

# Love Prestwich Village

**Town Centre Development Strategy**

Adopted July 2009





# Prestwich Town Centre Development Strategy

Adopted July 2009



Prestwich 2008

Aerial Photograph courtesy of Jonathan Web

## Status of this report

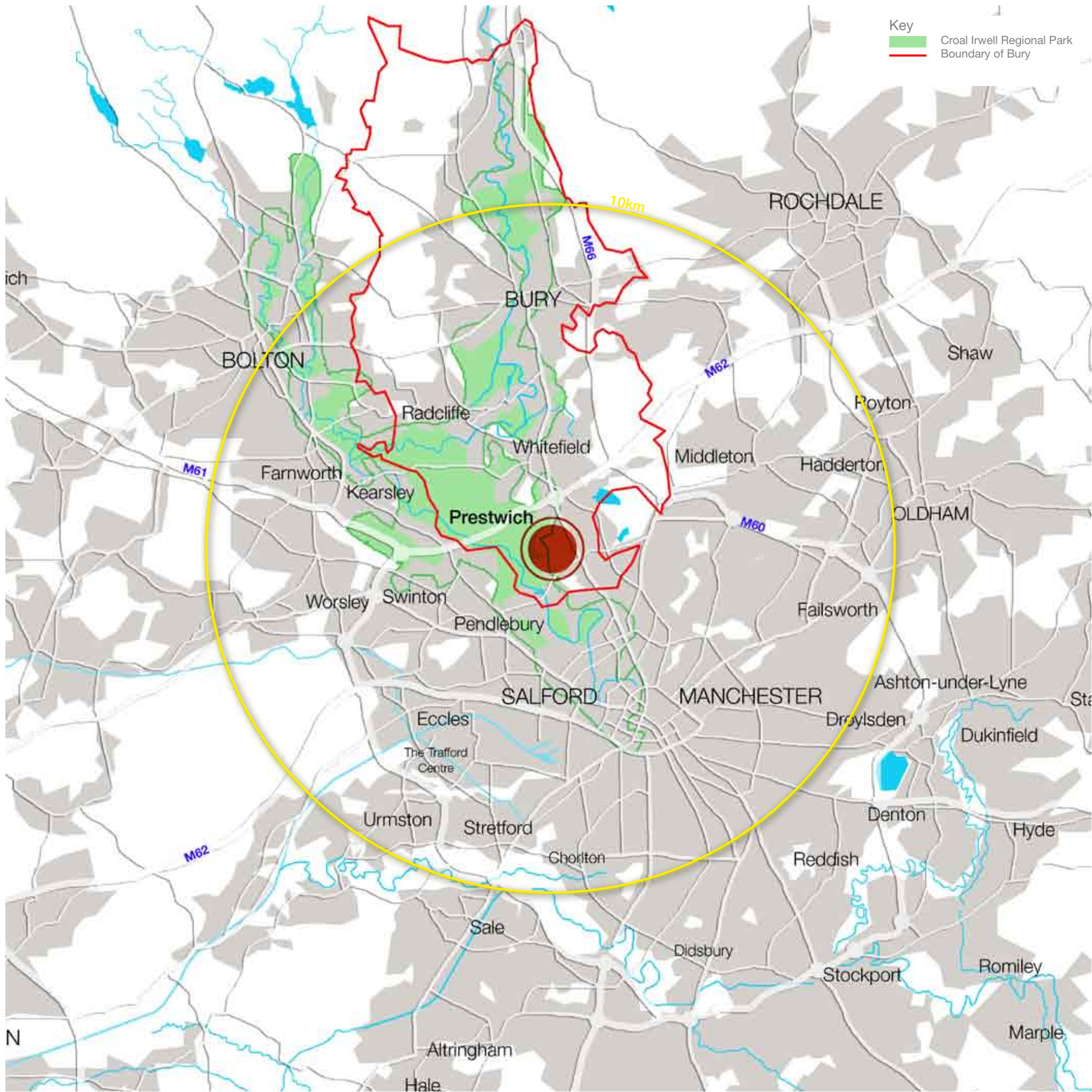
This strategy report has been prepared by URBED and has been subject to extensive consultation with key stakeholders and the public. Formal consultation took place between 13 October 2008 and 24 November 2008.

The strategy was adopted as non-statutory planning policy for Prestwich Town Centre and as part of the evidence base backing up the Local Development Framework by Bury Council's Executive Committee on 8 July 2009.



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# Introduction

**This report is the result of a study commissioned by Bury Council to prepare a strategy for Prestwich Village Centre. The study has been undertaken by URBED (Urbanism, Environment and Design) with commercial advice from AGD Regeneration. The process of preparing the strategy has included a roundtable workshop, consultation on options and close working with the Prestwich Local Area Partnership. The strategy has been subject to consultation and is now published in its final form.**

The aim of the study has been to develop a shared vision for the future of Prestwich that can strengthen its role as a hub for the local community, a transport node, a shopping centre and a place to live and work. Its purpose has been to develop a strategy to guide the private development interest in the centre, to protect local business and to coordinate public investment in health, education and community facilities. This is to be articulated both as a regeneration strategy to guide action by the Council and others as well as planning policy that can give certainty to developers. It is not the intended that this strategy should become an Area Action Plan. It has instead been adopted as non-statutory planning policy and will feed into the evidence base supporting the Local Development Framework. The report is in five sections:

**Part One** summarises the key points to arise from the baseline report that is published separately.

This is developed in **Part Two** into a vision for Prestwich based on a diagnosis of its problems and the results of consultation. This is developed into a vision of an urban village made up of five strands covering its role as a community hub, high street, gateway to parkland, place to live and place to work.

**Part Three** develops these themes into a series of development options for the centre, which were subject to consultation. These options are appraised to arrive at a preferred option.

This preferred option is described in the masterplan in **Part Four** starting with a strategy for Bury New Road before looking at the Regional Park and proposals for revitalising the shopping and leisure uses in the centre. This feeds into a series of further proposals for public realm improvements, for new community facilities and for the development of employment space and housing.

**Part Five** breaks down the masterplan into a series of projects with outline costings and implementation routes before outlining a funding strategy to implement the vision.

◀ **Prestwich in Context:** Prestwich Village lies just 4 miles north of Manchester City Centre and around five miles south of Bury. Its position North of Manchester is similar to Chorlton in the south and closer than Sale or Didsbury. The green area shows the extent of the Proposed Croal Irwell Regional Park described later in this report.

