ha.).

Site suitable for expansion, or a free-standing development subject to satisfactory access .

EC1/1/20 - Former Reservoir Site, Eton Hill Road, Radcliffe (0.47 ha.).

Small reclaimed site on existing industrial estate.

EC1/1/21 - Former Wilds Paper Mill, Dumers Lane, Radcliffe (0.90 ha.).

Constrained, suitable for expansion.

EC1/1/22 - Sion Street, Radcliffe (0.75 ha.).

Flat site, close to town centre, immediately available.

EC1/1/23 - Mill Street, Radcliffe (0.17 ha.).

This site is identified on the Radcliffe Town Centre Inset Map.

EC1/1/24 - Lodge Brow, Radcliffe (0.31 ha.).

This site is identified on the Radcliffe Town Centre Inset Map.

EC1/1/25 - Ardent Way, Mountheath Industrial Estate, Prestwich (1.53 ha.).

Immediately available, on existing industrial estate. Planning permission has already been granted for managed workshops and associated car parking.

Justification

Providing a comprehensive range of sites for employment uses are key themes of Strategic Guidance for Greater Manchester and PPG4 "Industrial and Commercial Development and Small Firms". These sites are considered suitable to meet a variety of needs from industry and business over the Plan period.

All proposals for new business, industrial and commercial development will be assessed against Policy EC6/1 - Assessing New Business, Industrial and Commercial Development. In certain circumstances, the Highways Agency may require a Traffic Impact Assessment to be carried out in

order to fully assess the traffic implications of any development proposals on trunk roads, including motorways. See Highways and Transportation Policy HT2/10 - Development Affecting Trunk Roads.

EC1/2 - Land Suitable for Business (B1) and Office Use

The following sites have been identified as suitable for business (B1) and office uses. Development for other business and industrial uses will only be permitted in exceptional circumstances and in accordance with other policies and proposals of the Plan:

EC1/2/1 - Land Bounded by Railway Street/Irwell Street and Square Street, Ramsbottom (1.27 ha.).

This edge of centre Opportunity Site is considered suitable for a number of uses including business (B1) and office uses. Other uses which will be given favourable consideration are complementary town centre retailing, leisure and tourism. A mixed use development would also be given favourable consideration. See also Shopping Proposal S3/1/5 and Recreation and Tourism Proposal RT4/1/1. Proposals should have regard to any development brief subsequently issued by the Council. Any such development brief will be issued solely for the guidance and assistance of planning applicants and will be consistent with the Plan.

EC1/2/2 - Mill Site, Square Street/ Kay Brow, Ramsbottom (0.43 ha.).

This Opportunity Site is suitable for business (B1), offices, leisure, tourism and housing uses. See also Recreation and Tourism Proposal RT4/1/2 and Housing Proposal H1/1/3.

EC1/2/3 - Existing Buildings Bounded by King Street/Prince Street/Irwell Street and Palatine Street, Ramsbottom (0.56 ha.). This Opportunity Site occupying a central position within the heart of the town centre is suitable for business (B1), office and retail uses, see Shopping Proposal S3/1/4.

EC1/2/4 - Land Adjoining Olives Paper Mill, Bury (2.15 ha.). This site, a mile from Bury town centre, is considered to be suitable for a business (B1) or office use development. Any proposed development should make a positive contribution to the environment of the valley. In particular, the Council will seek, through negotiation with the developer, a comprehensive development scheme for both the site and the adjoining valley area to the south. This should include the retention and improvement of the existing lodges within an open land setting, together with landscaping and the provision of footpaths to link with existing and proposed rights of way in the vicinity of the site and provide access to waterside areas. Access to the site will need to be agreed with the local authority and, in particular, any access to Brandlesholme Road will be required to incorporate satisfactory provision for the proposed recreational route, see Highways and Transportation Proposal HT6/3/1 and Recreation and Tourism Proposal RT3/4/1. A comprehensive re-development scheme for the area would provide a quality setting for an employment use, whilst at the same time improving its potential for informal recreation and wildlife. Proposals should have regard to any development brief subsequently issued by the Council. Any such development brief will be issued solely for the guidance and assistance of planning applicants and will be consistent with the Plan.

