



Lee Fenton

Planning Services Ltd

## PLANNING STATEMENT

UNIT 1 A

ALDON ROAD

POULTON INDUSTRIAL ESTATE

POULTON-LE-FYLDE

FY6 8JL

CHANGE OF USE FROM RETAIL / OFFICE TO CLASS E (BAKERY)  
WITH ANCILLARY TAKEAWAY COUNTER (SUI GENERIS) &  
ADVERTISEMENT CONSENT FOR CHANGES TO FASCIA SIGN.

## PROPOSED

Unit 1a Aldon Road, is a unit on Poulton Industrial Estate, it's current use is for retail / office space. The applicant is seeking permission to change the use of the building from retail / office to Class E & Sui Generis for the use of a bakery and takeaway counter. The applicant is also seeking permission for changes to the fascia sign on the front of the building.

## SITE

The site is located on Poulton Industrial estate, Aldon Road. The industrial estate is home to many different successful businesses. Due to the number of different businesses on the industrial estate the applicant has taken the opportunity to expand their business with a bigger premises and to a location where there are many different people visiting / working on a daily basis.

The unit is currently used for office & retail space. The current shop has closed down leaving a unit free in a prime spot on the industrial estate for someone to come in and use as their new base for their business.

## DESIGN & ACCESS

The existing internal layout will remain the same with the addition of a serving counter for the bakery. The only change to this building is the fascia sign on the north facing elevation, as you can see below, the changes to the fascia sign are minimal with only a logo change. The proposed new fascia sign will be made from aluminium and will be no larger than the existing sign.



The current access to the site will remain the same & the parking spaces are to remain also. Please see site plan on DWG no. MF/TLP/2708 for more details.

The site is accessible by both vehicular methods and by foot, it is thought that a lot of the bakery's customers will be heading to site on foot as a lot of the daily business will come from workers from around the industrial estate.

## VISUAL IMPACT

Visual impact with regards to this application will be minimal, this is due to all the other buildings and units on the industrial estate having signs and advertisement just like the proposed. The site is full of businesses used for similar purposes, therefore there will be no effect on the neighbouring amenity.

## OTHER FACTORS TO CONSIDER

- The site is located within flood zone 1 therefore not at risk of flooding.
- There are no trees or hedges on site, causing no harm to environmental features or ecology.
- There are no proposed changes to access or parking therefore no impact on highways & existing access to site.

## SUSTAINABILITY STATEMENT

Achieving sustainable development means that the planning system has 3 overarching objectives, which are interdependent and need to be pursued in mutually supportive ways:

- **an economic objective** – to help build a strong, responsive and competitive economy, by supporting growth, innovation and improved productivity;
- **a social objective** – to support strong, vibrant and healthy communities, by fostering well-designed beautiful and safe places, with accessible services that support communities' health, social and cultural well-being; and
- **an environmental objective** – to protect and enhance our natural, built and historic environment; climate change, including moving to a low carbon economy.

## ECONOMIC

The economic objective of this proposal is to keep building an already established business by providing further income for the business and its owners. The proposal could also create more employment opportunities for local people.

## SOCIAL

The social objective of this proposal is to create a well-designed building that fits in with the local community and existing business. This application will use accessible services for the whole community and any customers who chose to use their services.

## ENVIRONMENTAL

The environmental element of the application comes in the proposed lack of physical harm to the countryside. There is no potential harm to environmental features or ecology.

## CLIMATE CHANGE STATEMENT

The Wyre Local Plan Vision Statement refers to a greater emphasis on walking, cycling and access to public transport and low carbon transport options, locating development in areas with lower risk from flooding and harnessing renewable energy. An objective of the LP is "to respond to the challenge of climate change encouraging best use of resources and assets, minimising wastage and ensuring the Borough adapts to climate change" (para. 3.4.1).

An objective of our proposal is to take opportunities "to address any relevant issues arising from climate change and to minimize the use of resources, including energy efficiency".

LP policy SP2 relates to sustainable development and objective 6 states that "development proposals must demonstrate how they respond to the challenge of climate change through appropriate design and by making best use of resources and assets, including the incorporation of water and energy efficiency measures through construction and operational phases, and the reuse and recycling in construction both in the selection of materials and management of residual waste".

Where possible, materials with a lower environmental impact will be used in any works. This will be achieved through the following:

- Responsible sourcing of materials. Where possible, materials will be sourced locally to reduce carbon transport footprints.

## CONCLUSION

This application seeks permission for the change of use of a unit from office space / retail to Class E Bakery. There are no internal changes proposed, only advertisement changes to the fascia sign. Given the sites location the fascia sign causes no real detrimental impact to the surrounding area as all the buildings are of similar design and usage.

This proposal represents the expansion of an existing business just in a new area, that meets the needs of the target audience. As such this application should be supported by the LPA. The proposal will not cause any detrimental impacts in terms of flooding, drainage, or neighbour amenity. It is considered that this application is consistent with the thrust of current planning policies and should therefore be viewed favourably by the local authority.