



Proposals for a new Aldi store at Farnborough Way, Orpington



Computer Generated Image of the proposed store

Welcome to our exhibition

Award-winning discount food retailer, Aldi, is bringing forward proposals for a new Aldi food store at the site of the former Frankie and Benny's, Farnborough Way, Orpington.

Aldi has long wanted to expand the offer of its amazing value and choice to the residents of Farnborough Village and the surrounding area. The site on Farnborough Way is an ideal location.

Since plans were presented to Bromley's Development Control Committee in March 2022, the project team has worked hard to develop a revised scheme, making changes to previous proposals based on feedback received throughout the planning process. These changes will deliver a smaller, more respectful store that provides increased landscaping and biodiversity net gain to a now vacant site.

Aldi was pleased to gain significant support from many in the local community who saw the benefit that a new store would offer, and we were especially proud that many residents welcomed the accessible location of the proposed store.

Aldi is committed to bringing its high quality, low cost offering to Farnborough Village and the surrounding area. To this end, Aldi is preparing a brand-new application that will provide significant benefit to the local area. This includes delivering significant investment to the local economy, the provision of much needed local jobs, and a truly affordable retail offering during a cost-of-living crisis.

Scheme benefits:



A new, high-quality, discount Aldi food store with a sales area of 933 sqm, smaller than the usual store size of circa 1,300 sqm.



A unique design tailored to the surrounding area



Enhanced local shopping options and complementing existing local shops



Attractive landscaping and noise reduction measures



47 free customer parking spaces including 3 designated blue badge bays and 2 parent & child spaces



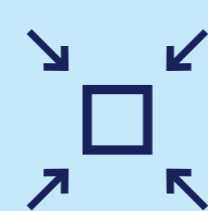
22 new bicycle spaces and 2 dedicated electric vehicle charging points



Up to 50 new jobs created, paid above the National Living Wage, including during construction and through the supply chain.



A new store in a convenient location, close enough for many residents to walk to, reducing the need to travel to stores further away.



Responding to community feedback with revised proposals for a smaller store which will also retain the bank adjacent to neighbouring roads.





Site Background



The Site

The site is located to the south of Farnborough Way and sits to the north of Farnborough Village, a short drive from the centre of Orpington. The site was formerly occupied by Frankie and Benny's, which has now permanently closed. It is currently served by two separate entrance and exit points, with a small pedestrian island sitting on Farnborough Way between the two access points.

The site is also served by public transport links, with both the R4 and 684 buses close to the site. A pedestrian and cycle path also exists to the west of the site, linking it to the rest of Farnborough Village, including local shops and services.

