Caxton Works, Beccles

CLIENT

Tesco Stores Ltd

LOCAL AUTHORITY

Waveney DC

SCHEME DESCRIPTION

Superstore and petrol station

SERVICES

Community Engagements
Retail Assessments

CASE STUDIES

Retail

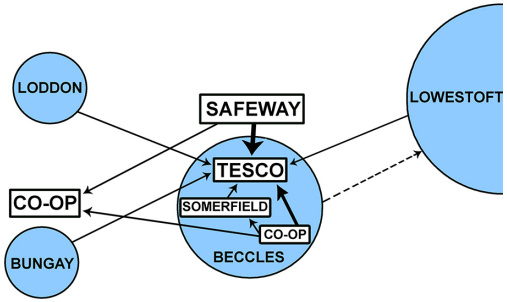
An innovative solution to creating retail need and working with local groups to resolve issues.

A study of the retail environment revealed little scope for more convenience goods floorspace to support this edge of centre, supermarket proposal. An innovative retail argument demonstrated that the transfer of trade from an out of centre, competitor's store, would substantially enhance the town centre's health. Outline planning permission was granted promptly.

However, with the site bounded by residential properties and adjoining a conservation area, subsequent design submissions and proposals for a petrol station were the subject of sustained opposition from the Town Council and local residents. Despite securing officer support members deferred the access and design details and refused the petrol filling station application.

We then led a series of meetings with the Town Council and representatives of local residents. Through this process, the proposals were better understood and we were able to recommend limited amendments to each element of the scheme to secure consensus. All elements were then approved.






TESCO