



wam
architecture

SELECTED
RESIDENTIAL



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RIBA 
Chartered Practice

ABOUT US

WaM Architecture specialises in the delivery of Planning Consents for residential and mixed-use schemes and we have an outstanding success rate with 95% of Applications Consented Locally first time around.

We analyse the opportunity within each site and advise on the most suitable strategy to achieve the best possible result for our clients whilst developing bespoke solutions and buildings of the highest design quality.

We have extensive experience in unlocking highly complex sites, including those located in the Green Belt, Flood Plain or Conservation Area. We understand how to successfully convert and redevelop Listed Buildings to ensure the limitations of the historic fabric do not affect optimisation but instead add value and interest to the ultimate solution.

Our care and attention to detail in everything we design and present combined with 'telling the story' in a convincing manner, at every stage of the process, enables us to obtain approvals which exceed client expectations. We strongly believe in the importance of a collaborative approach; however, we will always challenge the Design Team and Planners to achieve more.



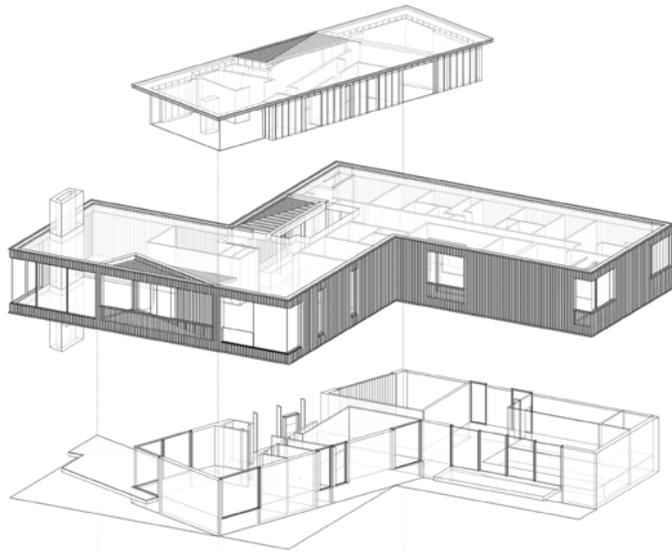
**SELECTED
PROJECTS**



**ONE-OFF
HOUSES**



RIVERSIDE HOUSE
BOURNE END



RIVERSIDE HOUSE
BOURNE END



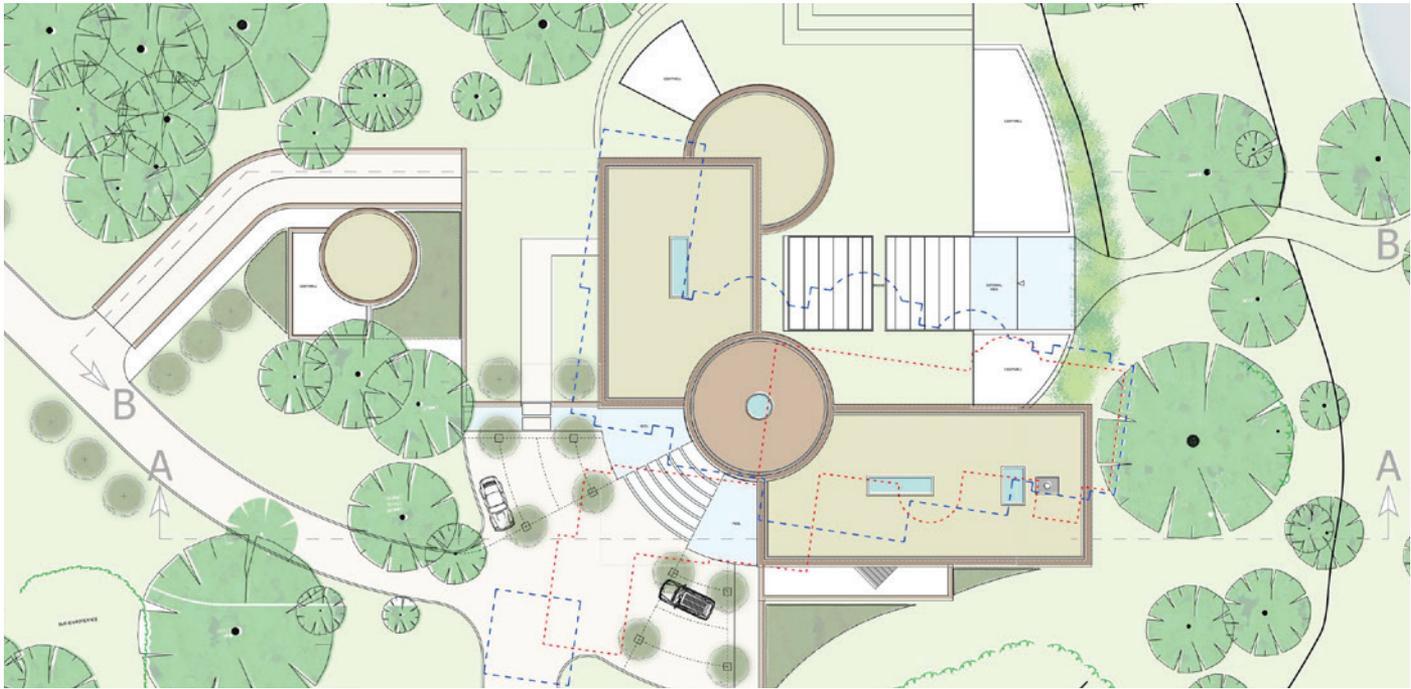
RIBBON HOUSE
WENTWORTH ESTATE



CORNER COTTAGE
BEACONSFIELD



SEVEN PINES
WENTWORTH ESTATE



SEVEN PINES
WENTWORTH ESTATE



PRIVATE HOUSE
VIRGINIA WATER



PRIVATE HOUSE
VIRGINIA WATER



**SELECTED
PROJECTS**