EC1/2/5 - Land at Moorgate, Bury (2.42 ha.). Situated on the north eastern edge of the town centre this Opportunity Site has a current planning permission for convenience shopping, non-food retailing is also considered suitable. The location of this site would also lend itself to business (B1), office or a mix of these three uses. Any proposed development will have to meet a high standard of design in general and especially on road frontages. See also Shopping Proposal S3/1/8.

EC1/2/6 - Townside Fields, Bury (3.07 ha.). This Opportunity Site occupies a prominent position to the south of the town centre and as such will have to meet the following criteria:

- uses will be limited to business (B1) and offices;
- due to the prominent position of the site any development will have to reach a high standard of design;
- any development proposal would have to take account of any proposed expansion of Bury College. See Community Facilities Policy CF2/1, and Proposals CF2/1/1, CF2/1/2;
- the land at Townside Row should be retained as public open space;

- Proposals should have regard to any development brief subsequently issued by the Council. Any such development brief will be issued solely for the guidance and assistance of planning applicants and will be consistent with the Plan.

EC1/2/7 - Bridge Hall Lane, Bury (1.01 ha.).

Close to Junction 2 of the M66, this flat site, currently occupied by a sports pitch has outline planning permission for business (B1) use.

EC1/2/8 - Buckley Wells, Bury (4.36 ha.).

This Opportunity Site to the south of Bury Town Centre was previously an operational British Rail depot. The opening of Metrolink led to the depot's closure. The proximity of the site to a proposed new "Park and Ride" Metrolink station at Buckley Wells (Highways and Transportation Proposal HT3/4/1), will offer a unique opportunity to integrate a suitable employment use and a major new public transport facility. The north-eastern corner of the site is occupied by a former British Rail carriage shed which is now listed. As this building occupies a strategic part of the site the building's retention will determine to a large extent the scope to develop the site. The site's proximity to the East Lancashire Railway could stimulate interest in the further development of tourism initiatives in this part of the Borough, see Recreation and Tourism Proposal RT4/6/5. A mixed development accommodating both employment and tourism uses would also be considered favourably. Access to the site will have to be provided to the satisfaction of the local planning authority.

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

This site identified on the Radcliffe Town Centre Inset Map offers an opportunity for re-development. The site should benefit from its proximity to Metrolink. Office and business (B1) uses are considered suitable. Any development would have to meet a high standard of design at this important gateway to the town centre.

EC1/2/10 - Land Bounded by Pilkington Way/Sion Street/River Irwell, Radcliffe (4.55 ha.).

This is a major Opportunity Site in a prime location south of Pilkington Way. Any development will have to satisfy the following criteria:

- retailing is the preferred use, however, the Council will also consider favourably proposals for business (B1) and office development;
- a high standard of design on road and river frontages will be expected;
- improvements to the riverside frontage should be included in any scheme;
- see also Shopping Proposal S3/1/25.

EC1/2/11 - Land South of Church Street West, Radcliffe (1.64 ha.).

This Opportunity Site, a large part of which is currently vacant, has the advantages of a large river frontage and proximity to Metrolink. Office, business (B1) or complementary town centre retailing uses are considered suitable, see Shopping Proposal S3/1/19. However, housing is considered to be the preferred use as reflected within the Radcliffe Renewal initiative, see Housing Proposal H1/1/35. Any development would have to meet a high standard of design at this important gateway to the town centre and developers will be required to incorporate the river frontage into the design of any development, including the provision of landscaping and public access to the riverside. (See Environment Policy EN10/2).

EC1/2/12 - The Asda Store, Green Street, Radcliffe (0.79 ha.).

