

1 DETAILS OF THE DEVELOPMENT

Ref: 16/03919/PRE
Location: 330 Purley Way
Ward: Waddon
Description: Redevelopment of the site in 2 phases, to provide the following:

Phase 1: Full planning permission for the creation of:

- 230sqm of flexible space (Use Class A1/A3) in 1 x single storey building (Unit 1);
- 4,120sqm of floor space (Use Class A1) in 2 x single storey buildings (Units 2 and 3).

Phase 2: Outline application (all matters reserved) including demolition of the existing John Lewis building and creation of:

- 947sqm of floor space (Use Class A1) in a single storey building (Unit 4);
- 1,021sqm of floor space (Use Class B1(b)/B1(c)/B8) in a single storey building (Unit 5);
- 18 residential dwellings (Use Class C3) and 1,059sqm of retail floor space (Use Class A1) in a 3 storey mixed use building (Unit 6);
- 38 residential dwellings (Use Class C3) in 2 buildings of between 4 to 6 residential storeys;
- Car parking; provision of public open space; landscaping; sustainable infrastructure and servicing.

Applicant: Reef Estates
Agent: Savills
Case Officer: Matt Duigan

2 BACKGROUND

2.1 This proposed development is being reported to Planning Committee to enable Members to view it and to comment upon it prior to an application formally being submitted. The development does not constitute an application for planning permission and any comments made upon it are provisional and subject to full consideration of any subsequent application and the comments received as a result of consultation, publicity and notification.

Previous Planning Committee Presentation

2.2 This is the second presentation to the Planning Committee; a pre-application scheme was considered by Committee back in July 2017. Some of the key concerns raised by Members included:

- The lack of any residential or employment space being proposed given the emerging site allocation policy and the acute need for housing.

- The impact of the proposals on the sense of place, given the amount of land to be dedicated to vehicular access ways and parking.
- The lack of a routes and connections through from the north of the site to Waddon Ponds to the south.
- The lack of priority for pedestrians and inadequate separation of pedestrians from traffic movements within the site.

2.3 The current scheme being presented seeks to address earlier concerns and to progress to a subsequent planning application stage.

Constraints

2.4 The application site is the subject of contractual obligations that impose restrictions on certain forms of development. These contracts have been shared with the local planning authority but remain confidential.

2.5 The applicant does not currently have full control over the land at the southern end of the site. The occupiers of the building has a right (lease) to remain on site for the foreseeable future and the delivery of Phase 2 is unable to be brought forward until such time as the lease is either surrendered or expires.

2.6 There are further constraints over the Phase 1 site which prevent any development for occurring over the eastern end of the site; any new buildings are unable to project in-front of the front elevations of the existing John Lewis and Currys unit.

2.7 Covenants also require a minimum number of car parking spaces to be provided at all times and for there to be a vehicular access way maintained between the Currys and John Lewis store. The covenant goes further to restrict the types of uses that can be introduced on the Phase 1 site, excluding (for example) residential development. Whilst the presence of restrictive covenants is not a planning consideration – it is the reality, which hampers to a certain extent a comprehensive approach to the redevelopment of the site.

Place Review Panel (PRP)

2.8 The current scheme was presented to the PRP in March 2018 which, in summary, made the following observations:

- The Panel supported the overall approach, raising no concerns in relation to the design of the retail elements of the scheme and welcomed the reduction in the area of land given over to vehicular access ways.
- The site offers an opportunity to create a connection between Wandle Park and Waddon Ponds and the Panel suggested that further work be undertaken to create a crossing over the Purley Way and a legible, safe and pleasant route through the site linking to Waddon Ponds.
- The Panel felt that the residential blocks would benefit from more dual aspect flats and the creation of a slenderer footprint, potentially reducing overall flat numbers. The Panel considered that the four storey height shown was overly low and that height should be increased to 6 or even 8 storeys, particularly where residents would have an outlook to Waddon Ponds.
- The Panel felt that the position Block 6 (the mixed-use building proposed in Phase 2) should be adjusted to ensure there is a generous and visible gap between the buildings, signalling the route beyond the site to Waddon Ponds.

