

Northampton Road, Brackley

## CLIENT

Private Clients

## LOCAL AUTHORITY

South Northamptonshire Council

## SCHEME DESCRIPTION

400,000ft<sup>2</sup> Business Park

## SERVICES

[Employment Land Studies](#)

[Planning Applications](#)

[s106 Negotiation](#)

[Site Appraisals, Planning Strategies  
and Advice](#)

## CASE STUDIES

[Commercial](#)

**Countryside released for major business park following effective submissions on need for local economic growth.**

We were approached to advise on the development potential of a 10ha greenfield site on the edge of a Northamptonshire town. We identified a significant imbalance between local jobs and housing. The need for business park space was all the more urgent as significant residential land releases were proposed. We justified the clients' land as the most appropriate location to meet the need on both landscape and access grounds. The subsequent application was fully justified by a comprehensive Employment Land Assessment drawing from a broad evidence base.

The Council resolved to grant permission following which discussions with the Highways Agency and County Council took place to minimise the impact from financial contributions to support relevant bus services.

The site was subsequently sold and with the benefit of this permission, consent was then granted for a Sainsbury's superstore, a 150,000ft<sup>2</sup> distribution building, hotel and 60 bed care home.

