

PART 5: Developments Presentations

Item 5.1

1 SUMMARY OF APPLICATION DETAILS

Ref: 18/05433/PRE
Location: 26-52 and 64-74 Whytecliffe Road South, Purley, CR8 2AW
Ward: Purley
Description: Redevelopment of site in two parts to provide 34 Units (Site A) and 99 Units (Sites B and C) together with parking and amenity space
Drawing Nos: Pre-application pack
Applicant: RAA Ventures
Case Officer: Laura Field

- 1.1 This pre-application report aims to provide Members with sufficient information for effective engagement with the scheme and the report covers the following points:
- a. Executive summary
 - b. Location details
 - c. Proposal
 - d. Place Review Panel feedback
 - e. Material planning considerations
 - f. Specific feedback requested
 - g. Procedural matters

2 EXECUTIVE SUMMARY

- 2.1 The development has been discussed at a series of pre-application meetings and several options have been reviewed by the Council's planning officers, with a scheme presented to the Place Review Panel (PRP).
- 2.2 Discussions have focused on the design and layout, affordable housing, parking and landscaping, impact on amenities of adjoining occupiers as well as the relationship with the applicant's wider 'masterplan' (see paragraphs 3.6 and 3.7 below).
- 2.3 The views of members are sought on the proposals with particular regard to the following key issues:

Affordable Housing:

- 2.4 The applicant is seeking to maximise the amount of affordable housing on site and officers have made it clear during the pre-application process that 30% is the minimum that would be acceptable so the scheme has been designed accordingly. The applicant is offering 30% delivery across all three sites. The table below outlines the tenure split. Officers consider the percentage of affordable housing to be positive. The Committee's views are sought on the tenure and housing mix of the affordable housing.

Site A includes 10 affordable units.

Tenure Split (by habitable room)		
Private		70%
Affordable		30%
Affordable Split (by habitable room)		
Social Rent		63%
Shared Ownership		37%
Mix of affordable units		
1 - bed unit (2 person)	2	20%
2 - bed unit (3 person)	2	20%
2 - bed unit (4 person)	4	40%
3 - bed unit (4 person)	2	20%
Total	10	100%

Site B and C includes 30 affordable units.

Tenure Split (by habitable room)		
Private		69%
Affordable		31%
Affordable Split (by habitable room)		
Social Rent		79%
Shared Ownership		21%
Mix of affordable units		
1 - bed unit (2 person)	6	20%
2 - bed unit (4 person)	24	80%
Total	30	100%

Table 1: Affordable Housing Offer

Design and Massing:

- 2.5 Having reviewed the applicant's latest plans and PRP comments, officers feel that the design and massing is an appropriate response to the context. The Committee's views are sought on the design, overall height and massing of the proposals

Layout and Site Landscaping:

- 2.6 Officers support the general layout of the site. However, officers and PRP have raised concern about the limited activation to the ground floor frontage and single aspect units. PRP raised concerns about the landscaping and amenity space and these concerns remain. The Committee's views are sought on the layout of the proposal including the ground floor and landscaping of the amenity space.