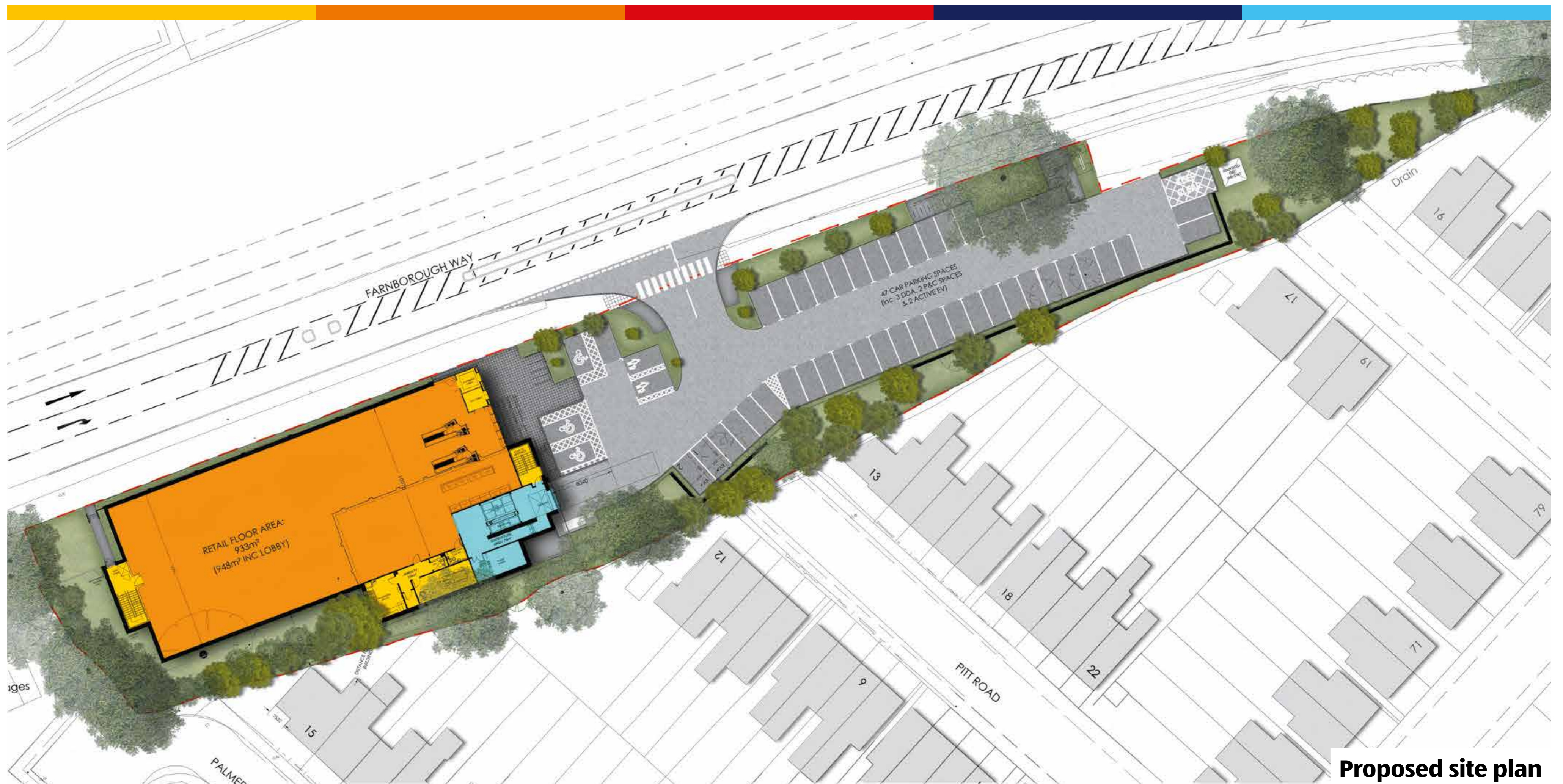
The surrounding area of the site includes a variety of different housing types. To the south of the site, there is a residential area (known as the Prime Minister Roads), which includes Peel,

Palmerston, Pitt, Gladstone and Cobden Roads, and is occupied by a mix of semi-detached and terraced houses. To the north of the site, there is a variety of smaller terraced housing, flats and maisonettes, as well as some larger semi-detached and detached houses.

The site of the former Frankie and Benny's is well connected, with easy access to both public transportation and local amenities. The surrounding area contains a diverse range of housing and people, making it a convenient location for people of all lifestyles to access a high-quality, low-cost retail offering.



Our Proposal



A new Aldi foodstore

Aldi has been looking to deliver a new store to the residents of Farnborough Village and the surrounding area for some time. The site of the former Frankie and Benny's has been identified as the only suitable location that best serves both the local catchment area and Aldi's operational requirements. The restaurant has now been permanently closed and if the site is not developed, it could be left in an unmaintained state. A new Aldi store on this site would be a significant improvement for the local area.

A new, high-quality discount food store will provide local residents with convenient access to Aldi's range of high quality, award-winning products. The store will have 47 free customer parking spaces, including 3 Blue Badge spaces, 2 Parent & Child spaces, and 2 Electric Vehicle charging spaces. Additionally, the store will include cycle spaces and clearly marked pedestrian routes into and around the site. Sensitive landscaping will be planted around the site, including additional tree planting to increase the landscaped buffer.

The project team has worked hard to incorporate feedback from residents and other community and political stakeholders following the decision to refuse planning permission by Bromley's Development Control Committee. The design of the store has been revised to create a smaller store while retaining the bank to the south of the site, which will respect the character of the surrounding area. The team has also committed to fully managing the on-site landscaping, which will include increased planting of trees and shrubbery. Aldi is fully committed to investing in Farnborough Village and the surrounding area and delivering on these proposals.

Our proposals for Farnborough Way offer:



A new store in a convenient location that many residents in Farnborough Village can walk to.



