



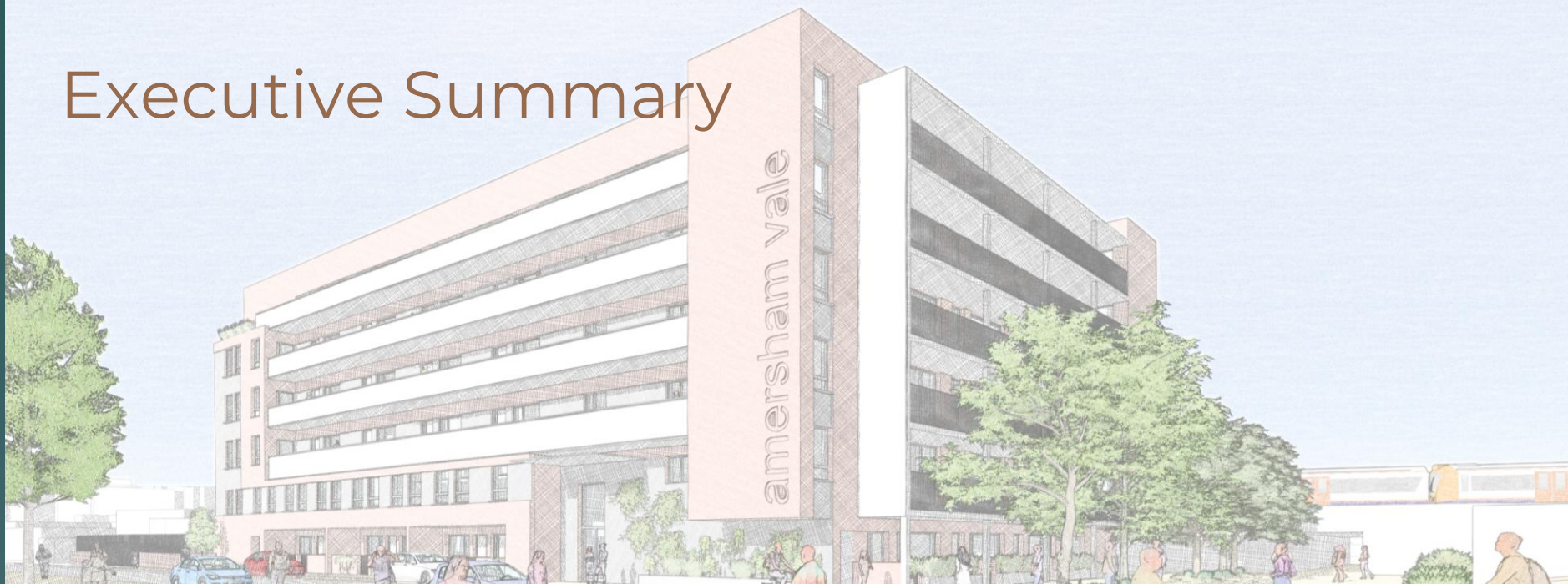
LAND AT NEW CROSS STATION

DEVELOPMENT OPPORTUNITY

NEW CROSS, LEWISHAM, SE14 6LD



Executive Summary



Exceptional opportunity to acquire a prominent brownfield site in London Borough of Lewisham with significant redevelopment potential (subject to necessary consents)



Prime accessibility due to location adjacent to New Cross Station; the site provides fast and convenient connectivity to Central London via London Overground and Southeastern services.



Freehold site measuring approx. **0.16 hectares (0.4 acres)**



Potential for a range of living uses including **residential, student or hotel**, subject to obtaining the necessary consents.



Positioned in the New Cross District Centre and Opportunity Area and designated in the Local Plan as an appropriate **location for tall buildings**.



