



Pre-purchase planning, viability and risk

587 Forest Road, Walthamstow, London E17 4PP · mixed-use building (ground-floor laundrette + flat over) on the A503 · offered at auction for the flat-conversion thesis, unsold, now £650,000 by negotiation · London Borough of Waltham Forest

RECOMMENDED ACTION

Treat this as a mixed-use investment at a full price, not a development opportunity - and do not pay for the conversion until the cheap planning checks say it is alive. The convert-to-flats pitch the lot was sold on is blocked on the public record; as a conversion play the building is worth about £400,000, not £650,000. First moves cost under £1,000: confirm the Article 4 scope and read the 2003 refusal before anything else.

DEVELOPMENT PROSPECT	Poor	Constrained	Moderate	Strong
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THE SITE, SCORED · ONE-LINE BASIS PER ROW · SOURCE NAMED INLINE

The pitch	STOP	The lot was marketed for conversion to 2-3 flats and did not sell at auction (Lot 22, 4 March 2026, guide about £600,000). The market read the same planning record set out below and passed.
Use-class trap	STOP	The ground floor is an operating laundrette - Sui Generis under the Use Classes Order - so the high-volume Class MA prior approval route does NOT engage. Any flat conversion needs a full planning application, not a fast-track.
Planning history	WATCH	A 2003 application to form two flats here was refused (ref 030181). Not fatal - the policy context has moved on in 23 years - but it is a recorded refusal a fresh application must out-argue. Read the notice for the reasons.
Article 4	WATCH	Waltham Forest's 29 June 2023 Modified Article 4 Direction removes Class MA in named centres and parades. Whether 587 sits inside it is unconfirmed; if it does, even the narrow prior-approval fallback closes. A free written check settles it.
Noise / daylight	WATCH	Forest Road is the classified A503: internal noise (BS 8233) and natural light to deep shop-depth units are the two most common refusal grounds for conversions like this. A scoping note is needed before any scheme is designed.
Title	WATCH	Freehold per the catalogue; official copies unread. Confirm the title, any commercial lease on the laundrette, and rights over the rear. £7, same day.
Market	GOOD	E17 flat demand is real and deep: recent sales within the postcode run £255,000 to £500,000, and Walthamstow Central (Victoria line + Overground) is an 11-minute walk. The end-product sells; the question is whether you can build it.
Viability	STOP	As a conversion the residual ceiling is about £414,000 even if consent were certain; the £650,000 ask is £236,000 above that and a loss at the rostrum price. The building's defensible value is as standing mixed-use investment, not development.

THE FIVE NUMBERS

CONVERSION GDV £1.0m 3 flats; band £0.9m to £1.07m	CONVERSION RESIDUAL £395k central, at 17.5% profit on GDV	CONVERSION CEILING £414k 15% PoC, if consent were certain	ASKING PRICE £650k a loss as a conversion play	CONSENT LIKELIHOOD 35-45% LOW band; the blocks above
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RISK, RANKED BY WHAT IT DOES TO THE DECISION	WHAT IT DOES TO THE NUMBER	BUYER LEVER?
1 · The conversion is blocked	Sui Generis + the 2003 refusal + possible Article 4 mean the flat scheme is a low-probability fresh application, not a fast-track. The whole £250,000-plus uplift over standing value rides on winning it.	YES
2 · Article 4 scope	If 587 is inside the Modified Direction, even the narrow fallback route closes. A free written confirmation is the single most decisive cheap check.	YES
3 · Price vs value	At £650,000 the conversion loses 10.5% on cost; the standing mixed-use investment is worth roughly £480,000 to £560,000 on realistic rents. The ask prices an option the record says is unlikely.	PARTLY
4 · Noise + daylight	The A503 frontage and deep shop-depth units are the classic refusal grounds; an acoustic and daylight scoping note de-risks the design before any application spend.	YES
5 · The standing rent roll	The realistic floor is the laundrette + flat investment value; its rents are estimated here and need the legal pack to confirm.	YES

VERIFICATION SCORE

24 of 31 · PASS

31 load-bearing facts: **24 verified at primary source (77%)**, 7 open, each with a named confirmation route, cost and SLA. Pass threshold 75%. The score is the audit trail behind the named preparer; it does not replace professional indemnity cover.

