

PART 6: Planning Applications for Decision

Item 6.2

1 SUMMARY OF APPLICATION DETAILS

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|---------------------|---|
| Ref: | 18/02663/FUL |
| Location: | Waddon Marsh Way, Croydon CR9 4HS |
| Ward: | Broad Green |
| Description: | Demolition of the existing buildings, hardstanding and car parking on the site. The erection of up to 11,398sqm (GEA) of new floorspace, arranged as 3no. 1-2 storey buildings for industrial, warehousing and ancillary use (Use Classes B1b, B1c, B2 and/or B8); a single storey security hut; and a single storey substation. The construction of a new road linking Hesterman Way to Purley Way via Waddon Marsh Way. Reconfiguration of car park spaces (with 13 additional spaces), external landscaping, 1.8-3.0m high boundaries, access gates, freestanding bin stores, plant and equipment, covered cycle stores, service yards and associated works. |
| Approved Documents: | <p><u>Existing Plans:</u> URB-SP-80-00-01-D04-Site Location Plan; URB-SP-80-00-02-D04-Site Block Plan As Existing; 18101 EF (Existing) Elevations 1,2,3&4; 18101 PF First & First Mezzanine Floor Plans; 18101 P2F Second Floor Plan; 18101 PGF Ground & Ground Mezzanine Floor Plans.</p> <p><u>Proposed Plans:</u> URB-SP-80-00-03-D04-Site Block Plan As Proposed; URB-SP-80-00-06-D04-Site Ground Floor Plan As Proposed Sheet 1 of 2; URB-SP-80-00-07-D00-Site GF Plan As Proposed Showing Site Constraints; URB-SP-80-00-12-D04-Demolition Site Plan; URB-SP-80-00-13-D03-Security Hut Ga Plan As Proposed; URB-SP-80-00-19-D04-Site Ground Floor Plan As proposed Sheet 2 of 2; URB-SP-80-20-05-D03-Security Hut Roof Ga Plan As Proposed; URB-SP-80-70-05-D03-Security Hut Elevations As Proposed; URB-SP-80-80-05-D03-Security Hut Sections As Proposed; URB-SP-80-90-02-D04-Existing Services Constraints Plan; URB-SP-90-00-01-D01-Typical Tree Pit Detail; URB-SP-97-00-01-D02-Hard Landscape Plan - Sheet 1 Of 4; URB-SP-97-00-02-D02-Hard Landscape Plan - Sheet 2 Of 4; URB-SP-97-00-03-D02-Hard Landscape Plan - Sheet 3 Of 4; URB-SP-97-00-04-D02-Hard Landscape Plan - Sheet 4 Of 4; URB-SP-97-90-01-D01-Typical Paving Details; URB-SP-98-00-01-D03-Detailed Soft Landscape Proposal Sheet 1 Of 4; URB-SP-98-00-02-D03-Detailed Soft Landscape Proposal Sheet 2 Of 4; URB-SP-98-00-03-D03-Detailed Soft Landscape Proposal Sheet 3 Of 4; URB-SP-98-00-04-D03-Detailed Soft Landscape Proposal Sheet 4 Of 4; URB-SP-A6-98-01-D02-Indicative Planting Palette; URB-SP-A6-98-02-D01-Detailed Landscape Specification Standard Notes; URB-Z1-80-00-01-D00-Zone 1 GA Plans As Proposed; URB-Z1-80-20-01-D00-Zone 1 Roof Plan As Proposed; URB-Z1-80-70-01-D00-Zone 1 GA Elevations As Proposed; URB-Z1-80-80-01-D00-Zone 1 GA Sections As Proposed; URB-Z2-80-90-01-D00-Zone 2 GA Plans As Proposed; URB-Z2-80-90-02-D00-Zone 2</p> |

Elevations_Sections As Proposed; URB-Z3-80-00-01-D00-Zone 3 GF Plan As Proposed (1 of 2); URB-Z3-80-00-02-D00-Zone 3 GF Plan As Proposed (2 of 2); URB-Z3-80-20-01-D00-Zone 3 Roof Plan As Proposed; URB-Z3-80-20-02-D00-Zone 3 Roof Plan As Proposed (2 of 2); URB-Z3-80-70-01-D00-Zone 3 Elevations As Proposed (1 of 2); URB-Z3-80-70-02-D00-Zone 3 Elevations As Proposed (2 of 2); URB-Z3-80-80-01-D00-Zone 3 Sections As Proposed.

Applicant: Maizelands Limited and Arringford Limited
 Agent: Montagu Evans LLP
 Case Officer: Jan Slominski

Table 1.1 Floorspace Areas (GEA)

| Type of floorspace | Amount existing / demolished | Amount proposed | Amount lost |
|--------------------|------------------------------|-----------------|-------------|
| Industrial | 22,100 sqm | 11,398 sqm | 10,702 sqm |

| Number of car parking spaces | Number of cycle parking spaces |
|------------------------------|--------------------------------|
| 58 (net increase of 13) | 60 |

- 1.1 This application is being reported to the Planning Committee in accordance with the Constitution because the recommendation is for approval, and the development is for the erection of buildings with gross floorspace of 10,000 square metres or more.

2 RECOMMENDATION

- 2.1 That the Planning Committee resolve to GRANT planning permission subject to:

A. Any direction by the London Mayor pursuant to the Mayor of London Order

B. The prior completion of a section 106 legal agreement to secure the following planning obligations:

- a) Travel Plan and monitoring;
- b) Car club (1 bay);
- c) Air quality contribution of £2,300;
- d) Local Employment and Training Strategy and Contribution (construction and operation);
- e) A separate legal agreement for the proposed highways works; including works to the junction with Purley Way and the adoption of the new road;
- f) A restriction to the timing of opening of the new road, to incentivise delivery of the site's employment benefits as soon as possible;
- g) A new cycle route and landscaping on the area of land adjoining the site, between Waddon Marsh Way and Purley Way;
- h) Payment of the Council's legal fees and a section 106 Monitoring Fee of £7,500; and
- i) Any other planning obligation(s) considered necessary by the Director of Planning and Strategic Transport.

