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National Experts, Local Knowledge

Urban Living



Project: Quayside West, Newcastle upon Tyne

Client: Newcastle123Ltd

Image: Faulkner Browns Architects

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We are DPP.

*An independent, nationally
recognised, director-led
planning consultancy with
offices in Cardiff, Leeds,
London, Manchester and
Newcastle upon Tyne.*

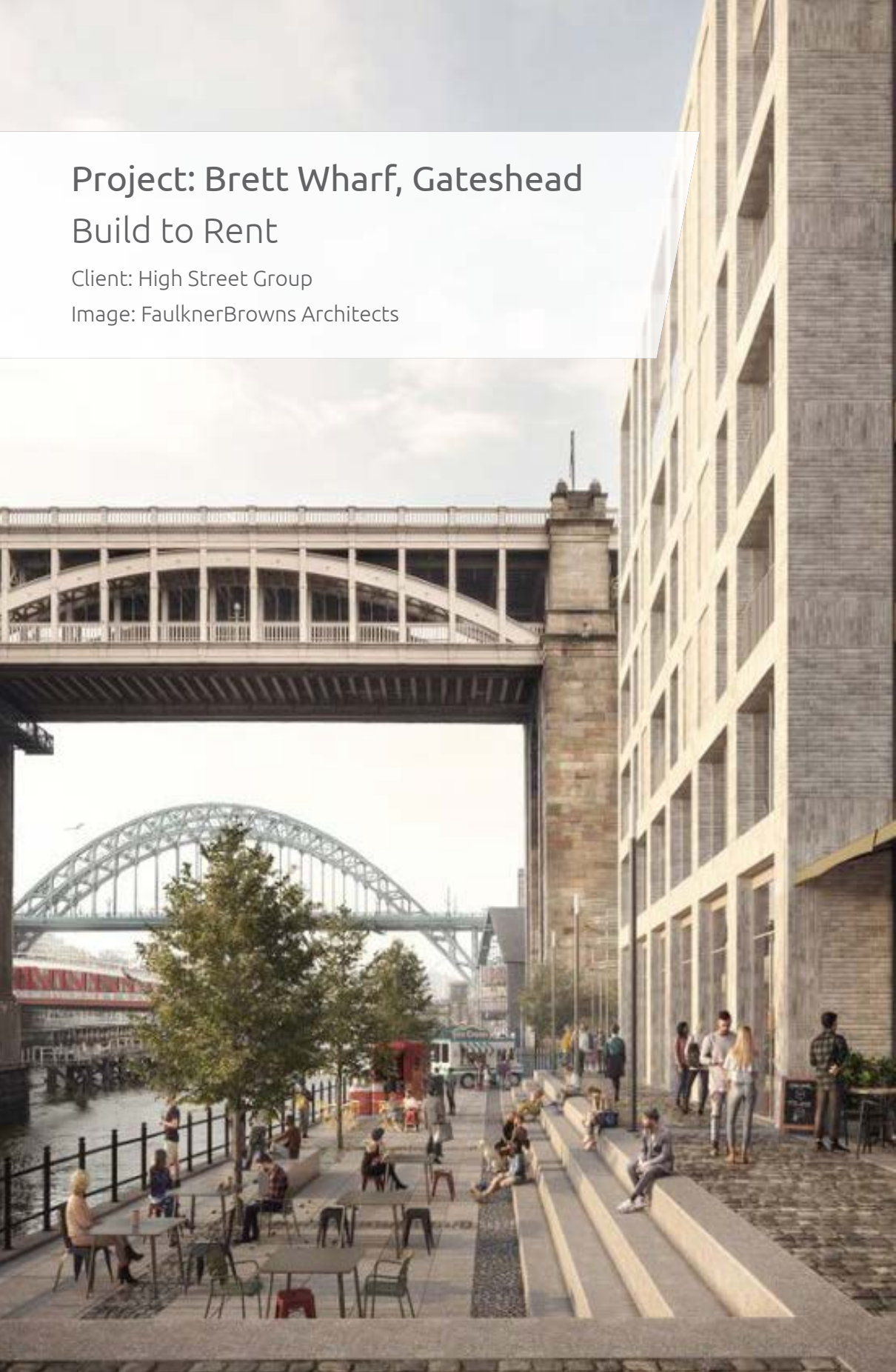


Project: Brett Wharf, Gateshead

Build to Rent

Client: High Street Group

Image: FaulknerBrowns Architects





A message from our Head of Urban Living

With a well-documented housing crisis and a national planning policy framework that directs residential development to previously used land ahead of greenfield sites, local authorities are coming under increased pressure to deliver more homes. When combined with a need to re-position and reinvent our towns and city centres and create vibrant and sustainable communities, this means a significant increase in urban residential development.

