DESIGN AND ACCESS STATEMENT

ALDI STORES LIMITED

PROPOSED RETAIL DEVELOPMENT AT:

FLEET STREET

HOLBEACH



Reference: J21A89/DAS-01/V1

Date: October 2022

STOAS

ARCHITECTS

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INTRODUCTION

This Design and Access Statement has been prepared by STOAS Architects Limited for, and on behalf of, 'ALDI Stores Limited' and accompanies the detailed planning application for the erection of a food retail store (Use Class E) with associated access, car parking, servicing and landscaping.

The site is located off Fleet Street, within the town centre of Holbeach. Spalding can be reached by travelling west, with Bourne further west; Boston is directly north. The Wash National Nature Reserve can be found to the east/north-east.

Photographs, plans and drawings illustrate the proposal. The design concept and ALDI's operating policies are described herein. The site's constraints are identified, with supporting technical information, to allow the impact on the site and the surrounding area to be assessed.

This Design and Access Statement will illustrate how a new ALDI Store will benefit the local area, and how this scheme accords with local authority planning policies and design criteria.

This Design and Access Statement and the detailed planning application documents have been produced following a full contextual appraisal of the site, pre-application consultation with the Local Planning Authority and a public consultation.

The design of the scheme takes into account the requirements of the local development plan design policies as well as those in the NPPF, a full review of these can be found in the planning statement by Planning Potential, submitted as part of this application.

For further information on STOAS Architects Limited please visit www.stoasarchitects.com.

SITE LOCATION AND CONTEXT

OSD Grid Reference: E 536403, N: 324790 Post Code: PE12 7AG

The application site is located on the South side of Fleet Street- between the road junctions with Dam Gate to the east, and St John's Street to the west. The aerial image overleaf shows the site with the red line showing the application boundary. Please see drawing J21A89 - P001 Site Location Plan for site reference.

In its current state, the site is generally flat and sits approximately 4m above sea level. The site access off Fleet Street, to the North, is approximately 1m higher than the southern boundary. The site area is approximately 0.86 ha.

The site is a brownfield site, currently occupied by a council depot and a disused boxing gym. The buildings that occupy the site are old warehouse/industrial buildings built of brick with corrugated sheet roofs and are of poor visual amenity and are in disrepair. This makes the site a target for trespassers, who have already been on site on multiple occasions.

On the North side of Fleet Street, opposite the site entrance, is a small residential care home, constructed from white render with a tiled roof. Immediately to the West of the site access are three houses, constructed from red brick with a tiled roof. Neighbouring these houses is an old public house, which is now a fishing tackle shop. This building is a combination of white render, timber, red brick and a tiled roof. Surrounding the site on all sides are a mixture of residential properties of different traditional construction styles, such as brick and render, with tiled roofs.

The proposed store, which is of a single-storey, mono-pitch style, has been designed to achieve minimal impact to the residential properties on Rathkenny Close, Mattimore Drive and Allison Avenue. The store entrance is to have a large glazed shopfront and a canopy that will draw the customer's attention to the main elevation and store entrance. By orientating the store in such a way, it improves the presence and visibility of the store from Fleet Street, as well as having minimal impact on the neighbouring properties. The design uses a mixture of cladding and glazing giving the development a high quality contemporary feel.



Figure 1 – Satellite view of the site

CONTEXTUAL PHOTOGRAPHS



Figure 2 – Street frontage on Fleet Street



Figure 3 – Looking westwards along Fleet Street from opposite side of Fleet Street to proposal site



Figure 4 – Proposal site and neighbouring properties



Figure 5 – Looking westwards towards the town centre of Holbeach. Existing access into the site is in the foreground; photo taken from roughly the location of the new access



Figure 6 – Residential property adjacent the existing site access; taken from within the site



Figure 7 – Residential property to the South of the proposal site



Figure 8 – Looking northwards from inside the proposal site against the Southern boundary.



Figure 9 – Current use of the site (28/09/2022).



Figure 10 – Current use of the site (28/09/2022).



Figure 11 – Current use of the site (28/09/2022).



Figure 12 – Dilapidated boxing gym (28/09/2022).

LAYOUT, ACCESSIBILITY AND DESIGN EVALUATION

The aim is to provide a high quality attractive modern food store which will provide additional, conveniently located shopping provision, thereby improving consumer choice for residents of Holbeach. The ALDI model is to work with and support local services and shops by not providing a one stop shop allowing speciality items and foods etc. to be bought from local shops. It has been shown to increase footfall within local shopping areas and markets where items not sold in ALDI can be picked up.