Sales area of 933 sqm



47 free customer parking spaces



Blue Badge, Parent & Child, and Electric Vehicle charging spaces



Free Cycle parking for customers



Up to 50 new local jobs



Attractive landscaping, including tree planting, throughout the site.



Design & Landscaping



Sustainable Store Operation

Aldi takes sustainability across its estate and supply chain very seriously and has maintained carbon neutrality since 2019.

We have reduced our carbon footprint by 55% per sqm since 2012 and are continuing to develop ways to reduce our emission.

All new stores come equipped with the latest technology to tackle the climate crisis. In every store, we use:

Heat Recovery Systems, which across our portfolio save 10.8m kWh – enough to power 2,700 homes for a year.

100% LED lighting, using up to 60% less energy than older, traditional lighting. The new store will come equipped with 160 photovoltaic (solar) panels, providing sustainable energy solutions for the store's operation.

Landscaping

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

The existing site is dominated by the now vacant restaurant, with minimal landscaping features. The new proposals will not only include an increase in the number of tree species, but will also create a landscaped buffer.

Aldi's proposals include a comprehensive approach to landscape management: retaining existing trees, maintaining landscaping for the lifetime of the store, and planting semi-mature trees for immediate amenity value.

This contrasts starkly with the current state of neglect and unmaintained landscaping, creating an unappealing atmosphere.

A new Aldi store would enhance biodiversity and greenery on-site.

Contemporary and Bespoke Design

Aldi has taken into account feedback from political and community stakeholders and has revised the proposals accordingly.

The newly built store will be tailor-made to fit the character of the local area and will have a smart and contemporary design, featuring red brick elements around the store. Other materials have been selected to generate visual interest in the site.

The majority of the changes are reflected in the southern elevation where the bank has been retained and the existing unit floorslab has been incorporated to greatly improve the relationship with the townscape and Palmerston Road.

The entrance to the new food store will have increased glazing, providing a more welcoming appearance. Additionally, the Farnborough Way elevation has been redesigned to further enhance the visual impact of the site.

Finally, in revising the proposals, the team has worked to design a store that is smaller and more respectful in size, making it less prominent in the street scene.