3 LOCATION DETAILS

Site and constraints

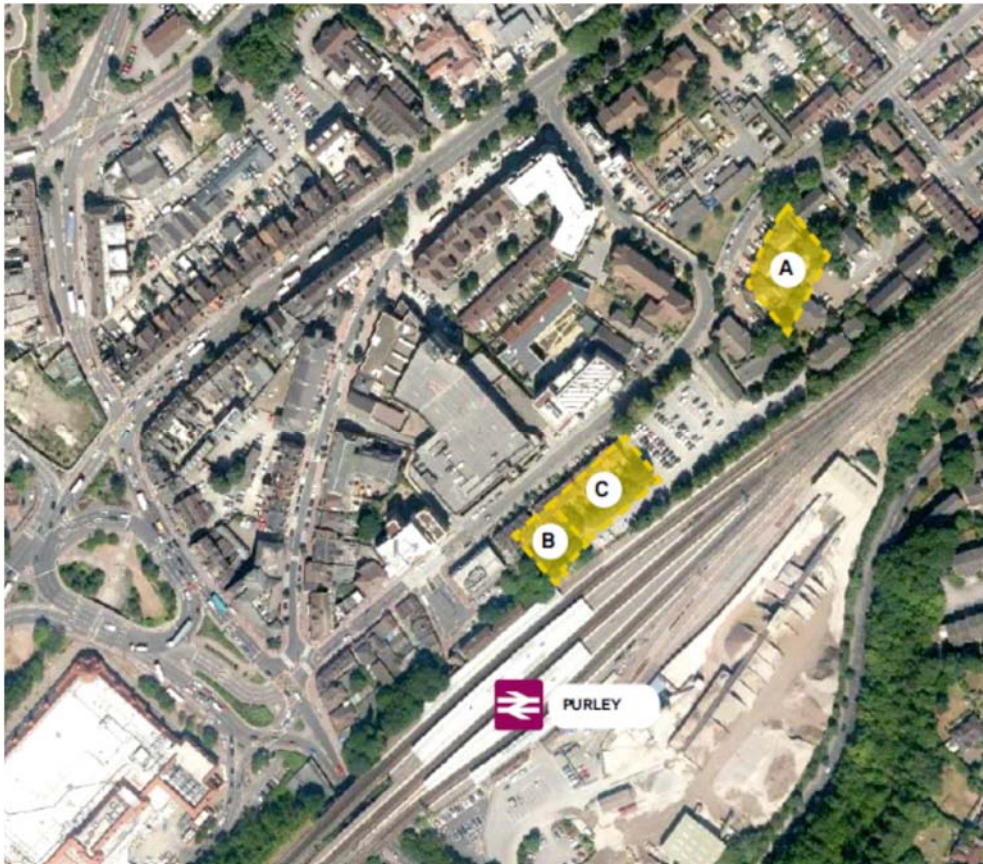


Image 1: Visual of the site and immediate surroundings

- 3.1 The application sites lie on the eastern side of Whytecliffe Road South.
- 3.2 Site A comprises three pairs of two storey semi-detached houses fronting onto Whytecliffe Road North. Redbarn Close is to the rear of the Site A and contains a mix of houses and 2/3 storey flats. Beyond this is railway lines which serves Purley Station. The main Purley Station building is locally listed.
- 3.3 Site B comprises a terrace of four houses that are elevated in relation to the road. The houses are positive contributors to the street scene and of heritage value. Further north are terrace houses (Site C). To the south west is a three storey office building which is the Job Centre.
- 3.4 On the opposite side of Whytecliffe Road South, there various flatted developments and a multi storey car park. The site has a PTAL (Public Transport Accessibility Rating) rating of 5 and is a classified road.
- 3.5 The sites lie within an Archaeological Priority Area and within an area at risk of surface water and critical drainage flooding. It also lies with the Place Specific Policy Area: DM42, Purley.
- 3.6 Whilst sites A, B and C are coming forward as part of this pre-application, the applicant have taken an holistic approach, looking at the wider area and has been developing an overall 'masterplan' for sites D and E to ensure the current proposal does not

prejudice other sites coming forward. The applicant has confirmed they are in early dialogue with the landowners to see if the sites can be brought into the scheme.

