

Dear Jennie,

This pre-planning application has been forwarded to PVNF for consideration.

Location: iPavement Outside Aldi on 380 Bury New Road, Prestwich, Manchester, M25 1AR Proposal: Installation of 1 no. BT Street Hub Unit with 2 no. digital 75-inch LCD display screens on either side of the unit and removal of the existing phone kiosk

Following consideration of the proposal, PVNF objects to this application for a large illuminated sign on a busy pedestrian route on the edge of the Conservation area. The sign would obstruct what is a very busy stretch of road, resulting in pushing pedestrians further towards the kerb, particularly when, as frequently happens along this busy road, two people walking may meet another person pushing a pram or someone using a wheelchair/mobility vehicle. The PVN Area Design Code that we recently commissioned and which Bury Council has a copy, notes in A1.42, that clear pedestrian routes should be maintained along Bury New Road. The sign itself is also obtrusive and will adversely impact the character of St. Mary's Conservation area and along the street scene of Bury New Road, adding clutter and intrusive lighting (24 hours a day). Again, our Design Code in E2, notes that signage and wayfinding should complement the local character and palette, providing consistency through Prestwich. Illumination should be avoided wherever possible (H5). We urge the Council to refuse this application.

Kind Regards

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