

# ASDA and Barratt Homes

Eastside, Newhaven



Acting on behalf of ASDA and Barratt Homes, we secured permission for a high quality mixed-use development of 190 homes, business units and a food store, on a site adjacent to the South Downs National Park. The scheme included a number of environmental improvements, landscaping buffers, open space, cycle and pedestrian routes.

The location of the proposed development, adjacent to a Site of Special Scientific Interest, raised a number of sensitivities and the project team brought forward a scheme design, which reflected and considered the location. Visual amenity was particularly important and a full visual analysis was prepared to ensure that the development complemented its surroundings.

The site had been allocated for business development for 30 years and we were able to demonstrate that the mixed-use approach was the only viable way of securing growth in accordance with the National Planning Policy Framework. Flood risk was also a significant issue, which was assessed during the application process. This was addressed by the raising of levels on site and the provision of appropriate landscaping strips and buffers throughout the scheme.

## Summary of achievements

- Provision of planning advice to enable the delivery of a viable scheme on an environmentally sensitive site
- Inputting into the evolution of the scheme, including design and layout
- Coordination of the project team
- Preparation and collation of the planning application
- Advising on housing need, retail impact and the sequential approach
- Preparation of a regeneration statement to accompany the application

**Planning Potential Ltd**  
Magdalen House  
148 Tooley Street  
London SE1 2TU  
T: 020 7357 8000