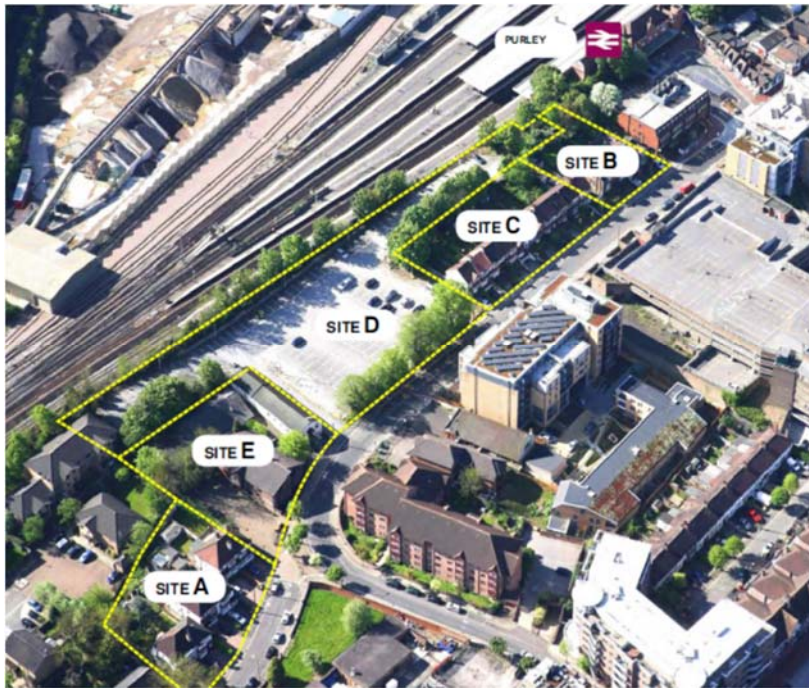


Image 2: The wider 'masterplan' area, showing Sites A to E

- 3.7 Site D is a car park serving Purley Railway Station and has a site allocation (61) for residential (between 21 to 119 units) and retention of the car parking. Site E is a 2 storey former medical centre and car park, beyond this is the Purley Social Club.



Image 3: The proposed 'masterplan', showing Sites A to E

Planning history

- 3.8 There is no relevant planning history for the proposal sites.

4 PROPOSAL

Site A

- 4.1 The proposal on Site A seeks the erection of a part 3 storey, part 5 storey building to provide 34 flats. The building would front onto Whytecliffe Road South, with provision for 3 disabled car parking spaces. Communal amenity space would be to the rear and is being designed to include child play space in line with standards. Cycle and bin storage would be provided within the footprint of the buildings
- 4.2 The current proposals include 30% affordable housing with a 63:37 social rent to shared ownership tenure mix. See Table 1. The housing mix includes five family sized 3 bedroom properties and seventeen 2 bedroom 4 people properties which is 64.7% of the overall total of units on Site A.

Sites B and C

- 4.3 The proposal on Sites B and C seeks the erection of part 5 storey, part 7/8/9 storey buildings to provide 99 flats. Amenity space is proposed in the form of private balconies for each flat in line with London Plan standards and a large shared amenity space to the rear is proposed and additional space to the roof of the mansion block. The communal amenity space is being designed on the roofspace to include child play space in line with standards. There would be 5 disabled car parking spaces. Cycle and bin storage would be provided within the footprint of the buildings.
- 4.4 The current proposals include 31% affordable housing with a 79:21 social rent to shared ownership tenure mix. See Table 1. The housing mix includes thirteen family sized 3 bedroom properties and forty eight 2 bedroom 4 people properties which is 61.6% of the overall total of units on Sites B and C.

5 PLACE REVIEW PANEL (PRP) RESPONSE

- 5.1 The scheme was presented to PRP on 21st February 2019. The Panel felt the scheme has great potential to make a very positive contribution to the townscape of Purley and provide high quality residential accommodation and were supportive of a high density scheme on Sites B and C and some of the approaches towards the elevational treatment, in particular the subtle use of brickwork within the elevational treatment. However, they felt further design development was required to avoid the proposed high-density development having an unduly imposing impact and monolithic appearance and ensure it delivers amenity spaces of a sufficient quantum and quality. The Panel's key recommendations and observations were as follows:
- All efforts should be taken to encourage Network Rail to bring forward its site simultaneously to allow for a comprehensive development of the 'masterplan' area.
 - The design needs to work with the topography of the site more and embedding the ground and first floor flats within the ground at the rear of sites B and C is not acceptable.
 - The network rail car park is too close to the lower flats within sites B and C and options to relocate it or enclose it should be explored.

- The amenity and play space require further development.
- Given its central location, the development requires its own unique character and to avoid overly repetitive elevational treatments which currently give the development a monolithic appearance.
- The height should vary more within the development to provide design interest.
- Prominent corners should be given considerable attention.
- Single-aspect flats should be designed out.
- The public realm and landscape design requires substantial development.
- The footway of Whytecliffe Road South should be widened and street trees introduced.
- The development for Site A should be lower in scale than proposed to be more sympathetic to the scale of its context. Its material finishes should also vary from those of the development on Sites B and C.
- A substantial amount of further information is required to justify the design for the block on Sites B and C. This includes, the southern elevation of the block for Sites B and C, daylighting and sunlighting tests, acoustic parameters and sections.

