



Planning Potential secured the necessary permissions for Gail's to convert a former Waterstones unit in Brentwood to deliver a bakery on a busy high street, in addition to converting upper floors to residential use.

The vacant premises consisted of a former retail unit at ground floor with a traditional timber shopfront, with two floors of ancillary retail space above. Gail's plans for the conversion involved refreshing the frontage and modernising the interior to deliver their bakery at ground floor, whilst separating the upper floors to deliver two residential flats.

We initially undertook due diligence of the site, identifying that the building was locally listed and located within a Conservation Area. Appropriate planning applications were then prepared to seek approval for the proposed shopfront works and installation of advertisements associated with the bakery. A separate Prior Approval application under Class G was submitted for the change of use of the upper floors from retail use to residential.

Following submission of applications we had extensive dialogue with officers at Brentwood Council, ensuring swift decisions were issued prior to bakery opening.

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