



PROJECT PROFILE

Client: Brettenwood Investment Holdings

Location: Haslemere, Surrey

Sectors: Residential

Services: Transport Planning, Travel Planning, Sustainable Drainage

Project overview: Advice provided for a residential scheme on brownfield land where parking constraints were overcome through a deep understanding of local highway issues and vehicle movements

Added value:

- Resolution to grant after more than 10 years of planning
- New homes prioritised over mixed use development

Wey Hill, Haslemere

After more than a decade of planning, a 45-apartment residential development in Haslemere finally received a resolution to grant planning permission. Motion provided transport and travel planning advice, and conducted a services appraisal and sustainable drainage (SuDS) assessment for the Brettenwood Investment Holdings scheme.

The land was previously used for retail, light industrial and office purposes. The scheme, originally planned to be a mixed-use development, had been refused and then granted on appeal. More recently, the proposals were revised to entirely residential use. The apartments will be built on a brownfield site a short walk from Haslemere's railway station. Since overcoming parking constraints was key to getting the scheme approved, Motion had to quickly grasp an understanding of the issues related to highways and vehicle movements, using its local knowledge, network of contacts and solid experience of policy to develop pragmatic proposals.

The site benefitted from direct access to a good network of pedestrian, cycle and public transport links serving the area. Despite the planning authority's initial concerns about redeveloping the site for residential purposes, it was successfully demonstrated that the new homes would cause the least impact on local transport networks.



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