



Lewisham local development framework

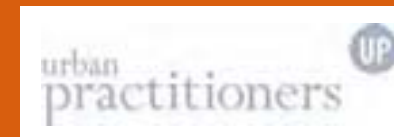


Bromley Road Supplementary Planning Document

Southend Village



May 2009
Copy for public consultation



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Introduction



1.1 Study overview

Urban Practitioners was commissioned to lead a consultant team in the preparation of a Planning Brief Supplementary Planning Document (SPD) for the Bromley Road area (Southend Village) by the London Borough of Lewisham. The team also includes architects, HKR, transport consultants, Alan Baxter and Associates (ABA) and property consultants, DTZ.

Purpose of the study

The purpose of the planning brief is to develop a vision for Southend Village shared by local residents, landowners and other stakeholders; to develop its sense of place; and to guide future development within the area. The planning brief has four key aims which are summarised below:

1. To gain a thorough understanding of the current economic, social and environmental context of Southend Village;
2. To review the planning history of the study area and the current planning application context;
3. To identify appropriate planning and design themes to address issues and opportunities identified in the area;
4. To develop an appropriate planning brief for the area for landowners, developers, architects and development control officers; and
5. To act as a baseline document for any future locality based regeneration in the local area.

Document status and role

The Southend Village Planning Brief Supplementary Planning Document (SPD) is a Local Development Document (LDD), forming part of the Borough's Local Development Framework (LDFs). The document principally supplements policy *URB1: Development Sites and Key Development Sites* from the Borough's Unitary Development Plan (UDP).

URB1 sets out the Council's plans for a high standard of design and townscape quality to be achieved on all development sites, in particular, sites that contribute strongly to the image of the Borough, by reason of their location or size. The Southend Village area is considered to contribute strongly to the image of the Borough, being a major through route with key views and encompassing two strategic road junctions.

URB1 states that urban design policies have a key role to play in delivering urban regeneration; and that to provide further guidance, design guidelines will be produced in the form of Area Design Guides, and Planning Briefs. These guidelines have the status of Supplementary Planning Guidance. The

Southend Village Planning Brief represents this form of urban design guidance.

The Planning Brief SPD also supplements UDP policy *STC 12: mixed use development*, which sets out the Council's support for development proposals which involve appropriate mixed use schemes or a compatible mix of uses within close proximity to each other in the major and district town centres and in other appropriate locations that are well served by public transport.

STC 12 states that mixed use development is particularly recommended in town centres as a way of creating vitality and diversity. It is also seen as a sustainable form of development. The policy also states that with residential development, there may be a greater need to protect the potential environment of those people who would live in part of any mixed use development, although flats above shops are encouraged.



Southend Village pond

I.1 Study overview

Process and timescales

In line with the aims and objectives set out, the study was developed in two main stages:

Stage one: baseline

- Preparation of a detailed assessment of the evidence base and a Sustainability Appraisal Scoping Report.
- The evidence base document assessing issues and opportunities in relation to a number of themes including urban design, socio-economic context, sustainability and environment, transport and connectivity, historical development, planning and strategic context and consultation.
- Development of initial options regarding townscape capacity and land-uses for future development.

Stage one ran from February to June 2008.

Stage two: strategy

- Consultation workshop to assess responses to various development options.
- Preparation of draft planning brief document for the Bromley Road area.
- Review of draft report and preparation of final planning brief SPD document.

Stage two ran from June to September 2008.

A Sustainability Appraisal Scoping Report was prepared as part of stage one to ensure that there were no obstacles to the planning brief being taken forward as a Local Development Document (LDD) as part of the Borough's Local Development Framework (LDFs).

Scope of the planning brief and document structure

The stage one report provides a review of the baseline context in Southend Village. Specifically, the document covers the following topics:

- Drivers for a planning brief (chapter 2);
- Planning and strategic context (chapter 3);
- Consultation (Chapter 4);
- Community context (Chapter 5);
- Urban design and physical context (Chapter 6);
- Transport and movement context (Chapter 7);
- Property market overview (Chapter 8);
- Overarching framework (Chapter 9); and
- Individual site guidance (Chapter 10).

Each chapter provides an overview of the context with a view to emphasising key issues and opportunities. The main opportunities and constraints are then summarised in chapter 9 which provides an overarching framework for the area.



The closed Green Man Pub, Bromley Road

1.2 Study area

Southend Village is situated in South East London in the London Borough of Lewisham and straddles the Bromley Road (A21). It is surrounded by Catford town centre to the north, Bromley town centre to the south east, and Beckenham to the south west.

The study area covers the area of Bromley Road bounded by Watermead Road to the north east and Guinevere Court to the south east. It additionally covers Homebase and the sports ground to the rear of this, Southend Village gardens to the east of St. John the Baptist Church and South Lewisham Health Centre on Conisborough Crescent. Sites in the area subject to planning applications are also covered, including The Green Man site, The Tigers Head site, the Old Mill site, and the former Courts site. This study area is larger than the study area originally set out in the brief, following consultation feedback at the outset of the project.

At a sub-regional level, the area is well served by the highways network with the A21 providing direct links into central London and to the rural areas and towns of Kent and East Sussex. Southend Village is served by Beckenham Hill station on the South Eastern rail network and is also served by a number of bus routes.

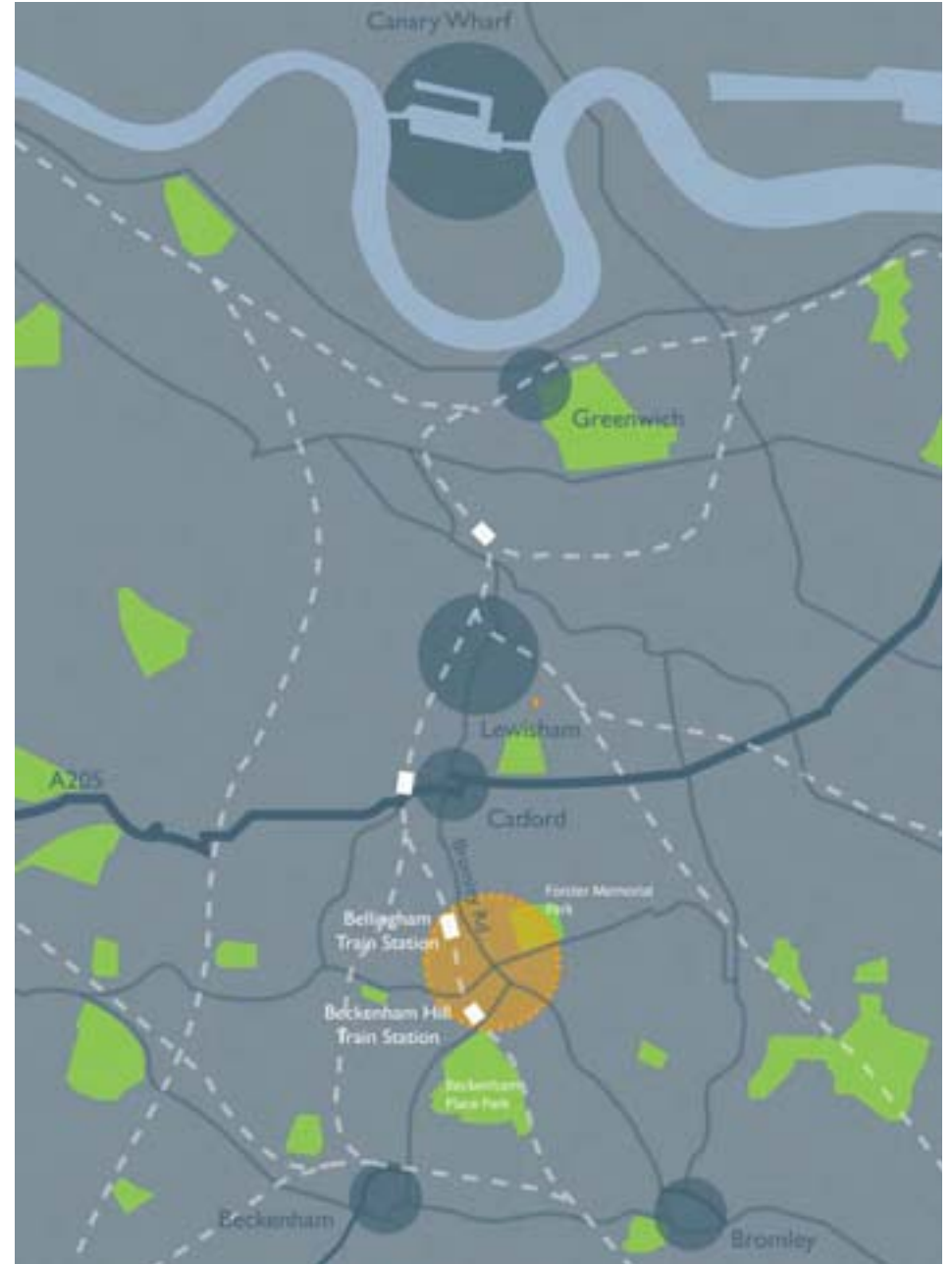
The study area is in close proximity to a number of local parks and green spaces including Forster Memorial Park and Beckenham Place Park. The area has a strong heritage, having developed from a village at the end of central London's bus network in the 1930s.



Beckenham Hill train station



Study area boundary for the Bromley Road Planning Brief SPD



Regional context for Southend Village/Bromley Road study area

Drivers for a planning brief

2

2.1 Historical development

The Bromley Road area developed from a small village in the 1930s, when large scale detached and semi-detached residential development took place. The area developed out-of-town uses more recently, including a Homebase and Courts, and is currently subject to significant levels of development pressure, with a number of sites coming forward at similar times.

The study area makes up what was for several hundred years Southend Village. Southend takes its name from its position at the south end of the parish. Southend Village was the last settlement in Lewisham on the road south to Bromley. It was separated from Catford in the north by a wide belt of farmland, and from Sydenham in the west by the Pool valley. This isolated position meant that Southend was the last rural outpost of the borough, not urbanised until the 1920s.

Southend was a farming community for most of its history, but in the eighteenth century it had some industry, based on the water power of the Lower Mill.

Among the farms and mills there was also a scattering of large houses occupied by some of Lewisham's richest men. However, the opening of a railway station in the late nineteenth century and the resulting urban sprawl of south east London started to change the way of life.

Farms and mills were gradually converted into alternative uses, and the extension of the tramlines to Southend in 1913 turned the village into the holiday playground of

Lewisham's suburban population. After the First World War the huge London County Council estates were built on either side of the village, and the few remaining fields were soon covered with private housing.

Despite further development of the area and the introduction of out of town uses such as Homebase, a furniture warehouse and car dealership, residents in Southend Village respect the village heritage of the area and it is important that this essence is not lost as new buildings and uses are introduced to the Bromley Road.

Whilst the area sits on a key route out of London and no longer operates as a village, the planning brief can help to ensure that a sustainable community is retained through sensitive urban design and consideration of community uses

Conservation Assessment

In conjunction with the Bromley Road Supplementary Planning Document, Urban Practitioners separately undertook a conservation assessment of the Southend Village area, in order to assess the heritage merit of the immediate area.

The research highlighted that Southend offers some evidence of the former character of the rural landscape around Lewisham and Catford before the widespread suburbanisation of south London. Today, however, that evidence is largely documentary, and few physical traces remain; almost all of the old buildings are gone, the roads and lanes have been straightened and widened, and the farmland has been built on. Of the new development, there is no unifying style, scale or material to mark the character of the area and it is relatively anonymous.

Urban Practitioners concluded that whilst Southend area is of some interest, it is not of sufficient architectural or historic merit to support the designation of a conservation area. Furthermore, whilst there is a clear need to revive the area and ample opportunities to do so, there is little that calls for preservation. The best buildings – St John's and the Church Hall – are listed Grade II and therefore have statutory protection for their fabric and setting. In our view, other planning initiatives can be used more productively to regenerate the area.



A former incarnation of the Green Man public house

2.2 Recent planning application history

The Southend Village area of the Bromley Road as recently been subject to a large amount of development interest, with a number of sites coming forward at the same time. In order to respond to concern from the local community and to ensure that wider regeneration and community benefits can be secured for the area, it is vital that these sites be considered as part of a wider study area and that they are informed by a coherent strategy for Southend Village in terms of urban design and land uses.

Each of the three sites currently subject to planning applications is introduced below.

Green Man site

A planning application was received for the former Green Man pub site at 355-357 Bromley Road in August 2005. The application proposed the demolition of the existing buildings and construction of a residential building of part four/part five storeys and was refused on the basis of density issues, the building's relationship with the adjacent Grade II listed building and vehicle access arrangements.

The applicants appealed against the decision and the appeal was dismissed, although the Planning Inspector did consider the principle of residential redevelopment of the site appropriate.

Former Courts site

A planning application was received in November 2007 for the former Courts site at 335-337 Bromley Road. The application proposed the demolition of existing buildings and the construction of a part three/part four story building, a five storey building and a part two, part nine storey building, with A1 and A3 use on the ground floor and residential above.

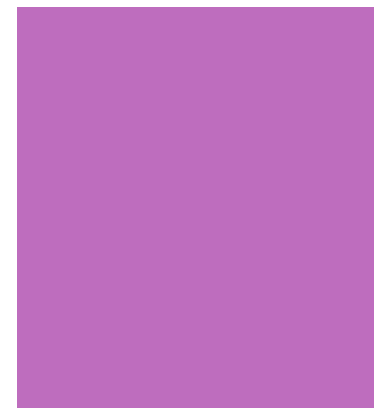
This was refused on a number of criteria, including overlooking issues, massing issues, affordable housing levels, disabled access unit levels and parking levels. 500 hundred letters of objection were received by the council with regard to this scheme.

The applicants appealed to the Secretary of State against the Council's decision to refuse the second application, the appeal was upheld and planning permission granted by the Inspector

It is considered that junction improvements can be achieved through the scheme and TfL has secured £25K through the scheme to help fund this.

Tigers Head site

Planning permission has been granted for the demolition of the former Tiger's Head pub, 350 Bromley Road, and for the construction of a single to five storey block, incorporating balconies, comprising 43 residential units of one and two bedrooms, with a small number of family homes. The scheme will have associated landscaping, provision of a refuse store, two parking spaces for disabled residents and basement parking for 41 cycles, 8-10 motorcycles and 35 cars, with access onto Bromley Road.



2.3 Longer term potential development sites

In addition to the sites within the study area which have been subject to planning applications, a number of other sites exist within the area which have the potential to come forward in the longer term. The sites should be considered in order to ensure that the area develops according to a coherent strategy that will help to ensure a balanced mix of uses that can support a local community and to ensure that scale, massing and building design in the area is coordinated.

Additional sites in the area include:

- 4) The former Old Mill site adjacent to the Homebase site; and
- 5) The Homebase site;
- 6) Ancasters car dealership adjacent to the former Green Man pub site.

The sites which have been subject to planning applications and the wider sites which should be considered in the longer term are set out in the plan to the right.





Peter Pan's lake in front of Homebase

Planning and strategic context

3

3.1 National planning policy guidance

Southend Village on the Bromley Road is located in the London Borough of Lewisham and the policy agenda encourages the implementation and realisation of the Sustainable Communities Plan. This section identifies the key messages at the national policy scale.

The Department for Communities and Local Government (formerly the Office of the Deputy Prime Minister) published 'Sustainable Communities - Building for the Future' in February 2003, which sets out the long term programme for delivering sustainable communities in urban and rural areas. The aim is to identify practical steps to establish communities that:

- Are prosperous;
- Have decent homes for sale or rent at a price that people can afford;
- Safeguard green and open space;
- Enjoy a well-designed, accessible and
- Pleasant living and working environment; and
- Are effectively and fairly governed with a strong sense of community.

The plan to establish sustainable communities in London aims to accommodate growth and to alleviate poverty and deprivation by providing more and better designed and affordable homes, improving public transport and other vital infrastructure, raising education standards and skill levels across the capital, tackling crime, anti-social behaviour and the

fear of crime.

These objectives are supported by a range of Planning Policy Statements which provide overarching guidance for planning and development.

Planning Policy Statement 1 (PPS1): Sustainable Communities sets out the government's vision for new development and regeneration. It seeks high quality design, which is accessible to all and which reinforces the unique character of its location and aims to utilise sustainable materials in new development wherever possible in terms of the mode of construction employed, the proposed use pattern and the relationship with local transport networks.

The statements sets out a number of objectives which should be built into local planning guidance, including:

- Development plans should be integrated by incorporating environmental, economic and social objectives.
- Development plans should contribute to global sustainability and combating climate change.
- High quality, inclusive design should be



Residential block on the Bromley Road

3.1 National planning policy guidance

promoted and development should improve the character and overall quality of an area.

- Access policies should be included, which are clear, comprehensive and inclusive.
- Community involvement is essential and consultations should be integral to the development of a vision of an area.

Planning Policy Statement 3 (PPS3) March 2007: Housing which places great emphasis on the provision of new residential development on previously developed land, delivery of affordable homes, infrastructure and environmental sustainability, and the reduction of car dependency by focussing new development in the most accessible locations. A number of objectives are set out, including:

- Everyone should have the opportunity of a decent home.
- There should be greater housing choice.
- Housing should not reinforce social distinctions.
- Housing needs of all in the community should be recognised, including those in need of affordable or special housing.

New housing should be well designed:

- New housing should contribute to improving the quality of urban life and make a significant contribution to promoting urban renaissance.
- 60% of additional housing should be provided on previously developed land or through conversions of existing buildings.
- Given that the Plan area is a built-up inner London Borough, this target is not considered to be relevant as most development occurs on previously developed land.

Planning Policy Statement 12 (PPS12): Local Spatial Planning sets out the Government's policy on the preparation of local development documents which comprise the local development framework. The portfolio of documents will consist of a local development scheme, statement of community involvement, annual monitoring report, supplementary planning documents and development plan documents. The key aims to be addressed through the introduction of the local development frameworks are:

- Provide for choice, flexibility and competition and aim to ensure sufficient land is available readily capable of development and well served by infrastructure.
- Ensure that there is a wide variety of sites available to meet differing needs
- Businesses should be appropriately located to transport facilities, goods and services, and their business catchment areas.
- Businesses should be located to reduce the need for travel and achieve sustainability objectives.
- Many businesses can be carried on with few environmental effects so it may not be appropriate to separate them from the communities they serve.
- New residential development close to existing industrial users may however detrimentally curb business activities
- Ensure that development by some industries is separated from sensitive land uses.
- Areas under used or vacant industrial land should be identified, with appropriate alternative uses indicated including



Falkland House on Bromley Road

3.1 National planning policy guidance

industrial and commercial uses.

Planning Policy Guidance Note 13 (PPG13): Transport seeks to promote increased use of sustainable transport options, such as walking, cycling and public transport.

Planning Policy Guidance (PPG17): Planning for Open Space, Sport and Recreation provides guidance which seeks to support urban renaissance, social inclusion and community cohesion, health and well-being and sustainable development. It sets out the policies to ensure open spaces, sports and recreation facilities are accessible to improve people's quality of life. Local authorities should achieve this by:

- Supporting urban renaissance - through well managed facilities
- Promoting social inclusion and community cohesion, through well planned and maintained good quality sports and recreational facilities.
- Health and well being – sports and recreational facilities have a vital role to play in promoting healthy lifestyles.
- Promote more sustainable development – by ensuring that sports and recreational facilities (particularly in urban areas) are easily accessible by walking and cycling and more heavily used facilities are planned for locations well served by public transport.
- Assessing the needs and opportunities for open spaces in their district as well as audits on existing facilities.



The London Plan (consolidated with Alterations since 2004)

The London Plan is the Mayor's Spatial Development Strategy for Greater London. This document acts as the spatial framework integrating all other London strategies and sets out policies to accommodate the expected growth of the city in a sustainable way. The updated London Plan from February 2008 has the following key objectives:

- To accommodate London's growth within its boundaries
- To make London a healthier and better city for people to live in
- To make London a more prosperous city with strong, and diverse long term economic growth
- To promote social inclusion and tackle deprivation and discrimination
- To improve London's accessibility
- To make London an exemplary world city in mitigating and adapting to climate change and a more attractive, well-designed and green city

The scale and phasing of future development needs to be integrated with the capacity of existing and proposed public transport system along with prioritising growth to areas which most need it.

3.2 Regional planning policy guidance

The London Plan additionally sets out guidance regarding desirable housing densities for urban, suburban and central areas in the city. These are set out to below.

The Southend Village area of Bromley Road has a Public Transport Accessibility Level (PTAL) of 3. As a local centre, sites fronting the key through routes, and particularly on major junctions, are considered to be urban in nature, while residential areas behind the key roads are considered to be suburban in nature.

