



Revised proposals for a new Aldi food store at **Court Farm House, King George VI Avenue, Hove**



CGI of proposed food store

Aldi, the award-winning discount food retailer, is bringing forward proposals to redevelop land at Court Farm House, King George VI Avenue, Hove with a new, high-quality, discount food store.

Aldi has long wanted to expand the offer of its amazing value and choice to the residents of Hove.

The scheme would provide an attractive, modern Aldi food store in a convenient and accessible location, improving customer choice, and reducing travel times.

The proposed store would employ up to 50 local people, with further job opportunities supported via construction and through the supply chain.

We withdrew our initial application and we are now resubmitting plans following the Council's recent approval of the adjacent Toads Hole Valley scheme. Our new proposals take full account of the comments raised during the previous application.

Scheme Benefits

- Opportunity to enhance the existing, neglected site with an attractive modern Aldi food store in an area that currently lacks an affordable supermarket
- Regenerating the neglected site with a development that features an innovative and high quality design, greatly enhancing its visual contribution to the surrounding area
- Redevelopment of a redundant brownfield site allocated in the local plan, bringing it into economic use
- Convenient and accessible location, close to existing and future bus routes, and delivering new pedestrian links
- New car parking and electric vehicle charging facilities
- Increased retail choice for local residents and greatly reduced travel times
- Attractive landscaping, respecting its setting close to the South Downs National Park, including a wildflower meadow green roof
- Creating up to 50 new jobs for local people
- Economic boost the area through construction and supply chain

We look forward to receiving your thoughts on our proposals.

If you have any further questions, please feel free to get in touch by emailing feedback@consultation-online.co.uk or calling the freephone information line on **0800 298 7040**.