The layout of the site has been determined by a number of factors, with a key factor being the sheltered housing to the east of the site. The delivery area, plant and store itself have been positioned away from the sheltered housing to minimise impact. Whilst noise from plant and deliveries are dealt with by acoustic fences so noise won't affect any of the neighbours the presence of them next to sensitive housing can have an impact. By putting these on the other side of the site, adjacent an existing 8m high hedge/trees, impact is taken away from all neighbours. Some other factors include the shape of the site, the TPOs on the North-West boundary, and pedestrian access off of Fleet Street.

The site layout has been derived to maximise visibility of the store from Fleet Street in order to improve passing trade and thus the commercial viability of the site. Low-level landscaping is proposed to the Fleet Street boundary to improve the overall aesthetics of the development and integration into its surroundings.

The existing access into the site off Fleet Street will be closed up and a new, wider and more suitable access into the site will be formed in a more central position. A separate pedestrian access is proposed to the west of the new access, and in a similar location to the existing access, to keep pedestrians away from vehicles. This, along with the provision of covered cycle hoops, helps to promote pedestrian and cycle trips to the site. There are also good pedestrian links and crossings throughout the car park providing safe and easy access to the store entrance.

Due to the location of the site, on a main road through Holbeach with good pedestrian and public transport links to the surrounding residential, retail and commercial areas, it will likely be necessary to have parking management on site to prevent it being used as a park and ride/walk/cycle car park. The site will be restricted to 1.5 hours. The total number of customer parking spaces will be approximately 110no.; which includes 8no. accessible spaces, 6no. parent and child, 2no. accessible EV and 2no. standard EV parking spaces. There are 17no. staff spaces within the HGV turning area.

Having customer parking in front of the store is paramount for commercial viability of the scheme, as it provides natural surveillance and allows the customer to see exactly where they need to go.

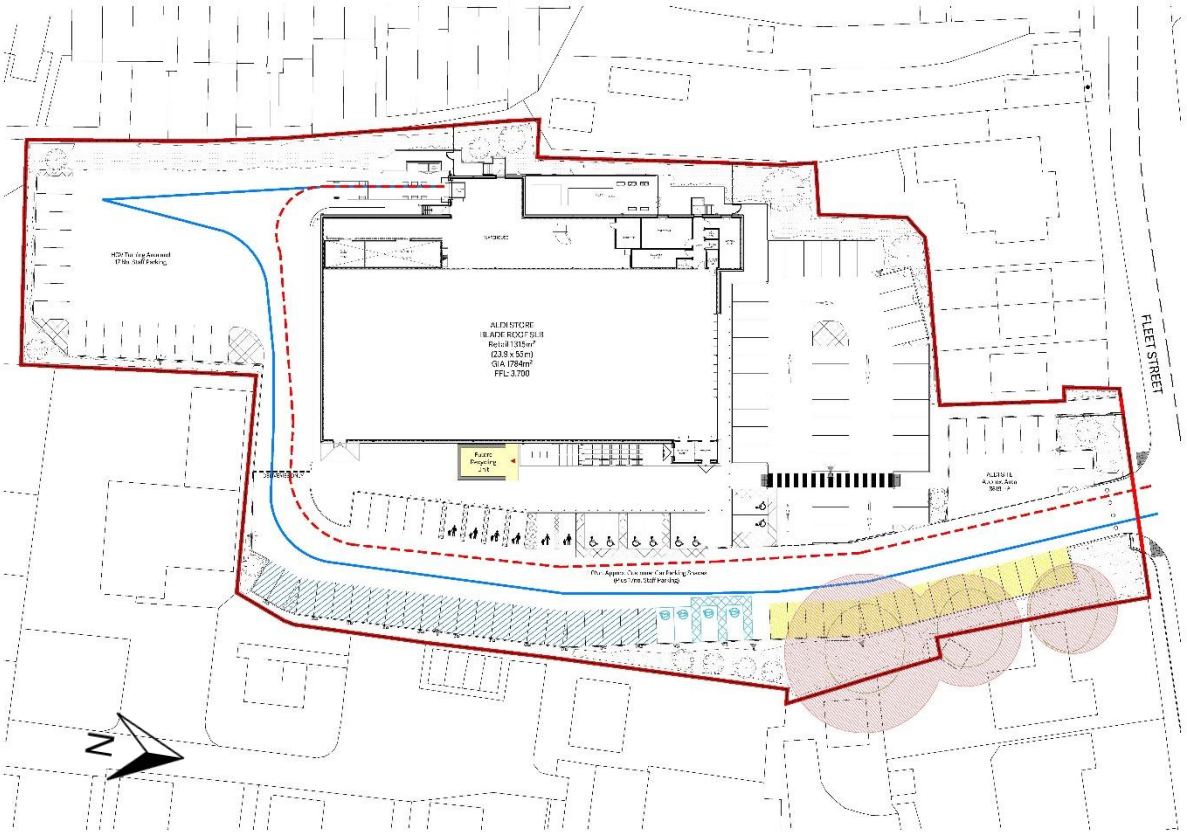


Figure 13 – Proposed Site Plan

ACCOMMODATION

The proposed ALDI store comprises of:

- 1315m² Sales Floor space, mainly for food, with a small range of non-food products.
- Customer accessible toilet including Baby Changing facilities.
- Warehousing.
- Plant Room.
- Cold Rooms.
- Servicing Areas.
- Staff Areas including Welfare and Offices.
- Delivery Bay.