Changes in Design

Little changes make a big difference



Refused CGI

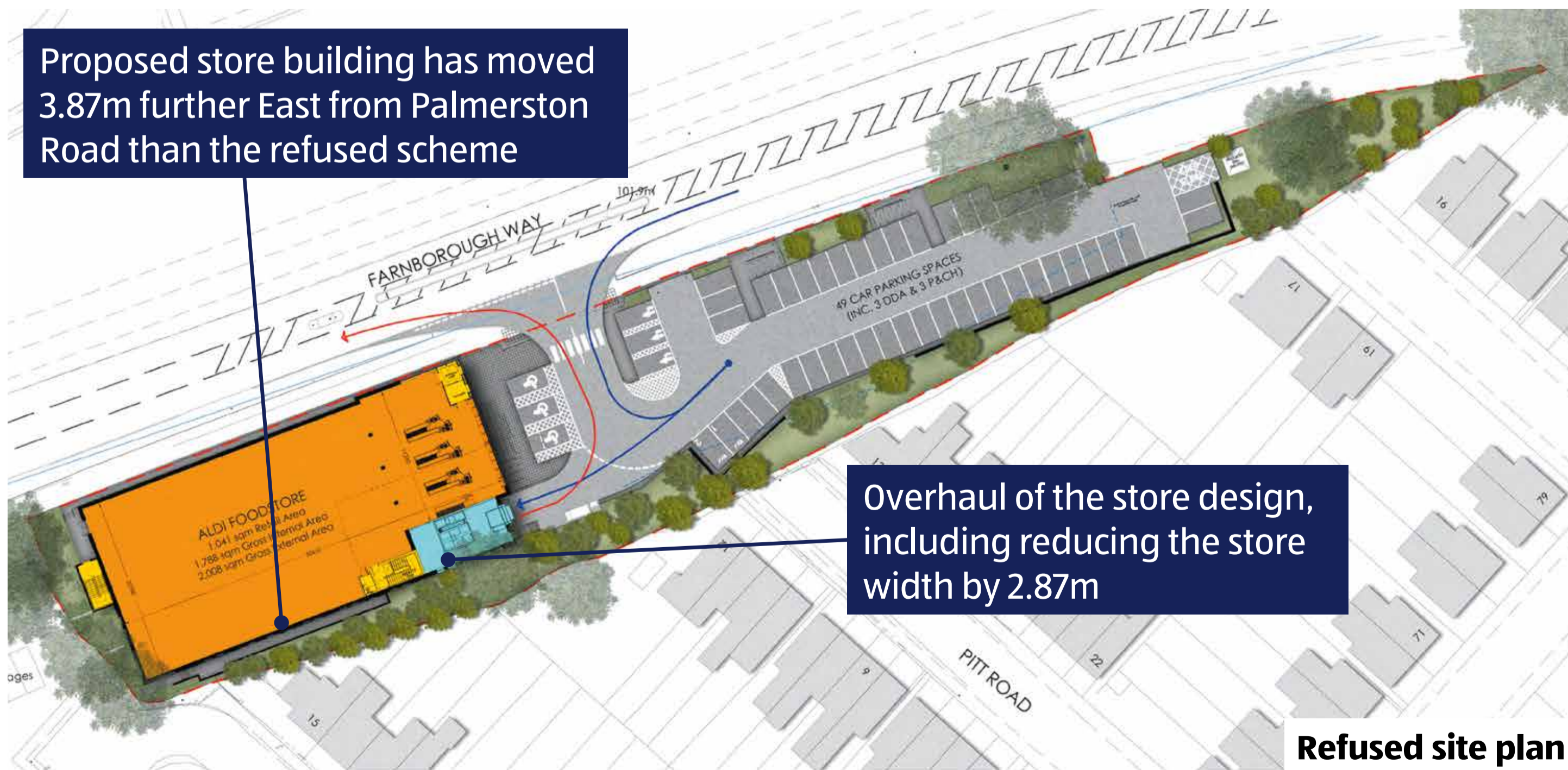


Proposed CGI

A higher fence is proposed to create a more substantial buffer between the store and its neighbours.