PREPARED AND APPROVED BY

Jonathan Blewitt, Principal

Mayfair Studio. Every figure re-derived from the primary source at build time and stamped inline. Chartered cosign available on the Expert tier (£950).

The bid

This building has two values, and the gap between them is the whole story. As a **standing mixed-use investment** (the laundrette and the flat, let as they are) it has a rent-roll value - the realistic floor. As a **conversion to three flats** it has a development residual - but that route is blocked on the planning record. The £650,000 ask prices the conversion as if it were a certainty. It is not.

BASIS OF VALUE	INDICATIVE VALUE	READ
Standing mixed-use investment Laundrette + 3-bed flat, let. Estimated combined rent £35,000 to £43,000/yr, capitalised at a secondary A-road yield of 6.5% to 7.5%. Rents are estimates to confirm from the legal pack.	£480k to £560k	The realistic floor - what the building is worth as it stands
Conversion to 3 flats, consent certain GDV £1.0m less conversion cost, fees, finance and profit (page 4). The 15% profit-on-cost ceiling.	£414k ceiling	Below the standing value , and this assumes consent is won
Conversion, probability-weighted The £395k central residual x a 35-45% consent likelihood (page 3).	~£150k to £180k	The honest conversion value after the planning risk
Asking price	£650,000	Above all three: full-price-plus for the investment, a loss for the conversion

The one-line answer: value this as the mixed-use investment it is (about £480,000 to £560,000 on realistic rents); the conversion is a low-probability option worth little until the £1,000 of planning checks prove it is alive, and at £650,000 the conversion play loses money. Two yardsticks, stated: the £395,000 conversion residual is struck at 17.5% profit on GDV; the £414,000 ceiling at 15% profit on cost. The consent likelihood is a 35-45% judgement band, not a measurement. The standing-investment floor depends on rents that are estimated here and must be confirmed from the legal pack.

WHY THE AUCTION RESULT MATTERS

The lot was offered for the conversion thesis and **did not sell** at the rostrum on 4 March 2026 against a guide of about £600,000; it is now £650,000 by negotiation. An unsold auction lot is not a bargain waiting to be found - it is the market pricing the same risks this report sets out. The room saw a Sui Generis ground floor, a recorded refusal and an A-road frontage, and declined. That is corroboration of the verdict, not a contradiction of it.

What the conversion arithmetic looks like, for the record

ENTRY PRICE (FOR THE BUILDING)	PROFIT (CENTRAL)	PROFIT ON COST	READ
£400,000 Near the conversion residual: where the development just works.	£0.15m	17.0%	The conversion's own ceiling zone
£520,000 Around standing-investment value.	£0.02m	2.0%	No development margin left
£650,000 (ask)	-£0.12m	-10.5%	A loss as a conversion

Reading it. The conversion only makes a developer's margin if the building is bought near £400,000 AND consent is won. Buy it at the £650,000 ask and you are paying a full standing-investment price and funding the conversion at a loss on top. The rational play is one of two things: hold it as the mixed-use investment it already is, or buy it cheaper as a conversion punt only after the Article 4 and use-class checks come back favourable. Paying £650,000 for the conversion story is the one option the numbers refuse.