This site was previously used for retail purposes. However, in the event that the focus of retailing activity within the centre changes to more up to date retailing accommodation (for example at Sion Street), the Council will encourage redevelopment or re-use of this Opportunity Site for business (B1), retailing (see Shopping Proposal S3/1/22) or leisure uses (see Recreation and Tourism Proposal RT4/5/3), or a mixture of these.

EC1/2/13 - Pilkington Way/Outwood Road, Radcliffe (0.18 ha.).

This prominent Opportunity Site identified on the Radcliffe Town Centre Inset Map is suitable for office and business use (B1), and retailing, see Shopping Proposal S3/1/27.

EC1/2/14 - Land Bounded by Bury New Road/Victoria Lane/Recreation Ground, Whitefield (0.40 ha.).

A prominent site occupied by a number of uses which is considered to have potential for comprehensive redevelopment. The site is allocated as an Opportunity Site on the Proposals Map and a business (B1), office or retail (see Shopping Proposal S3/2/4) after use is considered most appropriate.

Justification

These sites have been identified as suitable for business (B1) and office uses. The sites have been identified in this way because of their prominent position in relation to the Borough's town centres and transport network, such positions will benefit uses of this kind, and in turn these uses will bring benefits to the Borough in general and the town centres in particular.

EC1/3 - Land Suitable for Business (B1), Office and Hotel/Conference Facility Uses

The following sites have been identified as suitable for business (B1), office uses and hotel/conference facilities. Development for other business and industrial uses will only be permitted in exceptional circumstances and in accordance with other policies and proposals of the Plan:

EC1/3/1 - Land off Knowsley Street, Bury (1.30 ha., including existing car park).

This Opportunity Site occupies a prominent position in the town centre and as such any development will have to meet the following criteria:

- uses will be limited to business (B1), offices or hotel/conference facilities, see also Recreation and Tourism Proposal RT4/3/1;
- due to the prominent position of the site any development will have to reach a high standard of design;
- the existing car park should either be retained, or an equivalent number of spaces should be provided elsewhere;
- Proposals should have regard to any development brief subsequently issued by the Council. Any such development brief will be issued solely for the guidance and assistance of planning applicants and will be consistent with the Plan.

EC1/3/2 - Bury Ground, Bury (13.40 ha.).

This Council owned site occupies a prominent position to the north of the town centre and has a pleasant, open character with a river frontage, and footpaths. The site is shown as an Opportunity Site and is considered to be primarily suitable for business (B1) and office use. However, combined with this use, the site is also considered to have potential for the incorporation of a hotel/conference facility. Any development will have to meet the following criteria:

- uses will be limited to business (B1), offices or hotel/conference facilities, see also Recreation and Tourism Proposal RT4/3/2;
- due to the prominent position of the site any development shall be of a high standard of design and should attempt to minimise its affect on the character of the Irwell Valley by careful attention to siting, design, layout, materials and landscape design;
- the open character of the site and the existing network of footpaths should be retained in a low density development;
- access to the riverside area should be maintained, and the existing river frontage remain intact or be improved;
- the showground site should be retained;
- the existing water area should be retained as a natural feature;
- access to the site will have to be provided to the satisfaction of the local planning authority;

- proposals should have regard to any development brief subsequently issued by the Council. Any such development brief will be issued solely for the guidance and assistance of planning applicants and will be consistent with the Plan.

EC1/3/3 - Crostons Road, Bury (7.00 ha.).

This site, to the north west of the town centre, is currently occupied by a mixture of uses, including industrial, many of which are in a poor condition. The location of this site offers an opportunity for re-development for either business (B1) or office uses. The prominent frontage of the site, on a main approach road to the town centre, also presents an opportunity for a hotel/conference facility to be incorporated in the overall redevelopment of the area (see Recreation and Tourism Proposal RT4/3/3). A mixed use development would also be viewed favourably. The site is shown as an Opportunity Site on the Proposals Map. Any development will have to fulfil the following criteria:

- achieve a high standard of design, especially on road and river frontages;
- access to the site should be improved to the satisfaction of the local planning authority;
- any development will have to take suitable account of any archaeological remains found on site, see Environment Policies EN3/1 and EN3/2.

