



REPORT FOR DECISION

Agenda Item	
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MEETING: PLANNING CONTROL COMMITTEE

DATE: 17 FEBRUARY 2009

SUBJECT: THE ROCK REDEVELOPMENT AREA : ADVERTISEMENTS & BANNERS

REPORT FROM: ASSISTANT DIRECTOR (Planning, Engineering and Transportation Services)

CONTACT OFFICER: TOM MITCHELL – DEVELOPMENT MANAGER

TYPE OF DECISION: COUNCIL

FREEDOM OF INFORMATION STATUS: This paper is within the public domain

SUMMARY:

The report considers forthcoming redevelopment and refurbishment works at The Rock in Bury Town Centre, and recommends that where planning applications are submitted for advertisements and banners within this area, special consideration should be given to the current need to support businesses, to provide public information, and to continue to communicate Bury Town Centre messages of **'Business As Usual'**, and **'Bury : So Much More'**.

OPTIONS AND RECOMMENDED OPTION (with reasons):

Committee is recommended to agree that the special considerations outlined in this report should be given some priority when determining Planning Applications for advertisements and banners within the area defined in the plan attached to this report.

Committee could decide not to give priority to the considerations outlined in the report, and to not adopt the area outlined in the attached plan.

IMPLICATIONS -

The implications are that traders, the developers and the Bury Town Centre Partnership would have greater flexibility in displaying temporary advertisements and banners which provide business support and public information during the period of disruption by construction works.

Corporate Aims/Policy Framework: N/A

Financial Implications and Risk Considerations N/A

Statement by Director of Finance and E-Government: N/A

Equality/Diversity implications: N/A

Considered by Monitoring Officer: N/A

Are there any legal implications? No

Staffing/ICT/Property: N/A

Wards Affected: Bury East

Scrutiny Interest: N/A

TRACKING/PROCESS**EXECUTIVE DIRECTOR:**

Chief Executive/ Management Board	Executive Member/ Chair	Ward Members	Partners
Scrutiny Commission	Executive	Committee	Council

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1. The planned refurbishment works for pedestrianised part of The Rock are due to begin in March 2009. This will bring further disruption to traders in that part of the town centre, and will follow on from more than a year of construction works further along The Rock where the new development is now emerging.
 2. There is no doubt that the new development and the refurbished Rock will provide superb retailing opportunities and a first class shopping environment when all works are complete, but for the present and for the next two years most traders in this area are faced with difficult trading conditions, intermittent building works with inevitable disruption, and a degree of confusion and disorientation amongst their customers.

3. There is a need to support traders in this area throughout this difficult process, and one means suggested by traders, developers and the Town Centre Partnership would be to consider the use of temporary advertisements and banners to communicate messages relating to **'Business As Usual'**, and **'Bury : So Much More'** and to continue to provide public information and awareness on development and access issues.
4. By way of an example the photograph below is an example of a banner that has been erected which has resulted in us pressing the owner to either remove the banner or seek permission.



5. In normal circumstances planning controls on advertisement applications would seek to secure the highest standards of design, durability and ensure a positive contribution to the permanent environment. Issues of precedent and over-proliferation would also be considered. However, the current environment in this area is predominantly temporary, and will be subject to constant change with site compounds, hoardings, building materials, storage, machinery and new structures. Consequently it is suggested that for a limited period, issues of business support and communications should be given a high level of priority when considering planning applications submitted for advertisements or banners within the area specifically affected by development works.
6. An area is defined in the attached plan where business property is expected to be most severely disrupted or affected by development or refurbishment over the next two years. Planning applications will continue to be required for advertisements and banners within this area, but special consideration will be given to the need for business support, public information, communications, and the opportunity for flexibility within a predominantly temporary environment.

List of Background Papers:- None

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