

Planning Permission Obtained for Residential Development in Leicestershire Market Town

Instructed in 2014 by a local landowner family, the Andrew Granger & Co. Planning and Development team (AG&Co.) undertook the promotion of a 5 acre parcel of land for residential development in Little Bowden, on the edge of Market Harborough, Leicestershire.

The area of Little Bowden is located less than one mile south of Market Harborough town centre, a vibrant market town situated approximately 16 miles south-east of Leicester.

As the principal town within the District, the location was identified by Harborough District Council in the adopted Core Strategy as the main focus for development, delivering housing of the highest standard in keeping with the existing character and built form of the locality.

Through an understanding of the local planning policy and assessment of Harborough District Council's strategy for the delivery of new homes across the District, the team at AG & Co. were best placed to assist the landowners in maximising the planning potential of their land.

The Objective

In acting for landowner clients, the key objective for AG & Co. was to put forward a suitable and sympathetic development proposal, which maximised the site value and minimised the risk and upfront costs to the landowners.

The Process

A review of Harborough District Council's housing supply over the next five year period identified significant housing pressure across the District. In order for this pressure to be relieved it was vital for the Council to look at further development in sustainable locations.

A greenfield site outside the limits of development normally faces significant barriers to planning consent being granted. However, due to the close proximity of a wide range of key services and sustainable transport links, as well as the shortfall in the Councils' 5 year housing land supply, it was felt that the site would be an ideal location for residential development.

AG & Co. discussed the site with a number of external consultants, setting out likely constraints, costs and timescales. Having reviewed the evidence and advice obtained, the landowners formally instructed AG & Co. to prepare an outline planning application for residential development.

Having employed highly qualified professionals to assist in the preparation of the application, survey work was undertaken relating to highways, drainage, ecology, arboriculture and archaeology before the drafting of an illustrative layout.

Following the withdrawal of an initial proposal for the site, feedback and discussions with Harborough District Council led to a scheme for 40 dwellings that not only helps boost the local housing supply but also has a balanced relationship with existing neighbouring housing, the adjacent Brampton Valley Way trail and the adjacent open countryside.

AG & Co. managed the entire planning application process, including preparing and submitting the relevant forms and necessary Planning Statements to Harborough District Council and tracked it through the determination process to obtaining a planning decision.

The Result

The team at AG & Co. obtained Recommendation for Approval from the case Planning Officer, with Harborough District Council resolving to grant outline planning consent at a meeting of the Planning Committee.

Following the formal completion of the Section 106 Agreement, AG & Co. formally obtained the Decision Notice in early 2017, before placing onto the open market in the Spring as a development opportunity with planning permission.

Formal marketing of the opportunity included:

- Direct approaches to national and local housebuilders
- Adverts through local press releases and 'Leicestershire Builder' magazine
- Online marketing through the AG & Co. website and RightMove

AG & Co. received multiple offers for the site and, following review and discussions with the landowners, the site was sold in 2019.