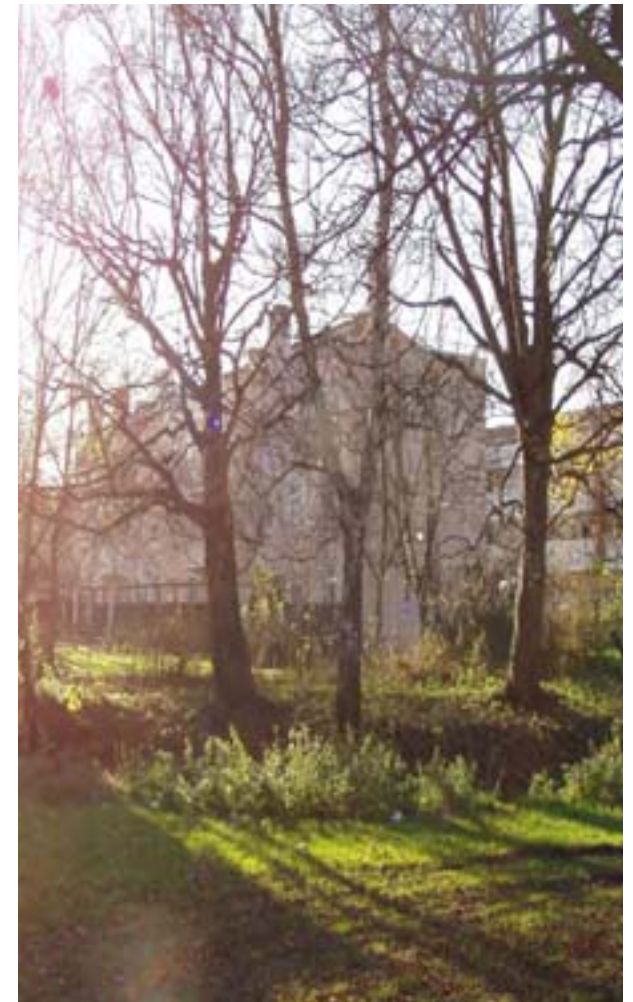
The London Plan density guidance indicates the desired housing density levels for the local area should therefore be 200-450 hrh along Bromley Road itself and 150-250 in the residential areas behind this.

GLA Supplementary Planning Guidance: Providing for children's and young peoples play and informal recreation

This SPG aims to help those involved in planning local neighbourhoods to engage with young Londoners to deliver real improvements in the quality of play spaces. The Mayor wants to see a child-friendly London with inclusive, accessible, and safe play spaces that allow all young Londoners to engage in fun, positive, and healthy play and recreation in their own communities and throughout London. Boroughs should undertake audits of existing play and informal recreation provision and assessments of needs in their areas, considering the qualitative, quantitative and accessibility elements of play and informal recreation facilities.

The Mayor will, and boroughs should, ensure developments that include housing make provision for play and informal recreation, based on the expected child population generated by the scheme and an assessment of future needs.

Setting	Public Transport Accessibility Level (PTAL)		
	0 to 1	2 to 3	4 to 6
Suburban	150 – 200 hr/ha	150 – 250 hr/ha	200 – 350 hr/ha
3.8 – 4.6 hr/unit	35 – 55 u/ha	35 – 65 u/ha	45 – 90 u/ha
3.1 – 3.7 hr/unit	40 – 65 u/ha	40 – 80 u/ha	55 – 115 u/ha
2.7 – 3.0 hr/unit	50 – 75 u/ha	50 – 95 u/ha	70 – 130 u/ha
Urban	150 – 250 hr/ha	200 – 450 hr/ha	200 – 700 hr/ha
3.8 – 4.6 hr/unit	35 – 65 u/ha	45 – 120 u/ha	45 – 185 u/ha
3.1 – 3.7 hr/unit	40 – 80 u/ha	55 – 145 u/ha	55 – 225 u/ha
2.7 – 3.0 hr/unit	50 – 95 u/ha	70 – 170 u/ha	70 – 260 u/ha
Central	150 – 300 hr/ha	300 – 650 hr/ha	650 – 1100 hr/ha
3.8 – 4.6 hr/unit	35 – 80 u/ha	65 – 170 u/ha	140 – 290 u/ha
3.1 – 3.7 hr/unit	40 – 100 u/ha	80 – 210 u/ha	175 – 355 u/ha
2.7 – 3.0 hr/unit	50 – 110 u/ha	100 – 240 u/ha	215 – 405 u/ha



3.3 Local planning policy guidance

Lewisham Regeneration Strategy 2007-2020

The Lewisham Regeneration Strategy sets out a vision for Lewisham under three themes:

People – the individuals and communities which are Lewisham's greatest asset;

- Diverse and cohesive communities: To celebrate Lewisham's diverse communities and strengthen community cohesion.
- Healthy communities: To reduce health inequalities and encourage healthy lifestyles.
- Young communities: To invest in Lewisham's children and young people.
- Creative communities: To support and develop creativity in young people.

Prosperity – the skills and economic opportunities for Lewisham to flourish and thrive;

- Creative growth: To encourage and support creative businesses.
- Education and skills growth: To invest in education and skills.
- Business enterprise and jobs growth: To provide access to jobs and business support for local people.

Place – the natural and built environment that the people of Lewisham live in, value and protect.

- An evolving environment: To ensure that new development is to the highest standards of design and sustainability.
- A liveable environment: To provide decent homes for all residents.
- A protected and managed environment: To protect and manage the special areas of Lewisham.

- An accessible environment: To provide accessible, convenient and safe transportation networks.
- A safe environment: To reduce crime and improve community safety

Lewisham's Sustainable Community Strategy 2008: Shaping our Future

Shaping our future is Lewisham's Sustainable Community Strategy. It covers the period 2008 – 2020 and sets out a vision for Lewisham and the priority outcomes that organisations, communities and individuals can work towards to make this vision a reality.

The report sets out 6 priority outcomes. These are broad priorities, which reflect what citizens have told us matters most to them and set out what we would like our communities to look and feel like in the future:

Ambitious and achieving, where people are inspired and supported to fulfil their potential

Safer, where people feel safe and are able to live free from crime, antisocial behaviour and abuse

Empowered and responsible, where people can be actively involved in their local area and contribute to supportive communities

Clean, green and liveable, where people live in high-quality housing and can care for and enjoy their environment

Healthy, active and enjoyable, where people can actively participate in maintaining and improving their health and well-being

Dynamic and prosperous, where people are part of vibrant localities and town centres well connected to London and beyond

Lewisham Corporate Plan

Lewisham's Corporate Plan is a strategic document, updated annually, addressing the many issues that require responses over the medium term.

The purpose of the Corporate Plan is to:

- Set out the Council's vision, values, strategic direction and key priorities for action up to 2009 and beyond
- Outlines the Council's contribution to the delivery of the Community Strategy
- Reports the key improvements to be delivered to enable the Council to achieve 'four star' status under the revised corporate performance assessment (CPA) report performance against objectives and commitment.

Lewisham Housing Investment Strategy

The Housing Strategy is focused on the need to meet the large shortfall between the demand for affordable housing and supply in a Borough where 16 wards are in the top 20 per cent of the most deprived in the country and overall Lewisham is ranked as the 30th most deprived local authority district. Priorities for action are:

- Affordable housing, balancing needs and delivering decent homes
- Delivering excellent housing services
- Preventing homelessness & meeting the need for supported housing

Lewisham Unitary Development Plan (UDP) saved policies September 2007

A number of saved policies within Lewisham's Unitary Development Plan (UDP) are particularly relevant to the Bromley Road Planning Brief SPD and these include:

URB1: Development Sites and Key Development Sites

The Council wishes a high standard of design and townscape quality to be achieved on all development sites. This includes sites that contribute strongly to the image of the Borough, by reason of their location or size, are identified as Key Development Sites in the Proposals Schedule. Applications for significant new developments should be accompanied by design statements.

URB 3: Urban Design

The Council will expect a high standard of design in new development or buildings and in extensions or alterations to existing buildings, whilst ensuring that schemes are compatible with, or complement the scale and character of existing development, and its setting (including any open space).

URB4: Designing Out Crime

The Council will require all development to be designed to provide and improve safety and a secure environment.

URB5: Design and Location of High Buildings

Planning applications for high buildings may be permitted within Lewisham and Catford Town Centres, as defined on the Proposals Map, or where an adopted Development Brief identifies a site as being suitable. In any event, development of high buildings in Lewisham and Catford Town Centres will require a development brief to identify the site as suitable.



Peter pan's pond

Consultation

4

4.1 Southend Village community event I

On 26 February 2008, Urban Practitioners and members of the client team hosted a community consultation event at St John the Baptist community hall. This was a major opportunity to engage with local people at the outset of the project in order to identify the key issues and priorities from a local perspective.

The event was well-attended by the local community, with 96 people taking part in the workshop and contributing their views to the consultation process.

Following registration, Cllr Heidi Alexander welcomed the participants and John Miller from the London Borough of Lewisham Planning Department provided a short introduction to the Bromley Road Planning Brief and updated the attendants with information on current planning applications for proposed developments in Southend Village.

Participants were then divided into 10 groups of approximately 10 participants in order to carry out the workshop section of the event. The groups discussed their concerns and aspirations for the area regarding each of the four identified key themes:

- community;
- traffic and transport;
- housing ;and
- shops and services.

Each group annotated their thoughts on a large worksheet and a large base plan of Southend Village. After discussing each of the themes, the groups each identified and prioritised the 5 top issues that they considered most important for the future of the area.

Finally, one person from each group reported the group's priorities back to all participants in the workshop in a plenum session.

Anthony Benson described the next steps in the planning process, which include an additional public consultation within the next 3 months that will deal with initial proposed options for the development of Southend Village.

Cllr Heidi Alexander thanked the participants for taking part in this event.

As a result of the church hall being at full capacity, the event was oversubscribed and some people who expressed an interest in participating in the event were informed of the oversubscription. These people will be given priority access to the upcoming public options workshop, due in June 2008.



4.2 Southend Village community event results

Community

Participants were given the following prompts in order to promote discussion regarding community services in the local area:

- Access to healthcare;
- Community facilities and activities; and
- Children's Play areas.

Priorities

Of the many community issues mentioned in the workshop, two issues were by far the most frequent:

- The provision of social venues and amenities; and
- The need for expansion of existing facilities to cope with the proposed influx of new inhabitants.

All groups discussed and noted that the local community infrastructure was inadequate. Participants noted that the closure of 5 pubs in the local area in recent years has created a lack of spaces in which to hold family and community events. The sites of public houses The Green Man and The Tigers Head within the study boundary are both derelict and boarded up, with planning applications for developments submitted.

A great source of concern was the potential strain that a projected increase in population caused by proposed developments would create on existing community infrastructure, including the local health centre and school. With current oversubscription of the health centre and school, additional requirements caused by new residents would need to be addressed through an expansion of facilities.

The location of the health centre was discussed in a few groups, with propositions made that included a relocation of the health centre onto Bromley road in connection with the development of the Court's site.

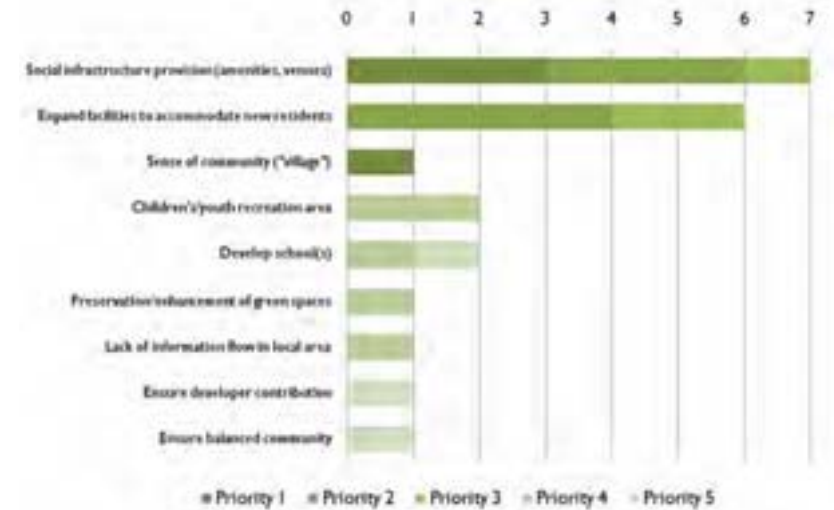
The provision of facilities for young persons in the community was also considered to be lacking. There is a demand for leisure activities for young people located within the local area, as the nearest facilities are in either Bromley or Catford. Suggestions to create play areas for children in the local area were proposed, and it was considered that these might be located in connection with existing public open spaces, such as the area around the Ravensbourne River.

Environmental concerns included flooding risks and appeals for the retention and enhancement of green spaces. The general sentiment was that green spaces should be more accessible and publicly usable. Below are listed the locations singled out in discussions:

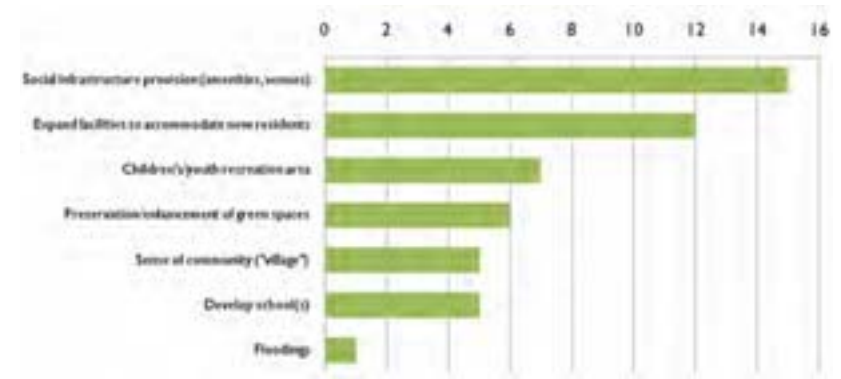
- Improving accessibility and the quality of the green space surrounding the river walk along Ravensbourne River was suggested by several groups;
- Protection of green qualities along Whitefoot Lane;
- The retention of Peter Pan's Pond as a community resource; and
- Protecting the nearby allotment gardens.

Other comments

- St Johns Primary School is over-subscribed; and
- The local area lacks a sense of community, attributed by many to the lack of public meeting spaces.



Community issues priorities



Community: number of comments

4.2 Southend Village community event I: results

Housing

Participants were given the following prompts in order to promote discussion regarding housing in the local area:

- Affordable housing;
- Housing unit sizes; and
- Scale and massing of housing.

Priorities

Six out of ten groups in the workshop noted issues of height and density of proposed developments in their prioritised lists, making it the uncontested top point under the housing theme. All groups commented on heights and density of new developments on their worksheets, generally concerned with the relationship between existing buildings and new-build and the amount of new housing proposed.

There was concern that new development would be out of proportion with the existing building stock, and many groups proposed a preferred height for new-build of around 3-5 storeys. Although all groups agreed that the height of new developments should be controlled, the suggested limits ranged from a maximum height of 2-3 storeys to a maximum of 7 storeys.

It was feared that the high number of proposed developments (the Tigers Head, Courts, Green Man sites, and potentially the Old Mill and Homebase sites) would be too much for the local area to cope with in terms of traffic, social infrastructure and local community adhesion. Also, concerns were raised that the large amount of dwellings proposed, and the increase in population this would incur, would create an overburdening of community facilities.

The need for new developments to be sympathetic to the existing environment was discussed in the majority of the groups, with comments covering the following subjects:

- The proposed style (design) of developments (e.g. a suggestion that new development should have pitched roofs)
- The nature of Southend Village (proposals are of an urban nature, Southend Village is suburban); and
- The environment (the preservation of green spaces and existing gardens, flooding risks).

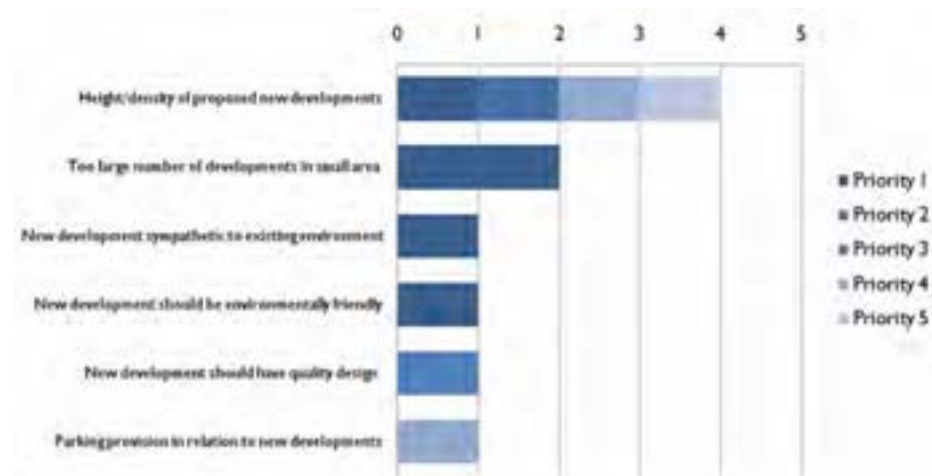
Other comments

The types of housing being built should reflect the diversity of homes needed in the community. Several groups pointed out the need for family houses as opposed to the flats proposed in development schemes. Proposed types of housing that participants believed would reflect the diversity of the community were:

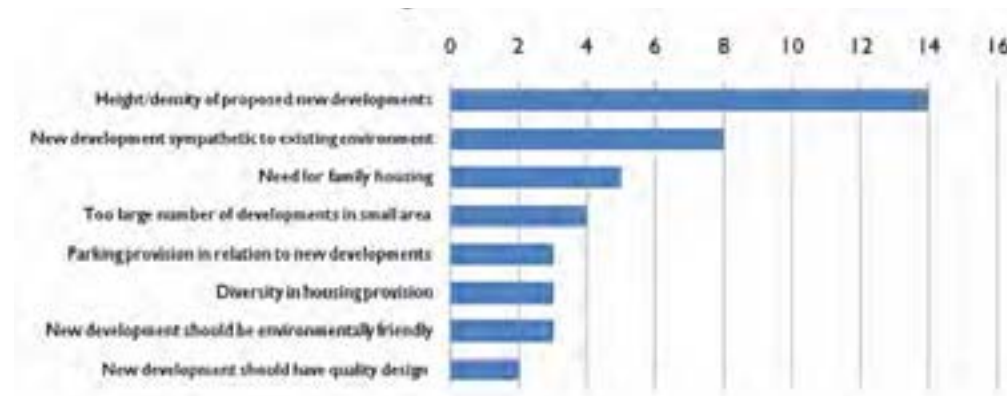
- Accessible flats;
- Homes for key workers; and
- A larger proportion of affordable housing than currently proposed.

Further points were:

- The importance of establishing a realistic parking provision in relation to new homes;
- Ensuring that new-build is of good, quality design; and
- The importance of incorporating sustainable measures in the development of proposed schemes.



Housing issues priorities



Housing: number of comments

4.2 Southend Village community event 1: results

Transport and traffic

Participants were given the following prompts in order to promote discussion regarding community services in the local area:

- Pedestrian movement;
- Key junctions and traffic movement; and
- Public transport access.

Priorities

Seven of ten groups commented on the need for improved safety at junctions, and the need for safer pedestrian crossings was a priority for five of the groups. The junctions on Bromley Road with Southend Lane (at The Tigers Head) and with Beckenham Hill Road (at The Green Man) were considered extremely dangerous, with several fatalities recorded yearly at the former. Speed control measures were proposed at the crossing of Bromley Road and Southend Lane. The need for upgraded and safe pedestrian crossings was stressed on all annotated maps, and one proposed the use of a bit of land on the Court's site to improve pedestrian safety.

The current parking capacity in the area was considered inadequate, and with future developments in the area already in the pipeline, participants were apprehensive of the fact that a large amount of additional parking would be needed in order to cope with needs of new residents and users of the area. It was suggested that new parking could be located on the "Homebase Pond", and on the Court's site. However, one group asserted that limiting parking was in order, as the public transport links to the site were deemed good.

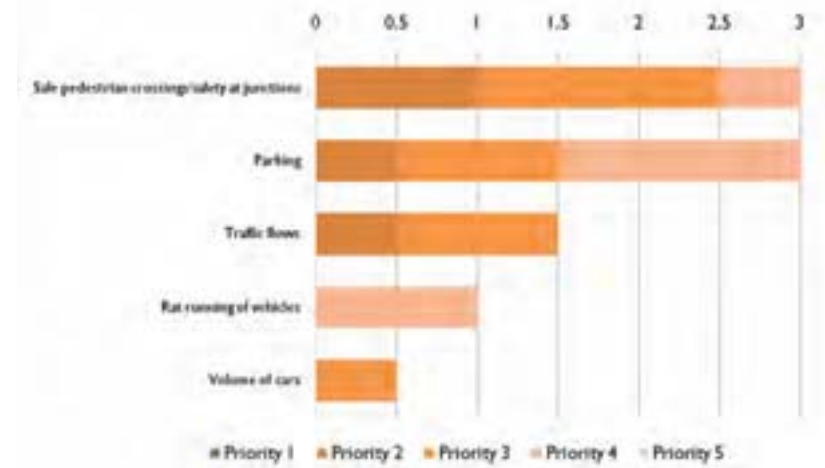
Concerns over traffic flows and existing movement patterns were voiced. Also the impending volume increase in traffic caused by proposed residential developments was the cause of unease. It was feared that the increase in numbers of vehicles on the road might lead to dangerous and aggravating "rat-running" on side streets.