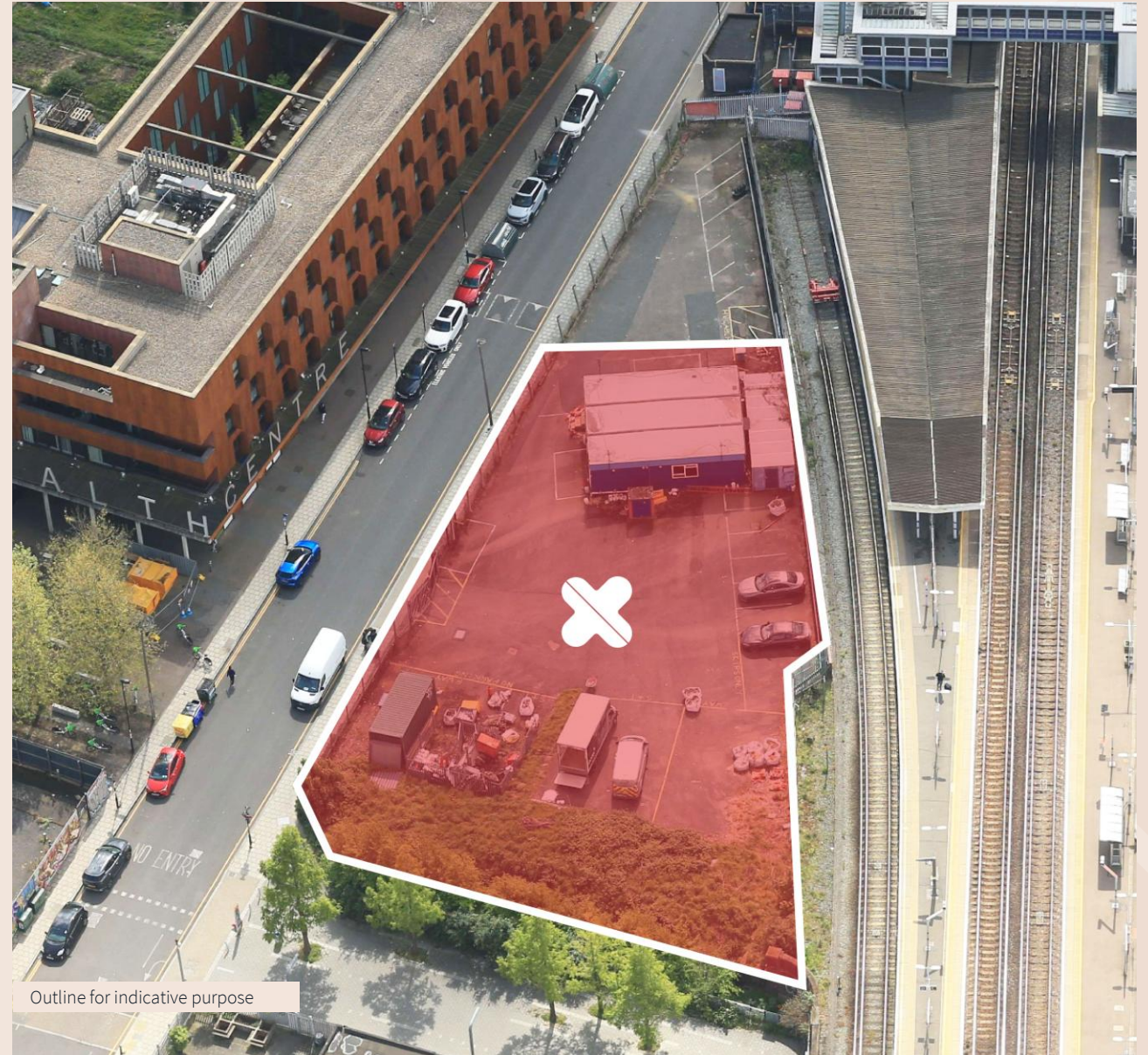
Offers invited on both an **unconditional and subject to planning basis** by way of informal tender.



The site is sold with **vacant possession**.



JLL are delighted to introduce an exceptional development opportunity in South East London. This versatile Zone 2 site holds significant planning potential and is suitable for a range of different development scenarios. The parcel is located in a strategic position and benefits from extraordinary connectivity levels in a sought-after and desirable part of Lewisham.





Location

New Cross exemplifies South-East London's dynamic evolution with its distinctive blend of creative energy and **exceptional connectivity**. This increasingly coveted neighbourhood has emerged as a magnet for young professionals, students, and first-time buyers drawn to its authentic community atmosphere and diverse housing landscape - from characterful Victorian properties to industrial conversions and contemporary developments.

5

Minute walk to Fordham Park



Arts Scene



The area's ongoing transformation has introduced enhanced amenities, sophisticated dining options, boutique retail, independent galleries, performance venues and thoughtfully designed public spaces, cementing New Cross as an **attractive residential destination that balances urban convenience with community character**. Its distinctive identity remains anchored in a storied artistic heritage, **most prominently through Goldsmiths University**, which has nurtured numerous luminaries of Britain's creative industries.

