

PLANNING STATEMENT

March 2024

Extension & Alterations to Existing Shop

Shropshire Country Brides,
Leebotwood,
Church Stretton.



1. Introduction

This planning design and access statement accompanies a full planning application for the alterations and extension of an existing shop building. The proposal aims to enhance the functionality, aesthetics, and customer appeal of the shop, which specialises in wedding dresses. The primary focus of the

proposal is the extension of the principal facade to create a new shop entrance with enhanced display windows, alongside minor internal layout alterations.

2. Description of Proposal

The proposed alterations include:

- Extension of the principal facade to create a new shop entrance with enhanced display windows.
- Mirroring of the existing porch projection to achieve symmetry in the principal facade.
- Replacement of the existing deep fascia and back gutter with a more conventional eaves and gutter system.
- Installation of improved shop signage on each elevation.
- Minor internal layout alterations to improve the flow of the shop floor.

3. Design Considerations

The design aims to maintain the existing character of the building while enhancing its visual appeal and functionality. The extension will seamlessly integrate with the existing structure, utilizing matching cladding to ensure a cohesive appearance. The proposed changes seek to create a more balanced and symmetrical principal facade, centred around the new entrance.

4. Access and Parking

No changes to the road access are proposed, and there will be no intensification of the use of the access. The shop will continue to operate as it currently does, with no reduction or increase in available parking spaces. The extension does not impact parking availability or access to the site.

5. Justification for Proposed Changes

The proposed alterations are motivated by the need to enhance the identity of the shop, making it more appealing to potential customers. The creation of an improved shop entrance and enhanced display areas will contribute to a more welcoming and visually engaging environment. These changes aim to support the long-term viability and success of the business.

6. Conclusion

In conclusion, the proposed alterations and extension to the existing shop building are designed to improve functionality, aesthetics, and customer appeal while maintaining the existing character of the structure. The changes are justified by the need to enhance the identity of the shop and create a more inviting retail environment. We believe that the proposed development will contribute positively to the local area and the continued success of the business.