



Acting on behalf of Waverley Borough Council, Planning Potential successfully secured permission at Committee for partial demolition and refurbishment of a vacant retail unit for Class E use, creating a modern and flexible unit in the heart of the town centre.

Waverley Borough Council purchased the property as part of a phased approach to revitalise the site, with the initial stage focused on bringing the retail unit back into active use. The space was dated, and as it was no longer fit for purpose, made an inefficient use of the site. The intention was to provide a modern and flexible space to ensure its long-term appeal to contemporary high street occupiers while meeting the operational requirements of the new tenant, 'Lounges', an all-day neighbourhood café-bar/restaurant. The proposals focused on consolidating the space, demolition and internal re-configuration, alongside retaining existing façade within a Conservation Area.

Planning Potential initially led pre-application discussions with Waverley Borough Council, alongside stakeholder engagement, before working closely with the project team to prepare the planning justification for the proposals and submit the application. Planning Potential demonstrated compliance with planning policy and set out the benefits of the proposals, namely breathing new life into the high-street and bringing the building up to modern standards to facilitate a new offering for the town centre, alongside job creation.

Ordinarily such a minor application – which raised no objections – would be dealt with under delegated powers, however with Waverley Borough Council as the applicant, it was taken before Committee. Planning Potential presented at Committee and the application was unanimously approved.

Summary of achievements:

- Coordination of pre-application discussions with the local planning authority

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- Preparation and submission of a comprehensive planning application, including planning and heritage justification.
- Coordinated and extensive stakeholder engagement across multiple channels, securing majority support for the proposals.
- Representing the Council at Planning Committee and securing unanimous approval.