5.2 The following amendments have been made since PRP:

- The lower ground accommodation has been removed on Site A. A basement has been included to provide space for plant room and cycle store.
- The entrance to Site A has been relocated so it faces south. This enhances the entrance space and creates a better view when walking from the station to the site.
- The top floor on Site A has been re-configured and set back to appear less bulky.
- The amount of dual aspect units has been increased. Corner balconies have been introduced to give a better outlook for the one bed units.
- The highest part of the scheme has been shifted to the centre of the block and the scheme has been adjusted to work with the existing site terrain.
- The semi-basement accommodation has been removed in Sites B and C.
- The amenity space has been increased to the rear of the blocks on Sites B and C, working with the existing site terrain.

6 MATERIAL PLANNING CONSIDERATIONS

6.1 The main planning issues raised by the application that the committee must consider are:

1. Principle of development including affordable housing and mix
2. Townscape and visual impact
3. Housing quality for future occupiers
4. Impact upon neighbours
5. Transport
6. Environmental impact, sustainability and flooding
7. S106 obligations

Principle of development

- 6.2 There is no objection to the principle of redevelopment of Sites A, B and C, subject to the issues raised below. This would see the provision of additional dwellings in a very sustainable location of Purley District Centre.

Housing Mix

- 6.3 The proposals (across Sites A, B and C) currently seek to provide 13.5% of units as 3 bedroom properties. Overall, 62.4% of units would be family sized units when including the 2 bedroom 4 person flats which would significantly exceed the current minimum requirement of 40% in this area as set out in the Local Plan (Policy DM1).

Affordable Housing

- 6.3 The applicant is in discussions with several Registered Providers of affordable housing and is seeking to maximise the number of affordable units brought forward. The applicant is currently providing 30% of the units (across all three sites). On Site A, 63% would be social rented units and 37% shared ownership and on Sites B and C 79% would be social rented units and 21% would be shared ownership. This equates to a total of 40 affordable units across all sites. See Table 1.
- 6.4 The Applicant has indicated that the family accommodation would be secured across all tenures though the precise layouts have not yet been confirmed.

Townscape and visual impact

- 6.5 Design discussions have been on-going since the scheme was presented to PRP. The scheme is a work in progress, but officers are of the view the scheme is evolving in the right direction and are broadly content with the emerging proposals.

Design and massing

- 6.6 The townscape context of the site varies in terms of its urban grain. Surrounding Site A to the north east and south east, are a mixture of 2-storey houses and low-rise blocks in Redbarn Close. Opposite the site are buildings in relation to an Electrical Sub Station. Further to the south west is a former health centre. On the corner to Whytecliffe Road South is a flatted development of 5 storeys.
- 6.7 With regards to Sites B and C, to the north west is the Purley Station car park (which has the site allocation) and to the south west is the Job Centre which is 3 storey. Purley Station lies beyond this, which is locally listed building. On the opposite side of the road are a mixture of 5/6 storeys flatted developments with commercial premises on the ground floor and a multi-storey car park.
- 6.8 The site is located adjacent to the Purley District Centre. It sits within 'Purley', as defined in Local Plan policy DM42.1, which states that proposals should positively enhance and strengthen the character and facilitate growth by:
- a. Reinforce the continuous building line which responds to the street layout and include ground floor active frontages;
 - b. Complement the existing predominant building heights of 3 to 8 storeys; and
 - c. Demonstrate innovative and sustainable design, with special attention given to the detailing of frontages.

- 6.9 In principle, officers are satisfied that the buildings would be appropriate on this site, with the height and massing respond to the street scene. Concerns were raised with earlier design options and with PRP to avoid overly repetitive elevational treatments giving the development a monolithic appearance.
- 6.10 The proposal seeks to integrate with the immediate surroundings whilst relating to the rest of the 'masterplan'. The proposal for Site A is broken into two blocks of mass, both designed to be visually separated from one another. The smaller mass has been designed to respond to the neighbouring property along Whytecliffe Road North. This creates a gradual transition from the existing vernacular to the proposed flatted blocks that form the 'masterplan'. The scale and mass of the larger block relates to the building typologies present towards the west side of Whytecliffe Road South. The architectural language chosen for the proposal seeks to integrate the building with its immediate context, in terms of scale and materiality. Officers are supportive of this approach.



