



# **Planning for Public and Private Commercial Success.**

## **How Do You Do This In A Recession?**

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- profit
- income
- capital growth

### Creation of Public Benefit

- jobs
- housing
- education
- civic profile
- public well being

# Delivery Mechanisms for the Public Sector

- tax
- infrastructure
- disposal of interest
- development
- planning obligations
- CIL

## Equity v Debt

- long term
- quality
- sustainability
- partnership

- prudential borrowing
- local authority's covenant
- joint venture

- align the interests
- common culture
- shared goals

# The Role of the Planning Process in a Recession

- flexibility
- certainty
- long term vision
- attractive mix of uses
- build momentum



# The Apple Store Regent Street





# Gilly Hicks & Hollister



# Juicy Couture





# Heddon Street



# Oxford Circus Crossing







# Glasshouse Street



- aligning the interests
- long term objectives
- well funded
- common culture
- effective public procurement
- make good places!