Site Background and Planning Context



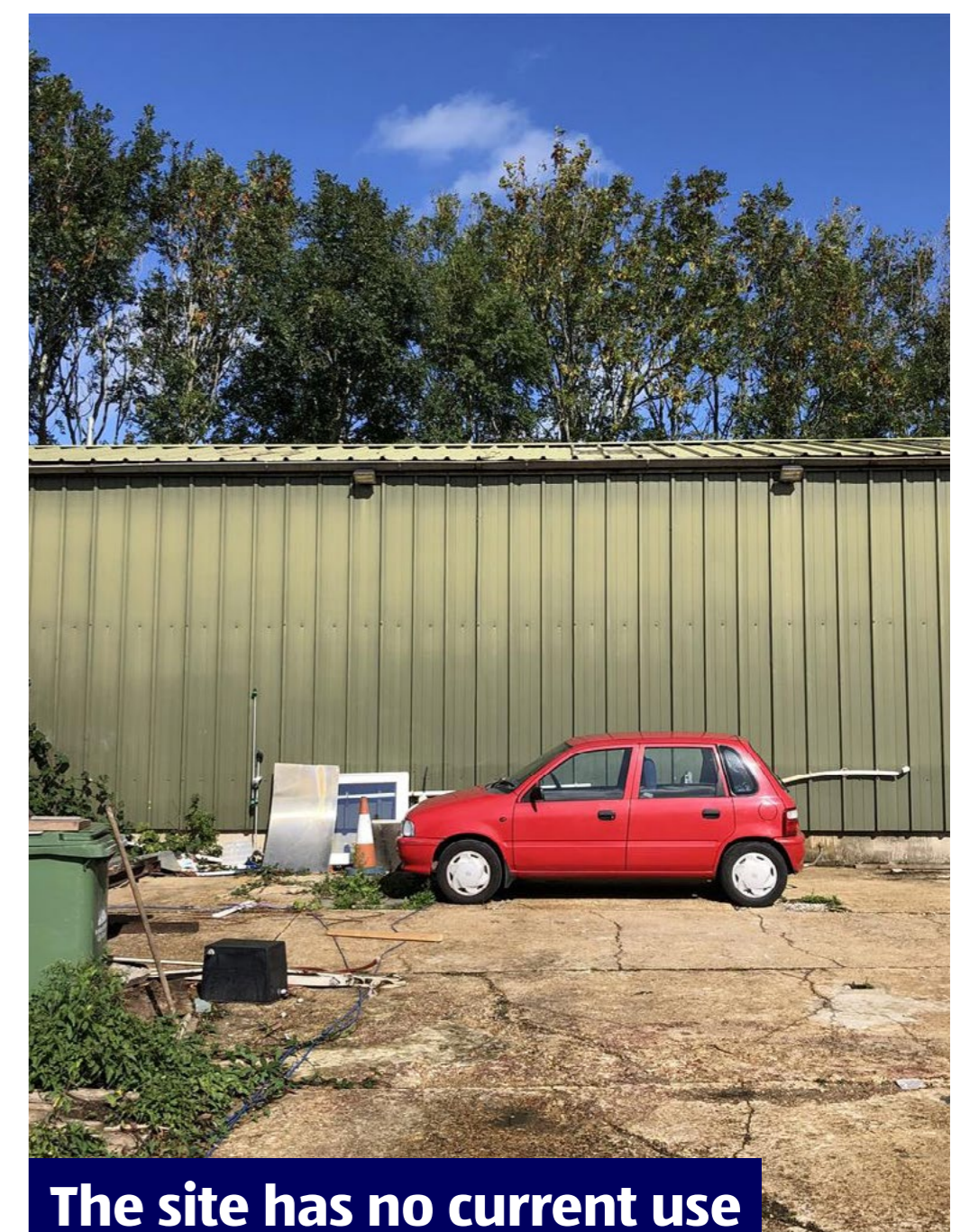
The Site

The site forms the north-eastern part of the Toads Hole Valley strategic allocation, which Brighton and Hove City Council's Local Plan allocated for a mix of uses, including a minimum of 700 homes, employment space, a secondary school, and community facilities. The wider Toads Hole Valley development was recently granted planning approval by the Council.

The application site is redundant, run down and in significant need of regeneration, currently offering nothing to the local community or the economy. Aldi's proposals offer an opportunity to greatly enhance the appearance of the site and wider area, creating an attractive buffer to the adjacent Toads Hole Valley development, while providing a much-needed affordable food store for the community.



