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Planning Statement- Rev A

217 Uttoxeter Road
Blythe Bridge
ST11 9JR

Undertaken on behalf of: Lloyds News & Booze

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Application: Installation of new secure shop frontage and replacement business signage

The applicant seeks to obtain permission for the installation of a new secure shop frontage after taking on the current off license premises. The new frontage will complement the existing structure and ensure the roller shutter housing is recessed within the frontage to comply with local design guide.

It is unfortunate given the nature of the current property and usage as a local post office that internal grilles cannot be utilised as the leaseholder has had previous experiences with another one of their retail sites where the toughened shop front has been damaged. In order to ensure the roller shutter design does not detract the building a slatted shutter design has been implemented once the shutters are in closed position.

Likewise a trough light unit has been utilised to ensure that light is reflected onto the signboard as opposed to it being back lit.

There are no other changes sought apart from this as existing premises will remain as is.