

# ALDI, HOSTMOOR AVENUE, MARCH

## DESIGN AND ACCESS STATEMENT - REV B

Client: Aldi Stores Ltd - Chelmsford  
Date: MAY 2021  
Job No: 2909-CHE



# CONTENTS

<b>1.00</b>	<b>INTRODUCTION</b>	<b>4</b>	<b>4.00</b>	<b>DESIGN DEVELOPMENT</b>	<b>19</b>
1.01	STATEMENT AIMS	4	4.01	PRE-APPLICATION & DESIGN REVIEW	19
1.02	PLANNING POLICIES	5	4.02	BUILT FORM OPTIONS A, B & C	20-21
			4.03	DESIGN DEVELOPMENT SUMMARY	22
<b>2.00</b>	<b>EXISTING SITE SUMMARY</b>	<b>6</b>	<b>5.00</b>	<b>DESIGN PROPOSALS</b>	<b>23</b>
2.01	SITE PARTICULARS	6	5.01	COMMUNITY INVOLVEMENT	23
<b>3.00</b>	<b>EXISTING SITE ASSESSMENT</b>	<b>8</b>	5.02	LAND USE, SCALE, DAYLIGHT & SUNLIGHT	24
3.01	LOCATION AND MOVEMENT NETWORKS	8	5.03	LANDSCAPING AND LAYOUT	25
3.02	LAND USE	9	5.04	LANDSCAPE DESIGN PROPOSAL	26
3.03	TOPOGRAPHY AND FLOODING	10	5.05	ARCHITECTURE AND APPEARANCE	27-28
3.04	LANDSCAPE ASSESSMENT	11	5.05	MATERIALS PALETTE	29
3.05	ECOLOGY ASSESSMENT	12	5.06	ACCESSIBILITY AND SERVICING	30
3.05	URBAN GRAIN AND LAYOUT	13	5.07	SUSTAINABILITY	31
3.06	SCALE AND AMOUNT	14	5.08	REFUSE STORAGE & COLLECTION	32
3.07	ARCHITECTURE	15-16			
3.08	VIEWS AND VISIBILITY	17-18			

# FIGURES

1: AERIAL IMAGE OF THE SITE BOUNDARY AND SURROUNDING AREA	4	32: OPTION C BUILT FORM WITH OPPORTUNITIES AND CONSTRAINTS	21
2: EXISTING REDUNDANT PACKAGING PLANT ON HOSTMOOR AVENUE	6	33: SUMMARY PLAN	22
3: EXISTING REDUNDANT STORAGE UNIT ON MARTIN AVENUE	6	34: ALDI - PETERSFIELD LEAFLET	23
4: AERIAL IMAGE OF THE SITE IN RELATION TO THE SURROUNDING CONTEXT	7	35: PROPOSED EAST ELEVATION, ILLUSTRATING PROPOSED ALDI BUILDING AND OUTLINE OF EXISTING BUILDINGS	24
5: CONSTRAINTS DIAGRAM WITH MOVEMENT ROUTES NOTED	8	36: PROPOSED SOUTH ELEVATION, ILLUSTRATING PROPOSED ALDI BUILDING AND OUTLINE OF EXISTING BUILDINGS	24
6: LAND USE AERIAL ANALYSIS DIAGRAM	9	37: PROPOSED WEST ELEVATION, ILLUSTRATING PROPOSED ALDI BUILDING AND OUTLINE OF EXISTING BUILDINGS	24
7: FLOOD LEVELS MAP PROVIDED BY THE ENVIRONMENTAL AGENCY FOR PLANNING PURPOSES	10	38: PROPOSED NORTH ELEVATION, ILLUSTRATING PROPOSED ALDI BUILDING AND OUTLINE OF EXISTING BUILDINGS	24
8: FLOOD LEVELS MAP SHOWING SURFACE WATER FLOODING PROVIDED BY GOV.UK LONG TERM FLOOD RISK.	10	39: PROPOSED LANDSCAPE SCHEME	25
9-13:PHOTOGRAPHS OF THE PLANTING IN AND AROUND THE SITE	11	40: A SELECTION OF NATIVE PLANTS, SHRUBS AND TREES PROPOSED WITHIN THE LANDSCAPE SCHEME	26
14: MAP SHOWING GREEN BOUNDARY IN AND AROUND THE SITE AND POTENTIAL PROPOSAL OF LANDSCAPING	12	41: PROPOSED SOUTH ELEVATION	27
15: URBAN GRAIN MAP	13	42: PROPOSED NORTH ELEVATION	27
16: EXISTING SITE SECTIONS - ILLUSTRATING THE PREVIOUS DEVELOPMENT SCALE	14	43: PROPOSED EAST ELEVATION	28
17-20:PHOTOS OF SURROUNDING NEIGHBOURING CONTEXT	15	44: PROPOSED NORTH ELEVATION	28
21-26:PHOTOS OF SURROUNDING NEIGHBOURING CONTEXT	16	45: POTENTIAL MATERIALS FOR USE ON THE PROPOSED BUILDING	29
27: LOCATION PLAN & LOCAL VIEWS OF SITE	17	46: POTENTIAL MATERIALS FOR USE IN HARD LANDSCAPING ON THE SITE.	30
28: LOCATION PLAN & LOCAL VIEWS OF SITE	18	34: PROPOSED SITE PLAN	30
29: BUILT FORM PLAN INDICATION INITIAL OPPORTUNITIES &CONSTRAINTS	19	48: PROPOSED CGI OF ALDI FOODSTORE	32
30: OPTION A BUILT FORM WITH OPPORTUNITIES AND CONSTRAINTS	20		
31: OPTION B BUILT FORM WITH OPPORTUNITIES AND CONSTRAINTS	20		

# 1 INTRODUCTION



Figure 1: Aerial image of the site boundary and surrounding area

## 1.01 STATEMENT AIMS

This Design and Access Statement accompanies a full planning application by Aldi Stores Ltd, Chelmsford for a new food store on the site at Hostmoor Avenue, March.

The description of development is as follows:

'Demolition of buildings. Redevelopment of site to provide a new retail foodstore (Class E), including new access, car parking, landscaping and associated works.'

The aims of this Design and Access Statement are to show that the proposed development, has been informed by an awareness of the site's context and principles highlighted by Fenland District Council. The main focus for the design is to regenerate an existing site within March while enhancing the built environment, soft landscaping providing a net gain in biodiversity and increasing customer retail choice.

The statement will explain the proposals, identify the factors which have influenced this application and highlight the principles that were incorporated in the detailed design of this proposal.

# 1 INTRODUCTION

## 1.02 PLANNING POLICIES

The NPPF attaches great importance to the design of the built environment (para 124). Good design is a key aspect sustainable development and should contribute positively to making places better for people.

The key adopted policies within Fenland Local Plan (2014) that this proposal would be assessed against are:

- LP3 – Spatial Strategy, the Settlement Hierarchy and the Countryside
- LP6 - Employment
- LP9 - March (urban extensions)
- LP14 – Flood Risk & Climate Change
- LP15 – Highways & Transport
- LP16 – Delivering and Protecting High Quality Environments across the District
- LP18 – Historic Environment
- LP19 – Natural Environment
- TC1 - Primary Shopping Frontages (and out of town centre retail)

A full appraisal of relevant policies is contained in the accompanying planning, economic and retail statement.

## 2 EXISTING SITE SUMMARY



Figure 2: Existing industrial units fronting Hostmoor Avenue



Figure 3: Existing industrial unit fronting on Martin Avenue

### 2.01 SITE PARTICULARS

#### HOSTMOOR AVENUE, MARCH

- The development site combines a brownfield site currently occupied by industrial buildings (former packaging operation) and to the north, open storage land and temporary warehouse for a utility company.
- Site area = 8652 m<sup>2</sup> / 2.138 acres.
- March railway station is approx. 1.2 miles walk from the site.
- The site is 115m from the A141 providing regional connections to the road network.
- The site sits within the settlement boundary of March.
- The western edge of the site features a mature tree line, hedge row and drainage ditch.
- The northern edge of the site features an existing health club and spa.
- The eastern edge of the site features an overgrown tree/hedge row verge and secondary access off Martins Avenue
- The southern edge of the site also features an overgrown tree/hedge row verge as well as an existing access off Hostmoor Avenue.

