
Design and access statement
Prepared by Meda for

Endeavour Automotive

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Meda

+44 (0) 1235 448 580
www.experiemceda.com
medaarchitecture@experiemceda.com

The Granary, Church Lane
Stevenston, Oxfordshire
OX13 6SW, United Kingdom

Site location:

Former Letchworth Autoway Centre Ltd.
Norton Way North, Letchworth Garden City
SG6 4AD



Visual showing of the proposed
refurbishment viewed from Norton Way N

Endeavour Automotive

Introduction

This Design and Access Statement has been produced by MEDA as part of a full planning application for minor alterations to existing automotive retail facility.

Site Context

The site is approximately 3 miles north of the city centre. Immediately south of the site is a petrol filling station and convenience shop. Opposite is Macfayden Webb House, a retirement housing complex. Off the junction immediately to the north-west of the site is the Letchworth Veterinary Centre. The site currently houses a single storey car showroom and a separate workshop building.

Use

The site has been in use as a motor retail facility for many years, in the recent past serving as a SEAT dealership. It is currently vacant.

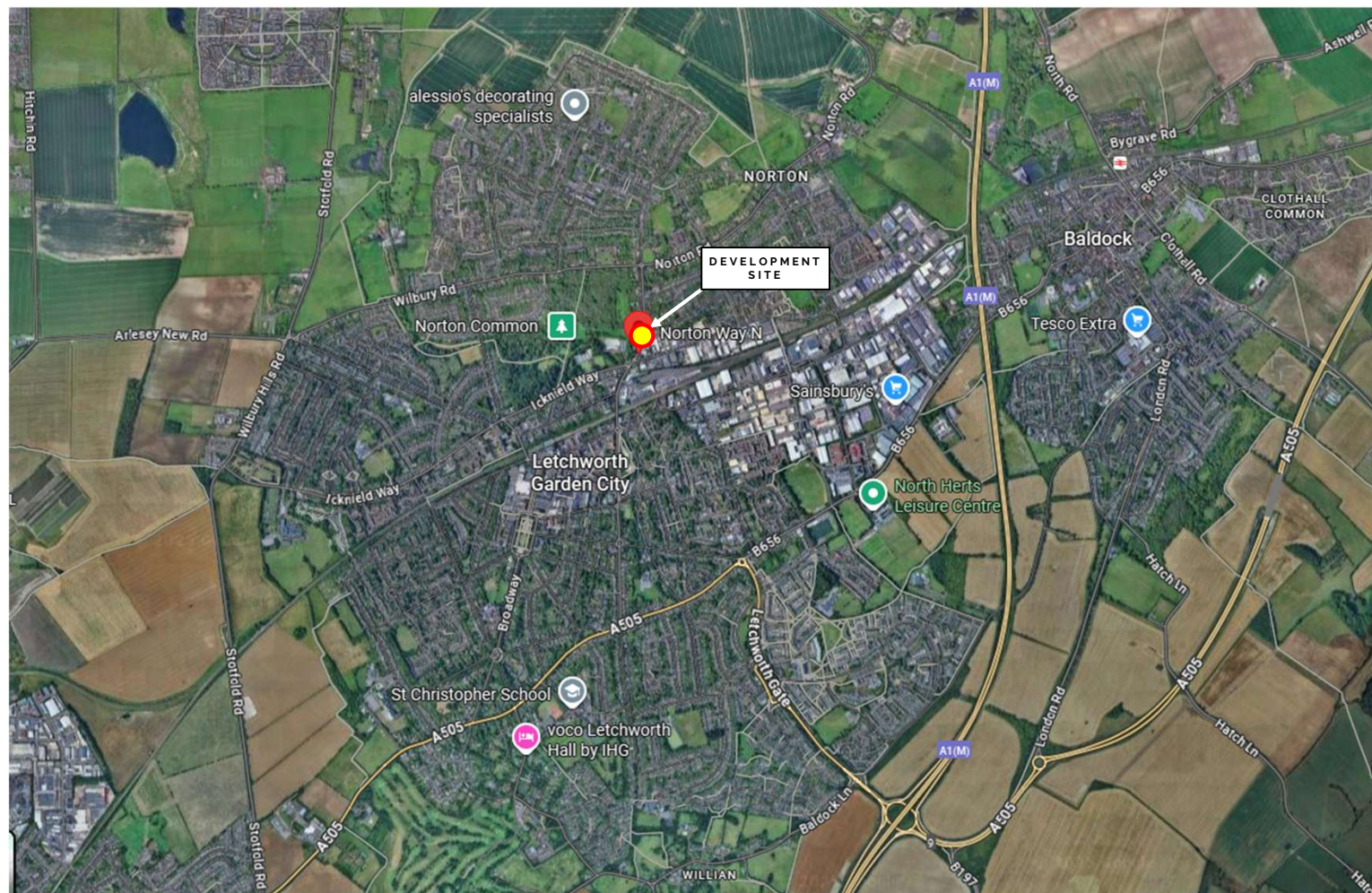
Proposal

The proposal retains the existing car showroom and workshop with minor alterations. In addition to these a new valet building is to be erected adjacent to the workshop.

