

WELCOME

These proposals have been jointly prepared by the Cruden Group and Aldi Stores to deliver a comprehensive redevelopment of this long-term brownfield site at Baileyfield, Portobello. Before we submit a planning application we are seeking the views of the local community.

Our proposals represent a fresh approach to the site to deliver a scale of development and mix of uses which we consider are appropriate for this location and can ensure these will form an attractive and well-integrated new neighbourhood within Portobello.

This masterplan represents an exciting opportunity to deliver over 200 new homes, mainly for families, a new community park and a local-scale food store both to improve choice and quality for shoppers within the area and meet the needs of the growing population.

We are excited about our regeneration proposals for Baileyfield and your views are important to us so please tell us what you think.



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PLANNING HISTORY AND CONTEXT

- **The site has a detailed and varied planning history.**
- In 2005, two linked outline planning applications (PPA/230/631 & 632) for a larger food superstore (circa 7,800sqm) were both dismissed at appeal, principally due to traffic impacts and lack of physical integration with Portobello town centre.
- **The Aldi proposals would be less than 25% of that proposed food superstore.**
- In 2010, a detailed planning application (09/01029/FUL) was refused for a residential led mixed-use development for 710 housing units in 6 storey blocks. This was due to concerns over the scale, height, form and materials of those proposals.
- **The Cruden proposals would be significantly less, representing only 28% of the original proposed units.**

Since then, the site has been referred to by City of Edinburgh Council and Scottish Ministers as offering a sequentially preferable site for a food retail development in the determination (and refusal) of food store proposals at Inchview Terrace and Milton Link for Lidl.



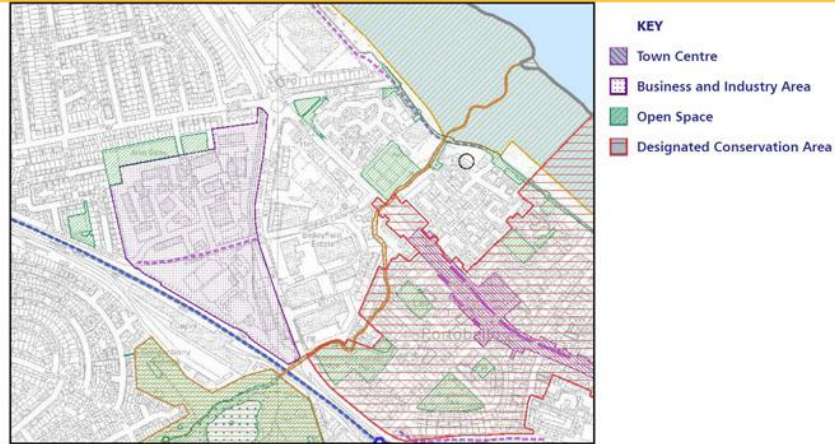
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The Edinburgh City Local Plan, adopted January 2010, has no specific land use allocation for the site, as shown on the Proposals Map.

The planning application will therefore be determined in accordance with general policies within the plan relating to the residential and retail land uses proposed. A detailed retail impact assessment will be included in order to fully consider retail policy matters.



A material consideration for the proposals will also be the North West Portobello Development Brief, approved in May 2008, which related to a much larger site which also covered land to the south of Fishwives' Causeway.

As the proposal is a 'Major' planning application, the consultation event will be used to inform our ongoing proposals. We anticipate that the planning permission in principle application, which will also bring forward a number of detailed elements of the proposal largely related to the foodstore, will be submitted in the autumn this year.

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THE ALDI CRUDEN MASTERPLAN



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THE ALDI CRUDEN MASTERPLAN



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THE ALDI CRUDEN PROPOSAL



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THE CRUDEN GROUP



- Cruden have been established since 1943
- Edinburgh based company delivering circa 1000 homes each year throughout Scotland
- The group directly employ around 600 staff
- Homes for Scotland – House Builder of the Year 2012
- Scottish Home Awards - Community Partnership of the Year 2010 and 2011
- For more information on Cruden please visit our website www.cruden-ltd.co.uk



Community Benefits

The Cruden Group is proud to engage in community benefits initiatives across certain projects.

These schemes support local people in on-site training placements and apprenticeships that often result in real employment opportunities.

Our commitment in this field also extends to ensuring that local small and medium sized enterprises are made aware of all tendering opportunities that arise in order to promote and encourage the sustainable growth and success of such businesses.

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CRUDEN HOMES BAILEYFIELD



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Aldi is one of the world's largest, privately-owned companies with more than 8,000 stores across Europe, North America and Australia. It launched in the UK in 1990 and we now operate over 500 stores. In Scotland there are currently 52 Aldi stores and we now plan to bring our award-winning products to more locations throughout the country.

