

AJ Planning and Development

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Our Reference: AJ/ BD/PFS/APP-001
Planning Portal Reference: PP-14074867

For the attention of Mr Alex Howard

Friday, 6th June 2025

Dear Sir/Madam,

**DEVELOPMENT PROPOSAL FOR THE DEMOLITION OF EXISTING BUILDINGS AND
FOR THE ERECTION OF A NEW SHOP, FORECOURT CANOPY, CAR AND JET WASH,
CAR AND CYCLE PARKING, EV VEHICLE CHARGING POINTS, HARD AND SOFT
LANDSCAPING AND ASSOCIATED DEVELOPMENT THERETO**

AT

**WHITEHORSE SERVICE STATION, CLOTHALL ROAD & LAND TO R/O 53 SOUTH
ROAD, BALDOCK, HERTFORDSHIRE, SG7 6PD**

Please find attached, on behalf of my client, JP & S Servicess Ltd (the applicant), a full planning application proposing a redevelopment of the petrol service station at the above site.

The application submission is supported by the following documents:

- 1) Application Form.
- 2) CIL Form
- 3) Planning Application Fee.
- 4) Site Location Plan; Existing and Proposed Planning Drawings, prepared by MS4 Architects Ltd.
- 5) Design and Access Statement, as prepared by MS4 Architects Ltd.
- 6) External Lighting Design Information, as prepared by Bever Innovations (to follow).
- 7) Landscaping Strategy, Bradford Smith Landscape Architect (to follow).
- 8) Noise Assessment, prepared by Sonic Element Ltd (to follow).
- 9) Planning Statement, prepared by AJ Planning.
- 10) Preliminary Ecological Appraisal, as prepared by Crossland Ecology; and
- 11) Transport Statement, prepared by DW Transportation.

Site Description

Whitehorse Service Station is a long-established petrol filling station and, from a planning policy perspective, represents 'previously developed land' within the Baldock urban settlement area.

To the north of Clothall Road lies countryside. 'In Herts Motors', a used car dealer, lies adjacent to the south of the petrol filling station with residential dwellings and roads at South Road and Roman Lane.

Director: A.J.Ayles BA (Hons) BTP MRTPI

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The service station is a long-established use as viewed within the street scene and the investment provided by the redevelopment option will enhance the appearance of the site. The scheme represents an appropriate modernisation of facilities including a new shop, forecourt canopy, car and jet wash, EV charging points, and served by an enhanced parking layout and cycle spaces.

Recent site photographs taken in April 2025 confirm that the existing service station buildings, including shop, forecourt canopy, workshops and associated outbuildings (to be demolished), are of no architectural merit and in a very poor condition. This redevelopment scheme, as presented on the attached application plans, would deliver a clear enhancement to the built form as viewed within the street scene and beyond.



It is considered that the scale, size and unobtrusive siting, design and appearance of the new PFS shop building and associated development is consistent with and sympathetic to locale and will not give rise to any detrimental impact on adjoining land use.

The application is submitted to the local planning authority following positive pre-application discussions with the proactive feedback received having informed the application plans and submission.

I look forward to receiving the application registration letter in due course. In the meantime, should you have any queries then please do not hesitate to contact me.

Yours Faithfully,

A black rectangular box redacting the signature of Andrew Ayles.

Andrew Ayles
Director

Enc.

Cc. Client