### 3 EXISTING SITE ASSESSMENT



Figure 4: Aerial image of the site in relation to the surrounding context

## 3 EXISTING SITE ASSESSMENT

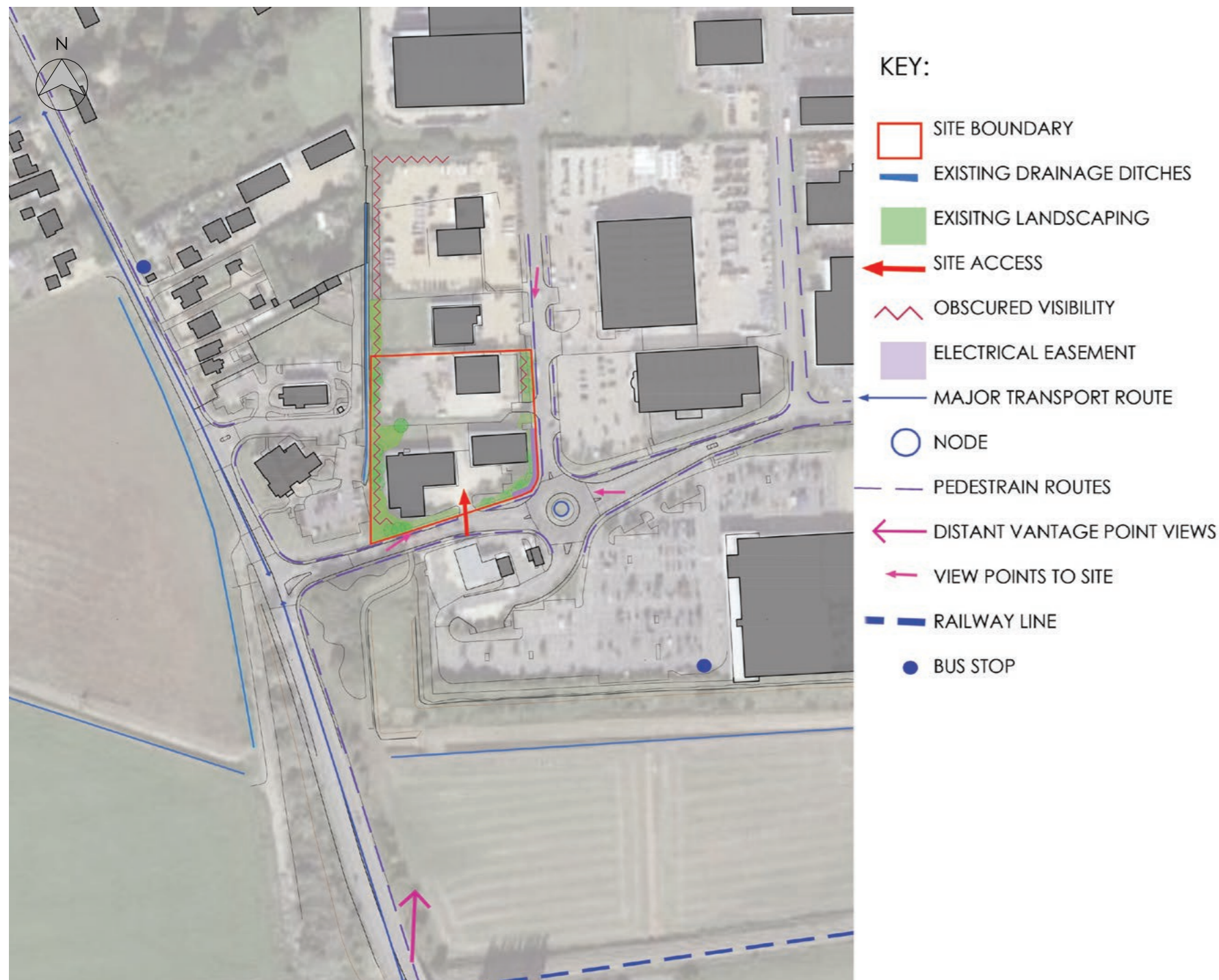


Figure 5: Constraints diagram with movement routes noted

### 3.01 LOCATION AND MOVEMENT NETWORKS

The application site is a 2.138 acre brownfield site in March, Cambridgeshire, bounded to the south by Hostmoor Avenue and to the east by Martin Avenue. The area is a mix of lighting industrial, trade counter, food retail and leisure units adjacent to the A141.

The site is bounded to the north by a heath club/spa and existing trade counter and light industrial units. To the east is a B&M store with a garden centre, beyond this are light industrial units. To the south is a Tesco superstore and filling station with its entrance off the roundabout at the junction of Hostmoor and Martin Avenues. Further south beyond a field and the railway is Meadow Retail Park accessed off the A141. To the west the site is bounded by a mature treeline and hedge beyond this are a public house, The Cobbles and a KFC drive thru which are accessed from the A141.

The site entrance on Hostmoor Avenue is approximately 115m from the A141, Wisbech Road which run north-south and in turn connects to the rest of the highway network. As such it has good links to the local area and beyond, this allow deliveries to be made without entering the residential areas of March.

March railway station is approximately 1.2 miles from the site (less than a 25 minute walk away) with train services run by multiple operators connecting to Peterborough, Cambridge, Ipswich and Norwich. This proximity assists with good railway transport links and connections with areas outside of March.

There is a bus stop in the Tesco car park within 260m of the application site serviced by the no 33 route and a second bus stop on Wisbech Road within 400m serviced by the no 33 & 46 routes these provide links to the surround area. Additionally Fenland Community Transport run a dial-a-ride service which transports local residents directly to their destinations including retail stores within the area.

The roads in the area are linked to national cycle route 63; located within 0.7miles of the application site. Route 63 runs northwards towards Wisbech and westwards towards Peterborough.

# 3 EXISTING SITE ASSESSMENT

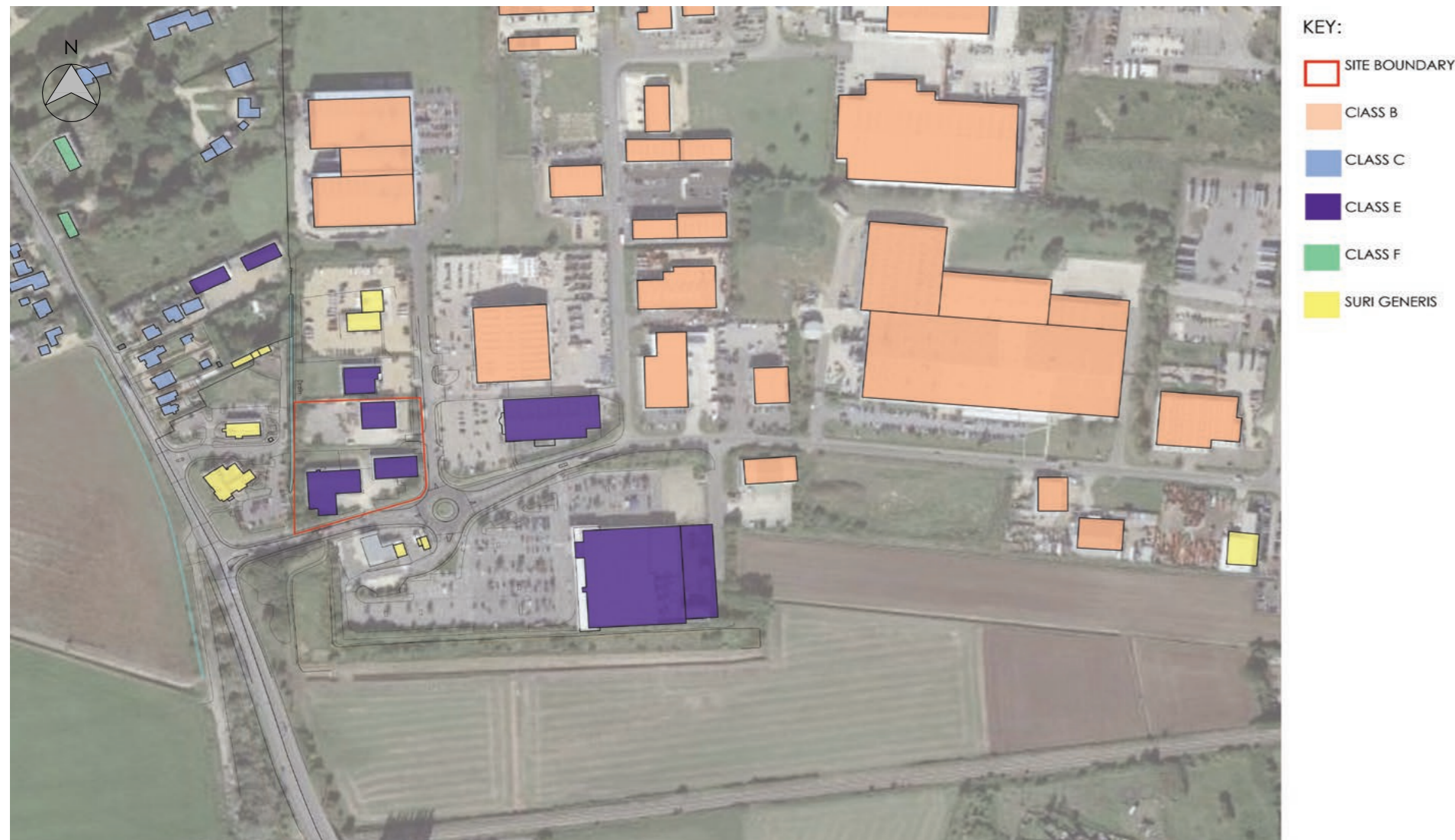


Figure 6: Land use aerial analysis diagram

## 3.02 LAND USE

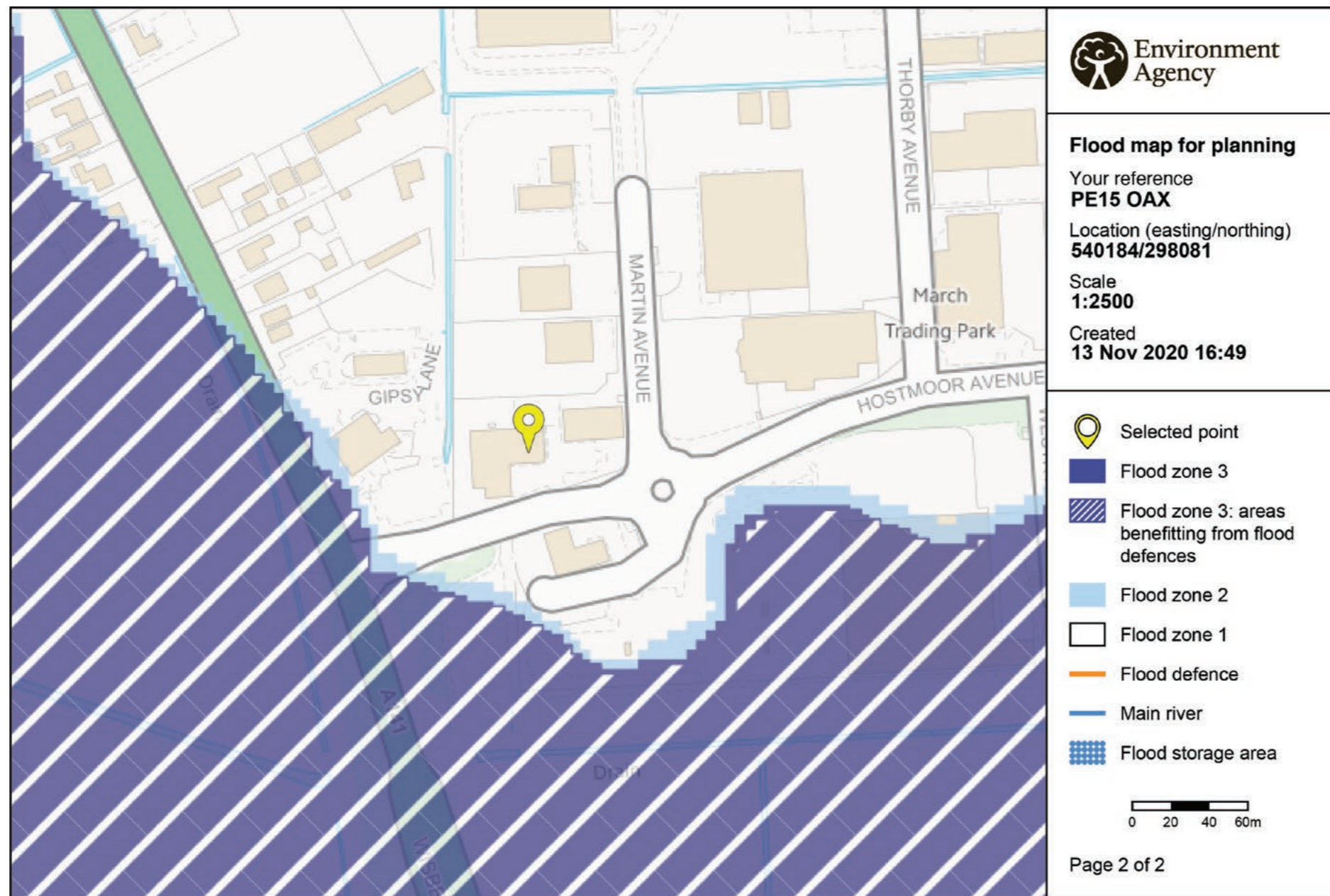
The development site is a formed from two existing sites, the south site is currently occupied by a 1980's industrial building which was formally a packaging operation. The north section of the site is currently occupied by open storage land and 1980's warehouse building used by a civil engineering company.

