

Submitted via Planning Portal

Planning Department  
Fenland District Council

14 May 2021

Our Ref: 4842N

Dear Sir/Madam,

**Aldi Stores Ltd – Units 1-3 Hostmoor Avenue, March, PE15 0AX**

On behalf of my client Aldi Stores Ltd (Aldi) we are pleased to submit a full planning application proposing the regeneration of land to the north of Hostmoor Avenue, March and provision of an Aldi foodstore.

The proposed description of development is as follows:

*“Demolition of existing buildings on site. Redevelopment to provide a foodstore (Class E) and associated access, car parking, and landscaping works”*

The proposals set out in this application submission represent the comprehensive redevelopment of a prominent underutilised site, resulting in a high quality and sustainable development, entirely consistent with the retail and commercial character of the area to the north of the town – an area identified by the adopted Local Plan as a ‘*broad location for growth*’ (Policy LP9).

The proposals have been widely publicised locally through the distribution of a leaflet to all residents in March in November 2020, which totalled 10,749 households. Discussions have also been held with various stakeholders to inform them of the proposals. The development has been widely welcomed, with an overwhelming 95% of respondents to our pre-application consultation expressing support for the proposed development.

The submission also follows productive pre-application discussions with Fenland District Council, and the application is accompanied by a full suite of supporting documents, which set out full justification for the proposals, demonstrating compliance with core planning policy principles, including delivering and securing sustainable economic growth. In summary, the development will result in several benefits including:

- Multi-million-pound investment in the area by a national retailer, improving local retail choice and competition in the north of March;
- Comprehensive redevelopment of a prominent brownfield site which currently detracts from the streetscene for employment generating purposes within an identified location for growth.
- A high-quality contemporary and sustainable development;
- Creation of up to 50 new local jobs.
- Comprehensive package of off-site highway works agreed with the County Highway Authority, principally in the form of a signal-controlled junction at Hostmoor Avenue / and the A141 Wisbech Road.

**Directors**  
Helen Cuthbert | Stuart Slatter | Claire Temple | Alastair Close  
Dan Templeton  
**Associate Directors**  
Katie Turvey | Heather Vickers | Alan Williams

**Consultant**  
Lorna Byrne  
**Associates**  
Sally Arnold | Rob Scadding | Penny Moss | Sam Deegan | Paul Galgey  
Niall Hanrahan | Phil Marsden | Charlotte Perry | Charlotte Hunter

The application documents set out how the proposals accord with key policy objectives, including in respect of delivering sustainable economic development. The application represents a significant investment that will secure considerable benefits to positively impact the immediate and surrounding area. Aldi are fully committed to the proposals and subject to planning, anticipate the new store will open in 2022.

The application submission consists of the following:

- Application Fee - £12,012
- Application Forms & Certificate
- CIL Questions Form
- Application Drawing Pack:
  - 100 – Site Location Plan
  - 101 – Existing Site Plan
  - 103 – Existing Elevations
  - 111E – Proposed Site Plan
  - 112A – Proposed Floor Plan
  - 113A – Proposed Elevations
  - 114A – Proposed Elevations
  - 115 – Proposed Roof Plan
  - CGI – 01B
- Design & Access Statement (including Sustainability Statement) - May 2021
- Planning, Retail & Economic Statement (including Sequential and Retail Impact Assessments) – May 2021
- Statement of Community Involvement – May 2021
- Transport Assessment – May 2021
- Travel Plan – May 2021
- Drainage Strategy – May 2021
- Preliminary Ecology Appraisal – July 2020
- Biodiversity Checklist – May 2021
- Landscape Scheme - L01 Rev C
- Lighting Assessment – 23003 Rev PL1
- Environmental Noise Assessment – May 2021
- Arboricultural Assessment & Method Statement - May 2021
- Manual for Trees on Development Sites
- Tree Protection Plan – 20216-BT1

- Geo-Environmental Assessment (Land Contamination Phase 1) - November 2020

We trust that the application meets the council's validation requirements, but should you require anything further please do not hesitate in contacting the undersigned.

Yours sincerely,

Rob Scadding

Associate

Planning Potential

London