Image 4: Site A proposed scale and massing



Image 5: CGI of Site A, looking south down Whytecliffe Road North. Please note this is an earlier image and the architect is refining for the final presentation

- 6.11 The combination of Sites B and C maximises the potential for development across Whytecliffe Road South. The facade edge of the proposal aligns with the adjacent building, adhering to the existing streetscape. The change of height from the existing 3 storey (of the Job Centre) to 6-9 storeys allows the existing context to integrate within the proposal. The taller elements of the proposal relate to the higher buildings towards the west side of Whytecliffe Road South.



Image 6: Site B and C - scale and massing. Please note this is a working draft from the architect

- 6.12 The massing of the proposed block includes recessed elements that help to break down the otherwise long facade. The rectangular site enjoys direct access from Whytecliffe Road South and offers an opportunity to reinforce the street edge and improve the public realm. Links are made from the road to the landscaped garden to the rear, creating an interesting and animated outlook for pedestrians. The architectural language chosen for the proposal seeks to integrate the building with its immediate context, in terms of scale and materiality. The images below illustrate the architectural treatment envisaged. The scheme employs a variety of materials applied in a contemporary fashion to add to the rhythm and proportion, which is supported.



Image 7: CGI of Site B and C, looking north on Whytecliffe Road South with Site A in the background. Please note this is an earlier image and the architect is refining for the final presentation

Site layout, amenity, landscaping and internal layout

- 6.13 Officers are generally supportive of the layout of Site A. The proposal respects the building line of the terraces houses to the north. The entrance is located facing south and creates a vista from the transition towards Whytecliffe Road North. The amenity space is located to rear.



Image 8: Site A - Layout

- 6.14 The current layout of the ground floor on Sites B and C results in habitable rooms facing onto the street. The applicant is exploring ways to balance the challenge of preventing potential overlooking from passer-by's with the provision of defensible space and landscaping while ensuring an active frontage. Duplex units at the ground and first floor has been suggested to address this to avoid bedroom units at ground floor. The quality of the public realm and tree planting are also important to maintain the character of the street scene across all sites.



Image 9: Site B - Site layout. Please note this is a working draft

- 6.15 The amenity spaces must provide sufficient child play space to meet Croydon Local Plan standards and should be designed to a high quality to ensure it is well used and open to all tenures. PRP raised concerns about the usability of the amenity spaces, in particular on the roof space. Officers have encouraged the Applicant to investigate how this accessed and will be used. It has been suggested by PRP to move the play area from Blocks B and C to the ground floor amenity area rather than on the roof amenity. The use and layout of this space needs further resolution.

- 6.16 In general the amenity areas need a lot of work to ensure they are well designed and inviting, whilst ensuring privacy to the residential units that look directly onto the amenity spaces