Planning

VERIFICATION CHECK	STATUS	FINDING
Current use	SUI GENERIS	The ground floor is an operating laundrette. A launderette is Sui Generis under the Use Classes Order - outside Class E - so the Class MA commercial-to-residential prior approval route (Class E to C3) is not available . This is the single fact that turns an easy conversion into a hard one.
Planning history	REFUSAL ON FILE	A 2003 application to form two flats was refused (ref 030181). The catalogue does not give the reasons; they must be read from the notice. After 23 years the policy context has changed, but a fresh application starts against a recorded refusal at this address.
Article 4	SCOPE OPEN	Waltham Forest made a Modified Article 4 Direction on 29 June 2023 removing Class MA in named centres and parades. Whether 587 Forest Road sits inside a named parade is unconfirmed and decisive for any prior-approval fallback. Free written confirmation from planning policy settles it.
Route forward	FULL APPLICATION	The only route to flats here is a fresh full planning application on a carefully designed scheme, tested against the council's amenity and noise standards. No prior-approval shortcut is available while the ground floor is Sui Generis.

Consent likelihood: a 35-45% judgement band, LOW

This is the lowest consent likelihood in our current sample set, and deliberately so. The route is a full application carrying three headwinds at once: a Sui Generis ground floor the scheme must either retain or justify losing; a recorded refusal at the address; and an A503 frontage where noise (BS 8233 internal levels) and daylight to deep units are the standard refusal grounds. None is individually fatal - Walthamstow grants residential conversions regularly - but together they put a well-designed scheme below an even-money chance until the cheap checks shift it.

INPUT BUCKET	WEIGHT	SCORE
Policy and design fit Loss of a Sui Generis ground-floor use, A503 noise and daylight to deep units, and the 2003 refusal on file. The design must answer all three.	60%	35%
Route and use class No Class MA fast-track; full application only; Article 4 scope unconfirmed.	25%	45%
Market and policy support Strong E17 flat demand and a borough that grants conversions; the principle of residential intensification is supported.	15%	55%
Weighted likelihood · LOW $0.60 \times 35 + 0.25 \times 45 + 0.15 \times 55 = 40.5$, the midpoint of the 35-45% band. Read the band, not the decimal: this is a below-even-money case with identifiable ways to improve it, not a measurement.	100%	40%

What moves it. Two cheap checks change the picture before any design spend. A free written confirmation that 587 sits OUTSIDE the Article 4 parade keeps a narrow fallback open. Reading the 2003 refusal tells you whether the objection was the principle (hard to shift) or the detail (designable around). Beyond that, a pre-application on a scheme that retains or re-provides the commercial unit and answers the A503 noise question is the instrument that lifts the policy-fit bucket. Until those are done, treat the conversion as an option, not a plan.

CIL on a conversion

Two layers apply in London: Waltham Forest's borough CIL (adopted 2014) and the Mayor's CIL2, here Band 2. Both charge on **net additional** floor area only. A conversion that retains the existing building adds little new floor, so the CIL exposure is modest - the £25,000 carried in the page 4 ledger is a provision, not a large fixed cost - but the net-area calculation should be run once a scheme is drawn. Affordable housing is not engaged at three units.

The money

Conversion central case, stated once and used everywhere: GDV £1,000,000 (3 flats); conversion build £235,000; professional fees £60,000; finance interest £80,000; CIL and undertaking £25,000; sales and legals £30,000; delivery cost £430,000; profit at 17.5% on GDV £175,000; **conversion residual £395,000**. The standing-investment value is a separate basis, set out below as the realistic floor.

