

Sector: Retail

Robertson businesses: Robertson Property,
Robertson Northern

Client: ASDA

Value: £8m

Dates of involvement: Jan 2013—Aug 2013

Location: Fraserburgh, Aberdeenshire



ASDA Watermill Road, Fraserburgh

Improving local choice

Robertson Property undertook the development of a site in Fraserburgh for Asda, comprising a supermarket, car parking and petrol station. We acquired land, rerouted services, maintained access and improved road infrastructure to deliver this. Robertson Northern carried out the shell build and then the internal retail fit-out.

Improving infrastructure to achieve delivery

Asda's new store at Watermill Road in Fraserburgh aimed to improve the shopping and fuelling choices for the local community, as well as provide much-needed local employment.

Robertson Property led the project to develop the site for Asda, with Robertson Northern undertaking the construction of the shell and then the fit-out of the store.

We overcame various challenges to achieve delivery, including acquiring additional land from an adjacent landowner to create the necessary visibility splay that was required for safe vehicular access.

Planning consent for alternative service access was also obtained on a tight deadline.

In addition, we rerouted the overhead electricity supply and provided protection to the main surface water drain running down the boundary of the site. We also provided potential access to retained sites, by creating a new roundabout with a three way traffic management system.



"It's always good when you can use a company where there are senior people based locally. They understand how we think about things and what we require. That adds up to a unique proposition which Robertson do deliver on."

Stewart Stevenson, MSP
Banffshire & Buchan

"Throughout the whole scheme there was a focus on quality and final delivery, which Robertson are first-class at."

Anthony Dobbie,
Associate Director,
Capita Symonds,
(Employer's Agent)

FURTHER INFORMATION: www.robertson.co.uk/project/asda-fraserburgh


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