Other comments

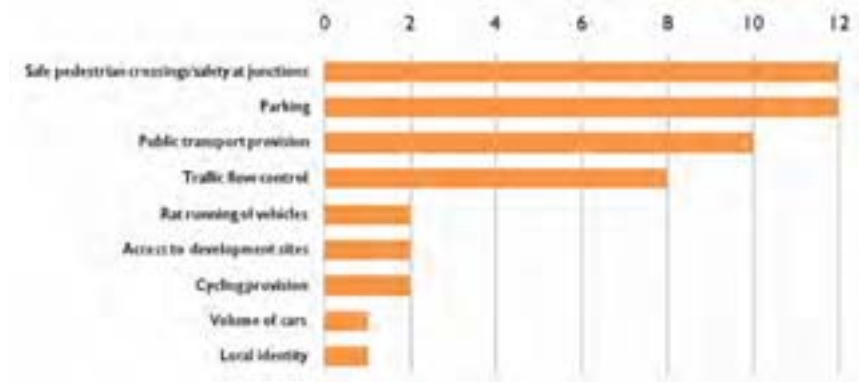
Local public transport upgrades were suggested, including extension of nearby tram routes leading into Bromley/Lewisham and improvements to overcrowded and infrequent bus services.

Further points were:

- The provision of safe and comprehensive access points to the proposed development sites; and
- The lack of correlation between road provision for cycles and the proposed amount of cycle parking spaces for developments was criticised.



Transport and traffic issues priorities



Transport and traffic: number of comments

4.2 Southend Village community event I: results

Shops and services

Participants were given the following prompts in order to promote discussion regarding shops and services in the local area:

- Access to key services
- Quality and quantity of shops in area
- Local levels of demand

Priorities

With three groups prioritising the need for provision of a local restaurant/pub/bar/function room, this was the most important theme relating to shops and services. The importance of a venue for social meetings was put forth by several groups. The proposed type of venue ranged widely and included the following: A pub, a restaurant, a coffee shop, a function room, and a social club. The long history of the Green Man pub was mentioned as a reason for retaining the social gatherings function on site. A number of groups made clear that if more eateries were to be introduced, it was important that they be of a higher quality than the existing, and that they were proper restaurants instead of takeaways.

The need for provision of high quality local shops was noted in 50% of the groups. Types of shops and facilities participants would like to see in the area were:

- A butcher;
- A green grocer;
- A bakery;
- A bank or a free of charge cashpoint;
- A post office; and
- A cinema.

Some participants proposed development of the site of the current Homebase store into a new supermarket, whereas other groups stressed the need to develop smaller shops and services, and to avoid the introduction of a supermarket in the local area.

Further general comments

A number of further points were made, as noted below:

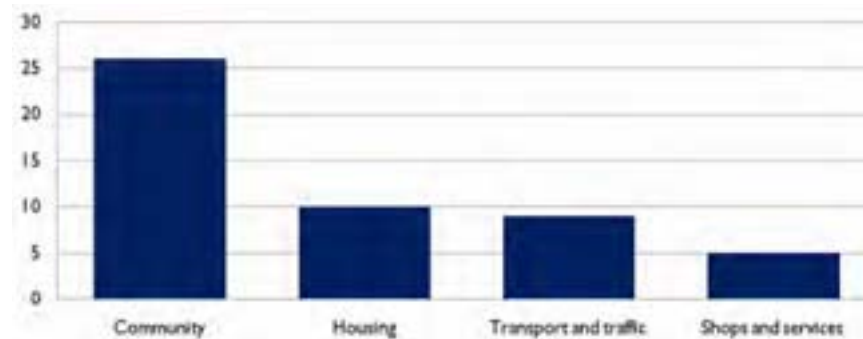
- The boundary of the study area was proposed expanded to include:
 - The Health centre;
 - St Johns Primary School;
 - The two green spaces along Beachborough Road;
 - The green space along Ravensbourne River;
 - Nine terrace houses adjacent to the Old Mill; and
 - The sports ground behind the Homebase store.
- The sport grounds should not be developed
- The path leading to the health centre along Courts site is a security concern
- The car parking space at Homebase is underused
- Community issues were of greatest concern to local community, who identified most local priorities within this category.



Shops and services issues priorities



Shops and services: number of comments



Priority issues grouped by theme

4.2 Southend Village community event 1: results

Summary of results

Community

26 of 50 prioritised issues fell into the community theme, emphasising the fact that the main concerns of the participants in the workshop regard the strengthening of local community infrastructure. Furthermore, the fact that all 10 groups discussed the provision of community infrastructure further stresses the importance given to this subject within the community.

Amenities and Social infrastructure

Stakeholders were concerned about both the current situation and the consequences of impending development proposed for the area. Currently, the sense that there was no available space for community activities, oversubscription of the local school and health centre, as well as a lack of activities and leisure use spaces are all subjects that add to a picture of significant deficiencies in the local community infrastructure.

Future developments were feared to place a further strain on social amenities (school, health centre) and several of the workshop groups proposed an expansion of the health centre and a possible relocation of the centre with a presence onto Bromley Road.

New developments

All groups voiced concerns over the indicated heights and densities of proposed schemes for the area, and these were deemed out of proportion with the existing building stock, which is of a suburban character. The groups all agreed that there should be limits imposed on coming developments, but as the limits proposed in the various groups varied significantly (2-3 storeys to 7 storeys as a maximum), further workshop(s) will need to investigate this subject in more detail, and in relation to the various development sites.

Social venue

With only five of ten groups including the shops and services theme in their final prioritised list of issues, this appears to be the least important theme for residents. It should however be noted that the lack of a venue for social gatherings (for instance a pub) was one of the highest scoring subjects under the community theme. It would appear that what is needed in the community is not necessarily and specifically a pub, but rather a place that can accommodate community and social gatherings.

Shops

Stakeholders indicated the need for provision of higher quality shops and services than currently on offer. Proposed local shops and facilities included a corner store, a butcher, a green grocer, and a cashpoint. A lack of sit-down eateries in the local area was noted (for instance a family restaurant), and the existing takeaway offers did not match the quality expectations and needs of local residents.

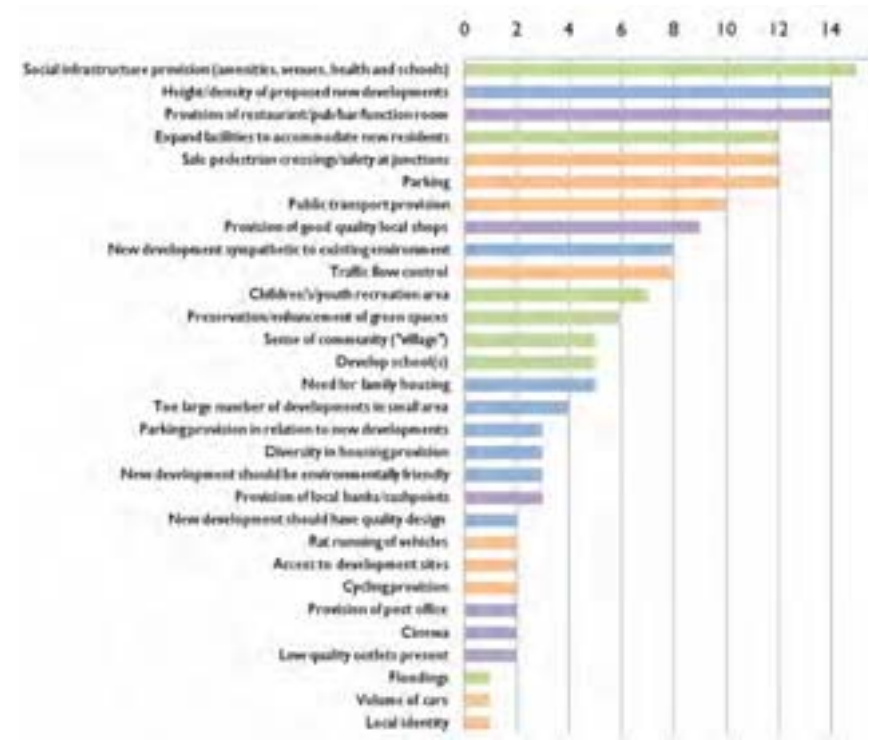
Pedestrian safety

The main priority regarding traffic and transport was the lack of pedestrian security, particularly around the junctions of Bromley Road with Southend Lane/Whitefoot Lane and Beckenham Hill Road. Several measures were proposed, including speed control measures on Bromley Road and upgrading the two junctions in question to provide a greater security for pedestrians and other soft traffic, such as cyclists.

Parking

The current supply of car parking spaces, as well as the impact of future developments on the local provision of parking, emerged as an important point. Mentioned in the groups as much as safety for pedestrians at junctions, it was however not prioritised as highly on the

priority lists. Issues include an insufficient amount of provided parking spaces, the introduction of new parking to meet needs from incoming new residents, and the location of any new parking spaces.



Summary of priorities

4.3 Southend Village community event 2

Following the Southend Village Planning Brief workshop 1, the consultant team developed an overarching spatial and land use strategy for the area, along with development options for each of the two key development sites. Key issues including shops and services, community infrastructure, transport and economic feasibility were taken into account when developing these. During this time, a newsletter update was also circulated to local residents.

The Southend Village Planning Brief Public Workshop 2 event was then held on the 17 June 2008 from 6.30-8.30pm at St John's Church Hall on Bromley Road. The event was attended by 45 people, including local residents, councillors from LB Lewisham, and facilitators from Urban Practitioners and LB Lewisham.

The purpose of the consultation event was to assess options for specific sites and an overall framework for the area, following earlier consultation to understand peoples concerns and aspirations for Southend Village.

All local residents and stakeholders were invited to the event who:

- registered for the last event and attended;
- registered for the event but didn't attend;
- contacted the council regarding the last event but were unable to attend because of capacity issues; and
- did not register for the event, but attended, where facilitators were able to record their addresses.

Following registration, Cllr Heidi Alexander welcomed the participants and Phil Ashford from the London Borough of Lewisham Planning Department updated the attendants with the latest information on the current planning applications for proposed developments in Southend Village.

Anthony Benson from Urban Practitioners then provided a brief context for the workshop and a summary of feedback from the earlier consultation event. He then introduced the workshop section of the evening. The participants were divided into 6 groups of approximately 7 participants.

The workshop was focused on three large worksheets which were discussed and annotated with comments and concerns:

- The proposed Overarching Strategy, annotated on a large worksheet containing a plan of the strategy for Southend Village.
- For each of the Court's and Green Man sites two initial option proposals were presented in plan and elevation and supplemented by a list of number referenced points about the proposal. The proposals indicated height, massing and distribution of buildings and programme. For each of the sites the proposals were:
 - A low density, all residential development proposal; and
 - A higher density, mixed use development proposal.

After discussion and comments were noted for each of the four options, the groups scored five issues relating to each option on a scale from 1-5, (1 being the worst, 5 the best). The five parameters were: 'Public realm improvements', 'ease of movement', 'responds to existing character', 'provision of shops and services', 'scale of development'.

Finally, one person from each group reported the group's key findings back to all participants in the workshop. Anthony Benson then described the next steps in the process and thanked participants for taking part in this event.



4.4 Southend Village community event 2: results

Overarching strategy

“All three sites will together add 1000 people to the area. Schools and doctors cannot take on the influx of all these people. Existing healthcare facilities are full.”

The Overarching Strategy Plan, which highlights proposed changes, improvements and development sites, elicited a large proportion of comments on the provision of community facilities. 21 of 43 comments concerned the current and future provision of facilities such as healthcare, schools, spaces for community gatherings, and facilities for young people. There was wide concern throughout the event that the influx of a large number of people into the area would cause further oversubscription to community facilities than currently experienced.

Concerns for the availability of open, green space in the area were brought up. Residents were content with the proximity of Beckenham Place Park, and were eager that this amenity was retained. Also the green area at Beachborough Road was valued as a community amenity. Other comments pertained to the lack of maintenance for the space surrounding the river walk along Ravensbourne River.

The remaining comments were equally distributed between shops and services, traffic, and general comments. The provision of shops in the area was mentioned, and there was an interest in ensuring that shops would be of a good quality. Suggestions for types of shops include a café and a supermarket. Traffic was an issue to participants, and in particular improvements to junctions and pedestrian safety and accessibility were important (over 50% of responses regarding traffic).

Courts site options

Option 1: lower density, residential

“We like that it is less dense, as there will be less pressure on existing community facilities.”

Option 1 comprised 70 residential units, 50 parking spaces, and building heights ranged between 3-5 storeys, with the majority of buildings around 4 storeys high.

Nearly 40% of comments on the Court’s site Option 1 related to how the scheme “Responds to existing character”, and another 35% were concerned with the “Scale of development”. Concerns in both of these categories included issues of overlooking of neighbouring properties, how the proposed development would relate to existing building stock, and that the proposed development was too high for the area.

The various groups had different concerns and views on the drafted heights of buildings. Several groups agreed that 5 storeys would be out of proportion and too high for the area, but others felt that five was within the existing scale of buildings.

Residents asked that the architecture of any development would fit into the context, mentioning as an example that the pitch of roofs on new development should match the existing, and that high quality architectural design was important.

Town houses were considered a welcome addition to the area, and the inclusion of this type of accommodation as an interface between the existing terraced houses and flats in new developments was seen as positive. Work on junctions was highlighted as being essential before further development adds



KEY ATTRIBUTES

Number of residential units	75
Number of parking spaces (approx)	50
Number of storeys	3, 4 and 5

DETAILS

- Wide pedestrian routes linking Whitefoot Lane and Bromley Road to communal garden and Health Centre site.
- Key investment in public realm along Bromley Road.
- Width of pedestrian walkway can accommodate greenery as well as front terraces for residents.
- Low density development is set back from main intersection, leaving room for a public investment.
- Layby parking on Whitefoot Lane as well as a ramp to the underground car park.
- Three-storey, one unit-per-plot row houses with private back gardens. Low density block located as a response to the proximity of two-storey, semi-detached homes.
- Desired improvement to crossing points.



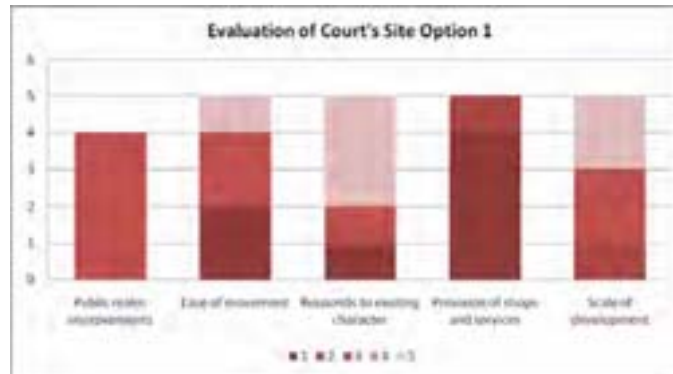
4.4 Southend Village community event 2: results

more strain on the area. It was also noted that the current lack of parking, as well as a potentially increased parking deficiency, was not addressed in the scheme.

Comments were made about the fact that this scheme did not include any community facilities, and several groups voiced concerns that introducing more people to the local area did not mean that more community facilities would necessarily be provided.

Overall, half of the groups expressed preference for this scheme over option 2.

The evaluation of the scheme exposed concern regarding the lack of 'provision of shops and services', and issues in relation to transport and movement. The themes 'scale of development' and 'responds to existing character' were considered positive, whereas 'public realm improvements' was evaluated as average. The overall evaluation was fairly positive.



Number of evaluation 'ticks' for each of the five categories on Court's Site Option 1, lower density, all housing scheme. Colours illustrate the evaluation of the scheme, ranging from 1=worse to 5=best.

Themes for consideration	Number of comments	% of comments
Public realm improvements	0	0.0
Ease of movement	1	3.8
Response to existing character	10	38.5
Provision of shops and services	2	7.7
Scale of development	9	34.6
Community issues	4	15.4
	26	100

Number of comments regarding Courts site option 1, distributed by theme

4.4 Southend Village community event 2: results

Courts site options

Option 2: higher density, mixed use

“We absolutely do not want to see 10 storeys.”

Option 2 comprised 125 residential units, 85 parking spaces, community and/or commercial space, and building heights ranged between 3-15 storeys, with an equal distribution between buildings 3, 5, and 10 storeys high.

More than 20% of comments made to this option were concerned with the effects of an increased residential base in the area, and included concerns regarding traffic and community services.

The suggested higher density brought forth a large number of comments on the implications of a higher number of residents on local traffic conditions (nearly 30% of comments). Worries included management of parking overspill into the local area, that a sufficient amount of parking would be provided for the suggested shops and services, and that already congested roads would become even more so. Furthermore, the access/exit to the underground parking was questioned, particularly in terms of the effect a 'no right turn' rule out of the parking might have in terms of rat running on adjacent streets.

Residents noted that a development of 10 storeys was not welcome, and commented that this would be out of scale and character with the area. There were worries about overshadowing and a sense of overpowering of lower houses. Generally the development was considered too dense and too high.

It was valued that the development proposed the inclusion of shops and community facilities. However, the impact of a larger local

population on health services and schools was a concern.

The themes 'scale of development' and 'responds to existing character' received a high proportion of the lowest score and no votes above average. 'Provision of shops and services' was considered very good by some groups, whereas others evaluated this as 'worst'. Transport and movement was primarily judged in the bottom half of the scale. 'Public realm improvements' were evaluated as average. The overall evaluation was fairly negative.



KEY ATTRIBUTES

Number of residential units	125
Number of parking spaces (approx)	80
Number of storeys	3, 5 and 10

DETAILS

Similar treatment to Option 1 regarding:

- Main pedestrian routes, paving treatment and width of walk along Bromley Road.
- Parking access from Whitefoot Lane
- Large row houses adjacent to existing low density housing

Addition points:

- L-shaped footprint: density along major streets promotes a heavy footfall and demand for active frontage. The central green space is maximised while buildings are oriented outward toward Bromley Road and Whitefoot Lane.
- L-shaped plan limits onlooking between buildings within the site as well as toward neighbouring properties.
- Grouped commercial and/or community space at the corner of the main junction between Bromley Road.



- Whitefoot Lane, provides optimum conditions for active frontage. The large, flexible ground floor plate maximises the efficiency of interior space.
- Desired improvement at crossing points

4.4 Southend Village community event 2: results



Number of evaluation 'ticks' for each of the five categories on Court's Site Option 2, lower density, all housing scheme. Colours illustrate the evaluation of the scheme, ranging from 1=worse to 5=best.

Themes for consideration	Number of comments	% of comments
Public realm improvements	1	4.8
Ease of movement	6	28.6
Response to existing character	2	9.5
Provision of shops and services	3	14.3
Scale of development	5	23.8
Community issues	4	19.0
	21	100

Number of comments regarding Courts site option 2, distributed by theme

Green Man site options

Option 1: lower density, residential

"The proposed development is too high, too dense and out of character with the area."

Option 1 comprised 40 residential units, 25 parking spaces, and building heights ranged between 3-4 storeys, with an equal distribution between buildings 3 and 4 storeys high. Comments were fairly evenly distributed between the themes of traffic, scale of development and community issues. Over 50% of comments were concerned with the impact the development would have on the local environment in terms of community facilities and the built environment.

Several comments made clear that the lower density scheme was preferred, but that it should also incorporate community services. It was suggested that in light of the ongoing development of the area, and subsequently the number of residents increasing markedly, it might be possible to weight this scheme towards provision of community services and facilities.

One comment suggested the scheme was considered too high and dense, and out of character, although the overall evaluation of the scheme by groups was fairly positive in these categories.

Traffic concerns dealt particularly with egress from the underground parking and the overflow of parking currently in the area. It was suggested that underground parking might flood in the vicinity of the culverted Ravensbourne River, and that underground car parking was anti-social. The previously mentioned concern for rat running through neighbourhood streets due to a right turn

restriction upon exiting the underground parking was raised again.

For the Green Man Site Option 1 the themes 'scale of development' and 'responds to existing character' received high scores, with both accumulating three votes at four or above; yet one group gave the lowest score for each of these categories. 'Provision of shops and services' was considered inadequate by most groups, whereas transport and movement was received better with three votes at average, but two below. 'Public realm improvements' were evaluated as average. This option received the highest average score of all four options.