In recent years, we have seen our towns and cities begin to evolve; with out-of-town shopping centres driving footfall away from centres and the more recent emergence of online retail and patterns of flexible working, there has been a marked shift away from traditional commercially dominated zones to far more of a mixed-use offer. We collaborate with strong design teams in our work around urban living to deliver an urban environment where people want to live, in well-designed housing within a vibrant and usable public realm. Taking advantage of connections to places of work, leisure activities and local services, many of our towns and cities are seeing growth in a variety of new residential forms and typologies, from purpose-built student accommodation to modern private residential models through to emerging concepts such as co-living.

Many of our urban living projects are informed by our knowledge and experience of emerging household typologies, population projections, trends and lifestyle preferences and demand to ensure that the housing mix responds to need and the end product is commercially

Project: Bradley Court, Cardiff

Purpose Built Student Accommodation

Client: Vita Group

Image: Fielden Clegg Bradley Associates



viable. In several towns and cities, the requirements are for modern accommodation to attract postgraduates and young professionals (defined by Experian MOSAIC household typologies as 'Central Pulse' and 'Career Builders'), young families ('New Foundations') and, increasingly, older people ('Ageing Access').

Residential development in urban locations face very different challenges to the more traditional edge of centre, greenfield housing schemes. Town and city centre developments, by their nature and urban location, tend to be higher density and often take the form of tall buildings where visual impact, scale, heritage and townscape considerations have increased significance.

Challenges around ensuring residential amenity are more common in discussions with Local Planning Authorities and key stakeholders as well as balancing the provision of car parking, servicing of sites and shared public realm with quality placemaking.

Other key considerations can include the ability to introduce flexible space for ground floor local services (examples include residents' office space and coffee shops, small local food stores), wider infrastructure requirements, contaminated land and existing use values. This regularly leads to in depth negotiations around viability, affordable housing provision and leveraging external funding to meet funding gaps.

DPP Planning has an excellent track record in delivering complex and multi-faceted urban living developments across the UK. Our commercial knowledge combined with our local knowledge and drive to succeed is why we chosen to deliver challenging projects.

I hope this short overview of who we are and the work we do provides an insight into what we can achieve for you.

Jo Robison - Director and Head of Urban Living , DPP Planning

Project: Hadrian's Tower, Newcastle

Build to Rent

Client: High Street Group

Image: FaulknerBrowns Architects



Best Practice Planning

DPP has extensive experience of delivering a range of urban living projects:

- Build to Rent
- Purpose Built Student Accommodation
- Private Residential
- Co-Living

Our projects vary from the permitted development conversions to new urban quarters of cities. We advise at all stages of development from site identification and promotion to resolving complex planning issues and providing comprehensive documentation to support planning applications and appeals.

Our experience of working with individuals as well as the UK's regional and national housebuilders means we can manage the entire process of planning an urban residential development, including environmental impact, sustainability and heritage issues. We submit planning applications and make representations for residential schemes, but we do much more to ensure the best results are achieved within the prescribed programme. This often starts with appraising and scoping projects well in advance of any application being submitted. Where needed, we inform the assembly of a team capable of addressing the needs of the project before engaging with the planning authority and key stakeholders to secure early 'buy-in'.

Where it is required, we lead the public consultation on schemes and manage the responses. We ensure that we understand the project better than anybody else meaning that when we submit the application, we can address queries, and drive the project forward to ensure best value for our clients. This is why we consistently deliver results for our urban living clients.



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Bristol Street, Birmingham

Build to Rent

Client: Investin

Image: Maber Architects

DPP were appointed by the owners of the site following the approval for a scheme of private residential apartments to make it suitable for a build to rent operator.

The change in proposed tenure required amendments to the layout and appearance of the proposals, reducing the size of units and making the scheme more efficient in design terms. Located at a gateway site, the original application had been subject to a great deal of scrutiny in respect of the quality of the design and the amenity of the future residents. As such, the Council's initial reaction to smaller units and a perceived 'dumbing down' of the design raised concerns about the quality of the proposals.

