

2.0 Site Context

Prestwich sits within the metropolitan borough of Bury, approximately 6km from Manchester City Centre and 7.5km from Bury town centre.

The site comprises approximately 2.48 hectares of land which can be described as follows:

- Land south of Fairfax Road (8 - on the key) – comprises surface level car parking, the Longfield Centre, Prestwich Library and the Longfield Suite, the Fairfax Group Practice Medical Centre, Rectory Lane and areas of public realm. This part of the site is broadly bound by Prestwich Metrolink station to the east, St Mary's C of E Primary School and residential properties to the south, Bury New Road to the west and The Radius and Fairfax Road to the north.
- Land north of Fairfax Road – an “L” shaped area of existing surface parking bound by Fairfax Road to the south, the Metrolink line to the east, existing properties on Highfield Place and an area of scrubland to the north and existing properties on Highfield Road and Our Lady of Grave RC Church to the west.

The site occupies an accessible location, in close proximity to an extensive range of services, facilities and public transport infrastructure provided within the village centre.

The Prestwich Metrolink sits immediately adjacent to the east of the site and is accessible via Rectory Lane. The Metrolink services which operate from the stop comprise the Green Line (Bury – Altrincham) and Yellow Line (Bury – Piccadilly), and provide direct access to Manchester stations, including Manchester Piccadilly and Manchester Victoria. The tram service operates on a 12-minute frequency throughout the day, with journey times of 15 minutes to Bury and 20 minutes to Manchester Victoria station.

The site is also well serviced by bus stops with the Longfield Centre (Stop B) immediately adjacent to the site. The 66 bus runs from the Longfield Centre to Eccles Interchange. The Longfield Centre (Stop B) is located to the west of the site along Bury New Road and serves the X43, 97, 94, 98, 95, 90, X43, 66, 97, X41, X43, 98, 66 bus services. These run to various routes around Greater Manchester including Bury, Eccles, Pendleton, Shudehill, Manchester City Centre, Salford, Simister and Higher Crumpsall.

Key

- Site Boundary
- Prestwich Village Centre
- Local Landmarks
- Transport Hub
- Travel Distance by foot



Existing Site

1. Longfield Centre

2. Prestwich Health Care

3. Car park

4. Metrolink Tram Stop

5. Bus stop

6. Rectory Lane

7. Bury New Road

8. Fairfax Road

9. Poppythorn Lane



Strategic Site Context

Planning History
The majority of the Planning History associated with the application site boundary, has consisted of minor applications for advertisement consent, change of use, minor alterations as part of the Longfield Centre.
However, the redevelopment and regeneration of Prestwich Village Centre has been proposed since the early 1990s in various formats. Two significant regeneration schemes have been proposed, comprising:
- An Outline Application submitted by Hollins Murray Group in 2009 (references 51465 & 54978).
- Proposals submitted for the redevelopment of the Longfield Shopping Centre in 1991 and 1992 (references 27452, 26636 and 25292).

- Known Environmental Considerations**
- Ecology - The site is not located within or adjacent to any statutory or non-statutory designated ecological sites. The nearest statutory designated site is Ashclough Site of Special Scientific Interest ("SSSI") located c. 5.1km northwest. The nearest non-statutory designated site is Prestwich Clough, a Site of Biological Importance located c. 370m south of the site.
 - Flood Risk - The site is entirely located in Flood Zone 1 and is therefore at the lowest risk of fluvial flooding. There are small areas of the site's northern extent which are subject to low to medium risk of surface water flooding.
 - Trees - There are no Tree Preservation Orders designated on or adjacent to the site.
 - Heritage - The site is not located within or adjacent to a Conservation Area. The nearest Conservation Area is St Mary's located c. 130m south of the site. There are no designated heritage assets within the site boundary. There are a cluster of Grade II Listed Buildings located c. 290m southwest of the site. These are associated with the Grade I Listed Church of St Mary. There are also a number of non-designated heritage assets located adjacent to the site boundary (Wilton Arms Hotel (Istanbul Grill), The Railway and Naturalists public house, Barclays Bank & Our Lady of Grace (OLOG) Presbytery Church.
 - Air Quality and Noise - The site's western boundary is located adjacent to an Air Quality Management Area ("AQMA") associated with Bury New Road. 2.11 There is a Noise Important Area (NIA) (ID: 1743) situated immediately adjacent to the west of the site on Bury New Road.

