

G U Y S
DESIGN & PLANNING

Property Enhancement Strategy

Sample Project
for
Client

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01 | Assessment Scope

01 | 1 Project Background

This Property Enhancement Strategy has been prepared to review the future enhancement potential of 37 Oaks Drive, St Leonards, having regard to the property’s existing characteristics, planning context and surrounding environment.

The assessment has been undertaken following an initial consultation with the client, and considers opportunities to enhance the existing dwelling, whilst recognising the planning and environmental factors that influence future development.

The review has been prepared using information provided by the client, together with publicly available information including planning records, mapping and environmental datasets.

01 | 2 Assessment Objectives

The initial consultation identified a requirement to establish an appropriate long term strategy for enhancing the property’s value before progressing to detailed design or planning.

Following a review of the property’s location, planning context and surrounding environment, the assessment has been structured to address the principal matters likely to influence future enhancement potential. In particular, the assessment considers:

- The influence of surrounding environmental designations on future development opportunities
- The significance of surrounding planning approvals and the established pattern of residential development
- The extent to which the existing dwelling and landholding can be enhanced within the prevailing planning framework
- Site specific opportunities capable of improving the property’s long-term value and functionality
- Recommendations for an appropriate strategic direction before committing to further design work or planning applications.

01 | 3 Assessment Scope

The assessment has focused on those planning, environmental and site specific matters considered most relevant to the property, including:

- Review of the property’s existing characteristics and relationship with the surrounding area
- Assessment of the Dorset Heathlands consultation area and associated environmental designations
- Review of the planning history affecting both the property and surrounding area
- Assessment of the established pattern of residential development and nearby planning approvals
- Identification of site-specific planning opportunities and constraints
- Preparation of a Property Enhancement Strategy responding to the findings of the assessment
- Development of an illustrative concept demonstrating the recommended strategic approach.
- High-level commercial considerations and recommended next steps

01 | 4 Information Reviewed

The assessment has been informed by information available at the time of preparation, including:

- Information obtained during the initial client consultation
- Information and photographs provided by the client
- Publicly available mapping and aerial photography
- Planning application records and associated documentation
- National and local planning policy
- Environmental and statutory designation datasets
- Historic mapping and surrounding land use, where relevant.