**CONSERVATION
AREA &
LISTED
BUILDINGS**



HAREFIELD PLACE
ICKENHAM



HAREFIELD PLACE
ICKENHAM



THE COCK PITT
ETON



THE COCK PITT
ETON



58 HIGH STREET
ETON



WYCOMBE END HOUSE
BEACONSFIELD



**SELECTED
PROJECTS**



**SMALL SCALE
DEVELOPMENTS**



SLOUGH ROAD
DATCHET



ONSLOW MILLS
WEST DRAYTON



PEASCOD STREET
WINDSOR



**SELECTED
PROJECTS**



**LARGE SCALE
DEVELOPMENTS**



PANORAMA
WEST LONDON



STOKE ROAD
SLOUGH



STOKE ROAD
SLOUGH



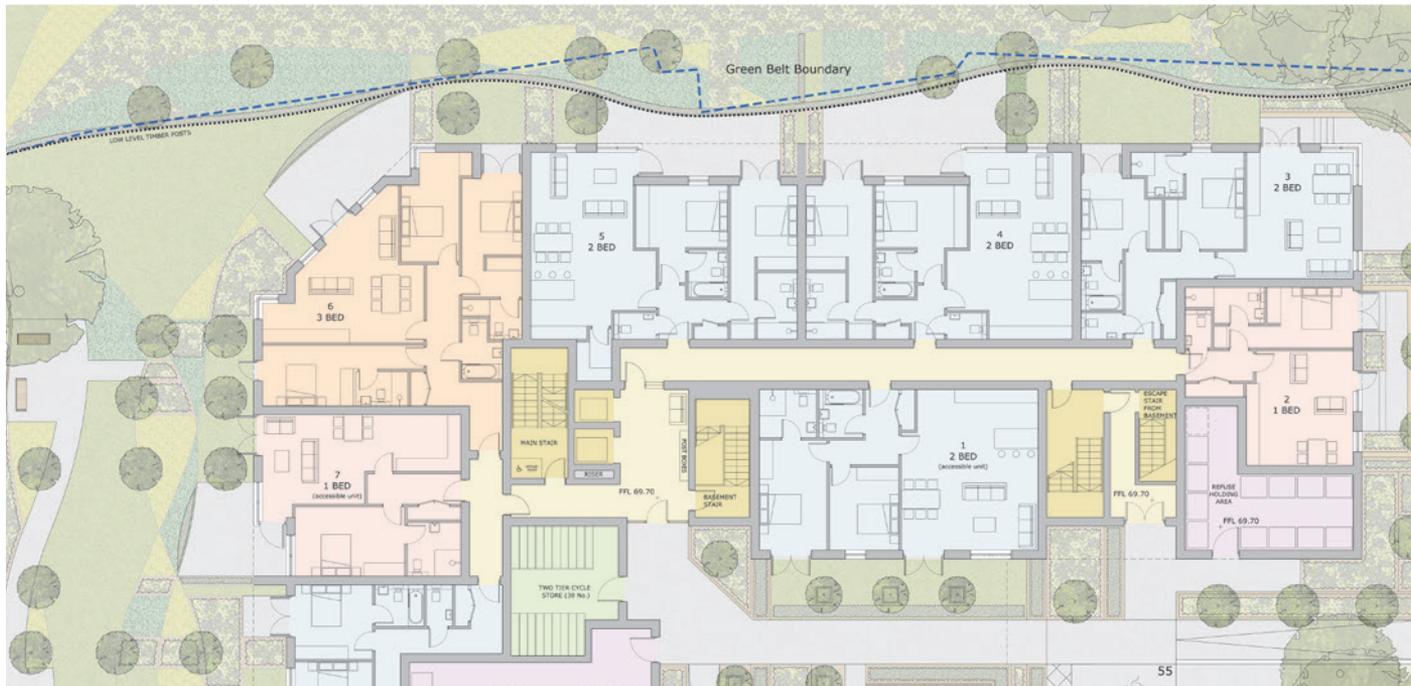
WATERLOO WHARF
WEST LONDON



WATERLOO WHARF
WEST LONDON



BUSHEY HALL GOLF CLUB
BUSHEY



BUSHEY HALL GOLF CLUB
BUSHEY



FERN GROVE
FELTHAM

At WaM we strongly believe in the importance of collaboration. In the first instance listening to and understanding the Client's aspirations, and then working closely with the Design Team to translate this brief into a solution which maximises the site's potential. The same collaborative approach is taken when liaising with the Local Authority. Officers are under significant pressure in terms of resources as well as being under scrutiny from local groups, residents and stakeholders. It is therefore important to liaise with the Local Authority early on and get Senior Officers on board and gain their support for the proposed scheme. Getting the Officers to buy into the solution usually results in a bigger scheme and having brought them on board early, they tend to be a lot more robust when presenting a scheme and, if necessary, defending it at Committee.