Increased brick elements to create a respectful character

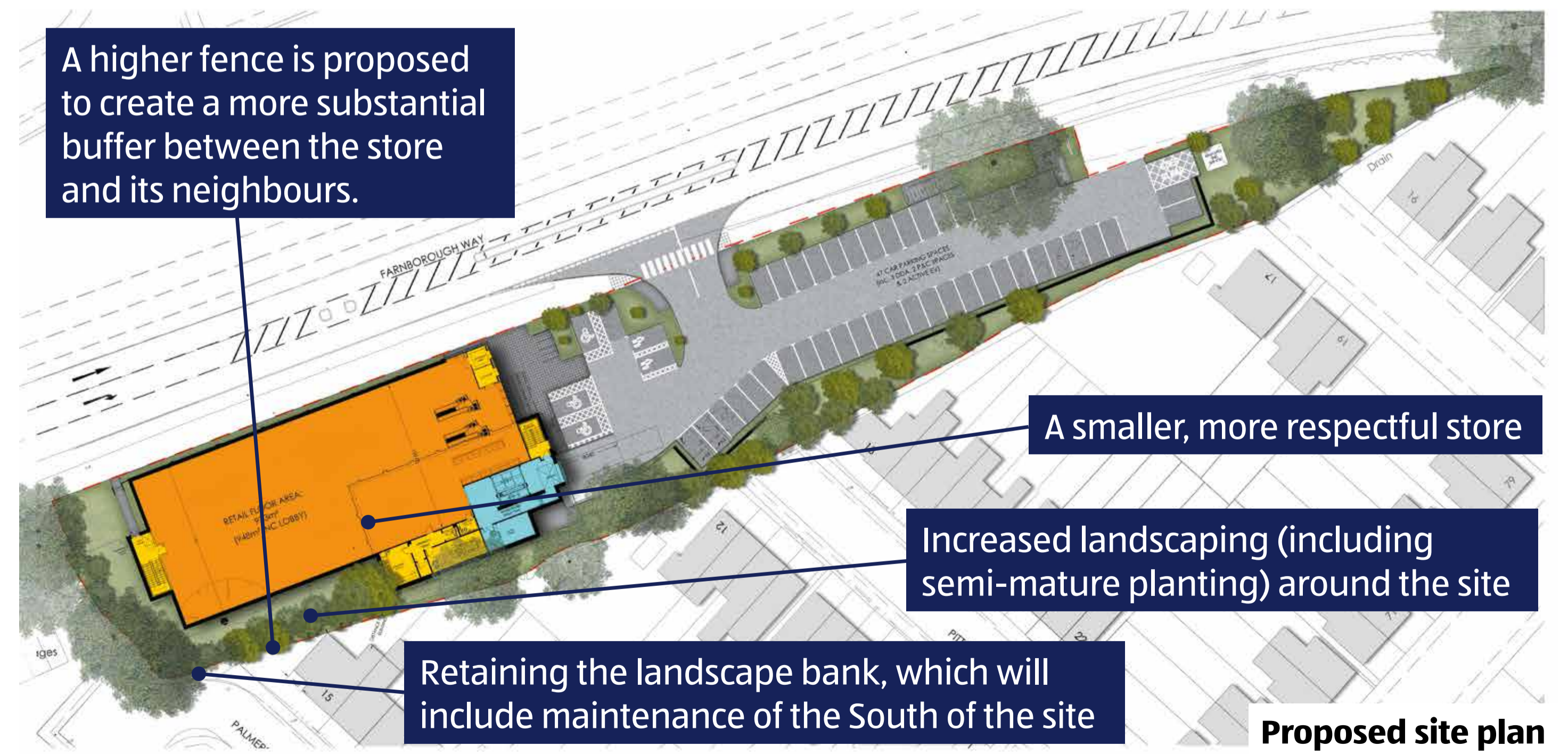
Increased landscaping (including semi-mature planting) around the site