>3

Million footfall at New Cross Station



Dining

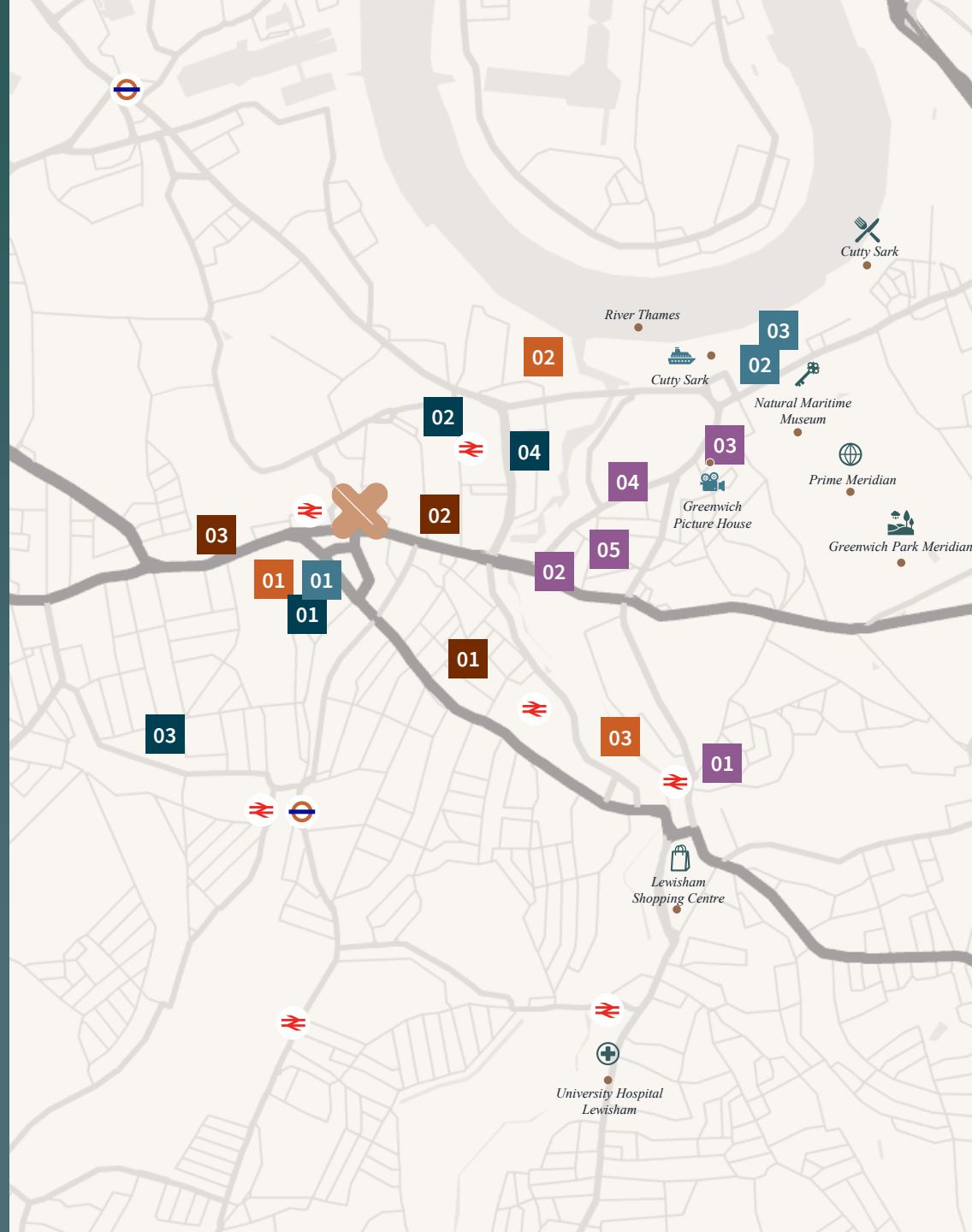


For professionals working in London Bridge, the City, and Canary Wharf, **New Cross delivers an ideal combination of accessibility and lifestyle appeal**, offering a compelling alternative to more established central districts while maintaining swift connections to the heart of the capital.

10,000

Students at Goldsmiths University





Location

Culture

1. Goldsmiths Centre for Contemporary Art
2. The Albany Theatre
3. Telegraph Hill Park
4. Deptford Lounge

Restaurants

1. Meze Mangal
2. The London Particular
3. The Rose Pub & Kitchen
4. Cutty Sark

Student Accommodation

1. Loring Hall
2. McMillan Student Village
3. Chapter Lewisham

Hotels

1. Premier Inn London Lewisham
2. Travelodge London Greenwich
3. Ibis London Greenwich
4. Novotel London Greenwich
5. Double Tree Hilton Greenwich

Universities

1. Goldsmiths, University of London
2. University of Greenwich
3. Trinity Laban Conservatoire



Connectivity

The site enjoys an exceptional transport position directly adjacent to New Cross Station, holding one of London's highest public transport accessibility ratings (PTAL 6A), and providing seamless connectivity across London and beyond.