Justification

These sites have been identified as not only suitable for business (B1) and office uses, but also hotel and conference facilities. Each of the sites has, or has the potential for, a quality environmental setting which is the kind of setting an increasing number of business (B1) and office uses are seeking. The sites also have the added advantage of either being within, or adjacent to a town centre. Uses of this kind will make a significant contribution to the strengthening and diversification of the local economy.

The following sites have been identified as suitable for business (B1) and office uses. Development for other business and industrial uses will only be permitted in exceptional circumstances and in accordance with other policies and proposals of the Plan:

EC2 - Existing Industrial Areas And Premises

The Council will seek to retain existing industrial areas and premises in employment uses, where appropriate.

Justification

In recent years industrial land and premises have been lost to other uses. This has been particularly true of the older industrial areas and premises. This has occurred at a time when land for employment uses has become increasingly scarce. The Council will seek to halt this process by protecting existing industrial premises and areas for employment uses, where environmentally acceptable.

EC2/1 - Employment Generating Areas

In the defined Employment Generating Areas, as identified on the Proposals Map, the Council will only allow development for the uses specified. Other uses will only be permitted where they constitute limited development or do not substantially detract from an area's value as an Employment Generating Area. The following areas have been identified for the uses specified:

Business (B1), General Industrial (B2), Warehousing (B8) and Leisure and Tourism Uses:

EC 2/1/1 - Ramsbottom.

EC2/1/2 - Pilsworth Industrial Estate, Bury.

A Traffic Impact Assessment may be required for any development proposals within this area.

Business (B1), General Industrial (B2), and Warehousing (B8):

EC2/1/3 - Tetrosyl, Bury.

EC2/1/4 - Fernhill, Bury.

EC2/1/5 - Freetown, Bury.

EC2/1/6 - Bury Bridge/Daisyfield, Bury.

EC2/1/7 - Bridge Hall Lane, Bury.

A Traffic Impact Assessment may be required for any development proposals within this area.

EC2/1/8 - Macphersons, Bury.

EC2/1/9 - Dumers Lane, Bury.

EC2/1/10 - Eton Hill Road, Radcliffe.

EC2/1/11 - Bradley Fold.

EC2/1/12 - Radcliffe East.

EC2/1/13 - Radcliffe West.

EC2/1/14 - Radcliffe South.

EC2/1/15 - Halsteads, Whitefield.

EC2/1/16 - Park 17, Whitefield.

EC2/1/17 - Mountheath, Prestwich.

Justification

The Borough contains a number of distinct areas where employment generating activities are concentrated. These areas range from the older, inner industrial areas of Bury, Radcliffe and Ramsbottom to the modern purpose-built industrial estates of Pilsworth, Park 17 and Mountheath. If existing firms and jobs are to be protected in the Borough it is important that investment for employment generating purposes is encouraged. The Employment Generating Areas identified and shown on the Proposals Map will help to achieve this by providing a degree of certainty as to the future use of these areas.

The Employment Generating Areas will also have an important part to play in protecting existing employment land. Too often in the past land once used for employment has been lost to other uses, particularly housing. The defined Employment Generating Areas will protect the future of these areas for employment uses.

It is not the aim of the Council to remove or prevent the improvement of uses such as existing housing, local shops and community facilities in these areas. However, development for uses other than employment uses will be limited in scale so as not to detract from the aims of the Employment Generating Areas.

The increasing value of leisure and tourism in generating employment and other economic benefits is recognised. In recent years Ramsbottom and Pilsworth have become important in these respects, the former in relation to the East Lancashire Railway, and the latter with the opening of the Multiplex

cinema, bowling alley and fast food restaurants. It is proposed that within the Employment Generating Areas of Ramsbottom and Pilsworth further developments related to leisure and tourism will be looked upon favourably where they do not conflict with other policies and proposals of the Plan.