Aldi achieves lower prices through an extraordinarily efficient operation, from product sourcing to the retail experience in-store. In Aldi you will not find 100s of versions of the same product. Instead, we focus on quality rather than quantity, stocking a range of everyday groceries.

Our goal is simple - to provide our customers with the products they buy regularly and ensure they are of the highest possible quality at guaranteed low prices. To put it simply, we offer our customers a smarter way to shop.

Aldi is a regular award winner for product excellence and is currently 'Which? Best Supermarket 2013'.



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Scotland is home to some of the world's best quality produce.

Our commitment to local sourcing means it is easy to pick up a quality bargain and at the same time support local suppliers and help reduce food miles.

Our dedicated Scottish buying team sources a range of over 270 fresh meat, fish, dairy, fruit, vegetable, bread and bakery products. At Aldi you will find a range of high quality foods, seasonally fresh, with an unmistakable Scottish flavour.

Aldi is proud to support Scottish producers and since we have no in-store bakery, butcher, fishmonger, cafe or newsagent to sell cigarettes or lottery tickets, we do not compete with existing businesses in the local area.

WE'RE COMMITTED TO THE SCOTTISH FOOD INDUSTRY.

Over **25%** of our range is Scottish.

More than **60** Scottish suppliers.

GREAT products from Scotland.

www.aldi.co.uk/scotland



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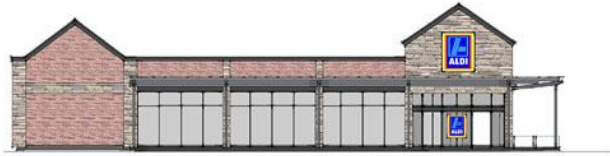
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THE ALDI PROPOSAL

DESIGN A



Glazed canopy

Slate pitched roof corners

Grey ashlar sandstone and red sandstone features

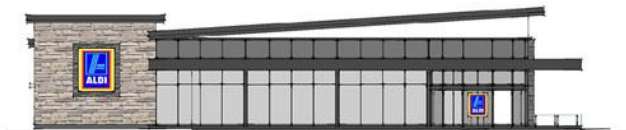
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DESIGN B



Raised incline roof

Feature parapet corner

Grey ashlar sandstone and dark sandstone features

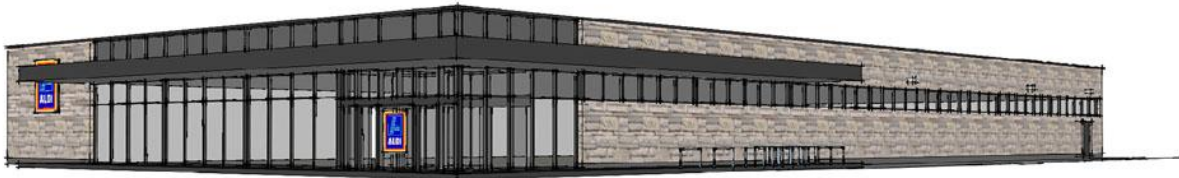
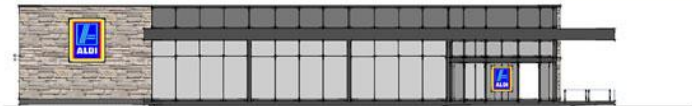
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DESIGN C



Low profile store
Grey ashlar sandstone



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We will include your feedback on our proposals in our Pre Application Consultation Report which will be submitted to the City of Edinburgh Council along with our major planning application which we expect to make in September.

Benefits of the Aldi Cruden proposal

- **Comprehensive redevelopment** – delivering a new mixed-use neighbourhood of a scale and form that will effectively integrate with the existing town including high quality landscaping, a new park and parking facilities.
- **New homes** – meeting an existing shortfall in housing supply across the city with the provision of an attractive mix of 1, 2 and 3 bedroom houses and flats.
- **Investment** – regeneration of a long-term brownfield site at a prominent location on the entry into Portobello town centre.
- **Greater choice** – bringing the award-winning Aldi brand – voted Which? Best Supermarket 2013 – providing choice and diversity in food shopping provision at a location where linked trips with the wider town centre can be encouraged.
- **Jobs** – creating significant new job opportunities through the construction process and longer-term employment with up to 30 new jobs for local people within the food store.
- **Sustainability** – the location is well-placed to benefit from existing strong accessibility links into the city centre. The provision of the Aldi store will assist further to reduce the need for travel outwith the local area for food shopping whilst also helping to retain greater expenditure in Portobello.

For further information, please contact:
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