DESIGN & ACCESS STATEMENT – HARES & GRACES

Planning Application HPK/2012/0389 & HPK/2012/0392

43 Market Street, Whaley Bridge. SK23 7PA

43 Market Street, Whaley Bridge was built in 2004. A modern construction of two apartments, one ground floor one upper floor. Both properties are owned by Mr & Mrs Hollister (the applicants) along with all ground space within the cartilage of the boundary.

Upper floor apartment has a terraced garden at rear and larger floor space, the ground floor has no outside recreation area and has smaller floor space.

Converting the ground floor to a shop makes better living accommodation for the upper floor as the downstairs shop would be unoccupied outside of shop hours. The upper floor apartment has its own private entrance at the side of the building; it also has allocated parking within the property boundary as does the ground floor apartment.

The property sits on the high street of Whaley Bridge, namely "Market Street". This is the main shopping street in Whaley Bridge and is Ideal for pedestrians, road side parking and a large public car park just across the road.

As we own the property the overheads are very low and allow an opportunity for a business to be generated, create employment and chance to survive without the pressure of huge overheads every month.

My daughter Grace will be employed to run the shop, this opportunity is only due to the fact we own the property and will give business guidance to ensure success. Full time employment is difficult to obtain especially for the under 25's. This will create one full time job and potentially a part time job once the business is established.

The whole of ground floor apartment will be converted to a shop very easily, **the floor space remain the same**, the only external change would be the installation of shop window, in the same location as current only slightly larger. All the building materials will match the existing. A fire escape door would be installed on side elevation. All access areas to conform to disabled access regulations along with fitting room. **This is a change of use; there is no additional floor space to the current development and the external landscaping remains unchanged to the current development. The property and the landscaping will remain maintained by us as per current arrangements.**

Access to the shop will be through the same door as currently used for the apartment, therefore no change.

The signage & lighting proposed has been selected to create a tasteful visual appearance within the conservation area. The proposed colour of signage is soft grey with brush steel lettering illuminated by traditional light fittings used elsewhere on the high street.

There is one rough kept raised flower bed at rear of parking area, we propose to plant shrubs and topiary trees to enhance the visual appearance externally.

This development will give Whaley Bridge a new shop retailing country and equestrian clothing including brands such as Joules, Musto, Pikeur & Dubarry. Country wear is very much part of the rural lifestyle but unfortunately you have to travel many miles to large towns to purchase what a large percentage of people wear every day.

This new shop will attract people to Whaley Bridge as the brands are desirable and the shop will help to regenerate the high street, offering something different to the town.