



Approval was secured, on behalf of Aldi, for the conversion of a former Co-operative food store in South Norwood. Multiple applications were submitted in order to secure an acceptable solution for the client, within a tight timescale.

The application site already had permission for retail use and we were instructed to obtain permission for conversion works, external alterations, new advertisements and a car park extension. The location of the site – partially within a conservation area – raised additional challenges. It was clear that extensive discussions would be required with the local planning authority, to secure the appropriate consents in time for the proposed store opening.

An extension to the car park was essential to meet Aldi's requirements and ensure the store could be appropriately serviced. Planning officers initially responded negatively to the principle of extending onto adjacent land because of concerns about impact on local amenity. However, we successfully presented evidence to demonstrate that the adjacent site had been used to provide car parking for a considerable period of time. Permission was secured on the basis that the existing use would be retained.

Officers also had some concerns about the impact of proposed advertisements, but we worked with them to negotiate a package of adverts that they found acceptable, whilst also meeting Aldi's needs.

Summary of achievements

- Coordination of pre-application discussions with the local planning authority
- Production of required evidence and justification to support applications
- Coordination of planning application preparation and submission
- Engagement with ward councillors
- Project management of the consultant team
- Negotiation of an acceptable solution for ALDI

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