



Provision of advice and support for a foodstore application in an historic setting.

We were instructed to prepare a Heritage Statement to support a new Aldi foodstore application, adjacent to The Old Farmhouse, a Grade II\* listed building in Windsor.

We carefully analysed the significance of the heritage asset and advised the client how to design their scheme to minimise harm to the building's setting. This enabled us to demonstrate that the public benefits of the scheme would outweigh any harm. A specific heritage concept design was adopted, with a flat roof reducing the impacts on the green belt and the adjacent listed building. Our meticulously constructed case successfully persuaded council officers.

Heritage Potential has advised on numerous Aldi schemes in sensitive historic settings, carefully balancing the leading retailer's corporate requirements with the historic significance of the area and managing to find an appropriate way forward on each occasion.