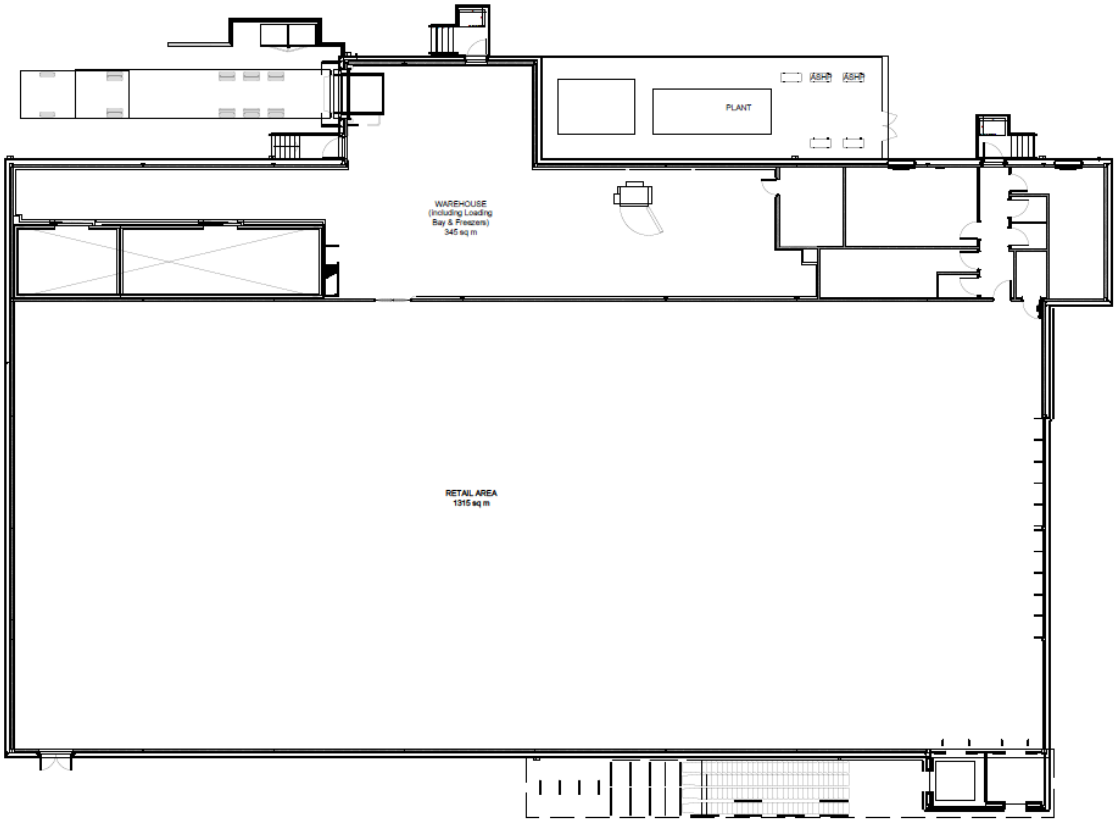


Figure 14 – Proposed ALDI Floor Plan

Note: Please see drawing J21A89-STO_ZZ_XX_DR_A_0004_A2_P01 - PROPOSED FLOOR PLAN for an A1 sized floor plan.

DESIGN CONSTRAINTS

ORIENTATION

The store has been positioned in order to:

- Maximise the soft landscaping within the site
- Provide adequate parking on the site
- Minimise the impact of the development on the sheltered housing to the East
- Have minimal impact on the residential properties to the West

The main glazed frontage of the store faces north towards Fleet Street, with the store access facing the vehicular access route through the parking. This ensures convenient access for customers from the car park to store entrance, whilst the glazed frontage overlooking an area of parking ensures there is natural surveillance. It is vital for viability of the store, in terms of pulling in passing trade, to have some parking between the store and main road so it makes the site look active. ALDI have found on stores with parking to the rear that passing trade is significantly reduced.

The store's loading area is set to the West of the store with the HGV turning area to the South. The loading pod is out of view entrirely to remove any impact to the residential neighbours, whilst still being easily accessible for deliveries. The delivery route takes the delivery vehicle through the car park; therefore, a wider aisle is incorporated into the car park layout in order to accommodate the delivery vehicles.

The rear elevation of the store to the western boundary, is the lowest and sits behind an existing 8m high tree/hedge line so has no visual impact on the houses to Rathkenny Close.

