

141 Woolwich Road, Greenwich

Gralaw Ltd.

● Planning ● Engagement



Planning and Communications Potential secured full planning consent for a residential-led, mixed-use redevelopment at Woolwich Road in the Royal Borough of Greenwich.

Demonstrating our ability to unlock complex employment sites, combining strategic planning advice, detailed design coordination, and comprehensive community engagement to secure approval for a sensitive urban redevelopment scheme.

The Challenge

Previously in an established Class B8 use, the site at 141 Woolwich Road required a robust planning case to justify a residential-led redevelopment. Planning Potential were initially instructed in summer 2020 to undertake a detailed planning appraisal and establish the development potential of the site.

The proposals comprised 58 new dwellings and 890 sqm of Class E commercial floorspace and were progressed under a Planning Performance Agreement, involving pre-application discussions, several design workshops and two independent Design Review Panels, alongside significant local and political interest.

Without a clear planning strategy and sustained community and political engagement, the scheme risked objection, policy conflict and refusal at Planning Board.

Our Approach

- Undertook a detailed planning appraisal and established the principle of residential-led redevelopment
- Led discussions to demonstrate lack of demand for a continued employment-only use
- Managed a Planning Performance Agreement and coordinated a comprehensive planning process
- Led pre-application discussions, design workshops and two independent Design Review Panels
- Worked closely with architects and consultants to develop a high-quality design-led scheme
- Agreed public realm improvements including opening up Dandridge Close as a mews street
- Delivered a comprehensive programme of community and stakeholder engagement
- Liaised closely with officers, councillors and local stakeholders throughout determination

The Outcome

- Resolution to grant planning permission for a residential-led, mixed-use redevelopment
- Approval secured for 58 dwellings and 890 sqm of Class E commercial floorspace
- Public realm improvements agreed to deliver a more permeable and usable streetscape
- Planning consent secured following strong member and stakeholder support