ALDI STORES LIMITED

DESIGN & ACCESS STATEMENT

PROPOSED EXTENSION OF EXISTING RETAIL FOOD STORE

WINSOVER ROAD, SPALDING, PE11 2XY

ALDI, Winsover Road, Spalding

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STOAS
ARCHITECTS

CONTENTS

INTRODUCTION 2
ALDI – RETAIL STORE APPROACH 3
SITE LOCATION AND CONTEXT 5
CONTEXTUAL PHOTOGRAPHS 6
LAYOUT ACCESSIBILITY AND DESIGN EVALUATION 7
LANDSCAPING & OUTDOOR SPACES 7
APPEARANCE AND DEVELOPMENT PROPOSALS 8
ACCESS, SITE MOVEMENT AND TRANSPORT LINKS 9
ENERGY EFFICIENCY, RENEWABLE ENERGY AND RECYCLING 9
WASTE MANAGEMENT 10
SECURED BY DESIGN (ACPO) 10
SUMMARY 11

INTRODUCTION

This Design & Access Statement has been prepared by STOAS Architects Limited on behalf of ALDI Stores Limited (ALDI) with reference to a full planning application for the extension and refurbishment of an existing ALDI store including new car parking, new glazing and a new finish to the elevations.

ALDI proposes a full refurbishment and extension to the existing ALDI store, located in close proximity to the town centre of Spalding.

Photographs, plans and drawings will illustrate the proposal. The design concept and ALDI's operating policy are described within. 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 information will illustrate how the store will benefit Spalding, and how this scheme accords with local authority planning policies and design criteria.

ALDI – RETAIL STORE APPROACH

ALDI is a leading discount grocery retailer, with a network of over 7000 stores in Europe, the USA and Australia. More than 500 ALDI stores have opened in the UK since 1990 when ALDI entered the British market.

HIGH QUALITY FOOD AT HEAVILY DISCOUNTED PRICES

ALDI's approach to food retailing aims for operational efficiency in all areas of the business, from the supply end to customer sales. This enables ALDI to sell quality food at low prices and operate on smaller margins than other UK food retailers.

Quality products are stocked, from a range of predominantly exclusive labels, at the lowest prices. Products are displayed in bulk. There is local and regional sourcing of some fresh produce and bakery goods. Prices are not adjusted according to location, and the retail price of a product is the same in Birmingham, Nottingham and in London.

ALDI's stores have no separate fresh food or delicatessen counters, do not stock tobacco and do not offer photo processing, or similar concessions. These goods and services must therefore be sourced elsewhere, ensuring that ALDI's stores do not directly compete with specialist food shops, newsagents and other local businesses.

ALDI's stores are constructed on a relatively modest scale. ALDI is sensitive to customer requirements, whether they drive or travel to their stores by public transport, by cycle or on foot.

EMPLOYMENT AND RECRUITMENT

A well-trained and highly motivated workforce is essential for the success of the business. Staff remuneration and training reflect this. ALDI's store managers and assistants are trained to serve courteously and speedily, and to carry out stock replenishment and other duties as required.

It is anticipated that new jobs will be created following the increase in store size. It is ALDI's policy to recruit locally with equal opportunities for all staff, while the construction phase will involve around 100 operatives.

OPENING TIMES

ALDI operate the following store opening hours:

Monday – Saturday	8:00 – 22:00
Sunday	10:00 – 16:00

Bank holiday opening times are the same as a normal working day.

INDUSTRY AWARDS

ALDI's commitment to supplying high quality products at the lowest prices and to exceed customer expectations has earned ALDI quality awards and customers service accolades. Industry awards granted to ALDI recently include the following:

- Grocer Gold Awards 2016 – "Grocer of The Year 2016"
- ISO 50001 Energy Management Certification
- Quality Food & Drink Awards 2015 – 32 accolades including the first ever award for "Quality Drinks Retailer of the Year 2015"
- Mother and Baby Awards 2015 – 2 gold and 2 silver awards
- Great Taste Awards 2015 – 61 accolades
- Which? "Best Supermarket" 2015, 2013, 2012 and 2009 winner
- Top 100 Graduate Employers 2015 – 2nd place
- Retail Industry Awards 2015 – "Supermarket of the Year 2015" and "Fresh Produce Retailer of the Year 2015"
- FPC Fresh Awards 2015 – "Multiple Retailer of the Year 2015" offering the best choice, quality, value for money and customer service on fruit and vegetables
- Drinks Retailing Awards 2015 – "Multiple Wine Retailer of the Year 2015"

SITE LOCATION AND CONTEXT

ALDI Spalding, which opened in December 2000, is located 0.5 miles away from the town centre. Spalding is situated 13 miles away from Boston and 28 miles from King's Lynn.