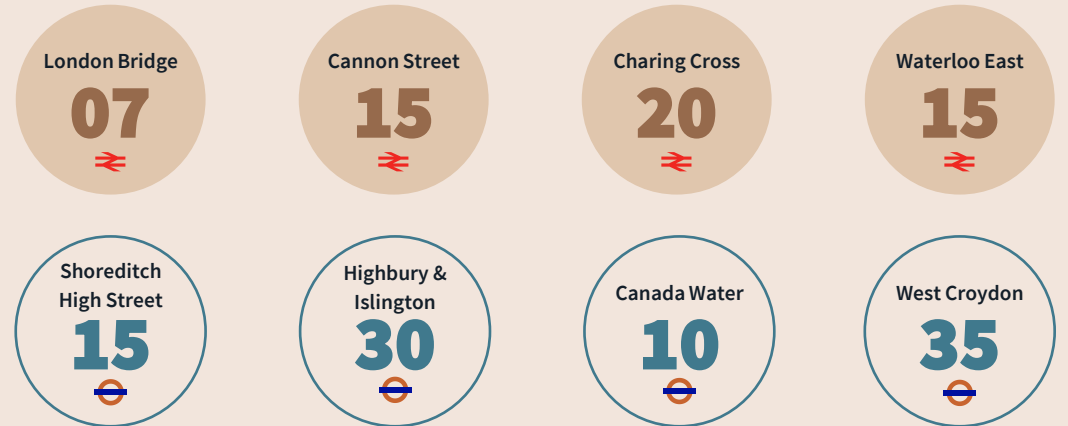
Benefiting from a **Zone 2 location**, New Cross Station offers London Overground services to Highbury & Islington via Canada Water, alongside Southern Railway services **reaching London Bridge in just 6 minutes**. Additional rail options include New Cross Gate Station approximately 8 minutes' walk away and Deptford Station within a 10-minute walk, providing Southeastern services to London Bridge, Cannon Street, and Greenwich.

For motorists, the site offers excellent road connections via the A2 New Cross Road providing direct access to Central London and routes to Kent via the A20. The A20 eastbound connects to the South Circular (A205), while nearby A202 and A200 roads enable easy access to the wider London network.

The area boasts comprehensive bus coverage with routes to various parts of London.



Time Travel (mins)





Local Developments

RESIDENTIAL



01 **New Cross Gardens, Hereford Place**
Units 26
Use Residential
Developer Kingsmere Homes
Status Completed 2023



02 **The Scene, Former Deptford Green School**
Units 120
Use Residential
Developer Sherrygreen Homes and Peabody
Status Completed 2022



03 **NX Gate Apartments**
Units 114
Use Residential
Developer Vistry Group
Status Completed 2016

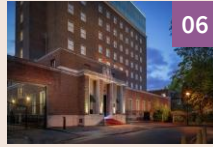


04 **Deptford Foundry**
Units 316
Use Residential
Developer Lifestory
Status Completed 2020



05 **120 - 136 Tanners Hill**
Units 58
Use Residential
Developer Skillcrown Homes
Status Completed 2016

HOTEL



06 **DoubleTree by Hilton Greenwich**
Beds 378
Use Hotel
Owner Periquin Limited
Operator Hilton



07 **Travelodge London Greenwich**
Beds 378
Use Hotel
Operator Travelodge



08 **Premier Inn London Greenwich**
Beds 150
Use Hotel
Operator Premier Inn



09 **Novotel London Greenwich**
Beds 151
Use Hotel
Owner Land Securities
Operator Accor



10 **Staycity Aparthotels Deptford Bridge**
Beds 68 Apartments
Use Apart-hotel
Operator Staycity
Status Completed 2014

