



Source: Vector Design Concepts, 2018

Delegated approval was secured on behalf of ALDI for the conversion of a former Waitrose foodstore in a prominent location on Camden High Street.

The application site already had permission for A1 retail use and we were instructed to obtain permission for conversion works, external alterations and loading bay configurations. These aspects were essential to meet ALDI's operational requirements and ensure the store could be appropriately serviced.

Planning Potential led discussions with Officers to demonstrate the benefits of the proposals; bringing a prominent vacant unit on the high street back into retail use. Our role included providing coordinated responses to consultation comments, providing comfort to Officers that the shopfront design was acceptable, being located within a conservation area; and also, that the modifications to the loading bay would not result in any additional disruption for surrounding residents, instead providing an improvement to the current delivery situation. This enabled Officers to respond to concerns raised by the Camden Town Conservation Area Advisory Committee, providing enough reassurance for them to withdraw their initial objection, allowing for a swift delegated decision.

Summary of achievements

- Production of required evidence and justification to support the application
- Coordination of planning application preparation and submission
- Project management of the consultant team
- Securing a delegated approval within 8 weeks

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