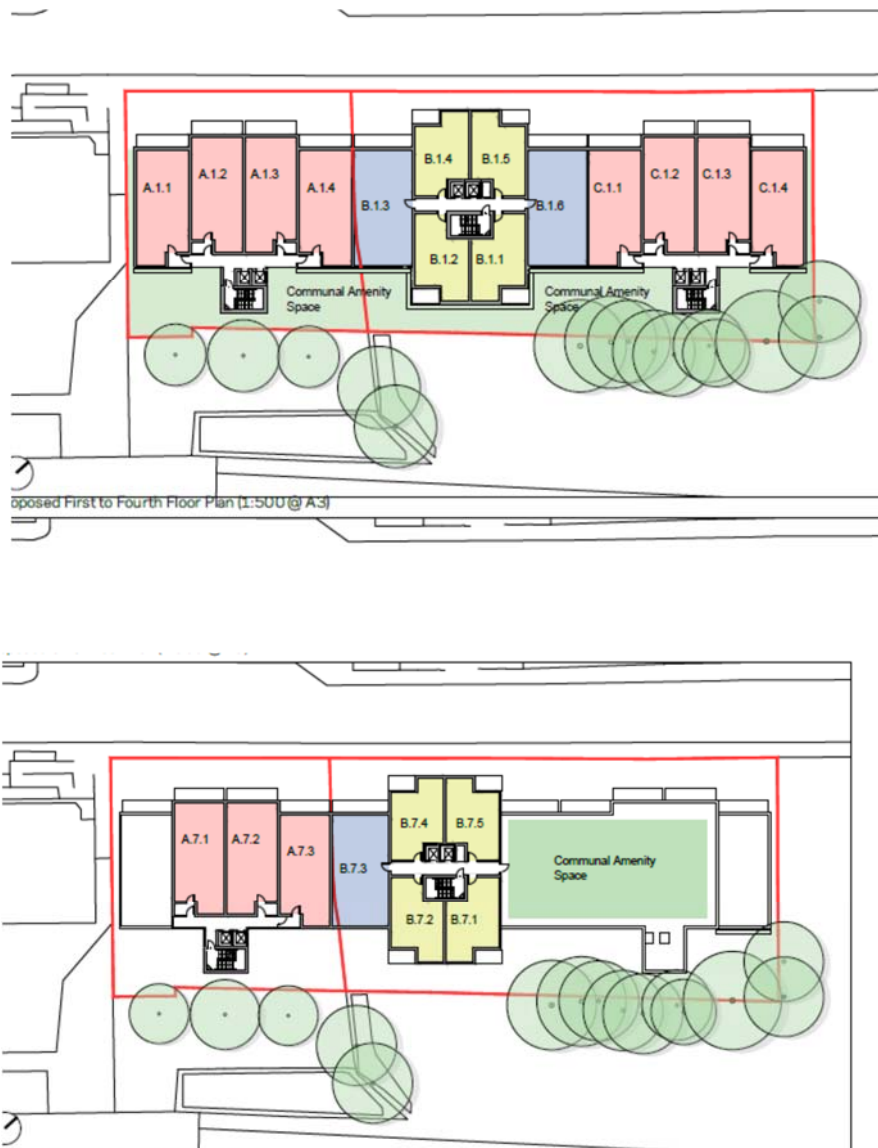


Image 10: Site layout showing amenity spaces on Sites B and C

- 6.17 Officers have advised that the balconies should be recessed where possible particularly to the front elevations. Discussions are ongoing to resolve these concerns.
- 6.18 Discussions relating to the internal layouts are ongoing and limited information has been provided to officers to date about the detailed layouts and window positions. The fenestration and internal layout of the flats will require careful consideration to ensure that the flats are of a suitable quality and do not prevent development coming forward on the wider 'masterplan' sites D and E.
- 6.19 The applicants have also agreed to a contribution to public realm improvement work at the corner of Whytecliffe Road South and Whytecliffe Road North to potentially create a pocket park which would be a real positive addition.

Elevational treatment

- 6.20 On Site A, the applicant has referenced three different tones of London Stock brick to identify the different masses and help to break down the façade. These refer closely to bricks that are featured in the existing context. Taking cues from the context, horizontal banding in the form of double stacked soldier course bricks, projecting brick courses on the ground floor facade are included and are supported to provide visual interest at a smaller scale.
- 6.21 On Sites B and C, the applicant has stated that the materials would be similar to Site A with three different tones of London Stock brick to identify the different masses and help to break down the façade. Horizontal banding would run throughout the building. White render detailing would be used on balconies and to separate the ground floor and the upper floors. This is supported in general, although officers would like to see a little more detailing in some areas (as features).
- 6.22 The applicants have been advised that the entrances should be framed in some manner as part of the elevational treatment to emphasise them. Since PRP, the applicant has also been exploring ways to incorporate the balconies within the building envelope.
- 6.23 Overall, the material palette is supported by officers, but requires refining to provide clarity around exactly which materials would be used where.

