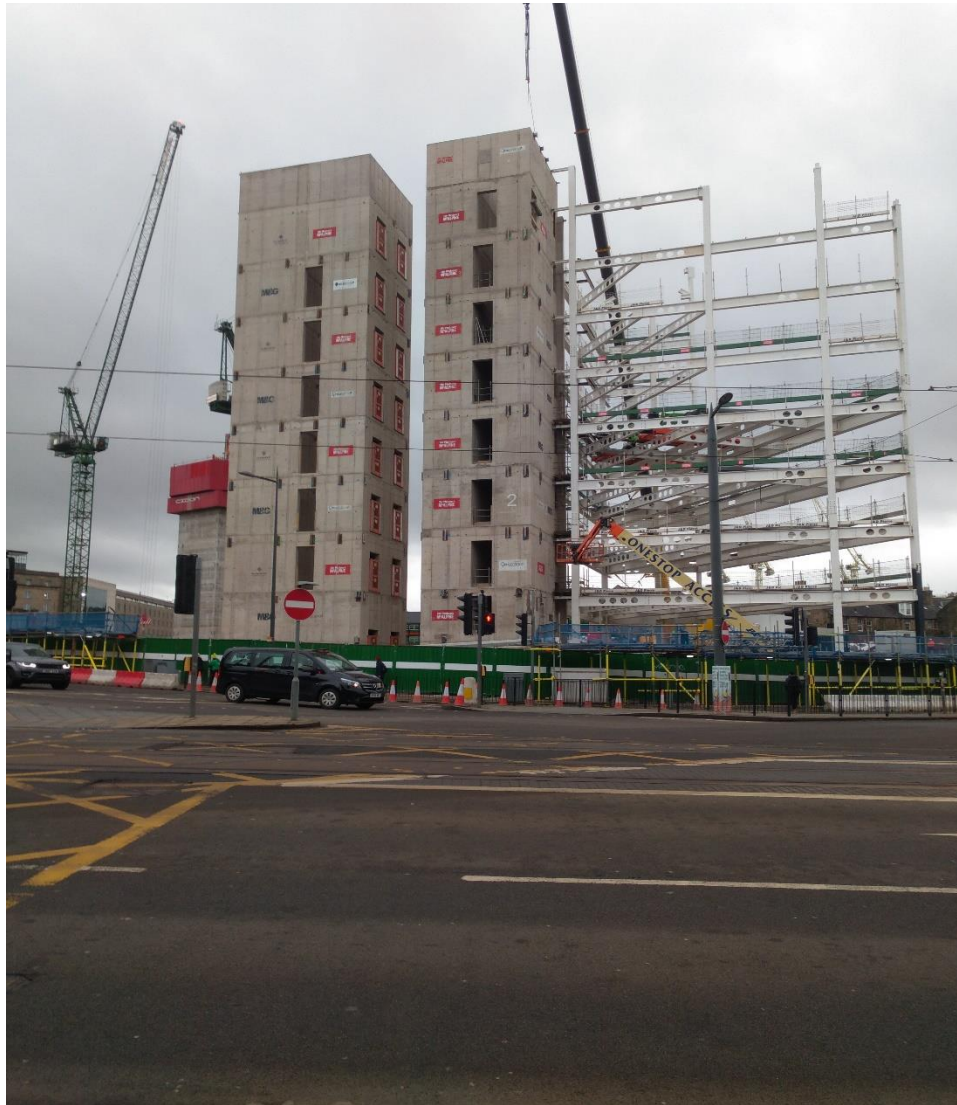


# DELIVERING BROWNFIELD LAND: CHALLENGES AND OPPORTUNITIES

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ENLIGHTENED THINKING





Allocate it and they will come?

- 10 year plan cycle
- Market-led
- Willing landowner – highest return
- Developer(s) – more difficult to deliver mixture of uses
- Finance/ viability – fundable planning consent

## Challenges (maybe):

- Site assembly/ ransom strips
- Design envelope/ issues
- Agent of change
- Ground levels
- Contamination/ remediation

## Advantages (maybe):

- Services available
- Education capacity (housing dev)
- Transport accessibility/ active travel
- Road infrastructure
- Ecology/ biodiversity gain

What can the planning authority do (better):

- Plan-making – more focus on deliverability
- Regular reviews
- Be tougher - de-allocate



What can the planning authority do (better):

- Does each site have to deliver every policy objective?
- Prioritise, especially officer time
- Awareness of width of legal powers
- Accept there are risks
- Get cooperation from other departments/ services



What can developers do (better):

- Frontload – but investment risk
- Open-ness and realism