Prior to September 2020 revisions to the Use Class System, the buildings in this area would have classified as a mix of many A1, B2 and B8, with some A3, A4, D2 and Suri Generis. Since the amendments to the use class groups a number these buildings are now classed as either Class E or as Suri Generis. The proposed new retail food store will fall under the new use Class E and prior to September 2020 would have been classed as A1 use.

The buildings to the north and east along Martin Avenue are part of the trading estate. To the south is the Tesco superstore and it's carpark, these are characterised by large portal framed buildings with metal cladding sat within expanses of hard standing and landscaping

There are no residential areas directly adjacent to the site, there are a number of retail, restaurant and Suri Generis uses to the east, west and south these vary in scale depending on their nature.

## 3 EXISTING SITE ASSESSMENT



© Environment Agency copyright and / or database rights 2018. All rights reserved. © Crown Copyright and database right 2018. Ordnance Survey licence number 100024198.

Figure 7: Flood levels map provided by the environmental agency for planning purposes

### 3.03 TOPOGRAPHY AND FLOODING

The north section of the site is predominantly flat, there is a small step to the southern section of the site which gently slopes from north to south. Overall there is a level change of 1.01m from the north-east corner of the site to south-west corner of the site, this is the lowest point of the site.

The site is within a Zone 1 flood risk area with a small portion of the site at risk of surface water flooding adjacent to the drainage ditch and due to the current development of the site. Therefore a Flood Risk Assessment is not required. However details of the SUDS plan for the site have been included with the application.



Figure 8: Flood levels map showing surface water flooding provided by gov.uk long term flood risk

## 3 EXISTING SITE ASSESSMENT



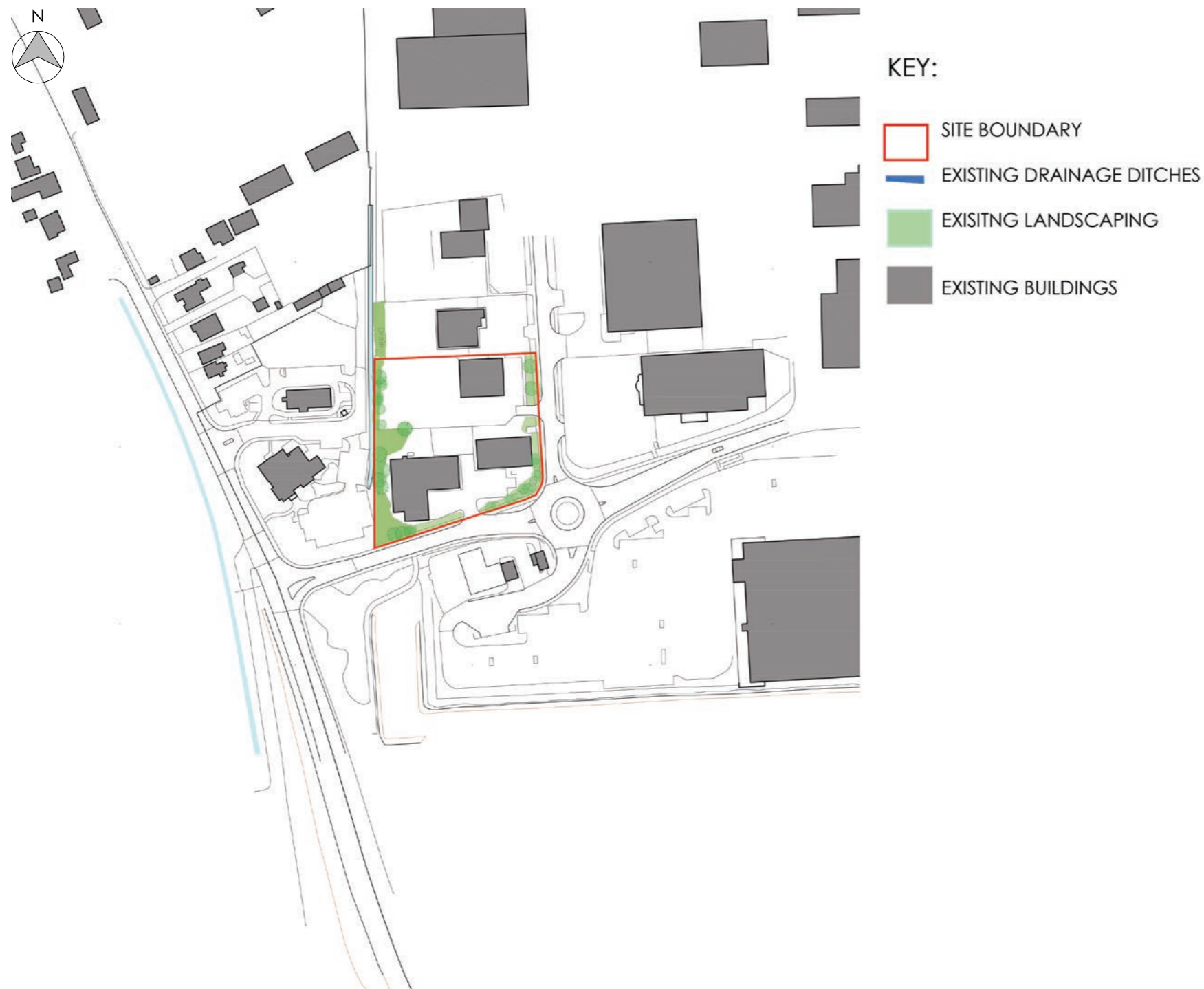
### 3.04 LANDSCAPE ASSESSMENT

A key factor in the redevelopment of the site will be the landscape and impact of the proposals on the existing vegetation and topography. Following an assessment of the existing context, the following points have been identified to be of note:

- The existing site landscaping consists of hard landscaping with recolonising vegetation, an established tree line to the western boundary, a dry ditch, amenity planting to the south and west boundaries and unmanaged amenity grassland.
- Hard landscaping with recolonising vegetation forms the majority of the site due to lack of recent management, this has limited ecological interest for foraging.
- The existing line of trees is present along the western boundary with mix of Hazel, Hawthorn, Ash, Elder, Silver Birch and Alder. The understory comprises a wider mix of plants including Snowberry, Field Rose and Bramble.
- The amenity planting to the south and eastern boundaries is unmanaged, and overgrown with elements of scrub and self-seeded trees. It is dominated by snowberry with Hawthorn, Hazel and Ivy as well as other plants.
- The ditch was dry at the time of the ecological survey, is heavily shaded by trees and has no signs of aquatic vegetation, it was however noted as wet during a site visit in November 2020.
- Small areas of unmanaged amenity grassland are present across the site which contain native flora within it. Two of these have become overgrown and contain long sward.
- On the site there is no evidence of reptiles, amphibians, badger activity, limited opportunities for bats and hedgehogs within the site.

Figure 9-13: Photographs of the planting in and around the site

## 3 EXISTING SITE ASSESSMENT



### 3.05 ECOLOGY ASSESSMENT

- The trees and areas of scrub are considered to be of some ecological interest for the foraging and nest-building opportunities for bird and invertebrates.
- The majority of the habitats present on site are of limited intrinsic nature conservation value.

The site is not part of or adjacent to a statutory nature conservation designation.

The closest sites of interest are: Rings End Local Nature Reserve, 2.7KM north of the site, Nene Washes Special Area of Conservation (SAC), Special Protection Area (SPA), Ramsar and Site of Special Scientific Interest (SSSI) lies approximately 4.3k to the north-west of the site.

A full ecological appraisal has been undertaken for the site and accompanies this application.

All of the trees have been assessed in the accompanying tree report and the majority of trees on the site are deemed to be Category 'C'. The felling and pruning is required to a number of the trees including self-seeded trees and areas of scrub which are of low quality, and are proposed for removal.

Figure 14: Map showing green boundary in and around the site and potential proposal of landscaping

## 3 EXISTING SITE ASSESSMENT



### 3.05 URBAN GRAIN AND LAYOUT

The plot is within an established commercial and industrial area which is within an existing urban area to the North West edge of the town. Plots to the north, west and south of the site area are generally formed of large buildings set in an expanse of concrete or tarmac used for servicing or parking with limited landscaping.

Directly to the west of the site, the newer public house and drive thru restaurant are smaller in scale and surrounded by landscaping and parking. These sit alongside the existing linear development of more domestic scaled buildings along the A141 towards Westry. Beyond the A141 there are the agricultural fields.

Figure 15: Urban grain map

## 3 EXISTING SITE ASSESSMENT



Figure 16: Existing site sections - illustrating the previous development scale

### CONTEXT

- Good access from regional road network via A141.
- Within a growing area of mixed retail and leisure.
- Underutilized prominent site within the area.
- Established treelines define the site.
- Site within flood zone 1.

### OPPORTUNITIES AND CONSTRAINTS

- Protect and enhance the existing establish tree lines.
- Enhance existing landscaping and ecology.
- Opportunity to enhance the appearance of the prominent site.
- Reuse of existing site entrances, limited options to move this due the electrical easement, substation and other entrances.
- Long distance views to the site.

### 3.06 SCALE AND AMOUNT

The site is currently occupied by three buildings which have a combined footprint of approximately 1986m<sup>2</sup>. They are single story industrial sheds which are approximately 7.6m tall.

To the north the alpine health club is a two story building with a pitched roof and gable ends which is approximately 7m high. Beyond this is a single story gable ended brick building housing the Fenland Association for Community Transport. The other buildings Martin Avenue are larger portal frame industrial sheds with pitched roofs and gable ends, which are three stories high.

