



## EXPERTS IN GREATER LONDON PLANNING & DEVELOPMENT

## PLANNING & DEVELOPMENT

Gerald Eve's planning and development advisory business is one of the most respected in the UK. Consisting of over 100 professionals, we are one of the only fully integrated planning and development teams in our industry. The vast majority of the team are based in London, working on some of the largest and most complex projects across Greater London.

Advising on more than

**50,000**

residential units

Acted for

**50%**

of London First's property  
and housing members

Advising on more than

**7 million**  
sq ft

of BTR schemes  
(c.10,000 units)

**15 million**  
sq ft

of commercial  
floorspace approved

**£12.5 billion**

gross development  
value

Active on policy  
discussion and  
formulation through  
GLA, NLA, London First  
and Centre for London  
engagement

## OUR GREATER LONDON CLIENTS

**Aitch**  
GROUP

**ALDAU**  
DEVELOPMENT

**ANTHOLOGY**  
Bedrooms London

 **BANK OF ENGLAND**

**Berkeley**  
Group

**CASTLEFORGE**  
PARTNERS

**Fabrix**  
LONDON

**Galliard**  
Homes

**GREATER**  
**LONDON**  
AUTHORITY

**HUB**

**HS2**

Keystone | London

**Kingston**  
**University**  
London

**LAND ACQUISITION**  
LONDON

**CROYDON**  
**COUNCIL**  
[www.croydon.gov.uk](http://www.croydon.gov.uk)

**ENFIELD**  
Council

**Havering**  
LONDON

**Lewisham**

**TOWER HAMLETS**

**MOUDEN COLLEGE**  
Moulden College

**Peabody**

**pocket**  
living

**Romulus**

**STANHOPE**

**Taylor**  
**Wimpey**

**TRANSPORT**  
FOR LONDON

**U+i**

**urbanest**  
student accommodation


**Westfield**

**yooCAPITAL**



## YOUR INTELLIGENT ADVISOR

Gerald Eve is recognised among the UK's leading experts in planning and development. Our clients look to us to help them realise or improve asset value.



One of the largest fully integrated planning and development teams in the sector

Deep understanding of the entire planning system

Harnessing imaginative strategies and a tenacious approach to optimise outcomes

Agile, flexible and adaptable to changing policy and legislation

Detailed analysis and management of planning risk

Commercially-minded development strategies and viability appraisals

Active engagement in policy debate, informing government departments, local government and business organisations

## SERVICE OFFERING

Our planning and development team has a fully integrated service offering, including:



Acquisitions and disposals



Affordable housing



Compulsory purchase



Development agreements



Development plan / policy advice



Expert witness



Due diligence



Financial viability assessments



Planning applications / appeals



Portfolio management / advice



Project management



Public sector



Regeneration



Valuation

**Corporates:** We advise major corporates, providing advice on both expansion opportunities as well as securing change of use, consolidation and exit from brownfield sites.

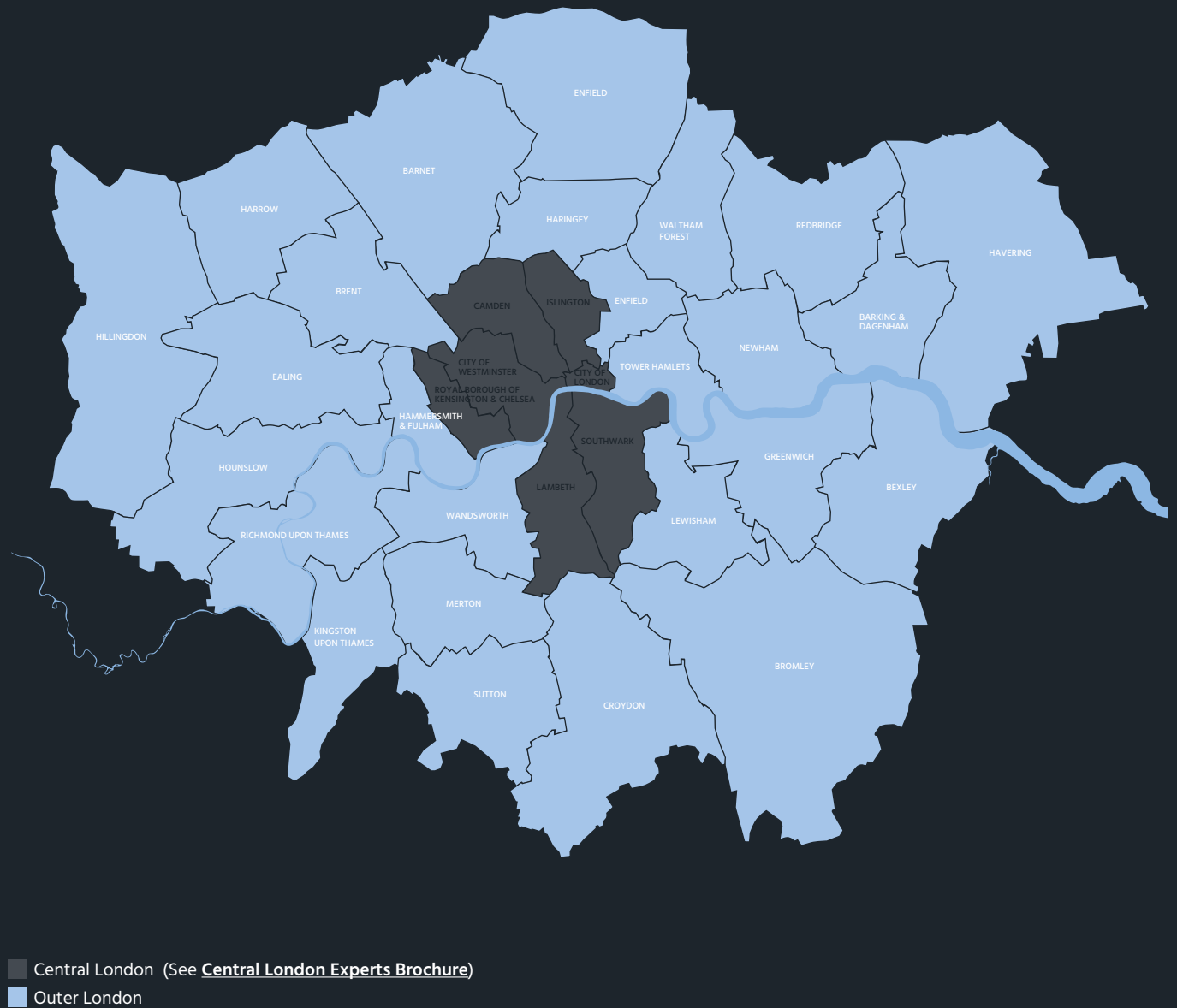
**Developers:** We work with national mixed use developers, housebuilders and specialist/niche enterprises to help identify and optimise sites.

**Public sector and registered providers:** We partner with and advise a number of government departments, local authorities, public bodies and housing associations to ensure 'best consideration' and value are secured for the public sector.

**Land owning institutions and private wealth:** We represent many significant landowners and Landed Estates, for whom we secure optimum planning permissions, often as part of Estate wide strategies.

**Funds:** We support fund managers to ensure their assets are optimised with appropriate short, medium and long-term strategies.

# GREATER LONDON CASE STUDIES





**Client:** Ecoworld London  
**Project:** Barking Wharf Phase 1  
**Location:** London Borough of Barking and Dagenham

**Service:** Financial Viability | **Sector:** Residential

### **The Challenge**

Gerald Eve was instructed by EcoWorld London (formerly be:here) to provide financial viability advice in support of a planning application to redevelop Abbey Retail Park (South) in the London Borough Barking and Dagenham. The resulting 600-unit scheme will be known as Barking Wharf.

The Scheme proposed a 100% Build to Rent development and, as such, had to be designed specifically for the rental market with the tenant in mind. The proposals included all bedrooms being equal sizes, benefitting from an en-suite bathroom, with user experience, amenity space, community and service provision central to the plans with our client keen to secure long term income from the rental stream.