Refused site plan

Proposed store building has moved 3.87m further East from Palmerston Road than the refused scheme

Overhaul of the store design, including reducing the store width by 2.87m



Proposed site plan

A higher fence is proposed to create a more substantial buffer between the store and its neighbours.

A smaller, more respectful store

Increased landscaping (including semi-mature planting) around the site

Retaining the landscape bank, which will include maintenance of the South of the site





Highways and Car Parking



Highways & Traffic

Aldi has conducted a Transport Assessment in support of its proposed food store. This assessment will utilise updated surveys since the previously refused application and will establish the traffic effects of the development on the local road network and consider whether any highway or transport matters need to be resolved for the development to come forward.

It will also look at the operation of local roads both with and without the proposed development in place.

Parking

The new Aldi store will provide free customer parking for 47 cars, including 3 disabled bays, 2 parent-and-child spaces, two electric vehicle charging spaces and additional infrastructure installed so further charging points can be added in the future.

Access

The proposals include a new, single vehicular access point for both customers and service vehicles from Farnborough Way.

The store will have one fully accessible ground floor entrance/exit that will provide access to customers coming from both the car park and on foot from the surrounding areas.

Deliveries

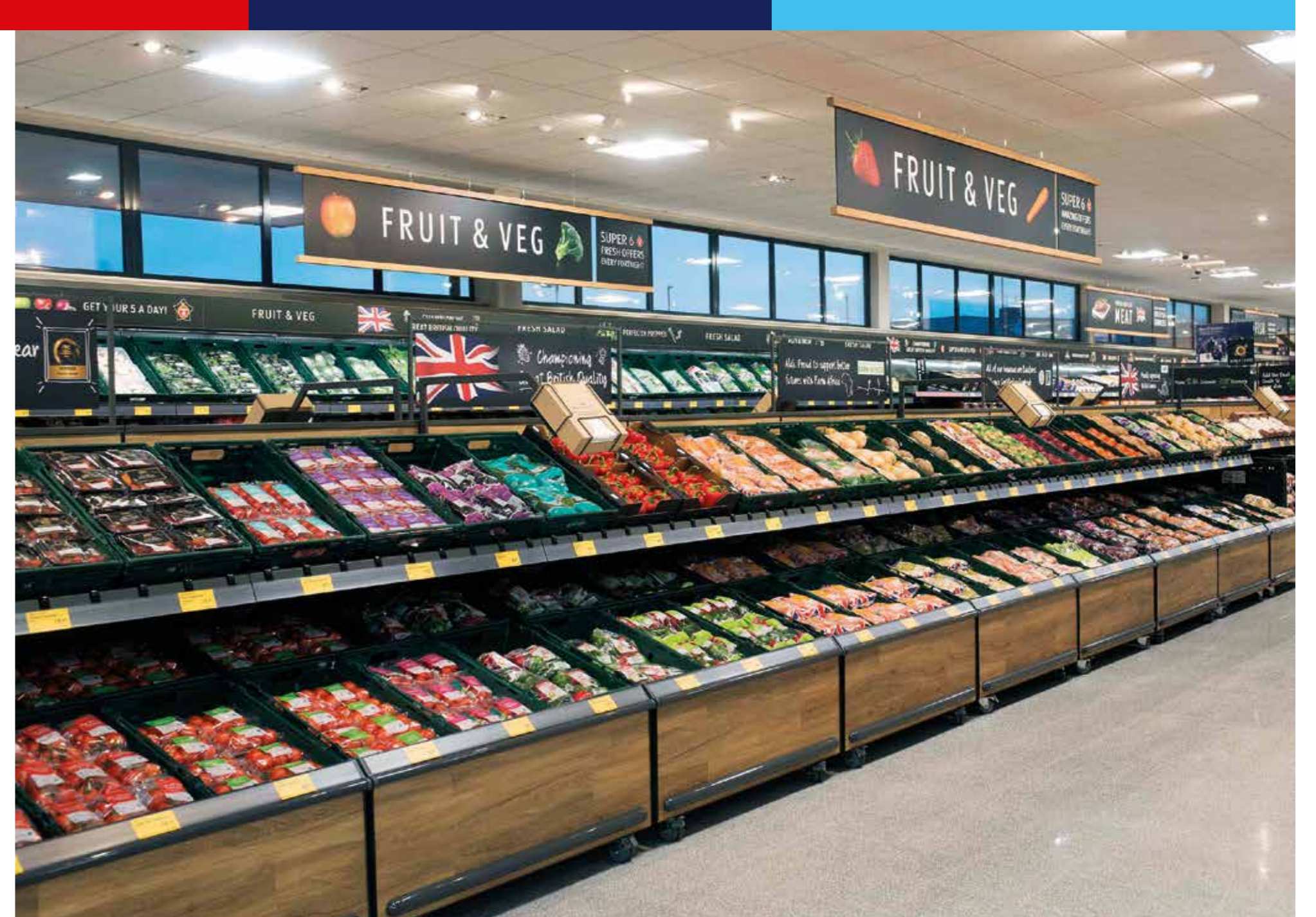
Aldi stocks a carefully selected range of approximately 1,800 exclusive products, compared with supermarkets such as Asda or Tesco that stock over 20,000 lines. As a result, an Aldi food store will require only three to four deliveries per day.

We operate store deliveries outside peak transport hours, where possible. All maneuvering takes place within the site, and an efficient delivery ramp arrangement removes the need for external activity. This process not only saves time, but also reduces any potential noise disturbance to neighbouring businesses.





About us



Improving choice for local people in Farnborough Village and the surrounding area

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 on Farnborough Way would provide local people with award-winning, high-quality produce at great value prices, improving shopping choice for the community in Farnborough Village and the surrounding area whilst 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





Next Steps



Improving choice for local people in Farnborough Village and the surrounding area:

- A new, high-quality, discount Aldi food store with a sales area of 933 sqm, smaller than the usual store size of circa 1,300 sqm.
- A unique design tailored to the surrounding area.
- Enhanced local shopping options and complementing existing local shops.
- Attractive landscaping and noise reduction measures.
- 47 free customer parking spaces including 3 designated blue badge bays and 2 parent & child spaces
- 22 new bicycle spaces and 2 dedicated electric vehicle charging points.
- Up to 50 new jobs created, paid above the National Living Wage, including during construction and through the supply chain.
- A new store in a convenient location, close enough for many residents to walk to, reducing the need to travel to stores further away.
- Responding to community feedback with revised proposals for a smaller store which will also retain the bank adjacent to neighbouring roads.

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 **9th February 2023**, Aldi will review the feedback received and take this into consideration before it submits a planning application to Bromley Borough Council.

You can leave comments by:

Submitting the virtual feedback form on our project website –

aldiconsultation.co.uk/orpington

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.

