



Planning Potential helped the clients secure consent for the redevelopment of their redundant warehouse to create a mixed use scheme incorporating 39 flats and 2200 square metres of flexible commercial floor space.

The site, in the Blackfriars Opportunity Area, comprised poor quality warehousing formerly used by Colorama for the distribution of photographs, prior to the onset of digital cameras. The Council's policy required full retention of commercial floor space in a redevelopment scheme, and the challenge was to provide a design that allowed replacement floor space but enabled residential development. Planning Potential worked closely with Alan Camp Architects and the client team to provide a building that ticked all the policy boxes, optimised the use of the site, and delivered an excellent design.

The scheme incorporated set back penthouse flats at the 8th floor. We confirmed through a series of verified views the proposal would not have an adverse impact on the adjacent conservation area. The scheme was considered by the Council's Design Review Panel.

Affordable housing was provided in a tenure blind scheme, resulting in a scheme that incorporates 3 floors of commercial floor space, including at basement level, and 6 floors of residential floor space. A car free scheme was agreed based on the highly accessible location.

Summary of achievements

- Advised on Policy
- Promoted the scheme at the Design Review Panel
- Held an exhibition to consult local residents
- Prepared the application submission
- Presented at Planning Committee

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