01 | 5 Project Specific Focus

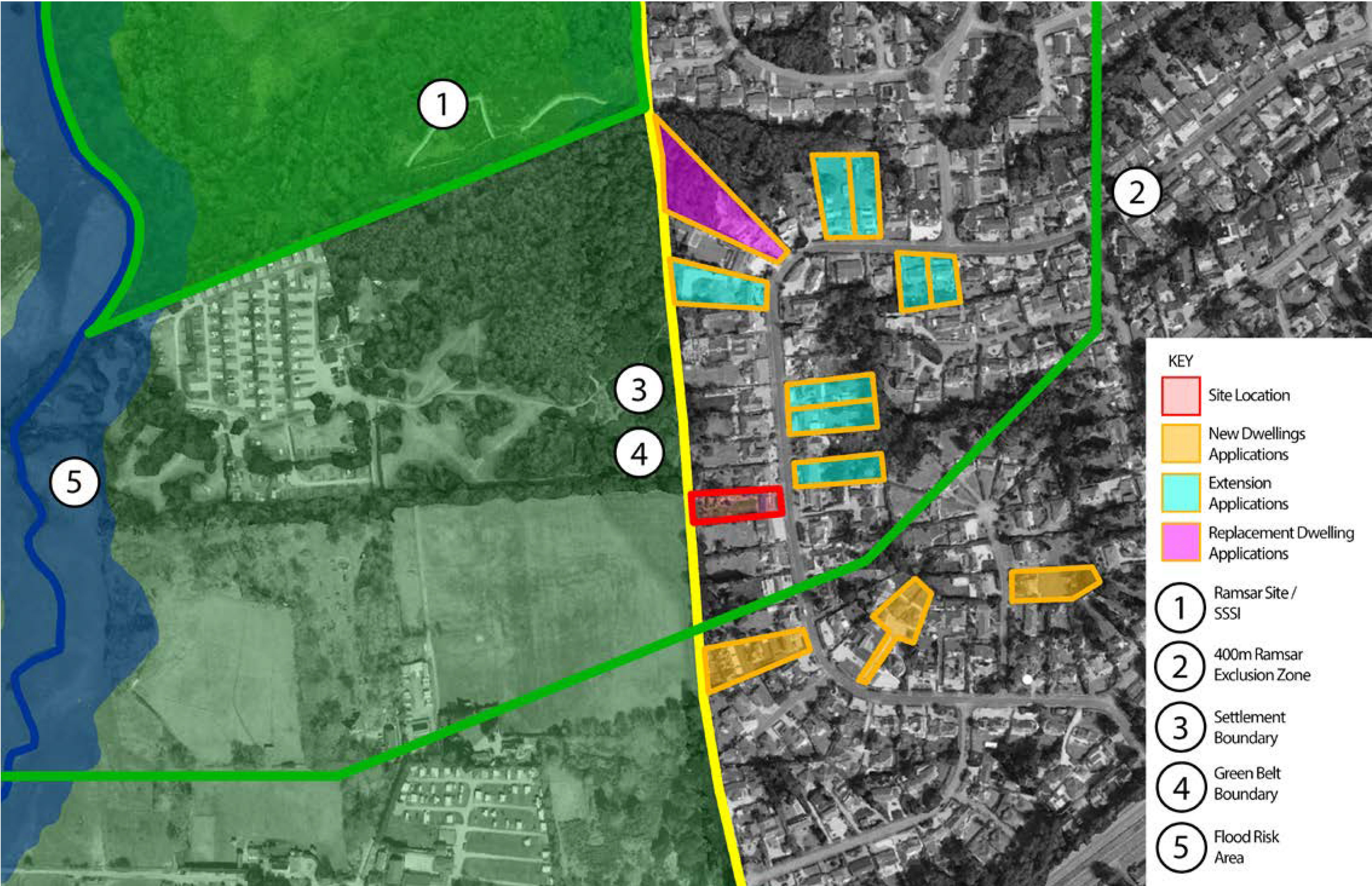
This assessment places particular emphasis on understnading the implications of the site’s proximity to internationally protected heathland, together with the wider planning context surrounding the property.

The review also considers the established pattern of surrounding residential development, including replacement dwellings, upward extensions and historic forms of backland development in order to establish an appropriate strategic direction for enhancing the existing proeprty within the prevailing planning framework.

01 | 6 About the Property Enhancement Strategy

The Property Enhancement Strategy is intended to establish an appropriate strategic direction before detailed design work is undertaken. Rather than beginning with a design solution, the assessment considers the opportunities and constraints affecting the property before recommending the appropriate strategy for enhancement, The recommendations contained within this report are based on the information reviewed and professional judgement at the time of preparation.

[Pages omitted from sample]





- ① Existing trees to western boundary to be considered during design development.
- ② Neighbouring properties with substantial rear or wraparound extensions
- ③ Existing garage provides both rear garden access constraint and opportunity for redevelopment
- ④ Large rear garden capable of accommodating extension and retaining generous private amenity space
- ⑤ Large rear garden capable of accommodating accommodation ancillary to the main dwelling
- ⑥ Potential within existing dwelling for sports extension
- ⑦ Potential within existing dwelling for sports extension

05 | Opportunities & Constraints Assessment

05 | 1 Site Opportunities

The site benefits from a generous residential plot within an established area characterised predominantly by detached bungalows and chalet style dwellings. The existing building occupies only a proportion of the available plot, providing scope for enhancement whilst maintaining generous external amenity areas and off street parking.

The existing relationship between the dwelling, neighbouring properties and surrounding residential character presents opportunities to improve the accommodation and appearance of the property without fundamentally altering the established pattern of development. In particular, the existing roof form and plot proportions suggest potential for upward extension and comprehensive remodelling.

The surrounding street scene also demonstrates a variety of architectural styles and property improvements, indicating that carefully designed alterations can be accommodated whilst respecting the prevailing character of the area.

05 | 2 Planning Opportunities

Whilst the creation of additional residential dwellings is constrained by the site's planning designation, opportunities remain to maximise the value of the existing residential planning unit.

Planning policy generally supports alterations and extensions that improve existing dwellings where they remain proportionate, protect neighbouring amenity and respond positively to local character. A comprehensive remodelling of the existing bungalow therefore represents a significantly stronger planning opportunity than intensifying the site through additional residential development.