STUDENT ACCOMMODATION



11 **Ewen Henderson Court**
Keys 260
Use PBSA
Owner Unite
Status Completed 2019



12 **Axo New Cross**
Keys 87
Use PBSA
Owner Cami Property Ltd
Status Opened 2017



13 **Dean House**
Beds 90
Use PBSA
Developer Essential Student Living

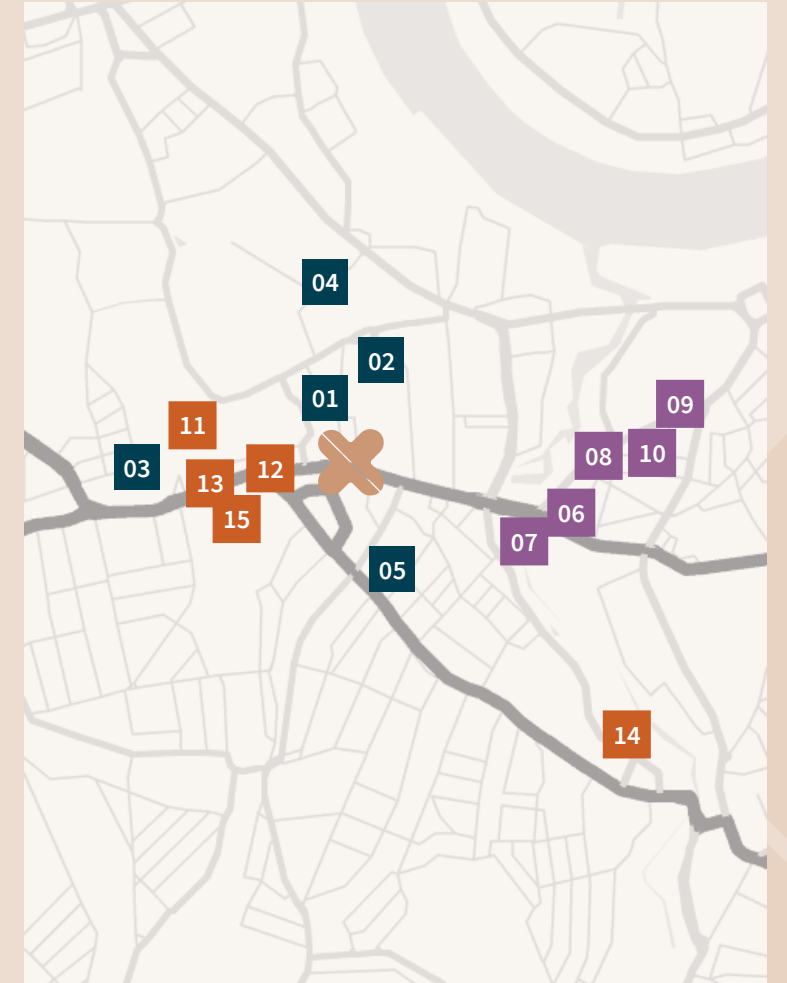


14 **Chapter Lewisham**
Beds 611
Use PBSA
Developer Greystar
Status Open 2016



15 **Loring Hall**
Beds 55
Use PBSA
Developer Goldsmiths University
Status Opened 1939 under refurbishment

The surrounding neighbourhood has undergone transformation, with diverse developments enhancing the areas vibrant character. We have highlighted below a number of developments that not only demonstrate the strong market demand for a range of uses but also have created a community where residents, businesses, and visitors seamlessly coexist and thrive.





Planning

- o Situated within the London Borough of Lewisham, this exceptional development opportunity enjoys a prime position in the vibrant **New Cross District Centre and Opportunity Area**. The site benefits from Lewisham's Local Plan designation as an "**Appropriate Location for Tall Buildings**," supporting potential development of 10-12 storeys.
- o The location offers significant advantages as part of a **Creative Enterprise Zone** and designated **Regeneration Node** along the dynamic **New Cross Road Growth Corridor**. Current planning policy **strongly favours brownfield mixed-use redevelopment in sustainable locations** such as this, providing developers with considerable flexibility as the site carries no specific allocation constraints.
- o Prospective investors will appreciate that the site sits outside any Conservation Area without any Listed Buildings nearby. The site is within Flood Zone 1 which indicates a low risk of flooding.
- o The site's high-accessibility credentials make it **ideal for residential/hotel development**, with planning guidance recommending active ground floor frontage to enhance the streetscape. This combination of flexible planning parameters and strategic location presents a rare opportunity to create a landmark development in this rapidly evolving London district.





Potential Development Options

Architectural feasibility studies conducted by MICA Architects demonstrate the site has strong versatility and can accommodate a range of uses (subject to necessary consents). The architectural analysis confirms the location is suitable for hotel development, residential schemes, or an integrated mixed-use scheme that maximises the sites' strategic location and planning advantage. For the detailed massing options, please refer to the information available in the data room.

Hotel Development

- Potential for 202 rooms with 64 family rooms, 117 double shower rooms and 21 accessible rooms.
- 4-8 storeys.
- GIA of 6,270 m²



01

Residential Development

- Potential for up to 47 residential units including 16 1-beds, 16 2-beds
- 6 storeys
- GIA of 4,110 m²



02

Residential & Hotel Development

- Potential combination of hotel rooms and residential units with 60 homes and 114 hotel rooms over 6-12 storeys.
- Residential includes 27 1-bed flats and 33 2-bed flats and the hotel includes 48 family rooms, 54 double shower rooms and 12 accessible rooms.
- GIA of 9,185 m²



03



Option 1: Hotel

This development option offers the potential for a hotel scheme comprising of 202 rooms across 4-8 storeys, with a GIA of 6,270 sq m. The designed accommodation mix includes 64 family rooms, 24 double shower rooms, and 21 accessible rooms, catering to diverse guest needs.