- Key**
- 1. Longfield Centre
 - 2. Rectory Lane
 - 3. Bury New Road
 - 4. Fairfax Road
 - 5. Poppythorn Lane



Existing Site

2.3 Context & Local Character

1840

- In the early 19th century the site contains small amount of terraced structures, surrounded by open fields.
- Bury New Road is visible as this formed a strong link into Manchester.



1950

- Many of the late Victorian structure remains intact following the war.



1890

- During the late 1800's there has been significant development of terraced structures surrounding Bury New Road.
- Another key development has been the railway line, with Prestwich Station located close to the Village centre.



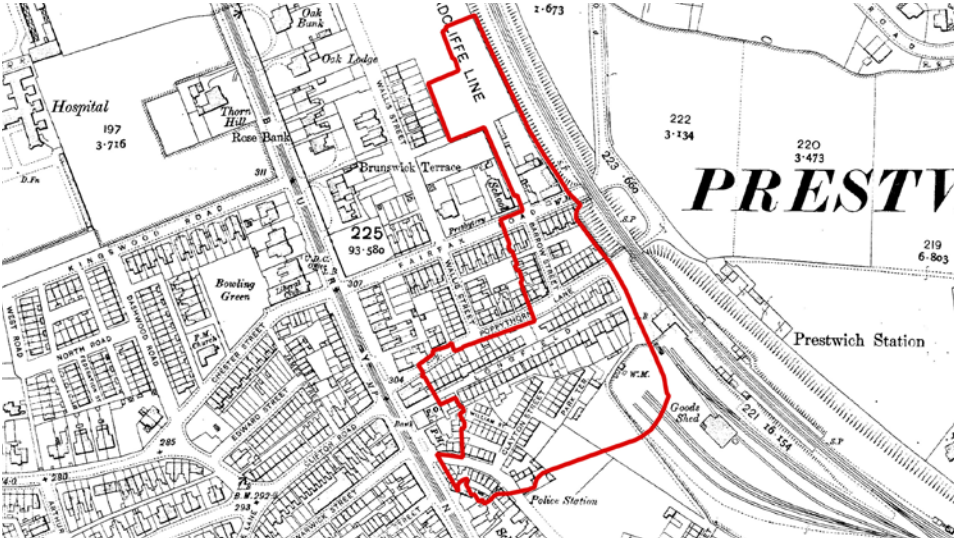
1980

- One of the key changes in this plan has been the demolition of many of the terraced structures to create the Library, Longfield Centre and shopping area.



1900

- Prestwich continues to develop as part of the industrial revolution.



Present

- The existing site contains many of the buildings from the 1960s/70's.
- The Radius residential building sits adjacent to the site boundary and is the largest recent development in the area.
- The railway is now in use as Metrolink tramline.



2.4 Context & Local Character

In the 17th and 18th centuries, Prestwich was a rural backwater, lightly populated around the church, and with a network of narrow country lanes and farm tracks.

