



Planning Potential has worked with the popular and vibrant Élan café chain since its inception in 2017, advising on a range of planning matters.

Élan has emerged as one of the most popular and exciting recent additions to the Central London café scene, with over 211,000 Instagram followers. The chain leads the way in colourful and animated retail design, and Planning Potential has played a key role in establishing the first three Élan cafés at locations in Mayfair, Knightsbridge and Soho.

Planning Potential advises Élan on a range of planning matters, including changes of use, outdoor seating and shopfront design, working closely with Élan's architecture and design team. We have obtained a range of planning permissions for outdoor seating and shopfront alterations. We also regularly undertake site appraisals, reviewing potential retail sites and assessing their ability to accommodate the expansion of Élan's retail portfolio.

Planning Potential has also recently obtained a flexible change of use consent in Park Royal (London Borough of Ealing), allowing Élan to utilise an existing industrial unit for its commercial food preparation.

Summary of achievements

- Undertaking site appraisals.
- Preparation, coordination and monitoring of planning applications.
- Provision of planning advice to client and wider design team.

Planning Potential Ltd
Magdalen House
148 Tooley Street
London SE1 2TU
T: 020 7357 8000