

Land to the rear of Avery Hill Road

Royal Borough of Greenwich



On behalf of our client, planning permission was secured following unanimous approval at Greenwich Planning Committee for three new family-sized dwellings on a backland site, despite local objections. The site comprised vacant land, and in line with National, Regional and Local policy, the development efficiently utilises a small site to contribute to local housing targets.

Planning Potential and the project team collaborated closely with officers through two detailed pre-application stages. By adopting a collaborative approach with the project team, we successfully alleviated concerns raised due to the constrained nature of the site.

The project was particularly complex due to its planning history, having been subject to two failed planning applications and subsequently two dismissed appeals. We worked hard with the project team to overcome all matters of concern raised in the appeal, to ensure a scheme was presented which met with the Council's planning policies. We prepared a robust case to illustrate how the character of the area had changed, and to demonstrate how this scheme did not constitute overdevelopment (which was a key concern previously). The proposals come forward as the result of a design-led approach, which responded to the surrounding character of Avery Hill Road to create a traditional, sustainable and high-quality development. The houses provide spacious living accommodation and generous gardens, whilst ensuring robust separation distances are met to protect existing neighbouring amenity.

Summary of Achievements:

- Planning strategy advice
- Management of the pre-application process
- Project management and full co-ordination and submission of the planning application

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- Negotiation / Liaison with the Local Planning Authority
- Unanimous approval at Greenwich planning committee