

# Watermeadow

## A stalled council-owned site in London

Client: Mount Anvil  
Location: Hammersmith & Fulham  
Sector: Urban development

### SERVICES

PROJECT MANAGEMENT

PEER REVIEW

DESIGN OPTIMISATION



“Tim led the process end-to-end: briefing, procuring and managing the professional team to prepare and submit consecutive planning applications. This proactive planning strategy successfully positioned the project to start on site quickly, turning a long-standing stalled site into a deliverable regeneration scheme.”

### REBECCA HAYDEN-SKINNER

Development Director at Mount Anvil

### CONTEXT

A stalled council-owned site in London, previously cleared for regeneration, had become a vacant, contaminated eyesore in the local landscape. Although it benefited from an existing planning permission, the scheme had failed to progress.

### APPROACH

Tim's first step was to undertake a comprehensive scheme audit to unlock value and deliverable housing, while fast-tracking the programme to get construction underway. By reviewing historic consultee comments, opportunities were identified to enhance the scheme, including introducing an additional core to reduce the number of homes per core in line with London Plan requirements. This also enabled a higher proportion of dual-aspect homes whilst helping to deliver an alternative housing mix. Further refinements to building footprints and carefully adjusted heights increased the net saleable floor area, without significantly altering the original massing or vision.

### OUTCOME

Tim led the process end-to-end: briefing, procuring and managing the professional team to prepare and submit consecutive planning applications. This proactive planning strategy successfully positioned the project to start on site quickly, turning a long-standing stalled site into a deliverable regeneration scheme.

### Transformation in numbers

266

TOTAL HOMES

48

ADDED HOMES

+12%

ADDED VALUE

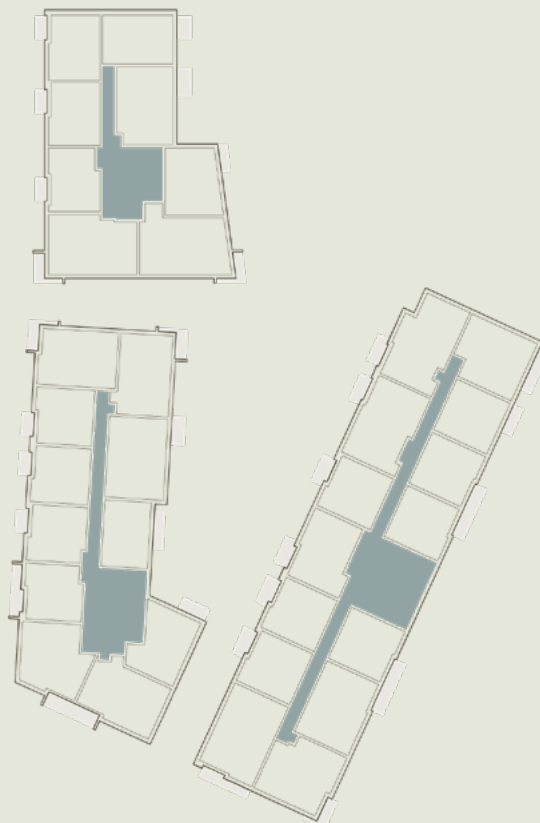
Ground floor

BEFORE



First floor

BEFORE



AFTER



AFTER

