

Environmental

The site is located between two potential noise sources. Bury New Road to the south west and the Railway to the north east.

The sunpath as shown has been carefully assessed to inform the scale, massing and placement of buildings within the masterplan to optimise daylight hours into the public amenity spaces.

Key

 Site boundary

 Prevailing wind

 Sun path

 Noise source



Uses

The existing buildings within the development boundary are predominantly retail focused. There is also a quantum of community focused uses in the Longfield Centre.

Linking into Bury New Road, retail remains the predominant use.

Fairfax Road has a mix of retail, residential and religious use.

To the east and south-east of the site are mainly residential zones with St Mary's primary providing a small area of educational.

F&B is located to the west of the site boundary.

Key

 Site boundary

 Retail

 Residential

 Cultural/Religious

 Offices

 Leisure

 Food & Beverage

 Industrial/Warehousing

 Transport

 Health



Scale & Massing

The site and general surrounding area is mostly low level, with the exception of the residential blocks at the Radius located just outside the site boundary.

Within the site boundary the buildings are 2 and 3 storeys.

The Radius is the tallest building hugging the site boundary to the north at ground plus 9 storeys at its tallest.

Key

 Site boundary

 8-9 storeys

 4-5 storeys

 2 storeys

 10+ storeys

 6-7 storeys

 3 storeys

 1 storey



Pedestrian Network

The main pedestrian routes towards the site are from Poppythorn, the Metrolink Tram stop, Fairfax Road and Bury New Road.

Poppythorn Lane extends through the site as the strongest connection linking communities to the east and west of the site.

Other, less prominent, pedestrian links connect Fairfax and Rectory Lane into the core of the site.

Cycle movement is mostly located on Rectory Lane and Bury New Road with limited cycle parking in the site.

Key

Site boundary

Cycle movement

Metrolink station

Pedestrian movement

Bus stop

Bike racks

The metrolink station is located to the west of the side.



Vehicular Network

The site is in a highly accessible location by a variety of modes of transport:

- Metrolink Tram Stop to the west
- Regular bus routes with bus stops located on Bury New Road, Fairfax and Rectory Lane
- Access to the site via Fairfax Road, Rectory Lane and via Bury New Road.
- A large surface car park is located off Fairfax Road and another within the site boundary accessed from Rectory Lane.