The site needs significant regeneration



The site has no current use





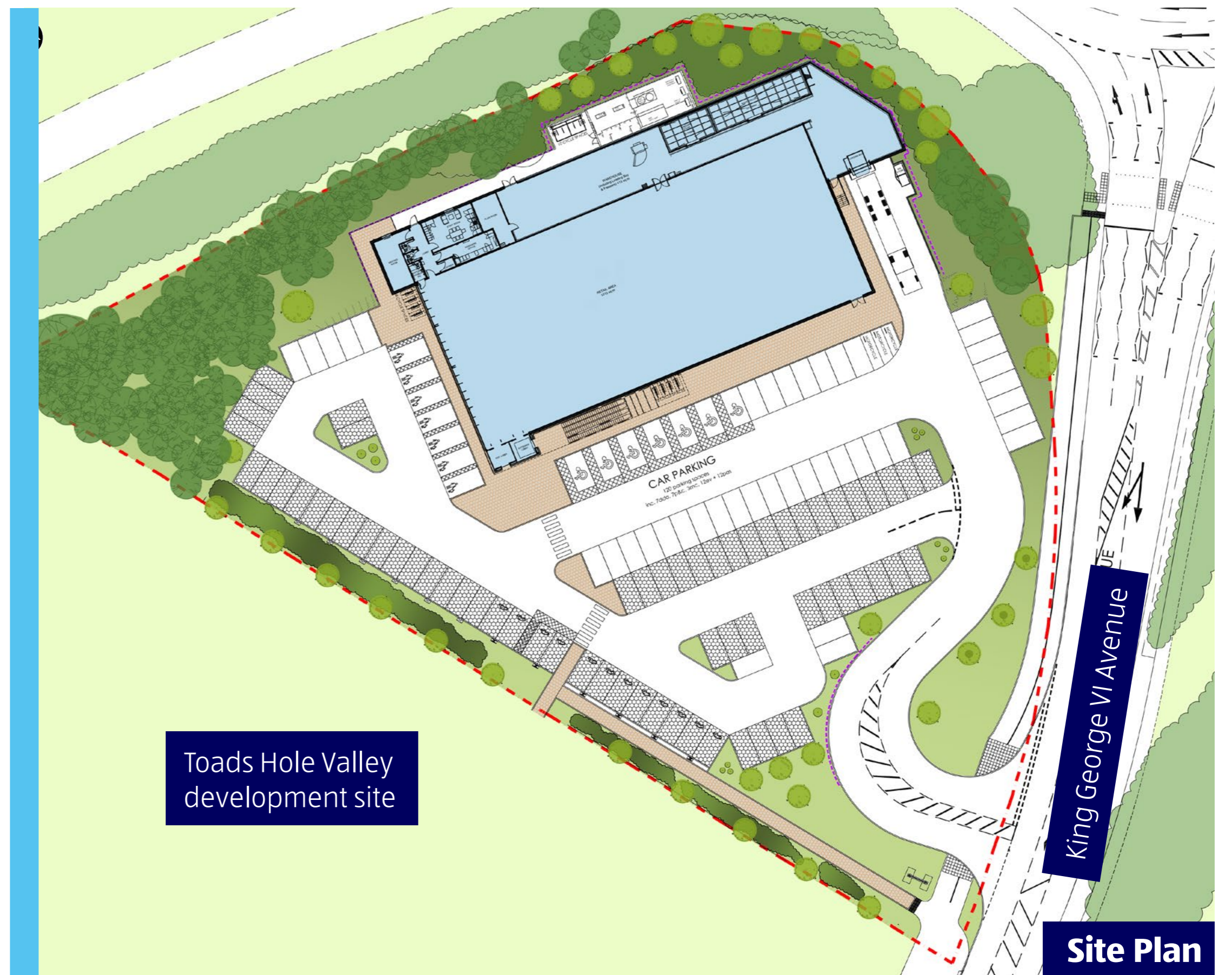
Revised Proposals

A new Aldi food store

Aldi's proposals for a new discount food store represent an exciting opportunity for Hove. There is a recognised need to deliver a new Aldi to Brighton and Hove, as our current stores are significantly over-trading and drawing in customers from far across the city, including Hove.

Aldi's exciting revised plans would see the site redeveloped with a new and sustainably designed discount food store, stocking Aldi's award-winning products.

A new store at Court Farm House will help alleviate the pressure on existing stores, while delivering a **£6m investment** into the area that will secure **up to 50 new jobs** and long-term economic benefits for the community.



Our revised proposal:

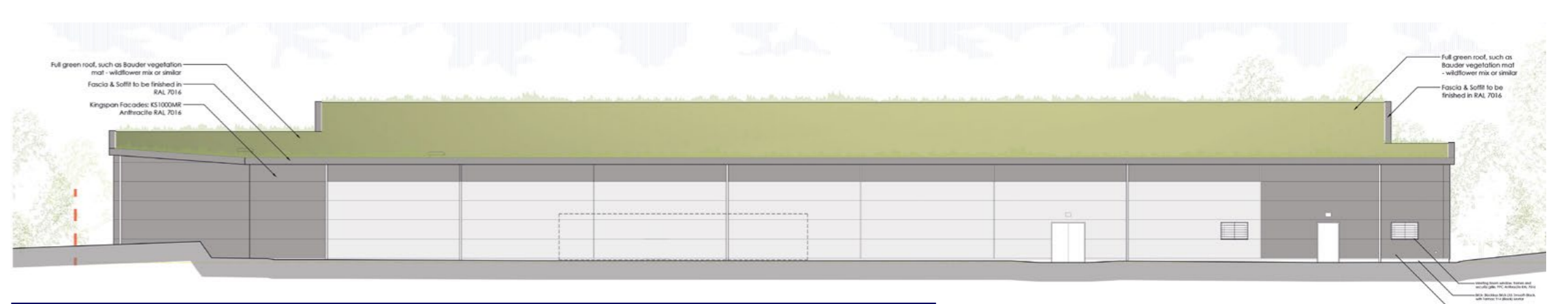
- A **new, high-quality, discount Aldi food store** with a sales area of 1,315 sqm
- **Attractive landscaping**, respecting its setting close to the South Downs National Park, including a full green roof with a wildflower mix
- **Free customer parking with 120 spaces**, including 7 designated blue badge bays
- Green and sustainable transport facilities, including **8 new bicycle spaces and 12 dedicated electric car charging points. Infrastructure will be in place for a further 12 to be installed, as demand requires**
- An additional cycle and pedestrian footpath to the South East boundary with King George VI Avenue
- **Enhanced access point onto King George VI Avenue**
- **Up to 50 new jobs**, paid at above the National Living Wage, as well as employment opportunities during construction and through the supply chain
- A new store in a **convenient location**, which would reduce the need for customers to travel across the city

