

Erection of a Retail Pod (Use Class E) and Associated Signage at Tesco Store

Dear Sir/Madam,

RE: Full Planning Application for the Erection of a Retail Pod (Use Class E) and Associated Signage.

This full planning application is submitted in partnership with Timpson Ltd. for the erection of a single-storey retail service pod and associated advertisements within the car park of the existing Tesco Superstore.

This application is submitted with the following documents for your consideration:

- Completed Application Forms
- Site Location Plan
- Existing Site Plan
- Proposed Site Plan
- Proposed Pod Details and Elevations
- Proposed Advertisement Details and Elevations
- This Covering Letter

Site and Proposal

The application site is located within the existing car park of the Tesco Superstore, an established commercial location.

The proposal seeks consent for the installation of a modest, high-quality Timpson pod with a gross external area of approximately 22 sq.m. The pod will offer a range of ancillary retail services including dry cleaning, shoe and watch repairs, key cutting, engraving, and passport photo services. The proposal also includes one internally illuminated fascia sign, consistent with Timpson's standard corporate branding.

The development may necessitate a small loss in the number of car parking spaces. As part of the works, protective ram-raid bollards will be installed around the pod for security, and any minor landscaping alterations are detailed on the submitted plans.

Planning Justification

We believe this proposal represents a sustainable and appropriate form of development that aligns with both national and local planning policies.

NPPF Compliance The proposal fully accords with the principles of the National Planning Policy Framework (NPPF). Specifically, it aligns with:

- **Chapter 6: Building a strong, competitive economy:** The NPPF states that planning decisions should help create the conditions in which businesses can invest, expand and adapt. This proposal represents a significant investment from a national retailer, creating new jobs and supporting the local economy.

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- **Chapter 7: Ensuring the vitality of town centres:** The proposal will provide complementary services that are ancillary to the main retail function of the superstore. This enhances the retail offer, encourages linked trips, and contributes to the overall vitality and viability of the established commercial centre.
- **Chapter 12: Achieving well-designed places:** The NPPF places great importance on the standard of design. As the submitted plans illustrate, the proposed pod is of a high-quality, contemporary design that uses appropriate materials. Its modest scale and considered siting ensure it will not harm the character or appearance of the area.

Principle of Development The proposed pod will be ancillary to the primary retail function of the host Tesco superstore, providing complementary services that will enhance the retail offer and convenience for customers. The proposed Use Class E services are entirely appropriate within this established commercial setting.

Economic Benefits The proposal will result in a positive economic investment in the local area, creating new local employment opportunities. It will provide valuable and convenient services to the local community, contributing to the vitality of the area.

Design and Visual Amenity As demonstrated in the submitted drawings, the pod is of a modest scale and high-quality contemporary design. The use of materials such as larch timber cladding ensures the structure will sit comfortably within its surroundings without detracting from the character or appearance of the area. Its position and scale are subordinate to the main superstore building. The proposed signage is of a standard size and design and will not result in visual clutter.

Impact on Highways and Parking The pod is located in an area of the car park where the potential loss of a few spaces will not have a material impact on the overall parking capacity or lead to any highway safety issues. The services offered are predominantly aimed at existing Tesco customers, representing a linked trip rather than generating significant new traffic movements.

Conclusion

In summary, this is a well-conceived proposal for a minor development that fully complies with the NPPF, enhances the services available to the local community, and supports the vitality of the local commercial area. The design is of a high standard, and there will be no adverse impacts on visual amenity, residential amenity, or highway safety.

Prepared & Submitted by:

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