3 PROPOSAL AND LOCATION DETAILS

Proposal

- 3.1 The proposal is for a two-phased development. Phase 1 (which allows for the retention of the existing John Lewis store) would be submitted in full, with Phase 2 submitted in outline (the planning application would therefore be in a hybrid form).
- 3.2 Phase 1 would include the erection of 3 single storey buildings (with mezzanine) to accommodate two separate retail stores and a small café.
- 3.3 Phase 2 proposes to demolish the existing John Lewis store and to provide two smaller retail stores, one of which would be a mixed-use building with ground floor retail and residential accommodation above. In addition, Phase 2 includes the development of two blocks of flats near the southern boundary of the site and a building accommodating employment space (near the north western end of the site).
- 3.4 The applicant is proposing to create a pedestrian-friendly environment to facilitate a route from the north of the site through to Waddon Ponds. This would include amenity spaces both for residents as well as to make the route pleasant for persons moving between the site and Waddon Ponds.

Site and Surroundings

- 3.5 The application site is located to the west of Purley Way, just north of the junction with Mill Lane in Waddon. The total site area is approximately 2.33 hectares. The site fronts Purley Way and Mill Lane. Mill Lane comprises two rows of residential terraces and is the main route towards Waddon Ponds and industrial uses beyond. There is an existing 'Currys' unit at the north end of the site, although no works to this area are proposed. A retail warehouse was constructed on the southern portion of the site in 1987 and this is the space currently occupied by "John Lewis at Home". In front of the retail warehouse is a car park laid out for approximately 169 parking spaces. Access to the car park is off Purley Way.
- 3.5 The western side of this part of Purley Way has a number of large non-food retail warehouses such as Currys and Sofa-world with industrial units to the rear. The industrial area is known as the 'Mill Lane Trading Estate' and is classified as a Strategic Employment Location.
- 3.6 The area to the south of the application site has a residential character comprising small terraced houses. The east side of Purley Way currently has mix of commercial and residential uses. The former British Gas site has been developed for a mixed-used scheme comprising residential units, commercial floor space and a de-culverting of the River Wandle (known as the New South Quarter). Purley Way is part of the A23 and part of the Transport for London (TfL) Road Network.

Planning History

- 3.6 The following planning decisions are relevant to the application:
 - 12/01776/P – Permission granted for demolition of existing buildings; construction of a food-store (Class A1), employment floorspace (Class B1/B8), café (Class A3),

with associated landscaping, highway works and works to facilitate the de-culverting and partial diversion of the River Wandle. This has subsequently expired.

- 11/01351/P – Outline permission granted for erection of a building for use as a non-food retail warehouse unit within Use Class A1. Erection of 2 buildings for use within Use Classes B1(b)and(c), or B2 or B8 and buildings fronting Mill Lane comprising 17 residential units. Formation of vehicular accesses onto Mill Lane and Purley Way and provision of associated parking (renewal of outline planning permission 05/02683/P). This has also since expired.

3.6 Approval was sought for a number of the reserved matters associated with consent, but the scheme was never implemented.

4 MATERIAL PLANNING CONSIDERATIONS

Principle of the Proposed Development

- 4.1 The site does not sit within a designated centre (such as a Metropolitan or District Centre) and therefore is considered to be an ‘out of centre’ location for retail which is sequentially less preferable, compared to sites within or adjacent to the centre in accordance with the NPPF.
- 4.2 On this basis and in order to confirm the acceptability of a retail development in principle, a sequential assessment is required, alongside an impact assessment, given the scale of the development. It is acknowledged that in Phase 2, the existing John Lewis store would be redeveloped, resulting in a subsequent reduction in retail space on the site (assuming that part of the development is realised in the future).
- 4.3 The applicant has now included residential and employment space on site in order to accord with the site allocation set out in CLP 2018. This current scheme seeks to provide a higher density environment with greater townscape contribution and to appropriately manage the relationship with existing residential to the south in Mill Lane. No objection is raised in principle to the proposal.