To the south the Tesco superstore is a large 2 storey building with shallow pitch roof. To the west the public house is a smaller building, with a mix of single story and two storey elements with pitched roofs and gables ends. The KFC is a small, single storey, flat roofed building.

The proposed Aldi building will be equivalent to a residential 2-3 storey building, with a smaller footprint, than existing buildings on the site. It will therefore not be out of scale with the surrounding buildings.

## 3 EXISTING SITE ASSESSMENT



Figure 17: Martin Ave; trade unit to the North of the site



Figure 18: Martin Ave; unit to the East of the site



Figure 19: Martin Ave; fenland association for community transport



Figure 20: Neighbouring; gym on Martin Ave

### 3.07 ARCHITECTURE

The large adjacent buildings on Martin Avenue has a decidedly industrial feel with a utilitarian aesthetic and as such it is difficult to date the buildings but they are likely to be from the 1980's. The prevailing style of these buildings is of large industrial sheds, with signage and minimal decoration. One has some red brick at low level but corrugated metal cladding in the dominant material in either shades of grey or dark green. There are areas of bronze tinted glazing and spandrel panels where there are two storey office areas within the building.

The Fenland Association for Community Transport is predominately brick with a corrugated roof, the garage section has a flat roof. The Alpine Health Club has render to the lower section of walls and green weather boarding to the upper part of the walls. The roof is corrugated metal in green to match the weather boarding. Windows and expressed roof trusses at the gable are brown and are an in 'Alpine' influenced style.

To the south the Tesco is clad in white cladding panels with large areas glazed facade under a canopy. To the west the KFC is clad with white and red metal cladding panels and the public house is a mix of red bricks with roofs finished in either a slate or a red pan tile.

The most prominent building material within the area is cladding panels in varying colours. There is also some brick in varying shades and also render. Within the wider context of March, however brick, render, pan tiles and slate more prominent. These are reflect residential nature of the buildings.

## 3 EXISTING SITE ASSESSMENT

### 3.07 ARCHITECTURE



Figure 21: Wisbeach Road (A141): neighbouring public house, The Cobblestones. West of site



Figure 22: Wisbeach Road (A141): neighbouring KFC drive thru, West of site



Figure 23: Existing storage unit: typical of many of the in the area.



Figure 24: Martin Ave; trade unit, March food, North of site



Figure 25: Hostmoor Avenue, Tesco store South of site



Figure 26: Hostmoor Avenue, Tesco filling station South of site

## 3 EXISTING SITE ASSESSMENT



Figure 27: Location plan showing the location of the images taken and corresponding images below of local views of the site

### 3.08 VIEWS AND VISIBILITY

The existing site has good visibility from the east as approached along Hostmoor Avenue and can be seen clearly as you near the roundabout at the junction with Martin Avenue. From the west as approach from along Hostmoor Avenue the site is largely obscured by existing the treeline along the boundary until you near the site entrance. To the south there are is distance view to the site from the road bridge on the A141 as it crosses over the railway line. This are partly obscured by the existing trees south of the site.

The store would provide an active frontage along Hostmoor Avenue along with the vehicular access. Along Martin Avenue the existing landscaped would partly shield the building.



View towards the site looking East on Hostmoor Avenue



View towards the site looking West on Hostmoor Avenue



View towards the site looking across the roundabout on Hostmoor Avenue.

## 3 EXISTING SITE ASSESSMENT



Figure 28: Location plan showing the location of the images taken and corresponding images below of local views of the site

### 3.08 VIEWS AND VISIBILITY



View towards the site looking East on Hostmoor Avenue



View towards the site looking North from the road bridge over on the A141

## 4 DESIGN DEVELOPMENT

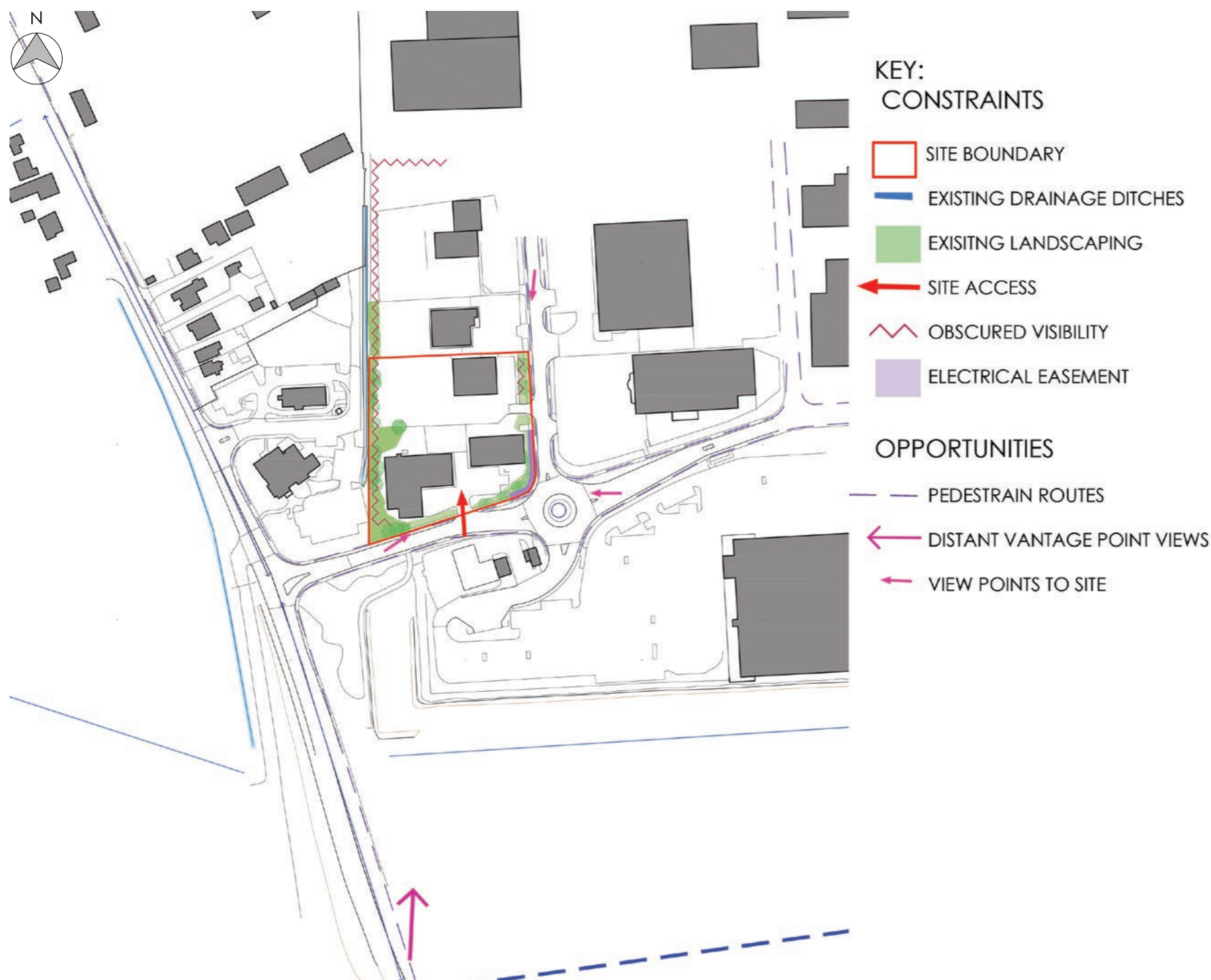


Figure 29: Built form plan indicating initial opportunities and constraints

### 4.01 PRE-APPLICATION & DESIGN REVIEW

Proposals to redevelop the site were discussed with Fenland District Council, in a meeting on 6th March 2020. The proposals to redevelop an existing brownfield site within the settlement boundary are broadly supported and it has been recognised that there is not a more suitable site within the town.

Following the meeting, the council felt that further exploration of matters including; a Retail Impact Assessment, Highways assessment, Ecology assessment where required. The design of the building was not felt to be an issue. All of these aspects have been subject to consideration over the preceding months and are now addressed within the documents submitted with this application.

This statement deals with matters of design and landscaping. In respect of retail and economic development, these considerations are dealt with in the accompanying planning, economic and retail statement. In respect of highways considerations these are dealt with as part of the transport assessment which accompanies this application.

# 4 DESIGN DEVELOPMENT

## 4.02 BUILT FORM OPTIONS A, B & C

### OPTION A



#### CONSTRAINTS

- Limited visibility of the building from Hostmoor Avenue.
- Limited options of access to site without moving electrical substation.
- Serving of store would impact the potential carpark layout.
- Lack of active frontage to Hostmoor Avenue, main shop front on Martin Avenue.
- Close to gym building and overshadowing of their private outside space.
- Close to north boundary limiting landscaping next to the building.
- Potential loss of trees on the western and eastern boundaries.

#### OPPORTUNITIES

- DDA and P+C parking spaces near the store entrance.
- The main glazing and light spill would be towards Martin Avenue and south towards the carpark.
- Servicing achievable on site.
- Pedestrian access direct to store entrance from Martin Avenue.

Figure 30: Option A built form with opportunities and constraints

### OPTION B



#### CONSTRAINTS

- Close to the existing tree belt and drainage ditch on the west boundary.
- Potential loss of trees.
- Limited visibility of the building from road or from a distance.
- Lack of active frontage to either Hostmoor Avenue or Martin Avenue.
- Potential dead end car parking.

