



Success in securing planning permission for Aldi's second store in Southampton, overcoming matters that resulted in a previous refusal of a similar scheme.

Planning Potential was instructed by Aldi to secure planning permission for its second store in Southampton at the former East Point Centre, Bursledon Road, Southampton.

Following a previous refusal of planning permission for a discount food store and coffee drive thru scheme on this site, Planning Potential carefully considered the points raised through the previous planning application. As a result, a number of key amendments were made to the proposed scheme, including the site layout and landscaping proposals.

Extensive pre-application discussions were also initiated with the LPA and Highways Authority so that the fundamental highways matters could be agreed prior to the submission of the application. Planning Potential worked pro-actively and creatively alongside the wider Aldi consultant team and the Highways Officers to devise an acceptable revised access arrangement.

The site is safeguarded as open space, however the site has been boarded up for many years, is of very poor quality, is not accessible, and provides no public benefit. Planning Potential worked closely with the landowners of the wider site to overcome this issue by agreeing that replacement open space through usable, functional, and recreational space will be included on the adjacent residential development.

Planning Potential worked with its sister company, Communications Potential, to carry out extensive public and political consultation, which resulted in a significant amount of support from local residents. Engagement with local ward councillors also led to recognition of the substantial benefits the scheme could deliver and endorsement of an approval.

Summary of achievements

- Proactive project management of the consultant team to devise a satisfactory revised scheme to address previous reasons for refusal

- Overcoming initial highways concerns by proposing a bespoke innovative access arrangement
- Thinking 'outside of the box' to provide a creative solution for the re-provision of open space
- Preparation and submission of the planning application, and liaison with the LPA through to the determination of the application
- Successful demonstration of the merits of the proposals, the compliance with planning policy, and that the benefits of the scheme outweighed any harm, resulting in the positive determination
- Coordination of a public consultation programme, ward councillor and stakeholder engagement, and listening to the points that were raised to secure significant support for the scheme

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