



Acting on behalf of Gralaw Ltd, Planning Potential and Communications Potential secured a resolution to grant full planning consent for the construction of a residential-led, mixed-use scheme comprising 58 dwellings and 890sqm of commercial floorspace (Use Class E) for a site on Woolwich Road, Royal Borough of Greenwich.

Members of the Royal Borough of Greenwich's Planning Committee resolved to grant permission, subject to the completion of a Section 106 Agreement, in July 2022.

The site comprised 0.24ha of brownfield land occupied by Speedy Hire, a construction plant hire company providing tools, plant and specialist equipment for hire (Use Class B8). The site presented an exciting opportunity to optimise and redevelop a prominent small site in a well-connected, sustainable location.

Planning Potential were initially instructed on the project back in summer 2020 to undertake a detailed planning appraisal. Once the development potential of the site had been established, Planning Potential engaged with the Council in order to discuss the principle of development. Given the site's existing employment use, Planning Potential were required to demonstrate that there was no appetite for a wholly employment scheme and were instrumental in leading discussions with the Council to agree that a residential-led scheme would be appropriate.

The scheme was subject to a Planning Performance Agreement and Planning Potential guided the application through a comprehensive planning and design process including:

- Pre-application discussions with the Royal Borough of Greenwich and a number of stakeholders including RBG Housing
- Several design workshops with the Royal Borough of Greenwich
- Detailed examination at two design review panels by an independent design forum

Planning Potential worked very closely with the architects, and the team of technical consultants, to create a scheme which maximised the sites benefits including the provision of residential and commercial uses, affordable housing, podium roof garden and second roof terrace, informal play space, sustainable technologies, biodiversity enhancements, landscaping and public realm improvements.

Specifically, Planning Potential worked closely with a number of key stakeholders to agree a scheme of public realm improvement works to Dandridge Close, opening up an underused close to create a mews environment and welcoming shared surface for the benefit of both future and existing residents.

Throughout the application process, Communications Potential led a comprehensive programme of community engagement to ensure both residents and local stakeholders, including the Greenwich Society, were kept up to date with the evolving proposals and had the opportunity to provide feedback.

Summary of achievements

- Initial assessment of site prospects
- Clear advice on the strategy required to secure planning permission
- Project management of the process and consultant team
- Preparation of compelling evidence to support the application
- Full co-ordination and submission of the planning application
- Negotiation / Liaison with the Local Planning Authority
- Securing a resolution to grant planning permission

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