

NEWS



Permission Secured for New Homes in Warlingham, Surrey – Tricky Case Proves How Experience and Expertise Gets Results

Another recent case which has seen planning consent granted for 100 homes shows how the skills that Land & Brand New Homes can bring to the table produces results. And that it is possible to achieve a successful development outcome even for difficult sites.

The site: Sought after, but potentially difficult

This particular site is located on Limsfield Road in Warlingham, Surrey – an attractive semi-rural area with good links to London, the M25/M23 and high housing demand.

The site consists of sports pitches, a pavilion, parking and a small paddock all adjacent to agricultural land and open countryside – a highly desirable location for developers.

CALA Homes (South Home Counties) Ltd. came forward with a planning application for 100 much-needed new homes, and a plan to relocate the sports facilities.

The project originally commenced in January 2016 and involved an allocated site on an adopted local plan.

Key problems to overcome

Even a well thought out and sympathetic project like this – which brings many long term benefits to the community – can still be problematic. Even once the land has been acquired and plans put forward regulatory hurdles, local concerns and possible objections must all be addressed.

Fortunately Land & Brand New Homes, as premier land agents and with experience of aiding the development of land into much needed homes since 1991, are well used to dealing with these issues.

- The land sat within the district's designated green belt, posing the unique issues that this type of location involves.
- The main client of this project was a long-established rugby club. Members were naturally concerned about the sale process and how the club would be relocated.
- The deal involved not just one but three landowners overall. Each agreed to a three year window for planning permission to be granted.
- Building costs increased from approximately £120-£130 per square foot to £200 per square foot as the planning process progressed – an often overlooked issue that any good development strategy must take into account.

A solution is found – success!

As part of our service Land & Brand New Homes established clear channels of communication and utilised high levels of diplomacy.

We oversaw the design, procurement and construction of a new clubhouse, changing rooms, a bar and pitches. And we ensured that every stakeholder was satisfied with the proposals. We addressed the concerns of local residents by, for example, working on ways to alleviate matchday parking problems.

It took until August 2018 for terms to be finally agreed, and a further five years of negotiation with the council.

After an appeal process planning permission was granted. A selection of contemporary 2/3/4 bedroom houses, including 40% affordable, will be built to the high specification that CALA are renowned for. The properties should appeal to a wide cross section of the local community in a location where new housing is desperately needed.

There will also be associated infrastructure, landscaping and the all-important relocation of the sports facilities.

Key takeaways – Land & Brand New Homes delivers yet again

Limpsfield Road in Warlingham illustrates that there is no one size fits all solution with a land and new homes development. Each one is different.

This project was a perfect example of exactly why Land & Brand New Homes take a bespoke, dynamic and hands on approach to every case. And of how we work closely with our clients to develop expert planning strategies that cater for any eventuality.

After the first stages of locating and acquiring land, planning legislation and technical issues always need the greatest of care. By working closely with landowners keen to sell their land,

house builders who are looking for development projects and all other stakeholders we are able to achieve a successful outcome even for difficult sites.

Land & Brand New Homes – unique in the industry

Land & Brand New Homes have become leaders in the field – and our advice, planning strategies, brokerage and consultancy have become invaluable and highly regarded – due to our unique leadership team. We are an independent family business owned and run by accomplished property entrepreneur Bob Hilder and his wife Heather Hilder-Darling, a real estate expert in her own right.

Bringing together more than three decades of estate agency and property development expertise we take great pride in the positive relationships we have with our many clients. (Particularly important in an industry where reputation really means something.) Working closely on a daily basis with an established, experienced in-house team, Bob and Heather are well known for the way they utilise tact and diplomacy. (Talents which, in negotiations surrounding new developments today, are often sorely needed!)

Further information

If you are a landowner looking to sell surplus land, or a property company sourcing development land for sale, please contact our Land Department now to see how we can help.

Call us: 01903 692952. Email us: info@landandbrandnewhomes.co.uk