- 2.2 That the Director of Planning and Strategic Transport has delegated authority to negotiate the legal agreement indicated above.

- 2.3 That the Director of Planning and Strategic Transport has delegated authority to issue the planning permission and impose conditions and informatives to secure the following matters:

Conditions

- 1) 3 Year Commencement (Compliance)
- 2) Approved Plans (Compliance)
- 3) Use Classes (Compliance)
- 4) Accessible design (Compliance)
- 5) Plant and Machinery Noise (Compliance)
- 6) Secured by Design (Compliance)
- 7) Hours of Use (Compliance)
- 8) Construction Logistics Plan (Prior to Commencement)
- 9) External Lighting (Prior to specific works)
- 10) Car park management plan (Prior to Occupation)
- 11) Contamination (Compliance)
- 12) Infiltration Drainage (Compliance)
- 13) Piling (Compliance)
- 14) Cycling Facilities (Prior to Occupation of each unit)
- 15) Materials and Details (Prior to Superstructure)
- 16) Landscaping and Trees (Prior to Superstructure)
- 17) Refuse Storage (Compliance)
- 18) Energy Efficiency and Sustainability (Compliance)
- 19) BREEAM (Compliance)
- 20) Mezzanine Layouts (Prior to Occupation)
- 21) Flood Risk (Prior to Commencement)
- 22) Archaeology (Prior to Commencement)
- 23) Any other planning condition(s) considered necessary by the Director of Planning and Strategic Transport

Informatives

- 1) Community Infrastructure Levy
- 2) Construction Logistics
- 3) Thames Water (Sewers)
- 4) Thames Water (Groundwater)
- 5) Thames Water (Surface Water)
- 6) Thames Water (Water Pressure)
- 7) GLAAS (Archaeology)
- 8) Subject to Legal Agreement
- 9) Removal of Site Notices
- 10) Any other informative(s) considered necessary by the Director of Planning and Strategic Transport

- 2.4 That, if by three months from the date of the Committee's resolution the legal agreement has not been completed, the Director of Planning and Strategic Transport has delegated authority to refuse planning permission.

3 PROPOSAL AND LOCATION DETAILS

Proposal

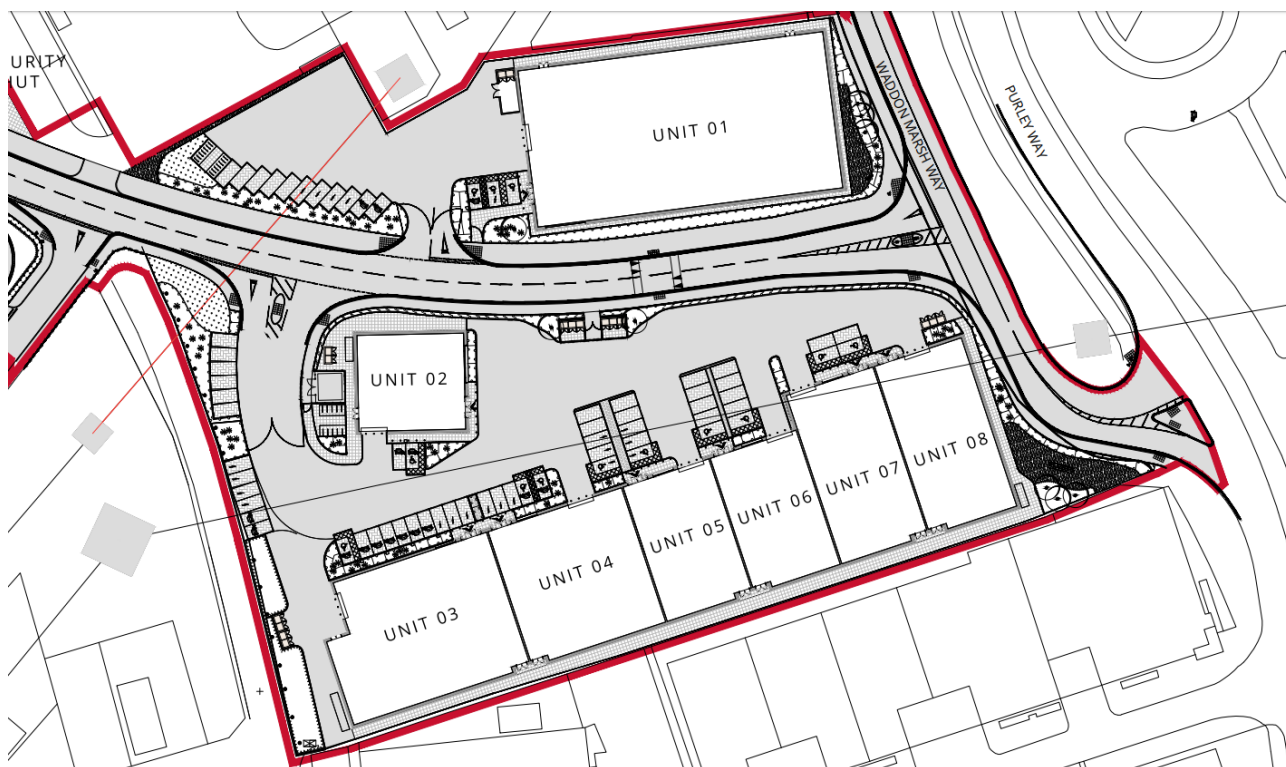


Figure 3.1 Extract from proposed Block Plan

3.1 The proposal comprises:

- Demolition of the existing buildings, hardstanding and car parking on the site;
- Erection of up to 11,398sqm (GEA) of new floorspace, arranged as 3no. 1-2 storey buildings for industrial, warehousing and ancillary use (Use Classes B1b, B1c, B2 and/or B8); a single storey security hut; and a single storey substation;
- Construction of a new access road from Purley Way via Waddon Marsh Way; which would continue through to Valley Park, with pavements and a cycle lane.
- Reconfiguration of car park spaces, and the provision of car parking and servicing areas for the proposed buildings;
- Covered cycle stores;
- External soft landscaping;
- 1.8-3.0m high boundaries and access gates; and
- Freestanding bin stores, plant and equipment.

