



Acting on behalf of Gralaw Ltd, Planning Potential and Communications Potential secured planning consent for the construction of a residential-led, mixed-use scheme comprising 58 dwellings and 89- sqm of Class E floorspace for a site on Woolwich Road, in the Royal Borough of Greenwich.

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

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

- Pre-application discussions with RBG and stakeholders including RBG Housing
- Several design workshops with RBG
- Two Design Review Panels by an independent Design Forum

Planning Potential worked very closely with the architects, and 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 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.

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