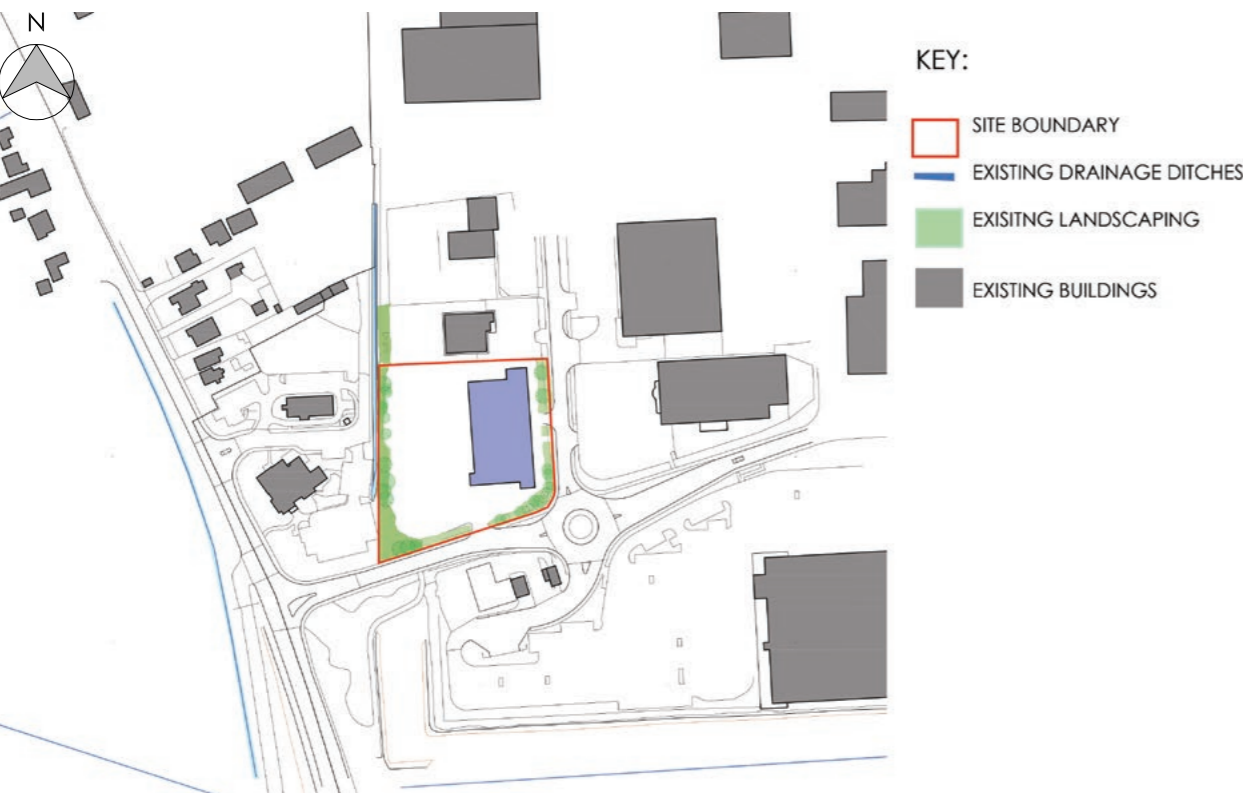
#### OPPORTUNITIES

- Landscaping can be enhanced along the north and east boundaries.
- Options for access to the site from both Hostmoor and Martin Avenue available.
- Main glazing and light spill would be towards Martin Avenue and south to Hostmoor Avenue.
- DDA and P+C parking spaces separate and near the store entrance

Figure 31: Option B built form with opportunities and constraints

# 4 DESIGN DEVELOPMENT

## OPTION C



### CONSTRAINTS

- Minimal existing landscaping removed.
- No active frontage to Martins Avenue.

### OPPORTUNITIES

- Landscaping can be enhanced along the boundaries.
- DDA and P+C parking spaces near the store entrance.
- Servicing achievable on site.
- Pedestrian access direct to store entrance.
- Relates to larger buildings.
- Building has visibility from Hostmoor Avenue.
- Active frontage to Hostmoor Avenue.
- The building has visibility from Wisbech Road, A141 from the south.

## 4.02 BUILT FORM OPTIONS A, B & C

Three options for the built form position were considered and it was determined that the orientation of the store must be such that the building is positioned to give good visibility for people approaching along Hostmoor Avenue. The dominant approach route to the site is from the west along Hostmoor Avenue and people coming from the south would have potential to see their destination as they travel north on the A141. It was also considered important to retain and enhance so far as possible the existing landscaping on the site, in particular the tree belt to the west of the site.

Option A was discounted, while the store had some visibility from a distance there was no visibility of the store from Hostmoor Avenue. It also had no active frontage to Hostmoor Avenue, less efficient parking and potentially impact on more of existing landscaping this option was therefore not considered a viable option.

Option B was also discounted, as there was poor visibility of the store from either Hostmoor Avenue and from a distance. While it had more potential options for access to the site it also had no active frontage to Hostmoor Avenue and greater impact on the existing landscaping than the other options.

Option C has therefore been progressed and developed as the building position has the best relationship with roads and neighbouring buildings. It has the best visibility and limited impact onto the existing landscaping. It provides an active frontage to Hostmoor Avenue with direct pedestrian access and opportunities for enhancement of the landscaping along the boundaries.

Figure 32: Option C built form with opportunities and constraints

## 4 DESIGN DEVELOPMENT

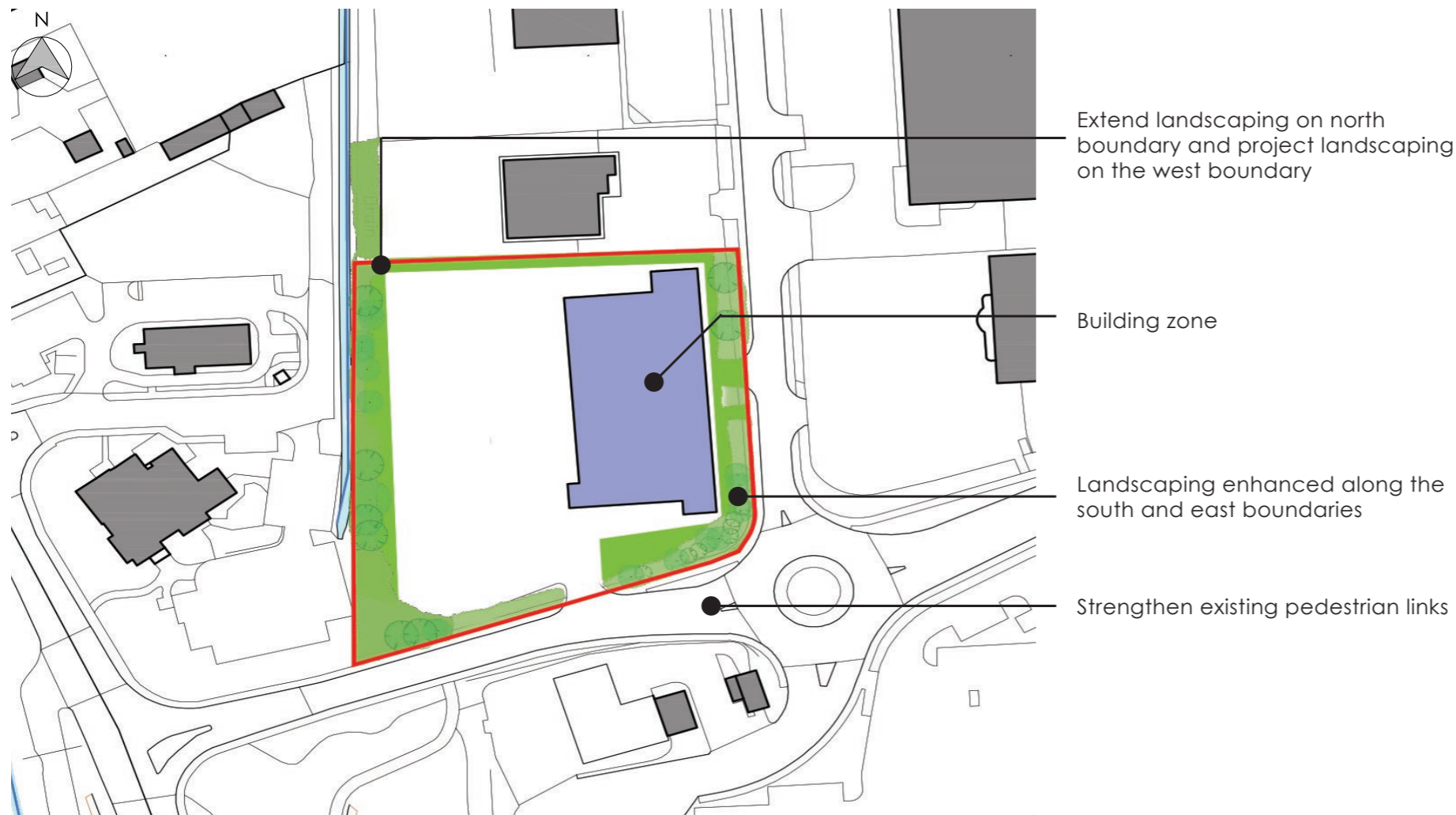


Figure 33: Summary plan

- Enhanced landscaping approach...
- Regeneration of prominent site to development area...
- Cohesive contribution to the street scene...
- Positive shopping experience...

### 4.03 DESIGN DEVELOPMENT SUMMARY

As this is a brown field site, within the existing development area of March the site provides an opportunity to enhance the area while providing a useful facility for local people. The scale of the building is suitable to the area having a similar footprint to the buildings it replaces and which is similar in height to the existing building. The proposed development will have an overall positive impact on the local area and town.

#### Wider Enhancements

- Built form being designed to high standards.
- Heat recovery and low energy technologies integrated.
- Improved surface water run-off rate.
- New trees, native planting will be added to enhance the ecological potential.
- Enhanced lighting design to minimise light spillage especially to the west.
- Provides the store in an area where it is accessible to customers and is provides opportunities for linked journeys with the other retailers and work places.
- Provision of electric vehicle charging bays on site.
- 50 new jobs

#### Core Enhancements

- Reduction of overall impermeable hard landscaping on the current site.
- Utilise the strength of the existing on-site landscaping maintain, retain and enhance with native species suited to the location.
- Retention of existing tree belt.
- Regenerates a prominent site, enhancing the local area.

## 5 DESIGN PROPOSALS

There's a lot to like...

Quality products at low prices

Employing between 30 - 50 staff per store

Paying staff above the National Living Wage

No zero hour contracts

Driving footfall to nearby businesses

Redistributing surplus food

Over 2 million meals are donated each year

100% recyclable or compostable packaging by 2025

### Next Steps

Thank you for taking the time to read this leaflet, we hope you found it helpful. We really do appreciate your feedback on the proposed new store.

As noted, you can provide your feedback by completing our quick online feedback form at [www.aldiconsultation.co.uk/March](http://www.aldiconsultation.co.uk/March).

We will consider the comments of local people before finalising and submitting a planning application to Fenland District Council. If the application is approved, Aldi proposes to open as soon as possible.

If you have any questions regarding the proposals, please contact us using the details below.

**020 7139 5010**

**aldiMarch@planningpotential.co.uk**

By contacting us directly with your feedback, you are acknowledging that the information you provide can be used by Planning Potential Ltd for the purposes of the Aldi consultation exercise. Your comments may be shared with Aldi and Fenland District Council, but please be assured that your personal details will not be passed on to any third parties. If you wish to do so, you have the right to withdraw consent for your data to be used. Please email [info@planningpotential.co.uk](mailto:info@planningpotential.co.uk) or call 020 7357 8000.

