



People

Sally Arnold

Associate, London

London



Sally is knowledgeable, engaging and thorough. As someone who pays exceptional attention to detail, she manages planning projects of all sizes and complexities.



BA (Hons) Geography & Archaeology – University of Manchester

MPLAN Masters Planning – University of Manchester

Member of the Royal Town Planning Institute

Associate Member of the Institute of Environmental Management & Assessment

Sally has over 10 years' experience working in the Private sector on behalf of developers, private clients and retailers. She has an excellent track record at providing clients with succinct advice on the prospects of securing planning permission for a range of uses across all sectors. Recently, she has successfully advised a private client on the processes to take when navigating the complex 'Para 79' route on a site in a Cotswolds Area of Outstanding Natural Beauty (AONB). The application was approved within 6 and half weeks under delegated authority, and the scheme was labelled by the Council as being 'truly outstanding and innovative', reflecting 'the highest standards in architecture'.

Sally has worked on a wide portfolio of projects across the country, including residential, pubs and retail and has experience of dealing with complex heritage and enforcement matters. Sally also specialises in dealing with large dwellings, particularly in the Royal Borough of Kensington and Chelsea, Westminster and Camden.

Sally prepares planning applications for a broad range of clients – handling large development projects and individual schemes. She has been involved in numerous developments that have been complex and challenging – all of which have benefited from her meticulous project management skills.

Prior to joining Planning Potential in 2012, Sally worked for a chartered surveying practice in both their Sustainability and Planning teams.

Outside of work, Sally likes spending time with her husband, and little boys Fred and Charlie (who keep her on her toes!) She loves spending time outdoors and can be found walking, cycling or running (mostly after the kids). She is a keen traveller and loves exploring, whether in the UK or abroad.

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