Access

Vehicular access arrangements to the site will remain unchanged.

Upon accessing the site, surface and horizontal signage give clear direction to allocated customer parking bays and provides a safe and convenient customer access to the showroom, both for retail sales customers and the for servicing/repairs.



Google maps extract of Letchworth Garden City showing the development site

Meda

*44 (0) 1235 448 580
www.experiencemed.com
info@experiencemed.com

The Granary, Church Lane
Stevenage, Hertfordshire
SG1 1AB, United Kingdom

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Site Context

Petrol filling station and convenience shop
immediately south of the site.



Macfayden Webb House retirement
housing complex opposite the site.



Letchworth Veterinary Centre to the north-west.



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www.experiencemeda.com
info@experiencemeda.com

The Granary, Church Lane
Steventon, Oxfordshire
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Existing Buildings

The existing showroom building, viewed
from the site entrance



The existing west façade of the workshop



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Appearance

Showroom

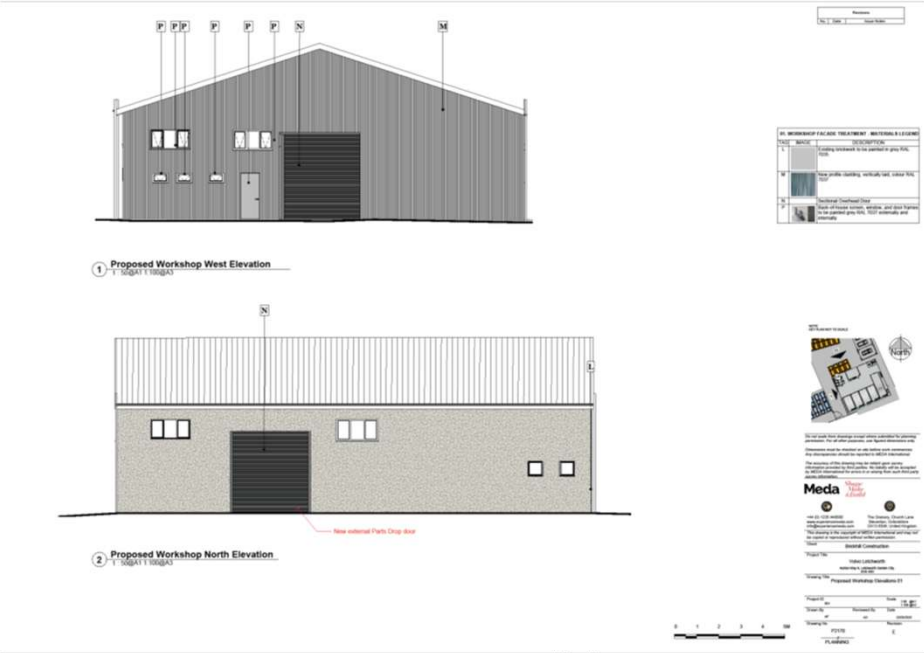
The shopfront glazing will be partially overlined a white render panel to receive VOLVO branded monolith sign, with the remaining walls to the showroom face of the building also in matching render. Frames to retained showroom glazing will be painted silver RAL 9006.

Existing brickwork will be painted grey RAL 7037.



Workshop

The customer facing (west) façade will be overlined with new vertically laid profiled cladding, colour RAL 7037. The remaining brickwork/masonry is to be painted grey Ral 7037



Appearance

Valet Building

This is the only new building in the development It will be a simple monopitch steel structure with vertically laid profiled metal cladding to walls (colour RAL 9037), and composite roof cladding panels. The new sectional doors will match the colour of the wall panels.

Conclusion

Endeavour Automotive and Volvo Car UK have identified the area as an important location in their UK Network plan in terms of area coverage and potential market demographic.

The site is an ideal location to achieve their marketing and business objectives, providing suitable exposure in terms of passing traffic and visibility to potential customers.

The proposal will make it possible for both businesses to accommodate current brand requirements and bring an established motor retail destination in the area back to use.