[www.aldiconsultation.co.uk/March](http://www.aldiconsultation.co.uk/March)

## Bringing **Everyday Amazing** to March

Proposed new Aldi store

Aldi has long wanted to bring its amazing value and choice to March and the March Trading Park along Hostmoor Avenue is an ideal location.

Award winning Aldi is preparing a planning application to develop the site, located on the corner of Hostmoor Avenue and Martin Avenue.

We are excited to share the proposals with the local community and would love for you to let us know your thoughts about bringing Aldi to March, prior to submitting a planning application to Fenland District Council.

### The Proposals will:

- Regenerate a prominent local brownfield site
- Bring more food choice to the residents of March
- Provide a modern 1,804 sqm food store
- Generate up to 50 new jobs – Aldi always seek to recruit locally
- Provide 109 car parking spaces, including six accessible, ten family and four electric charging spaces

### 5.01 COMMUNITY INVOLVEMENT

Being part of local communities is a very important part of Aldi's business policy, which includes raising money for local charities and getting involved in food waste projects by donating surplus food to day-care shelters, women's refuges and children's breakfast clubs.

In addition to this Aldi's business policy, at a national level have a long standing relationship with the local teenage cancer trust, whilst individual stores also support local initiatives.

Due to the impact of the Covid 19 restrictions it has not been possible to utilise the usual consultation methods of physical exhibitions and face to face discussion with the public.

Contact with the following stakeholders to offer a meeting and we have shared the community leaflet with them:

- Three ward councillors for March north ward (representing the site).
- March town council.

A community leaflet with hardcopy feedback form and freepost return envelope was issued to the whole of March c. 10,400 residential properties. A dedicated website was also set up to allow people to complete an online feedback form. A dedicated email and phone number also provided to allow people to provide feedback or ask questions.

Full details of the extent of community engagement are included in the accompanying statement of community involvement.

Figure 34: Aldi - March public consultation leaflet

## 5 DESIGN PROPOSALS



Figure 35: Proposed east elevation, illustrating proposed Aldi building and outline of existing buildings



Figure 36: Proposed south elevation, illustrating proposed Aldi building and outline of existing buildings



Figure 37: Proposed west elevation, illustrating proposed Aldi building and outline of existing buildings



Figure 38: Proposed north elevation, illustrating proposed Aldi building and outline of existing buildings

### 5.02 LAND USE, SCALE, DAYLIGHT & SUNLIGHT

The proposals are for a 1,804m<sup>2</sup> GIA food store with associated parking, landscaping and servicing. There will be a total of 106 parking spaces on site including 6 DDA spaces and 10 Parent & Child spaces, 4 electric vehicle charge spaces and 20 passive electric vehicle charging spaces.

The proposed Aldi store will have a footprint of 1,881m<sup>2</sup> GEA with external dimensions of approximately 64.6m long and 34.6m wide, at the widest points. The proposed maximum height of the retail section of the store is 8.50m high from finished floor level, which is lower than the neighbouring trade units on Martin Avenue. The mono-pitch roof slopes down towards the east boundary. The low point of the roof nearest the east boundary is 5.50m, which is lower than the neighbouring health club /spa. The building is also further away from the neighbouring health club /spa to the north than the existing building therefore reducing over shadowing of the gym building.

The elevation facing west towards the carpark will have ribbon windows across the whole façade. Full height glazing has been introduced along the store entrance, to create an active frontage to Hostmoor Avenue and to allow natural daylight into the store. The glazing used will be coated to reduced solar gain within the interior without noticeable impact to its appearance.

By locating the tills close to the full height glazing, natural surveillance of the car park, entrance and Hostmoor Avenue can be ensured.

# 5 DESIGN PROPOSALS

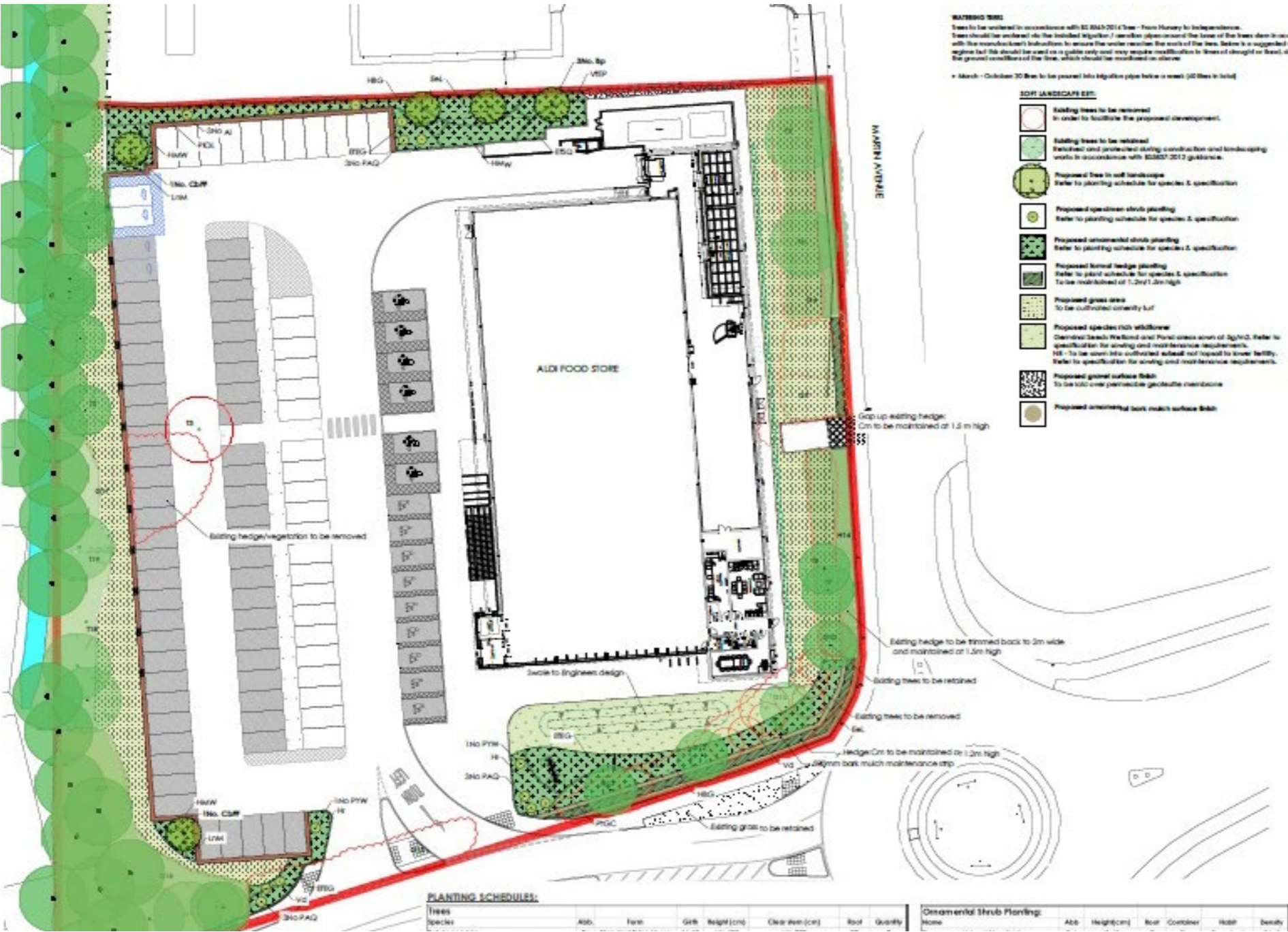


Figure 39: Proposed landscaping scheme

## 5.03 LANDSCAPING AND LAYOUT

Landscaping, both the hard and soft landscaping form an integral part of the overall proposed development. This has been considered from the outset with the aim to provide uniform and high quality surfaces.

The proposed landscape scheme has been developed to create a pleasant landscape setting to enhance the proposed architecture and maximise the integration of the development within the site context and existing vegetation.

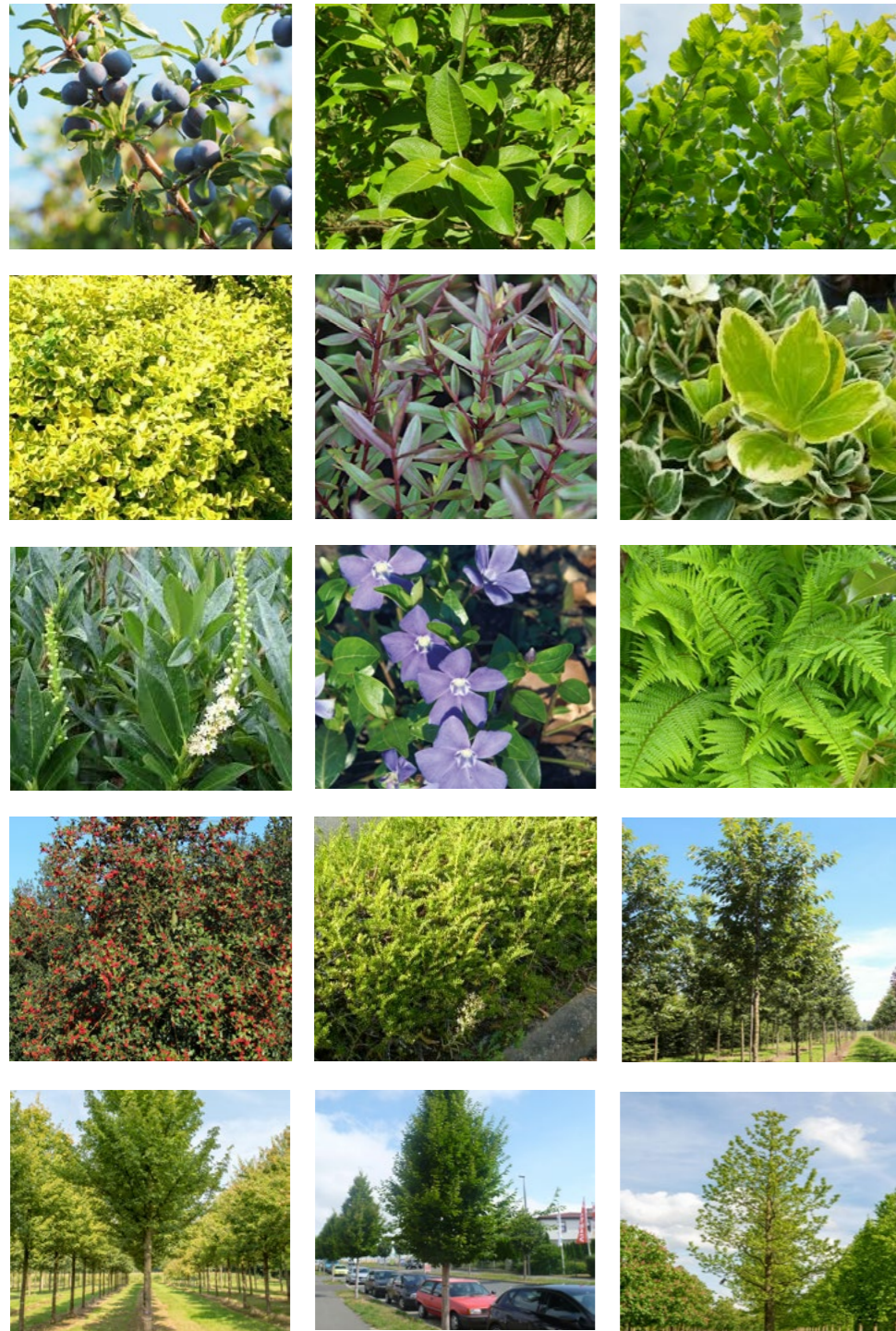
The soft landscape design consists of both native and ornamental tree and understory shrub planting, with specimen feature shrubs at strategic locations to provide additional height and structure within the beds.