Retail impact

Aldi's proposals are informed by a detailed Retail Impact Assessment across Brighton and Hove, which considered the impact of a new store on existing stores and centres, and also if there are any other alternative sites where an Aldi could go.

This assessment confirmed impacts will be within acceptable levels and that there are no suitable and available sites within the catchment to locate the proposed store. The site at Court Farm House was identified as the best location for a new Aldi store.

Many similar towns across the country have benefited from the increased choice that Aldi provides to the local community. The scheme will not only benefit existing residents in Hove, but also the new residents who will live at Toads Hole Valley in the coming years, offering both more convenient access to affordable food retail.





Design and Landscaping



A sympathetic, contemporary design

Aldi has carefully considered the design of its proposal to ensure it significantly enhances the redundant site, with an innovative and distinctive building which respects and responds to the surrounding area. It features:

- BREEAM Excellent designed store delivering a highly efficient, low energy, ecologically conscious new Aldi store
- Landscape led design approach, with focus on the proximity and views from the South Downs National Park
- A wildflower green roof, dormouse specific enhanced habitat zones and structured landscaping providing visual and ecological integration
- A building positioned to retain the strategic view from King George VI Avenue towards the sea and horizon line (from Hove western lawns to Portslade power station)
- An opportunity to create a physical buffer with both building mass and landscaping between the Toads Hole Valley residential development and the principal road network and primary junctions

Given the derelict nature of this site, our exciting Aldi food store proposal will greatly enhance the appearance of this site and the wider area.

Landscaping

Aldi takes great pride in the quality and design of its stores, with landscaping forming a key part of creating appealing and welcoming environment.

While the existing site is dominated by derelict former farm buildings and areas of demolition, Aldi's revised proposal will deliver extensive new soft landscaping and tree planting, native planting, and a wildflower meadow green roof. These elements will greatly improve the appearance of the site, while enhancing its ecological value.

The green building has been positioned sensitively so that the green roof faces the South Downs National Park, protecting visual and landscape quality.





Highways and car parking

Access

The proposals include an enhanced vehicular access for both customers and service vehicles from King George VI Avenue.

The access will be an all movements priority T-junction, including a painted right turn lane in King George VI Avenue, so that right turners into Aldi do not impede ahead traffic.

Pedestrian

New pedestrian links to the Toads Hole Valley development site have also been included within our revised plans. An additional cycle and pedestrian footpath to the south east boundary with King George VI Avenue will be delivered, in line with the approved Toads Hole Valley application. This is in addition to improved crossing facilities on King George VI Avenue.

Traffic

During consideration of our initial application, the highways impacts of the neighbouring Toads Hole Valley were not clear and the necessary mitigations were not known. Now that the outline consent for that site has been agreed and this information is readily available, Aldi is re-engaging with National Highways and the City Council to discuss the highways elements of this revised scheme.