In certain Employment Generating Areas the Highways Agency may require a Traffic Impact Assessment to be carried out in order to fully assess the traffic implications of any development proposals on trunk roads, including motorways. See Highways and Transportation Policy HT2/10 - Development Affecting Trunk Roads.

EC2/2 - Employment Land and Premises Outside the Employment Generating Areas

The Council will seek the retention of existing employment land and premises outside the Employment Generating Areas except where it can be clearly demonstrated that an existing employment site or premises is no longer suited in land use terms to continued employment use. In such circumstances consideration will be given to alternative development providing it does not conflict with the character of the surrounding area and other policies and proposals of the Plan.

Justification

As well as the Employment Generating Areas defined in Policy EC2/1 there are a number of isolated pockets of industry in the Borough. These provide valuable sources of local employment, often in the more deprived areas of the Borough. As such the Council will seek to protect them where it can be shown that, in land use terms, continued use of the site or premises for employment use would not have a detrimental effect on the surrounding area.

However, the Council recognises that in some instances this will no longer be possible. In some cases sites that have become vacant may no longer, for a variety of reasons, be suitable for continued employment use. In these cases, the Council will assess development proposals in relation to other policies and proposals of the Plan.

EC3 - Improvement Of Older Industrial Areas And Premises

The Council will seek and encourage improvements to the environment and infrastructure of older industrial areas and improvements to the quality of industrial premises.

Justification

Improving the appearance of, and increasing investment in, the Borough's older industrial areas has been encouraged by the Council for a number of years, initially with the designation of Industrial Improvement Areas and two Economic Improvement Areas in Radcliffe and Ramsbottom. The UDP will seek and encourage improvements of an environmental and economic nature of the older industrial areas of the Borough. More specifically, attention will be paid to the state and appearance of buildings, the design of new buildings, access and car parking, the improvement of derelict land and the re-use of vacant land and floorspace. New development will be expected to make a positive contribution to the environment of industrial areas. See, in particular, Policy EC6/1.

The Council will play a full role in working towards such improvements, not only as the local planning and highway authority, but also through the targeting of resources such as derelict land grant, Single Regeneration Budget (SRB) funding and any grants available within Economic Improvement Areas. The Council cannot, however, secure the desired improvements on its own, but will need the co-operation of local employers and other interested parties.

EC3/1 - Measures to Improve Industrial Areas

The Council will be especially concerned with improving older industrial areas and premises, and will encourage and, where appropriate, implement measures to:

- improve the condition and appearance of buildings;
- improve access, servicing and car parking arrangements;
- bring into use derelict and vacant land;
- facilitate the re-use of vacant buildings and floorspace;
- improve the visual appearance and environment of the area;
- promote the introduction of new industrial development;
- promote good standards of design in all developments.

Justification

Many older industrial areas and premises are not well suited to the needs of modern industry and commerce. A number suffer from a poor environment with obsolete and unsightly buildings, and pockets of derelict and under-used land. The street patterns and layout of buildings often mean that vehicular access to and within the areas is poor, leading to problems of poor traffic circulation and road safety. Many properties also have limited off-street parking and servicing provision.

The measures outlined above will assist the Council in identifying and prioritising its own spending in older industrial areas and, it is hoped, act as a guide for private sector expenditure.

EC4 - SMALL AND GROWING BUSINESSES

The Council will ensure that the needs of small and growing businesses are met by looking favourably on proposals for such developments, where these do not conflict with other policies and proposals of the Plan.

Justification

The Council are well aware of the importance of small and growing businesses to the local economy. Indeed, the Borough has the highest percentage of jobs provided by companies employing fewer than 25 people in Greater Manchester. The Council wishes to encourage this position by looking favourably on developments by small businesses and developments for small businesses, such as nursery and start-up units. PPG4 "Industrial and Commercial Development and Small Firms" states that plans will be able to identify policies for particular types of developments, including small businesses. Developments for larger premises, suitable for small firms which have started to expand, will also be encouraged as these are particularly lacking in the Borough.