### **The Solution**

Gerald Eve's viability case was that in lieu of any form of traditional Affordable Housing, the proposed rental levels enable the scheme to deliver a greater proportion of units that are affordable to Londoners earning within the Mayor's income thresholds at the time of our advice.

### **The Results**

The application was subject to a period of consultation with the Local Authority and the GLA before the proposals were granted planning permission with 0% Affordable Housing by the London Borough of Barking and Dagenham who were in agreement with Gerald Eve's viability case. Gerald Eve has also been providing financial viability advice for Phase 2 of Barking Wharf.



**Client: Anthology**  
**Project: Amex House**  
**Location: London Borough of Brent**

**Service: Financial Viability / Affordable Housing | Sector: Residential**

### **The Challenge**

The Development Team has had a long history with this site, originally advising Anthology Group on the redevelopment and financial viability of the site as part of the planning process. The scheme involved the redevelopment of the former Council offices, Amex House, delivering a residential-led development of 195-units and associated landscaping and placemaking in the surrounding areas.

Following a successful planning application and associated viability case, the Affordable Housing Team were instructed to advise Anthology Group on the disposal of the affordable housing which was set to be delivered, comprising a mixture of both Social Rent and Shared Ownership.

### **The Solution**

We provided Anthology with affordable housing disposal advice and led the marketing and tendering process to dispose of 79 affordable housing units. The process generated significant interest from the Registered Provider sector. We led the assessment process which included an interview with each shortlisted party and made recommendations to Anthology Group on the preferred bidder, based on both their financial and management performance.

### **The Results**

The selected Registered Provider, Home Group, acquired 79-units, representing 40% affordable housing across the Site. The scheme also obtained the benefit of a Greater London Authority grant through the developer led route and was one of the first schemes to access this new funding stream.





**Client:** Castleforge Partners  
**Project:** Bromley Town Hall  
**Location:** London Borough of Bromley

**Service:** Financial Viability | **Sector:** Hotel / Offices / Residential / Leisure

### **The Challenge**

On behalf of Castleforge Partners we advised on the financial viability of the proposed redevelopment of the Old Town Hall and neighbouring South Street car park in central Bromley. The development will see the Old Town Hall building extended and converted into a 24-bed hotel, a café/drinking establishment and co-working office space (871 desks). The adjoining car park will be redeveloped to deliver 53 residential units, all of which will be private.

### **The Solution**

We advised on financial viability for the scheme, which will restore the Grade II Listed Old Town Hall building, removing it from the At Risk register. An enabling development case for a 100% private residential development on the car park was accepted by the London Borough of Bromley in order to subsidise the Old Town Hall restoration.

A number of packages of works for the Old Town Hall redevelopment were already procured at the time of our Financial Viability Assessment and we worked successfully with Castleforge Partners and their appointed cost consultant to factor these contract sums within our assessment.

### **The Results**

The redevelopment was unanimously approved by the Council at committee. We are continuing to advise Castleforge Partners on S106 and review matters for the scheme until completion.



**Client:** HUB Group  
**Project:** Former Taberner House Site  
**Location:** London Borough of Croydon

**Service:** Planning / Financial Viability / Affordable Housing | **Sector:** Residential / Offices / Retail

### **The Challenge**

Gerald Eve was instructed by HUB Group to provide planning, financial viability and affordable housing consultancy on proposals for a significant residential-led redevelopment of this key site in the heart of the centre of Croydon.

Taberner House, formerly Croydon Council's headquarters, became vacant when the Council moved into Bernard Weatherill House, its brand-new offices adjacent to the Town Hall.

A complex site, which had been subject to a series of failed schemes and proposals by other developers as a result of political intervention, HUB entered into an agreement with Croydon's Estate Team to bring forward regeneration proposals for Taberner House.

### **The Solution**

The proposals for the redevelopment comprised 514 residential apartments, in four towers rising up to 35 storeys, alongside ground floor flexible retail and commercial space. The scheme would also enable the remodelling and upgrading of one of Croydon's most important open landscaped spaces, The Queen's Gardens.

Gerald Eve devised and led an intensive pre-application programme to engage Officers and Members as well as a range of stakeholders to avoid the previous interventions that had halted the site's redevelopment.

### **The Results**

Following a targeted programme of pre-application engagement, Gerald Eve oversaw the preparation and submission of the planning application which included a Financial Viability Assessment as well as an Environmental Impact Assessment. Planning approval was successfully granted with the whole programme taking just 3 months.



**Client:** London Borough of Croydon  
**Project:** Financial Viability in Planning Advice  
**Location:** London Borough of Croydon

**Service:** Financial Viability / Expert Witness | **Sector:** Residential

### **The Challenge**

Gerald Eve is one of Croydon Council's leading financial viability in planning advisors. We are instructed to undertake a range of viability related projects including reviewing proposed development schemes submitted by applicants (FVA Reviews); undertaking viability assessments for the Council as applicant; and advising with regard to setting area wide planning policy. Recent schemes include Queen's Square Phase 2, Leon Quarter, The Edridge and a borough-wide viability assessment of the Local Plan affordable housing and Community Infrastructure Levy (CIL) policies.

### **The Solution**

We employ a rigorous approach to all our viability related work. When instructed to advise on individual developments, we review the applicant's FVA Report and, where necessary, liaise with them to fully analyse their approach. In addition, we undertake our own assessments to ensure that all of the inputs used are reasonable. Benchmark Land Value (BLV) is important to assess in detail in Croydon due to the varied land uses and values across the borough. As such, as part of our FVA Reviews we undertake full BLV assessments. This was particularly pertinent in our Local Plan Viability Review land value assessments which were undertaken for the 65 typologies representative of the different development sites across Croydon.

A typical FVA review will include an assessment of all cost and value inputs in order to undertake our own independent viability appraisals. Following this we seek to reach agreement with applicants on the level of affordable housing that should be provided in each scheme. This then informs S106 agreements between the applicant and the Council, in which we are able to advise on viability review mechanisms.

### **The Results**

Gerald Eve has provided financial viability and property advice to Croydon Council for nearly 20 years. Since 2015 we have successfully advised on development schemes comprising a total of approximately 4,500 residential units, along with providing significant input into Croydon planning policy and the Local Plan.

**Client: Galliard Homes**

**Project: Quayside Quarter (Former Honey Monster Factory)**

**Location: London Borough of Ealing**

**Service: Financial Viability / Affordable Housing | Sector: Residential / Offices / Community**

### **The Challenge**

We were instructed to advise on the Financial Viability Assessment (FVA) for planning purposes for the proposed redevelopment of the former Honey Monster factory site in Southall to determine the maximum reasonable quantum of affordable housing determined financially viable. The proposed scheme comprises a planning application for 1,997 residential units and over 300,000 sq ft of commercial floor space, including a creative community hub.

The site comprises the former Honey Monster factory extending to 14.83 acres (6.07 hectares) and is located in the London Borough of Ealing, approximately 500m from Southall Railway Station. The surrounding area of the Site comprises land previously in commercial/industrial uses subject to redevelopment for residential. The area is currently, and has been, subject to significant change and regeneration in recent years with numerous schemes under construction, partly as a result of the introduction of Crossrail to the area.

### **The Solution**

We were able to produce an FVA which determined the maximum reasonable level of affordable housing and planning obligations considering all scheme characteristics. Bespoke financial appraisals and sensitivity analysis were provided to ensure that the approach was robust.

Our affordable housing specialists provided a valuation of the proposed affordable units to support the FVA and affordable housing advice in relation to the Section 106 agreement negotiations.

### **The Results**

We were able to work closely with the developer throughout the planning process to support the viability discussions, whilst adhering to the most recent viability guidance. Gerald Eve provided support through to the planning consent and advised on the Section 106 negotiations post-planning.

The application was one of the largest detailed applications in recent history to be submitted in the London Borough of Ealing.





**Client: ALDAU Developments**  
**Project: 4 Portal Way**  
**Location: London Borough of Ealing**

**Service: Planning / Financial Viability / Affordable Housing | Sector: Hotel / Offices / Residential / Retail**

### **The Challenge**

Gerald Eve's Planning & Development teams were instructed to provide planning, financial viability and affordable housing advice in relation to the redevelopment of an existing Holiday Inn site. The proposals comprise two linked buildings of 45 and 55 storeys, including 702 residential units of which 196 will be affordable, a hotel, flexible workspace, a restaurant and retail.