4.4 Southend Village community event 2: results

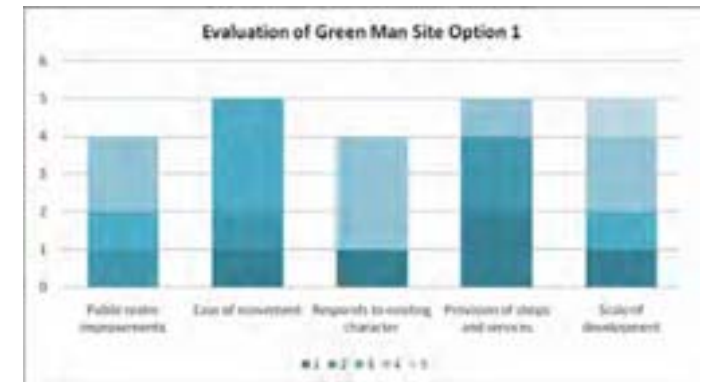


KEY ATTRIBUTES

Number of residential units	40
Number of parking spaces (approx)	25
Number of storeys	3 and 4

DETAILS

- Ramp to below level car park shifted towards St John's Parish Hall, offering the most efficient use of the site. Development must respond sensitively to the height and location of the Parish Hall. The parking access ramp may act as a buffer from overshadowing
- 10-12m wide pedestrian walkway with landscaping public realm investment. This could complement potential improvements to the green space and water on the opposite side of Bromley Road.
- Private gardens to the rear of the development make use of existing greenery on the site.
- The key view downhill from Beckenham Hill Road and Bromley Road activity levels require active frontage
- Desired pedestrian crossing improvements.



Number of evaluation 'ticks' for each of the five categories on Green Man Site Option 1, lower density, all housing scheme. Colours illustrate the evaluation of the scheme, ranging from 1=worse to 5=best.

Themes for consideration	Number of comments	% of comments
Public realm improvements	0	0.0
Ease of movement	4	28.6
Response to existing character	2	14.3
Provision of shops and services	0	0.0
Scale of development	4	28.6
Community issues	4	28.6
	14	100

Number of comments regarding Green Man site option 1, distributed by theme

4.4 Southend Village community event 2: results

Green Man site options

Option 2: higher density, mixed use

“We agree with the mix of uses, but would like low density and community facilities.”

Option 2 comprised 60 residential units, 40 parking spaces, community and/or commercial space, and building heights ranged between 4-5 storeys, with the majority of the building volume 5 storeys high.

Four out of six groups raised concerns over the density of the proposal, and several mentioned that the proposed height would be out of character with the area. One group suggested that a better understanding of the proposed density might help to inform the scheme.

A slight preference for this scheme was noted by one group, and several others commented that the mixed use element of this option was good. The main reason for preference of this option was the provision of community facilities within the development. The possibility of having a training restaurant within the area as mentioned at the beginning of the event was seen as an option, as was the inclusion of a nursery, meeting hall or pub/bar.

A better night bus service was suggested to encourage current and future residents to use public transport.

Again, right turns from the underground parking was mentioned as a potential cause of rat running in nearby streets, and one group thought that parking space provision would be an issue with this option.

For the Green Man Site Option 2 the themes ‘scale of development’ and ‘responds to existing character’ received very low scores. The ‘scale of development’ score poorly and was graded either 1 or 2 by all of the groups. The ‘Responds to existing character’ theme was marked similarly, although with one vote of ‘above average’. ‘Provision of shops and services’ received a distinctly differentiated evaluation with no two groups giving the same score. Transport and movement was considered average to ‘worst’ by all groups. ‘Public realm improvements’ were evaluated favourably. This option received the lowest average score of all four options.



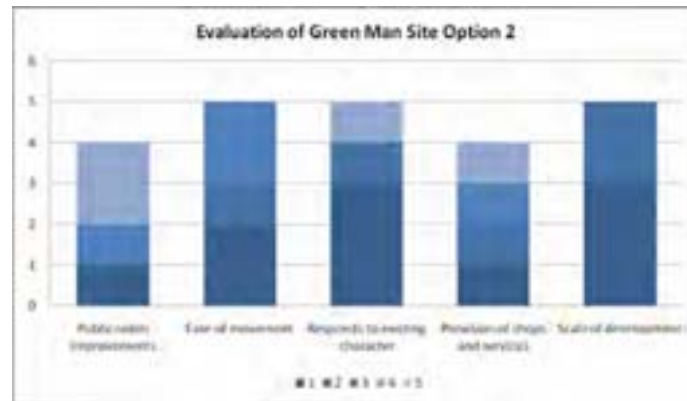
KEY ATTRIBUTES	
Number of residential units	60
Number of parking spaces (approx)	40
Number of storeys	4 and 5



DETAILS

- The below level parking ramp is located as in option 1, providing a buffer between the Parish Hall and development.
- A public space supports the density of the scheme, with ‘spill space’ for commercial/community activities. Landscaping work here can be complemented by public realm investment on the opposite side of Bromley Road.
- Active frontage continues from the centre of the site onto the prominent south face of the development, addressing people approaching from Beckenham Hill Road.
- Desired pedestrian crossing improvements

4.4 Southend Village community event 2: results



Number of evaluation 'ticks' for each of the five categories on Green Man Site Option 2, lower density, all housing scheme. Colours illustrate the evaluation of the scheme, ranging from 1=worst to 5=best.

Themes for consideration	Number of comments	% of comments
Public realm improvements	0	0.0
Ease of movement	3	15.8
Response to existing character	1	5.3
Provision of shops and services	3	15.8
Scale of development	6	31.6
Community issues	6	31.6
	19	100

Number of comments regarding Green Man site option 2, distributed by theme

Key findings

Court's Site

The Court's site proposals had 50% more comments than the proposals for the Green Man site, which would indicate that participants were more concerned about the proposals for this site.

Court's Site Option 1 was generally received well; however the lack of provision of shops and services lowered the overall average. Also concerns were raised over the potential impact on traffic by the introduction of this scheme. The height of the proposal was considered by some groups to relate well to the existing character. The lack of community facilities in the proposal was a cause for concern. For Court's Site Option 2 the criticism fell on the proposal's response to the existing character and the scale of the proposed development, which in the evaluation section of the worksheet were judged 'worst' by respectively four and three out of five groups. Primary concerns expressed within these categories related to the high density of the option and the impact it would have on access to health care and schools. A 'stepping down' of height towards the existing, lower building stock was seen as a good approach to accommodating changes in scale.

Green Man Site

There was a preference for the Green Man Site Option 1 over Option 2. Option 1 was evaluated much higher with regards to the proposal's response to the existing character and the scale of development, and equal or better in the remaining categories. Comments on Option 1 were fairly equally distributed between traffic issues, the scale of development and community facilities. Together with positive evaluations of the impact of the proposal on the character of the area, the proposal was not seen as too intrusive to the area. Not incorporating community facilities

within the site was considered a negative aspect of the option. Overall the proposal was evaluated with the highest score of all proposals, although comments for the proposal still highlighted a number of negative impacts of the development.

Green Man Site Option 2 had the worst evaluation of all proposals. Concerns dealt mainly with the density and height of the development, which were seen to be out of character with the area. Also it was feared that the implications on traffic by the scheme would create dangerous and overly congested situations. The mixed use element of the proposal was seen as a positive point and the inclusion of community facilities was welcomed.

Social infrastructure provision

5

5.1 Social infrastructure provision

Some neighbourhoods in the Bromley Road area suffer from relatively high levels of deprivation. Section 5.2 utilises fine grain data to establish local patterns of deprivation across the seven domains defined by Office of National Statistics.

Indices of Multiple Deprivation

The Indices of deprivation 2004 (ID 2004) is based on the idea of distinct dimensions of deprivation which can be recognised and measured separately. These are then combined into a single overall measure which is known as the Index of Multiple Deprivation (IMD). The Index comprises seven distinct dimensions of deprivation called Domain Indices. These relate to:

- Barriers to Housing and Services, which measure barriers to housing and key local services. Barriers refer to 'geographical barriers' and 'wider barriers' which includes issues such as housing affordability.
- Crime, which measures the rate of recorded crime for four major crime themes - burglary, theft, criminal damage and violence - representing the occurrence of personal and material victimisation at a small area level.
- Health and disability, which identifies areas with relatively high rates of people who die prematurely or whose quality of life is impaired by poor health or who are disabled, across the whole population.
- Education, skills and training, which identifies the extent of deprivation in education, skills and training in a local area in relation to lack of attainment among children and young people and lack of qualifications in terms of skills.
- Employment, which measures employment deprivation by considering people of working age who are involuntarily excluded from the world of work, either through unemployment, ill health or family circumstances.
- Income, which captures the proportions of the population experiencing income deprivation in an area.
- Living environment, which focuses on deprivation in the living environment. It comprises the 'indoors' living environment which measures the quality of housing and the 'outdoors' living environment which contains two measures about air quality and road traffic accidents.

The Indices of deprivation 2004 are measured at the Lower Layer Super Output Area (LSOA) level which enables a more subtle analysis of deprivation at sub-Ward level. The following plans are based on the ranking of LSOAs

where 'I' is the most deprived out of 34,378 Lower Layer Super Output Area in England and Wales. This has enabled data to be grouped to establish whether it is in the top 10% or 20% of most deprived in the country.

Areas of analysis

The adjacent plan illustrates the key pockets of deprivation in Bromley Road. For the Bromley Road Planning Brief SPD, the areas used for socio-economic analysis, are the wards:

- Downham;
 - Whitefoot;
 - Catford South; and
 - Bellingham
- For analysis of the Indices of Multiple Deprivation, Super Output Areas surrounding the study area were included. These are:
- Lewisham 030B;
 - Lewisham 030C;
 - Lewisham 030D;
 - Lewisham 030E;
 - Lewisham 036C;
 - Lewisham 036D; and
 - Lewisham 036E.

5.2 Indices of Multiple Deprivation results

Combined IMD level

The overall level of IMD, encompassing the results from each of the seven domains, indicates that the majority of the area covered by the study boundary (Lewisham O30E) is within the 60% most deprived SOAs in the country, which is relatively undeprived.

The northern tip of the study area, towards Conisborough Crescent, is within the 40% most deprived SOAs in the country and the south western tip, towards Beckenham Hill train station is within the 20% most deprived SOAs in the country.

Crime

Within the domain of crime, there is a different pattern to the overall level of multiple deprivation. The northern area does not have significant crime levels, being within the 50% most deprived SOAs in the country. Heading south, however, the majority of the study area is within the 30% most deprived SOAs and the south eastern tip is within the 20% most deprived SOAs in the country.

Barriers to housing and services

Barriers to housing and services seem to be a problem for both the northern and southern areas to the study area, both of which are in the 20% most deprived SOAs in the country. The majority of the study area, however, is within the 40% most deprived SOAs in the country.

Education and skills

There is a relatively low level of education and skills deprivation in the Bromley Road area, with most of study area being within the 40% most deprived SOAs in the country and just

the northern tip being within the 30% most SOAs in the country.

Employment

Analysis of the employment domain shows that there are marked differences within the local area in terms of deprivation levels. The southern area is within the 20% most deprived SOAs in the country. However, the central area is only within the 60% most deprived SOAs in the country. The area to the north of the study area is between these two, being in the 40% most deprived SOAs in the country.

Health

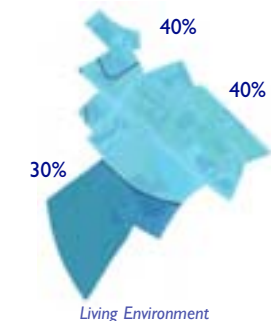
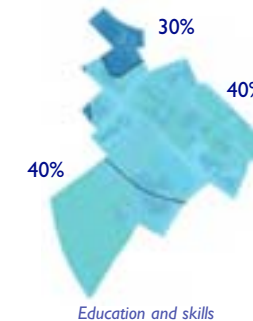
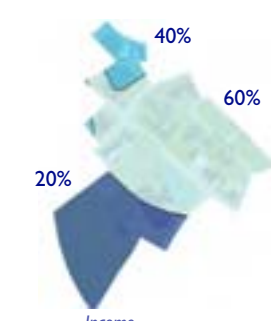
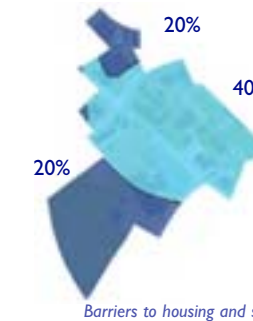
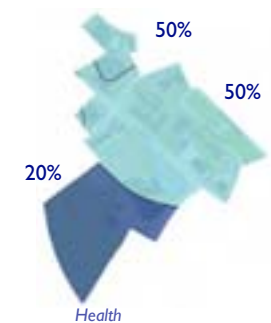
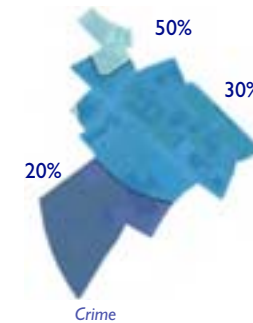
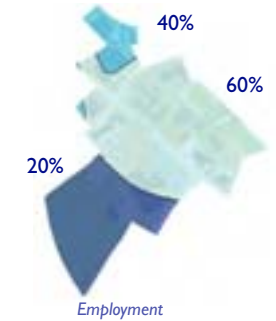
The majority of the study area seems to be reasonably well serviced in terms of health care, being only within the 50% most deprived SOAs in the country. The area to the south, however, shows a marked difference, being within the 20% most deprived SOAs in the country.

Income

Analysis of the income deprivation domain shows that there are marked differences within the local area in terms of deprivation levels. The southern area is within the 20% most deprived SOAs in the country. However, the central area is only within the 60% most deprived SOAs in the country. The area to the north of the study area is between these two, being in the 40% most deprived SOAs in the country.

Living environment

Data indicated that the area is reasonably deprived in terms of living environment, with O30B and O30E both in the 40% most deprived SOAs and O36D being in the 30% most deprived SOAs.



5.3 Further socio-economic context

Further socio-economic data has been drawn from the 2001 census data, available from the Office for National Statistics.

Household Composition

Whitefoot and Downham wards both have a relatively high number of lone parent households, both with dependent and non-dependent children. Both wards have a relatively high number of cohabitating couple households with dependent children, and a relatively low number of cohabitating couple households without children. Both wards also have a relatively high number of pensioners. Both areas have a relatively low number of all student households.

New homes within the study area should cater to these characteristics, with high levels of accessibility for the elderly and with a number of family homes for lone parents and cohabitating couples with dependent children.

Household Spaces and Accommodation Type

Whitefoot and Downham Wards both have a high percentage of terrace housing, in comparison to both Lewisham borough and the country as a whole. They have a larger percentage of semi-detached housing than the borough, but a smaller percentage than for England. The opposite applies for purpose built apartments, with a larger percentage than the country but a smaller percentage than the borough. Both wards have a particularly low level of converted and shared houses, reflecting the low number of student households.

Consideration should be given in new development as to whether the location warrants a sensitivity of housing type to reflect the local environment, or whether a variety of housing types should be introduced to the area

to accommodate all residents. This would be taken on a site by site basis.

Age Structure

Whitefoot and Downham have a higher proportion of children than the borough or the country, and a lower number of adults between the ages of 16 and 59. They both have a proportion of retired residents that is in line with the national average, but higher than that of the borough.

The average for Whitefoot is 34 and for Downham is 35, compared to an average of 33 for the borough and 38.6 for the country.

Tenure

Whitefoot has a larger proportion of residents who own their property than the borough, whilst Downham ward is in line with the borough. All three areas have a smaller proportion of outright owners than the country as a whole. In 2001, both Whitefoot and Downham wards have a higher percentage of residents who rent their property from the council than the borough or the country as a whole, but a smaller proportion who rent from social or private landlords.



5.4 Social infrastructure provision

Introduction

Existing provision

This section sets out the social infrastructure provision for Southend Village. The education provision for the local area is mapped in terms of early years facilities, primary schools and secondary schools, and the health provision is mapped in terms of health centres, GP surgeries and dental surgeries.

The catchment areas for the facilities are plotted, using good practice guidance from Barton et al (2003) which dictates that a primary school should be available within 500m if the population density is 100ppha and that a health centre should be available within 800m for the same population density. (These are highlighted in the table to the right).

The shortest required distances (aligned to the highest population densities) have been used, in order to indicate the most challenging scenario, though the population density for the area is likely to be lower than this. The catchment areas for secondary schools have not been plotted as it is clear at a glance that schools provide ample coverage for the area in terms of catchment.

Capacity for each of the primary schools and secondary schools has been considered. The overall patient numbers for key health provision has also been considered.

Future requirements

The estimated future social infrastructure requirements are also considered in this section, based upon the planned residential development for the area. This looks at housing development by unit size and by tenure, providing an estimate of the resultant population increase and the age structure of this.

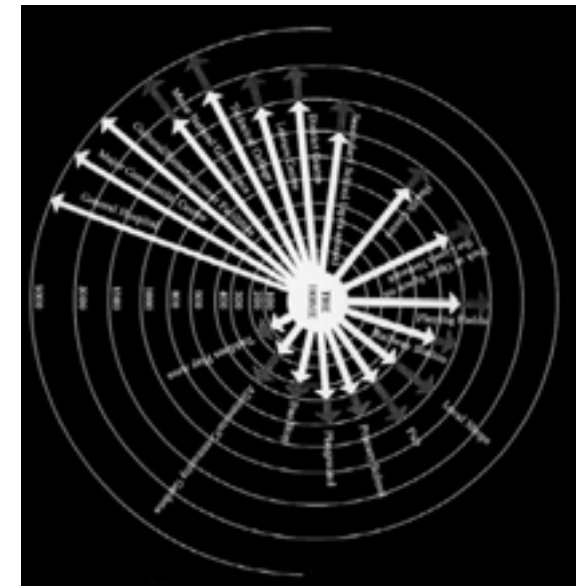
Social infrastructure provision is then considered in terms of:

- health facilities;
- education facilities;
- community uses;
- leisure uses;
- open space requirements; and
- emergency services.

An overall summary is then provided, taking account of existing facilities and current capacity levels for these and the likely future additional requirements with the residential development planned for the local area.

Local facility	Illustrative catchment population	Minimum reasonable accessibility standards at different gross densities (assuming bendy routes)			
		40ppha	60ppha	80ppha	100ppha
Nursery	2,000	600m	500m	400m	400m
Primary school	4,000	800m	700m	600m	500m
Secondary School	8,000	1,200m	1,000m	700m	700m
Health centre	10,000	1,200m	1,000m	900m	800m

Social infrastructure provision standards (Barton et al, 2003)



Social infrastructure provision wheel (Barton et al, 1995)

5.4 Existing social infrastructure provision

EDUCATION

Early Years and nurseries

There are four nurseries in the local area for Southend Village, which are:

- ABC Day Centre on Melfield Gardens;
- Peter Pan Nursery on Bromley Road;
- Ravensbourne Project South Lewisham Early Years on Conisborough Crescent; and
- Winlton Day Nursery on Winlton Road

The area appears to be reasonably well served in terms of nursery centre provision and it is not anticipated that further nursery provision would be required following the development of additional residential units in the area.

Capacity and catchment areas

Shaping Neighbourhoods (Barton et al, 2003) suggests that each household should have a nursery within 400m if population density is 100ppha and within 500m if the population density is 60ppha. Catchment areas for the nurseries in the local area have not been included as it is clear that these provide ample provision, provided that they are not already operating at capacity.

Primary schools

St John's the Baptist Primary School is located at the heart of Southend Village and currently provides educational provision for young children in the area. The primary school is reasonably small, with a one form entry of 30 people each year. Of these 30 places, 15 are considered 'foundation places' for families who are active in the church in the local area. The remaining 15 are 'open places' for people of other or no faiths that live in the local area. This year . It is reasonable to assume that any new potential students in the area are likely to be forced to use other primary schools in the local area.

There are three additional primary schools within the wider area (1km from the study area), which could be used by new residents in Southend Village. These are:

- St Augustine's Catholic Primary School on Dunfield Road (0.7km);
- Downderry Primary School on Downderry Road (0.7km);
- Elfrida Primary School on Elfrida Crescent (1km); and
- Torridon Junior School; on Hazelbank Road (1km).

Capacity and catchment areas

Shaping Neighbourhoods (Barton et al, 2003) suggests that each household should have a primary school within 500m, if population density is approximately 100 ppha. Catchment areas for the local primary schools have been mapped according to these standards, indicating that Southend village is well catered for in terms of school locations.

In terms of individual schools' capacity, St John the Baptist Primary School and St Augustine's Catholic School are both oversubscribed, the latter being relatively inaccessible to local residents as result of a purely faith based admittance policy. However, the overall capacity for the area this year was 270 places, with 268 first choice applications made, indicating sufficient capacity for existing residents.

