



Planning Potential's coordination of the preparation of a detailed planning submission ensured delegated approval was secured to allow Aldi to convert a unit on the Westwood Gateway Retail Park, including the relaxation of a historic restriction to allow the sale of all retail goods.

With no opportunity to undertake pre-application discussions with the local authority, Planning Potential provided the client with detailed advice on application requirements and coordinated the preparation of a full planning application. This included the required justification to support the relaxation of an historic non-food retail restriction associated with the retail park, to ensure Aldi could successfully retail convenience goods.

An application was submitted to Thanet Council in September 2021 with Planning Potential making swift contact with the case officer to ensure they fully understood the rationale behind the application. Planning Potential also contacted Ward Councillors to seek local support for the investment and job creation into the local area, also presenting to the local Town Council who raised no objections.

Planning Potential closely monitored the application to ensure swift responses to consultation comments were provided, allowing the case officer to provide an early indication they were happy with the principle of the proposal and were able to move towards a delegated decision. Detailed discussions were also held in respect of conditions to be attached to the consent, resulting in minimal pre-start requirements. Delegated approval was secured in December 2021.

## Summary of Achievements

- Advising client of planning requirements.
- Coordinating consultant team.
- Preparing a Planning & Retail Statement.
- Securing a delegated approval with minimal pre-start conditions.

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