Key

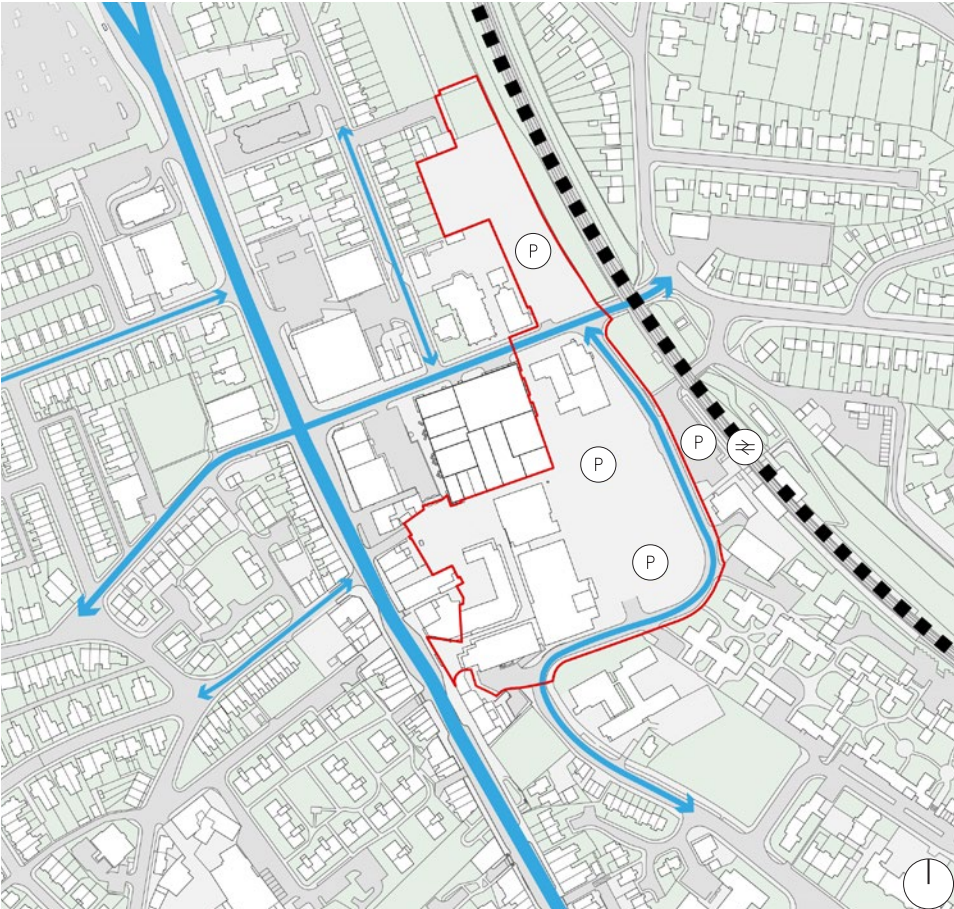
Site boundary

Vehicular movement

Tram

P

Existing car parking



Heritage Area

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.

Key

Site boundary

St Mary's Park, Prestwich Conservation Area



Green Space

There are significant green corridors within the context of the site, providing good access to green amenity spaces for leisure. The two key green spaces in the area located within a 15-20 minute walk are Prestwich Forest Park and Heaton Park.

Prestwich Forest Park is made up of a number of sites, including Philips Park, Waterdale Meadow, Drinkwater Park and Prestwich Clough. Through this corridor of green spaces, Prestwich is connected to series of green open spaces such as Clifton Country Park, Outwood Country Park and Nob End SSI, towards Bolton.

There is limited provision of play and dwelling spaces within the village centre, and the presence of main roads have a negative impact on the independent mobility of children, young people, the elderly and disabled population of Prestwich. Pedestrian and cycle connections to the existing green places are of poor quality, exacerbated by Bury New Road acting as a severance.

There is the opportunity to bridge connections Prestwich Forest Park to Heaton Park, enhancing and improving the connectivity, pedestrian and bicycle mobility, and green infrastructure of Greater Manchester.



Green Space Plan

Key

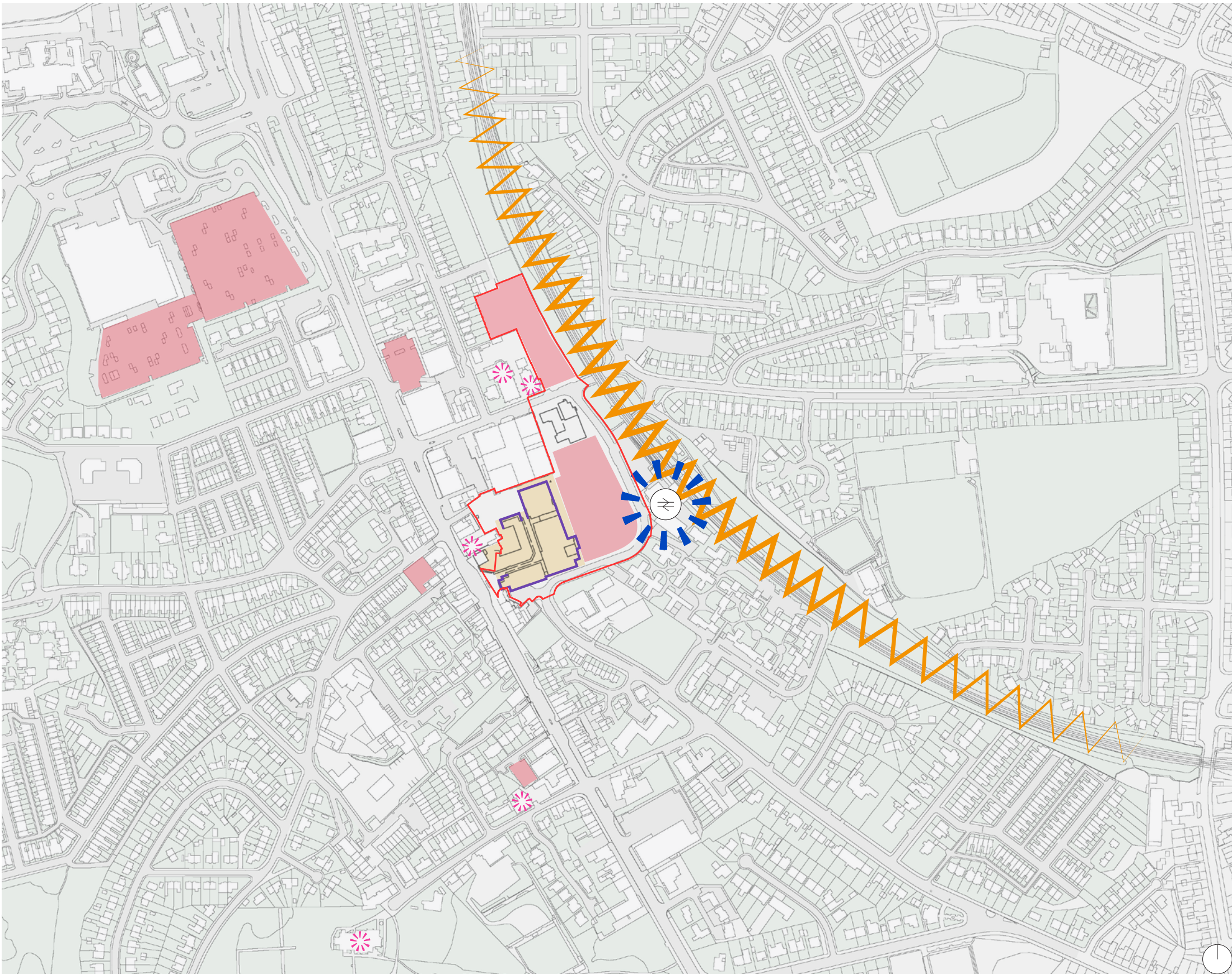
- Green Open Space
- Farmland
- Cemetery
- Allotment