CONVERSION LEDGER (3 FLATS)	RANGE	CENTRAL
End value (GDV), 3 flats 3 converted flats at an E17 4 flat band of £300k to £360k each (page 6 comparables: recent E17 4 flat sales £255k to £500k). Affordable not engaged at three units.	£0.90m to £1.07m	£1.00m
Conversion build Strip-out, structural reconfiguration, sound separation (Approved Document E), fire (Approved Document B), per-flat services and metering, fit-out of an existing mixed-use building. A conversion cost, not a new-build per-sqm rate.	£0.15m to £0.32m	£0.235m
Professional fees Architect, structural, acoustic, planning incl. pre-app, building control, party wall.	£0.045m to £0.08m	£0.06m
Finance interest, 12 to 18 month programme 10% on rolling drawdown at 65% LTC. Arrangement and exit fees a named exclusion.	£0.06m to £0.10m	£0.08m
CIL + undertaking Waltham Forest CIL + MCIL2 Band 2 on net additional floor only; small on a conversion. Provision, not a fixed cost.	£0.015m to £0.035m	£0.025m
Sales, legals 3% of GDV across three flat sales.	£0.025m to £0.035m	£0.03m
Delivery cost (excl building)	£0.30m to £0.57m	£0.43m
Conversion residual at 17.5% profit on GDV GDV less delivery less profit: what the building is worth as a conversion play before the consent risk is applied.	£0.16m to £0.49m	£395,000

THE STANDING-INVESTMENT FLOOR (THE REALISTIC VALUE)

Held as it is, the building is a small mixed-use investment: a Sui Generis laundrette let on commercial terms plus a flat. On estimated combined rents of **£35,000 to £43,000 a year**, capitalised at a secondary A-road mixed-use yield of 6.5% to 7.5%, the capital value is roughly **£480,000 to £560,000**. The rents are estimates here and must be confirmed from the tenancy schedule in the legal pack; if the laundrette is on a long lease at a low rent, the figure softens. This is the number that should anchor the offer - the conversion is upside on top, not the base case. SDLT at the £650,000 ask, as mixed-use, is roughly £22,000 (the conversion ladder on page 2 uses residential rates for the development scenarios).

PROFIT MARGIN TEST (UPWARD), CONVERSION	PROFIT TAKEN	CONVERSION RESIDUAL
17.5% on GDV, the central illustration	£175,000	£395,000
20% on GDV	£200,000	£370,000
22.5% on GDV, planning-risk premium case	£225,000	£345,000

Every row sits below the standing-investment floor and far below the £650,000 ask. The conversion does not rescue the price; it is a thin, planning-contingent upside on a building whose real value is the rent it already produces.

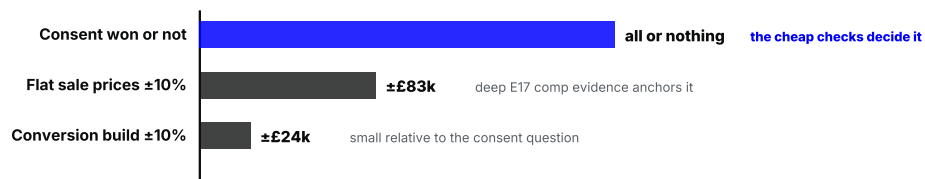
Sensitivity

Conversion residual after 17.5% profit	Conversion build cost		
	Low £150,000	Mid £235,000	High £320,000
GDV high £1,070,000	£537,750	£452,750	£367,750
GDV mid £1,000,000	£480,000	£395,000	£310,000
GDV low £900,000	£397,500	£312,500	£227,500

Non-conversion costs held at central. Every one of the nine cells sits below the £650,000 ask - the best case (high GDV, low build) is £538,000, still £112,000 short, and that is before the consent risk is applied. There is no combination of sale price and build cost at which paying £650,000 for the conversion makes a margin. The grid is not close; it is a wall.

What each lever swings, ranked · conversion residual £395,000

Blue bars sit in the buyer's control; black bars are evidence and market



Unusually for these reports, the dominant lever is not price or cost - it is binary consent. Win it and the residual is real; lose it and the conversion is worth nothing and you hold a mixed-use investment you may have overpaid for. That is why the cheap planning checks, not a valuation refinement, are the entire due-diligence story here.