LEVELS

The proposed site is relatively flat, with an approx. level difference of 1m across the site. The south-eastern corners of the site are the lowest points of the site. The site falls gradually from North to South with the existing levels to the access of Fleet Street being the base level to work from.

The store finished floor level has to be lifted over existing levels by between 1 and 1.3m due to the potential flood levels of the site, as noted in the Flood Risk Assessment. The levels are then graded back down to around existing levels for the rest of the site.

SITE ACCESS

The existing access into the site off Fleet Street will be closed up and a new, wider and more suitable access into the site will be formed in a more central position. This takes the access further away from the houses abutting the west side of the existing access to reduce impact on them. This new access will include dropped kerbs to allow crossing for pedestrians to direct pedestrians to the pedestrian access to the West of the vehicular access.

ACCESS TO THE SITE AND DELIVERIES

VEHICLE ACCESS & PARKING PROVISION

Access to the development will be via the new access along the northern boundary off of Fleet Street. Please refer to STOAS drawing J21A89-STO_ZZ_XX_DR_A_0003_A2_P01 - PROPOSED SITE PLAN for further details.

Although the development parking will be restricted to 1.5 hours, to ensure the parking isn't abused, the time will still allow sufficient time for linked trips within the local area.

The car park levels within the site are generally between 1:40 and 1:60 to ensure movement around the site is easy whilst still ensuring adequate surface water run-off.

All vehicular accesses have been designed by Highways Consultants following discussions with the Highways Authority.

There is a total of 127 parking spaces, which include 8 disabled bays, 6 parent and child bays, 2 accessible EV bays, 2 standard EV bays and 17 staff spaces. Wide aisles and good size parking bays are incorporated to aid manoeuvring into the spaces and around the car park.

Previously the layout allowed for 6no. accessible parking bays but during the public exhibition a number of local residents expressed concern this may be inadequate so a further 2 accessible bays have been added to accommodate for this as requested by the public.

ELECTRIC VEHICLE PARKING PROVISION

Included within the 127 parking bays are 4 dedicated electric vehicle charging spaces; 2 accessible bays and 2 standard sized bays, all of which are near to the entrance of the store. Furthermore, additional ducting is to be provided to a further 22 parking bays to allow easy installation of more charging points in future as demand increases.

PUBLIC TRANSPORT

The nearest bus stop is approx. 100m (as the crow flies) east of the site entrance on Fleet Street. Buses travel westwards from this bus stop towards Holbeach, Spalding and Weston. Across Fleet Street is a bus stop for services travelling eastwards along Fleet Street towards Kings Lynn, Sutton Bridge and Boston.

PEDESTRIAN AND CYCLE ACCESS

Fleet Street is lined with residential properties along with many more in the surrounding areas which are all within walking or cycling distance of the site. Following feedback from the public exhibition, it was brought to our attention that a large number of local residents will happily walk to the store, so how pedestrians can access and move around the site was a major consideration when designing the layout of the site. Pedestrians enter the site via the designated pedestrian access to the west of the vehicular access. Pedestrians travelling from the East must cross the vehicular access to reach the pedestrian access, therefore, drop kerbs are incorporated to provide a level crossing point, as well as tactile paving to aid visually impaired persons.

Cycling is promoted by the inclusion of 8no. covered cycle parking spaces adjacent to the store entrance underneath the canopy. The cycle parking is positioned in a prominent high traffic location to improve security. These cycle spaces are for customer use; staff who cycle to work store their cycles inside the building within areas not accessible to customers.

DISABLED ACCESS

Pedestrian areas to the ALDI Store and the Accessible car parking spaces are laid at gradients no steeper than 1:60, with dropped/flush kerbs between road areas and pavements. This allows customers with mobility scooters, wheelchairs, mobility issues, pushchairs and child buggies unhindered access to and from the Store.

The accessible spaces are all positioned as close to the store's entrance as possible with no need to cross any roads to enter. There are 8 accessible spaces directly in front of the ALDI store and 6 dedicated Parent and Child spaces located next to the accessible spaces. Two of the accessible spaces are adjacent the pedestrian crossing. The 2 accessible EV parking spaces are across the access route from the store entrance with no kerbs to hinder access.

ALDI DELIVERIES

ALDI delivery vehicles will be able to service the site without blocking access for other road users. This is achieved by HGVs pulling into the car park then performing a simple manoeuvre within a dedicated turning area and reversing into the loading bay which is located to the South west of the store. Delivery vehicle manoeuvres are designed to be as simple as possible, facilitating arrival, unloading and exit. The reversing manoeuvre enables the delivery driver to have a clear view of the trailer and obstructions.

The service area is solely for vehicle movements to the loading bay and 17no. staff parking bays. It is not for storing stock or moving pallets or cages around which create unwanted noise.

