



Planning Potential



Introduction

Planning Potential has a wealth of experience in providing planning advice for bespoke residential schemes across London and beyond – we know this sector inside out and we are passionate about it.

This experience is reflected in our achievements. Our team has successfully supported numerous projects in Central London, including the Royal Borough of Kensington and Chelsea, Westminster and Camden.

Our skilled and knowledgeable team has a strong track record in gaining planning permission and listed building consent on a variety of challenging sites – projects like this are a key part of our world.

We are adept at tackling buildings of historic significance – whether they be located within a conservation area or are listed buildings, and can deliver solutions to planning challenges with enthusiasm, creativity, drive and positivity. We know what works and what doesn't.

Our team



5 reasons to choose us

1

Our core skill set is delivering planning solutions

First and foremost we are planning specialists who are delivery-focused. We live and breathe planning and our approach is underpinned by our experienced, knowledgeable, ambitious and bright members of staff.

2

We know the landscape

By utilising our thorough understanding of local authority demands and constraints, as well as the intricacies of local and national policy, we have successfully supported challenging projects, overcoming obstacles and helping to get planning applications over the line.

3

Our experience

Our approach has been honed and shaped over ten years across the public and private sectors. We can use this experience to benefit your project.

4

We get it right

We excel at managing the application process, writing high quality statements and liaising with various members of the project team to make sure the submission pack is comprehensive and compelling.

By addressing all the issues upfront, we increase the chances of a swift approval.

5

An extension of your team

We will give you the objectivity you want from an external consultancy, but we will also become an integral and supportive part of your team.

Alongside your chosen architect, we are able to work with you from the feasibility stage, through the planning process, advising on specific requirements along the way.

What our clients say

Don't just take our word for it. A few of our client testimonials are below.

"I have worked with Planning Potential on several projects for large dwellings in RBKC and Westminster. They bring commitment, valuable knowledge and a professional approach to all projects. They understand their clients and drive projects forwards in short timescales, paying attention to detail and bringing a sense of fun to every instruction."

Andrew Langridge, Chelsea Construction

"The team at Planning Potential have worked extremely efficiently and effectively in dealing with our mews house planning permission and Westminster Council. From our initial consultation through to successful completion of the appeal process Planning Potential have made the journey straightforward and stress-free. I would have no hesitation in recommending them to anyone seeking planning advice."

Private Client, London Borough of Westminster

"Planning Potential has assisted us with applications for works to our family home since 2015. They have understood our family's requirements and been efficient and delivered a prompt service. Whilst not an entirely smooth project, PP was on the ball throughout and moved promptly to deal with matters as they arose. It assisted that they had such a beneficial relationship with the LPA."

Private Client, London Borough of Camden

"We have worked with Planning Potential on perhaps the most contentious development of our careers. Through every obstacle Planning potential has provided solutions and reassurance. They have worked tirelessly over contractual obligations to ensure success and did not hit us with additional or unexpected fees, understanding that our budget was restrictive. We now have planning permission and cannot sing the praises of Planning Potential and the team enough."

Ashley Hammond, Hammond & Hammond Ltd

"The Planning Potential team took on a challenging development project at a critical stage, and brought a considered and thorough approach to deliver a complex listed building consent."

Private Client, London Borough of Southwark

"It's been a pure pleasure working with such an amazing and professional team."

Private Client, RBKC







Swift permission for Grade II-Listed modernisation scheme

We secured consent to extend and update a large Grade II-Listed Building in a conservation area, to make it more suitable for modern living, whilst retaining many of its historic features. The project involved substantial demolition and the construction of new extensions across three storeys. The application didn't prompt any objections and was approved by council officers within the eight-week timeframe.

Royal Borough of
Kensington & Chelsea



Overcoming neighbours' concerns to enable the extension of a villa

Although our clients' refurbishment scheme involved the demolition of a 1960s extension and its replacement with something more akin to the original villa, the plans originally met with considerable opposition from neighbours. Addressing residents' concerns through a programme of consultation and engagement, we eliminated the need for the proposals to be considered at committee and obtained consent from planning officers.

Royal Borough of
Kensington & Chelsea



Maximising the development options for a Grade II-Listed property

Having previously secured planning and listed building consents to enable the extension and addition of a basement to a Grade II-Listed residential property, we were subsequently instructed to seek permission for a further rear extension. When our extension application, to create a first-floor garden room, was refused by the council on detailed design grounds, we successfully appealed the decision, whilst also securing permission for a revised application – to maximise the options for our client.

Royal Borough of
Kensington & Chelsea



Collaboration with architects and engineers enables redevelopment of derelict property

When the original application to redevelop a derelict building was refused because of concerns about the structural integrity of a basement, we were able to work with the scheme engineers and architects to refine the scheme, address the issues and secure consent at appeal.

Royal Borough of
Kensington & Chelsea

Recent achievements



Permission obtained to extend and redesign the rear elevation of a mews property

An application to extend a mews house had initially been refused because a proposed dormer extension was considered too bulky and contrary to policy requirements. We subsequently put forward a compelling case to the Planning Inspectorate, demonstrating that the extension would not be a visually obtrusive addition to the street scene, nor would it impact upon the conservation area. The appeal was allowed and permission was granted.

London Borough of Westminster



Permission secured for a significant extension programme to a substantial family dwelling

Through a series of pre-application meetings and careful discussions with the council, we were able to secure planning permission for significant extensions to a family home. The property is located in a conservation area and we secured permission for extensions at lower ground, ground and first floor levels, as well as for a number of alterations to the fenestration and roof.

London Borough of Westminster



Demolition, extension and alterations works to a Grade II-Listed property

We secured permission for the demolition and replacement of part of an existing dwelling, to allow for new extensions, internal alterations and refurbishment works. Issues raised by neighbouring residents were successfully addressed to gain a positive decision at planning committee. We also overcame the threat of a judicial review, ensuring the required consents were reconfirmed.

London Borough of Camden



Extension and conversion of a property to provide three contemporary apartments

This locally-listed Georgian terrace was located adjacent to a Grade II-Listed building overlooking a public park and so was of historic value. We engaged with the council from pre-application stage and worked closely with local groups and residents' associations to successfully reduce opposition to the scheme. Several technical issues were addressed through the process and the application met all relevant standards and planning policies. The planning officer's recommendation to approve the scheme was upheld at planning committee.

London Borough of Camden