3.2 The application has been significantly amended since it was originally submitted, in response to concerns raised by Council officers and the Greater London Authority.

3.3 Following concerns that the proposal would not maximise the amount of new industrial floorspace, partly due to the size of the proposed new road, the proposed layout was changed. The road was redesigned to be routed through the most constrained parts of the site (due to underground services and overhead power cables) to minimise dead space, and maximise the space available for new buildings. Space was added for a cycle route to enable more sustainable access through the

site. The servicing yards and landscaped areas were made more efficient, and as a result the proposed buildings have been increased in size by 42%.

Site and Surroundings

- 3.4 The application site comprises the former Stewart Plastics Factory Site, at Waddon Marsh Way, Croydon CR9 4HS; and includes adjacent hardstanding, part of Latham's Way, part of the car parking area at Valley Retail Park, part of Hesterman Way, and part of Waddon Marsh Way.



Figure 3.2 3D Aerial View

- 3.5 The site is approximately 2.75ha in area with a Public Transport Accessibility Level (PTAL) of 2 (on a scale of 0-6b, where 6b is the most accessible). The site is not well served by public transport, but there are bus stops on Beddington Farm Road (approx. 500m away) and trams from Waddon Marsh tram stop (approx. 650m walking distance via a crossing over the dual carriageway/A23).
- 3.6 The site currently comprises a large warehouse building (ca. 22,100 sqm GIA), and an area of hardstanding. The building is in a poor state of repair and appears to have been vacant since 2012, and since suffered from fire damage.
- 3.7 The site is within an Archaeological Priority Area, a Strategic Industrial Area (A Tier 1 Employment Location), and Flood Zone 2.
- 3.8 The site is adjacent to the IKEA superstore (including service yard and car park) to the north; Waddon Marsh Way and Purley Way to the east; a business park comprising 2-storey brick and metal shed buildings and car parking to the south; Latham's Way, Valley Retail Park and Valley Leisure Park to the west; and the Latham's Way Gypsy and Traveller site to the south west, which comprises approximately 19 pitches.
- 3.9 Purley Way (A23) is a dual carriageway, a classified road, and part of the Transport for London Road Network.
- 3.10 The area is predominantly used for out of town warehouse/shed type uses, including a mix of industrial, storage and distribution uses, out of town retail warehouses, and the Valley Leisure Park which includes a bowling alley, cinema and restaurants. The

buildings are generally 2-3 storeys high, separated by vast areas of hardstanding used for surface car parking.

Planning History

3.11 The following planning decisions are relevant to the application:

The Application Site

3.12 17/03087/PAD “Demolition of existing building (Prior Approval)”. Approved 13 Jul 2017. Not implemented, pending the outcome of the current application.

3.13 18/02663/ENV “EIA Screening associated with Planning Application 18/02663/FUL for: Demolition of the existing buildings, hardstanding and car parking on the site. The construction of a new road linking Hesterman Way to Purley Way via Waddon Marsh Way. The erection of up to 8,033sqm (GEA) of new floorspace, arranged as 4no. 1-2 storey buildings for industrial, warehousing and ancillary use (Use Classes B1b, B1c, B2 and/or B8); a single storey security hut; and a single storey substation. The provision of 183 car parking spaces, external landscaping, 1.8-3.0m high boundaries, access gates, freestanding bin stores, plant and equipment, covered cycle stores, service yards and associated works”. Screening Opinion issued (Environmental Impact Assessment Not Required) 04 Jul 2018.

Nearby Sites

3.14 16/04349/FUL Progress House, 15 - 21 Progress Way. “Demolition of existing buildings and erection of three buildings comprising a car showroom, vehicle workshop, MOT and valet facility, associated car parking and landscaping.” Permission Granted 12 Jan 2017. Implemented.

3.15 17/02033/PA8 Ampere Way DNS “Siting of a 15 metre high telecommunication tower with 3 antennas and 2 dishes attached, and with ancillary equipment cabinets and development” Approved 08 Jun 2017.

3.16 18/00897/FUL Ikea, Volta Way. “Alterations: provision of a new pedestrian access and reconfiguration of part of car park, resulting in removal of 10 parking spaces, and provision of associated landscaping.” Permission Granted 16 May 2018. Implemented.

3.17 16/06053/FUL Unit A-G 20 Daniell Way. “Alterations and refurbishment of retail terrace to include the re configuration of the floorspaces and the erection of extension, subdivision of Unit A to create 2no. retail units, alterations to car park and site layout.” Permission Granted 18 Jan 2017.

3.18 There is further planning history of less direct relevance in the surroundings.

4 SUMMARY OF KEY REASONS FOR RECOMMENDATION

4.1 The site is home to a large plastic manufacturing facility, which has been derelict since 2012 and does not provide significant employment opportunities. Following its demolition, the proposal would provide 11,398sqm of new industrial floorspace within three buildings, with mezzanine floors, servicing areas and flexibility for subdivision to accommodate multiple businesses. Although there would be a net reduction of employment floorspace, contrary to the Croydon Local Plan, it would maximise the

site's employment floorspace given its constraints (in terms of power lines and underground services) and would support its designation as a Tier 1 Employment Site. The proposal would create opportunities for light industrial, storage and distribution jobs, and would therefore accord with the broader aims of the Local Plan.

- 4.2 The proposal's design would balance intensive and efficient use of the site with a tidy and attractive appearance, including new landscaping, pavements and provisions for cycle routes. The access route to the new buildings would continue through to the Valley Park Retail and Leisure Park (and potentially a future local centre), and would provide improved access by vehicles, pedestrians and cycles.
- 4.3 The proposed development would effectively re-use a vacant brownfield site to address the aims of the Croydon Local Plan. It would support local job creation and contribute to the local economy, and improve opportunities for cycling. Subject to the relevant planning conditions and the agreed section 106 obligations it would be socially, economically and environmentally sustainable. It would therefore represent a sustainable form of development.