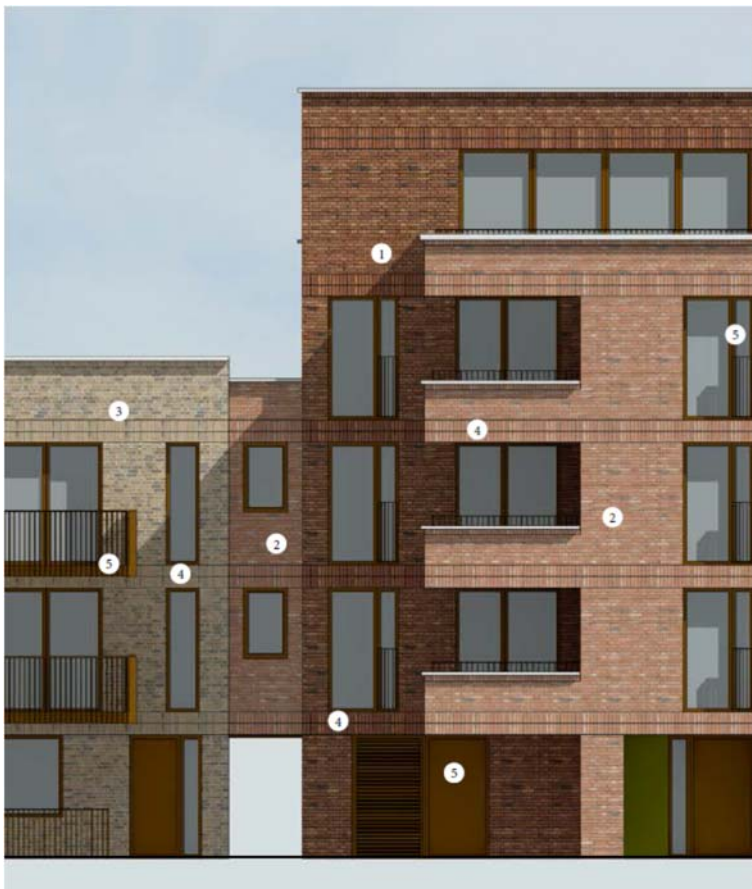


Image 11: Front elevation with suggested materials for Site A. Please note this is a working draft

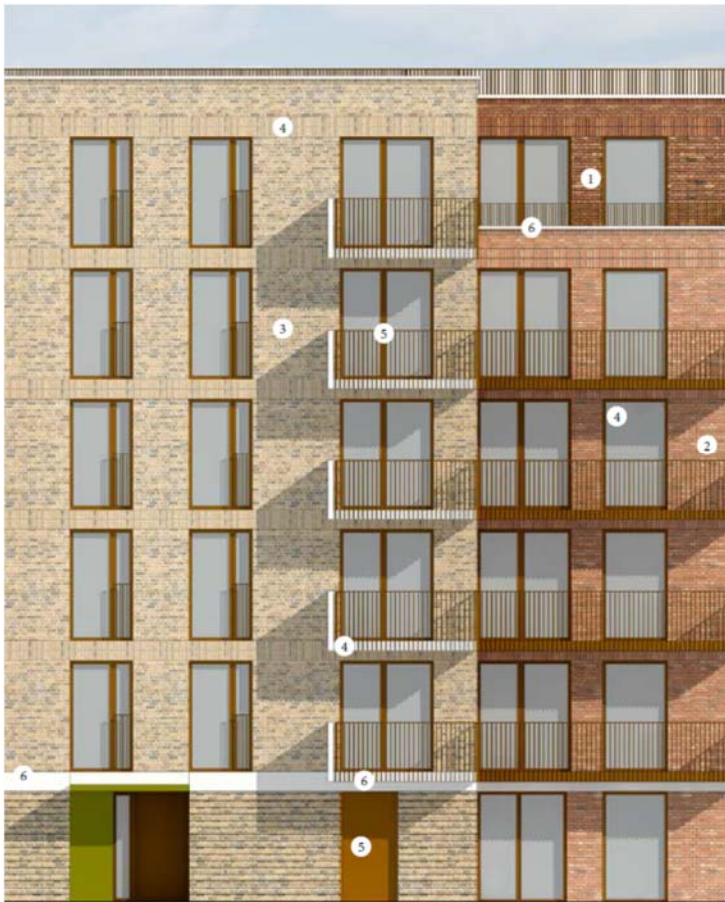


Image 12: Front elevation with suggested materials for Site B. Please note this is a working draft

