

## New Kent Road, Southwark

Lawford & Sons Ltd. and Capital Homes

● Planning



Planning Potential secured a unanimous resolution to grant planning permission for the redevelopment of New Kent Road, delivering 81 new homes on a prominent Opportunity Area site.

Demonstrating our ability to unlock high-density urban housing, combining strategic policy advice, proactive engagement with the Council and GLA, and high-quality design coordination to secure unanimous committee support.

### The Challenge

The site at New Kent Road was previously occupied by a two-storey Kwik-Fit building and is located close to Elephant and Castle within a designated Opportunity Area. The proposals needed to respond sensitively to nearby listed buildings, strategic views and the amenity of immediate neighbours.

As a prominent site within an evolving policy context, the scheme also needed to demonstrate policy compliance and deliver clear public benefits, including affordable housing, while navigating scrutiny from both Southwark Council and the GLA.

**Without a carefully managed planning and engagement strategy, the scheme risked objection, delayed determination and failure to realise the site's full housing potential.**

### Our Approach

- Led detailed pre-application discussions with Southwark Council and the Greater London Authority
- Delivered public exhibition and consultation to introduce proposals to local residents
- Prepared detailed representations to the New Southwark Plan to promote a mixed-use strategy
- Worked closely with the design team to achieve a policy-compliant and high-quality scheme
- Maintained constant liaison with officers through submission, workshops and post-submission meetings

### The Outcome

- Unanimous Planning Committee resolution secured to grant permission for 81 new homes
- Policy-compliant affordable housing delivered including social rent family units
- High-quality design supported by Members and Officers
- Section 106 negotiations progressed alongside GLA referral