5 CONSULTATION RESPONSES

- 5.1 The views of the Planning Service are expressed in the MATERIAL PLANNING CONSIDERATIONS section below.
- 5.2 The following were consulted regarding the application:

Lead Local Flood Authority ("LLFA") (Statutory Consultee)

- 5.3 No objection subject to a condition requiring agreement from Thames Water to agree the proposed connection point and discharge rates into the sewer network (*OFFICER COMMENT: Condition 21 is recommended requiring agreement from Thames Water prior to the development commencing*).

Transport for London (TFL) (Statutory Consultee)

- 5.4 TFL requested traffic modelling to be undertaken to ascertain the likely impacts and any mitigation required. That work was undertaken and TFL has confirmed that subject to the recommended conditions and s.106 obligations, the proposal is acceptable. (*OFFICER COMMENT: Conditions are recommended to secure a Construction Logistics Plan, appropriate car park management, and sustainable and accessible transport measures, alongside a travel plan and highways works to be secured by the section 106 agreement*)

Greater London Assembly (GLA) Stage 1 (Statutory Consultee)

- 5.5 The GLA were consulted on the initial scheme and raised concerns that the proposal would not maximise business floorspace, including that the proposed road would result in inefficient use of land. (*OFFICER COMMENT: The scheme has since been amended with a 42% increase in business floorspace and a more efficient layout. The GLA officer has since informally reviewed the revised plans, and following the Council's resolution the scheme will be referred back to the GLA for a Stage 2 resolution.*)

The Environment Agency (Statutory Consultee)

- 5.6 No objection subject to conditions relating to contamination, sustainable drainage, and piling. (*OFFICER COMMENT: The relevant conditions are recommended*)

Health and Safety Executive (Statutory Consultee)

- 5.7 No objection on safety grounds.

Thames Water (Statutory Consultee)

- 5.8 No objection. (*OFFICER COMMENT: A informative is recommended to highlight the informal advice and contact details for Thames Water*)

Greater London Archaeological Advisory Service (GLAAS) (Statutory Consultee)

- 5.9 No objection subject to a condition requiring a written scheme of investigation (*OFFICER COMMENT: A condition is recommended*).

Designing Out Crime Officer

- 5.10 No objection, subject to the proposal achieving security requirements of Secured by Design (*OFFICER COMMENT: A condition is recommended*).

5.11 London Borough of Sutton

- 5.12 No objection, subject to an appropriate Construction Logistics Plan to avoid adverse highway impacts (*OFFICER COMMENT: A condition is recommended*)

6 LOCAL REPRESENTATION

- 6.1 The application was publicised by way of 6 site notices displayed in the vicinity of the application site and notices in the local press, initially on receipt of the application and for a second time following receipt of the amended plans.
- 6.2 One response was received from a local business, raising no objection in principle, but stating that the works should not make the traffic on Purley Way worse, either during the construction works or after the development is completed. (*OFFICER RESPONSE: The proposed road will only permit northbound traffic to leave and enter the site, thereby displacing the impacts of the junction to the north of the site and having a limited impact on traffic on Purley Way, especially as there are traffic lights to the south, creating a natural traffic gap. Purley Way is managed by Transport for London who assessed the scheme and raised no objection. A Construction Logistics Plan condition is recommended to avoid unacceptable construction traffic impacts*).

7 PLANNING POLICIES AND GUIDANCE

- 7.1 In determining any planning application, the Council is required to have regard to the provisions of its Development Plan and any other material considerations.

National Guidance

- 7.2 The National Planning Policy Framework (NPPF, 2019) and online Planning Practice Guidance (PPG) are material considerations which set out the Government's priorities for planning and a presumption in favour of sustainable development.
- 7.3 The NPPF seeks to secure positive growth in a way that effectively balances economic, environmental and social progress for this and future generations. The following NPPF key issues are relevant to this case:
- Building a strong, competitive economy
 - Ensuring the vitality of town centres
 - Promoting healthy and safe communities
 - Promoting sustainable transport
 - Making effective use of land
 - Achieving well-designed places
 - Meeting the challenge of climate change and flooding
 - Conserving and enhancing the natural environment
 - Requiring good design.

Development Plan

- 7.4 The Development Plan comprises the London Plan 2016, the Croydon Local Plan 2018, and the South London Waste Plan 2012.
- 7.5 A replacement Draft London Plan has been subject to public consultation, and Examination in Public commenced in January 2019. The current 2016 London Plan is still the adopted Development Plan, and although the Draft London Plan is a material consideration in planning decisions at present it carries limited weight.
- 7.6 The relevant Development Plan policies are listed in Appendix 1.

Supplementary Planning Guidance (SPG) / Document (SPD)

- 7.7 The relevant SPGs and/or SPDs are listed in Appendix 1.

8 MATERIAL PLANNING CONSIDERATIONS

- 8.1 The main planning issues raised by the application that the committee must consider are:
1. Land Use
 2. Design
 3. Highways and Transport
 4. Neighbour Amenity
 5. Sustainable Design

Land Use

Loss of existing building

- 8.2 The site is currently home to a large 1950s plastic manufacturing facility, formerly home to "Stewarts Plastics" who have since relocated to a modern industrial building

outside of London. Although the building has a large amount of floorspace, it is subdivided into irregular spaces without flexibility for other uses or appropriate external servicing and yard areas for modern servicing requirements. The site is in poor condition, it has been vacant since 2012 and suffered from fly tipping and vandalism, and is not serving any useful purpose in its current state. Prior approval has been granted for the demolition of the building (reference 17/03087/PAD), which would not require planning permission. Therefore the loss of the building is accepted.

- 8.3 The site is within a Strategic Industrial Location (a “Tier 1” employment site), within which Croydon Local Plan (CLP) Policy SP3 offers strong protection for industrial and warehousing activities with no loss of Class B1b, B1c, B2 and B8 floorspace permitted.
- 8.4 As the proposal would result in the loss of existing employment floorspace it would not comply with Policy SP3 and approving the proposal would be a departure from the development plan.