We look at every site as a unique opportunity, and we make sure that we have researched the site's history in detail and properly considered the opportunities and constraints. Investing time at the very start of the process enables us to put together a compelling argument and case for our proposal. Our reports tell the story in a lot of detail, and we carefully consider how best to present the proposed scheme and the reasoning behind it. All of our drawings and diagrams are of the highest quality and each one is an important piece in the jigsaw which paints the overall picture. It is just as important to consider what not to draw as it is to produce powerful diagrams which support the proposed scheme in the best possible way.

Our high success rate is based on our experience and extensive knowledge of the planning system and how to best deal with what more often than not has become a political decision rather than one purely from a planning and policy perspective. Ticking the policy box does no longer secure consents locally, but knowing how to sell a scheme and present it in the best possible way to make it easy for Officers and Councillors to support does. Understanding the politics has allowed us to secure consents which have pushed boundaries and exceeded policy restrictions, simply because officers and councillors bought into and liked the scheme.

We don't simply "tick the boxes in terms of policy", we genuinely care about what we do. Our passion, care and attention to detail has been the key to our success and a large number of very impressive consents. In fact, our best consents have been those where the quality of our proposals meant that Officers and Committee Members considered the benefits of our scheme to the area and its residents to outweigh the policy constraints which may have been exceeded.