

Submitted via Planning Portal

Planning Department
Staffordshire Moorlands District Council

11 May 2022

Our Ref: 5810

Dear Sir/Madam,

Aldi Stores Ltd – IAE, Brookhouse Industrial Estate, The Green, Cheadle, ST10 1SR

On behalf of our client Aldi Stores Ltd (Aldi) please find enclosed a full planning application for the construction of an Aldi foodstore (Use Class E), together with car parking, landscaping and associated works on the IAE site, Brookhouse Way, Cheadle.

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 application site represents a significant development opportunity of a brownfield site, located to the west of Cheadle town centre, accessible on the main westerly route into the town via the A521. The proposals represent a multi-million pound investment at an unprecedented time for the UK economy, and in particular the retail sector. The store will create enhanced food shopping choice and competition in Cheadle through the introduction of a discount offer to the town, and the opportunity to regenerate a commercial site which is soon to vacated, providing a replacement employment generating use in its place.

A pre-application request was submitted to Staffordshire Moorlands District Council (SMDC) in December 2021 however no response was received. This application is however submitted following a pre-application consultation which included local ward councillors, site neighbours and members of the public via a virtual public exhibition. The development has been widely welcomed, with support expressed from both ward councillors and members of the public.

An EIA Screening Request has also been submitted in respect of the proposals, however at the time of submission SMDC had not provided a response. It is however considered the proposals do not constitute EIA development.

The proposed scheme involves demolition of the existing buildings on site and redevelopment to provide a retail foodstore which will meet Aldi's particular retailer requirements. The proposals can be summarised as follows:

- A standalone retail foodstore building offering 1,786 sqm of floorspace (GIA), with a net sales area of 1,315 sqm.
- A modern and highly sustainable retail facility which will positively impact the streetscene.

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

- A store car park offering 134 spaces, to include 4 electric charging spaces.
- An enhanced access for the store car park via The Green with an improved dedicated servicing access off Brookhouse Way.
- A comprehensive landscaping scheme and biodiversity net gain.

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 2023.

The application submission consists of the following:

- Application Fee - £11,550 (based on 1,863 sqm GEA)
- Application Forms & Certificate
- CIL Questions Form
- Application Drawing Pack:
 - P001 – Site Location Plan
 - P002 – Existing Site Plan
 - P003 – Proposed Site Plan
 - P004 – Proposed Floor Plan
 - P005 – Proposed Elevations
 - P006 – Tree Removal & Root Protection Plan
 - P008 – Proposed Site Levels
- Design & Access Statement – May 2022
- Planning & Retail Statement (including Sequential and Retail Impact Assessments) - May 2022
- Statement of Community Involvement – April 2022
- Transport Assessment - May 2022
- Interim Travel Plan – May 2022
- Site Investigation
- Flood Risk Assessment & Drainage Strategy – May 2022
- Environmental Noise Impact Assessment – March 2022
- Preliminary Arboricultural Assessment – April 2022
- Preliminary Ecological Assessment – March 2022
- Geo-Environmental Appraisal – November 2021
- Landscaping Strategy

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,

James Baker

Assistant Planner

Planning Potential

London

Enc.