- Recreation and Sports
- Golf course
- Brownfield
- Watercourse

- Metrolink
- Roads
- Pedestrian and cycle routes

2.10 Site Analysis Challenges

- The main constraint in the site's current form is the lack of permeability through the site coupled with:
- lack of active and positive frontage to Rectory Lane and the eastern edge of the Longfield that addresses the surface car park
 - tired and outdated retail space with an inward facing arrangement that turns its back around its outer edge as shown opposite
 - lack of activity created by the surface car park that becomes a dark and uninviting space at night
 - lack of activity to Rectory Lane and blank façades facing St Mary's primary
 - requirement to provide town centre car parking
 - poor pedestrian connections across and around Rectory Lane and car dominated spaces
 - poor identity and sense of arrival from tram and other key gateways
 - poor public realm
 - proximity to St Mary's primary school
 - proximity to Our Lady of Grace RC Church
 - maintaining servicing to existing buildings along Bury New Road
 - providing new car parking to support new and existing retailers and commuters
 - construction phasing and continued trading of surrounding businesses



Key

Site Boundary

Large Indoor Shopping Centre Plots

Surface and Multi-storey Parking

Noise Source

Inactive Elevations

Metrolink Station

Building of merit/Listed Building/ Scheduled Monuments

The key opportunities, therefore, aim to address these constraints and are summarised below:

- mend and improve public permeability
- increase permeability with new connections through the masterplan and beyond the redline
- ‘give everything back to the street’ - maximise active frontages to the ground floor and new streets and spaces
- create a strong sense of place and village with genius loci
- mend leaking and undefined edges with strong a defined streets and spaces
- create new and inviting gateways into and out of the masterplan that address key arrivals such as the Metrolink, Poppythorn, Rectory Lane and Bury New Road
- creating a sequence of different streets and spaces with differing characters and use
- providing new homes to deliver density and a mixed community to support regeneration and use of the amenities from morning until night
- relocate and consolidate car parking to allow for active and mixed uses on the existing Longfield car park site and defined frontages along Rectory Lane

Key

Site Boundary

Opportunity Sites

Green Spaces

New Active Frontages

Permeability

Existing Positive Frontages

Place making

Metrolink Station

2.12 Site Analysis
History & Culture

Prestwich has a vibrant social history with a remarkable fusion of talent, intellect, and creativity, which has intricately shaped it's identity over the years. The Village embodies a unique blend of artistic brilliance and intellectual curiosity.