Impact upon neighbours

- 6.24 The siting and massing of Site A is designed to respect the adjoining occupiers and this is accepted at this high level stage. Further work will be undertaken in relation to the location of windows and balconies. A daylight/sunlight report is required and the applicant has been advised a full assessment of the impact on adjoining occupiers must be submitted with the application. The relationship to the northern houses and flats in Redbarn Close must be fully considered by the applicant. The mass is broken down successfully to those houses but the proposal is close to Redbarn Close and the daylight/sunlight study needs to test the impact on those surrounding properties.
- 6.25 With regards to Sites B and C, to the west the site is bounded by the Job Centre. Opposite the site are several new build flatted blocks of 6 storeys. Whilst the siting seems to work in relation to adjoining occupiers, a daylight and sunlight assessment has been requested to demonstrate that the development would not result in significant harm to the neighbours.

Housing quality for future occupiers

- 6.26 The flats are being designed to meet National space standards. Previous iterations resulted in a significant number of single aspect and basement units. The basement units have been removed and the applicant has sought to reduce the number of single aspect units which is positive.
- 6.27 All of the flats should have good quality daylight, sunlight, outlook and privacy. The Applicant is aware that a daylight/sunlight report will be required to demonstrate that

all flats will have ample light. This is particularly important in relation to the car parking on the network rail site. Given the close proximity to the railway a noise assessment and mitigation will be required as part of any planning application.

- 6.28 All flats are being designed with private balconies in line with London Plan standards. The shared amenity space/child-play space has been designed into the proposal, with a rear space on Site A and roof space on Sites B and C. This allows the scheme to provide quality shared space, but discussions are ongoing with regards to the layout and landscaping of these areas. The quantum required is dependent upon tenure and mix, so will continue to evolve as the scheme does.
- 6.29 90% of dwellings are required to be Category 2 'accessible and adaptable' M4(2), with the remaining 10% of the dwellings designed to be Category 3 'wheelchair user dwellings' M4(3). The applicant has been advised that this must be clearly shown on plans submitted.

Transport

- 6.30 The proposed scheme is being developed as car free with 8 disabled parking spaces. The car parking spaces are currently proposed to the front of Site A accessed from Whytecliffe Road South, whilst on Sites B and C the parking would be accessed from Whytecliffe Road South into a parking forecourt.
- 6.31 The applicant is also aware of the need for a car club space. Parking permit restrictions would be secured by legal agreement. Cycle storage is proposed within the footprint of the buildings in line with London Plan standards.

Environmental Impact, Sustainability & Flooding

- 6.32 The applicant has been made aware of the requirements for passive design and zero carbon development. Discussions are forthcoming in relation to noise, air quality, overheating, surface water drainage, micro climate and lighting impacts.
- 6.33 The site is within Flood Zone 1 (Low Risk) and partially within an area where there is potential for surface water flooding. The applicant has been advised that a flood risk assessment and drainage strategy would be required to support a planning application.

Mitigation

- 6.34 At this stage it is envisaged that planning obligations will be required to mitigate the impacts. Discussions are forthcoming in relation to the heads of terms, but it is anticipated that these would include the following:
- Affordable housing (on site)
 - Employment and Training (construction)
 - Air Quality
 - Zero carbon off-set
 - Car club
 - Travel Plan
 - Car permit restrictions
 - Public Realm improvements

7 SPECIFIC FEEDBACK REQUESTED

7.1 In view of the above, it is suggested that members focus on the following issues:

- i. The proposed quantum of residential development
- ii. The quantum, tenure and size mix of affordable housing
- iii. The proposed height and mass of the blocks
- iv. The emerging design, particularly the ground floor and frontage
- v. The emerging landscape design
- vi. Whether the Network Rail site has to be brought forward simultaneously

PROCEDURAL MATTERS

7.2 The proposal is reported to Planning Committee to enable Members to view and comment on it prior to submission of a formal application. The proposal is not a planning application. Any comments are provisional and subject to full consideration, including public consultation and notification as part of any subsequent application.