New Industrial, Storage and Distribution Buildings

- 8.5 The broader aim of Policy SP3 is to encourage innovation and investment into the borough to support enterprise and increased employment for the benefit of all Croydon. This aim is supported by the London Plan Policy 2.17, the Land for Industry and Transport SPG 2012, the NPPF and the Government’s Industrial Strategy, which together set out a vision to drive productivity improvements across the UK and place significant weight on the need to support economic growth and productivity.
- 8.6 The site is subject to several constraints, which came into effect after the existing building was built. The applicant has advised (and evidenced) that following demolition of the existing building, it would not be possible to construct a building of the same height and layout due to these constraints. There is a “No Build Zone” imposed by UK Power Networks due to the location of high voltage electricity cables below the site, and the position of a pylon to the north, in addition to height restrictions of 7m and 12m on various parts of the site due to the overhead high voltage power cables.
- 8.7 Figure 8.1 Constraints Plan show the constraints on the site, and how the proposed development is directed away from the No Build Zone (in red), with height restrictions of 7m (in green) and 12m (in blue) also shown.

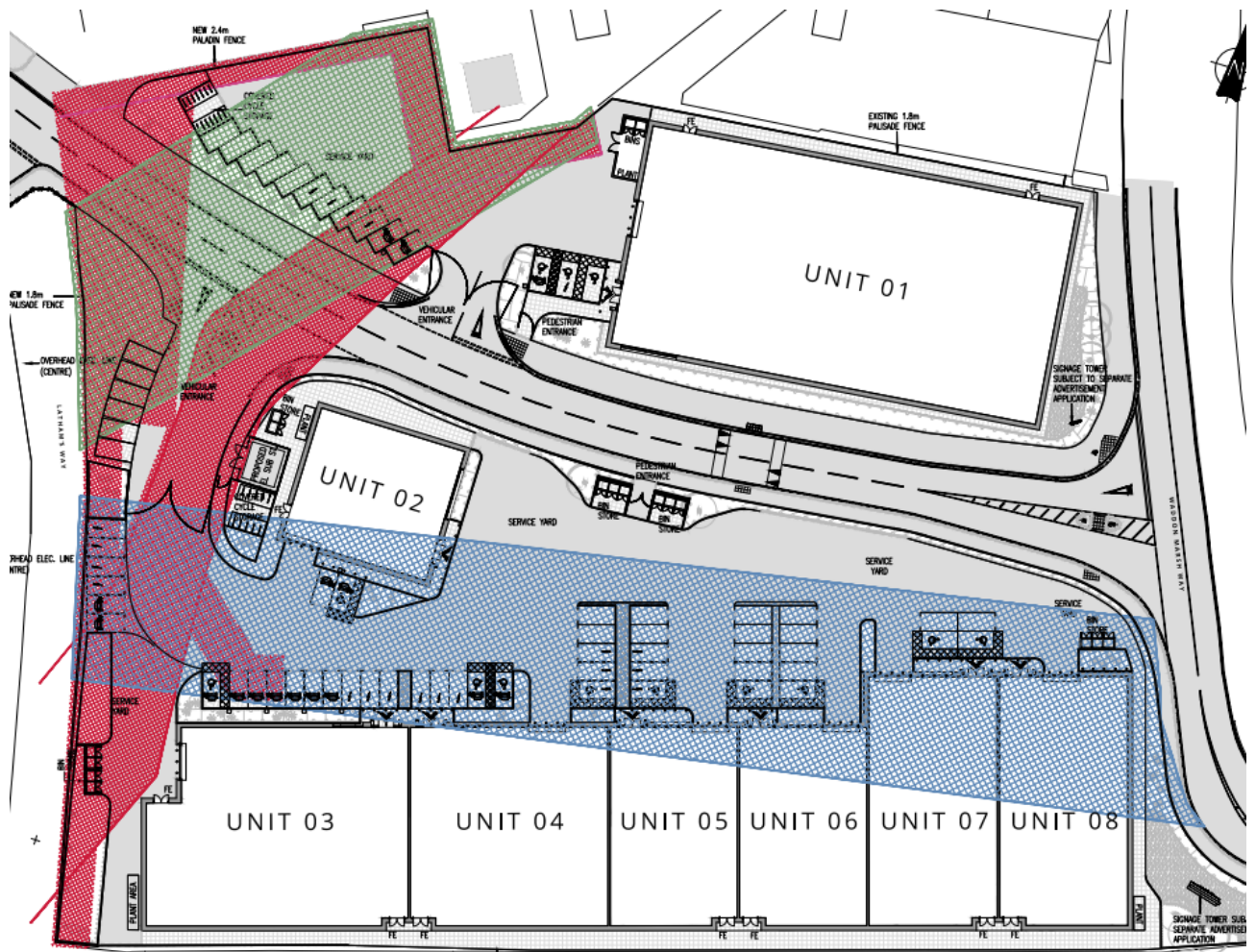


Figure 8.1 Constraints Plan

- 8.8 The application is for the full range of B-Class uses, excluding offices (although ancillary office spaces would be permitted). The applicant has provided market information which demonstrates that large format occupiers (4,000sqm +) require internal ceiling heights of 12m, which would not be possible on the majority of the site due to the height restrictions. As a result, a cluster of smaller and medium sized units with lower internal height requirements is proposed. There would be 11,398sqm of modern, flexible employment floorspace which would be fit for purpose, adaptable for a range of light industrial, storage and distribution uses, and well served by external servicing yards, tall HGV docks / shutter doors, and industrial height spaces of 7-8m (resulting in external heights of 9.5-10.75m) which could accommodate mezzanines. There would be access to the site via the new road for large distribution vehicles, with on-site servicing bays, turning spaces and electric vehicle charging points. The design and arrangement of buildings would also allow easy subdivision or amalgamation and the flexibility to accommodate various business needs.
- 8.9 The amount of business floorspace has been increased by 42% during the lifetime of the planning application, and following the amendments it would reasonably maximise the amount of floorspace for storage, distribution and light industrial uses on the site.
- 8.10 The proposal would provide the right type of employment floorspace for the site's designation as a Strategic Industrial Location, and would accord with the aims of

Policy SP3. The proposed buildings and uses are therefore considered to maximise the employment floorspace despite the build zone constraints, and would therefore be acceptable in principle.