Mixed-species semi-native boundary planting, will create soft landscape edges to the site's boundaries and the car park areas.

Existing established trees and vegetation along the boundaries are to be retained where possible and additional landscaping will be introduced to enhance the existing planting. Maintenance will be undertaken to existing retain planting to enhance its appearance. One number semi mature tree and a number of self-seeded trees will be removed as part of the proposals.

Ornamental tree planting has been proposed to provide structure to the north boundary of the car park and provide an element of visual screening of the car park and food store from beyond the site. Tree planting will have a 2.0m minimum clear stem height and existing trees on the southern boundary will be pruned to ensure sightlines are maintained towards the retail unit to promote security through natural surveillance and aid with the legibility of the site for customers. Additionally a replacement tree will be planted to the south end of the carpark to replace the tree that is to be removed.

## 5 DESIGN PROPOSALS



### 5.04 LANDSCAPE DESIGN PROPOSAL

Soft landscape areas within the site will bolster and enhance the existing retained vegetation by defining the sites boundaries.

A mix of low to medium height shrub species have been selected to create a strong and bold planting statement whilst maintaining visual permeability through to the building within the site on the southern boundary. the ornamental shrub planting has been proposed with a mixed species of native planting mix have been proposed to the northern boundary to enhance the boundary with the health club / spa which is defined by a 2m close boarded fence.

Along the western boundary in front of the retained tree belt and on the eastern boundary behind the building grass is proposed replacing the existing grass areas. Native hedging will also be planted on the east and south boundaries to infill gaps and define the site boundary.

The general planting design is to be formal and ornamental in character with the simple palette of shrubs arranged in groups to create a striking effect which will be durable and easily maintained. Proposed species have been selected based their suitability for the site, colour, form and seasonal interest. During species selection, consideration was also given to each species potential to complement the existing landscape character.

Hard landscaping is used throughout the scheme with tarmac to the pedestrian walkways. Permeable block paving is proposed to the car parking bays along the boundaries and tarmac is to be used for the car park aisles and other parking bays, with raised kerbs to protect the landscaping and pedestrians.

All external furniture will be carefully integrated into the development and in the pedestrian areas; bollards and hoops will be of high quality satin finished stainless steel.

The proposed vehicular access improves upon the existing access, via Hostmoor Avenue, utilised by both customers and service vehicles. Following extensive pre-application discussion with the Local Highway Authority a scheme including a 'no right turn' has been agreed.

The building has been positioned so that the long edge of the unit runs along the eastern boundary, with the main entrance to the unit facing south and the service area to the north of the building. The new carpark sits to the west of the proposed building, with carefully designed circulation routes to ensure a flow of traffic can be maintained. it will also allow the community dial a bus to enter the site and drop member of the public directly outside the store.

The existing public footpath provides safe access to the site. Further to this a new pedestrian footpath allows direct access to the store entrance. Within the car parking area pedestrian routes are defined with safe crossings across to the store, allowing for safe and easy movement to and from the store for pedestrians.

Figure 40: A selection of native plants, shrubs and trees, proposed within the landscape scheme

## 5 DESIGN PROPOSALS



Figure 41: Proposed south elevation

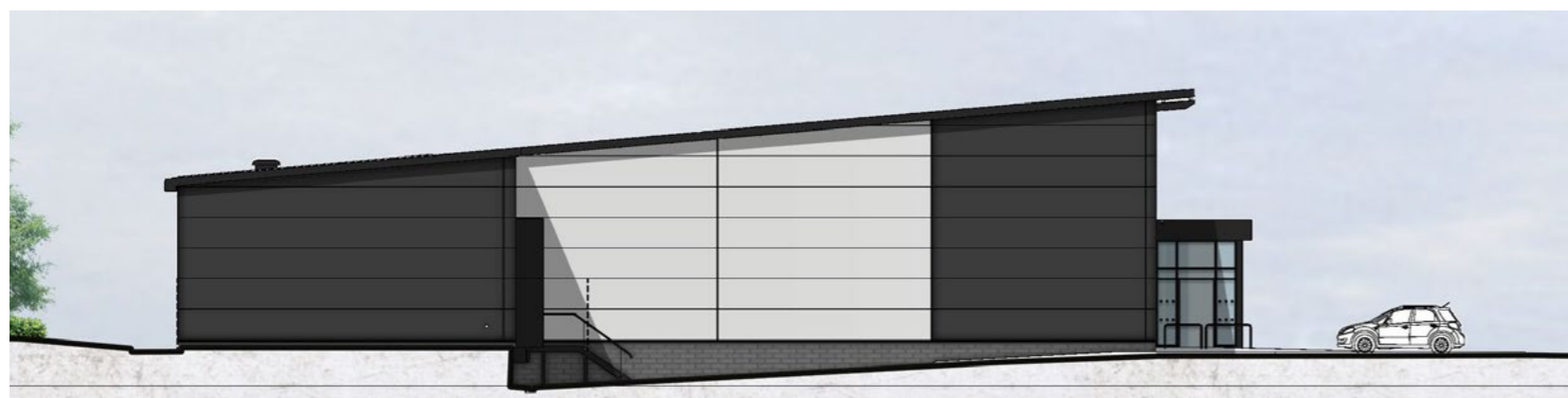


Figure 42: Proposed north elevation

### 5.05 ARCHITECTURE AND APPEARANCE

The elevations for the Aldi food store combine contemporary high quality materials and features with elements derived contextually. The new Aldi unit has been positioned at the north-east of the site, to maximise the number of parking spaces thus alleviating pressure on local traffic.

Our proposals strive to produce a design which does not try to replicate existing buildings or styles but is a more innovative and distinctive design of a high standard, making a positive contribution to the visual quality of the built environment, as well as regenerating the site with a development that fits both visually and functionally into the surroundings.

The Aldi store has been designed with dark grey brick plinth with; high quality metallic cladding panels and large anthracite framed, shop front windows to the primary elevation facing Hostmoor Avenue. This creates an open and inviting environment for customers with an active frontage facing road.

The customer entrance is demarked with a projected glazed lobby offering a clear reference for customers to gain access to the store. A sleek aluminium canopy projects over the lobby and trolleys bays. This sits next to a crisp metallic finish to the external walls to create an open, eye-catching elevations for customers.

The overall mass of the building is broken up by using a combination of the anthracite and metallic silver cladding panels. The proposed roof is mono pitched and will be covered in a standing semi metal roof panels in anthracite.

In summary the proposed new Aldi food store is similar in height and scale to the neighbouring unit. Therefore the proposed Aldi building will fit within the existing street scape and will help promote regeneration of the surrounding area with the visual improvement of this site.

As confirmed by officers at the pre-application stage, the proposed design and layout of the development would result in positive regeneration of the site and an enhancement of the streetscene. The proposed design is consistent with NPPF paragraph 124, representing good design and a form of sustainable development which would make a positive local contribution. Further, the proposed design is fully in accordance with policies within the local plan, and specifically policy LP16.

## 5 DESIGN PROPOSALS



Figure 43: Proposed east elevation



Figure 44: Proposed east elevation

### 5.05 ARCHITECTURE AND APPEARANCE

As a retail development, corporate signage is essential to the operation of the site and as such it has been considered from an early stage in the design process. The positioning of the signage elements has been considered with an awareness of the surrounding context and the proposed works.

Within the food store one of the signage elements has been designed to sit on the glazing of the entrance lobby to aid orientation. There is signage proposed on the west elevation at high level which is also to aid with orientation.

There is signage proposed on the south elevation of the building to give good visibility from Hostmoor Avenue and from a distance this sign will also be visible. A totem is positioned to the south boundary close to the site entrance to provide visibility to this approaching traffic along Hostmoor Avenue from the roundabout and from the A141 to maximize its visual exposure to traffic from different directions. The signage itself will form part of a separate advertisement application.

The primary aim of the proposed lighting for the site will be to ensure that lumen levels are suitable for the intended use whilst avoiding either over or under lighting, preventing excessive light pollution and overspill into adjoining areas including the tree belt on the west boundary. During the day a muted light, visible from the glazed areas, will be evident from the internal illumination of the store.

Lighting columns will be placed at strategic points around the car park to give light to the vehicle circulation areas and a small amount of access lighting has been used at entrances and service/fire exit doors for added safety. The soft lighting from the curtain walling will provide a soft accent to the shop frontage and the car parking area, to the south and west of the building, whilst adding to the vitality of the site as visible from the main road.

Although the lighting proposals have been described above, precise lighting details have been produced by specialist consultant and these details accompany this application.