The site is constrained by the A40 and adjacent land ownerships and the proposals needed to optimise the site for housing whilst retaining the existing hotel use. The scheme offered several challenges, including townscape, mix of uses, and the affordable housing mix and tenures being delivered on site.

### **The Solution**

We have a long and successful track record of working in Ealing as well as directly for the Council and were able to utilise our relationships with officers to get early feedback on the proposals. From a planning perspective, Gerald Eve proposed that the commercial uses provide activation and animation at ground floor level whilst lifting the residential elements allowing spectacular views across west London.

The Development Team provided a robust financial viability assessment to support the planning application and the proposed affordable housing offer. The assessment demonstrated the particular economics of the scheme which the Gerald Eve team put forward to officers holistically. Further work was also undertaken to negotiate the commuted sum payment.

The complexity of the project meant that our Affordable Housing team had to approach the marketing process for the affordable element in a bespoke way. Rather than a formal launch we spoke informally to parties we had identified as likely being interested. Following this, we met those who had expressed an interest to present the project in greater detail. This allowed us to understand the approaches and formulate a solution that would suit both bidder and client.

One key concern was the predominance of shared ownership in a high-rise building. Risk sharing on the intermediate housing with a flexible pricing mechanism depending on tenure was a key route to unlocking this issue. Minimum and maximum amounts of shared ownership and intermediate rented homes were also agreed in the Section 106, with the ability to switch between tenures with no further planning sign off required.

### **The Results**

Planning permission was achieved for one of the tallest residential towers in London. The permission provides a combination of onsite affordable homes and a sum in lieu contribution.

Our approach to the affordable housing agency manifested in a base price being agreed with the Developer, with 'overage' payments for any units that are converted to shared ownership from intermediate rent.

On this basis we were able to identify a preferred partner and initial legal negotiations in respect of a disposal have now commenced.

**Client: London Borough of Enfield**  
**Project: Meridian Water**  
**Location: London Borough of Enfield**

**Service: Development Consultancy | Sector: Residential / Offices / Education / Leisure**

### **The Challenge**

Meridian Water is a £6bn regeneration project, which will deliver 10,000 homes and thousands of jobs to Enfield, North London, over the next 25 years. The Client, the London Borough of Enfield, is leading the project as Master Developer, with the ambition of creating a place which becomes a destination for living, employment, leisure and entertainment. The Council required support and advice relating to the ongoing strategy for delivering the Meridian Water scheme.

### **The Solution**

Gerald Eve is acting as Commercial and Property Advisor to the Council advising on various strategic and commercial matters, in particular in relation to alternative residential sectors. This includes Build to Rent, Co-Living, Purpose Build Student Accommodation, and Senior Living.

We are responsible for ensuring that the Council achieve best value for each opportunity while ensuring their goals for the entire scheme are met in relation to social value, design, sustainability, regeneration, placemaking, and estate management.

### **The Results**

Working with the Council and wider professional team, we have been able to streamline the project programme and help bring forward the plots in the most time, and cost-efficient way, while aligning this with the delivery of HIF-funded strategic infrastructure works.

Our work involves market research, soft market testing, strategic disposal advice and the preparation of various plots for disposal. Across our various workstreams, Gerald Eve is supporting the Council in identifying commercial risks and the development of mitigation strategies, to ensure that quality and best value is achieved at Meridian Water.







**Client:** Berkeley Homes East Thames and Peabody Land Limited  
**Project:** Lombard Square, Plumstead  
**Location:** Royal Borough of Greenwich

**Service:** Planning | **Sector:** Residential / Industrial

### **The Challenge**

We were instructed by the joint venture of Berkeley Homes and Peabody to advise on planning matters associated with bringing forward this strategic 7ha former industrial site within the West Thamesmead Strategic Industrial Location (SIL), for a residential-led mixed-use scheme.

Whilst the site is located within an Opportunity Area and the Abbey Wood, Thamesmead and Plumstead housing zone, the reallocation of the Borough from 'managed release' to 'retain capacity' in respect of its SIL, within the emerging New London Plan in place at the time, provided a challenging planning policy context for the delivery of a residential-led mixed-use scheme in this location. The clients were also seeking an outline consent to retain some flexibility given the proposed phased delivery of the scheme.

### **The Solution**

We have worked closely with both clients, and their advisors, the Greater London Authority and Royal Borough of Greenwich over several years to formulate an industrial strategy which would allow the release of appropriate parts of the SIL for alternative uses alongside investment, intensification and regeneration of the wider SIL area.

The redevelopment proposals designed by Lifschutz Davidson Sandilands Architects, would deliver up to 1,750 new homes, of which 40% will be affordable, and over 3,000 sq m of flexible industrial (Class B1c / B8) floorspace, as part of a landscape-led masterplan proposal incorporating a new 2-acre, four seasons, park.

### **The Results**

We secured a resolution to grant from the Royal Borough of Greenwich Planning Board for a hybrid planning application (part outline/part detailed) via a virtual planning committee in late 2020. We continue to advise on this significant regeneration project.



**Client:** Greenwich Millennium Village Ltd (Taylor Wimpey and Countryside)  
**Project:** Greenwich Millennium Village (Masterplan)  
**Location:** Royal Borough of Greenwich

**Service:** Planning | **Sector:** Residential / Offices / Education / Community

### **The Challenge**

Greenwich Millennium Village is a large brownfield regeneration site on the Greenwich Peninsula, being brought forward through a joint venture between Taylor Wimpey and Countryside on land owned by the Greater London Authority. The development originally launched in 2000 and has been coming through in phases to eventually deliver circa 2,800 homes, together with commercial uses, a primary school and creche, and community buildings set around expansive parks and public realm.

It sits adjacent to the Greenwich Peninsula Ecology Park, a 4-acre wetland park, created by English Partnerships on the site of an old steel factory, containing a biodiverse range of habitats and ecosystems, providing an important backdrop to the development.

We were brought on board to help GMV secure changes to the original masterplan and gain approval for a series of reserved matters before the original application timed out, thereby ensuring the construction programme and housing delivery could continue at pace.

### **The Solution**

We hit the ground running and swiftly got up to speed on the complex site history, legal matters and politics at play, quickly forming positive working relations with the design team, Council officers and other stakeholders in order to drive the project forward. For this project, given the serious time constraints, we formed several in-house sub teams to cover off the various issues, all complex in themselves. This included an appeal submission, a Section 73 application for an optimised scheme, and various reserved matters applications. In addition, we provided planning advice for a new standalone visitor centre in partnership with The Land Trust, the charity which runs the Greenwich Peninsula Ecology Park within the adjacent Metropolitan Open Land.

### **The Results**

We successfully secured all the approvals required before the outline planning permission expired and are continuing to advise on further phases of the masterplan. The team has continued to drive forward the applications to ensure that housing delivery on this important regeneration site does not stall. This includes the delivery of the new Ecology Park Building, which will be an important environmental and educational resource for existing and future generations of Londoners.



**Client: Morden College / U+I Group**  
**Project: Morden Wharf**  
**Location: Royal Borough of Greenwich**

**Service: Development Consultancy | Sector: Residential / Offices / Industrial / Retail / Leisure / Community**

### **The Challenge**

Gerald Eve was appointed by Morden College to provide development consultancy advice in relation to a major strategic landholding on the western side of the Greenwich Peninsula. The College own approximately 40-acres which is tenanted and used for industrial and manufacturing purposes.

The changing nature of land uses on the Peninsula and the continuing obsolescence of key bespoke facilities operating on the land indicated the potential to review the mix of land uses in the area. However, a variety of complex issues affect the land including certain restrictive planning policies, HSE imposed safety zones, contamination, title, and tenure arrangements.

### **The Solution**

Working with Morden College and U+I Group, Gerald Eve advised on a medium-term strategy and development agreement to promote the land for redevelopment. In doing so, this successfully managed the future of the site, ensuring its long-term feasibility.

As part of our strategy, we worked with Greenwich Council and other local stakeholders, including those bringing forward adjoining proposals, local groups and corporate occupiers, to successfully promote the site through both local and London wide policy.

