



Parm Dosanjh, Director

Parm has over 17 years experience in the planning and development field with a proven track record of advising on high profile regeneration projects. He is a Chartered Surveyor as well as a Chartered Town Planner.

Parm has a broad range of professional experience across the planning, development and regeneration sector. He has worked in the public sector with a local authority and for a major international property practice in the Development & Regeneration team. Parm has acted as development consultant to some of the largest regeneration projects across the country and has a range of skills to take schemes from initial concept to completion, including:

- Property Market Reviews
- Development Feasibility & Viability Studies
- Delivery & Implementation Plans
- Negotiating Complex Land & Property Agreements
- Tax Increment Financing Modelling & Analysis
- Marketing & Developer Selection Strategies
- Strategic Property Asset Reviews
- Drafting CPO Statement of Case & Reasons

Qualifications\

- Member Royal Town Planning Institute (2000)
- Member Royal Institution of Chartered Surveyors (2000)
- BSc (Hons) Town & Country Planning, University College London (1996)
- DipTP Town Planning (Development), University College London (1997)
- MSc (Hons) Land Management, University of Reading (1998)

Career History\

- Director, CB Richard Ellis, London (1998 - 2011)
- Assistant Planner, Northamptonshire County Council (1997)

Project Experience\

Development Consulting\

- **Brentford Town Centre (London Borough of Hounslow)** – Currently advising the Council on the disposal of its assets on a freehold basis to Ballymore. The developer has recently secured planning permission to develop over 900 new homes and 150,000 sqft of retail floorspace. Advised on value of Council's assets, viability of scheme, heads of terms and currently negotiating disposal agreement.
- **The Eye, Bracknell (Bracknell Forest Council)** - Financial viability and valuation advice on proposed £500 million redevelopment of town centre. Negotiation of heads of terms and development agreement.
- **Queens Square Shopping Centre, West Bromwich (Sandwell MBC)** – Proposed regearing of Council's interest to enable refurbishment/ redevelopment of shopping centre. Advice included analysis of scheme proposals and development appraisal. Negotiating heads of terms and

development agreement.

- **New Square, West Bromwich (Sandwell MBC)** – 140,000 sqft Tesco Extra and additional 400,000 sqft of retail and leisure uses. Advice on scheme content, scheme viability and negotiating heads of terms, development agreement and new lease.
- **Martineau Galleries, Birmingham (Birmingham CC)** – 1m sqft mixed use development proposed by the Birmingham Alliance. Advised on scheme content, land assembly cost, viability and negotiating heads of terms, development agreement and new lease (including regearing of Council's financial interest in development site).
- **Swan Centre, Rugby (Rugby BC)** – Advised on the development of a new 90,000 sqft Asda store and an additional 40,000 sqft of fashion retailing. Undertook marketing and developer selection, advised on land assembly (including CPO), viability issues and drafting heads of terms and documentation of the development agreement.
- **Southgate Centre, Bath (Bath & North East Somerset Council)** – A 435,000 sqft mixed used development in the heart of a UNESCO World Heritage city. Advised on scheme content, viability, land assembly (including CPO) and negotiated development agreement and new lease.
- **Drake Circus Shopping Centre, Plymouth (Plymouth CC)** – Provided advice on market conditions, viability, CPO and negotiated development agreement for the development of this 654,000 sqft covered shopping centre, anchored by M&S and Next.

Economic Viability Assessments\

- **Sandwell Viability Advisors (Sandwell Metropolitan Borough Council)** – undertaking analysis of viability statements submitted by developer, including market analysis of sales values and undertaking independent development appraisals and making recommendation of affordable housing level. Currently advising on schemes ranging from 50 to 125 units.
- **Harborough Viability Advisors (Harborough District Council)** – advising the Council on viability statements submitted by developers seeking to justify a reduction in S106/Affordable Housing requirements. Analysis includes a detailed analysis of developer's assumptions, running independent appraisal and making clear recommendation to planning officers.
- **Silwood House, Ascot (De Grey / Imperial College)** – preparing viability assessment to assess the need for enabling development to allow the existing Grade II* Listed Building to be converted to high end luxury apartments and houses, as well as identifying the potential for an off-site contribution towards affordable housing.
- **Tower House, Islington (Polar Romax Ltd)** – prepare a viability statement to support the development of retail, offices and circa 40 residential units. The scheme involves retention of the local listed façade and redevelopment of the rest of the building.
- **Little Stanion, Corby (JME Civils)** – currently advising on the renegotiation of a S106 agreement by reworking the density/mix of the proposed scheme and also the potential to improve viability and hence the level of S106 that can be afforded by the scheme by including additional land.
- **Station House, Bracknell (Westrock)** – prepared a viability statement to support the development of a two storey residential extension to an existing 8 storey building which has permitted development rights to be converted from offices to residential. The scheme being proposed is a Private Rented Scheme and therefore the approach is based on valuing the residential units as investments rather than for sale. The analysis is being used to support discussions on S106 contributions.
- **Archery Road, St Leonards On Sea, Kent (Gladedale)** – preparation of Economic Viability

Assessment for a high quality coastal scheme incorporating approximately 60 units in a mix of houses and apartments.

