



Permission was secured on a mixed-use scheme involving the regeneration of a town centre site with an Aldi food store, training/office facilities, supported by 50 car parking spaces in Coulsdon, Surrey.

On the site of a former public house, the proposals took a reconsidered approach to ‘unlocking’ the site for retail mixed-use development in Coulsdon town centre. The site had seen previously unsupported development proposals for retail and residential.

Working with Croydon Council’s ‘front-loaded’ pre-application process meant we had to undertake regular pre-submission meetings with planning and design officers and presented the emerging proposals at two strategic planning committee meetings.

By fostering strong relationships with local stakeholders and officers, we were able to generate support for the scheme, and a consultation exercise – conducted with Communications Potential – was also key in the ultimate approval.

Planning consent was achieved against a backdrop of development activity in the local area, placing the Aldi proposals under heightened scrutiny. We worked closely with Officers to unlock the Aldi proposals from other developments in the area.

Summary of achievements

- Coordinating the preparation and submission of a revised planning application
- Provision of a planning and retail assessment
- Coordination of a complex and detailed pre-application process
- Building relationships with officers and local stakeholders to generate support
- Undertook a holistic and focused community consultation exercise
- Liaison and negotiation with LPA to overcome concerns

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