The due-diligence spend ladder: what each pound buys

DD SPEND	WHAT IT UNLOCKS	CONVERSION DEFENSIBLE AT
£0	As marketed: use-class trap and Article 4 scope unconfirmed, conversion blocked on the record. The conversion cannot be underwritten at all; value the building on its rent roll only.	Standing value only
~£800	Free Article 4 written confirmation + the 2003 refusal notice + HMLR official copies and the tenancy schedule: you learn whether the conversion is dead, hard, or designable - and what the rent-roll floor actually is.	The option becomes priceable
~£4,000	+ an acoustic and daylight scoping note + a pre-application on a scheme that answers the A503 and the commercial-loss questions: the consent likelihood firms, up or down.	A real go / no-go

Where to spend. £800 is the most important money in this deal: it tells you whether you are buying an investment or a development, and the seller's £650,000 ask depends on a conversion that those checks may kill outright. Do not pay a conversion price - or commission a design - before they are back. If they come back badly, the building is a £480,000-to-£560,000 investment and the ask is simply too high.

Market

The end product - flats in E17 4 - has a deep, liquid market; the constraint on this site is planning, not sale. A note on method: Walthamstow records under "London" in the Land Registry rather than as its own town, so a clean town-level trend series is not separable. The honest anchor is therefore the comparable evidence itself: every recent E17 4 flat sale, pulled at the registry, set out below.

Recent E17 4 flat sales (HMLR PPD)

COMPARABLE	PRICE	DATE
17 Victoria Road, E17 4JT	£500,000	Oct 25
2/66 Woodstock Road, E17 4BJ	£450,000	Nov 25
27 Northbank Road, E17 4JY	£448,000	Oct 25
A/28 Spruce Hills Road, E17 4LD	£411,500	Nov 25
2/55 Byron Road, E17 4SN	£392,500	Dec 25
120 Beresford Road, E17 4LW	£381,500	Oct 25
GF/35 St Johns Road, E17 4JG	£395,000	Dec 25
5 Delamere Court, Hawker Place, E17 4GB	£275,000	Jan 26
1 Manhattan Apts, Clifford Rd, E17 4JE	£270,000	Nov 25

What the conversion blend assumes

FLAT IN THE SCHEME	ASSUMED
Flat 1 (smaller / rear)	£300,000
Flat 2 (mid)	£340,000
Flat 3 (larger / upper)	£360,000
Conversion GDV	£1,000,000

Reading it. The blend sits in the middle of the comparable band: above the purpose-built one-bed cluster, below the £450k-to-£500k larger conversions. It does not assume a premium the evidence cannot carry. A conversion above a retained laundrette also carries a modest discount for the mixed-use setting and the A503 frontage - the blend is deliberately mid-band, not top.

Tightness, stated. Every E17 4 flat sale in the £250k to £500k band since January 2025, pulled at the registry 10 June 2026. The purpose-built apartment-block units (Manhattan, Delamere, Hawker Place) cluster £255k to £335k; converted period flats and larger units run £380k to £500k. Per-unit floor-area sharpening (EPC) is the next step in the evidence pack.

- **Demand is not the question.** E17 4 flats sell across £255k to £500k with strong volume; Walthamstow Central (Victoria line, 15 minutes to the City) is an 11-minute walk and the area has gentrified steadily. *The end-product would sell; the report's whole risk sits upstream, in whether it can be built.*
- **Two exit audiences.** The LSOA is 31% private rented - a deep buy-to-let market - alongside owner-occupier demand. *Converted flats here have both a sale and an investor exit, which supports the GDV band.*
- **The site itself is the discount.** A conversion over a working laundrette on a classified A-road is not prime stock; the blend reflects that. *The honest GDV is mid-band, and even at mid-band the £650,000 conversion arithmetic does not work.*