Secondary schools

There are four secondary schools within the wider area (2km from the study area) of Southend Village. These are:

- Bonus Pastor Secondary School on Winlton Road (0.6km);

- Catford High School on Bellingham Road (0.6km);
- Sedgehill Secondary School on Sedgehill Road (1.1km); and
- Haberdashers' Aske's Knights Academy on Launcelot Road (1.8km)

Capacity and catchment areas

In Shaping Neighbourhoods (Barton et al, 2003) it is suggested that each household should have a secondary school within 700m if population density is 100ppha and within 1km if population density is 60ppha. Secondary schools in the area are marked on the plan. Catchment areas for these are not marked out as it is clear that sufficient provision exists in the area providing these schools are not all currently running at capacity.

In terms of capacity for individual schools, Haberdashers' Aske Knights Academy is extremely oversubscribed, with 345 applicants for 208 places. However, the overall capacity for the area this year was 844 places with 719 first choice applications made, indicating ample capacity for existing residents.

	Annual entry places	1st choice applicants 08/09	Total applications 08/09
St John the Baptist Primary	30	45	96
St Augustine's Catholic Primary	30	48	111
Downderry Primary	60	43	103
Elfrida Primary	60	45	87
Torridon Infants	90	87	277
TOTAL	270	268	

Primary school capacity and applications for school year 08/09

	Annual entry places	1st choice applicants 08/09	Total applications 08/09
Bonus Pastor Secondary	150	141	581
Catford High School	180	70	480
Sedgehill Secondary	306	163	728
Haberdashers' Aske Knights Academy	208	345	947
TOTAL	844	719	

Secondary school capacity and applications for school year 08/09

- Nursery
- Primary School
- Secondary School



5.4 Existing social infrastructure provision

HEALTH CARE

Health Centres

South Lewisham Health Centre

South Lewisham Health Centre is located in Conisborough Crescent and provides health care services for the majority of residents in the Southend Village area. Patient figures for the health practice are not known, but anecdotal evidence suggests that the Health Centre is operating at capacity and would be unable to cater for an influx of additional residents associated with residential developments in the area.

The consultant team contacted Lewisham PCT Service which operates the Health Centre, regarding their facilities strategy over the medium term. Feedback from this consultation indicated that the PCT has no intention of expanding in the medium term and would not be interested in a land swap at the Courts site in order to develop a new, larger health centre.

Downham Health Centre

Downham Health Centre is located on Moorside Road, a 15 minute walk from the study area. The health centre provides a wide range of services, including a leisure centre and is a relatively new development. Anecdotal evidence indicates that the centre is well used and valued by local residents, though is unlikely to be accessible to residents on the Bellingham side of Southend Village.

GP practices

In addition to the larger health centres in the local area, there are also three GP practices which local residents can use. These are:

- Dr Sivagnanasundaram on Winlaton Road;
- Dr Fagbohunge & Partners on Churchdown; and
- Dr Misselbrook & Partners on Bellingham Green.

It is worth noting that there is an absence of health centres and GP surgeries to the immediate south of the study area and it would be important to consider the accessibility of these health facilities to residents in the wider area and to ensure that new residential development to not place undue strain in particular areas.

Catchment areas and capacity

Shaping Neighbourhoods (Barton et al, 2003) suggests that each household should have a health centre with four GPs within 800m if population density is 100ppha and within 1km if population density is 60ppha. Providing practices have capacity, the plan indicates that adequate health provision is provided in the local area by South Lewisham and Downham Health Centres and the doctors surgery on Winlaton Road.

South Lewisham Health Centre had 13,584 registered patients at the time of research in Spring 2008 and was anecdotally considered to be operating at capacity. This indicates that the health centre should not automatically be included as provision for new households. However, the GP surgeries on Bellingham Green and Winlaton Road are considered sufficient to provide alternative facilities to the health centre.

Dental surgeries

There are three dental surgeries in the vicinity of the Southend Village study area. These are:

- Travis Spencer on Downham Way;
- Arkh-View Dental Centre on Bromley Road; and
- Downham Health Centre on Churchdown.

All three of these dental surgeries are in the Downham ward. There are no dental surgeries in the Whitefoot ward.

Capacity for these dental surgeries is not known, but provision of additional dental surgery provision should be considered if there is to be a significant rise in the local population.

Pharmacies

There are currently no chemists in the immediate Southend Village area, which is considered to be an omission of services for the local area. There are, however, two pharmacies that are a 15 minute walk from the study area. There are:

- Morrell and Dixon pharmacy on Bromley Road; and
- Browns Chemist on Bromley Road

These are both to the south of the study area. Pharmacy provision in the other directions is a 15-20 minute walk, which is considered too far to be accessible for many local residents.

- Health Centre
- GP Surgery
- Dental Surgery



5.5 Future social infrastructure requirements

In addition to the social infrastructure provision already established in the area for the existing community, further thought needs to be given to any increase in social infrastructure requirements resulting from the likely increase in population in the local area.

By considering the number of new residential units planned for the area, and the associated increase in adults and children in the local area, an estimation can be made with regard to additional social infrastructure required for the area.

The table to the right sets out the proposed residential unit figures for the sites which have already come forward in the area: the former Tigers Head site; the former Green Man site; and the former Courts site. These indicate a total of 236 new residential units for the Southend village area, 72% of which will be provide housing, 11% of which will be intermediate housing and 17% of which will be affordable housing.

The estimated associated population increase will be 456 people, 54 of which are likely to be children aged 16 or younger. The average household size is predicted to be 1.93.

The predicted social infrastructure requirements related to this population increase are set out on the following page.

Planned residential units		Former Tigers Head site	Green Man appeal scheme*	Former Courts site**	TOTAL
Social rented	1 bed	4	0	7	11
	2 bed	2	0	9	11
	3 bed	3	6	7	16
	4 bed	0	2	0	2
Key worker	1 bed	0	0	0	0
	2 bed	2	0	0	2
	3 bed	0	0	0	0
Shared ownership	1 bed	0	0	11	11
	2 bed	4	0	9	13
Private	1 bed	4	13	54	71
	2 bed	22	30	43	95
	3 bed	0	2	1	3
	4 bed	0	1	0	1
Combined tenures	1 bed	8	13	72	
	2 bed	30	30	62	
	3 bed	3	8	8	
	4 bed	0	3	0	
TOTAL		41	54	142	236

* The Green Man appeal scheme is not guaranteed to go forward and at the time of report production, LB Lewisham was in discussion with

** Figures for the former Courts site are based on the last planning application at the time of analysis. This has one housing unit more than the final scheme granted planning permission,

Housing unit figures

Total units	236
Market	72%
Intermediate	11%
Affordable	17%

Population figures

Total population	456
Total children	54
Early years (0-3)	15
Primary school aged (4-10)	24
Secondary school aged (11-16)	13
Average household size	1.93

Education

Primary school provision in the area is currently sufficient but at capacity, with 270 places for 268 entry level applicants. The social infrastructure modelling indicates that a further 24 places across all school years are required to accommodate the population increase associated with new residential developments. This equates to 0.1 new form entries across all local schools. It is considered these additional places could be provided without new or expanded schools in the local area.

Secondary school provision in the area is currently sufficient, with 844 place for 719 entry level applicants. The modelling indicates that a further 12 places are required across all school years to accommodate the population increase associated with new residential developments. This is not considered to pose any difficulties.

Leisure

The leisure requirements identified by the social infrastructure modelling are minimal, with 0.1 swimming lanes and 0.1 racket courts required. This demand is not sufficient to warrant any new facilities.

Emergency services

The new residential development creates demand for one new police officer in the area and a negligible amount of new fire station space. 57 additional ambulance calls per annum are predicted as a result of the new housing.

Healthcare

Healthcare provision in the local area is currently sufficient in terms catchment areas. Exact capacity levels for the two large health centres and GP surgeries are not known. Anecdotal evidence suggests that South Lewisham Health Centre is currently at capacity, but other GPs in the area have space for new patients.

The social infrastructure modelling suggests that 0.25 GPs are required to meet new residential demand, along with 25 sqm of basic primary care facility and one additional acute healthcare bed at a nearby hospital. These demands aren't considered to warrant any new healthcare provision or to cause concerns with regard to GP availability in the area.

Community

Stakeholder and community consultation supporting the preparation of the Planning Brief has indicated that the immediate local area lacks community and social space. Whilst St John's Church Hall provides a community space for meetings, it does not have facilities available for social functions.

Social infrastructure modelling indicates that 28 sqm of community space should be added to the area to support the larger population. It is suggested that it would be valuable to consider the feasibility of including a new community space with kitchen facilities as new sites come forward.

Open space

The local area is currently well served in terms of access to green and open space, with large parks nearby and smaller green spaces within the study area. Social infrastructure modelling indicates that a total of almost 9,000 sqm (0.9 ha) of green space, incorporating playing fields, other outdoor play space and allotments, to meeting best practice levels; and 7,720 sqm (0.8 ha) to maintain current levels.

Education	Places	Staff	Form entries
Early years	6	1	-
Primary school	24	-	0.1
Secondary school	12	-	0.1

Leisure	lanes	courts	centres
Swimming pools	0.1	-	0
Sports/leisure hall	-	0.1	0
Indoor bowls	0	-	0

Emergency services	officers	sqm	calls per year
Police	1	-	-
Fire stations	-	7	-
Ambulance demand	-	-	57

Healthcare	Staff	sqm	Beds
GP Practices	0.25	-	-
Dental Surgeries	0	-	-
Basic PCT facility	-	25	-
PCT centre	-	30	-
One-stop PCT centre	-	38	-
Acute healthcare beds	-	-	1
Other beds (incl. mental)	-	-	0

Community	sqm
Community centre	28
Library space	12
Community/library combined space	40

Open space	sqm
Playing fields	5,467
Other outdoor play facilities	1,822
0-3 year old play space	155
4-10 year old place space	250
11-16 year old play space	131
Allotments	1,139
Best practice total	8,963
Maintain current provision level total	7,720

Urban design context

6

6.1 Urban design analysis

Chapter 7 undertakes a review of the physical characteristics of the Bromley Road area with a view to identifying opportunities and constraints from a design perspective. The sequence of plans focuses on land use, building and street morphology, building heights, residential character areas and overall legibility.

Land use

The land use plan demonstrates a number of key characteristics of the Bromley Road area which are summarised below:

- The Bromley Road area is predominantly residential in land use. All side roads leading from the Bromley Road are almost exclusively housing. Distinctive neighbourhoods can be identified through the morphology of these residential areas.
- A defining characteristic of the Bromley Road area is the extent of green space in the area. The central Southend Village area benefits from the green space south of Beckenham Hill Road, and the village greens behind St John the Baptist Church. Beyond the main study area, are the sports field to the west of Homebase, Beckenham Place Park to the south west and Forster Memorial Park to the north east.
- The study area also includes 'blue' features with Peter Pan's pond and the stream running towards Ansford Road.
- Community facilities are fairly centralised within the study area, with the school, the church, the church community hall and the health centre all within close proximity of one another.
- The area does not have much retail representation, and that which does exist is dominated by out of town and warehouse retail uses, including the Homebase and the car sales showroom, and by take away outlets.
- A number of development sites exist within the study area, which occupy strategic sites fronting the Bromley Road and at key junctions in the area.



6.2 Building heights and buildings of interest

Building heights

The building heights plan indicates that the majority of buildings within the local area are two storeys in height, reflecting their use as individual residential units. Within this, some variation exists in the sites fronting onto the Bromley Road. Apartments at these points are three and four storeys in heights, such as Falkland House.

Notable exceptions to the two storey pattern include The Former Green Man pub opposite Beckenham Hill Road, which is four storeys and the residential block adjacent to the former Tigers Head pub, which is eight storeys. The police station, just to the north of the study area is four storeys in height.

In addition to the selection of taller buildings in the area, a few one storey buildings exist, fronting onto the Bromley Road and Whitefoot Lane, including the former Courts building, Homebase and St John's Primary School.

Building of interest

A small number of historic buildings exist in the area, which are of architectural value and are identified on the plan to the right.

St John the Baptist Church and Church Hall are both Listed buildings providing architectural and historic interest. In addition to these, the vicarage, Green Man and Tigers Head buildings provide architectural interest.

The fact that the former Green Man Pub and the former Tigers Head pub will be redeveloped place higher value on the remaining buildings of historic interest, including St John the Baptist Church, the Church Hall and the Vicarage.



6.3 Frontages

Frontages

The building frontage plan emphasises a number of key points about the frontage and building alignment in the Bromley Road area. This includes:

- A number of the buildings on Bromley Road are set back from the street, with either grass or tarmac separating the buildings from the main street
- Residential buildings on Bromley Road in particular do not address the main street. This is not necessarily considered to be negative and provides a sense of openness and greenness to the street whilst protecting residential uses from any negative impact from the busy road.
- However, commercial units also fail to provide active frontage to Bromley Road, in many cases, with Homebase and the former Courts building being particular examples.
- The most significant frontage in the area is provided by Ancasters car sales showroom and the small row of shops on the corner of Southend Lane.
- The former Green Man pub and Tigers Head pub provided reasonable levels of frontage on to the High Street and it would be useful for this to be maintained and enhanced with new buildings at these sites.



Frontage Plan

- 1 Car showroom [Ancaster]
- 2 Shop [Dressage]
- 3 Green Man Public House
- 4 Entrance to St. John Parish Hall
- 5 Entrance to St. John Divine Church
- 6 Entrance to What! store
- 7 Entrance to Tiger's Head Public House
- 8 2 shops [bookmakers and newsagent]
- 9 Entrance to Homebase

KEY TO SYMBOLS

 existing active frontage

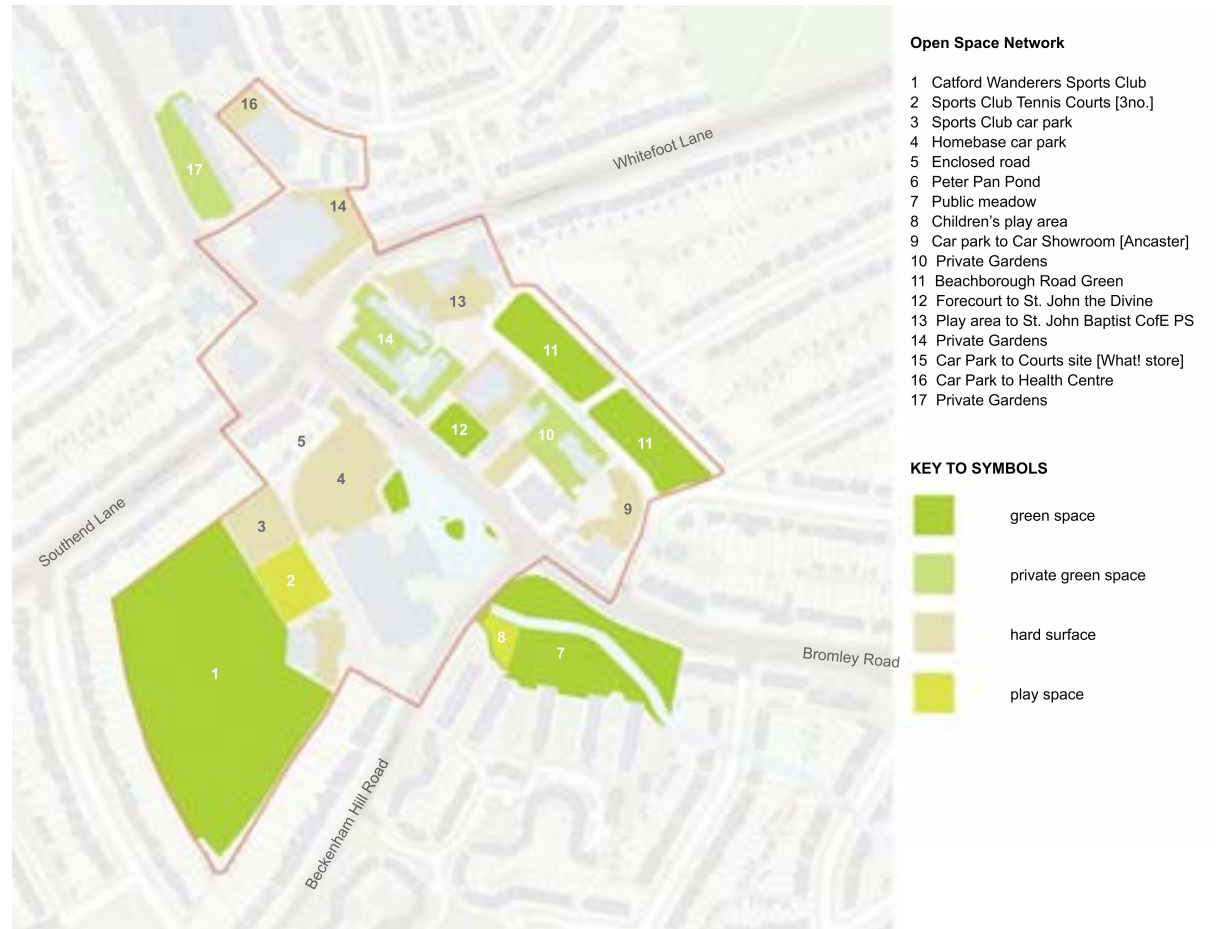
6.4 Open space network

Open space network

As indicated in the land use plan, the Bromley Road area has a significant amount of green space. This is identified in the plan to the right. The main features include:

- The public meadow with children's play area to the south of Beckenham Hill Road;
- Peter Pan's lake fronting Homebase and Bromley Road;
- Catford Wanderers Sports Club, tennis courts and sports field to the rear of Homebase;
- Private green space attached to residential development along Bromley Road;
- Beechborough Road Green, operating as a village green and rose garden for the area;
- The forecourt gardens to St John the Baptist Church.

In addition to these, a number of larger green spaces are provided within walking distance of the study area, including Beckenham Place Park, Forster Memorial Park and the nearby allotments.



6.5 Legibility

Legibility

The legibility plan to the right identifies the key issues in terms of connectivity, way finding and morphology for the Bromley Road area. A number of key issues emerge, including:

- Key landmarks and visible sites in the area are provided by the residential tower adjacent to the former Tigers Head pub; the forecourt to the former Courts site; Peter Pan's pond; and the building fronting Beckenham Hill Road.
- Following from this, key views within the area are provided by the approach to Southend Village from Catford to the north; to the Bromley Road T-junction from Beckenham Hill Road; of Peter Pan's pond, approaching from the south; and of the Bromley Road-Whitefoot Lane junction from the east.
- Key pedestrian connections within the local area are provided from Bromley Road through to South Lewisham health centre and Conisborough Crescent; through the residential blocks between Bromley Road and Beechborough Road; and from Beckenham Hill Road through the public meadow to the residential neighbourhood beyond.



Legibility [landmarks, key views and connections]

landmarks

- 1 8-storey residential building
- 2 Courts site [What! store]
- 3 Homebase store
- 4 Green Man Public House

key views

- 5 Approach to Southend Village from Catford
- 6 Courts site from Whitefoot Lane
- 7 Courts site from Bromley Road
- 8 Homebase site from Bromley Road
- 9 Green Man site from Beckenham Hill Road

connections

- 10 link: Bromley Road to Health Centre
- 11 link: Whitefoot La. to Beachborough Rd.
- 12 + 13 links: Bromley Road to Beachborough Rd.
- 14 path around meadow play area

KEY TO SYMBOLS

-  landmark
-  key view
-  existing connection

6.6 Opportunities

Opportunities

The plan to the right indicates the emerging opportunities that have been identified through the urban design and townscape analysis of the Bromley Road area. These include:

- The opportunity to create new, attractive landmark buildings on the former Green Man Pub site, the Homebase site and the former Courts site. This does not necessarily mean buildings that are purely large in scale, rather buildings that provide natural anchor points in the morphology and built fabric of the local area.
- The opportunity to improve the public realm and pedestrian environment on Bromley Road and the secondary streets, particularly in terms of pedestrian crossing provision.
- The potential to further enhance the pedestrian environment by strengthening links to the sports field from key roads and residential areas.
- The option of improving the pedestrian links from Beechborough Road through to Whitefoot Lane, alongside St John the Baptists Primary School.
- The opportunity to establish active frontage onto Bromley Road through either commercial or community uses, or through front doors onto the street from residential uses.
- The opportunity to improve pedestrian safety in the area, including improvements at the Bromley Road / Whitefoot Lane junction, coordinated with TfL investment plans for the area.



Opportunities Plan [Strategic Masterplan]

This masterplan aims to create a new sense of place and coherent framework for public realm improvements in Southend Village.

