



## early-stage feasibility intelligence report

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## 1. Site Information

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**Site Address:** 12 - 16 Church Hill, London, E17 3AG

**Site Type:** Urban infill residential intensification opportunity

**Asking Price:** Offers in Excess of £5,500,000

**Site Area:** 0.29 Acres (1,173.59 sq.m)

**Planning Status:** Planning permission for 7 flats and a large communal garden

**Occupancy Status:** Partially Let (24% occupied)

## 2. Executive Summary

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- **Commercial Opportunity:** Optimise existing residential income through phased infill intensification delivering seven additional flats with improved communal amenity.
- **Implementation Sensitivity:** Moderate delivery risk given partial occupancy and need for phased construction alongside tenant retention.
- **Strategic Positioning:** Well-positioned urban infill site in a strong London suburb benefiting from proximity to transport and local amenities.
- **Viability Position:** Moderate; rental uplift indicated by ERV supports development quantum but requires careful cost control.
- **Planning Confidence:** Moderate-High; extant planning consent supports delivery but density and heritage constraints remain to be validated.
- **Acquisition Attractiveness:** 7.3 (Good); balanced location quality, planning status, manageable delivery risk, and moderate market strength underpin appeal.

**Best-Fit Development Strategy:** Selective residential infill intensification leveraging existing consent with phased delivery to maintain income and reduce operational disruption.

### 2a. Key Metrics Snapshot

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- **Existing Income:** £74,400 p.a.
- **ERV:** £491,400 p.a. (including consented new build)
- **Floorspace:** 6,372 sq ft (592 sq m) GIA including infill consent
- **Development Typology:** Residential infill intensification

## 3. Site Overview

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- **Existing Uses:** Three buildings comprising 17 flats with partial tenancy (24% occupied).
- **Income Position:** Current rent significantly below estimated rental value, highlighting asset management opportunity.
- **Building Characteristics:** Low-rise residential fabric suitable for incremental infill addition as per existing consent.
- **Delivery Context:** Phased construction required to balance retention of income streams and minimise disruption.
- **Strategic Positioning:** Urban infill within a suburban London setting poised for controlled densification aligned with local planning objectives.

## 4. Planning & Constraints

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- **Planning Position:** Extant consent for seven additional flats with large communal garden; supports residential intensification but requires compliance with local density policies.
- **Heritage / Structural Constraint:** No specified heritage constraints; existing structures allow for infill subject to survey findings.
- **Access & Servicing:** No significant access limitations noted; servicing arrangements will require coordination given urban location.
- **Phased Delivery Constraint:** Partial occupancy necessitates carefully staged works to maintain tenancy and income.
- **Density Calibration:** Moderate density acceptable; site scale limits extensive intensification ensuring alignment with local context.

### 4a. Constraint Matrix

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- **Planning:** Moderate
- **Heritage:** Low
- **Access:** Low
- **Utilities:** Unknown
- **Tenancy:** Moderate
- **Market:** Moderate

## 5. Market & Demand Insight

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- **Demand Drivers:** Proximity to Walthamstow Central Station and local amenities supports rental demand for residential stock.
- **Occupier Alignment:** Likely appeal to professional and commuter market seeking well-located, smaller flats.
- **Competing Supply:** Moderate competition from nearby stock; absence of major new schemes reduces oversupply risk.
- **Market Positioning:** Stable suburban rental market with moderate growth potential supporting rental uplift assumptions.
- **Market Constraint:** Moderate; rental growth dependent on market conditions and delivery timing.

## 6. Development Direction

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- Progress infill construction aligned with existing planning permission to leverage approved quantum.
- Implement phased delivery maintaining partial building occupancy to preserve income during works.
- Retain and enhance communal amenity spaces to improve tenant satisfaction and marketability.
- Restrict density expansion to consented levels to mitigate planning uncertainty and infrastructure strain.
- Adopt flexible operational management to allow for unit upgrading in response to market demand shifts.

## 7. Indicative Commercial Snapshot

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- **Income Support:** Existing income present with clear potential uplift from consented development.
- **Delivery Complexity:** Moderate, primarily due to phased construction requirements and tenancy management.
- **Servicing Exposure:** Low; established urban location with typical servicing access.
- **Capital Sensitivity:** Moderate; pricing relies on realisation of rental growth and development cost control.
- **Commercial Resilience:** Good; location and rental market underpin steady occupational demand.

## 8. Key Risks

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- Phased delivery complexity impacting tenant retention and income continuity.
- Potential uplift relies on market conditions aligning with ERV assumptions.
- Planning interpretation risk around density calibration and potential restrictions on further intensification.
- Uncertain utilities and infrastructure capacity may affect delivery timelines and costs.
- Construction inflation and logistics management within constrained urban environment.

## 9. Recommendation

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- Commission detailed planning compliance review to confirm density constraints and reserved matters feasibility.
- Perform structural survey on existing buildings to validate infill adaptation scope and cost implications.
- Assess servicing and access arrangements for phased construction and ongoing operations.
- Conduct tenancy review to strategise phased vacating and retention plans.
- Validate utilities capacity and integration to support additional residential units without costly upgrades.

## 10. Market Intelligence Overlay

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- **Local Development Context:** Situated in a mature suburban urban corridor demonstrating moderate residential intensification potential consistent with London borough policies.
- **Planning Context:** Extant consent for incremental infill signals local authority willingness to support controlled density increases within existing residential fabric.
- **Market Positioning Context:** The site serves a commuter and professional rental market demanding well-located, modestly sized flats with convenient transport access.
- **Demand Context:** Moderate competition from existing stock but absence of major new build schemes near reduces oversupply risk and supports absorption.
- **Strategic Implication:** Demonstrates moderated development potential requiring careful phased delivery and density adherence to secure practical implementation and optimise market uptake.

## 11. Indicative Cost & Delivery Benchmarks

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- **Build Cost Range:** £2,000–£3,200 per sqm, directional only.
- **Capital Exposure:** Moderate qualitative exposure reflecting phased delivery and partial building retention.
- **Delivery Complexity:** Moderate due to occupancy management and urban site logistics.
- **Key Cost Sensitivities:**
  - Phased construction extending programme and costs.
  - Structural adaptation costs to integrate infill blocks with existing buildings.
  - Urban access and servicing logistics.
  - Potential utilities upgrades if capacity is insufficient.
  - Market-driven inflation in labour and materials.

All figures should be treated as directional benchmark estimates only, not formal cost advice, QS analysis or development appraisal.