Aldi will commission a Transport Assessment and Road Safety Audit to demonstrate that it's revised scheme be acceptable from a highways perspective.

It is also worth noting that the adjacent Toads Hole Valley application will deliver a new bus route, which will secure additional 6-day-a-week connectivity at 20-minute intervals.

Deliveries

Aldi stocks a carefully selected range of approximately 1,800 lines, compared with supermarkets such as Asda or Sainsbury's that stock over 20,000 lines. As a result, an Aldi food store will require only 3-4 deliveries per day and servicing will take place from a walled service bay in the north-east corner of the site. HGV's would enter the site in forward gear and reverse into the service bay, and leave in forward gear after servicing is complete. The Transport Assessment which will accompany the planning application will include full details of this.



Car Parking and Sustainable Travel

The new Aldi store will provide free customer parking. **120 car parking spaces** will be delivered, including **7 blue badge bays** for disabled customers.

As part of its commitment to greener travel to its stores, Aldi's plans also include **8 bicycle parking spaces**, alongside **12 dedicated electric car charging points**.

As a sustainable location with bus stops accessible within a short walk, many customers from the surrounding communities will be able to reach the store without using a private car, reducing parking pressures.





About Aldi

Improving choice for local people in Hove

Unlike other supermarkets, Aldi is not a one-stop shop. Its smaller stores focus on packaged and convenience goods, complementing rather than competing with existing local shops and services.

There's a lot to like

Aldi's philosophy of high-quality products at low prices that shoppers can trust has won many accolades. As customers continue to look for better-value brands to make their money go further, it is important that residents have access to a wide range of shopping facilities.

A new Aldi food store off King George VI Avenue would provide local people with award-winning, high-quality produce at great value prices, improving shopping choice for the community in Hove and complementing existing shops and services.

Local Jobs

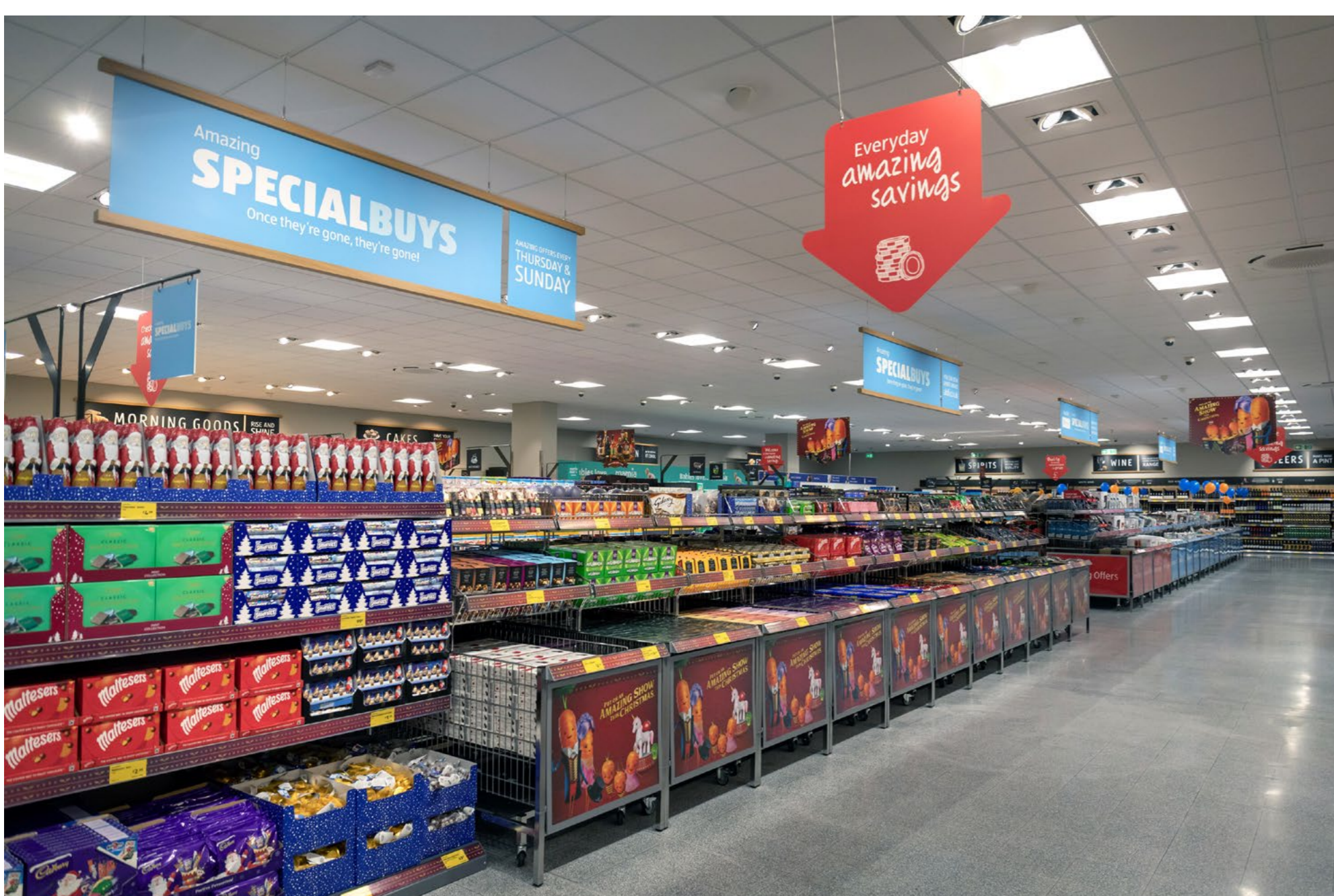
The new Aldi food store would create approximately **50 new jobs**, including managerial positions. Aldi aims to provide flexible jobs for local people, and more employment opportunities would also be available through the construction of the development.