Proposed Road and Ancillary Buildings

- 8.11 The proposal includes a new road through the site, linking through from Purley Way to Valley Park. New infrastructure which provides improved accessibility to Strategic Industrial Locations is supported by London Plan Policy 2.7.
- 8.12 Although any industrial development on the site would require an access road with turning circles and circulation space, when the application was first submitted officers and the GLA raised concerns that the proposed road through the site would be excessive and result in inefficient use of employment land. As the site is in a Strategic Industrial Location, it is important that the employment benefits of the scheme take precedence over improved access to Valley Park.
- 8.13 The design of the proposed road was amended during the application process to more closely align with the No Build Zone, and narrowed from 10m to 7.3m, whilst still allowing pavements and a cycle route. As a result more space on the site was made available for buildings, and the amount of employment floorspace was increased by 42% (from 8,033sqm to 11,398sqm).
- 8.14 In order to ensure that employment benefits come forward before the new road is open to the public, the draft legal agreement places a restriction on the opening of the new road. This will make it impossible to open the road to the public without first having constructed all of the units to practical completion and made them available for use. A further legal obligation is also placed on the developer to bring forward the letting of the units, including pre-lets where possible, in order to maximise and expedite the scheme's employment benefits. These restrictions are agreed with the developer and will ensure that the site's employment potential takes precedent over the proposed road.
- 8.15 Subject to the restrictions outlined above, the new road would support the proposed business uses, and in its redesigned form would allow the proposal to reasonably maximise the amount of floorspace for storage, distribution and light industrial uses on the site.
- 8.16 Following the delivery of employment floorspace on the site, CLP Policy DM36.2 identifies the potential for a future new Local Centre at Valley Park, and requires development opportunities (including public realm improvements) to be undertaken in a cohesive and coordinated manner. Although there are no current proposals for a new Local Centre, the proposed road would provide increased permeability with new pedestrian, cycle and vehicle access from Purley Way to Valley Park.
- 8.17 The proposal would also include a security hut and freestanding stores for bins and cycles, which would be integrated into the site layout and would support the uses on the site. No objection is raised to those structures.
- 8.18 As a result of the proposed road, Latham's Way would be stopped up. There is currently a Gypsy and Traveller site on Latham's Way, and although there are no current plans to do so, the stopping up may create future potential for additional

pitches if the demand arises in future, in compliance with CLP Policy SP3 and the anticipated future need for 36 additional pitches identified by CLP Policy SP2.9.

Land Use Balance and Summary

- 8.19 Although the proposal would result in the loss of employment floorspace, is it accepted that the existing floorspace does not provide useful employment floorspace or local jobs.
- 8.20 Following the demolition of the existing building, the proposal would maximise appropriate employment floorspace on the site. Although there would be a net reduction in employment floorspace it has been justified, with regard to the site's constraints and No Build Zone, and it is accepted that it would not be possible to provide the same amount of employment floorspace for the priority land uses in the Strategic Industrial Location. The proposal has been amended to maximise the provision of functional, flexible and high quality floorspace for storage, distribution and light industrial uses, and would broadly accord with the aims of the Local Plan and the NPPF. It would therefore be acceptable in principle.

Design



Figure 8.2 View 1 (New Road, looking West from Waddon Marsh Way)

Proposed Buildings

- 8.21 The site's surroundings are characterised by industrial shed type buildings, with IKEA to the north, and Croydon Business Centre to the south. The proposed development would consist of large industrial shed buildings. The external materials and detailing would be simple and function-led without excessive ornamentation, and the scale of the proposed buildings would be consistent with the surroundings. A condition is recommended to secure appropriate materials and details in order to ensure a high quality appearance.

Landscaping and Trees

- 8.22 There are very few existing trees near to the existing building. There would be limited soft landscaping as a result of the need to maximise useable space, but opportunities would be taken to provide planting alongside the boundaries and pedestrian areas. As a result of the development, Waddon Marsh Way would be

connected to the new road and upgraded with new pavements and kerbs, with opportunities for verge planting and trees to be secured by a landscaping condition.

- 8.23 The area between Waddon Marsh Way and the raised section of Purley Way is restricted due to another pylon and overhead power cables, and there is a legal restriction giving the Highway Authority access to Purley Way for maintenance, however it is in the same ownership as the site and a planning obligation is recommended to require commensurate landscaping upgrades to ensure an appropriate environment for pedestrians and cyclists.

Highways and Transport

Proposed Road

- 8.24 There is currently no through route via the site from Valley Park to Purley Way. The proposed new road would link Hesterman Way (within Valley Park) with Purley Way, via the existing Waddon Marsh Way junction. At present all traffic exiting Valley Park to Purley Way must travel north onto Ampere Way, and onwards to a junction with Purley Way. For northbound traffic this can cause issues, as vehicles exiting IKEA have greater priority than those exiting Valley Park which results in queues at peak times.
- 8.25 The proposal would re-route northbound traffic from Valley Park, and allow access to the northbound lanes on Purley Way via the site.
- 8.26 As the proposed road would re-route existing northbound traffic from Ampere Way to Purley Way, it would not create a significant volume of traffic movements on Purley Way and therefore the impacts would be minimal. TFL have raised concerns about potential delays on Purley Way caused by additional traffic or vehicle movements, but they also confirmed that those impacts could be addressed through improved signage and road marking which will form part of the highways works secured through the section 106 agreement. TFL confirmed the proposal is acceptable subject to the recommended section 106 agreement and planning conditions.
- 8.27 The proposed road would include a wide pavement with a cycle lane, and a north-south cycle route (to be secured by a planning obligation and a planning condition) to link to potential future cycle routes on Purley Way (to the south), and towards Ampere Way with its tram stop (to the north).
- 8.28 A further, albeit minor, benefit of the new road is improved access for large vehicles to the servicing yard at IKEA, which will improve the flow of traffic.
- 8.29 Pedestrian and Cycle audits were submitted with the application, in addition to a Healthy Street Assessment of the new road design. The proposal would take reasonable opportunities to promote walking and cycling, with appropriate pavement widths and landscaping providing an acceptable environment.