# 5 DESIGN PROPOSALS

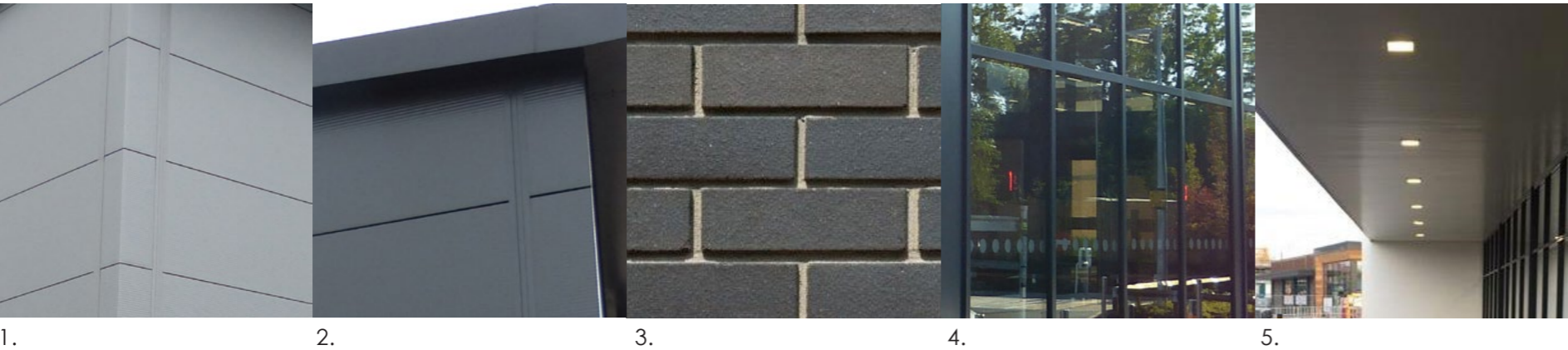


Figure 45: Potential materials for use on the proposed building

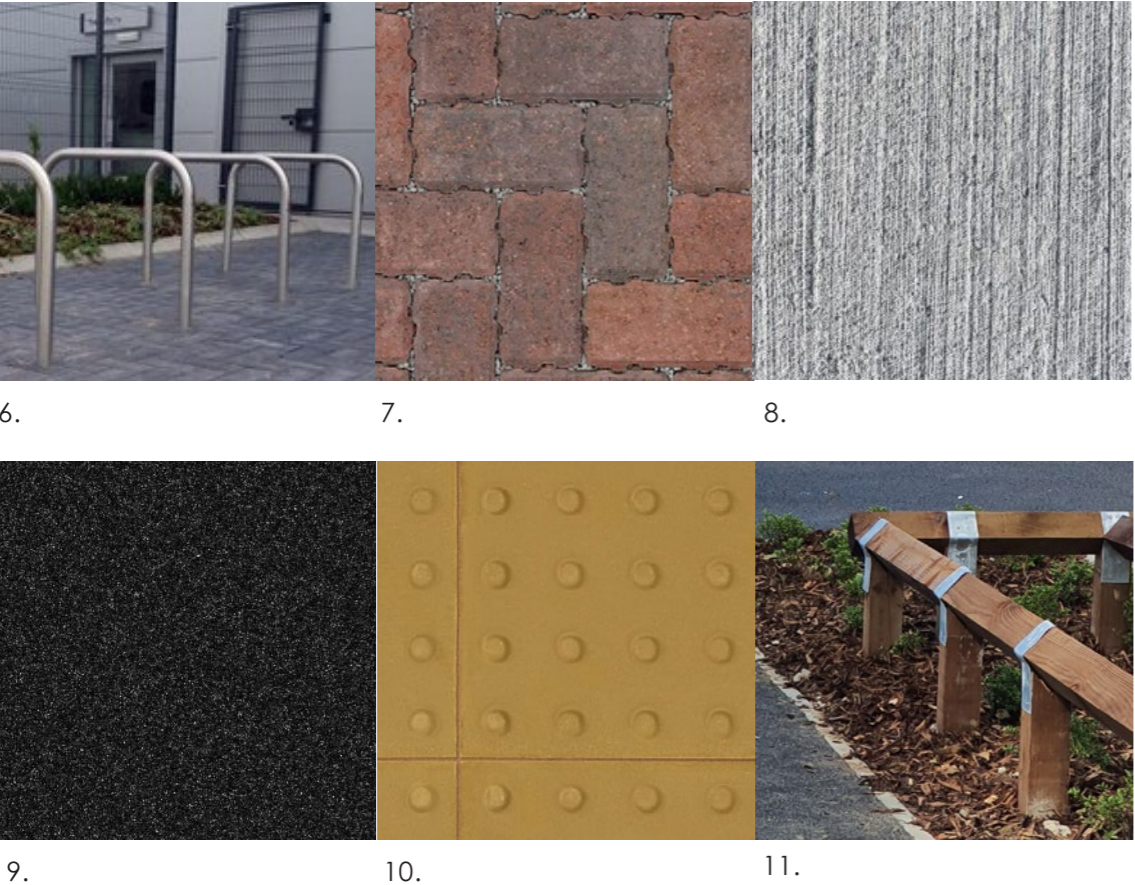


Figure 46: Potential materials for use in hard landscaping on the site.

## 5.06 MATERIALS PALETTE

Materials used on the exterior of the building and hard landscaping for the store are contemporary, high quality, long lasting and low maintenance ensuring the building will look as smart many years after opening as it does on day one. The proposed materials reflect the pallet of materials used within the local area without replicating.

1. Kingspan KS1000MR cladding panels, Metallic Silver: RAL 9006.
2. Kingspan KS1000MR cladding panels, Anthracite: RAL 7016.
3. Blockleys Brick Ltd 'Black smooth' charcoal engineering with Tarmac Y14 Mortar.
4. Shopfront frame: Anthracite: RAL 7016.
5. Soffit: Ash and Lacy planks white RAL 9010.
6. Stainless steel external furniture.
7. Marshalls permeable block paving, Colour brindle.
8. Brushed finished concrete to service areas.
9. Tarmacadam.
10. Marshalls Blistered Tactile Textured, Colour Buff.
11. Timber knee rail and bark mulch to new landscaping areas.

# 5 DESIGN PROPOSALS



Figure 47: Proposed site plan

## 5.07 ACCESSIBILITY AND SERVICING

The proposed car parking spaces are shown to be 2.5m by 5m wide and the aisles widths are a minimum of 6m, which will assist with customers trying to manoeuvre in and out of parking bays and through the site.

Eight cycle spaces will be provided to the east of the store shopfront (south facade) for customer use.

The proposed servicing for the food store would take place within the site boundaries. The delivery vehicles will enter the site, move to the north then west, and then reverse into a ramped and walled service bay towards the east of the site.

This proposals ensures pedestrians are provided with a safe environment for ease of movement throughout the site. The quality of the pedestrian footpaths and crossings in the site are good with routes to all major facilities at least 1.5m wide.

Aldi Stores Ltd has a policy of non-discrimination and non-segregation, ensuring that all customers whether able bodied or not are given the same opportunity to use the store and its facilities, in line with both the DDA and current Building Regulations. This is clearly seen in the proposals with adequate parking provision being provided to include designated disabled parking bays directly outside Aldi's store entrance, dropped kerbs giving access for wheelchair users direct to the store entrance, flush threshold and automatic entry and exit doors. Falls across the site are also kept to a minimum. The new maximum gradient in customer areas is 1:40.

The amenity facilities within the Aldi store also include a customer disabled toilet. The store merchandising layout is designed with a minimum of 2m to all aisles between products and special trolleys have been provided close to the store entrance.

## 5 DESIGN PROPOSALS

### 5.08 SUSTAINABILITY

All major building elements of the proposed development will be sourced from suppliers and manufacturers who hold appropriate Environmental Performance Declarations. A minimum 10% of materials will be responsibly sourced. A waste resource efficiency target of 7.5sqm per 100sqm of non-hazardous waste materials from on-site construction and off-site manufacture will be targeted. Non-hazardous material will be removed from site for segregation, with a target of 70% non-demolition waste and 80% demolition waste by volume being diverted from landfill.

Each Aldi Store has a strict Site Waste Management Plan (SWMP). Appropriate facilities for storage of operational recyclable waste will be provided and a static waste compactor or baler are installed within the Aldi store. All waste is returned to the Regional Distribution Centre for further segregation and recycling.

As a result of an increasing awareness of the benefits of sustainability in new developments, Aldi has analysed the energy requirements of store operations and various forms of renewable energy available. Aldi have determined the most beneficial format for heating the stores is Air Source Heat Pumps.

The efficiency of the refrigeration process benefits from installing chilled display units with doors; allowing a 70% reduction in electrical requirements when compared to stores with open chiller cabinets. This along with basic measures throughout the unit such as low energy/emission boilers, energy saving light bulbs, 'A rated appliances', and water saving sanitary goods specified for the amenity areas, reduces the minimal impact the development would have on natural resources.

All heating within the building is supplied by Air Source Heat Pumps supplemented by heat recovering from the refrigeration process. The welfare area is further supplemented with energy efficient electric panel heaters connected to the BMS for energy monitoring and time control. The manager's office is equipped with a heat pump split system that offers both cooling and heating as this area is occupied for longer periods without natural ventilation.

Therefore, there are no combustion systems specified within the development. The refrigeration system is designed and will be installed and commissioned in accordance with the relevant standards. A Building Management System (BMS) or sub-meters will be specified to monitor energy use from the building major service systems.

High efficiency water saving fittings will be installed within the development to have at least a 25% improvement over baseline standards. A pulsed output water meter will be specified on the mains water supply to the building, while any plant consuming greater than 10% of the building's proposed water demand will be fitted with a pulsed output sub-meter. Aqualeak Detection Ltd WG2 or a similar leak detection system will be used for the project, and flow control devices consisting of solenoid valves and PIR's will be specified to the WC areas of the development. No automated irrigation systems will be installed on site. An improvement of 40% over the pre-developed site surface water run-off rates will be targeted to comply with legislation.

To encourage and support the use of electric vehicles, the proposed development includes a provision of four electric charging bays. Additionally, infrastructure will be installed for the future provision of up to another twenty electric charging bays as demand develops. Aldi Store Ltd are committed to comply with all UK and EU legislation. A set of appropriate ecological outcomes will be developed through identification, appraisal and selection of suitable solutions, this will ensure that the optimal ecological outcome is developed for the site.

## 5 DESIGN PROPOSALS



Figure 48: Proposed CGI of Aldi foodstore

### 5.09 REFUSE STORAGE & COLLECTION

Each Aldi Stores Ltd building is provided with a cardboard and paper bailer in the warehouse of the store – the bailer compacts and binds material for return to the depot for recycling. Plastics, batteries and food waste are also collected and returned to the depot for recycling or anaerobic digestion.

For general refuse Aldi Stores Ltd has a contract with national waste disposal company who dispose of all general waste from the building.

As previously mentioned Aldi also donate surplus food to day-care shelters, women's refugee centres and children's breakfast clubs, which also helps to reduce the amount of waste generated.