The mix of future uses, infrastructure requirements and the need to create better access to the river frontage were all considerations required to maximise the use of this strategic waterside site to balance the needs of the Council, the community, existing tenants and Morden College as a long term investor.

### **The Results**

Having successfully negotiated a development partner agreement and promoted the site for redevelopment, in 2020, a joint planning application was submitted by Morden College and U+I Group for a major residential-led, mixed-use scheme incorporating circa 1,500 residential units, and a mix of other commercial, leisure, retail, industrial and community uses. The proposals were approved by the Royal Borough of Greenwich in September 2021.



**Client: Berkeley Homes**  
**Project: Woodberry Down**  
**Location: London Borough of Hackney**

**Service: Financial Viability | Sector: Residential**

### **The Challenge**

The Woodberry Down redevelopment is a residential-led regeneration project to be delivered in eight phases over the course of 25 years, providing over 5,500 new homes of which 40% are affordable.

Gerald Eve were instructed by Berkeley Homes to undertake a financial viability assessment in support of an application for full planning permission to the London Borough of Hackney for Phase 3 of the Woodberry Down redevelopment. Gerald Eve have been involved with the Scheme since 2015, having originally provided viability advice for the initial masterplan application.

More recently, Gerald Eve has advised on subsequent phases of the development, producing an assessment which considered the inputs to the proposed units within later phases and the obligations as set out in the masterplan.

### **The Solution**

Gerald Eve have provided viability advice to Berkeley Homes for over 5 years in respect of the redevelopment of this site. The initial assessment in 2015 for the masterplan set out details on what was proposed and provided financial assessment, rationale and justification and remains a key consideration in further phases of the application as it sets the development context and establishes key principals associated with the delivery of future phases.

As the London Borough of Hackney are the owners of the land as well as the Local Planning Authority, a Principal Development Agreement (PDA) is in place, which sets several obligations that the financial viability assessment needs to consider. Items contained within the PDA to consider in respect of financial viability include costs of securing vacant possession, professional and planning fees, valuation of affordable housing and land purchase costs.

### **The Results**

Gerald Eve have been able to support Berkeley Homes throughout the planning process for the redevelopment of Woodberry Down.

Our initial assessment was agreed by representatives of Hackney and the application was granted planning permission, with 40% affordable housing proposed and over £11million in S106 contributions.

The subsequent assessments have allowed the phases of the scheme to be assessed and provide justification for the viability position, considering the unique aspects of the development as set out in the PDA.



FRUIT SHOP

FLORIST

**Client: Lazari Development Limited**  
**Project: 22-42 High Road, Wood Green**  
**Location: London Borough of Haringey**

**Service: Planning / Affordable Housing | Sector: Residential / Hotel / Offices / Retail**

### **The Challenge**

Gerald Eve were instructed to lead the planning proposals for the demolition and redevelopment of this prominent site within Wood Green's Metropolitan Town Centre to provide up to eight storeys of mixed-use development, comprising residential accommodation, flexible retail units, flexible workspaces, a hotel, and a public courtyard.

This complex, urban site, partly safeguarded for Crossrail 2, is dominated by the former BHS Department Store. The existing buildings are out-dated, provide no permeability through the site and include three/four storeys of dead frontage across parts of the site's elevations. The site required well considered design solutions to provide a strong and positive contribution to the evolving town centre, and act as a catalyst for future regeneration in accordance with the Council's Wood Green Haringey Areas Action Plan.

### **The Solution**

Gerald Eve worked closely with both the client, and their advisors, and, over a period of two years, led extensive consultation and discussions with Haringey Council, Design Review Panel, Planning Sub-Committee, Development Management Forum, the GLA, TfL and other interested groups to bring forward the proposals for this major town centre redevelopment.

The appointed architects, Sheppard Robson, designed a genuinely mixed-use development of high architectural quality in line with the aspirations of the Wood Green AAP. The proposals will transform this part of Wood Green's Metropolitan Town Centre and activate the primary and secondary shopping frontage, as well as creating new secondary frontages off the High Road, around the new public courtyard, at the heart of the development. The development will cement a strong, new identity for the site and wider area, and act as a catalyst in regenerating and rejuvenating the southern end of Wood Green High Road.

### **The Results**

Gerald Eve successfully secured full planning permission from Haringey Borough Council via planning committee for this mixed-use scheme of up to 8 storeys.

The development will regenerate a predominantly vacant and unattractive retail premises into a high-quality development. The scheme will deliver new retail and restaurant space, a 134-bed hotel, flexible workspace, and 197 residential units. A new link through the site will also be created to aid permeability while a new landscaped public courtyard opens the site up to the local community.



**Client:** London Borough of Havering  
**Project:** Beam Parkway Masterplan  
**Location:** London Borough of Havering

**Service:** Financial Viability | **Sector:** Residential / Infrastructure

### **The Challenge**

As part of the Council's regeneration ambitions for Rainham, and following a successful bid to the Greater London Authority, the Rainham and Beam Park Housing Zone was established in November 2015.

Part of the Council's vision includes the transformation of the Beam Parkway masterplan area, from a declining industrial area into a vibrant new extension with approximately 3,500 homes and supporting infrastructure including a new railway station. As part of these proposals, Gerald Eve was instructed to provide viability advice to the Council in its capacity as local planning authority.

### **The Solution**

We provided the Council with a strategic approach to viability across the masterplan, considering a series of financial viability assessments and providing clear, concise reviews which highlighted the viability position and the Council's options prior to determination.

We advised over the full course of the application process, including a planning appeal at which we negotiated an agreement with the applicant, and inputted into the drafting of S106 agreements.

### **The Results**

Following on from positive outcomes in which the maximum reasonable level of planning obligations was secured, we have since been instructed to provide reviews and negotiate agreements at further sites across the Borough.





**Client:** Ark Schools  
**Project:** Ark Swift Primary Academy  
**Location:** London Borough of Hammersmith & Fulham

**Service:** Planning | **Sector:** Education / Community / Residential / Offices

### **The Challenge**

Ark Schools is an international education charity, which has been running the Ark Swift Primary School from this site on the White City Estate since 2013 (formerly Canberra Primary School). The site is underutilised, and the existing buildings are in a poor condition and do not meet the needs of the current occupiers. Furthermore, the layout is not legible or permeable and does not provide any public realm.

Having reviewed the wider estate with the landowner, Hammersmith and Fulham Council, and other occupiers of the site, the project brief was to create modern, fit-for purpose facilities with a focus on state-of-the-art education provision and a new headquarters for Ark.

### **The Solution**

Working with stakeholders, the Council and the GLA, the redevelopment of the site has provided the opportunity to introduce new land uses and high-quality architecture to integrate the site with the surrounding area. Carefully designed buildings contain the necessary range of uses to meet the brief, including replacement primary school, nursery, education centre, youth centre, 132 new homes and over 13,000 sq m of offices, including low-cost workspace, as well as public realm enhancements.

Known as EdCity, the proposals create an education and charity hub, a 2-Form entry primary school, doubling the capacity of the nursery, a transformed Adult Community Education service, and a new Youth Zone. A key feature is the innovative, education hub - a state-of-the-art school with improved external play facilities - a showcase for best practice in education that reflects community aspirations.

### **The Results**

Planning was successfully granted and we are continuing to provide on-going advice in relation to the delivery of the scheme and necessary amendments that have been required at build out stage.

The office building will bring together mission-aligned organisations to create a hub of social enterprises who, individually and collectively, are aiming to transform outcomes for children in challenging circumstances in the UK and beyond.



OLYMPIA  
London



OLYMPIA  
London



OLYMPIA  
London

**Client: Yoo Capital**  
**Project: Olympia Exhibition Centre**  
**Location: London Borough of Hammersmith & Fulham**

**Service: Planning | Sector: Offices / Hotels / Arts & Cultural / Leisure / Retail**

### **The Challenge**

We were asked to advise the client in bringing forward this major regeneration scheme that would breathe new life into, and realise the potential of, a world renowned but tired and under-utilised exhibition venue.