Store delivery vehicles reverse down a ramp to the loading bay allowing stock to be unloaded from the back of the delivery vehicle directly into the warehouse, which is at the same level. This speeds up the unloading process, whilst minimising vehicle movements and noise levels. A curtain is also incorporated into the building envelope/loading bay pod that seals around the rear of the vehicle further reducing noise.

When delivering at noise sensitive hours, HGV's reversing beepers and refrigeration units are switched off to avoid impact on neighbours.

ALDI generally have 5 deliveries per day, 3 main deliveries by HGV and up to 2 local delivery vehicles for products such as fresh milk and bread. Deliveries can increase during busy seasons. The main deliveries are carried out by drivers who are informed of each stores delivery route plans which improves both safety and efficiency. In addition, ALDI's deliveries are a mixture of items, rather than having separate deliveries of food, non-food, fresh etc. This keeps the number of deliveries to stores to a minimum.

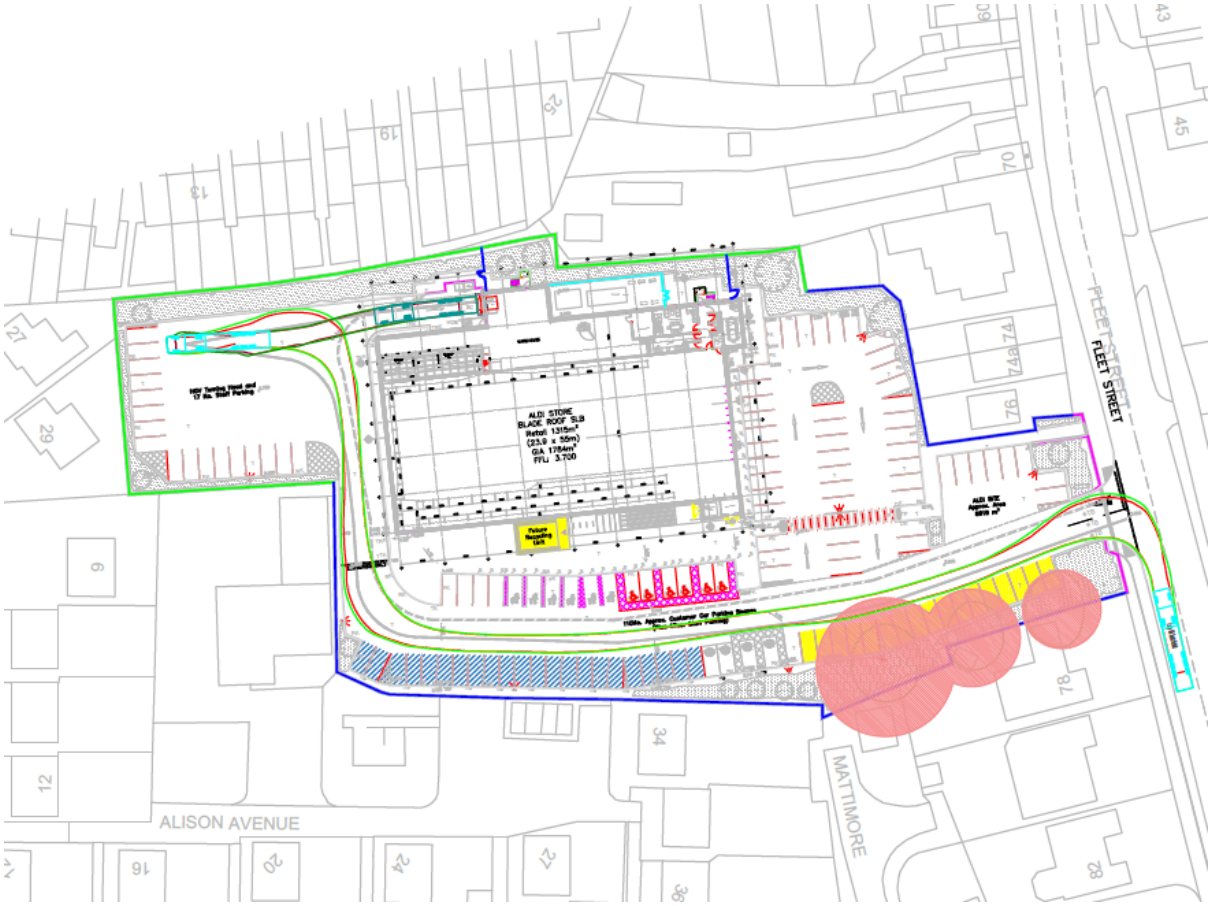


Figure 15 – Inbound HGV manoeuvre

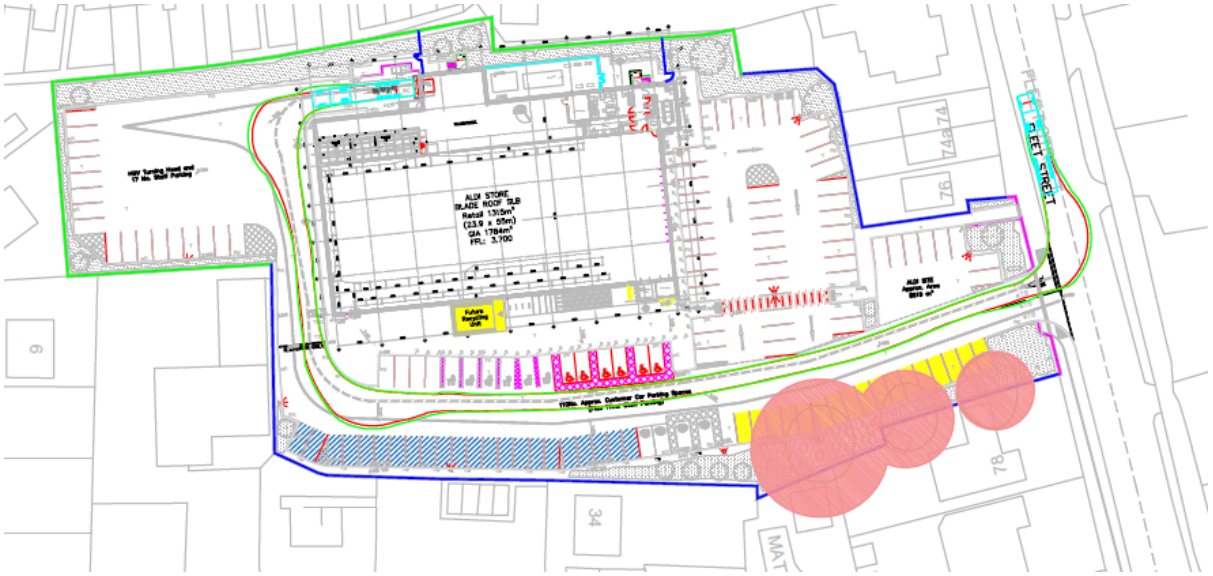


Figure 16 – Outbound HGV manoeuvre

AMOUNT OF DEVELOPMENT

THE PROPOSED ALDI FOODSTORE

This proposal involves the construction of a new food store (Use Class E) with associated access and landscape works on the site.

A breakdown of the varying components of the proposed development including maximum floor areas is:

Building/Structures

- Gross External Area (GEA) of store – 1882m²
- Gross Internal Area (GIA) of store – 1803m²
- Retail Area – 1315m²

The ALDI Store is a single storey, mono-pitch building, with an approximate height of 6.25m to the top of the roof at the front of the store from finished floor level (FFL). The rear elevation to Rathkenny Close is approximately 5.2m from FFL. Please refer to drawing J21A89-STO_ZZ_XX_DR_A_2000_A2_P01 - PROPOSED ELEVATIONS for the full details of the elevations.