The store is located on Winsover Road with access to the car park from St Thomas Road. The site currently has a total area of 4410m².

To accommodate the new extension, the adjacent building's, numbers 43, 45 and 49, will be demolished to open the entrance area up so an external lobby can be provided, the store will be extended 6m into the existing car park. This will take the store area from 1204m² to 1472m².

The store is near the centre of town with a mix of residential buildings and shops of mainly brick or white rendered finishes around the pedestrian entrance and mainly residential buildings towards the access to the car park.

The site has had an ALDI situated on it since December 2000 and is well established within the local community. The popularity of the store has been exceptional and therefore the need has arisen to further extend the store to facilitate increasing consumer demand.

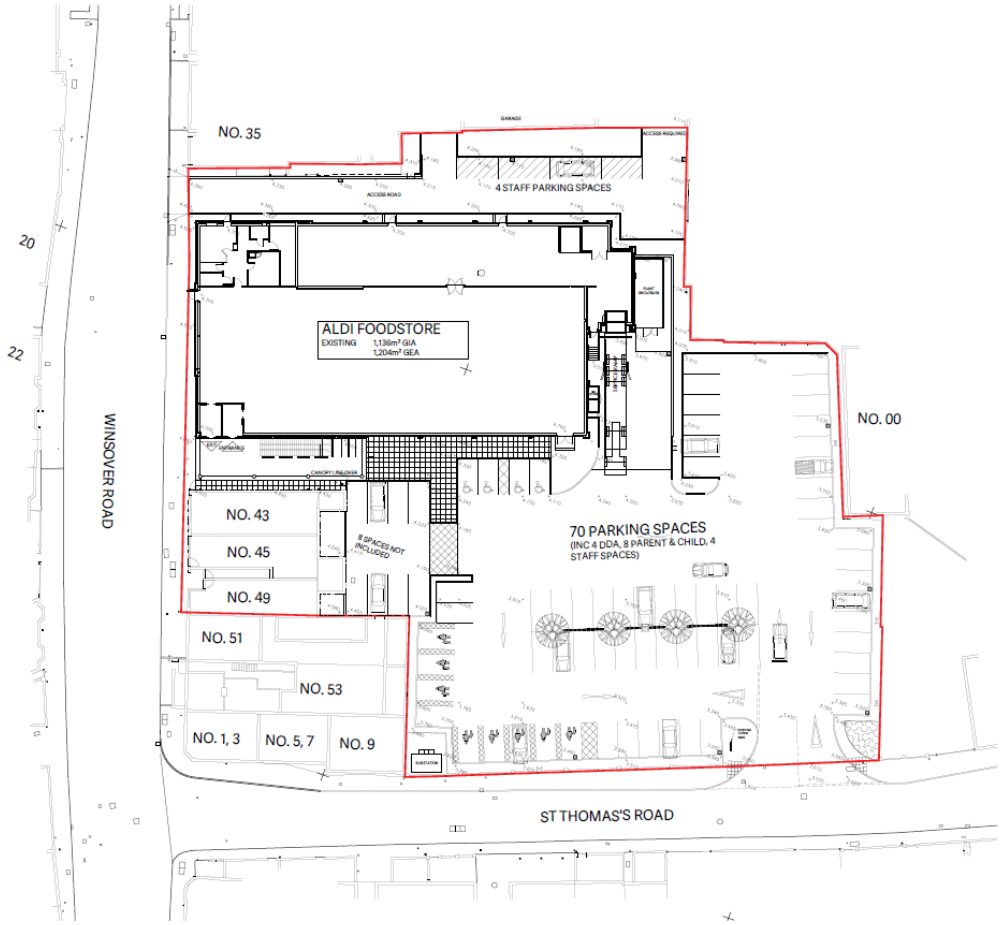


Figure 1 - Site location of existing ALDI

CONTEXTUAL PHOTOGRAPHS

Figure 2 - Looking East down Winsover Road at the Junction to St Thomas Road

Figure 3 - Looking South past the site, down St Thomas Road

Figure 4 - Pedestrian entrance to the site

LAYOUT ACCESSIBILITY AND DESIGN EVALUATION

The aim is to improve the existing store to provide a high-quality attractive modern food store for the local community. The proposal includes a store of 1472m² gross external area, with on-site car parking for 80 No. vehicles and associated improvement work. This is an increase in floor area of 260m² to the retail area of the store, 6m² increase to the warehouse and an increase of 10 car parking spaces.