This complex, urban site contains a wide variety of historic buildings including the renowned listed Victorian Exhibition Halls with their distinctive arched roofs and a careful strategy of restoration, adaptation and upgrade was required.

The site has become increasingly closed off from both its surroundings and the wider exhibition world and required a clear and ambitious placemaking strategy to put the site back on the map.

### **The Solution**

We led extensive consultation and discussion with the Council, the Greater London Authority, Historic England, and other interest groups to bring forward redevelopment proposals.

The appointed architects, Thomas Heatherwick Studios and SPARCC Architects, introduced a variety of new complementary buildings around the listed exhibition halls to double the overall floorspace on the site. This includes a new 14-storey office tower which delivers almost 80,000 sq m of office space.

Another unique aspect of the scheme is a new elevated public realm route with roof canopy which opens the site up for use by the public and surrounding community.

### **The Results**

We secured planning permission and listed building consent from Hammersmith & Fulham Council and swift sign off from the Mayor of London for this new global hub of exhibition, arts and cultural uses for London. In total, circa 200,000 sq m of floorspace including offices, art house cinema, music venue, two boutique hotels, and retail space will complement the existing exhibition space – continuing the legacy of Olympia for the next century.

We have been retained post the grant of permission to advise on this transformational scheme.

**Client: Romulus**  
**Project: The Triangle**  
**Location: London Borough of Hammersmith & Fulham**

**Service: Planning | Sector: Hotel / Offices**

### **The Challenge**

Gerald Eve was instructed to optimise the potential of this underused triangular site at a busy junction in Hammersmith town centre, thereby enhancing and improving the currently hostile urban environment. The client had previously obtained planning permission in 2018 for an office scheme but was keen to introduce a hotel use to the development, alongside improved office space.

A careful design approach that could incorporate the range of uses in a single building was needed, acknowledging its triangular shape, with roads on all sides, in a prominent location adjacent to a conservation area.

### **The Solution**

Detailed pre-application discussions with LBHF officers, the Design Review Panel, the GLA and other stakeholders have resulted in an optimised scheme that meets the client's objectives for the site. The architects, Allies and Morrison have incorporated the cutting edge of contemporary urban design principles in a landmark building that contains a range of uses, delivering significant uplift in commercial floorspace alongside active ground floor uses, and high-quality public realm works.

### **The Results**

A planning application is currently pending for an exciting landmark building for the Town Centre, delivering c.20,000 sq m of Grade A office floorspace, including flexible workspace, which will help address the boroughs recent weak growth in office employment. In addition, a c.600-bed hotel, designed for Motelone Hotels, will assist in sharing the benefits of tourism across the city and contribute to the vitality of Hammersmith's local economy. Overall, £89m in annual Gross Value Added and additional tax revenues of up to £36m are expected from the scheme.

Significant enhancements will be made to the public realm onto Lyric Square, contributing to the aims within the Hammersmith Town Centre Masterplan, adding to the vibrancy and vitality of the area, creating an attractive environment for residents and visitors to shop and relax, and acting as a catalyst for future investment.





**Client:** Stanhope  
**Project:** White City Place (Former BBC Media Village)  
**Location:** London Borough of Hammersmith & Fulham

**Service:** Planning | **Sector:** Offices / Retail / Leisure

### **The Challenge**

Stanhope purchased White City Place, formerly known as the BBC Media Village, from the BBC with a view to refurbishing and extending the campus and giving the site a new identity as a cutting-edge media and technical hub. The existing buildings were very dated inside and out, and they were also enclosed and inward looking. Additional floorspace was also required to optimise the potential of the site. Following the gradual departure of the BBC, the buildings had phased vacant possession dates and so works needed to be undertaken in stages.

The public realm was also of its time, in need of investment to provide amenity space for future tenants, alongside lively and interesting food and beverage provision to meet the needs of prospective tenants.

### **The Solution**

Working with the architects, Allies and Morrison and a team of consultants, a phased masterplan was developed to facilitate the delivery of around 185,000 sq m of flexible, Category A office floorspace. This included the provision of an additional 95,000 sq m of office floorspace spread over three new buildings on the Gateway to the site, including a tall landmark building. Additional office floorspace within the existing buildings was also created through the infill of redundant lightwells. To negate the need for new planning applications every time an event is proposed, a careful public space strategy was negotiated and agreed with LBHF Officers, to enable a range of temporary events in the public spaces to be permitted under one application.

### **The Results**

We secured multiple planning permissions and White City Place is now refurbished and the majority of the floorspace occupied by a variety of new tenants, including the BBC.

The scheme represents the successful refurbishment of dated buildings and complementary new buildings, making a significant contribution towards the overall regeneration of the White City Opportunity Area while providing new jobs for the local area. Planning permission has also been granted for the temporary change of use of part of the site for use by the Royal College of Art, while their main campus undergoes refurbishment works.

Construction has commenced on two of the new buildings at the 'Gateway' site, and we continue to work with Stanhope to provide advice as and when required to support the ongoing evolution of this regenerated site.

**Client: Unibail-Rodamco-Westfield (formerly Westfield London Ltd)**  
**Project: Westfield London Shopping Centre Northern Extension**  
**Location: London Borough of Hammersmith & Fulham**

**Service: Financial Viability | Sector: Retail / Leisure / Residential**

### **The Challenge**

Gerald Eve was instructed to undertake a detailed financial viability assessment in support of the outline planning application for a northern extension to the existing Westfield London Shopping Centre at Shepherds Bush, within the London Borough of Hammersmith & Fulham.

The scheme proposed a vibrant, high-quality retail (73,144 sq ft) and residential (1,347-unit) mixed-use development on land directly to the north of Westfield London. This is planned together with the provision of commercial and leisure facilities, community uses, extensive areas of public realm and improved pedestrian routes through the site to allow connections to the Opportunity Area and the wider locality.

The scheme is constrained by the requirement to construct the foundations around the London Underground Central Line tunnels that pass under the site. It is also necessary to build the scheme at podium level over the existing Ariel Way roundabout and road network and to retain vehicular access to the existing centre throughout the development. These matters collectively have resulted in significant additional cost and complexity which impact on the viability assessment.

### **The Solution**

We presented extensive viability evidence to support an appropriate level of on-site affordable housing having regard to the complexity and cost of the associated infrastructure. The team briefed both the Council and their advisors throughout and were able to agree a level of c.12% affordable housing should be provided.

### **The Results**

Planning permission for the above scheme at this level of affordable housing was granted. Gerald Eve continues to advise Unibail-Rodamco-Westfield on the future delivery of the site.







**Client:** Lewisham Council  
**Project:** Convoys Wharf  
**Location:** London Borough of Lewisham

**Service:** Financial Viability | **Sector:** Residential / Offices / Industrial / Hotel / Retail / Leisure

### **The Challenge**

The Site was granted full planning permission for demolition of all non-listed structures and comprehensive redevelopment comprising 420,000 sq m of mixed-use development including residential, commercial business space, hotel, retail, leisure and community facilities. The financial viability review mechanisms within the S106 Agreement provide for a financial appraisal to be prepared in order to establish whether there is any surplus in respect of the Development.

Given the scale of the proposed redevelopment at Convoy's Wharf, the delivery of the Scheme is likely to create a new residential and commercial sub-market within Deptford. The Scheme was outlined to be completed in three phases and, in accordance with the S106 Agreement, Lewisham were required to commission a review of the viability position for each phase and determine if an affordable housing surplus is payable / to be provided.

### **The Solution**

Initially we undertook a detailed review of the bespoke financial model used to assess the viability of the Scheme and agreed an appropriate model to be used throughout the implementation of the Scheme. Following this, an Initial Viability Review due diligence exercise was undertaken to understand the Scheme's financial ability to generate a surplus. This was in order to determine whether the Scheme could provide additional affordable housing dwellings above the base provision. Given the mixed-use nature of the Scheme, a multi-disciplinary approach was undertaken to assess the GDV inputs proposed in addition to Gerald Eve working with specialist costs consultants on input into the construction and infrastructure costs. Our advice concluded with an assessment of the Scheme return in comparison to the benchmark IRR.

### **The Results**

Our ongoing work has enabled Lewisham to undertake the required due diligence in line with the S106 Agreement.