ALDI aim to provide only sufficient volume necessary for the store's operation, so space is not wasted or serviced/heated unnecessarily. The size of the store is kept to a minimum by not including a delicatessen, butcher or fishmonger counter and in addition ALDI do not stock tobacco or offer photo processing, or similar concessions. As well as keeping the store size down this also means these goods and services must be sourced elsewhere by customers, ensuring that ALDI's stores do not directly compete with specialist food shops or other local businesses.

The store's internal layout has been optimised to provide the necessary merchandising area for the predicted retail demand. This determines the size of the warehouse space and its interaction with the loading bay, which is designed to allow for deliveries without specialist warehouse staff. All restocking can be undertaken by management and shop personnel.

PARKING

The site has sufficient parking for the store and comprises of the following: -

- Total Customer Parking bays = 110 bays
    - Standard parking bays = 92 bays
    - Accessible Electric Vehicle Charging = 2 bays
    - Standard Electric Vehicle Charging = 2 bays
    - Accessible parking bays (inc. Parent and Child) = 14 bays
- Staff parking = 17 bays
- Bicycle parking = 4 no. hoop cycle stands (8 cycle spaces)

LANDSCAPING AND OUTDOOR SPACES

HARD LANDSCAPING





Hard landscaping will include:

- Tarmac – this will be the main surface finish to the car park.
- Timber knee rail – this will form the Northern boundary to Fleet Street.
- Close board timber fencing – this will be used to the eastern and part of the northern boundary.
- Timber acoustic fencing – this will screen the delivery bay and plant to the south and west boundaries of the site.
- Stainless steel bollards – around the store entrance to ensure user safety.
- Telescopic stainless-steel bollards – to the proposed vehicular access to be raised outside of store opening hours to prevent anti-social behaviour

For further details regarding the proposed landscaping, please refer to the application drawings which accompany this planning submission.