Aldi employees receive industry-leading wages above the National Living Wage, proven opportunities for career progression, high levels of training, and a guaranteed minimum of 20 hours' work per week.

It is Aldi's aim to recruit staff locally for its new stores and, as a result, most staff live close to the store where they work. More information on career opportunities can be found at: www.aldirecruitment.co.uk

The UK's lowest prices supermarket

Research release by Which? showed that Aldi was the cheapest supermarket for a basket of 20 essential items throughout April 2021. Sainsbury's and Tesco were 14% and 15% more expensive than the same shop at Aldi.





Feedback



We hope to welcome you to Aldi Hove soon

Improving choice for local people in northern Hove




-  A new and **high-quality** Aldi food store for residents of Hove, Withdean, and Hangleton
-  Greatly enhance **local shopping choice** and complement existing local shops and services
-  **Creation of up to 50 new jobs** for local people, including apprenticeships and graduates
-  **£6m** investment into the local economy
-  **Ample cycle parking** for customers
-  **Attractive landscaping**, respecting its setting close to the South Downs National Park, including a wildflower meadow green roof
-  Parking for 120 cars, including **12 electric car charging points**
-  Additional cycle and pedestrian footpath to the South East boundary with King George VI
-  Redevelopment of a **redundant brownfield site** allocated in the local plan, bringing it into economic use

Next Steps

Aldi would like to thank you for visiting its virtual public exhibition. The project team hope that you found these consultation materials informative and would be grateful if you could take the time to leave comments using one of the methods described below.

Once the virtual consultation has closed on **Thursday 11th August 2022**, Aldi will review the feedback received and take this into consideration before it submits a planning application to Brighton and Hove City Council.

You can leave comments by:

-  Submitting the virtual feedback form on our project website – aldiconsultation.co.uk/hove
-  Emailing our project team via feedback@consultation-online.co.uk
-  Calling our freephone information line on **0800 298 7040** and leaving a message – a member of our team will call you back

If you have requested to receive these materials and you are viewing these boards in paper form, please return your comments on the feedback form using the enclosed freepost envelope.