**Client:** Galliard Homes  
**Project:** Wimbledon Stadium Redevelopment  
**Location:** London Borough of Merton

**Service:** Financial Viability | **Sector:** Residential / Sports & Entertainment / Retail

### **The Challenge**

Gerald Eve was instructed to advise on the Financial Viability Assessment for planning purposes, and subsequent viability advice for S73 applications, for the redevelopment of the former Wimbledon Greyhound site. The purpose of the advice was to determine the maximum reasonable quantum of affordable housing that the scheme could viably provide. The proposed development comprises over 600 residential units as well as a 20,000 seat football stadium for AFC Wimbledon, a squash and fitness club, and retail space.

### **The Solution**

We provided an FVA to support the planning application, which determined the maximum reasonable level of affordable housing and planning obligations considering all of the scheme characteristics, including the development of a new football stadium.

Bespoke financial appraisals and sensitivity analysis were undertaken to ensure that the approach was robust. Subsequently, Gerald Eve has provided updated viability advice to reflect changes to the scheme to ascertain that the maximum reasonable level of affordable housing is being provided.

### **The Results**

We were able to work closely with Galliard Homes throughout the planning process to support the viability discussions, whilst adhering to the most recent viability guidance. Gerald Eve has provided support throughout the planning process and additionally advised on the Section 106 negotiations.

The S73 application secured planning consent in March 2019 and construction is well underway. Gerald Eve also advised Galliard in respect of the viability review mechanism included within the S106 Agreement.



**Client: Keystone London**  
**Project: Thameside West**  
**Location: London Borough of Newham**

**Service: Financial Viability / Affordable Housing | Sector: Residential / Education / Retail / Offices / Industrial**

### **The Challenge**

The Site is within the London Borough of Newham and is located in Silvertown, to the west/south of the A1020 Silvertown Way/Lower Lea Crossing. Keystone Partners and the GLA are proposing to develop a residential-led scheme of 5,000 units, as well as commercial uses, over multiple phases.

The original application was submitted in 2019 and Newham resolved to refuse planning permission on 12th November 2019, primarily for design reasons, subject to referral to the Mayor of London. On 2nd December 2019 the Mayor directed that the planning application is determined by the GLA as the new determining planning authority. Gerald Eve are instructed on viability and affordable housing advice for the new application.

### **The Solution**

The Applicant and their consultants, including Gerald Eve, have undertaken further discussions with the GLA's planning and design teams, with Newham observing, resulting in amendments to the proposals. The design amendments include massing changes to the scheme which has adjusted the amount of residential units and non-residential floorspace being delivered in each phase of the development. Gerald Eve has primarily led on the financial viability assessment for the scheme, as well as our affordable housing team undertaking discussions with the GLA regarding the appropriate affordable mix and tenure.

The FVA seeks to determine the maximum reasonable level of on-site affordable housing for the revised scheme, in line with national planning guidelines. Gerald Eve has submitted an FVA reflecting the design changes, as well as an affordable housing statement in support of the new application. Gerald Eve will subsequently be providing advice to the Applicant regarding the potential Section 106 review mechanisms, following agreement with the GLA on the maximum reasonable level of on-site affordable housing.

### **The Results**

A new planning application was submitted with the support of Gerald Eve on financial viability. We considered the affordable housing proposal to be the maximum reasonable that the scheme can afford which is supported by our FVA. The revised scheme has now been approved by the GLA, and planning permission has been granted.

Gerald Eve are currently providing advice to the Applicant regarding the potential Section 106 review mechanisms.



**Client:** Reselton Properties Ltd  
**Project:** Stag Brewery  
**Location:** London Borough of Richmond upon Thames

**Service:** Development Agency / Planning / Affordable Housing | **Sector:** Offices / Residential / Retail / Alternative Markets / Industrial / Energy

### **The Challenge**

Gerald Eve are instructed to support the realisation of the development potential for this c.23-acre site which could deliver a scheme that opens up the site and creates a new 'heart for Mortlake'. The site has several sensitivities including proximity to the Thames, heritage assets, traffic in the surrounding roads and the use of the existing grass pitch by local sport groups.

### **The Solution**

Our initial involvement was as development agent overseeing the sale behalf of AB InBev. Following its acquisition, Gerald Eve was instructed to lead a multidisciplinary team in preparing masterplan planning applications. Three planning applications were submitted, the overall masterplan, one for a secondary school, and one associated with highways mitigation works.

The submission of the planning applications followed extensive consultation with local residents, Richmond Council, the GLA, TfL and several other stakeholders including Sport England and the Port of London Authority, due to its river frontage.

Gerald Eve has been instrumental in comprehensive engagement, which has helped to inform and shape the masterplan planning applications submitted. We have also advised in respect of affordable housing provision and negotiations with providers.

### **The Results**

Designed by Squire and Partners, the mixed-use masterplan will deliver buildings of exemplary design, sensitive to their setting and create new green space, including a new large 'green link' providing an attractive public amenity route to the river.

The scheme will deliver a range of new uses including housing, secondary school and community uses alongside offices, cinema, retail, restaurants, bars and leisure uses which will complement its riverside location and promote healthy lifestyles.



**Client:** Kingston University  
**Project:** Kingston Bridge House, Hampton Wick  
**Location:** London Borough of Richmond-upon-Thames

**Service:** Development Agency | **Sector:** Residential

### **The Challenge**

Gerald Eve are instructed by Kingston University (KU) to advise on the rationalisation of part of its portfolio which spans the London Boroughs of Kingston, Richmond and Wandsworth. The portfolio includes Kingston Bridge House, a 60,000 sq ft 1960's building which comprises student accommodation that is now surplus to requirements. KU sought our advice on how to maximise sale proceeds through a disposal of the property.

### **The Solution**

We provided KU with a pre-sale disposal options report providing our recommendation on the various marketing and disposal strategies, taking into account KU's specific requirements. We also provided advice in relation to the expected disposal proceeds on different bases.

We advised that given the property's size and location, there would be significant interest from a wide range of prospective purchasers for a broad range of asset classes. We recommended a full marketing campaign and to advertise the property on both an unconditional and conditional basis with the view to proceed on a unconditional basis given the required timescales.

### **The Results**

As expected, the marketing campaign throughout January and February 2020 drew a significant number of interested parties resulting in circa 50 formal bids. The property has exchanged and completed with the details of the transaction remaining confidential. Our advice and successful marketing strategy ensured the maximisation of the offers received, which is particularly encouraging given the implications that surrounded COVID-19.





**Client: GLA and Westferry Developments Limited**  
**Project: Westferry Printworks**  
**Location: London Borough of Tower Hamlets**

**Service: Financial Viability / Affordable Housing / Expert Witness | Sector: Residential / Education / Offices / Retail / Leisure**

### **The Challenge**

The subject site comprises the former Westferry Printworks extending to 12.55 acres (5.08 hectares), located within the Isle of Dogs and South Poplar Opportunity Area. The existing structures, including the main building of the Printworks, have been demolished under an Extant Planning Permission. The previous building was purpose-built and constructed in 1986 to house printing activities for the Express and Telegraph newspapers, with an extension added in 1989. The site included some out-buildings, temporary structures and a car park.

The site previously had planning for a 722 residential unit scheme and commercial uses. A revised application was proposed for 1,524 residential units arranged as 11 buildings. The tallest building comprised 39 storeys, while more than 88,000 sq ft of non-residential commercial uses were proposed at ground floor.

### **The Solution**

Gerald Eve has advised on the FVAs for planning purposes of the permitted scheme (to the GLA) and subsequently for the revised proposed scheme (to Westferry Developments Limited) to determine the maximum reasonable quantum of affordable housing considered financially viable.

Gerald Eve have been able to advise at every stage of the planning process in order to assess the impact of variations to the scheme on viability. The FVA is for both the extant and revised permissions and provided rationale and justification for the maximum reasonable level of affordable housing, CIL contributions, and the negotiation of the level of S106 contribution.