Site and area

Use class	STOP	Ground-floor laundrette is Sui Generis: no Class MA prior-approval route to residential. The decisive planning fact, restated because it governs everything. Use Classes Order, current.
Article 4	SCOPE OPEN	29 June 2023 Modified Direction removes Class MA in named parades; whether 587 is inside is unconfirmed and decisive for any fallback. Free written check.
Conservation / listed	CLEAR	No conservation area or listing returned at the point. Layers checked 9 June 2026.
Highway (A503)	WATCH	Forest Road is the classified A503: a noise source (BS 8233 internal levels) and a constraint on frontage daylight. The two commonest refusal grounds for this kind of conversion sit here.
Flood	CLEAR	No flood-zone intersection at the site; surface-water detail to the conveyancer's flood report. Layers checked 9 June 2026.
Title	WATCH	Freehold per the catalogue; official copies unread. Confirm the title, the laundrette's commercial lease and term, and any rights over the rear. £7, same day.
Daylight to deep units	WATCH	Shop-depth ground and rear space converts poorly to habitable rooms without light wells or rear extensions; the achievable unit count and quality depend on it. Scoping note needed.
The standing tenancies	WATCH	The realistic value rests on the laundrette and flat rents, estimated here. Vacant possession timing and any lease protections (a business tenancy may have security under the Landlord and Tenant Act 1954) shape both the investment value and the conversion programme.

THE USE-CLASS TRAP, IN PLAIN TERMS

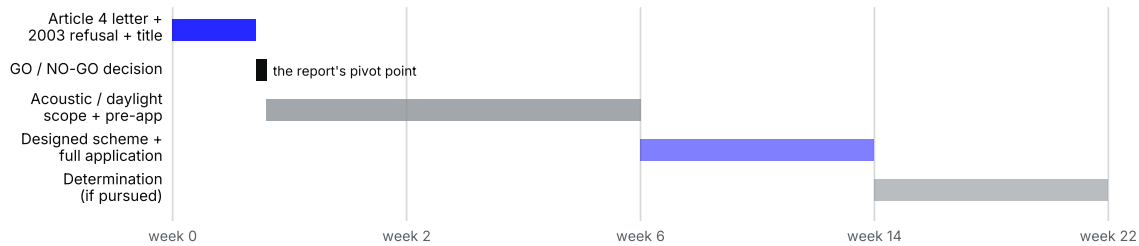
The reason this lot is harder than it looks is one line of planning law. A standard shop (Class E) can convert to flats through Class MA prior approval - fast, low-risk, the route most mixed-use auction lots are sold on. A laundrette is not Class E; the Use Classes Order treats it as Sui Generis, its own category, because of its servicing and operating character. That removes the fast-track entirely: the only way to flats is a full planning application, judged on the merits, against the amenity and noise standards an A-road conversion is most likely to fail. The auction pitch leaned on the conversion being easy. It is not, and the unsold result is the market agreeing. None of this is fatal to a well-designed scheme - but it is the difference between a permitted-development formality and a contested application, and the price must reflect which one this is.

Demand drivers, each translated to value

Transport	Walthamstow Central (Victoria line + Overground) an 11-minute walk; Walthamstow Queen's Road (Overground) 13 minutes. Zone 3, ~15 minutes to the City: the transport that underpins the E17 flat market and both exit audiences.
Tenure / composition	47.6% owner-occupied, 31.1% private rented, 20.5% social in the LSOA. A deep rental base gives converted flats an investor exit alongside owner-occupiers. Census 2021.
Deprivation	IMD decile 3 (more deprived than average, rank 8,097); income and crime sub-domains at decile 3. An inner-London, gentrifying profile; the flat values reflect transport and regeneration, not affluence. ONS IoD 2019.
Crime	10,783 recorded offences within a mile in the 12 months to April 2026: high in absolute terms, as any dense inner-London high-street catchment is. Concentrated on the retail spine; the comparable flat values already price it. data.police.uk.
Schools	Greenleaf Primary (5 min) and Walthamstow School for Girls within a short walk, among 40 schools in the radius. Family and rental demand both supported. OpenStreetMap; ratings to verify at reports.ofsted.gov.uk for any scheme aimed at families.
Planning context	Waltham Forest grants residential conversions, but applies its Article 4 and amenity policies actively on parades and A-roads. The borough is not anti-development; it is specific about where and how, which is the whole point of this site.