PEDESTRIAN ACCESS

The pedestrian access is off the main road leading into the town centre, this will be improved with the area in front of the store entrance being opened up to allow for a better circulation space to the front of the store. This will be further improved with the addition of planters. There is also existing access from St Thomas Road, which remains unchanged.

VEHICULAR ACCESS

Vehicular access is retained off St Thomas Road, currently the Parent and Child spaces are across the car park away from the store entrance, with disabled parking being the closest available spaces to the store entrance. This will be improved with the new extension with the new Parent and Child spaces being moved closer to the store so parents will not need to cross the car park.

PUBLIC TRANSPORT

The store is located on the main road and there are many bus stops around the area, including an existing bus stop immediately outside the store, which will remain.

SCALE

ALDI's policy is to only build the volume required for the operation of the building so that no space is wasted or unnecessarily heated/serviced. ALDI store layouts are optimised to provide the correct level of merchandising space for the predicted retail demand. Currently, the retail demand at the Spalding store is larger than what the current store provides, which is why we propose to increase the retail area by 260m².

LANDSCAPING & OUTDOOR SPACES

HARD LANDSCAPING

The hard landscaping around the new store entrance will comprise of Argelith Feinsteinzeug R12 tiles in line with new store standards, along with new stainless steel bollards and a trolley bay. In addition the newly created pedestrian area fronting the store and Winsover Road will be block paved with Marshalls Charcoal Keyblok.

SOFT LANDSCAPING

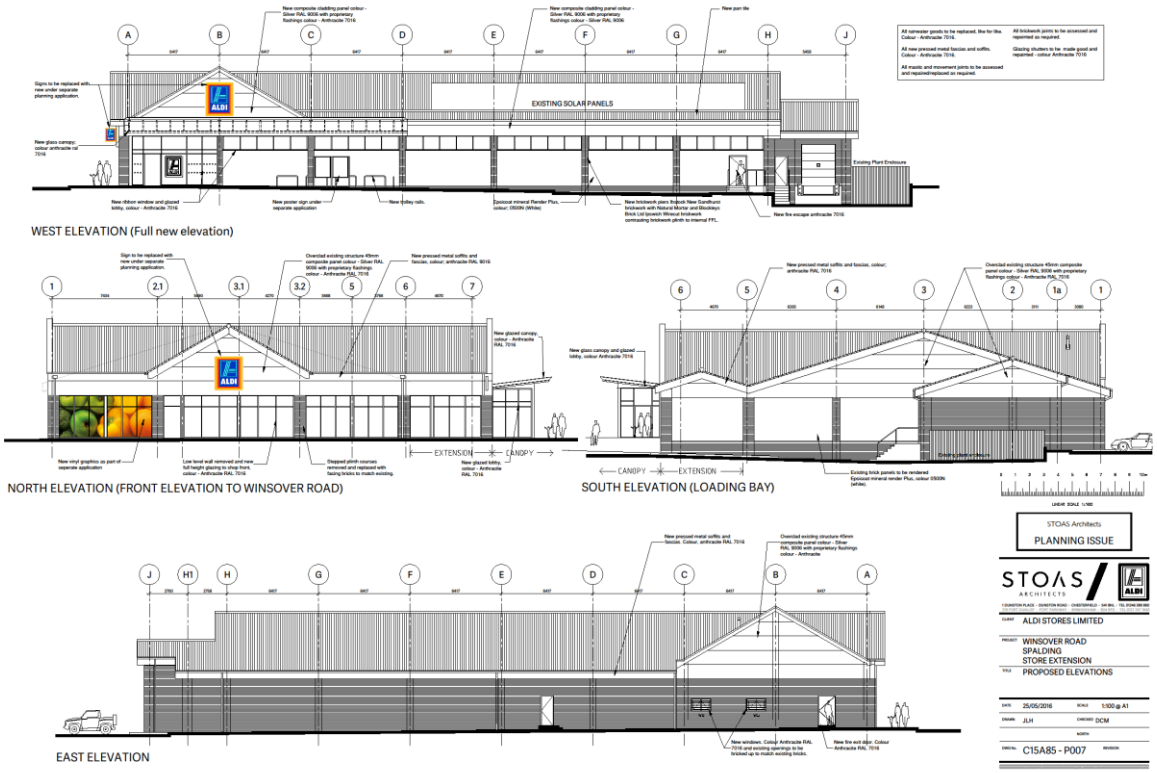
The existing site only has minimal soft landscaping with little possibility of improving this. However the proposed scheme includes for large planters in a prominent location adjacent the store entrance and Winsover Road.