GIA

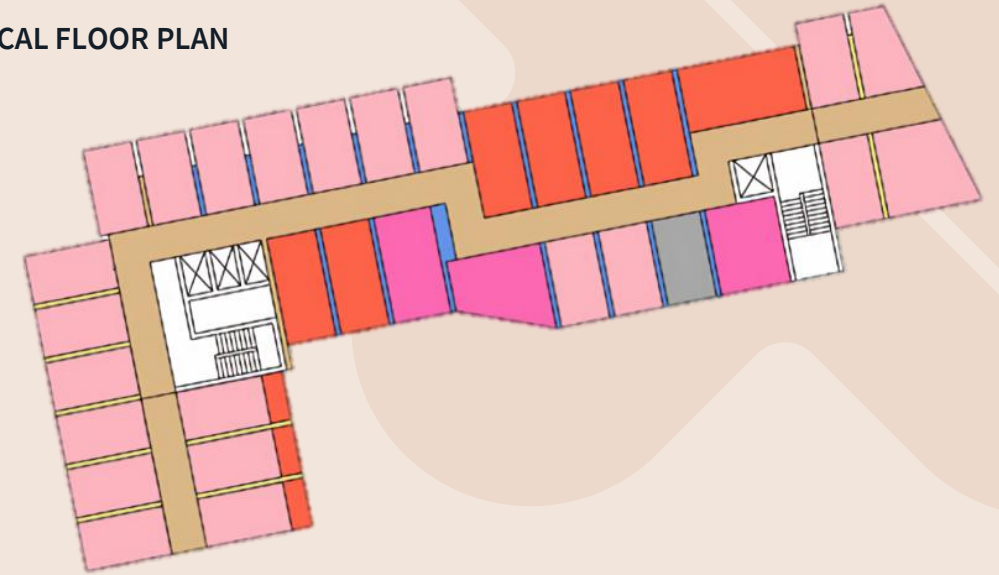
Floor	Area (m ²)
7	633
6	756
5	756
4	756
3	856
2	856
1	856
0	800
Total GIA	6,270

NIA

Room Type	Room size	No.	Total area (m ²)
Family Room	18	64	1196
Double Shower	15	117	1759
Accessible	21	21	453
		202 rooms	3,409 total NIA



TYPICAL FLOOR PLAN



Hotel	Room Type	Total
	Family	64
	Double Shower	117
	Accessible	21
		202



Option 2: Residential

This development option offers an opportunity to create 45 residential units across 6 storeys, with a GIA of 4,114 sq. m. The proposed accommodation mix features an offering of 16 one-bedroom and 16 two-bedroom apartments, designed to appeal to first-time buyers, young professionals, and investors alike.

GIA

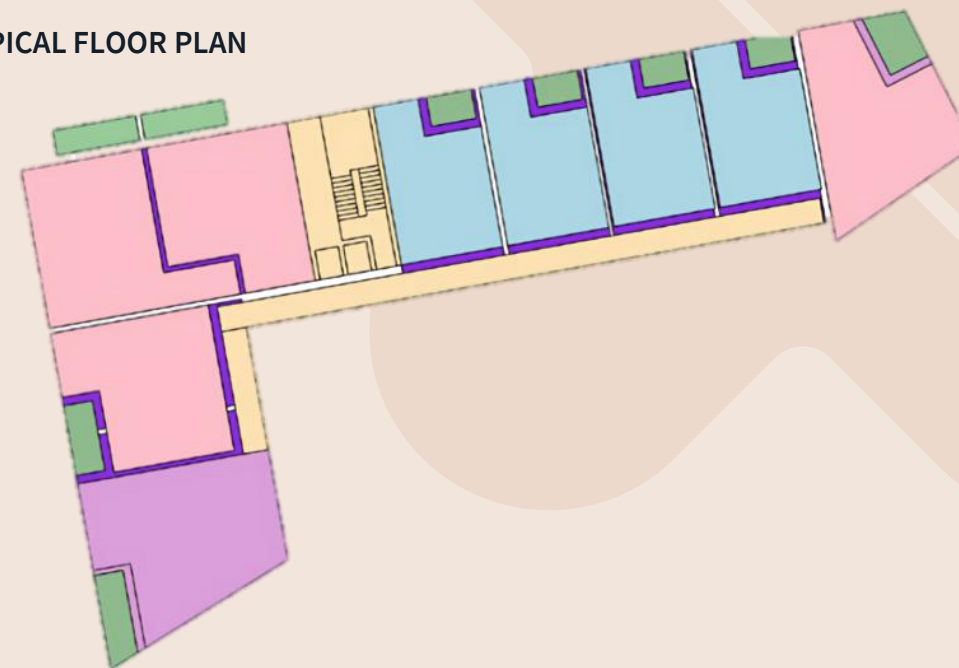
Floor	Area (m ²)
5	670
4	670
3	670
2	670
1	776
0	658
	4,114