SOFT LANDSCAPING

The site will be landscaped, providing complete ground cover in approximately two years. There will be feature landscaping comprising of a variety of species for interest and diversity which will have been selected for their robustness, ease of maintenance and aesthetic appeal. In addition, there will be native scrub planting to improve Biodiversity. To inhibit weed growth and encourage moisture retention there will be bark chippings across all landscaped areas that aren't grassland.

The car park will have tree, hedge and/or shrub planting to all boundaries, softening them, adding interest and defining the edges of the site. The species selected will be robust but not so dense as to impair lines of sight for security, traffic mobility and visibility across the site.

Wherever possible native species are used and planting is selected to enhance biodiversity. A Landscaping drawing is provided as part of this application.

The existing TPO trees to the north east corner and 8m high trees/hedge to the south west corner of the site have all been retained to keep the existing screening of the site and high quality trees.

Particular attention has been given to ensuring the proposed development sits well within its existing landscaped surroundings. Additional trees are to be planted both to the site perimeter and within the site. This all serves to integrate the store and car park into the surrounding area.





Please refer to the submitted Site plan J21A89-STO_ZZ_XX_DR_A_0003_A2_P01 - PROPOSED SITE PLAN and Landscaping plan MEL-535-002 P1 by Middlemarch Environmental Ltd.

APPEARANCE AND DEVELOPMENT PROPOSALS

Larger versions of the below images have been submitted with this application.



Figure 17 – Artists' impression of the development from across Fleet Street



Figure 18 – Proposed ALDI elevation from the car park



Figure 19 – Proposed ALDI elevation from the North of the building

ALDI APPEARANCE

The contemporary design ALDI Store will be single storey with a single pitched roof starting at low level to the rear increasing to the façade facing the car parking area. This will be enhanced with a high-quality build. The architectural treatment includes silver and anthracite cladding and anthracite curtain wall glazing to the front of the store facing towards Fleet Street. Charcoal brickwork below the glazing and cladding and a solid anthracite canopy with white boarding soffit gives the ALDI Store a modern feel. The materials chosen will provide a much more attractive building than what currently occupies the site.

Please refer to the planning drawings for full details of the elevations, drawing reference J21A89-STO_ZZ_XX_DR_A_2000_A2_P01 - PROPOSED ELEVATIONS.





The entrance is to have a large glazed shopfront and canopy, providing focus to the main elevation. The canopy, which is illuminated from below, also provides a covered well-lit area over the trolley store and cycle parking.

The North East corner has a large glazed area at the entrance point presenting an active point of focus, drawing the eye to the entrance of the store. This is an important element of the building as the orientation is critical to guide the movement of customers to and through the site.







ALDI entrance doors are automatic and have flush thresholds to aid access, with manifestations on the glazing for visually impaired customers. The store is designed to have wide aisles with turning areas and a well-lit environment, all in accordance with prevailing access and equality regulations.

ENERGY EFFICIENCY, RENEWABLE ENERGY AND RECYCLING

To ensure a high-quality appearance over the long term and to minimise maintenance costs, ALDI use good quality materials on external and internal components of their buildings. ALDI are already meeting high standards of energy efficiency and are committed to responsible energy usage.

ALDI only use environmentally friendly, energy efficient freezers and LED lighting. A heat recovery system from the chiller and freezer condensers along with Air Source Heat Pumps (ASHP's) provides the store heating provision from wasted machinery heat and renewable sources. LEDs are extremely energy efficient and consume up to 40% less power than fluorescent tubes. Since LEDs use only a fraction of the energy there is a dramatic decrease in power costs. Also, money and energy is saved in maintenance and replacement costs due to the long LED lifespan.

The ALDI store will have photovoltaic solar panels installed on the roof which will supply approximately 10% of the store's electricity requirements.

ALDI's regional distribution centres have been set up across the UK to supply 80-90 stores only- this minimises the amount of road travel meaning a lower carbon footprint compared with other supermarket retailers.

ALDI's stores are constructed with a delivery ramp, sheltered canopy and dock leveller system which means products can be unloaded by drivers without any external activity such as forklift trucks, cages or scissor lifts. The back of the vehicle is at floor level for the driver to unload a specific store delivery, pre-selected on pallets into a dedicated warehouse area at a specific time usually just prior to the store opening. The store staff can then stock the store when operationally convenient or when the product is required on the sales floor. This efficient technique requires no dedicated warehouse staff and ensures a quick turnaround of the delivery vehicle resulting in time, energy and cost savings which are crucial and in turn passed onto customers in the form of heavily discounted prices.

WASTE MANAGEMENT

GENERAL

Developing can produce significant amounts of waste as a result of the construction process and the activities of their future occupants. The government has set challenging targets for the recovery and recycling of waste to ensure the requirements of the European Landfill Directive are met, and to help achieve this, landfill tax is set to continue to rise. To maintain profitability, it therefore makes sense to consider ways of reducing waste in construction in addition to ALDI's wider environmental commitment to reducing waste.