Townscape and Design

Layout and Massing

- 4.4 Officers are broadly comfortable with the massing of the proposed new buildings - although specific reference is made to PrP’s comments on height and massing of the proposed residential blocks. In particular, officers are comfortable with the way in which the development transitions between the existing small scale residential dwellings along Mill Lane, to the retail and residential development.
- 4.5 The scheme appropriately addresses Mill Lane and while there will be no street frontage along the Purley Way, it is acknowledged that the traffic along the Purley Way make this a challenging environment for occupiers of any development immediately adjacent to the road. The proposals have been revised in response to officer requests to include a landscape buffer between the footway and the car park beyond. This approach softens the appearance car parking area, and on balance no objection is raised.

Materiality and Signage

- 4.6 The choice of materials is considered acceptable at this early stage and the introduction of timber has been meaningfully incorporated to an extent and work is being done by the applicant to ensure this is detailed well.
- 4.7 The applicants stated intention is to include a unified signage strategy across all units is fully supported. Additionally, a way finding signage strategy is proposed , which will help to signpost the route to Waddon Ponds. This would help to create an environment with a high-quality appearance and minimal clutter.

The Impact on Adjacent Occupiers

- 4.8 The distance from the back of the proposed buildings in Phase 2 to the adjacent (existing) residential accommodation on Mill Lane is considered to be sufficient to prevent any undue loss of light or overlooking. Further detail is needed at the detailed design stage in order to assess the impacts of the development in occupiers of these dwellings in terms of noise and general disturbance. The development would result in an intensification of the use of Mill Lane by servicing vehicles. This has the potential to adversely impact on the amenity of residents in Mill Lane by way of noise and disturbance. Any application will need to be supported by measures to mitigate impacts.

The Impact on Highways and Parking Conditions in the Locality

- 4.9 Purley Way forms part of the Transport for London (TfL) controlled Strategic Road Network. For this reason, the applicant has been in discussions with TfL about the emerging scheme. It is essential that the planning application is accompanied by a Transport Assessment and Travel Plan in order to allow an assessment of the impacts of the highway network.
- 4.10 Car parking provision would accord with London Plan standards (and would not represent an over-provision). The applicant has sought to reduce car parking numbers but has been open and transparent with officers as regards the lease requirements imposed on them that require a certain quantum of car parking to be provided at all times. Additional landscaping is proposed to soften the visual appearance of the car-parking proposed. Careful consideration has also been given to pedestrian safety, surfacing materials and on balance objection is no longer raised to the scheme in this regard.

The Environmental Impact and Sustainability of the Development

- 4.11 New development should make the fullest contribution to minimising carbon dioxide emissions and should incorporate on site renewable energy generation. Zero carbon is sought for the 2016-2031 period. A detailed sustainability strategy has not yet been confirmed. The applicant should seek to meet the above policy requirements in this regard.
- 4.12 Full discussions in relation to air quality, overheating, surface water drainage, micro climate and lighting impacts have yet to be held, but the developer is aware of the relevant policy requirements. The subsequent application must be accompanied by a detailed Flood Risk Assessment and Sustainable Urban Drainage Strategy.

5 SPECIFIC FEEDBACK REQUESTED

5.1 In view of the above, it is suggested that members focus on the following issues.

- 1) The acceptability of the response to the current site designation and the hybrid approach to the delivery of housing and employment uses, in terms of location, layout, quantum, height, scale and massing.
- 2) The extent to which the changes to the car parking and access routes overcome previous concerns relating to pedestrian safety and the sense of place – along with the relationship between the commercial and residential elements;
- 3) Whether the amended approach successfully creates routes through to Waddon Ponds (including the size and location of pathways, landscaping, way finding and amenity spaces);
- 4) Whether the design and appearance successfully respond to the site and its context;
- 5) Whether additional height can be supported as regards the two housing blocks in the vicinity of Waddon Ponds.