UNIT MIX

Type	Number	%
1 bed	16	36%
2 bed	16	36%
3 bed	6	13%
4 bed	7	16%
	45	total units



TYPICAL FLOOR PLAN



Hotel	Room Type	Total
	1 bed	16
	2 bed	16
	3 bed	6
	4 bed	7
		45



Option 3: Residential & Hotel

This mixed-use development option offers the potential for a combination of residential and hotel uses across 6-12 storeys, with a GIA of 9,185 sq. m. The proposed option comprises 60 residential units (27 one-bedroom and 33 two-bedroom apartments) alongside a 114-room hotel featuring 48 family rooms, 54 double shower rooms, and 12 accessible rooms.

GIA

Floor	Area (m²)
11	486
10	486
9	486
8	486
7	486
6	980
5	980
4	980
3	980
2	980
1	980
0	875
Total GIA	9,185

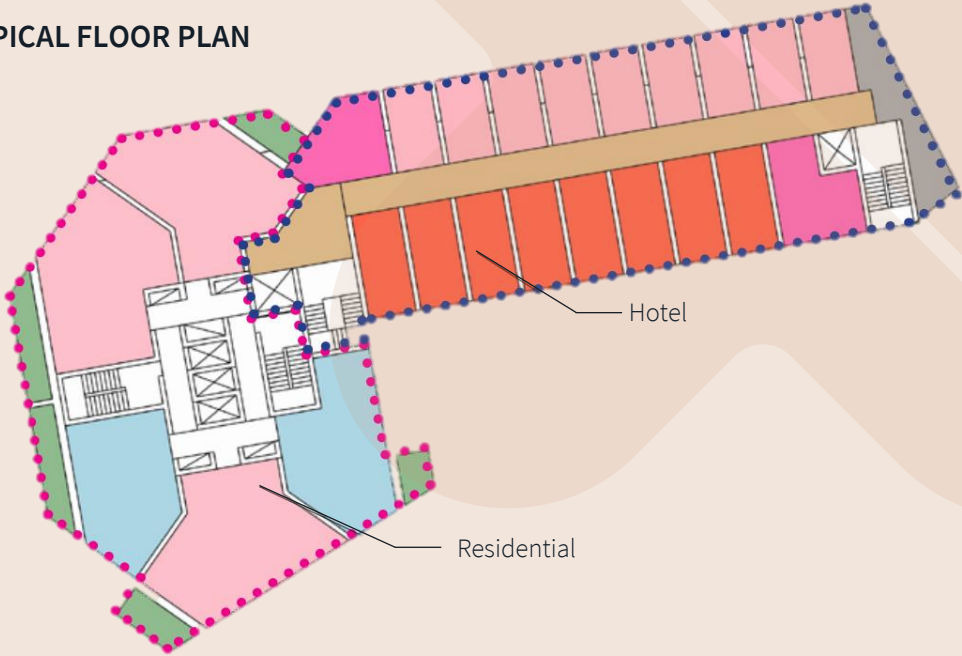
HOTEL UNIT BREAKDOWN

Room Type	Room size (m²)	No.	Total area
Family Room	18	48	897
Double Shower	15	54	812
Accessible	21	12	259
Total		114 rooms	2,091 total NIA

NIA

Flat Type	Number of Flats	Proportion of Flats
1 bed	27	45%
2 bed	33	55%
Total	60	

TYPICAL FLOOR PLAN



Residential	Room Type	Total
	1b2p	27
	2b4p	33
		60

Hotel	Room Type	Total
	Family	48
	Double Shower	54
	Accessible	12
		114



Development Opportunities

The Site is suitable for a range of development opportunities namely, build to sell, build or rent, co-living, student accommodation or hotel.