EC4/1- Small Businesses

Proposals for small businesses will be acceptable when the scale of development is appropriate to, and the use is environmentally compatible with, the surrounding area in which it is to be located, and where they do not conflict with other policies and proposals of the Plan.

Justification

Many modern industrial and commercial uses can carry out their operations in areas once considered unsuitable for such uses, e.g. rural and residential areas. This particularly applies to small scale operations. Where proposals from small businesses are considered to be of a suitable scale and do not pose problems such as intrusion into open countryside, noise, smell, safety, health or excessive traffic generation they will generally be acceptable.

EC5 - OFFICES

The Council is concerned to attract new office development and will support proposals for such development in appropriate locations.

Justification

The local economy has become increasingly dominated by the service sector. The majority of the Borough's working population are also employed in service industries. Many of these services require

office accommodation, and in recent years office developments in the Borough have increased. The Council will attempt to foster this situation by supporting office developments in suitable locations, such as the town centres and other points well related to public transport.

EC5/1 - Office Development in Bury Town Centre

As a sub-regional centre the main location for new office developments will be Bury Town Centre. The following sites are allocated for office development:

EC5/1/1 - Land Adjacent Bury Fire Station, The Rock, Bury (0.07 ha.). Small Opportunity Site, granted planning approval for offices in 1993, also suitable for retailing, see Shopping Proposal S3/1/9.

EC5/1/2 - Rochdale Road, Bury (0.15 ha.). Small Opportunity Site, also suitable for retailing see Shopping Proposal S3/1/14.

EC5/1/3 - Peel Way/Bolton Street, Bury (0.19 ha.). Prominent site with full planning permission.

EC5/1/4 - Irwell Street, Bury (0.09 ha.). Planning permission for offices.

EC5/1/5 - Haymarket Street, Bury (0.16 ha.). Prominent site close to Bury Interchange. Outline planning permission for offices with shops on the ground floor.

EC5/1/6 - Land off Glenmore Street, Bury (0.08 ha.). Site suitable for expansion of existing office dominated area.

EC5/1/7 - Land off Ashlor Street, Bury (0.16 ha.). Site suitable for expansion of existing office dominated area.

Three town centre Opportunity Sites are also suitable for offices, or a mixed development including such uses. These are Economy Proposals EC1/2/5, EC1/2/6 and EC1/3/1.

Justification

Bury as a sub-regional centre already supports a number and range of office based uses. This role should be maintained to take advantage of its major transport interchange facilities and its wide range of retail, leisure and cultural facilities.

The proposals are listed due to their suitability for office development or the existence of current planning permissions.

EC5/2 - Other Centres and Preferred Office Locations

The Council will look favourably on office developments in the following locations:

- **town and district centres, particularly in relation to existing or proposed transport infrastructure;**
- **those sites identified as suitable for office use in Economy Policies EC1/2 and EC1/3.**
- **The following sites have been identified for this purpose on the appropriate Town Centre Inset Map:**

EC5/2/1 - Former Radcliffe Town Hall, Spring Lane, Radcliffe (0.10 ha.). This site is considered suitable for office use either by refurbishment or redevelopment.

EC5/2/2 - Sion Street/Phoenix Way, Radcliffe (0.20 ha.). This Opportunity Site is suitable for office or retail uses, see also Shopping Proposal S3/1/24. The site also has planning permission for a car showroom.

EC5/2/3 - Church Lane, Prestwich (0.82 ha.). The Council will encourage the comprehensive redevelopment of this Opportunity Site for office or residential uses (see Housing Proposal H1/1/48). A high standard of design will be required for this site in the St. Mary's Park Conservation Area.

EC5/2/4 - Land to the Rear of the Red Lion, Bury New Road, Prestwich (0.34 ha.). The Council recognises the office or retail development potential of this Opportunity Site which could be integrated more closely with existing commercial activities fronting Bury New Road or combined to provide a prominent frontage redevelopment Opportunity Site. See also Shopping Proposal S3/1/31.

