

A strategic, vision-led designer who translates planning policy and guidance into deliverable promotion strategies.



MA Urban Design – University of the West of England
UDG Recognised Practitioner
Design West Panel Member

Maria has over 16 years' experience leading urban design and masterplanning projects across the residential sector, working for housebuilder and strategic land clients throughout the South West and across the UK. She takes a strategic, vision-led approach to design, grounding every scheme in a clear understanding of planning policy and guidance to build robust promotion strategies that can stand up throughout the planning process.

Maria has joined Planning Potential to establish and lead Design Potential, the practice's design arm. She leads large, multidisciplinary teams on complex, residential-led schemes, from initial vision and parameter plans through to outline and full planning applications. A recognised expert in design codes, Maria has also worked on flagship projects for Homes England, helping to shape how large-scale sites are brought forward and delivered.

Maria is known for combining technical rigour with a strong eye for place, ensuring that every scheme balances commercial deliverability with genuinely good design outcomes for the people who will live there.

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Design Potential

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