

72033 – Pavement o/s Aldi 380 Bury New Road, Prestwich.

Installation of 1 no. BT Street Hub Unit with 2 no. digital 75 inch LCD display screens either side of unit and removal of existing phone kiosk

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Advertisement consent for 2 no. digital 75 inch LCD display screens either side of 1 no. BT street hub unit.

For the avoidance of doubt the application site is outside of St. Mary's Conservation Area, opposite its Bury New Road frontage close by to its junction with Church Lane and in between two Non-Designated Heritage Assets (NDHAs), the Red Lion Hotel and The Church Institute.

Paragraph 216 of the National Planning Policy Framework (NPPF) states that the effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

The siting of the proposed hub would not be visible within the setting of the Red Lion or the Church Institute, both NDHAs, and as such would not have a direct or indirect impact on the buildings causing no harm to their setting and therefore no loss of heritage significance.

Although the proposed hub would be outside the boundary of the conservation area paragraph 220 of the NPPF is considered relevant: "Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 214 or less than substantial harm under paragraph 215, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole."

The frontage on the west side of Bury New Road, opposite the application site is within the conservation area boundary is generally of lesser quality in its contribution to the character and appearance of the conservation area. It represents the commercial part of the conservation area as opposed to the historic core of Church Lane. It consists of altered frontages of different designs, sizes, materials and proportions and as such does not make as strong a contribution as Church Lane to the character and appearance of that part of the conservation area.

The proposed hub and its associated display would be viewed within this context and within the context of the blank brick façade of the Aldi store which it would

be adjacent to, a contemporary commercial site. Taking these factors into account the proposed hub would not impact on the setting of the two NDHAs or the setting of the St. Mary's Conservation Area to a level that would constitute less than substantial harm to its character and appearance and as such would be acceptable with regard to heritage conservation.

Conservation Officer.

18/7/25