KEY TO SYMBOLS

- new landmark
- public realm improvements to major roads
- new pedestrian route
- improved pedestrian route
- existing pedestrian route
- new active frontage
- existing open space

- Wider opportunity sites**
- South Lewisham Health Centre
 - Cadettes building
 - Former Courts site
 - Former Tiger's Head site
 - Homebase car park
 - Homebase site
 - Entrance to sports ground
 - Former Green Man site

Transport and movement context

7

7.1 Movement appreciation

This section provides an understanding of the existing movement and transport context within which Southend Village sits. It looks at the strategic setting in terms of how the area is accessed by walking and cycling, bus, rail, and car, as well as highlighting specific access and movement issues at a more local level within the site.

Highways

Southend Village lies at the intersection of three strategic highways: the A21 Bromley Road, the A2015 Beckenham Hill Road and the A2218 Southend Lane.

Bromley Road is one of the principal north-south corridors linking Kent and the Southeast to Central London. It is a busy four-lane highway, catering for numerous bus routes, that is classified as a 'red route', forming part of the strategic Transport for London Road Network (TLRN).

Southend Lane and Whitefoot Lane, two four-lane highways that provide strategic connections to the east and west, form the principal junction with Bromley Road within the study area.

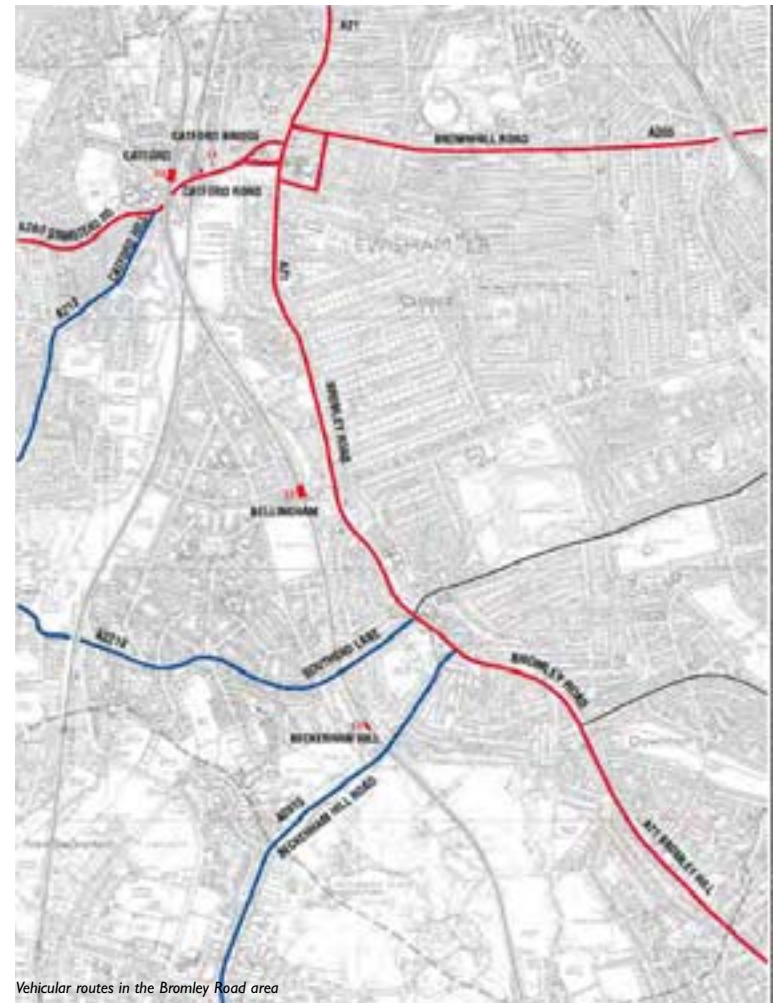
Beckenham Hill Road, which forms a signalised T-junction with Bromley Road, provides a strategic connection to the southwest.

The heavily trafficked nature of these principal routes and the relatively poor pedestrian crossing facilities, particularly at the junctions highlighted above, has been identified as a key concern for local residents.

However, while traffic flows along the Bromley Road are high, it is expected that the number of trips generated by new development within the study area is unlikely to equate to a significant proportional increase in traffic on this strategic 'red route'.

Vehicular access arrangements from proposed new development sites are seen as an important issue to resolve. There has been concern voiced that sites that do not allow easy connection to the A21 could lead to dangerous and aggravating "rat-running" on side streets within the study area. However, for example, providing a right-turn exit from the Courts site onto Whitefoot Lane, could have an impact on AM peak queuing at the principal junction.

The details of servicing arrangements for proposed new retail uses along Bromley Road will also need to be carefully considered.



Vehicular routes in the Bromley Road area

7.2 Walking and cycling

Walking

There are signalised pedestrian crossing facilities at the junctions of Bromley Road with Southend Lane and Whitefoot Lane, and Bromley Road with Beckenham Hill Road. However, due to the heavy traffic flows and staggered nature of some of these crossings, they are seen by locals as unsafe and intimidating.

Furthermore, the signal timing at these junctions, optimised to cater for the heavy traffic flows, is not ideal for pedestrians. In some cases, particularly at the junction with Beckenham Hill Road, the timing forces crossings to be made in three stages with pedestrians waiting in small refuges between multiple lanes of fast moving traffic.

The two formal crossing facilities are about 200m apart, and the busy nature of the A21 Bromley Road does not allow for any more informal crossing opportunities within the study area, and thus acts as a significant barrier to east-west movement on foot.

TfL have prepared and approved detailed designs for improving the junction of Bromley Road with Southend Lane and Whitefoot Lane, which are described below, but these have yet to be implemented.

Away from the Bromley Road, beyond the Parish Church and garage, the environment becomes much more residential in nature, with a calm pedestrian area of squares and little traffic. However, the pedestrian route between Whitefoot Lane and this area around Beachborough Road is semi-private and not particularly welcoming.

In addition, the pathway leading from Bromley Road to the health centre behind the Courts site has been identified by locals as narrow and unsafe.

Cycling

The Bromley Road is considered part of the cycle network although specific cycle facilities at this point are limited to ASL's advance stop boxes at junctions. Cycle lanes do exist at some points along Bromley Road in the wider area there are plans to add more.

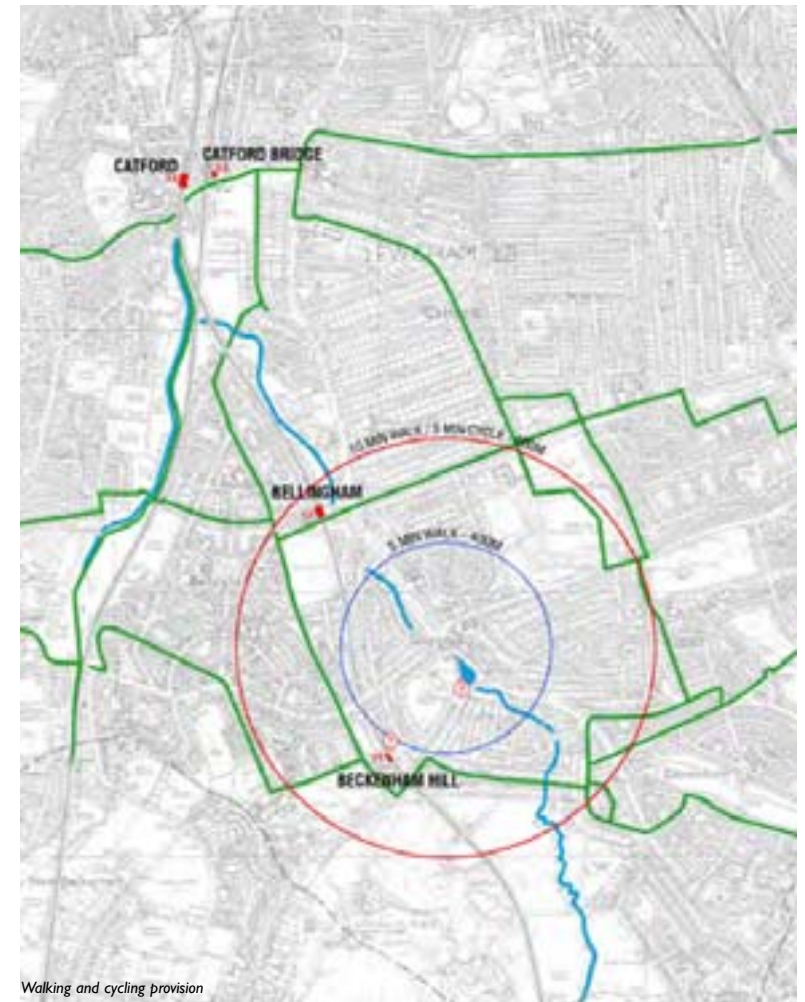
To the west, Brookehouse Road provides a good link to the nearby railway stations of Beckenham Hill, and Catford, as well as signed routes on to London Bridge in the northwest and Orpington in the southeast.

A principal route for cyclists in the area is the Waterlink Way, lying further to the west of the site. This forms the main north-south cycle route through Lewisham and runs largely along a river through a string green spaces. The link is part of a national cycle route which ends in Eastbourne.

There are two sites with public cycle parking facilities within the study area. One is at Beckenham Hill Station, suggesting an opportunity to combine these two modes of transport. The other one is located at the junction of Beckenham Hill Road and Bromley Road just beside the sports ground.

It has been noted that there is a need to provide facilities for cyclists (such as crossing points and advanced stop lines) at the two principal junctions along Bromley Road.

Although new developments within the study area would include adequate cycle parking, safer routes to the existing cycle network through Lewisham are needed.



Walking and cycling provision

7.3 Buses and rail

Buses

Southend Village is well connected by bus, with five bus routes running through the area during the day and a number of bus stops. The area has a PTAL of 3, indicating average accessibility by public transport for an outer London area.

The majority of bus services have good frequency with a range from one bus every 5 minutes to one bus every 12 minutes per route during normal operating hours. Moreover, there are two night buses that stop on Bromley Road. The only exception is the route 336 service, which has Hail and Ride sections and irregular frequencies.

The bus routes provide services toward Peckham, Woolwich and Lewisham in the north, Grove Park, Orpington and Bromley in the east and Beckenham and Elmers End in the west. None of the bus routes passing through the site terminate at Catford Bus Depot, located just north of the study area along Bromley Road.

Direct services to/from Beckenham Hill Station are relatively infrequent and public transport links to key retail areas are limited.

There are good north-south and east-west routes that provide links to rail stations such as Woolwich, Lewisham, Grove Park and Bickley, and also to Tramlink at Beckenham Junction and Elmers End.

There is the opportunity to provide local improvements to the attractiveness of bus travel by improving the quality of bus shelters and the level of public transport information provided.

Rail

There are two train stations in the vicinity of the study area, Beckenham Hill and Bellingham. The first is located just over 5 minutes walk from the site and the second is less than 10 minutes walk and 5 minutes cycle away.

The two train stations are not visible from the principal streets and are not particularly well signed from surrounding areas.

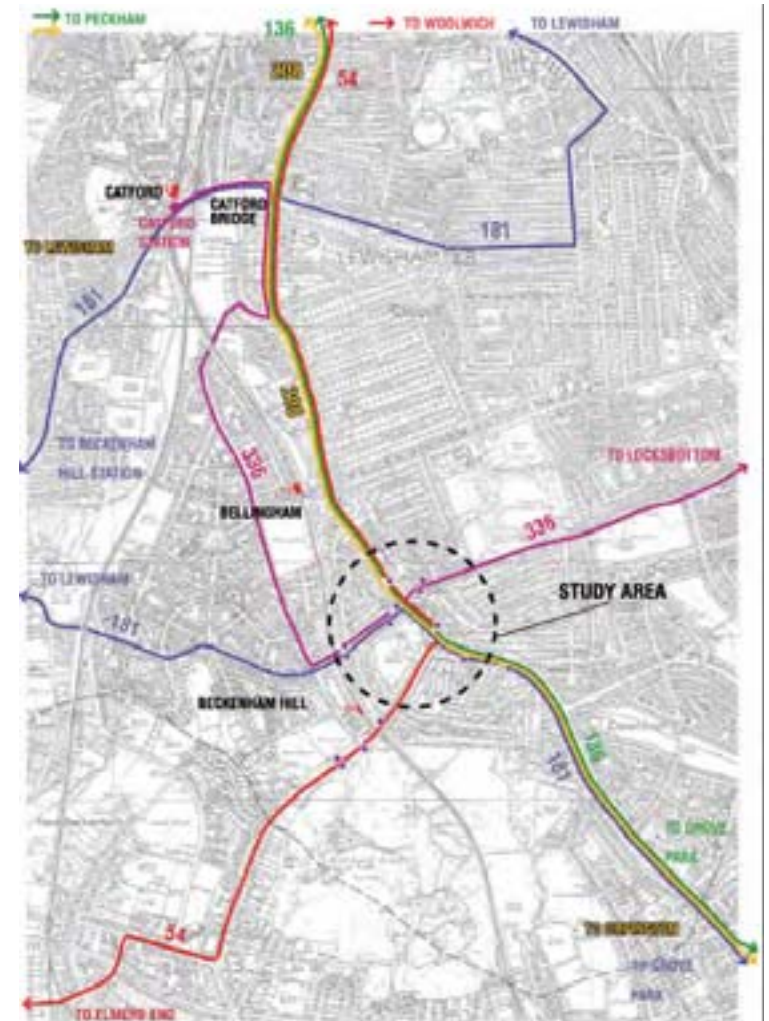
The most accessible station in terms of walking distance is Beckenham Hill, which is served by Southeastern trains running from Blackfriars to Sevenoaks and to Orpington. During peak times from Monday to Saturday, trains serve this station every 30 minutes in both directions. On Sundays only, direct train services run to London Victoria from Sevenoaks via Beckenham Hill.

The Southeastern train line connects to key stations at Elephant & Castle, London Blackfriars and Victoria. It is likely that most commuters would change at one of these stations to access either London Underground services or First Capital Connect rail services, which jointly provide access to most of London.

It has been noted that key users of the train station are school children, particularly those attending the Sedgemoor School to the southwest. This school has around 1,500 pupils, 50-60% of whom could arrive by train. This school traffic is generally a reverse commuter flow, with most pupils travelling in from North Lewisham.

Local public transport upgrades have been suggested during consultation. These include the extension of nearby tram routes leading into Bromley and Lewisham, and improvements to overcrowded and infrequent bus services.

Increasing the number of rail services to central London would certainly help to improve public transport accessibility in the area.



7.4 Parking

Parking

There are a number of private and semi-private off-street car parks within the study area, principally at the Homebase store and on the Courts site.

It has been noted that, at the Homebase store, there is spare car parking capacity during the week, but usage is typically high on weekends. In addition, there is a weekly/bi-weekly car boot fair that takes place on the adjacent sports ground and attracts a significant amount of additional traffic to the Homebase parking area.

While there are parking restrictions in place along the A21 'red route', there are no Controlled Parking Zones (CPZs) in the wider area. This results in informal on-street parking across the study area, in particular along Blacklands Road and Melfield Gardens, close to Beckenham Hill Station.

While residential developments with low parking standards are encouraged in areas with good public transport access, Southend Village's PTAL rating is average and on-street parking capacity could become strained if parking controls are not put in place.

Local residents have indicated that on-street parking capacity is inadequate to cater for the requirements of new residential developments, however it appears that there is some on-street capacity and it may therefore be worth carrying out a parking survey to identify current usage patterns.

While Council policy recognises the potential impact that 'car reduced' schemes may have on overspill parking in surrounding streets (Parking and Enforcement Plan, Section 7.5.36), it is anticipated that new developments in the area would nevertheless be discouraged from

providing parking in excess of the area's existing levels of car ownership.

Census figures from 2001 show that average car ownership in Lewisham (0.74 cars/vans per household) is less than the average for Greater London (0.87 per household). However, the local ward of Whitefoot has slightly higher car ownership levels (0.86 per household) than the surrounding borough.



Homebase car park

7.5 Planned highway improvements

Planned Highway Improvements

As noted above, TfL have prepared and approved detailed designs for improving the junction of Bromley Road with Southend Lane and Whitefoot Lane, although these have yet to be implemented.

Proposals include the addition of Advanced Stop Lines (ASLs) for cyclists with green anti-skid surfacing on all four arms of the junction, as well as improving street lighting.

In addition, they plan to realign pedestrian crossings, with staggers removed from the crossings on Bromley Road South and Southend Lane to provide more direct crossings, and the crossing on Bromley Road North shifted away from the junction to allow more queuing space within the junction for right-turning vehicles from Bromley Road into Southend Lane.

Finally, they propose to reduce one of the three northern lanes of Bromley Road for regulating the traffic.

These improvements are likely to be carried out within the next year, pending consultation with local residents.



Bus links to Catford Town Centre

7.6 Summary of issues



Property market overview

8

8.1 Property market overview

In this section, DTZ property consultants set out a property market overview to inform the planning brief for the Bromley Road study area. This includes a commentary setting out the existing uses within the study area and, given the limited commercial activity within the study area, details of the context within which the area sits.

This analysis includes a brief review of the property markets in the nearby local centres of Bellingham and Downham, along with Catford town centre and the major centre of Bromley. This review enables consideration to be given to the likely competition, and / or complementary development in the area, that would be a consideration of any commercial operators considering acquiring space in the study area.

The information gathered for this overview has also been used to make a number of recommendations in terms of potential commercial uses that could be considered for inclusion in the masterplan proposals for the study area.

In undertaking this overview, DTZ has included the following components:

- An inspection of the study area and adjoining locations
- Telephone conversations with local agents and representative commercial operators
- Telephone conversation with LB Lewisham planning department and review of website

- A review of existing property market databases and other sources of market intelligence

As a general context to this overview, we would point out that, as well documented within the press, the property market - along with other elements of the economy - is currently in a period of some uncertainty, and this may, at best in the short term, impact upon the demand for some of the uses outlined below.

Specific information regarding figures and analysis of the market at the time of the study is included in an appendix at the back of the document.



St John the Baptist Church Hall

8.2 existing uses

Existing Uses within the Study Area

We undertook an inspection of the study area on 3 March 2008 and noted that the study area consists predominantly of a combination of relatively high density flatted residential development and retail warehouse buildings. In addition, the study area includes community use with the Grade II Listed St John the Baptist Church and church hall, an Ancaster Car Showroom / garage, a small independent newsagents and a betting shop.

The study area does not have any specific designations within the UDP apart from the area being within an Area of Archaeological Priority and Peter Pan's Pool is identified as a Site of Nature Conservation Importance. We understand the area is generally characterised by low income households with a low percentage of home ownership.

Residential

The majority of the residential accommodation within the study area is publicly owned. We understand the Council has transferred the stock to Phoenix Community Housing. This development is in the form of 3 and 4 storey flats constructed approximately 60 years ago. There appears to be a very limited number of private dwellings, which are above the shops on Southend Lane, and there is a vicarage adjacent to the Church.

Retail / Community

There are two retail warehouses in the study area. Homebase occupies a corner plot at the junction of Bromley Road and Beckenham High Road and we understand the company propose to extend the retail floor area within the store via the installation of a mezzanine floor. The former Courts store is located on the corner of Bromley Road and Whitefoot Lane and is now let to 'What?!'. The newsagents and betting shop are small shops just inside the

study area boundary at the junction of Bromley Road and Southend Lane.

Adjacent to the Green Man pub is the Ancaster garage which has a sales forecourt and servicing facility.

There are two former pubs within the study area which both occupy large, highly visible sites. Both are older buildings and appear to have been vacant for a number of years. One of the buildings on the Green Man site has in the recent few years been used as a beauty and hairdressing salon but this has now closed down.

As stated above, community uses within the study area are limited to the listed St John the Baptist Church and its church hall.

Offices

There do not appear to be any offices within the study area, apart from any ancillary offices that may potentially exist within the retail warehouses.



Southend Police Station

8.2 existing uses

Wider context - sector and overview

The Bromley Road study area is located on the A21, which is a busy main in South East London and one of the main north to south routes for traffic travelling to and from London to Kent/Sussex via the M25. The area is predominantly residential with pockets of local retail provision and commercial development. The commentary below provides a broad overview of the various centres in the wider area and a more focussed view is provided for Bellingham to the north and Downham to the south. The larger centres of Catford and Bromley are approximately 3 miles to the north and 3 miles to the south of the study area respectively, and brief commentaries for each are also set out below.

There are other local centres in the vicinity which could also influence the study area such as Grove Park, Plaistow and Bell Green, and the larger centre of Beckenham.

Residential

Immediately surrounding the study area, the vicinity is characterised by mixed density inter- and post-war two storey houses and blocks of predominantly publicly-owned flats. The quality of residential accommodation is generally low but travelling south towards Downham, the quality appears to improve slightly and the properties become larger. There does, however, continue to be a high level of publicly owned housing which appears to be more house-based rather than flats.