Route forward

There is no consent and no clock - the sequence is cheap checks first, decision second, design only if they pass



Reading it. There is no planning consent and therefore no statutory clock - which means there is no reason to rush and every reason to spend the £800 of checks before committing. The black mark is the only milestone that matters: the go / no-go after the Article 4 confirmation and the 2003 refusal come back. If they kill the conversion, the building is a mixed-use investment and the offer should reflect standing value, not the £650,000 ask. If they keep it alive, the pre-application is the next gate before any design spend.

Next actions: cost, clock, owner

ACTION	COST	SLA / WINDOW	OWNER
Article 4 written confirmation from Waltham Forest planning policy: does 587 sit inside the 29 June 2023 Modified Direction parade?	Free	10 to 15 working days	Buyer
Read the 2003 refusal (ref 030181): were the reasons the principle (hard) or the detail (designable)? Email the place and design team for the signed notice.	Free	5 to 10 working days	Planning consultant
HMLR official copies + tenancy schedule: title, the laundrette lease and term, rear rights, and the rents that set the standing-investment floor.	£7 to £25	Same day	Solicitor
GO / NO-GO on the conversion once the three checks are in: investment hold, conversion punt, or walk. The report's pivot.	In-house	Week 2-3	Buyer
Acoustic and daylight scoping note if proceeding: the A503 noise and deep-unit daylight questions, answered before any scheme is drawn.	£1,500 to £2,500	2 to 4 weeks	Acoustic + daylight consultant
Pre-application on a scheme that retains or re-provides the commercial unit and answers the A-road: the instrument that firms the consent likelihood.	£1,000 to £2,000	8 to 12 weeks	Planning consultant
Historic commercial-use evidence (Goad / Experian, business rates, utility history) only if a narrow Class M route is being tested.	£200 to £600	2 to 3 weeks	Buyer

Conditions for the deal to work

Price to standing value. About £480,000 to £560,000 on confirmed rents - not the £650,000 conversion-hope ask.

The cheap checks pass. 587 outside the Article 4 parade, and the 2003 refusal turning on detail rather than principle.

The design answers the A503. Noise and daylight resolved on paper before any application, on a scheme that handles the Sui Generis ground floor.

Prepared by Jonathan Blewitt, Principal, Mayfair Studio. Method in one line: every load-bearing fact re-derived from the primary source at build time, stamped inline, and scored on page 1; the full fact ledger and sources are held on file as the evidence pack. **Data decay:** at 30 days re-check whether the lot has sold and the register for any fresh application; at 60 days the police.uk window and any Article 4 update; at 90 days the E17 4 flat comparables (next registration wave). There is no consent and no statutory deadline; the cheap checks have no expiry but the asking price will move with the market.

APPENDIX · LICENCE, DISCLAIMER AND PROVENANCE

Disclaimer

What this report is, and what it isn't. Indicative planning feasibility and viability assessment for an unconsented conversion opportunity, based on public planning and Land Registry data. The consent likelihood is a structured judgement band, not a measurement, and the standing-investment value rests on estimated rents that must be confirmed from the legal pack. Not planning advice, not a valuation, not a viability appraisal in the regulatory sense, not a guarantee of any outcome. A buyer should obtain the Article 4 confirmation, the 2003 refusal, the title and tenancy schedule, and their own design and cost advice before committing capital. Mayfair Studio's liability is capped at the £395 report fee. Not regulated financial advice within FSMA 2000 / RAO 2001 Art 53; not planning advice under the RTP1 Code; not a Red Book valuation within RICS Valuation Global Standards. The preparer is not a chartered town planner; a chartered cosign is available on the Expert tier. Sample report demonstrating format.

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