



Acting on behalf of our client Avon Freeholds Ltd, Planning Potential secured planning permission for the creation of eight new flats through the upward extension of the existing residential blocks at Cresta and Hill Court, Ealing.

The site sits within a Conservation Area and therefore the development needed to be a well-considered form of development, which was a result of an iterative design, and heritage-led approach. Due to the nature of the proposals involving the extension of the existing residential blocks, a carefully considered comms approach was led by Communications Potential. Engagement with residents allowed the client to alleviate concerns and ensure that their comments were taken on board.

Planning Potential advised and collaborated with a comprehensive team of technical consultants to submit a thorough and acceptable planning application.

The proposals respond directly to national and regional planning policy, seeking to deliver new housing through upward extensions of existing residential blocks, in a sustainable brownfield location. The proposals will make a useful contribution towards local housing targets and local housing needs. Additionally, the existing facilities at the site are enhanced through the proposals, including the expansion of the waste storage on site, as well as the cycle parking offering on site.

Planning Potential successfully liaised with Officers at Ealing Council through the determination period to secure planning permission under a delegated decision subject to a payment in lieu for affordable housing contributions.

## Summary of Achievements

- Review of planning strategy and clear advice on the best approach
- Project management of the process and consultant team
- Full co-ordination and submission of the planning application
- Negotiation / Liaison with the Local Planning Authority
- Securing full planning permission under a delegated decision

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