There are two main areas to be considered when constructing new developments. Firstly, it is important to ensure that the layout and design of the development will facilitate good waste management by its future occupants and, secondly, that construction and demolition waste is minimised, recycled and re-used where possible.

Whilst separate skips could be supplied on site for various materials for recycling, effective management and control of handling/loading of skips to avoid wastage or contamination, together with additional costs related to economies of scale movement, equipment rentals and supplier costs outweigh the convenience of using mixed waste skips, and utilising the waste movement operative's expertise and local facilities for sorting all the viable materials for recycling.

ALDI

Waste from the store will be generally limited to cardboard packaging materials. These will be compacted on site by means of a purpose-built compactor, situated within the warehouse, before being collected by the delivery vehicle and returned to the distribution center. From here it will be collected and recycled by an approved contractor. Any non-recyclable waste is disposed in bins which are located in a locked cage adjacent to the loading bay.

The waste compactor will be fully enclosed and fed internally from within the warehouse. There will be no noise disturbance associated with the compactor's operation. Other 'everyday' waste will be minimal and stored in bins located within a lockable cage in the recess alongside the service ramp from which waste is collected by an approved contractor. The bin store and compactor are shown on J21A89-STO_ZZ_XX_DR_A_0004_A2_P01 - PROPOSED FLOOR PLAN.

SECURED BY DESIGN

By including 'Secured by Design' criteria, we have found the concept to be a cost-effective way of ensuring security is maintained within the development as well as providing public reassurance and significantly reducing the chances of a person becoming the victim of a crime.

Secured by Design is a police initiative to encourage the building industry to adopt crime prevention measures in the design of developments to assist in reducing the opportunity for crime and fear of crime, creating a safer and more secure environment.

Good design must be the aim of all those involved in the development process and should be encouraged everywhere. Current government planning policy strongly supports this principle and makes clear that community safety is an integral part of the design agenda. Planning Policy Guidance Note 3 (PPG3) calls upon local planning authorities to:

> *Promote design and layouts which are safe and take account of public health, crime prevention and community safety considerations.*

Prevention firmly establishes this subject within the planning process and identifies Secured by Design as a successful model.

In addition to the requirements of planning legislation and guidance, local authorities (and the other bodies within each local Community Safety Partnership) have a wider responsibility under Section 17 of the Crime and Disorder Act 1998 to consider the crime and disorder implications of all their activities, and to do all that they can to reduce opportunities for crime and fear of crime in the exercise of their functions. Developers and their designers and advisers need to be aware of this. It underlines the importance of natural surveillance and designing routes that are overlooked and busy so that the design of layouts can make a major contribution to both the prevention of crime and reducing the fear of crime.

The reduction of crime and the fear of crime are key objectives of Secured by Design, which are in accord with the aim of the ODPM guidance to put more emphasis on people and communities. Busy movement routes provide informal control by citizens and a heightened sense of safety. Through the introduction of appropriate design features that facilitate natural surveillance and create a sense of ownership and responsibility for every part of the development, criminal and anti-social behavior within the curtilage or grounds can be deterred. These design features include secure, visible, open vehicle parking, adequate lighting of communal areas, fostering a sense of ownership of the local environment, control of access to individual and common curtilages, defensible space, and landscape design supporting natural surveillance and safety.

The development will follow the emphasis of natural surveillance with overlooked car parking from the foodstore and road due to the low-level planting and general openness of the site. The store has been positioned to the rear of the site with secure fencing around the rear to improve security and reduce 'hiding places. The cycle hoops are overlooked by people around the entrance to the ALDI store due to the strategic location adjacent the glazed areas and car parking. The footpaths will be well lit during the dark morning and evening hours offering further security. Telescopic bollards are provided to close the site entrance at night to prevent unwanted abuse of the car park, thus protecting the neighbours.

SUMMARY

The design of this development has been prepared taking into account government planning guidance, relevant policy in the development plan, and our experience in designing attractive schemes for challenging sites.

The constraints of this site demand a carefully detailed scheme which respects its sensitive location, near to existing residential areas, and provides a quality site frontage, with diverse landscaping to enhance the views into the site and beyond.

The proposed development will be an increase in main food store provision that will help meet the retail needs of the local catchment area by enhancing consumer choice. Aldi's model means specialist goods and services must be sourced elsewhere by customers, ensuring that ALDI's stores do not directly compete with specialist food shops or other local businesses.

We believe the proposals represent a well thought out and sensitive response to the constraints of the site. The ALDI food store provides an amenity to the local area which is currently lacking, along with the creation of local jobs. ALDI look forward to becoming considerate neighbours and a valued part of the local community.