DPP worked closely with the Council to educate them about the build to rent market, highlighting the nature of the offer and justifying a reduction in unit size through the provision of increased indoor amenity space. We also justified the amendments to the appearance of the scheme, balancing the desire of the council to retain quality with a need to see the site come forward.

DPP managed the planning process, working closely with the appointed architect to balance the commercial needs of the scheme with the context of the original consent. DPP also managed the viability process, successfully demonstrating that the change in tenure did not alter the ability of the scheme to make further financial contributions. DPP continue to act on the site, providing advice on further amendments to suit the operator as well as the restrictions imposed on the tenure of the units.



Fitzwilliam Street, Sheffield

PBSA | Co-Living

Client: Fusion Students

Image: Corstorphine & Wright

DPP co-ordinated and submitted a full planning application for an innovative Co-Living and Student Accommodation scheme with 850-bed spaces in Sheffield City Centre.

The proposal sought the demolition of the existing buildings on the site and construction of four new buildings. The tallest would measure up to 17 storeys in height, with three further blocks of ten, six and 12 storeys. Communal facilities including a coffee shop, social space, study space, gym, cinema, laundry and games area, dining space, party room, table tennis terrace, shared courtyard, outdoor sports area and roof terraces are proposed. A 1,600 sq ft retail unit would also be created fronting onto Fitzwilliam Street.

As one of the first co-living schemes to be developed outside of London, the proposals raised many significant planning issues, especially in respect of how the proposals were dealt with in relation to affordable housing. DPP demonstrated that the proposals would meet a unique need, catering to students as well as young professionals in a high-quality design.

DPP successfully argued that the site was positioned in a sustainable, central location with good access to city centre services and the two Universities. In approving the proposals, the Council accepted that they would act as catalyst to further development in this area of Sheffield, creating a model for future combined student/co-living schemes.



Quayside West, Newcastle upon Tyne

Mixed Use

Client: Newcastle123Ltd

Image: Faulkner Browns Architects

A residential-led mixed use development featuring 1,100 apartments, Quayside West will also incorporate a landmark hotel and up to 2,452 square metres of commercial floorspace for retail, food and drink, business and leisure with associated vehicle parking, pedestrian walkways, cycle routes and new landscaping, including public parks and open spaces.

DPP managed the planning process for the project which will create a community on the banks of the River Tyne. The proposals will serve residents and the surrounding neighbouring areas, with permission granted for facilities offering a range of uses including a cycle hub and small-scale shops including hairdressers, restaurants, cafes, offices, food stores and gyms.

Successfully addressing concerns about the scale of development proposed; the quality of design; as well as the ability of the proposals to support affordable housing and financial contributions, the development will form the newest urban landmark on the banks of the River Tyne.



Arkwright Steet, Nottingham

Build to Rent

Client: Cassidy Group

Image: Maber Architects

DPP were appointed to secure planning for 319 build to rent units in central Nottingham, one of the first in the city.

DPP secured unanimous approval for the £55m scheme in the midst of the COVID-19 pandemic at Nottingham City Council's first virtual planning committee.

The 12-storey scheme designed by Nottingham based architects Maber, is located in The Station Quarter which is the centre of the £250m Southern Gateway regeneration project which aims to create a business district around the station.

The build-to-rent scheme will provide a high-quality residential offering that compliments the changing nature of Nottingham's city centre. However, in securing the approval, DPP had to overcome challenges to the design of the scheme and viability. DPP also had to work with officers to educate Members on the difference between the build-to-rent and private residential offer, convincing them that smaller units with a greater level of amenity space was what the market demanded as well as meeting amenity standards.

Planning People

Every member of our team bring professional skills & technical expertise which we utilise on projects to deliver successful outcomes.

Director input throughout every project ensures clients benefit from our vast experience. We draw together our project teams based not just on geographical location, but on the expertise required to deliver the outcome.



Jo Robison

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Jo is DPP's head of Urban Living is a Chartered Town Planner with over 18 years' experience in Planning Consultancy identifying and promoting strategic land through the planning system for schemes of between 10 to 2000 homes and delivering complex planning consents, including Arsenal's Emirates Stadium, City Centre regeneration sites and major urban extensions.

Jo became a Director in 2019 after joining DPP's Newcastle team as an Associate Director in July 2016 and was brought in to lead the residential sector in the North East, and act on behalf of commercial developers to manage large scale residential planning applications through to a successful and viable conclusion.

Our People deliver projects with passion, openness and accountability

They focus on action, not words, on outcome not process. The single goal for everybody is delivering results for our clients.



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