Residential Build to Sell

In July 2025 Lewisham adopted its new Local Plan, increasing its housing target to 30,376 homes over the 15-year period from 2025/26 to 2039/40 and therefore welcomes developments that meet the required standards. The site's accessible and connected location will appeal to residential buyers, combining outstanding transport connectivity with strong local amenities in the area.

Residential Build to Rent

The site presents an exciting opportunity for a build-to-rent residential development, subject to obtaining the necessary consents. Lewisham Built to Rent policy guidance is set in accordance with the London Plan Policy H11. With strong rental demand in New Cross driven by students, creatives, and city workers, BTR represents an exciting development opportunity for the site.

Student Accommodation

The property's location in close proximity to Goldsmiths University represents an exciting proposition for Purpose Built Student Accommodation (PBSA) development. The Lewisham Local Plan sets out that development proposals for PBSA must be located at well-connected sites that are easy to access by walking, cycling and public transport. The Local Plan sets out that PBSA proposals will be supported where they demonstrate that there is a local need for student housing and it will not compromise delivery against the Borough's strategic housing target and principal need for conventional housing and will not result in a harmful overconcentration of PBSA.

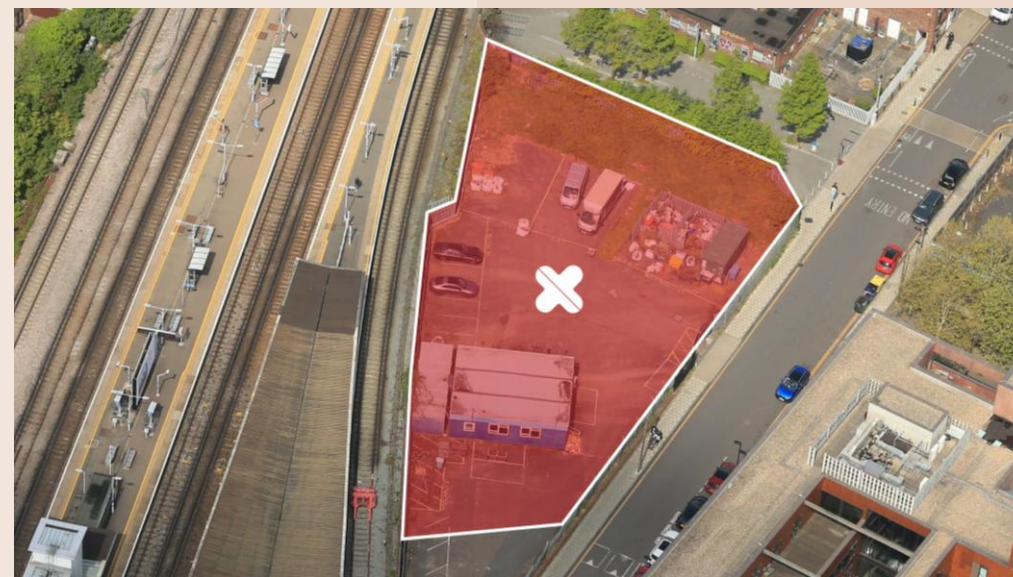
Co-Living

With reference to London Plan Policy H16 and Lewisham Local Plan clause 7.74, the site may be considered an appropriate location for large scale purpose built shared living (co-living), subject to compliance with detailed policy requirements. The Site is highly accessible by a variety of modes of transport with a large number of amenities within a reasonable walking distance.

Hotel

The property's location, with its convenient access to transport connections and proximity to London City Airport as well as local amenities, makes it well-suited for a hotel development, especially for budget-friendly hotel providers and operators subject to obtaining the necessary consents.

The Lewisham Local Plan states that hotel development proposals should include an active frontage and must contribute positively to the local area, including its character. The Local Plan outlines that the nature and scale of hotel development should be proportionate to its surroundings, specifying that a large format hotel may be more appropriate at a prominent town centre location or transport interchange, such as the subject site.



Additional Information

LEGAL & TITLE

The site is held Freehold. Further details and title information is available within the data room.

VAT

The subject site has been elected for VAT.

AML

Upon agreement of Heads of Terms, mandatory Purchaser Know Your Client documentation request will be made.

LEGAL COSTS

Each party to be responsible for their own legal costs.

VIEWINGS

The property may be inspected strictly through prior appointment only via JLL. Please contact a member of the disposal team to arrange.

OFFERS

The Freehold interest is offered for sale by Informal Tender on both unconditional and conditional (subject to planning) basis. A bid pro forma will be made available in the data room for purchasers to complete nearer the bid deadline.

DATA ROOM

For further information please use the link below or contact a member of the disposal team to arrange access to the data room.

[Data Room](#)

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