Prestwich has been the birthplace of notable figures who have made significant contributions to the arts. One of its famous daughters is Victoria Wood, a beloved comedian, actress, and writer. Another remarkable talent from Prestwich is Arlene Phillips, a renowned choreographer and television personality. These iconic women have left a lasting legacy in the world of comedy, acting, and dance, bringing immense pride to their hometown and its cultural heritage.

One of the significant contributors to this rich heritage is the Artisan Naturalists, a group of self-taught working-class botanists in the 19th century. Their relentless passion for science and nature not only challenged prevailing social norms but also sparked a curiosity-driven movement that resonates in Prestwich's cultural fabric today. Their meetings took place at the Railway and Naturalist pub in Prestwich Village, a name inspired by their passion for nature.



James Percival junior - 1827-1902, a businessman and leading amateur botanist in the second half of the 19th century.



A Sample of Sedge submitted by Richard Buxton



Prestwich Coat of Arms, officially granted in 1939

‘Do right, fear not’

The wyvern was, most probably, believed to be a symbol of power and strength

The lion traditionally symbolises courage, nobility, royalty, strength, stateliness and valour.

Swans' heads taken from the arms of Baron Cawley of Prestwich

The fleur-de-lis is often used as the symbol of St Mary, indicates the dedication of the Parish Church.



Newspaper extract on the opening of the Longfield Centre



Victoria Wood, writer, comedian and actress was born in Prestwich



Arlene Phillips, choreographer was also born in Prestwich

2.13 Site Analysis
Contextual Inspiration

We have undertaken an extensive analysis of the character of the Prestwich and its built form to ensure we fully understand the place and take inspiration from its rich context of local buildings.

We have carefully studied the materials and the craft, detail and joy to be found in its architecture and weaved these into our full application design proposals to ensure we bring forward a masterplan whose buildings feel routed in Prestwich and enhance the character of the village.

It should be noted that whilst we have shown a design to the façades of the outline components, these are illustrative only and are shown to compliment the full application buildings.

Prior to the Industrial revolution Prestwich Village was a rural backwater, lightly populated and the context was a network of rural roads and tracks.

Therefore the majority of the notable buildings and architectural character in the village centre are post 18th century and specifically Victorian.

There is high quality Ecclesiastical Architecture throughout Prestwich village centre mixed with early and high Victorian terraced houses, pubs and re-purposed banks and other public buildings. The village is the very essence of mixed use. St. Mary's school sits happily within the village centre together with the metro transport interchange, doctors surgeries, a library and many types of homes.

There are some lower grade 20th century buildings which have been discounted as precedents for this study.

This eclectic mix is fundamental to the character of Prestwich. The village has a bohemian feel, with active ground floor uses and a busy, bustling energy most times of the day and into the evening.

The space between the buildings and street furniture are of a relatively low quality and the intention is to provide a significant upgrade to the streetscape as part of this development.

Red brick is the dominant material with Prestwich Village centre. The red brick is lifted through lots of ingenious detailing maximising the utility of this material. Chamfered cornices, arches, flat arches, textured gables and ornate chimneys are but a few of the exuberant architectural details created by the Victorian Architects in brick.

The really special buildings are treated to sandstone and terracotta detailing. Our Lady of Grace RC Church and Prestwich liberal club are 2 such examples but there are many more within the village.



Parish church of St Mary the Virgin,1966



Our Lady of Grace R C Church,1931, 11 Fairfax Road



33 Fairfax Road



International House, 1874, Church Lane



Gable, 9 Fairfax Road



Victorian Houses, 8A Glebelands Road

Brick



English



Common

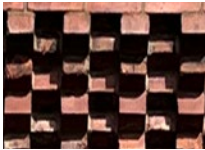


Flemish

Lintel & Windows



Craft



Bury's Adopted Development Plan

The Development Plan for Bury comprises the Bury Unitary Development Plan ("UDP"), which was adopted in 1997. The Supporting Planning Statement prepared by Asteer Planning provides a full assessment of the proposals against all relevant policies, and this Section of the DAS summarises the policies that are most relevant to the design of the scheme.