The UDP sets out the area of the Culverley Green Conservation Area which extends from the environs of Crantock Road in the south to Catford Bridge to the north west and east to Burleigh Avenue. Agents inform us there are a number of large Victorian houses that sell at a premium relative to prices in the area.

We are advised by local agents that residential values in the area are low in comparison with other areas in South East London and that demand is slow, even given current national market conditions.

Retail

Apart from at Catford and Bromley, retail provision in the wider context area tends to consist of small newsagents, independent shops of varying quality, hair salons and multiple small supermarkets such as Costcutter, and similar service/"convenience" uses. There are a number of cars sales showrooms along the Bromley Road and a number of retail warehouse stores. Of particular note is Bromley Road Retail Park on the A21 at Bellingham (see below).

Food + Drink / Leisure

The food and drink provision within the wider area appears to be limited to local independent providers, and tends to be of the cafe / take-away variety. This is also true, to a significant extent, of Catford. Bromley town centre offers a much more varied and better quality provision in terms of food and drink and Downham could be described as improving in this respect with a new reasonably good quality restaurant having opened in the last 6 months.

Leisure provision is limited in the vicinity of the study area with facilities being centred within Catford and Bromley town centres.

Hotel

The hotel provision within the wider context area is limited, comprising the Bromley Court (Best Western) off Bromley Hill approximately 2 miles to the south of the study area and the Innkeepers Lodge at Beckenham.

Office and Industrial

Our inspection of the wider area has not revealed a major obvious presence of office accommodation outside of the main centres of Catford or Bromley. Within the UDP, the area at Bellingham immediately to the west of Bromley Road adjacent to the railway line and bounded by Randlesdown Road to the south and Fordmill Road to the north is allocated as strategic employment land. The area includes the bus garage on Bromley Road, industrial properties at Franthorne Way and to the rear of residential properties on Barmeston Road and the Rentokil site, but does not include Bromley Road Retail Park. We are advised by LB Lewisham that this policy will not be changed in the LDF.

Local agents have informed DTZ that the most popular industrial units tend to be small, and that there is existing demand for units of between 1500 and 5,000 / 8000 sq ft. Local agents have suggested that the provision of small industrial business units within the LB Lewisham area generally would be extremely popular with the market.



Apartment housing in the Bromley Road area

8.2 existing uses

Wider context - locational overview

Bellingham

Bellingham is located just north of the study area and consists of a parade of local shops and services including a Costcutter convenience store, independent services such as a hair salon, cafe, take-aways and a car sales forecourt. The space appears to be low quality although there are few vacancies. Local agents advise that retail values at Bellingham are in the region of £30 per sq ft Zone A, reflecting a more difficult shopping environment than that offered by, say, Downham. We are advised that the roads at Bellingham are more difficult to cross than at Downham, for instance, and the pavements are narrower.

Bellingham is not allocated for retail use or designated as a District Neighbourhood or Local Centre in the UDP.

Downham

Downham is located half a mile south of the study area and comprises a relatively wide selection of local shops and services on both sides of the Bromley Road. National retailers include Woolworths, Tesco Express, Co-op and Greggs. There is also a bank, post office, a number of take-aways and some independent shops including a fishing tackle shop and an M&S Food store ancillary to the BP petrol station. The shopping area is designated as a District Centre in the UDP and the retail units are allocated as either Shopping Non-Core or Core Area.

We are advised by local agents that second hand residential properties in Downham sell at a slight premium to those in Catford and in the vicinity of the study area.

Catford

Catford is situated within LB Lewisham and is identified as a Major Centre in the UDP. Retail units are identified as either Shopping Core or Non-Core Area. The Catford Shopping Centre extends to approximately 136,000 sq ft and LB Lewisham has aspirations for the redevelopment of the Centre.

There are a number of retailers operating in warehouse format stores with Catford. Catford Island is situated within the one way system which is a main feature of the town centre. The development extends to 64,000 sq ft and comprises Lidl, JD Sport, Dreams bed store, a drive through McDonalds and a Mecca bingo hall. In addition, there are a limited number of retail warehouse units at Catford Bridge including Paul Simon Furnishings and Wickes.

Leisure provision within Catford is relatively limited in terms of bars and restaurants, however there is a Nando's restaurant on Rushey Green and there are a number of fast food take-aways. Entertainment includes the Mecca bingo hall on Catford Island and the Broadway Theatre adjacent to the Town Hall. Catford is characterised by Victorian conversion flats, and terraces of 2 and 3 bed Victorian houses. We are advised that the town is not currently a very popular destination to live in due to the lack of bars and restaurants, however, the terraced houses and conversion flats appear to be popular with local buyers.

Bromley

Bromley is located 10 miles south east of central London and 7 miles from the junction of the M25. The town is the major conurbation within the borough of Bromley and major facilities include The Glades Shopping Centre.

According to FOCUS, 75% of the top 20 retailers are present in the town including Boots and Marks & Spencer. There is a Debenhams department store in Bromley, and a BHS variety store and there is also a large Waitrose in the town centre. A particular strength of the town is its fashion offer, with retailers such as Gap, Primark, French Connection, Next and River Island all present. The residential market is characterised by a wide range of housing and flatted development, including Victorian terraces, inter-war suburban development and areas of large, high value housing.

Local agents advise that in comparison to the Victorian conversion emphasis within the residential market of Catford, Bromley is known for quality new build development, of which there has been a significant amount in past decades.

There are a number of national restaurant operators in Bromley, including Pizza Express, Cafe Rouge, Zizzi, Chico's Tex Mex Bar and Grill and El Patio, and an Odeon cinema.

8.3 proposed development

Proposed New Development

Within the study area, there is existing development interest for the Green Man, Tigers Head, and former Courts site. The planning applications / permissions have predominantly comprised high density new residential development. Planning interest for commercial space appears to be limited to the inclusion of one convenience store and a cafe.

A planning application was received for the former Green Man pub site at 355-357 Bromley Road in August 2005. The application proposed the demolition of the existing buildings and construction of a residential building of part four/part five storeys and was refused on the basis of density issues, the building's relationship with the adjacent Grade II listed building and vehicle access arrangements. The applicants appealed against the decision and the appeal was dismissed, although the Planning Inspector did consider the principle of residential redevelopment of the site appropriate.

A planning application was received in November 2007 for the former Courts site at 335-337 Bromley Road. The application proposed the demolition of existing buildings and the construction of a part three/part four story building, a five storey building and a part two, part nine storey building, with A1 and A3 use on the ground floor and residential above. This was refused on a number of criteria, including overlooking issues, massing issues, affordable housing levels, disabled access unit levels and parking levels. 500 hundred letters of objection were received by the council with regard to this scheme. The applicants appealed to the Secretary of State against the Council's decision to refuse the second application, the appeal was upheld and planning permission granted by the Inspector.

Planning permission has been granted for the demolition of the former Tiger's Head pub, 350 Bromley Road, and for the construction of a single to five storey block, incorporating balconies, comprising 43 residential units of one and two bedrooms, with a small number of family homes. The scheme will have associated landscaping, provision of a refuse store, two parking spaces for disabled residents and basement parking for 41 cycles, 8-10 motorcycles and 35 cars, with access onto Bromley Road.

To the north of the study area at 246 Bromley Road, planning permission was granted in 2005 for a residential development comprising 25 one bed flats, 21 two bed flats and 4 three bed flats. Local agents have informed us the developer has started work on the site, however, it has not been possible to confirm any further detail on the scheme. Immediately adjacent to Bromley Road Retail Park and the bus garage on Bromley Road is the former Rentokil, or 'laundry' site which has received planning consent for an Access self storage unit. The scheme also proposes a number of BI workshops.

Along Beckenham Hill, approximately half a mile south west of the study area towards Beckenham junction, Costain are undertaking site works on a major piece of land which was allocated for new use as a leisure facility with provision for disabled people within the UDP.

8.4 potential uses

Potential uses within the study area

As stated above, the study area falls outside of any specific use designation within the UDP and therefore potential uses for the site are considered below in the context of the property market overview set out above.

Residential

Given the wider context, residential uses are likely to be a key component of any proposals for the study area. There have been high levels of planning activity for high density flat development and a new development at Downham that we understand sold quickly. Given the current credit issues in the market, however, it remains to be seen how strong the demand for private flat development, in an area of predominantly publicly owned residential accommodation, might be over the next few months, particularly given that the established price for a new 2 bed flat is only 10% below the price of a 2 bed terrace house.

However, there continues to be a general shortage of residential accommodation in London and with improvements due to happen in locations such as Catford and Bell Green through regeneration schemes, combined with a general improvement in the surrounding areas such as Sydenham and Brockley, we consider that the future prospects for residential development are strong.

Retail

The retail market in the immediate vicinity of the study area is fragmented in nature with a number of retail warehouse stores and mainly low value local independent shops. Despite a few national retailers in the vicinity, the focus for retail uses is generally centred upon the established retail centres of Catford and Downham. For this reason, and given the study area's close proximity to the parade of shops and services at Bellingham, we do not believe that there is demand for a high degree of retail or local service uses. This is underpinned by the fact the beauty and hair salon business operating out of buildings at the Green Man pub has closed down.

Furthermore, given the sequential test allocated by PPS6, we do not consider that the study area represents an appropriate location for significant retail uses, as in planning terms it lies outside of an established retail location. However, we have considered whether there could be potential demand for a convenience store operated by a national retailer, possibly provided in conjunction with complementary uses such as a flatted development or a budget hotel.

The retail warehousing market appears to be strong in the wider area with many operators and a good selection of locations, however, we consider that it is unlikely that a new planning consent could be gained, given the sequential test provisions of PPS6. The former Courts site does, however, have an existing retail warehouse planning consent and therefore, the building could be updated or site redeveloped to provide a new unit, subject to the consideration of traffic issues.

8.4 potential uses

There are a number of car showrooms along the Bromley Road, including the Ancaster garage within the study area itself. We consider there may be scope to attract additional showrooms as operators seek busy roadside locations with good visibility. However, in order to ensure that the study area is appropriately developed, this would need to be part of a mixed use scheme and we do not believe that such a use would deliver the community regeneration benefits that the Council is likely to seek for this area.

Food + Drink / Leisure

We believe the study area may be suitable for a small cafe facility which is more likely to be operated by a local independent entrepreneur than a national operator such as Costa Coffee or Starbucks. From experience on other projects, we understand the latter look for locations with high pedestrian footfalls and we do not believe the study area would meet these requirements.

Alternatively, given the main road frontage and high traffic volumes, the area could be attractive to a fast food restaurant / drive through operator; although the latter may not integrate with the residential uses as part of a mixed use scheme.

The study area includes two former pubs which have both closed down and the results of the public consultation indicate more pubs have closed in the vicinity recently. The exact reasons for this are unknown, however, it may be reasonable to assume that there is a very limited market for pubs in this location. We are aware that local residents have expressed a desire for the replacement of such a use, and there is a concern there are no rooms for hire similar to that offered by the previous facilities. We would suggest that any operator considering opening a pub in this location would need to know there is sufficient day to

day trade rather than relying on hiring rooms which could be irregular income, and potentially focussed around festivals / seasonal demand.

The pub market slowed following the introduction of the smoking ban and as a result, few operators are currently acquisitive, although there are exceptions. However, it is noteworthy that no operators have come forward with proposals for the existing (closed) premises.

Given the above, we do not consider that a pub is a likely use for the study area. In terms of other leisure uses such as cinema / theatre, we do not consider the study area to be suitable for such uses which would be better located in established town centre locations for both planning and viability reasons.

Hotels

As stated above, the hotel provision within the area is limited. In order to attract a hotel operator, sites must be in positions with high visibility and good access from roads with high traffic volumes and access to good public transport nodes. This would suggest that the subject area could be attractive to some hotel operators, however, it is not a business location (which usually drives demand for budget hotels) and there are no immediately adjacent commercial draws such as a retail/business hub. Therefore, it could be assumed that an operator is more likely to choose a location closer to Bromley, or perhaps Catford.

Community

The potential demand for community uses is outside of our expertise, however, we consider that should there be proven need for such uses within the study area, they could help to create the community "focus" that may be lacking currently, and could help to create demand for

a use such as a pub if increased pedestrian activity was generated by community uses.

Offices

Our research has shown that there is no discernable office market in the immediate vicinity of the study area and we do not currently see any potential to deliver significant office uses, given the level of similar uses, and/or supporting infrastructure e.g. in terms of public transport facilities, or supporting retail/leisure uses which would be attractive to office occupants.

Industrial

Our research of the wider context area has revealed demand for small industrial business units and indeed there are proposals at the Rentokil site for such units. The study area benefits from good main road access and the sites could accommodate a business unit type development. However, this is not a use we would recommend for the study area as the rents for industrial space, while competitive with other areas in London, would not produce values comparable to those arising from high density residential development. Given the land is not allocated for employment use, we do not believe that landowners / developers would choose to develop business units in this location. In addition, traditional industrial uses might not sit comfortably within a genuinely mixed use scheme.

Overarching framework

9

9.1 Planning Brief objectives

In this section, the overarching framework for the Southend Village area is set out, identifying a spatial strategy for the area, identifying suitable land use for the area, and addressing issues of social infrastructure and investment in the context of residential development.

Southend Village has recently undergone a shift in character, following the closure of two large local public houses - The Tiger's Head and the Green Man - and the closure of the Courts retail warehouse. These closures have presented the opportunity for development within the immediate area and provide a unique juncture in terms of the character and the role of the local centre.

It is critical that, in accommodating new development in Southend Village, the heritage and the character of the local area is not lost. The juncture should also be viewed as an opportunity to increase the quality of life of for local residents, through strengthening the local community and support for local commercial uses; through ensuring that sufficient health and education facilities are provided; and through public realm and safety improvements.

In order to help ensure that new development in the area provides as positive an impact as possible, and does not undermine the existing character or community, The Southend Village Planning Brief Supplementary Planning Document will seek to ensure that new development in the area meets the following objectives:

Housing

1. To deliver high quality housing in the area providing a mix of units sizes and tenure, in order to promote a sustainable community for the neighbourhood
2. To ensure that residential unit numbers and densities are appropriate for the local area

Movement

3. To improve pedestrian connections across the Bromley Road and thereby enhance Southend Village as coherent place
4. To improve safety at and rationalise key traffic junctions on the Bromley Road
5. To enhance pedestrian connections and access to community facilities and green space within the local area

Community resource and amenities

6. To ensure that health and education facilities within the local area are maintained and enhanced to support the existing and future community
7. To ensure that the local community has adequate local meeting facilities
8. To ensure that green spaces are retained and enhanced wherever possible

Shops and services

9. To promote the development of local shops and services, where feasible, to enhance the viability of Southend Village as a sustainable neighbourhood.

Design

10. To ensure that any new developments respond sensitively to the existing built environment
11. To ensure that all new developments are of the highest architectural quality

These objectives have informed the development of an overarching framework plan for the Southend Village area, setting out development and connectivity guidance, and a green and open space plan.

The plan illustrating the overarching strategy for the local area is set out on page 79. Further details explaining the plan are set out on the following page.

Responding to consultation

The objectives and overarching framework have been developed following detailed baseline analysis for the project and extensive consultation with the local community. The strategy responds to key messages from the consultation, including:

- Ensuring building densities that are in keeping with the existing character of the area;
 - Ensuring that building heights are appropriate for the area, with the nine storey development given permission at the former Courts site providing an upper limit;
 - Strengthening connections to green spaces in the wider area;
 - Improving pedestrian safety at road crossings; and
 - Promoting a new community space for the area as part of new development.
- It is important to note that whilst responding to consultation feedback has been an essential part of the Planning Brief development process, it has also been important for the Brief to take account of planning decisions in the area and for objective consideration to be made of all issues. Density levels in the area has been a key local concern and the Planning Brief has been developed in order to reflect:
- Community feedback stating a preference for lower densities;
 - Local support for community facilities such as shops and cafés, and concern regarding the recent closure of such services; and
 - Planning decisions regarding density made on key sites in the area by the Planning Inspectorate.
- Recent planning decisions taken beyond the Council's control via a Planning Inquiry have endorsed a density level beyond the London Plan guidelines. This endorsement relates only to the specific scheme granted planning permission and does not provide a policy lead, but will count as material evidence in future planning considerations.
- The Planning Brief therefore recommends that density levels should be lower than those in the endorsed scheme, should this not be developed, but should be high enough to create a critical mass that can support community facilities such as a shop and café and help to preserve the 'local centre' character of the areas. The inclusion of amenities in any future schemes is therefore considered to be a key requirement. Accordingly the sample schemes in section 10 fall slightly below the levels of the higher density schemes consulted upon during the workshop.



9.2 Overarching framework

Opportunity sites

A number of opportunity sites have been identified within the local area, which will have a key impact on the future character of the local centre, both in terms of physical environment and land uses.

Those identified have either been granted planning permission or are subject to a planning application, or represent sites which may come forward in the future and will play an important part in the role and character of Southend Village. The identified sites are:

Planning permission granted:

1. The former Courts site, which has been granted planning permission, following a planning inquiry, for 141 residential units (72, 1 bedroom; 61, 2 bedroom and 8, 3 bedroom); 475m² of A1 retail floorspace and 109m², A3 floorspace.
The building will be composed of three buildings, between two and nine storeys in height. Car parking spaces will be provided at basement level, with private amenity spaces and publicly accessible landscaped forecourts.
2. The former Tiger's Head pub, which has been granted planning permission for a single to five storey block, incorporating balconies, comprising 43 residential units of one and two bedrooms, with a small number of family homes.
The scheme will have associated landscaping, basement parking and a refuse store.

Subject to planning application:

3. Since the application for the Former Green Man was refused alternative housing schemes have been mooted, but not developed to the stage of a planning application

Wider opportunities:

4. South Lewisham Health Centre, the adjacent cadettes site and the small site adjacent to this, represent a valuable opportunity through their combined space to re-provide expanded and purpose built health facilities for the local area. This is supported by the fact that the health centre is currently at capacity in terms of facilities and space. Subject to PCT approval, the health centre would be open to negotiations with the adjacent land owners regarding the sites.
5. The Homebase retail outlet and car park site is currently a stable use, with a mezzanine extension planned for the store. The scale of the site, however, and its position within Southend Village, fronting the village pond and Bromley Road, mean that it would have a significant impact upon the local area, should the land use or building change.
It is suggested that any future building be sensitively designed within the context of the pond and the adjacent green space, and in keeping with the current and surrounding building heights. It is also suggested that a part retail or commercial use be retained on the site in order to preserve Southend Village's role as a local centre.
6. The entrance to Catford Wanderers' sports club green space currently has a low profile and connections to the site are poor. By considering the site at the entrance, links to the green space can be improved and quality new housing can be provided.

7. Ancasters car sales site is currently a stable use, with no plans for a change of use or building. However, the corner location of the car showroom, on a view corridor along the Bromley Road, gives this site a critical role in the local urban environment and represents the arrival point to Southend Village from the south.

Should this site come forward in the future, any replacement building should be of the highest architectural quality and should respond to the existing surroundings in terms of building heights and frontage. A ground floor commercial use at this site is also considered to be highly important, in order to maintain Southend Village's role as local centre.

Connections

In terms of pedestrian connections, two areas are proposed for major enhancements in order to improve to the overall movement network within the area and to provide attractive and legible access to key community uses in the area. These are:

1. Improving the existing pedestrian route between Bromley Road and Conisborough Crescent and adding an alternative pedestrian route connecting Whitefoot Lane with Conisborough Crescent. This will improve accessibility in the area to South Lewisham Health Centre and will provide better connections between the homes in Conisborough Crescent and Southend Village's local centre.
2. Improving connections between Bromley Road and Catford Wanderer's sports ground, and between Beckenham Hill Road and Southend Lane. By improving pedestrian routes through and around the large homebase site, connectivity in the area can be strengthened and access to

natural assets such as the Peter Pan's pool and the green space of the sports field can be improved.

3. Improving the pedestrian route connecting Whitefoot Lane with Beechborough Gardens. This will improve links to the valuable green space of the gardens and will also connect more local residents more effectively with the shops at the junction and with the Health Centre.
4. Providing safety improvements for key pedestrian crossings at Bromley Road's junctions with Beckenham Hill Road and Southend Lane/Whitefoot Lane. This proposal is supported by planned TfL investment in the area, set out later in this chapter.
5. Providing general public realm improvements to footpaths along the key routes of Bromley Road, Southend Lane, Whitefoot Lane and Beckenham Hill Road.

Opportunities Plan | Strategic Masterplan

This masterplan aims to create a new sense of place and coherent framework for public realm improvements in Southend Village



9.2 Overarching framework

Built environment

With such a large number of local sites currently with planning permission, subject to a planning application or with potential to come forward as development sites in the future, it is highly important that Southend Village's sense of place can be retained and that development can respond to the area's heritage wherever possible.

