



## Town Planning Products

As a company with innovative professional approach, we are unconstrained by having a defined range of products produced to a standard template. We employ highly qualified, highly experienced, senior members of staff who bring to the company a wealth of knowledge. They have the freedom to create a product specifically tailored to the needs of our client, the only constraint being that the work must be fit for purpose within the increasingly complicated statutory planning system. Typically this will include some or all of the following:

### Strategic development opportunity studies

Identifying the long-term strategic development potential of land is essential to both plan-making and to the delivery of new development. We can prepare strategic development opportunity studies that take a long-term perspective on land acquisition and land release, allowing clients to understand the potential that might lie beyond the timeframe of adopted or emerging plans; typically we take a 30 year time horizon. As part of this process, we monitor the preparation of development plans, emerging government policy and important research activity. We have a wide network and involvement with a number of planning, urban design, architecture and engineering organisations that keep us up to date with new trends.

### Development site appraisals

Whether our clients have one site or a portfolio of sites they need to have a clearly defined forward planning strategy that will optimise the potential of their land. We will assess the development potential of sites, appraising the existing planning policy framework and determining the potential for change over time. We can prepare sketch schemes to identify the capacity of the site for various land uses and to allow preliminary viability work to be undertaken. We can advise on steps that should be taken to maximise the beneficial use of the land, drawing on our knowledge of multi-disciplinary team working, and preparing a strategy for the future promotion of the site.

## Urban context studies

Articulating the vision for a site or a major development proposal should be an iterative process. It needs to start with a thorough understanding of the place and should be informed by consultation with the local planning authority, other stakeholders and members of the public. In the initial stages of a project we can assemble all relevant information into an 'urban context study' that captures all information that is relevant to the place and will inform both the design process and the production of other documentation required at a later stages in the statutory planning system. This demonstrates the extent to which social, economic and environmental considerations have been taken into account from the outset and demonstrates to a local community that their needs are recognised and taken into account.

## Describing the vision

Having a clearly defined vision for a site focuses the mind and identifies the strands of work that need to be undertaken to deliver the scheme. The ideas need to be conveyed in a manner which allows people to understand what is proposed and the underlying rationale. Any documentation needs to be clear, concise and appropriate to its intended audience. We prepare master plans and site appraisals to suit the purpose: simple sketches that test an idea; clearly drawn two-dimensional plans that allow a land use budget to be prepared and infrastructure requirements to be identified; or beautiful works of art that capture the imagination and create a sense of place, visionary plans that both describe and persuade. Our written material follows a similar set of principles.

## Preparing and reviewing the evidence base

Plan-making and determining planning applications are now heavily dependent upon having an up-to-date and reliable evidence base. We can review the evidence base, identify any gaps and provide or procure the necessary information.

## Assembling the application package

Assembling a planning application package is becoming increasingly complicated. We are familiar with the use of national and local validation checklists and can advise on the level of detail that is required for a particular scheme. We can help to identify, at an early stage, the work that needs to be put in place to enable a planning application to be progressed, acknowledging the fact that baseline studies often have long lead-in periods. We work with the client and other members of the team to ensure that the documentation is internally consistent and has no gaps.

## Preparing documentation

We can provide the full range of written and illustrative material that is required to support an outline planning application from location plans, site plans, parameters plans and master plans to hand-drawn perspectives and promotional material. We can produce the Design and Access Statement, Planning Statement, statutory notices and other planning and urban design material. We can also produce the art work for exhibitions including display material, explanatory leaflets, brochures, consultation questionnaires, etc.

## Undertaking community consultation

We have experience of a wide range of community consultation techniques from simple exhibitions and public meetings to full-scale community planning events and design charettes, either working on our own or in collaboration with other professionals. We liaise with the client and the local authority on the most appropriate solutions for each stage of a project and how this should evolve over time.

## Managing the application process

Many of our clients wish to manage the development plan or planning application processes themselves, overseeing the work of a multi-disciplinary team. Where this is not possible, however, we are willing to oversee the process working with the client to appoint other specialist consultants, preparing briefs for their work, liaising with them on the production of relevant material and working to produce the application documentation.

## Appeals and inquiries

We always start with the intention of creating a supportive planning policy framework or securing a planning permission by negotiation. Where that has not been possible, for whatever reason, we will prepare for and present evidence to Examinations in Public and planning inquiries. We will also submit written representations where that is more appropriate.