



Planning Potential secured full planning permission in 11 weeks for 80k sqft factory for the production of modular buildings, safeguarding and futureproofing a major local employer in the area.

On behalf of our client, Harrison Development Malton LLP, we prepared, managed and co-ordinated the planning submission for the proposed factory and all associated works including landscaping and a balancing pond on underutilised greenfield land, representing the logical extension of the existing estate.

Parachuted into the consultant team following the recommendation of a co-consultant, we familiarised ourselves with the proposals, site constraints and – most importantly – the client's aspirations & commercial time pressures and prepared a planning strategy to minimise the planning risk with the aim of delivering a timely consent.

With the support of a mobilised consultant team and leveraging our relationship with Senior Team members at the Local Authority from legacy projects, we agreed and delivered a bespoke pre-application programme which enabled the submission of certain consultant reports ahead of formal planning submission to help front load the consultation process. Leaning on our own knowledge, experience and application of relevant policy, we produced the planning statement which sought to demonstrate the proposals compliance with key policies relating to development in the countryside, and detailed analysis into supply & demand of employment floorspace - bolstered by a quasi-sequential assessment to discount allocated sites exist which are practical for the proposed development.

Post-submission, we worked closely with officers and responded to consultee comments where appropriate to help progress the scheme towards a positive recommendation in 'record!' time. Further, the robustness of our planning case and transparent approach with officers meant we were able to progress the application under delegated powers, with few pre-commencement conditions to help facilitate a lawful start on site without undue delay.

Post decision, we continue to work closely with the client and LPA to clear the relevant conditions in good time and look forward to seeing the development come to life.

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The planning application and determination process showcases Planning Potential's ability to present robust justification for the proposals, and the benefit of a good professional relationship with the Local Planning Authority.

Our out the box thinking to help de-risk the proposals given the challenging timeframes in the form of the bespoke pre-app helps to showcase our proactive approach to planning, and our understanding of how wider commercial requirements can influence planning strategies.