Gerald Eve produced a bespoke financial model to analyse in detail the effect of changes to development appraisal assumptions in terms of value and unit mix. Sensitivity analysis was also provided to justify the level of planning obligations and affordable housing provision. Our affordable housing specialists produced a housing statement to support the proposals which clearly set out the affordable housing offer in terms of quantum, unit and tenure mix, housing products and affordability. They also advised on the key terms and clauses included in the S106 agreement.

The revised planning application necessitated an Appeal against the Council's non-determination of the application within the statutory timescale. Gerald Eve advised on the viability process throughout the appeal by providing evidence to support the viability position, following this, Planning Permission was granted by the Secretary of State.

### **The Results**

Gerald Eve worked closely with both the GLA on the extant permission and Westferry Developments Limited on the revised permission and adopted a flexible approach to the viability strategy following revisions to either the scheme itself or the inputs.

Due to Gerald Eve's involvement being over a number of years, it is important to recognise that the most appropriate strategy can change and to ensure that the latest viability guidance is being adhered to.



TOWER



**Client:** London Borough of Tower Hamlets  
**Project:** Tower Hamlets Town Hall, Whitechapel Road  
**Location:** London Borough of Tower Hamlets

**Service:** Planning | **Sector:** Public Sector / Offices

### **The Challenge**

We were appointed to advise Tower Hamlets Council on this ambitious and challenging project to convert and extend the former Royal London Hospital (listed Grade II) on Whitechapel Road to provide a state-of-the-art new Town Hall and Civic Centre – consolidating all of the Council’s current services at Mulberry Place and other satellite offices into one purpose-built facility. There was a need to upgrade the listed building sensitively, which had become dilapidated after being vacant for a number of years.

### **The Solution**

The proposals (designed by AHMM Architects) include part-demolition, alterations and refurbishment of the former Royal London Hospital and a new ‘Z’ shaped extension wrapping around the rear. We led a comprehensive programme of pre-application discussions with Tower Hamlets Council, the Greater London Authority, Historic England and the local amenity societies, as well as other local stakeholders and residents. While the majority of the listed building was retained, the Grocer’s Wing was largely demolished, with a new building constructed behind retained façades.

### **The Results**

A comprehensive redevelopment of over 27,000 sq m creating a new highly accessible public building with ‘local presence’ functions at ground floor including the Committee Chamber, library, café, public meeting rooms and drop-in centre, with council offices above accommodated both within the retained and upgraded listed building and rear extension. The new town hall, which would employ around 3,000 staff, puts council services under one roof, directly adjacent to Whitechapel Station and the Elizabeth Line.



**Client:** Urbanest  
**Project:** 2 Trafalgar Way  
**Location:** London Borough of Tower Hamlets

**Service:** Planning / Financial Viability | **Sector:** Student Accommodation / Residential / Offices / Retail

### **The Challenge**

Bringing forward a viable development on this site which has lain vacant for many years following a previous permission for a BTR-led scheme which was never built out. Issues include re-providing the drive-thru McDonalds which previously occupied the site and is a legal requirement of any future development. Also finding a solution to access and pedestrian permeability, given this is an island site bound by busy roads on all sides. Situated in a gateway location to the north of Canary Wharf, landmark architecture was required to justify the proposal for very tall buildings.

### **The Solution**

Working with Apt Architects, we have been leading consultation with Tower Hamlets Council officers and the Greater London Authority to bring forward a student-housing led development on this site. The scheme, comprising distinctive towers, acts as a mediator between the clusters of Canary Wharf and Blackwall / New Providence Wharf. In partnership with UCL, 35% of the student rooms will meet the London Plan policies in relation to provision of affordable student accommodation.

The development also includes new office space and incubator units, as well as ground floor retail uses (including the re-provided McDonalds drive-thru) to activate the newly created public realm. The scheme design includes major upgrades to the pedestrian permeability across Trafalgar Way with 'table-topping' and two pedestrian crossings. With the ambition to deliver the most sustainable large-scale student housing scheme in the world with ultra-low carbon operational performance, Urbanest has adopted the Passivhaus approach to building design.

### **The Results**

The scheme will bring forward a world class, highly sustainable development within three landmark buildings of 46, 36 and 28 storeys providing almost 1,700 student bedrooms, 68 new homes proposed for university staff and their families, workspace, retail and significant public realm improvements.



**Client:** Bank of England  
**Project:** Bank of England Sports Centre, Roehampton  
**Location:** London Borough of Wandsworth

**Service:** Development Agency | **Sector:** Sports & Entertainment

### **The Challenge**

Following a review of its property portfolio by the National Audit Office (NAO), the Bank of England (BoE) appointed Gerald Eve to advise on the disposal options available to the BoE for the marketing and sale of its sports centre, associated grounds / playing fields and the Grange, a period property built as the Bank's record office now providing multi-let office space in line with their requirements.

Purchased by the Bank in the early 1900's, the grounds and facilities comprise 28 acres with over 90,000 sq ft of built accommodation. The historic site has hosted the Wimbledon Championships qualifying tournament since 1948 and has provided training facilities for national sports teams. The disposal excluded the land held under a long lease to the Lawn Tennis Association (LTA).

The sports pitches are designated as Metropolitan Open Land (MOL) and an Asset of Community Value (ACV) and are used by many local community groups. The Bank's preference was to sell on a long leasehold basis, whilst also ensuring a legacy through ensuring future community use on the site, within ambitious timescales.

### **The Solution**

We provided the Bank with a pre-disposal options assessment which simplified the planning context and identified deliverable alternative uses and the options available in terms of both marketing and disposal strategies. Our recommendation was to provide flexible indicative lotting through a wide marketing process in order to maximise value from all parts of the site and create efficient future use.

Given the variation in bidders and the Bank's bespoke criteria, we prepared a unique scoring matrix to advise on price, deliverability, legacy and timescales amongst other factors.

### **The Results**

The marketing process generated significant interest through property press as well as national newspapers. Interest was received on parts of the site as well as the whole from a range of different purchasers. Bids received were assessed against the bespoke scoring criteria developed which ensured parties that shared the Bank's vision were given appropriate weighting. Our understanding of the planning position and prospective purchaser's proposals ensured that only deliverable and achievable options were considered. The sale was put on hold in April 2020 following the COVID-19 Global Pandemic, and in 2021 an occupational lease had been agreed with All England Lawn Tennis Club and longer term asset management options are being considered.

**Client:** Urbanest  
**Project:** Palmerston Court  
**Location:** London Borough of Wandsworth

**Service:** Planning | **Sector:** Student Accommodation / Offices / Retail / Leisure

### **The Challenge**

We were instructed by Urbanest to assist in bringing forward a major student housing-led, mixed-use development on a site which benefited from an extant, live and unimplemented residential-led planning permission.

### **The Solution**

We worked closely with Wandsworth Council, the GLA, key stakeholders and local amenity groups to work up a viable and deliverable scheme that provides for an optimum range of uses on the site, in anticipation of increased demand following the arrival of the Northern Line Extension at Battersea Power Station, opposite the site. AHMM Architects spent considerable time with officers to work up an appropriate scaled and designed set of buildings that respond to the local context.

### **The Results**

We secured a resolution to grant planning permission from Wandsworth Borough Council via a virtual planning committee for this major mixed-use scheme of up to 21 storeys. The buildings contain circa 870 student accommodation bed spaces and 6,100 sq ft of flexible office space, together with 'enterprise business accommodation' offered at discounted rates to target SMEs. The site is in a prominent and highly accessible location within the Vauxhall, Nine Elms and Battersea Opportunity Area; with retail and café uses and a replacement public house facing on to new and improved public realm and landscaping. The site will be a gateway landmark development for the Council's emerging Battersea Design and Tech Quarter masterplan vision.

The building will be ultra-sustainable, targeting Passivhaus accreditation for the student accommodation, a world-leading recognised standard in energy efficient design, ensuring exceptional energy reduction.









**Client: Transport for London (TfL)**

**Project: Build to Rent (BtR) Portfolio Valuation**

**Location: London Borough's of Wandsworth, Lambeth and Greenwich**

**Service: Development Consultancy / Valuation | Sector: Residential**

### **The Challenge**

TfL entered into a joint venture (JV) with Grainger to develop a portfolio of Build-to-Rent (BtR) sites and, before transferring to Grainger, they required demonstration that the disposal prices for each of the sites represents 'Best Value' under State-Aid requirements. As such, Gerald Eve were instructed to undertake valuations for three of these sites: a 479-unit scheme in Nine Elms, a 139-unit scheme in Kennington and a circa 400-unit scheme in Woolwich.