Sustainable Transport

- 8.30 The site has a Public Transport Accessibility Level (PTAL) of 2, and is within walking distance of buses on Beddington Farm Road and Ampere Way, and tram stops at Waddon Marsh and Ampere Way. Although the nature of the proposed uses would result in large vehicles entering and exiting the site for business purposes, employees and visitors would be able to access the site using public transport.

- 8.31 A Framework Travel Plan was submitted with the application. An updated plan and monitoring are to be secured by the section 106 agreement, to minimise vehicle use in favour of walking, cycling, and public transport.
- 8.32 One car club bay is to be provided on the site (which the applicant has advised is likely to be used by a van), with the monitoring, management and use of that bay (subject to demand) to be secured through the section 106 agreement.
- 8.33 As well as the new cycle route, 60 cycle storage spaces (split between short term visitor & staff parking) and access to end of trip facilities (shower and locker facilities) are to be secured by a planning condition in compliance with the London Plan.
- 8.34 A deliveries and servicing plan for the proposed units is to be secured by a planning condition.
- 8.35 58 car parking spaces are proposed to serve the new industrial buildings, of which at least 10% will be blue badge spaces to be secured by a condition. As a result of the proposed road, the reconfiguration of the Valley Retail and Leisure car park will result in a reduction of car parking spaces, which is supported given the improved access for pedestrians and cycles. Overall there would be a net increase of 13 parking spaces across the site.
- 8.36 All parking bays are to be capable of being converted to electric charging bays, with electric charging points to be secured by a condition to allow charging of both private cars and goods vehicles during the delivery window period. 50kW rapid charging points are recommended to allow rapid charging for larger vehicles. A car parking management plan is to be secured by a condition, to ensure effective management of the electric charging points with regard to TFL guidance on car parking management and car park design.

Neighbour Amenity

- 8.37 The closest residential neighbours are at the Gypsy and Travellers site on Latham's Way. The proposed development would be smaller, with lower buildings further away from the boundary with Latham's Way than the existing buildings. As a result the relationship with neighbours in terms of daylight and sunlight, privacy, sense of enclosure, and disturbance, will either be similar to the existing situation, or substantially improved. In order to limit noise and disturbance to residents, a condition is recommended to limit noise from plant and equipment at the development, in addition to a further condition limiting hours of use unless it can be demonstrated that 24 hour operation could be carried out without harm to living conditions.

Sustainable Design

Energy and Sustainable Design

- 8.38 The submitted energy and sustainability strategies set out how the development will meet the policy requirements to achieve BREEAM "Excellent" and a 35% CO2 reduction beyond Building Regulations Part L (2013). Conditions are recommended to ensure compliance with those standards.

Flooding

- 8.39 No objection was raised by Thames Water.
- 8.40 The Local Lead Flood Authority (LLFA) considered the proposal and following receipt of additional information from the applicant, raised no objection to the proposed sustainable drainage strategy. Two conditions are recommended: condition 21 to ensure that permission is granted by Thames Water for future connection to the sewer network (recommended by the LLFA); and condition 11 preventing infiltration drainage takes place, in order to avoid groundwater pollution caused by contamination from the site (recommended by the Environment Agency).

Other Planning Matters

Employment and Training

- 8.41 The proposed development will result in construction jobs, and a planning obligation is recommended to secure work placements and skills training for local people both during the construction phase and during the lifetime of the development.

Environmental Health

- 8.42 The submitted ground investigation and risk assessment identifies low risk of the spread of contaminants and no requirement for remedial measures. The Environment Agency has confirmed that this is acceptable subject to the recommended conditions to deal with unexpected contamination, surface water drainage, and penetrative foundations (for example piling).
- 8.43 Conditions are recommended to limit light pollution and the noise level from any air handling units, mechanical plant, or other fixed external machinery at the nearest sensitive receptor (currently the Gypsy and Traveller pitches on Latham's Way).
- 8.44 A further condition is recommended to secure an Air Quality assessment and mitigation to ensure an "air quality neutral" development, in addition to a financial contribution secured through the section106 agreement.

Safety

- 8.45 The site layout is designed to minimise opportunities for crime, including buildings which would face the road with activity and passive surveillance to pedestrian routes where possible. A condition is recommended to require the proposal to achieve the security requirements of Secured by Design.
- 8.46 The site is affected by the presence of underground and overhead high voltage power lines. The proposal would not introduce hazardous uses into a sensitive area, and no objection was raised by the Health and Safety Executive.

Construction Management

- 8.47 A Construction Logistics Plan is to be secured by a planning condition, with particular regard to the amenities of the Gypsy and Traveller pitches on Latham's Way, the need to maintain the free flow of strategic haul routes, and nearby works (for example on Ampere Way).

Archaeology

- 8.48 The site lies in an area of archaeological interest. An archaeological desk-based assessment was submitted and reviewed by the Greater London Archaeological Advisory Service. A planning condition is recommended to secure an appropriate written scheme of archaeological investigation and programme for post-investigation assessment.

Planning Obligations and CIL

- 8.49 If the application is approved and the development is implemented, a liability to pay the Croydon Community Infrastructure Levy (CIL) and Mayor of London CIL will arise. CIL is intended to consolidate financial contributions towards the development's local infrastructure impacts, and additional separate contributions should not normally be sought towards the same infrastructure unless there is an exceptional and demonstrable need as a direct result of the proposed development.
- 8.50 A list of the recommended planning conditions and section 106 obligations is set out in section 2 (recommendation) of this report.