There may also be opportunities to introduce ancillary accommodation, such as a home office or guest suite, provided this remains incidental to the main dwelling and does not create a separate planning unit.

05 | 3 Opportunities Summary

Overall, the assessment indicates that the strongest opportunity lies in enhancing the existing dwelling rather than increasing residential density.

A planning led approach focused on remodelling and enlargement has the potential to improve the property's marketability, broaden its appeal to prospective purchasers and create a planning secured development opportunity capable of adding value prior to sale.

Overall Conclusion: The site offers strong opportunities for planning led enhancement of the existing dwelling, with comparatively limited physical constraints affecting its implementation.

05 | 4 Planning Constraints

The principal planning constraint affecting the site is its location within the Dorset Heathlands consultation area. Current planning policy places significant restrictions on proposals that would result in a net increase in residential dwellings within approximately 400 metres of the designated heathlands.

Whilst this does not preclude improvements to the existing dwelling, it materially influences the overall planning strategy and significantly reduces the prospects of obtaining planning permission for an additional dwelling within

the rear garden under the current policy framework.

05 | 5 Environmental Constraints

The site is influenced by nearby ecological designations, requiring careful consideration of the relationship between proposed development and the surrounding protected landscape.

Existing trees and ornamental planting also contribute positively to the site's character. Whilst these do not appear to prevent enhancement of the existing dwelling, they should be considered during design development to ensure that existing landscape features are retained wherever practical.

05 | 6 Site Constraints

The existing dwelling, access arrangements and surrounding pattern of development establish the principal physical parameters for future proposals.

Any enhancement strategy should respond positively to neighbouring residential amenity, parking provision, existing garden areas and the overall appearance of the street. These considerations are considered capable of being addressed through careful design and are not considered fundamental barriers to development.

05 | 7 Constraints Summary

The assessment identifies a clear distinction between strategic planning constraints and physical site constraints.

Whilst the Dorset Heathlands designation represents the principal planning consideration, the site itself presents relatively few physical limitations to the enhancement of the existing dwelling. Consequently, a strategy focused on improving the existing residential unit, rather than increasing dwelling numbers, is considered to provide the strongest balance between planning risk and commercial opportunity.

Overall Conclusion: The principal constraint relates to planning policy rather than the physical characteristics of the site, making enhancement of the existing dwelling the preferred strategy.

06 | 1 Summary of Findings

The property occupies a generous residential plot within an established area of predominantly detached bungalow and chain style dwellings. Whilst the site benefits from a strong residential context and there are numerous examples of upward extensions and property remodelling within the surrounding area, it is also affected by the Dorset Heathlands planning framework due to its location within approximately one metre of the designated heathland.

The principal planning constraint relates to the creation of net additional residential dwellings, rather than the enhancement of the existing dwelling itself. Having reviewed the planning history, surrounding development pattern and current planning policy, it is considered that opportunities to maximise the value of the existing property are likely to provide a stronger and lower risk planning strategy than pursuing a separate dwelling within the rear garden.

Accordingly, this assessment focuses on identifying the most commercially effective route to enhance the existing property whilst working within the current planning framework.

06 | 2 Opportunities & Constraints Matrix

Constraint	Status	Commentary
Dorset Heathlands	Applicable	Site lies within green consultation area, Net additional dwellings unlikely to be supported at planning stage.
Biodiversity	Applicable	Ecological designation influences planning strategy but no immediate ecological surveys anticipated for householder proposals.
Existing Trees	Applicable	Trees to northwestern boundaries to be considered regarding root protection zones. Design to avoid impact.
Landscaping	Applicable	Existing ornamental planting can largely be retained.
Neighbouring Amenity	Applicable	Standard design consideration towards scale and siting of any extensions and ancillary accommodation.
Access	Applicable	Existing garage influences access strategy for ancillary accommodation.
Flood Risk	Not Applicable	No significant constraints identified.
Heritage	Not Applicable	Site lies outside any designated heritage asset.
Highways	Not Applicable	No requirement for any highway works.
Ground Conditions	N/A	Ground conditions including any impact from BPO's to be confirmed prior to construction.
Utilities	N/A	Existing services assumed adequate. Confirmation at later design stages if required.

06 | 3 Strategic Response

Rather than seeking to maximise development yield through the creation of an additional dwelling, the recommended strategy is to maximise the value of the existing planning unit.

