The Foundry, 15 Yorke Street, Wrexham, LL13 8LW
Tel: 01978 345250
www.hdsarchitectural.co.uk
enquiries@hdsarchitectural.co.uk

Design, Access and Planning Statement

Partial Demolition and Reconstruction of the Principal Front Elevation

Salon LA
10 Pen-y-Bryn, Wrexham, LL13 7HY

Prepared in support of a Full Planning Application



Fig. 1 – Proposed Representative Visualisation

Client: Cadarn Consulting Engineers
Design team: HDS Architectural services LTD

1. Proposal

This Design, Access and Planning Statement has been prepared in support of a full planning application for the partial demolition and reconstruction of the principal front elevation to Salon LA, 10 Pen-y-Bryn, Wrexham.

The proposal comprises the reconstruction of the existing principal front elevation together with a replacement shopfront, revised front fenestration and associated external works. The existing hair salon use will remain unchanged.

The proposed works form part of a coordinated programme of improvements to Nos. 10 and 12 Pen-y-Bryn. Separate planning applications have been prepared to reflect the individual ownership and application requirements of each property.

2. Site Context & Background

The application site comprises 10 Pen-y-Bryn, Wrexham, occupied by Salon LA.

Structural investigations undertaken in respect of Nos. 10 and 12 Pen-y-Bryn have identified historic structural movement affecting the principal front elevations. Whilst recent inspections indicate that the movement is not progressive, the consulting structural engineer advises that replacement of the existing shopfront should not proceed without reconstruction of the front wall.

The proposals have been developed in accordance with the recommendations contained within the Structural Appraisal prepared by Bingham Rawlings Partnership Ltd. Accordingly, the proposed works provide a permanent structural solution whilst also enabling an improved architectural treatment of the frontage.

Although this application relates solely to No. 10, the proposal has been developed alongside the corresponding scheme for No. 12 to ensure that the reconstructed front elevations provide a coordinated and complementary contribution to the character and appearance of the wider streetscape.



Fig. 2 – Site Location Plan



Fig. 3 – Existing Streetscape along Pen Y Bryn

3. Design

The reconstructed principal front elevation has been designed to respect the proportions and character of the existing building whilst providing a contemporary shopfront appropriate to its established commercial use.

The replacement shopfront adopts a simple and contemporary architectural approach, incorporating generous glazing, a clearly defined entrance and a restrained fascia arrangement. This improves visual permeability, enhances the appearance of the premises and contributes positively to the active commercial frontage along Pen-y-Bryn.

The proposed materials and detailing have been carefully selected to provide a durable, well-detailed finish that complements neighbouring commercial buildings whilst remaining appropriate to the surrounding townscape.

Overall, the proposal represents a sympathetic enhancement of the existing building that respects the established proportions and scale of the terrace whilst providing a modern and attractive frontage suitable for its continued use as a hair salon.



Fig. 4 – Proposed Principal Front Elevation

4. Access

The proposal does not involve a change of use and the premises will continue to operate as a hair salon.

Existing pedestrian access from Pen-y-Bryn will be retained, with no alteration to the established means of access into the building. The replacement frontage has been designed to provide a clear and welcoming entrance whilst maintaining the existing relationship with the public footway.

The development has been prepared having regard to the principles of inclusive access. The proposed entrance will remain readily identifiable and the replacement glazing will improve visibility between the building interior and the street, contributing positively to the character of the frontage and the perception of safety.

There are no proposed changes to vehicular access, servicing arrangements or parking associated with the premises.

Accordingly, it is considered that the proposal will maintain appropriate access for all building users.

5. Planning Policy

The proposal has been prepared having regard to the relevant national and local planning policy framework.

At the national level, Planning Policy Wales (Edition 12) places good design at the heart of sustainable development, encouraging proposals that enhance the quality of the built environment, respond positively to local character and make efficient use of existing buildings.

The proposal also reflects the placemaking objectives of Future Wales – The National Plan 2040, which supports investment within existing settlements and the continued regeneration and improvement of established commercial areas.

At the local level, the proposal has been developed having regard to the Wrexham Unitary Development Plan, in particular:

Policy PS2 – Sustainable Development
Policy GDP1 – General Development Principles

These policies seek development that is appropriately designed, respects its surroundings and contributes positively to the quality and appearance of the built environment.

The proposal has also been informed by the Council's adopted:

Local Planning Guidance Note 12 – Shopfront Design and Security
Local Planning Guidance Note 30 – Design

The proposal retains the existing commercial use, preserves the established building line and delivers a reconstructed principal front elevation that enhances the appearance of the building whilst respecting the surrounding streetscape.



Fig. 5 – Aerial View of the Application Site

6. Conclusion

This application seeks planning permission for the partial demolition and reconstruction of the principal front elevation to Salon LA, 10 Pen-y-Bryn.

The proposal provides an appropriate long-term solution to the structural issues affecting the existing frontage whilst retaining the building and its established commercial use. The reconstructed principal front elevation will enhance the appearance of the building and make a positive contribution to the character of Pen-y-Bryn.

The proposal therefore represents an appropriate form of development that accords with the relevant national and local planning policies relating to design, placemaking and the quality of the built environment. Planning permission is therefore respectfully requested.