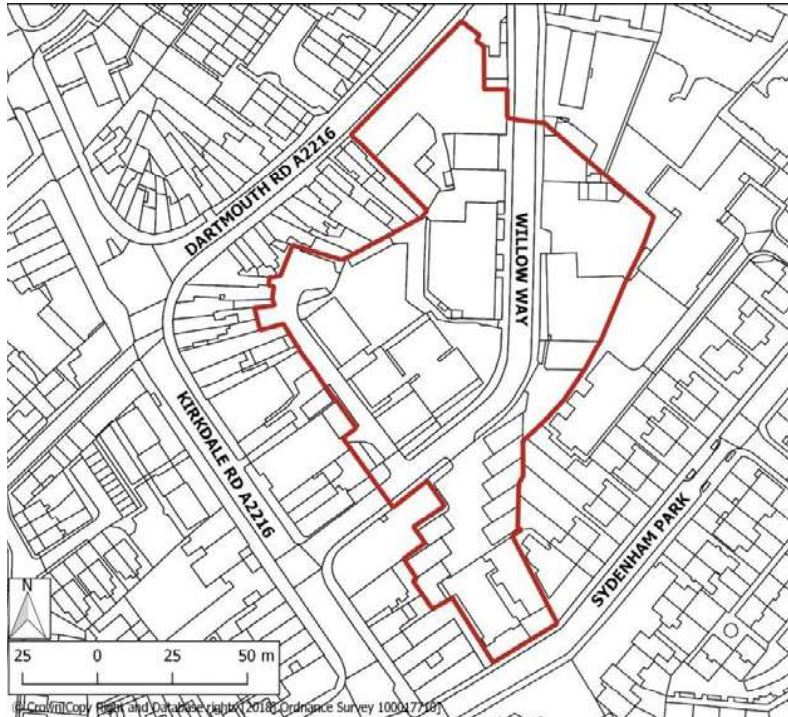


9 Willow Way Locally Significant Industrial Site (LSIS)



| | | | | | |
|---|--|-------------------|--|---|---|
| SITE ADDRESS | Willow Way Employment Location (comprising 10-24, 21-57, Council Offices and Depot Willow Way, Units 1-8 Willow Business Park and Church Hall and 1 Sydenham Park), SE26. | | | | |
| SITE DETAILS | Site size (ha) 1.29 | Setting Urban | PTAL 2015: 4 2021: 4 2031: 4 | Ownership Mixed, public and private | Current use Main town centre uses, retail, employment, industrial, car services, car park |
| HOW SITE WAS IDENTIFIED | Site Allocation Local Plan (2013), London SHLAA (2017) and Lewisham Call for Sites (2015 and 2018). | | | | |
| PLANNING DESIGNATIONS AND SITE CONSIDERATIONS | Growth Corridor, Locally Significant Industrial Site, adjacent Conservation Area, adjacent Local Centre, Area of Special Local Character, Flood Zone 1, Critical Drainage Area, adjacent Locally Listed Building | | | | |
| PLANNING STATUS | None | | | | |
| TIMEFRAME FOR DELIVERY | Years 1-5 | Years 6-10 Yes | Years 11-15 | Beyond 15 years | |
| INDICATIVE DEVELOPMENT CAPACITY | Net residential units 175 | | Gross non-residential floorspace Employment 6,705 Main town centre 0 | | |

Site allocation

- 18.48 Comprehensive employment led mixed-use redevelopment. Co-location of compatible commercial, main town centre and residential uses. Reconfiguration of buildings and spaces to facilitate a new layout with new and improved routes, both into and through the site along with public realm and environmental enhancements.

Opportunities

- 18.49 The site comprises the Willow Way Locally Significant Industrial Site, which is located adjacent to Upper Sydenham/Kirkdale local centre and spans both sides of Willow Way. The site includes vacant land and a mix of lower density employment uses and 19 existing residential units. Redevelopment and site intensification, along with the co-location of commercial and other uses, will provide a more optimal use of land and enable the delivery of new and improved workspace to support the long-term viability of the LSIS. Development will also enable public realm enhancements to improve the quality of the townscape around the local centre, and help to make the area a safer and more attractive place for business and community activity.

18.50 Development requirements

1. Landowners must work in partnership and in accordance with a masterplan, to ensure the appropriate co-ordination, phasing and balance of uses across the site, in line with Policy DM3 (Masterplans and comprehensive development). This must address the site's relationship with the Upper Sydenham / Kirkdale local centre, to improve the functional relationship with neighbouring uses and the public realm, along with townscape character.

2. The site contains an MOT centre which is in active use. Development proposals must adequately address the operational requirements of the MOT centre in order to secure a viable future for it. The landowner of the MOT centre must be consulted through the masterplan process.
3. Development must not result in a net loss of industrial capacity, or compromise the function of the employment location, in line with Policy EC6 (Locally Significant Industrial Sites).
4. Positive frontages along Willow Way, Dartmouth Road and Sydenham Park, with active ground floor frontages. Positive frontages elsewhere throughout the site, where new routes are introduced.
5. The site must be fully re-integrated with the surrounding street network to improve access and permeability in the local area. This includes a clear hierarchy of routes, with a legible and safe network of walking and cycle routes, through the site. Particular consideration must be given to the access and servicing arrangements for commercial uses.
6. Delivery of new and improved public realm and open space, in accordance with a site-wide public realm strategy.
7. Development proposals must not adversely impact on the amenity of the public house located outside of the site boundary, in line with Policy EC19 (Public houses).

18.51 **Development guidelines**

1. Non-employment uses, including residential uses, must be sensitively integrated into the development in order to ensure the protection of amenity for all site users, along with safe and convenient access. This will require careful consideration of the operational requirements of existing and potential future employment uses.
2. Main town centre uses may be acceptable but these must be ancillary to the commercial uses and not detract from viability of the local centre.
3. Enhanced permeability off Willow Way will be an essential element of the design. Proposals will be expected to investigate, and where feasible, deliver a new route(s) linking from Willow Way to Kirkdale and Dartmouth Roads.
4. Additional planting and landscaping should be integrated to enhance the public realm and encourage movement by walking and cycling along Willow Way.
5. Development should provide for a coherent building line along Willow Way, taking into account the redevelopment of the former Sydenham Police Station site.
6. The design of development must respond positively to the local context, giving particular consideration to heritage assets, including the Sydenham Park Conservation Area, Halifax Street Conservation Area, Jews Walk Conservation Area, Area of Special Local Character, as well as listed building and locally listed buildings along Kirkdale.
7. Applicants should work in partnership with Thames Water and engage with them early to manage surface water, divert existing sewers where applicable and ensure infra-structure upgrades are delivered ahead of the site being occupied through a housing phasing plan.