

72629 – Pavement adjacent to 214 Bury New Road, Whitefield.

Non-illuminated advertising panels to all 4 sides of existing telecommunications cabinet.

The existing cabinet is within the All Saints conservation area of Whitefield.

The advertising panels are already in place on all four sides of the cabinet. They consist of large white lettering on a blue background. The cabinet is sited close by to a terrace of 2 dwellings and 2 commercial which date from the mid-19th century and which are relatively intact making a strong contribution to the character and appearance of the conservation area. Opposite the site are the Uplands grounds and Hamilton Road Park providing a recreation green space Bounded on Bury New Road by a low stone wall and hedgerow with mature trees behind. Behind the site and set back by approximately 25 meters and set down approximately 2 meters from pavement level is a contemporary civic style building with an intervening grassed area with trees. Views of this building from pavement level are mitigated by its site and surroundings.

The advertising panels are an incongruous feature within that part of the conservation area when viewed within the context described, constituting a very stark, contemporising and utilitarian feature causing harm to the character and appearance of the conservation area.

As such the advertising panels do not preserve or enhance the character or appearance of the conservation area.

Conservation Officer

14/1/26