



Antonia MacDougall

Associate Director

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Areas of expertise

Antonia has over eight years' experience in providing planning and viability advice to clients on large strategic sites across London. Antonia's expertise includes financial modelling, development appraisals, affordable housing products and estate regeneration financial performance. Antonia regularly provides viability modelling for large strategic sites in London to support planning applications, securing affordable housing and viability terms through the s106 agreement including bespoke review mechanisms and terms of affordable housing to support local housing needs.

Antonia works with clients to provide commercially viable and deliverable consents working throughout the design development and preapplication stage through to determination stage of planning applications.

Key experience

Biscuit Factory, Southwark – Antonia worked with Grosvenor leading on the viability modelling following refusal by Southwark and Call In by the Mayor. Detailed negotiations took place to support the affordable housing and viability position along with securing the provisions in the s106 agreements including a bespoke review mechanism and affordable housing terms for local housing needs.

Camden Goods Yard, Camden – managed the Options Appraisal Process for Juniper Crescent and Gilbeys Yard Housing Estates. Antonia prepared the financial models for all options and tested each option against the defined objectives and technical deliverability. Antonia took part in numerous consultation events with residents and the Council on the outputs of the options tested and next steps moving forward leading up to a ballot and planning application to be submitted in 2020.

White City Campus South, Hammersmith & Fulham – Antonia worked on a research and development/business led

Key projects

B&Q & Homebase, Wandsworth
Camden Goods Yard, Camden
East Village, LLDC

Biscuit Factory, Southwark

White City Campus South, H&F

Goods Yard HRW, Haringey

Homebase York Road,
Wandsworth

International Quarter London,
LLDC

One Portal Way, OPDC

Kidbrooke Station Square,
Greenwich

Longley Industrial Estate, Brighton

Preston Barracks, Brighton

Cundy Street Quarter,
Westminster

Euston Redevelopment, Camden

Aylesbury Estate, Southwark

Lombard Wharf, Wandsworth

Preston Barracks, Brighton

The Crescent, Rushmoor

Richmond College, Richmond

Brighton Gasworks, Brighton

Earls Court, RBKC & H&F

Harleyford Road, Lambeth

Wandsworth Gasholders,
WandsworthKA



development totalling 2m ft2 alongside c400 residential homes. Antonia worked with Imperial College London, Council and GLA to secure a viable mix of uses and ensuring the types of housing provided will meet local needs and complement the Colleges aspirations for the site as a world class research hub.

B&Q & Homebase Swandon Way, Wandsworth – Antonia supported Legal & General advising on the affordable housing and development strategy for two mixed used development for c 1,000 homes for one of the first build to rent schemes in the borough. Details included negotiating the affordable housing offer for both sites and securing a Registered Provider to manage the affordable homes across both sites.

Cundy Street Quarter, Westminster – mixed use redevelopment securing c300 new homes including reprovion of existing social rented housing currently onsite and additional intermediate homes. Antonia's role on the project has been to prepare the financial model to support the planning application which includes the flexible C2/C3 floorspace as Senior Living accommodation. The application needed to consider the affordable housing requirements against this flexibility alongside the reprovion requirements of existing tenants currently onsite. This project involved innovative housing products for Elderly accommodation alongside the approach to existing residents and their housing needs

International Quarter London, LLDC– residential plots in IQL North & South, proposals currently being developed for plots S1 and S11. Antonia's role to date has been reviewing Lendlease's internal model and preparing planning viability models to support the planning application, engaging with a number of planning and development colleagues at Lendlease. Antonia has also assisted with discussions at the GLA and LLDC including the approach to public land and grant funding.

Preston Barracks, Brighton – Antonia led the viability for a large mixed use development in Brighton on behalf of Brighton University and U&I. Antonia engaged with the council regarding a number of viability matters linked across the masterplan. The scheme will deliver 369 new homes incorporating affordable housing, 1,338 purpose build student bedrooms, a new homes for Brighton University Business School and 50,000sqft Central Research Laboratory for start-up businesses and entrepreneurs.

Key clients

Aitch Group Ashill Land Ltd
Avanton Ltd Barratt Homes
Berkeley Group
Big Yellow Self Storage
Canary Wharf Group
Common Projects
Get Living
Grosvenor Group
Hollybrook Homes
Imperial College London
Legal & General
Lendlease
Linden Homes
London Quadrant Group
Notting Hill Genesis
One Housing
Places for People
St William
Tottenham Hotspur Football Club
U&I