This approach builds upon the site's stronger planning attributes, namely the established pattern of residential remodelling within the locality and the opportunity to significantly improve the accommodation, appearance and marketability of the existing bungalow without increasing the number of residential dwellings.

In addition, a carefully designed ancillary building has the potential to broaden the property's appeal by providing flexible accommodation such as a home office, studio or guest suite, whilst remaining incidental to the enjoyment of the main dwelling.

Together, these proposals create a planning led value enhancement strategy which can be marketed as part of the property's sale.

06 | 4 Recommended Enhancement Strategy

The preferred strategy is to obtain planning permission for the comprehensive remodelling and upward extension of the existing bungalow, creating a substantially larger family home whilst retaining a single residential planning unit.

The objective is not necessarily for the current owner to undertake the development, but to create a planning secured opportunity that can be transferred to a future purchaser, reducing planning uncertainty and strengthening the property's overall sales proposition.

A separate planning application for ancillary accommodation is also recommended. Whilst this would attract an additional Local Planning Authority application fee, it provides an opportunity to further enhance the property's flexibility and long-term appeal without creating a separate dwelling.

Overall, this strategy is considered to provide the most balanced outcome in terms of planning risk, commercial potential and deliverability.

06 | 5 Alternative Strategies

The potential for a separate dwelling within the rear garden has been considered as part of this assessment.

Whilst the surrounding area demonstrates an established pattern of backland development, the site's location within the Dorset Heathlands one metre consultation area presents a significant planning constraint to any proposal involving a net increase in residential dwellings.

Based on the current planning policy framework, this route is considered to present materially greater planning risk than enhancement of the existing dwelling and is therefore not recommended as the primary strategy at the present time.

Should the planning policy position evolve in the future, or further evidence emerge supporting an alternative approach, the potential for additional residential development could be reviewed as part of a future assessment.

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11 | Limitations and Notes

11 | 1 Assessment Status

The Property Enhancement Strategy is a standalone strategic assessment prepared in response to the agreed project brief. The report represents the findings and recommendations at the date of preparation, and is intended to provide a clear strategic direction for the property.

The assessment itself constitutes the agreed deliverable for this appointment. Should the project brief, site information or client objectives change following completion of the report, further assessment or a subsequent appointment may be required.

11 | 2 Purpose of the Property Enhancement Strategy

The property enhancement strategy has been prepared to establish an appropriate strategic direction for enhancing the property based on information available at the time of preparation.

The report is intended to support informed decision making before progressing to detailed design, planning applications or technical design. It is not intended to replace the subsequent design, planning or construction stages of a project.

11 | 3 Information relied upon

This assessment has been prepared using information available at the time of preparation, including information provided by the client, together with publicly available planning records, mapping, aerial photography and environmental datasets.

Whilst reasonable care has been taken in preparing this report, the assessment is necessarily based on the information available at the time, and may require review should further information become available.

11 | 4 Nature of the Assessment

The Property Enhancement Strategy provides strategic planning and development advice based on professional judgement and the information reviewed.

The report does not constitute:

- Planning permission or any other statutory approval
- A legal opinion or title review
- A measured survey
- A structural or engineering assessment
- A valuation or development appraisal
- Specialist environmental or technical advice unless expressly stated.

11 | 5 Further Investigations

Where appropriate, progression of the preferred strategy may require further information including measured surveys, structural investigations, ecology reports, arboricultural advice, flood risk assessments or other specialist consultant input.

The requirement for additional information will depend upon the preferred strategy and the nature of any future planning application or technical design.

11 | 6 Concept Development

Any concept proposals included within this assessment are illustrative strategic responses to the recommendations contained within the assessment. Concepts are not intended for construction or statutory approval and will normally require further design development before progressing.

11 | 7 Commercial Commentary

Any commercial observations are indicative only and have been prepared to assist strategic decision-making. They should not be relied upon as formal valuations or financial advice.

11 | 8 Copyright

This assessment has been prepared exclusively for the named client and the property identified within this document.

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11 | 9 Recommended Progression

Following completion of the Property Enhancement Strategy, projects will typically progress through one or more of the following stages:

- Design development
- Measured survey (where required)
- Pre-application advice and / or submission of a planning application
- Specialist consultant input
- Technical design
- Building regulations and construction documentation

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