Justification

The Borough's town centres, apart from Bury, although providing more localised functions than Bury, provide opportunities for a limited amount of new office development. In the cases of Radcliffe and Prestwich the opening of Metrolink should provide an additional incentive for such development. New developments in relation to other existing or proposed transport links will also be particularly welcomed.

Specific proposals in the Economy section, under Policy EC1/2 and Policy EC1/3, have identified sites suitable for office development due to their locational and environmental characteristics. These sites, it is hoped, will make a contribution to the diversification of the local economy by attracting quality office based uses.

EC5/3 - Other Office Locations

Outside town and district centres, and sites identified for office use, development for further office uses will not be permitted except for:

- **small scale developments providing a direct service to a local area;**
- **refurbishment or conversion proposals which would result in the retention of buildings of architectural or historic interest;**
- **proposals for office-type homeworking where existing residential amenity would not be adversely affected.**

Justification

Isolated, small scale, office developments providing a service to a local area can often provide a valuable local service without detracting from the character of the area.

The conversion of redundant buildings, many with features of architectural or historic interest, has become increasingly more popular. Often the end use is for office based uses, which give a rejuvenating effect to the local economy and can result in the retention of the original buildings.

The advent of micro-computers, faxes, cable and other information technologies has meant, and will increasingly mean, that more people can work from home, where once they would have worked from an office. Providing the scale of such development is strictly limited, and existing residential amenity is not adversely affected, such uses will normally be acceptable.

EC6 - NEW BUSINESS, INDUSTRIAL AND COMMERCIAL DEVELOPMENT

The Council will seek to ensure that new business, industrial and commercial development is of a suitably acceptable design and does not have a significantly detrimental effect on the surrounding environment and amenity.

Justification

Two of the Plan's main themes are to strengthen and diversify the local economy and to protect and improve the environment. These themes are not incompatible: a good quality environment will help to attract inward investment; development which is of a good design, sympathetic to the surrounding environment and amenity, will, in turn, make a positive contribution to the overall quality of the

environment. By seeking the highest possible standards of design and by minimising the impact on the environment and amenity the Council can secure these two objectives.

EC6/1- Assessing New Business, Industrial and Commercial Development

All new business, industrial and commercial development will be expected to be of a high standard of design and appearance and to take account of the surrounding environment, amenity and the safety of employees, visitors and adjacent occupiers. Factors to be considered when assessing proposals will include:

- **scale, size, density, layout, height and materials;**
- **access and car parking provision;**
- **landscaping and boundary treatment;**
- **the effect on neighbouring properties;**
- **the safety of employees, visitors and adjacent occupiers.**

Justification

This policy will be used as a basis for assessing the overall design and environmental impact of new proposals for business, industrial and commercial development. Ensuring good design in terms of scale, size, density, layout, height and materials is important in maintaining and improving the image of the Borough. At the same time, it is important that the surrounding environment is protected by: seeking adequate access and parking arrangements; landscape and boundary treatments to separate or minimise any effect on neighbouring uses, where appropriate; and by ensuring the effects of noise, dust, smell, vibration, air and water pollution do not have an unacceptable effect on neighbouring properties. The safety of employees, visitors and adjacent occupiers will also be taken into account and the Council will seek the advice of the Health and Safety Executive and its own Environmental Health officers where appropriate.

EC6/2 - Hazardous Installations

In the interest of safety, the Council will ensure that hazardous installations, which pose a risk to the surrounding population, are separated from sensitive land uses such as housing by:

- **strictly controlling the siting of new, or the expansion of existing hazardous installations;**
- **limiting and controlling the type of development within the vicinity of existing hazardous installations.**

Justification

Certain sites and pipelines are designated as notifiable installations by virtue of the quantities of hazardous substances stored or used. The Borough already contains a number of such installations, including high pressure natural gas transmission pipelines. Whilst they are subject to stringent controls under existing health and safety legislation, it is considered prudent in the interest of safety to control both the siting of any new or expanded installation and the development permitted in the vicinity of these installations. The Council will seek the advice of the Health and Safety Executive in the implementation of this policy.