

Introduction

This statement accompanies the planning application for a single-storey rear extension at 2-4 Kings Road, Prestwich. The proposal seeks permission for an extension at the ground floor level at the rear of the property, an extension of the existing basement and changes to the fenestration at the front elevation.

This statement provides information on the history of planning applications for this site; and the due consideration taken in the creation of these plans in order to be compliant with all requirements. This letter also provides information on the proposed extension and the application is accompanied by a site plan, existing and proposed drawings.

- GSS24172.1 - 2-4 Kings Road - 002A - Existing Plans
- GSS24172.1 - 2-4 Kings Road - 002B - Existing Elevations
- GSS24172.1 - 2-4 Kings Road - 003A.1 - Proposed Plans
- GSS24172.1 - 2-4 Kings Road - 003B.1 - Proposed Plans
- GSS24172.1 - 2-4 Kings Road - 003C.1 - Proposed Elevations
- GSS24172.1 - 2-4 Kings Road - 502 - Site Existing and Proposed

Site

The site is located at 2-4 Kings Road, Prestwich, M25 0LE. The application site is classified as Class E Commercial and operates as a Jewish Book and Judaica Store, stocking many items related to the Jewish Calendar cycle of events. The surrounding properties are a mix of commercial and residential. The site lies within a parade of shops which service the local residential area and is in close proximity to further commercial units on A56 Bury New Road.

The site is in close proximity to public transport links being located a few metres from the A56 Bury New Road, a main arterial route in the local area. The closest bus stop on Bury New Road is 50 metres from the application site. The site can be established a sustainable in terms of public transport.

Existing

The property currently comprises of a basement, ground floor and a first floor. The basement is utilised as storage space, the ground floor houses the Judaica & Book Store, and the first floor houses a barber shop and some offices.

The application concerns an extension to extend the existing basement and the ground floor premises of the Judaica & Book Store. The existing usable rooms in the basement are used as storage space. The shop is located to the front of the ground floor level, in the front two thirds of the ground floor space. The rear of the ground floor contains a storage room, an office for staff and a staff WC.

Planning History

- There are no previous planning applications for this site.

Proposal

The current application seeks permission for an extension to the existing basement, a single-storey extension to the ground floor level and changes to the fenestration at the front elevation.

The extra room created in the basement will allow for more storage space. The extra space created by the ground floor extension will allow for the shop floor space to be slightly enlarged through some internal reconfigurations, ample storage rooms to the rear, an office for staff and a bin store room – as outlined on drawing 'GSS24172.1 - 2-4 Kings Road - 003B.1 - Proposed Plans'

Justification

The Judaica & Book Store functions as more than just a book store. The store stocks many different items relevant to the Jewish Festivals, required by the local Jewish community. There are numerous Jewish festivals throughout the years, each of which require different Judaica items and supplies. This shop is one of the local suppliers to the areas for these items. At these times of year (e.g. Chanuka in December, Passover in April, Sukkot/Tabernacles in October, to name a few) there is a high volume of very specific needs and thus large incoming shipments to feed the demand.

At the moment, the stock is stored off-site and only that which can be contained within the store is delivered to the store each time. Therefore large deliveries entailing vans and lorries are arriving to the site, during the busy months, to re-fill the shop stock, as the majority of the stock is stored in off-site warehouses. The aim with creating more storage on site is to allow ample space for both the regular book stock, and the stock of seasonal items to all be stored on-site to avoid the need of numerous daily/two day deliveries from the off-site warehouses.

The additional storage space will also allow for the storage of props and stands relevant to the seasonal festival items to be displayed on and advertised – until now these were also stored off-site and brought in to the store for the appropriate season/festival.

Ideally, the new shop layout will allow for an "Argos-Style" store where numerous samples will be displayed on the shop floor, from which customers can browse and choose from the display item and then a new packaged item will be brought up from the storage rooms for them to purchase. Therefore the ample storage space will allow the shop to function efficiently in this manner, rather than displaying all available items on the shop floor.

The basement is currently full accessible and does have some storage rooms, but in order to extend the ground floor to create the storage space necessary to serve clients in an "Argos-Style" manner, the Structural Engineer has advised that the foundations need to extend as far down as the existing basement reaches – therefore since this area needs to be dug out anyway, it makes sense to utilise this space as further storage once the space is anyway being created. This extra space will allow all stock, stands and props to be stored on site and thus mitigate the need for numerous deliveries and off-site storage warehouses.

Regarding existing parking at the rear – This area has never been used for parking. This is evident from historic research of the site, the fact that there is no dropped kerb accessing the rear area and it has been overgrown for many years. Additionally there would not be ample turning space in the alleyway/cobbled side access street for it to be used safely for parking and entering and exiting the rear of the site via the narrow side street.

Changes to the Fenestration – the changes will update the front of the store to aesthetically pleasing modern glass design, to replace the old and dated current fenestration. The new fenestration will

also create a centralised double door for customer access instead of the current two single doors. This will allow for a more streamlined and efficient use of the floor space of the shop floor and will be more comfortable for entering and exiting customers.

Conclusion

The proposed single-storey rear extension and basement expansion at 2-4 Kings Road represent a logical and sensitive development of a well-established local business. The proposal is designed to improve the operational efficiency of the Judaica & Book Store, reducing the logistical burden, and disturbance to the local area, of off-site storage and frequent deliveries. The proposed works at 2-4 Kings Road are essential for the long-term viability of a business that serves as a vital resource for the local Jewish community. By creating sufficient on-site storage, the proposal significantly reduces the environmental and traffic impact caused by frequent deliveries from off-site warehouses.

Furthermore, the upgrades to the front fenestration will enhance the visual character of the Kings Road parade and the shopfront for a better customer experience.

Given that the development makes efficient use of the site's footprint and improves the professional utility of the premises, we believe the application aligns with the objectives of sustainable local development.