



HOW

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# CASE STUDY

October 2009

## Redevelopment of Prestwich Town Centre

**Client:** Hollins Murray Group

**Location:** Prestwich, Bury

Plans for the redevelopment of Prestwich town centre have been approved by Bury Metropolitan Borough Council, following extensive planning and retail advice from HOW Planning.

Acting on behalf of the Hollins Murray Group Ltd, HOW Planning provided advice for the 2.6 hectare retail-led scheme which will replace the existing Longfield Shopping Centre on Bury New Road. Advice for the scheme is in line with the Government's Town Centre First Policy and the Love Prestwich Village Development Strategy that has been put together by the Council.



Advice for the highly-sustainable, mixed-use development included the demolition of the Longfield Shopping Centre and existing library. The library will be rebuilt along with refurbishment of the existing Longfield Community Centre.

The new scheme will also include a retail unit of approximately 6000 sq m, for an anchor tenant along with smaller non-food retail units which will accommodate some of the existing tenants. It will also comprise a 70 bed hotel, office accommodation, restaurants, public realm space, up to 36 residential dwellings, and a new 7 deck multi-storey car park,

