



Dinas Planning

About Dinas Planning

Dinas Planning is an independent planning consultancy, able to offer astute and commercial planning advice and services, at competitive rates.

Managing Director, Paul Williams, has over 20 years of experience at the UK's leading planning consultancies. Paul has worked on a wide range of projects ranging from major housing promotions and applications to one-off houses, new build commercial premises, changes of use and estate management advice.

Examples of Paul's experience and capabilities are provided on the pages that follow.

As an independent company Dinas Planning is able to offer highly competitive rates and fixed fees, all with a personal touch.

Services

We are happy to provide a bespoke service to meet your requirements, be that as a lead consultant providing a full planning agent service, or playing a supporting role through planning reports or inputs into architect led Design & Access Statements. We can provide preliminary planning advice for due diligence, advise on tactics and provide specific responses to issues that arise during applications, or take on planning appeals. We also offer a statutory Pre Application Consultation service for major applications in Wales.

Our services include:

- Site Appraisals
- Feasibility Studies
- Local Plan Promotions
- Pre-application Submissions
- Pre-application Consultations
- Listed Building Applications
- Preparation and Submission of Planning Applications
- Submissions of Reserved Matters
- Applications to discharge planning conditions
- Advising on representations and objections
- Planning Appeals
- Enforcement negotiations

The following projects provide examples of the wealth of experience that Dinas Planning has to offer.





Purpose Built Student Accommodation - Hallinan's House, Cardiff

Whilst Associate Director at Savills, Paul was appointed to appraise the potential for this important corner site to deliver a landmark tall building.

Following positive advice and pre-application discussions, the developers were able to agree a contractual position with the landowner. Paul was then instructed to assemble a consultancy team, alongside the architects (Denton Corker Marshall), to formulate a full planning application for a 32 storey, purpose built student accommodation building.

Responsibilities included leading the planning application, presenting to the Design Commission for Wales and undertaking the statutory Pre-Application Consultation.

Full planning permission was granted, with further work undertaken to revise the scheme through variation applications.

Paul also advised and acted for Aberdeen Asset Management to deliver a new build student accommodation block on the site of Windsor House in Cardiff city centre.

Image Credit: Denton Corker Marshall

Major Brownfield Redevelopment

Paul supported Taylor Wimpey through the planning process to realise their ambition to redevelop one of the most high profile sites within Cardiff, the former BBC Wales Broadcasting House site in Llandaff.

Paul acted as agent throughout the pre-application process, public consultation and planning application process. This included successfully challenging the local authority's position on the need for EIA, and appearing at the Design Commission for Wales review.

Outline planning permission and reserve matters approvals were obtained for a development of up to 385 new homes, along with the discharge of planning conditions and revisions through S73 and NMA applications.

Image Credit: Downs Merrifield Architects





Local Retail

Paul secured planning permission on behalf of Walters Land (Rogerstone) Ltd for a new local centre development comprising of a basket food store and two retail/food & drink units.

A local centre was delivered as part of a strategic site (known as Jubilee Park), comprising up to 1,200 homes, sheltered accommodation, community facilities, a primary school, health and leisure facilities, and a hotel.

The site for the local centre was envisaged to be within the main development site but, following an extensive period of marketing with limited interest, an alternative site with a roadside frontage adjacent to the strategic site was identified as having market demand.

Paul co-ordinated the planning application and delivered a full planning permission for the developer, along with discharging the conditions for the end user, the Co Op.

Paul acted for a local developer on the site of the former Conservative Club in Crickhowell to secure permission for the change of use to a single retail unit. The end user in this case was also the Co Op. The application was small in scale, but was very controversial and involved presenting convincing arguments on planning law, highways and conservation.

Image Credit: Inspire Design (top), Astley Signs (bottom)

City Living

Paul provided pre application advice, carried out statutory pre application consultation and delivered a full planning permission for a unique cross laminated timber apartment building on City Road, Cardiff. The clients, Linc Cymru will deliver a 100% affordable scheme in the first of its kind building for Wales.

Paul acted for Thackeray Estates on the conversion and vertical extension of a city centre block for 32 new flats in Cardiff City Centre. The application was on a prominent building within the conservation area and required careful negotiation on the issue of 'agent of change' due to the proximity to entertainment venues.

Image Credit: Powell Dobson Architects





Asset Management

Paul advised the Treforest Unit Trust on its holdings within the Treforest Industrial Estate, one of the largest industrial assets in Wales. This involved progressing a Local Development Order, advising on and obtaining consents for demolitions, changes of use and new infrastructure.

Paul also acted for Eskmuir Securities in a similar capacity, obtaining flexible permissions and permissions for infill development, as well as promoting land and making defensive representations on their wide ranging portfolio of office, retail and industrial assets.

Eco Housing Scheme

Paul advised LivEco homes on a series of applications for new eco homes within the St Fagans conservation area. The advice and formulation of the applications overcame complicated layers of constraints including protected trees, heritage assets, protective planning policies, ecology and landscape impacts.

The support helped to bring about a unique and award winning development for the developers.



Image Credit:LivEco



Major Housing Proposals

Whilst employed at Savills Paul led on promoting and making planning applications for large scale housing projects for Plc and SME housebuilders across South Wales. Highlights included:

- Expert witness for a public inquiry, acting on behalf of Persimmon Homes for an outline application for up to 350 homes at Cefn Fforest, Caerphilly CBC.
- Promoting land at Cog Road Sully for Taylor Wimpey and delivering outline and reserved matters consents for 350 new homes.
- Achieving reserved matters approvals for 375 new homes for Taylor Wimpey for an urban extension at Cowbridge.
- Outline and reserved matters approvals for over 350 new homes in Rhoose.

Image Credit: Think Urban

Food & Beverage

Paul acted for international coffee shop operators over a 20 year period. Firstly, for Starbucks and Coffee #1 during the period 2000 to 2007, and then as lead advisor for Costa Ltd up until 2021.

This included advising on and achieving changes of use, listed buildings, advertisement and outdoor seating consents on in town assets and latterly for new build and change of use for drive through outlets.

James Hamilton, Acquisitions & Estates Director for Costa during that time commented that “Paul is an integral part of the wider Costa team, and is one of the most highly regarded consultants.”

Paul also acted for franchisees on changes of use and as an expert witness in a high profile public inquiry.

Paul has obtained permissions for numerous stand alone drive through and drive to food outlets, including for Burger King and Greggs.

Paul has also worked successfully for pub companies and other night time economy operators in his career.





Pre-application Community Consultation: Best Practice Guidance for Developers

December 2021

Mae'r ddogfen yma hefyd ar gael yn Gymraeg / This document is also available in Welsh
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Statutory Pre-Application Consultation (Wales)

The Planning (Wales) Act 2015 sets out a statutory requirement for developers to carry out statutory pre-application consultation (PAC) on planning applications for major developments in Wales. Developers proposing major development are required to show how they have adhered to the consultation requirements as part of their planning application submissions.

Dinas Planning offers a cost effective and robust PAC service which fulfils the statutory requirements and allows major applications to be registered swiftly.

This service can be provided as a stand alone instruction to applicants or architects, or as part of a wider instruction involving planning consultancy and advice.

Competitive rates are available for whichever approach is preferred.

The service includes web hosting and the required PAC report. Bilingual consultation is provided as standard.



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