Conclusions

- 8.51 The proposed development would lead to the creation of new employment floorspace, which, given the design and condition of the existing building, and the site's constraints, will bring forward increased opportunities for economic development and job creation which would not arise without redevelopment.
- 8.52 The development would contribute to ensuring that sufficient floorspace of the right type is available in the right places and at the right time to support growth, innovation and improved productivity. It would also bring with it infrastructure, i.e. the proposed road and cycle routes, and would be economically sustainable.
- 8.53 The proposal would contribute to a well-designed and safe built environment, with accessibly located jobs, thus contributing to the provision of strong, vibrant and healthy communities.
- 8.54 It would also make effective and efficient use of land, minimise waste and pollution, and enable adaptation towards a low carbon economy through its accessible location, the provision of electric car parking, promotion of walking and cycling, and energy efficient buildings.
- 8.55 Although the loss of existing employment floorspace would not comply with the detailed policies within the development plan, the development would re-use a vacant site to contribute positively to the economic, social and environmental objectives promoted by the Local Plan and the NPPF, and would result in a sustainable form of development.
- 8.56 All other relevant policies and considerations, including equalities and human rights, have been taken into account.
- 8.57 For the reasons summarised in this report, the officer recommendation is approval subject to the recommended section 106 obligations and planning conditions.

Appendix 1: Planning Policies and Guidance

The following lists set out the most relevant policies and guidance, although they are not exhaustive and the provisions of the whole Development Plan apply (in addition to further material considerations).

London Plan (2016)

- Policy 1.1 Delivering the strategic vision and objectives for London
- Policy 2.1 London in its global, European and United Kingdom context
- Policy 2.2 London and the wider metropolitan area
- Policy 2.3 Growth areas and co-ordination corridors
- Policy 2.6 Outer London: vision and strategy
- Policy 2.7 Outer London: economy
- Policy 2.8 Outer London: transport
- Policy 2.14 Areas for regeneration
- Policy 2.17 Strategic Industrial Locations
- Policy 2.18 Green Infrastructure
- Policy 3.1 Ensuring equal life chances for all
- Policy 3.2 Improving health and addressing health inequalities
- Policy 4.1 Developing London's economy
- Policy 4.4 Managing industrial land and premises
- Policy 4.11 Encouraging a connected economy
- Policy 4.12 Improving opportunities for all
- Policy 5.1 Climate change mitigation
- Policy 5.2 Minimising emissions
- Policy 5.3 Sustainable design & construction
- Policy 5.4 Retrofitting
- Policy 5.4A electricity and gas supply
- Policy 5.7 Renewable energy
- Policy 5.8 Innovative energy technologies
- Policy 5.9 Overheating and cooling
- Policy 5.10 Urban greening
- Policy 5.11 Green roofs and development site environs
- Policy 5.12 Flood risk management
- Policy 5.13 Sustainable drainage
- Policy 5.14 Water quality and wastewater infrastructure
- Policy 5.15 Water use and supplies
- Policy 5.16 Waste net self-sufficiency
- Policy 5.17 Waste capacity
- Policy 5.18 Construction, excavation and demolition waste
- Policy 5.19 Hazardous waste
- Policy 5.20 Aggregates
- Policy 5.21 Contaminated land
- Policy 5.22 Hazardous substances and installations
- Policy 6.1 Strategic approach
- Policy 6.2 Providing public transport capacity and safeguarding land for transport
- Policy 6.3 Assessing effects of development on transport capacity
- Policy 6.4 Enhancing connectivity

- Policy 6.5 Funding Crossrail and other strategically important transport infrastructure
- Policy 6.7 Better streets and surface transport
- Policy 6.9 Cycling
- Policy 6.10 Walking
- Policy 6.11 Smoothing traffic flow and tackling congestion
- Policy 6.12 Road network capacity
- Policy 6.13 Parking
- Policy 6.14 Freight
- Policy 7.3 Designing out crime
- Policy 7.4 Local character
- Policy 7.5 Public realm
- Policy 7.6 Architecture
- Policy 7.8 Heritage assets and archaeology
- Policy 7.14 Improving air quality
- Policy 7.15 Reducing noise and enhancing soundscapes
- Policy 8.1 Implementation
- Policy 8.2 Planning obligations
- Policy 8.3 Community infrastructure levy

Croydon Local Plan (2018)

Strategic Policies

- Policy SP1: The Places of Croydon
- Policy SP3: Employment
- Policy SP4: Urban Design and Local Character
- Policy SP6: Environment and Climate Change
- Policy SP7: Green Grid
- Policy SP8: Transport and Communication

Development Management Policies

- Policy DM8: Development in edge of centre and out of centre locations
- Policy DM9: Expansion of industrial and warehousing premises in Strategic, Separated and Integrated Industrial Locations
- Policy DM10: Design and character
- Policy DM13: Refuse and recycling
- Policy DM16: Promoting Healthy Communities
- Policy DM18: Heritage assets and conservation
- Policy DM23: Development and construction
- Policy DM24: Land contamination
- Policy DM25: Sustainable Drainage Systems and Reducing Flood Risk
- Policy DM27: Protecting and enhancing our biodiversity
- Policy DM28: Trees
- Policy DM29: Promoting sustainable travel and reducing congestion
- Policy DM30: Car and cycle parking in new development

Place-specific policies

- Policy DM36: Broad Green and Selhurst

Supplementary Planning Guidance (SPG) / and Documents (SPD)

London Plan

- Crossrail Funding (March 2016)
- Accessible London: Achieving an Inclusive Environment (October 2014)
- The control of dust and emissions during construction and demolition (July 2014)
- Character and Context (June 2014)
- London Planning Statement (May 2014)
- Sustainable Design and Construction (April 2014)
- All London Green Grid (March 2012)
- London View Management Framework (March 2012)
- London's Foundations (March 2012)
- Planning for Equality and Diversity in London (October 2007)

Croydon Development Plan

- Designing for community safety SPD
- SPG 12: Landscape design