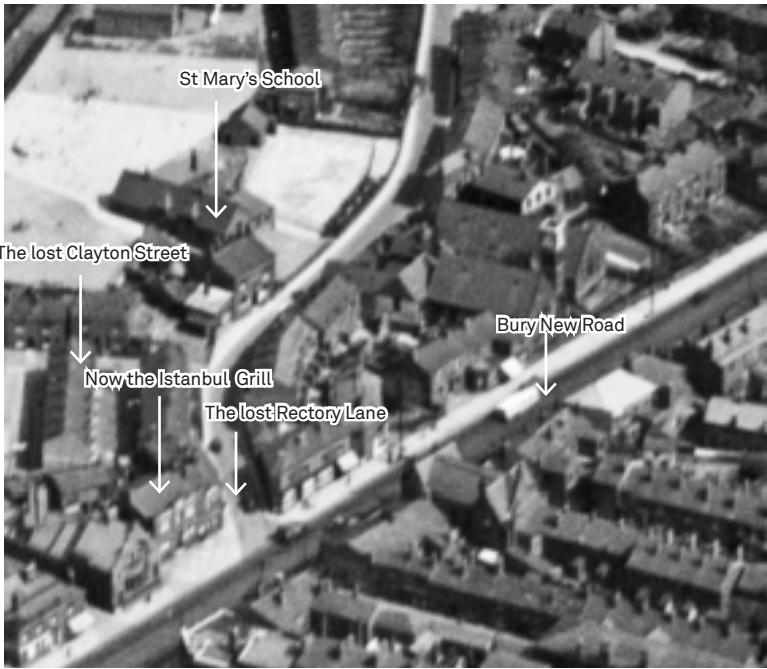
Bury Old Road was established in 1754, introducing many changes in the area. Prestwich soon became a manufacturing centre, a domestic industry based in weaver's cottages. The weaving manufacturing reached a peak in 1790, and started to decay with the introduction of factories and machinery in the area. Bleaching and dyeing was a major part of Prestwich in the 19th century.

With the introduction of Bury New Road in 1828, Prestwich transformed from a quiet village into a suburb of Manchester, with its own High Street. In 1851 a mental health institution was established in the old Prestwich Wood estate, where Prestwich Hospital currently sits. In 1879 the railway was built, and numerous new housing neighbourhoods gathered within reach of the Besses o'th'Barn, Prestwich and Heaton Park station.

The adjacent diagram illustrates the historical street layout that was lost during the Longfield Centre's development. The new masterplan offers a chance to reintegrate the village, seamlessly weaving it back into its surrounding environment.



OS map, 1840s-1880s Prestwich Village



Historic photo looking south down Bury New road



1892-1914 OS Map overlaid on to Prestwich Village today

2.5 Site Photographs

The surrounding heritage context is made up of brick buildings in a terracotta red finish. There is varied roof-scape across the site.

The Radius building is located within the centre of the site and is the tallest structure at ground plus 9 storeys.

Images

1. View up along Bury New Road looking up Poppythorn Lane towards the White Horse and Railway & Naturalist pubs. The Radius can be seen in the background, facing poppythorn Lane.
2. View south along Bury New Road looking towards the Barclays Bank building and the Istanbul restaurant
3. View looking north east through precinct between Longfield Centre
4. View from Bury New Road looking up at the corner of the Longfield Centre with the existing Cancer Research UK store
5. View north from Rectory Lane looking through the walkway between Longfield Centre and Prestwich Library towards the Radius. The Radius can be seen in the background, facing toward poppythorn Lane.
6. View north west from Poppythorn Lane looking towards the back of the White Horse Pub and Village Cobbler
7. View south from Poppythorn Lane looking towards the back of the Barclays Bank building
8. View looking along Poppythorn Lane up at the side of the White Horse Pub and the change in brick façades
9. View south west looking through the precinct between Prestwich Library and the Radius



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2.6 Site Photographs



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Images

- 10. View north east looking up from Poppythorn Lane at the Radius building across the public square
- 11. View south west across Rectory Lane looking up at the entrance of the Prestwich Library
- 12. View south west from the parking lot next to the tram stop across Rectory Lane looking towards the Radius and Prestwich Library
- 13. View south east across Heys Road up at the Prestwich Metrolink sign
- 14. View looking down the tram stop ramp towards the parking lot
- 15. View east looking up from the parking lot next to the Prestwich Library. The Radius can be seen in the background, facing poppythorn Lane.
- 16. View north along Rectory Lane looking up towards the St Mary's C of E Primary School
- 17. View north along Rectory lane looking at the back of the Longfield Centre and the Prestwich Library
- 18. View west along Fairfax Road looking up toward Our Lady of Grace Roman Catholic Church and the Church's hall and cottage