

PROPOSALS FOR

1 WALDRAM PARK ROAD

FOREST HILL, LONDON SE23 2PW

In 2018, proposals were brought forward for a hotel-led redevelopment of the site. However, following significant changes in market conditions and development viability, the hotel scheme is sadly not proceeding for the time being.

As a result, SJS Group is now bringing forward revised proposals to reinstate a convenience store use on the site together with complementary amenities, including electric vehicle charging and self-service vehicle valeting facilities.

The proposals will bring this long-vacant brownfield site back into active use and deliver investment, local services and environmental improvements for the benefit of the wider community.



CONVENIENCE STORE

A modern Morrisons Daily store offering a wide range of everyday products, open early until late.



ELECTRIC VEHICLE CHARGING

High-quality, rapid and ultra-rapid EV charging bays to support local drivers and visitors.



SELF-SERVICE VEHICLE VALETING

A modern self-service valeting facility to help keep vehicles clean while minimising environmental impact.



LANDSCAPING & IMPROVEMENTS

Landscaping, greenery and public realm improvements to enhance the site and local area.



WHY A CHANGE IS NEEDED

- ✓ The site has been vacant for several years.
- ✓ Our proposals will bring it back into productive use.
- ✓ A new convenience store will provide essential local services and everyday shopping for residents.
- ✓ Providing EV charging and self-service valeting will support the transition to cleaner, more sustainable transport.
- ✓ A well-designed development will improve the appearance of the site and surrounding for the benefit of the whole community.



Indicative view of the proposed self-service vehicle valeting bays.



HAVE YOUR SAY

Attend the public consultation event, contact us using the details below or complete our feedback form.



PUBLIC CONSULTATION EVENT

Thursday 18th June 2026
4:00pm – 8:00pm
The Signal Pub
1 Devonshire Road, Forest Hill
London SE23 3SA
Everyone is welcome – please drop in at any time.

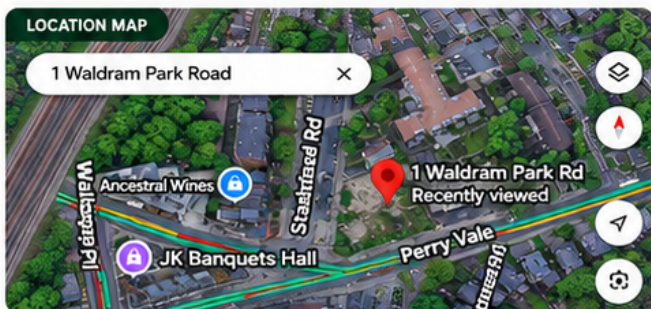


Email: consultation@sjsgroup.uk



Website: sjsgroup.uk

We would like to hear your views on our emerging proposals. You can provide feedback by attending the event or getting in touch using the details above.



KEY

- THE SITE – 1 Waldram Park Road, SE23 2PW
- Adjacent to Ancestral Wines
- A205 (South Circular)
- Bus routes along A205
- Close to Forest Hill Station (0.5 miles)



ABOUT THE TEAM

SJS Group is a family-owned business and the long-standing owner of the site. We are committed to bringing the site back into beneficial use and to delivering a development that will support the local community and contribute positively to Forest Hill.

SJS
GROUP

sjsgroup.uk



WE WANT YOUR VIEWS

Do you support bringing this long-vacant site back into active use through the delivery of a new Morrisons Daily convenience store together with electric vehicle charging and self-service vehicle valeting facilities?