

CLIENT

The Minton Group

PROJECT NAME

Lucent Technologies

LOCATION

Outside development boundary, Malmesbury, North Wiltshire

SOLUTIONS IN PLANNING FOR

Mixed-use scheme including Live/Work

**the problem**

Our client controlled 6.4ha of employment land, adjoining the settlement boundary of Malmesbury. The site was well related to the historic town of Malmesbury, having been established since the 1920s. The Local Planning Authority was keen to retain the employment use on the site and was sceptical of any alternative proposals for the site. However, the site was no longer in demand for the extent of employment use for which it was originally designed and sat predominantly vacant. Our client approached us, wishing to achieve an increased land value through the residential redevelopment of the site, despite the prevailing flooding issues associated with the land and strong local concern over the proposal.

the solution

Hunter Page Planning conducted an up-to-date economic survey of the locality which revealed that there was not sufficient demand for employment land in the area to sustain the use of the entire site. HPP advised that a Live/Work development would fulfil the LPA's aims of retaining an employment use on the site, whilst also meeting the needs of local businesses, and providing an increased land value through the tandem provision of residential accommodation. HPP engaged a Community Liaison Group comprising local councillors, local interest groups and key figures in the community in order to inform the project from the outset. Giving the local community ownership of the development was seen as key to creating and securing permission for a successful scheme.

the problem

The issues of flooding on the site were overcome through the successful negotiation and subsequent acquisition of necessary mitigation land adjacent to the site. This in itself has provided the potential for additional future development. Despite fierce objection from the LPA, the strength of community support for this sustainable, common-sense approach to the site's redevelopment secured approval of the outline consent at Planning Committee. As a departure from the Local Plan, the application was examined by the Government Office for the South West and given its full endorsement.

HPP's SOLUTIONS IN PLANNING provided:

- an independent assessment of the economic climate particular to the area
- a Live/Work scheme to reconcile the requirements of the LPA with the aspirations of the client
- a sustainable re-use of a redundant employment site, despite a departure from the Local Plan
- an uplifted land value
- a use to suit the changing face of economic activity in the locality

An outline consent now exists for one of the country's most significant Live/Work developments.