### **The Solution**

We reviewed the constraints of each site, liaising with architects and the JV partner, as well as undertaking our own research and financial modelling to review and produce valuations on the basis of a BtR scheme, private sale scheme and existing use value. This was used to provide TfL with an opinion of Best Value.

To ensure our opinion was robust, we demonstrated an understanding of transport operators' requirements, the constraints of different types of sites, including over station development, and complex financial modelling in producing a report for each site.

### **The Results**

Best Value reports were prepared for each site. Gerald Eve continues to advise TfL and will be required to undertake further valuations at later stages within the transfer of land as per the JV agreement.



**Client:** High Speed Two (HS2) Ltd

**Project:** Old Oak Common

**Location:** Old Oak and Park Royal Development Corporation / London Borough of Ealing

**Service:** Development Consultancy | **Sector:** Public Sector / Infrastructure / Residential / Offices / Retail

### **The Challenge**

High Speed Two (HS2) Ltd is constructing a new high-speed station at Old Oak Common delivering passenger services to Birmingham Curzon Street (between 2029 and 2033). When complete, the station will form part of a major transport interchange with the Elizabeth Line (Crossrail) and Great Western services. The station and HS2 sites lie within the Old Oak Common & Park Royal Development Corporation's (OPDC) draft Local Plan which sets out an ambitious regeneration vision for the area including 65,000 jobs and 25,000 new homes.

HS2 required advice on the development options and commercial delivery strategy for four sites totalling 18 ha (44-acres) that will be released for development on completion of the station.

### **The Solution**

We led a multi-disciplinary team to prepare initial schemes for each site, informed by commercial and architectural input having regard to existing and emerging planning policies, engineering constraints, and infrastructure requirements.

Our recommendation proposed a clear rationale for each concept scheme evidenced by development appraisals, detailed analysis of market trends, and key stakeholder requirements. Our advice concluded with a recommended delivery strategy for each site supported by initial market testing for different route-to-market vehicles to optimise future value capture for c.700,000 sq m of commercial and residential development.

### **The Results**

Our report has identified the potential for the HS2 site to release significantly higher economic and financial returns than initially assumed.

HS2 is using the report's findings to engage positively with Government and stakeholders, and to implement the recommended delivery strategies for each site.

Gerald Eve has now been reappointed to provide viability, route to market, business case and strategic development advice working collaboratively with HS2 and its consultant team to support delivery of the overall masterplan vision for HS2's land parcels at Old Oak Common.



**Client:** London First

**Project:** New London Plan – Response to the Viability Study and Technical Report

**Location:** N/A

**Service:** Financial Viability / Expert Witness | **Sector:** Public Sector

### **The Challenge**

Gerald Eve was instructed to critically analyse the London Plan Viability Study (LPVS) and accompanying Technical Report (LPTR) issued in December 2017 to support the draft New London Plan. Gerald Eve was also required to prepare a detailed report and modelling to support representations on behalf of London First and also to provide evidence at the Examination in Public in May 2019.

### **The Solution**

The development team prepared a detailed response to the LPVS which tested 32 case study typologies considered to be representative of schemes likely to come forward during the new London Plan period. Our response set out a detailed analysis that the LPVS did not adequately provide a methodologically sound and comprehensive evidence base for the draft new London Plan. Our analysis found that the modelling used to assess residual land value was not provided and, therefore, it was not possible to judge whether the results were accurate, or even technically sound.

The approach undertaken by Gerald Eve was to create a residual valuation model to replicate the outputs of the LPVS wherever possible. From this model, further amendments were made to reflect differences in key assumptions where appropriate. The inputs and parameters set out in the LPVS were used to create parallel appraisals in the London First model.

### **The Results**

Our analysis showed that by making reasonable adjustments to inputs, about two-thirds of the typologies tested would need to progress via the viability testing route of the draft new London Plan, if they were to come forward as actual schemes, as they would not pass the 35% threshold. Sensitivity testing confirmed the likelihood of this particularly having regard to the market cycle.

In accordance with the representations made by London First and Gerald Eve, the Inspectors' report acknowledged the limitations of the strategic viability assessment, and the Inspectors were not persuaded that all forms of development would be viable if they were required to meet all of the policy requirements in the Plan. It was recommended that changes were made to Policy DF1, and its supporting text, to reflect this position.

## CLIENT TESTIMONIALS

Following our acquisition of the Olympia London Exhibition Centre, Yoo Capital instructed Gerald Eve to help bring forward major regeneration proposals, breathing new life into the tired and under-utilised exhibition venue. To transform this single-use site into a new exhibition, arts, performance and cultural multi-use destination, it was vital we collaboratively engaged the Council, GLA, Historic England and hundreds to thousands of individual local stakeholders and stakeholder special interest groups to explain our proposals.

Our success in receiving planning permission in a remarkably efficient planning process was in no small part due to Gerald Eve's team leadership, hard work, commercial acumen, and incredibly strong understanding of the complex mix of disciplines that are involved in planning: technical planning, heritage, development, but also the critical nuances of political and community.

**Lloyd Lee, Managing Partner,  
Yoo Capital**

**YOO**CAPITAL

The Lazari Investments Group has worked closely with Gerald Eve on numerous planning applications. In that time we have been delighted with the level of dedication, service and professionalism provided to us at all stages.

The team is large, and therefore sufficiently resourced and specialist to cover all elements of an ever more complicated planning process. Impartial, expert advice is given on all aspects of the planning process. This is done in a manner in which consideration is given at all times to the commercial viability of the project. We are proud of our association with the planning team at Gerald Eve and have no hesitation in recommending them.

**Nicholas Lazari, Director,  
Lazari Investments Group**



I appointed the Planning and Development Team at Gerald Eve as lead consultants on several of our high profile complex schemes including Greenwich Millennium Village and Mount Pleasant. The team has demonstrated great expertise and enthusiasm working on these challenging projects. Combined with their acuity at managing stakeholders and the political process, the outcome has been to secure optimal planning permissions.

**Stuart Blakley, Head of Planning,  
Taylor Wimpey London**

**Taylor  
Wimpey**

Thank you to the Gerald Eve team for undertaking a first class piece of work and delivering an excellent report.

**Tom Venner,  
Commercial Development Director,  
HS2 Limited**

**HS2**



**GERALDEVE**

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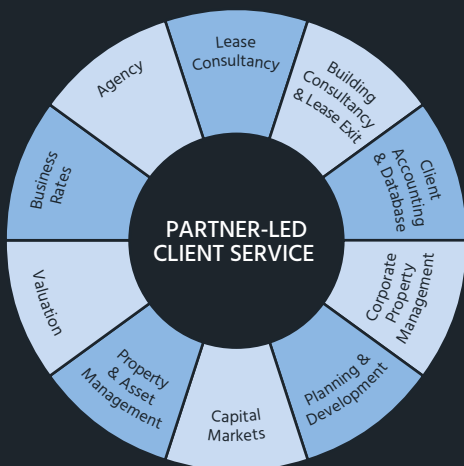
## ABOUT US

We are a national firm of chartered surveyors and property consultants with a network of nine offices and a turnover of £75.8m for year ended April 2021. We are a stable, privately owned and debt free partnership with no holding company and we are not dependent on any other entity. Being completely independent means that all of our focus is on our clients.

The firm was established in 1930 and has more than 580 staff, including over 200 partners and associates. We provide one of the highest partner-client ratios in our sector. This hands-on approach produces exceptional results. We commit to the provision of a partner-led instruction, supported by, but not run by, a team of associates and senior level resources, from day one through to completion. This approach sets us apart from our competitors.

Our clients include 40% of FTSE100 companies, both landlords and occupiers, and our experience spans across all property sectors including residential, offices, hotels and leisure, industrial, retail and mixed use.

As a full service property consultancy we are able to draw on the wider support, and experience of not only our planning and development team but also other resource and expertise from across the firm should this be needed.



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