Policy H2 Housing Environment and Design notes that the Council will encourage good design in all residential development. All new residential development will be expected to make a positive contribution to the form and quality of the surrounding area, and will be required to demonstrate acceptable standards of layout.

Policy S2 – Control of New Retail and non Retail Development details that all retail proposals should have regard to their surroundings in terms of design, scale, height, bulk, use and colour of materials and landscaping, and the design of the proposal should take into consideration the safety and security for all users and surrounding occupiers. Proposed development should particularly consider the design and appearance of proposed frontages across prime and secondary shopping areas, and further notes that a good quality of design and layout in shopping areas and new shopping developments can make a major contribution to the overall quality of the environment.

Policy EN1 – Built Environment notes that the Council will give favourable consideration to proposals which do not have an unacceptable adverse effect on the particular character and townscape of the Borough's towns, villages and other settlements. Factors to be considered when assessing proposals will include:

- the external appearance and design of the proposal in relation to its height, scale, density and layout;
- the relationship of the proposal to the surrounding area;
- the choice and use of materials;
- access and other design features for the mobility impaired;
- the design and appearance of access, parking and service provision;
- landscaping, including the use of natural landscape features, and open space provision;
- and the use of lighting

Proposals will be required to make provision for incidental open space and landscaping to the Council's satisfaction, with suitable provision for well located and designed street furniture, alongside environmentally sensitive design features aimed at discouraging crime. With regard to access, the policy notes that the council is concerned to improve the quality of development along through routes and at gateways, and will require new proposals fronting major through routes and at the identified gateways to display a high standard of design and landscaping. Proposals for new and altered shop fronts properly respect the architectural elements of

the building and the character of the surrounding street scene.

Furthermore, the policy notes that the appearance of proposed developments and their relationship to their surroundings are material planning considerations to be taken into account when assessing development proposals.

Consideration will also be given to design policies listed within the following Supplementary Planning Guidance (SPGs), and Supplementary Planning Documents (SPDs):

SPD 1 - Open space, sport and recreation provision in new housing development;
SPG 3 - Planning out crime in new development; and
SPD 16 - Design and layout of new development.

Places for Everyone

Places for Everyone ('PfE') is a long-term plan of nine Greater Manchester districts (Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Tameside, Trafford and Wigan) for jobs, new homes, and sustainable growth. The plan has not yet been adopted, but is currently in examination, with the Main Modifications stage running until December 2023. PfE will therefore be a key consideration in the assessment of this application.

PfE sets out Greater Manchester's aspirations for neighbourhoods, including Town Centres, with a focus on proposals that are inclusive, well designed, resilient, safe and well served by local services. There is a focus throughout the plan, to deliver high quality and inclusive design of places and developments.

With regard to design, the following policies are relevant to this application:

- **Policy JP – P1 'Sustainable Places'** notes that Greater Manchester is aiming to become one of the most liveable city regions in the world, consisting of a series of beautiful, healthy and varied places. Proposals should look to:
- Be distinctive, and conserve and enhance the natural environment and landscape features and respects and acknowledges the character and identity of the locality in terms of design, siting, scale and material used.
- Create visually stimulating, interesting and imaginative environments;
- Be socially inclusive;
- Use durable and built to last materials;
- Be resource efficient;
- Incorporate high quality and well managed green infrastructure

Policy JP-H 3 'Type, Size and Design of New Housing' states that residential proposals should ensure that they comply with nationally described space standards, and innovation in housing development will be supported where it is consistent with the principles of good design and contributes to local distinctiveness, including the use of modern methods of manufacturing that can help to improve the speed of delivery and increase building standards.

Policy JP-C4 'Streets for All' requires streets to be designed and managed to make a significant positive contribution to the quality of place and support high levels of walking, cycling and public transport.

National Planning Policy Framework (2023)

The revised National Planning Policy Framework ('NPPF'), was published in 2018 and updated in September 2023. The NPPF is a material consideration in the determination of planning applications, and the below policies focus on design.

Paragraph 126 states that the creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities.

Paragraph 132 notes that design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community.