- **Eling Wharf, Southampton (Burt Boulton Holdings)** – undertake market analysis to inform residential element of the proposed scheme, which also includes foodstore retail, retail warehousing and employment space. We are also preparing an EVA to support the proposed S106 contribution and affordable housing proposals.
- **Queensway, Redhill (Reigate & Banstead Borough Council)** - Appointed by Reigate & Banstead Borough Council to undertake a detailed analysis of the viability appraisal submitted by Hollybrook Developments. Hollybrook proposed a redevelopment of a former office block for 126 apartments and 14,000 sqft of retail floorspace.

Economic, Employment & Funding\

- **Accelerating Employment Sites, Central Bedfordshire (Central Bedfordshire Council)** – Advised the Council on 17 employment sites across Central Bedfordshire. Identify blockages to development or more intense use of site; prepared a route map to help unlock the sites. Undertook property market review, interviews with developers/landowners and prepared implementation strategy.
- **Northamptonshire Workspace Assessment (Northamptonshire Enterprise Partnership)** – Undertook property review, focusing on B1, B2 and B8 uses across the county, looking at demand and supply factors. Analysis of key sites and advice on unlocking for development.
- **Local Development Order (Central Bedfordshire Council)** – Undertook a review of key strategic employment sites, including existing estates and prepared criteria to test which would benefit the most from an LDO. A preferred estate recommended and the Council is currently working through the consultation process.
- **Enterprise@Bognor Regis (Arun District Council)** – Review of property market (B1, B2 and B8, as well as ancillary uses e.g. hotel) to inform the LDO policy framework for the 70 hectare site. Advice included preparation of commercial brief and advising on proposed layouts.
- **Nottingham Prospectus (Nottingham Regeneration Ltd)** – Prepared glossy market review and opportunities paper as a tool to assist NRL to attract investors, developers and occupiers to the city.
- **Rotherham Integrated Development Plan (Rotherham BC)** – Undertook a property market and a review of key development sites. Provided an options analysis for each site (including an appraisal) and an overall delivery strategy. The plan helped secure £10M of European Funding.
- **Employment Land Study, Bedfordshire and Luton (Bedford BC, Central Bedfordshire Council and Luton BC)** – Undertook a review of all key employment sites across the county and as well as modelling future employment growth.
- **North Houghton Regis & Luton Strategic Employment Site ADZ/TIF (Central Bedfordshire Council, Luton BC and Luton Gateway)** – Proposals to deliver 30 hectares of employment site. Undertook review of proposed scheme, consultation with key land owners, prepared a bespoke excel model to demonstrate how a TIF would work and finally identified key deliver issues.
- **East Luton Strategic Employment Corridor (Luton BC and Luton Gateway)** – Proposals to develop 2M sq. ft of employment land by Prologis adjacent to London Luton Airport. Prepared development appraisal and bespoke excel model to test whether TIF could assist in funding the required infrastructure and therefore releasing the land for development.

- **Waterside Enterprise Zone TIF, Northampton (WNDC)** – TIF modelling and analysis to consider potential avenues to fund the infrastructure required to unlock 970,000 sq. ft of mixed use development.

Regeneration\

- **Leighton Buzzard Town Centre (Central Bedfordshire Council)** – Property market analysis to prepare commercial brief to inform mixed used retail led options for redevelopment of key site in the town centre. Undertook development appraisals to test viability and provided advice on developer procurement.
- **Station Approach, Winchester (Winchester CC)** – Prepared property market advice and land owner consultations to inform options to be tested for the area around the railway station in Winchester city centre. Development appraisals and sensitivity analysis undertaken and advice on delivery issues provided.
- **North East Enfield AAP (London Borough of Enfield)** – Property market advice and review of economic factors to inform polices coming forward in the AAP. Viability analysis of development options for Ponders End/Brimsdown Site. Consultations with key land owners.
- **Ilford Town Centre, Ilford (LB of Redbridge)** – Property Market advice on town centre masterplan (winner of Mayor of London’s Planning Award) and subsequent disposal of Unity Square site for mixed use scheme.
- **Slyfield, Guildford (Guildford BC and Thames Water)** – Advice on scheme content and viability for a residential development of 1,500 units and a new school, as well as the relocation of sewage works and Council depot.
- **Bolton Road Masterplan, Banbury (Cherwell DC)** – Advice on property market, scheme content and financial viability for a foodstore led scheme to be a new shopping quarter in the town centre.
- **Northampton Town Centre Development Framework (WNDC, Northampton BC and Northamptonshire CC)** – Advice on property market, key opportunity areas, scheme viability and implementation/delivery issues.
- **Castle Station Masterplan, Northampton (WNDC)** – Advised on masterplan for a new business hub (250,000 sqft of B1 space) and redeveloped railway station. Undertook a property market review and provided input on scheme content, as well as development appraisals and initial discussions with Network Rail on heads of terms.
- **Marsh Farm, Luton (Luton BC)** – Development framework for the proposed redevelopment of the Marsh Farm Central Area to provide new housing and retail (including foodstore). Advice included undertaking market review, input on scheme content and financial viability.
- **West Bromwich Leisure Development (Sandwell MBC)** – Advised on proposals for a new leisure centre and associated retail development in West Bromwich Town Centre. Advice included a property market review, land assembly cost estimates, development appraisals and identifying key delivery issues.