

Former Gasholders, Tonbridge

Blueberry Homes

● Planning ● Heritage ● Engagement



“This was never going to be an easy site, but the collaborative approach from the Planning, Heritage, and Communications teams made the process that much smoother” Scott Rigden, Blueberry Homes

Demonstrating Planning Potential’s ability to unlock complex urban regeneration sites, combining strong project management, technical expertise, and collaborative working, to secure certainty on previously stalled brownfield location.

The Challenge

A highly constrained brownfield site in Tonbridge town centre, with prominent riverside location. Politically sensitive planning authority, as well as the need to engage Historic England in relation to heritage assets.

Despite being allocated for residential-led development since 2008, the former gasholder site had remained undeveloped due to contamination, remediation costs, environmental constraints and viability pressures.

Our Approach

- Planning, Heritage, and Communications Potential combined approach
- Led early pre-application discussions
- Led on political and community stakeholder engagement,
- Produced a robust heritage statement and engaged with Historic England
- Provided hands-on project management, coordinating a large multidisciplinary consultant team
- Environment Agency engagement to resolve contamination and Agent of Change matters
- Supported financial viability discussions associated with abnormal site remediation costs

The Outcome

- Near unanimous resolution to grant planning permission for 144 apartments, and Class E floorspace secured at committee
- Significant public realm enhancements secured through S106
- Long-standing contamination, environmental and viability risks successfully resolved
- A long-stalled, allocated town-centre site unlocked and brought forward as a landmark regeneration scheme