Planters will be typically planted with evergreen species, as shown below.

APPEARANCE AND DEVELOPMENT PROPOSALS

ALDI seeks to promote the company as an innovative, high quality retailer by achieving a clear statement of its corporate identity and trading profile, and creating stimulating modern buildings which respect and enhance their environmental context. ALDI therefore propose to modernise the existing building by rendering it white and providing new glazed shopfronts and pressed metal soffits and flashings. In addition there will be new composite wall panels and a new glazed lobby and canopy to complete the modern look.

The new extension will have new ribbon glazing to the West elevation to improve aesthetics externally and increase natural light within the store.



ACCESS, SITE MOVEMENT AND TRANSPORT LINKS

Please refer to the planning drawings for access and highway layout.

The store is easily accessible by foot with the locality of pedestrian footways controlled crossings and such facilities to provide safe and convenient access into and around the site.

The proposal is within close proximity of existing bus stops, easily accessible by store customers and represents a viable alternative to the private car for trips to the development.

The proposals are well within the parking provision maximum standards with 80 parking spaces including 5 disabled spaces and 7 Parent and Child spaces, the uplift in parking spaces will help to ensure there is sufficient for the increasing popularity of the store.

ALDI entrance doors are automatic and have flush thresholds to aid access and have manifestations on the glazing for visually impaired customers. The store is designed to provide wide aisles and turning areas within a well-lit environment 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 the external and internal components of their building. ALDI are already meeting high standards of energy efficiency within their new stores and are committed to responsible energy usage. As such ALDI will upgrade, where possible, the energy efficiency within their older buildings.

ALDI only use environmentally friendly, energy efficient freezers and lighting which will be used throughout the store.

Solar panels have been installed already on the roof and provide the store with a minimum of 10% of the stores electricity needs.

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 specific store deliveries which have been preselected on pallets and loaded into a dedicated warehouse area at a specific time, usually just prior to the store opening.

The store 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. This is crucial, as these savings are then passed onto the customer in the form of heavily discounted prices.

WASTE MANAGEMENT

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 makes sense therefore to consider ways of reducing waste in construction.

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 operatives expertise and local facilities for sorting all the viable materials for recycling.

Waste from the store is generally limited to cardboard packaging material. This is compacted on site, before being collected by the delivery vehicle and returned to the distribution centre. From there it is collected and recycled by an approved contractor.

Everyday waste is minimal and stored in secure paladin bins located within a lockable cage which is collected by an approved contractor.

SECURED BY DESIGN (ACPO)

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

A commitment by ALDI to producing quality and efficiency in the safest possible environment for their customers whilst ensuring the long term integrity of the premises.

THE CONCEPT OF 'SECURED BY DESIGN'

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 the 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 behaviour 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.

With this in mind, the proposal will open up the dark alley that the entrance is located in and will become a light, open communal space. This will also mean the car park can be seen from another street to add another level of neighbour surveillance. The existing lighting will be renewed to further improve visibility.

SUMMARY

The design of this development has been guided by government planning policies and guidance, local authority development planning policies, and our own experience of designing for ALDI.

The constraints of this site demand a carefully detailed scheme which respects its location adjacent shops and residential properties.

The proposed development will improve the look of the store as well as increase the food store provision and help meet the retail needs of the resident local catchment area by enhancing consumer choice.

We have sought to create a scheme which achieves an appropriate mix of new and old styles, with modern detailing, and feel this scheme will provide an attractive addition to the surrounding area.