A number of guidelines are therefore provided for the area regarding the built environment. These are:

1. Landmark sites, which are located either on key junctions or on key view corridors within the local area, have been identified as:

- the former Courts site on the junction of Bromley Road and Whitefoot Lane;
- The former Green Man site, facing Beckenham Hill Road, and
- the Homebase site, adjacent to the village pond.

Buildings at these points should help to ensure legibility in the local area by acting as landmarks for orientation. Architecture at these sites should be of the highest quality and whilst tall buildings are not encouraged in the local area, presence should be created here by buildings which are greater than two storeys.

2. Buildings heights within the area amongst residential buildings are generally low and new development should respond to this. Planning permission has been granted for a nine storey building on the former Courts site, but it is considered that this should be the tallest building in the area, based upon its location on the key crossroads and opposite the existing 9 storey residential block.

3. Active frontage should be provided at ground level for key sites in the area, which have been identified as:

- the Bromley Road/Whitefoot Lane junction;
- Bromley Road to the north of the Southend Lane junction;
- The current Homebase car park site, for any future development in the area; and
- The former Green Man site.

Land uses and activities

The proposed development of a significant number of new residential units, of mixed unit and tenure size, will place additional demand on community resources but can also help to support commercial uses which might otherwise struggle. It is important that land-uses are carefully considered for new developments within the area and meet the following guidelines:

1. New community space with catering facilities should be considered for new developments, in order to address the current lack of facilities and the extra demand calculated through the social infrastructure modelling. This is estimated to be 28sqm for the new population, in addition to the outstanding demand of the exiting population.
2. Southend Village currently has limited retail provision, due to low levels of footfall and residents using large supermarkets nearby. Increasing the local population would enlarge the local market for retail units and it is suggested that these be considered as part of all new schemes.
3. With the closure of two eating venues in the area, a restaurant or café would be a highly desirable use in the area to replace

these and it is suggested that these be considered as part of all new schemes.

4. Social infrastructure modelling indicates that new educational facilities are not required to accommodate the increased population associated with the developments granted planning permission (the former Tiger's head site and former Courts site). However, additional facilities are likely to be required should any of the other large sites also come forward with significant residential development.
5. New health facilities are not considered necessary to accommodate the increased population associated with the developments that have planning permission. However, should any of the other large sites come forward with proposed residential development, additional GPs will be required in the area, either by increasing capacity at existing facilities or providing new facilities.

Green and open space

Southend Village benefits from a number of green and open spaces within the local area and it is important that these spaces are preserved and enhanced wherever possible and that access to these is assured in the future.

1. Particular areas have been identified for protection and enhancement, including:
 - Catford Wanderers' sports ground, including improved linkages;
 - The public meadows and children's play area fronting Bromley Road;
 - Beechborough Gardens;
 - The village pond; and
 - The forecourt to St John the Baptist Church

2. Social infrastructure modelling indicates that a total of 0.9 ha of open green space, covering playing fields, outdoor play areas and allotments is required to accommodate the new population for the area, based on the schemes granted planning permission. Further developments in the area should therefore address requirements for children's play space according to this and access to nearby larger green spaces should be considered in the wider context.
3. General public realm improvements are proposed as part of the granted former Courts site scheme and it is suggested that these are complemented by improvements to the pedestrian environment and to the streetscape particularly on the section of Bromley Road fronted by the village pond. It is suggested that this be opened up, with direct access from the seat, landscaped green areas and seating.
4. Large green spaces close to Southend Village are highly valued by local residents, though it is felt that the profile of these is not as great as it could be. It is suggested that new signage for cyclists and pedestrians is provided to these spaces, including Beckenham Place Park and Forster Memorial Park.

Masterplan: Potential Improvements to Public Realm



- 01 Peter Pan Pond
Forecourt to St. John the Divine
- 02 Beachborough Green
- 03 Public Meadow & Children's play area
- ⊙ Catford Wanderers Sports Club
- Improvement to streetscape: landscape investment
- Revitalize green spaces: support use by local residents
- Create pedestrian links connecting key public spaces
(crosswalks, improved sidewalks, developed sites)

- green space
- play space
- remote green space
- key developments: investment into public realm & park land

9.3 Planned investment in the area

TfL Junction improvement plans

Transport for London (TfL) have planned improvements to the Bromley Road / Southend Lane junction. Detailed designs have been prepared and approved though the scheme is currently being refined in the light of new traffic counts and there is no firm date for its implementation

Key Objectives

The key objectives of the improvement works are to improve safety and accessibility. This junction currently has one of the worst safety records in Lewisham.

Pedestrian signal phasing will be provided on all arms of the junction, along with more direct and accessible crossing facilities. Cycle priority (Advanced Stop Lines) will be provided on all arms.

Capacity improvements for vehicular traffic exiting the junction along Bromley Road towards Bromley will be achieved by widening this to two lanes and accommodating additional vehicle queuing within the junction.

Financing improvements

In line with the key objectives, the scheme budget was originally split 50/50 between road safety funding and walking & disability funding. However, the latter are having difficulty maintaining the funding allocation for this work over the financial years, which could impact on delivery.

Progress & Programme

Designs for the scheme have been handed over to TfL Streets' construction arm, who are taking the project forward.

Unfortunately, there has been an 18-month delay in implementation of the project so far, while the details of land ownership are resolved on a sliver of land required on the eastern corner of the junction.

TfL Network Maintenance has also requested that the junction traffic modelling be reassessed, so there is potential that there may be a further delay in getting the works done.

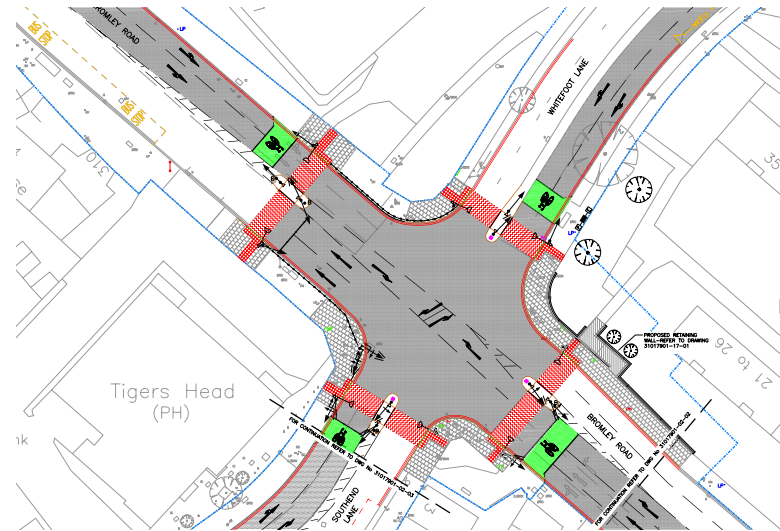
Timing for implementation has not been fixed, though TfL is keen for this to be resolved as soon as possible. Whilst there have been delays, the scheme is certainly not stalled or parked from TfL's perspective. The current plan is for the works to be undertaken towards the end of this financial year, or at the start of the next financial year.

Further road improvements

TfL's plans for improvements at the Bromley Road/Southend Lane junction are welcomed and are considered to provide valuable measures to address safety concerns at the junction.

It is further suggested that similar improvements be undertaken for the Beckenham Hill Road/Bromley Road junction, which is currently considered to be awkward and difficult for pedestrians. This should be considered in conjunction with any development on the former Green Man site, and potentially on the Ancaster car sales site.

This is included in the desirable projects set out in the table on the following page.



9.4 Key projects for overarching framework

The table to the right sets out the key projects which are considered priorities in ensuring the long prosperity of Southend Village.

The projects cover initiatives which can be taken forward by the Council and by local ward groups. In addition to these, projects are included which should be given consideration in terms of Section 106 funding, when assessing planning applications for the local area. Lastly, projects which have been identified by TfL, with an associated funding commitment have also been included.

For each projects, the general timescale for feasible completion of the project is included, along with potential delivery partners which can help to bring the project to fruition.

	KEY PROJECT	TIMEFRAME	DELIVERY PARTNERS
1	TfL improvements to Bromley Road/Whitefoot Lane/Southend Lane junction (see plans to left)	SHORT (approx 1 year)	TfL, site developer, LB Lewisham Transport department
2	Safety improvements to pedestrian crossing at Bromley Road/Beckenham Hill Road junction	MEDIUM (3-5 years)	TfL, site developer, LB Lewisham Transport department
3	Landscape and streetscape improvements to pedestrian environment on Bromley Road, including planting and street surface materials	MEDIUM	Site developer, TfL, LB Lewisham Planning department
4	Landscape improvements to public meadows and stream fronting Bromley Road, with improved access	SHORT	Site developer, LB Lewisham Planning department, local ward
5	Landscaping of 'Peter Pan' village pond, opening this to pedestrians, with planting and seating provision	MEDIUM	LB Lewisham planning department, site developer, local ward
6	Improved pedestrian linkage from Bromley Road and Whitefoot Lane to Conisborough Crescent, and specifically to South Lewisham Health Centre	SHORT	LB Lewisham, site developer and architect
7	Establishment of new community space, with catering facilities	MEDIUM	LB Lewisham, London and Quadrant Housing or Phoenix Housing.
8	Expansion of South Lewisham Health Centre in discussion with adjacent sites, including potential for chemist to be included on the site	LONG (5-10 years)	Lewisham PCT, LB Lewisham, developers and architects
9	Improved pedestrian links through and around Homebase site	MEDIUM	Site developer, LB Lewisham Planning department
10	Improved links and signage to larger green spaces nearby	MEDIUM	LB Lewisham Planning department

Individual site guidance

10

10.1 Site guidance overview

In this chapter, detailed site guidance is provided for the key sites in the local area and more general guidance is provided for wider sites which are also likely to come forward in the future,

Detailed design guidance has been prepared for sites which were subject to planning applications during the preparation of the Planning Brief for the Southend Village Area, these are:

- the former Courts retail site; and
- the former Green Man pub site.

In addition to this, more general guidance has been developed for sites which have been granted planning permission but are not guaranteed to be developed according to that, namely:

- the former Tiger's Head pub site; and

Lastly, general guidance has also been developed for sites which could come forward for development in future, and will have a significant impact upon the local area if redeveloped. These include:

- South Lewisham Health Centre and surrounding sites, including the cadettes site and adjacent site owned by a Mr Patel;

- The Homebase and Homebase car park site; and
- The Ancasters car sales showroom and offices site.

Design guidance for the sites is set out over the following pages.



10.2 Former Courts site guidance

Introduction

The former Courts site on the Bromley Road/Whitefoot Lane junction has been subject to a number of planning applications recently for relatively high density residential developments, with opposition from local residents regarding building heights, densities and the impact on social infrastructure provision and parking in the local area.

Planning permission was granted for the site during the preparation of the Planning Brief, following a planning inquiry. The permission granted covers the erection of 3 buildings (one part 3, part 4 storey; one 5 storey and one part 2, part 5, part 6 and part 9 storey) comprising 141 self contained residential flats (72, 1 bedroom; 61, 2 bedroom and 8, 3 bedroom) 475m² of A1 retail floorspace and 109m², A3 floorspace together with ancillary car, motorcycle and cycle parking spaces at basement level and private amenity spaces and publicly accessible landscaped forecourts.

The planning permission granted at the Inquiry sets out a number of conditions for the redevelopment of the site, including stipulation that development should begin not later than three years from the date of the decision on 10 July 2008.

Detailed design guidance has therefore been provided within the Planning Brief in order to cover circumstances in which development has not begun within this three year period and planning permission therefore no longer acts as a guide for development on the site.



Objectives for the site

A number of key objectives have been developed for the site in order to guide future development at this location. These include:

Building characteristics

1. Active frontage should be provided at ground floor level to Bromley Road and to Whitefoot Lane.
2. Building heights for the site should not exceed the 8 storey limit for the area provided by Nayland House on the opposite side of Bromley Road.
3. It is recommended that the site accommodate a building of varying heights, rather than all development on the site being the same number of storeys.
4. Building heights should step down so that any development adjacent to the suburban housing on Whitefoot Lane coordinates with these existing building heights.
5. The most appropriate location for a taller block is considered to be the corner, fronting the cross roads of Bromley Road and Whitefoot Lane.



Land uses

6. Ground floor uses for the site should be commercial or retail uses
7. A community space with catering facilities should be considered within the site, the need for which having been demonstrated by the Planning Brief research.
8. Upper floors for the site are considered appropriate for residential uses.
9. A pharmacy should be considered as an appropriate ground floor use, given the proximity of South Lewisham Health Centre.

Connections

10. Pedestrian connections from Bromley Road and Whitefoot Lane through to Conisborough Crescent should be preserved and enhanced.
11. Parking provision should be provided underground where possible, to prevent congestion in on-street parking in the local area. Parking standards should be in line with local policy.

12. Vehicular access to the parking within the scheme should be from Whitefoot Lane.

Landscaping

13. A high quality public realm should be provided on Bromley Road and Whitefoot Lane, with planting, seating and high quality paving.
14. Green space should be provided as part of the scheme for residents.

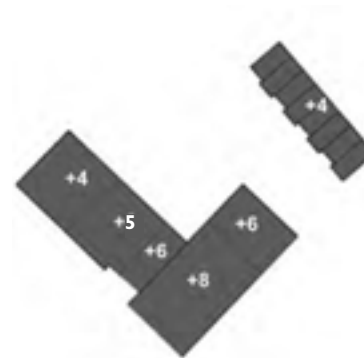
Density

15. Density for the site should be in line with London Plan recommendations for the PTAL rating (3).

Social infrastructure and tenure

16. Should the proposed number of residential units exceed the planning permission of 141 units, or alter in unit size/tenure breakdown, applicants should demonstrate that sufficient social infrastructure exists in terms of health and education facilities, and should contribute to provision of these if new residencies are likely to necessitate additional facilities.
17. A mix of tenures should be provided in residential developments.

10.2 Former Courts site guidance



- no. units: 115
 - approximate no. parking spaces: 85
 - footprint [sq.m]: 2500
 - net residential [sq.m]: 9665
- *800 sq.m commercial space has been excluded from all above listed figures



Example scheme

The plans to the left represent an example scheme for the site in terms of building heights, frontage, Landscaping, connections and land uses. It does not represent suggested architecture for the site.

1. L-shaped footprint: Density along major streets promotes a heavy footfall and an increased demand for active frontage. The area of the central green space is maximised while buildings are oriented outward toward Bromley Road and Whitefoot Lane.
2. L-shaped plan limits onlooking between buildings within the site as well as toward neighbouring properties.
3. Grouped commercial and/or communal amenity space at the corner of the main junction between Bromley Road and Whitefoot Lane, provides optimum conditions for active frontage. The large, flexible ground floorplate maximises the efficiency of interior space.
4. Desired improvement at crossing points
5. Low density housing to remain based on positive comments from local residents

10.3 Former Green Man site guidance

Introduction

The Green Man site, on the Bromley Road junction with Beckenham Hill Road, has been subject to a number of recent planning applications for residential development, which have been rejected by the Council. More recently, an approach has been made by Phoenix Housing Association to the landowners, London and Quadrant Housing, to purchase the site in order to develop office space for the organisation, with potential for the inclusion of community space.

Detailed planning guidance for the site is considered valuable, either for guiding any application for housing association offices on the site, or for guiding any subsequent planning applications for the site, should Phoenix Housing's plans not come to fruition.

Objectives for the site

A number of key objectives have been developed for the site in order to guide future development at this location. These include:

Building characteristics

1. Active frontage should be provided at ground floor level to Bromley Road.
2. Building heights for the site should not exceed the general height of the surrounding buildings. 4 and 5 storeys are therefore considered an appropriate height.
3. Any development should acknowledge the proximity of St John the Baptist Church and Church Hall and should therefore be sensitive in terms of space between the to buildings and building line fronting Bromley Road.
4. It is considered appropriate for a development to vary in height rather than for buildings to be a uniform number of storeys.



5. The most appropriate location for a taller building of up to 5 storeys is considered to be directly fronting Beckenham Hill Road.
6. Any new schemes for the site should consider whether the existing historic building can be retained and refurbished as part of the scheme.

Land uses

7. Ground floor uses for the site should be commercial or retail uses, where economically viable.
8. A community space with catering facilities should be considered within the site, the need for which having been demonstrated by the Planning Brief research.
9. Upper floors for the site are considered appropriate for residential uses or other uses which contribute positively to the area's regeneration.

Connections

10. Pedestrian connections from Bromley Road through to Beechborough Road should be enhanced where possible.
11. Improvements to the pedestrian crossing at the Bromley Road/Beckenham Hill Road junction should be included in any scheme.

12. Parking provision should be provided underground where possible, to prevent congestion in on-street parking in the local area. Parking standards should be in line with local policy.
13. Vehicular access to the parking within the scheme from Bromley Road should be staggered from the junction with Beckenham Hill Road.

Landscaping

14. A high quality public realm should be provided on Bromley Road with planting, seating and high quality paving.
15. Green space should be provided as part of the scheme for residents.
16. Improvements to the Village Pond and the public green area on the opposite side of Bromley Road should be considered as part of the landscaping of any scheme/

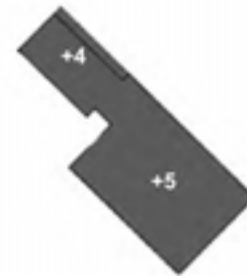
Density

17. Density for the site should be in line with London Plan recommendations for the PTAL rating (3).

Social infrastructure and tenure

18. Should the site be developed as residential, the applicant must demonstrate that sufficient social infrastructure exists in terms of health and education facilities, and should contribute to provision of these if new residencies are likely to necessitate additional facilities.
19. A mix of tenures should be provided in residential developments.

10.3 Former Green Man site guidance



- no. units: 60
- approximate no. parking spaces: 45
- footprint [sq.m]: 1493
- net residential [sq.m]: 3850



- | | |
|--|--|
| --- site boundary | active frontage |
| --- long term potential development zone | landscape treatment communal green space |
| --- key pedestrian routes | private green space |
| ■ potential building footprint | street treatment public plaza |
| ■ potential commercial community use | |

Example scheme

The plans to the left represent an example scheme for the site in terms of building heights, frontage, Landscaping, connections and land uses. It does not represent suggested architecture for the site.

1. The ramp to underground parking serves as a mediation zone between the Parish hall and the four storey neighbouring building.
2. A public plaza, incorporated into the design as a public investment, supports the density of the scheme as spill space for commercial/ community activities, it also offers a setback within the scheme for the smaller of the two blocks. The public plaza, similar to the landscaped walk of Option 1, is in an appropriate location to compliment future improvements to surrounding natural features.
3. Active frontage continues from the centre of the site onto the prominent south face of the development. It is in prime location to receive the attention of those approaching from Beckenham Hill Road.
4. Desired improvement at crossing

10.4 Former Tiger's Head pub site

Introduction

Planning permission has been granted on the former Tiger's Head pub for a residential development of a single to five storey block, incorporating balconies, comprising 43 residential units of one and two bedrooms, with a small number of family homes. The scheme will have associated landscaping, provision of a refuse store, two parking spaces for disabled residents and basement parking for 41 cycles, 8-10 motorcycles and 35 cars, with access onto Bromley Road.

As part of the permission, it was agreed that the developer should provide £25,000 contribution to TfL for the planned improvement works to the Bromley Road/Southend Lane junction.

It is considered important to provide planning guidance for the site to cover circumstances in which the existing planning permission is not used.

Objectives for the site

Building characteristics

1. Active frontage should be provided at ground floor level to Bromley Road.
2. Building heights for the site should not exceed the 5 storeys deemed appropriate for the scheme granted planning permission.
3. Any new scheme coming forward should consider whether the existing historic building can be retained and refurbished.

Land uses

4. Ground floor uses for the site should be commercial or retail uses, where economically viable.
5. Upper floors for the site are considered appropriate for residential uses.

Connections

6. Parking provision should be provided underground where possible, to prevent congestion in on-street parking in the local area. Parking standards should be in line with local policy.
7. Vehicular access to the parking within the scheme should be from Southend Lane.

Landscaping

8. A high quality public realm should be provided on Bromley Road and Southend Lane, with planting and high quality paving.
9. Green space should be provided as part of the scheme for residents.

Density

10. Density for the site should be in line with London Plan recommendations for the PTAL rating (3).

Social infrastructure and tenure

11. Applicants should demonstrate that sufficient social infrastructure exists in terms of health and education facilities, and should contribute to provision of these if new residencies are likely to necessitate additional facilities.
12. A mix of tenures should be provided in residential developments.

Introduction



10.5 South Lewisham Health Centre and surrounds



Potential scheme

The plans above represent an example scheme for the site in terms of frontage, Landscaping, connections and land uses. It does not represent suggested architecture for the site.

6. Potential location for health related commercial practices:
 - Chemist with street frontage
 - Professional health practices (dentistry) on level 01
7. Community garden with controlled access



South Lewisham Health Centre is not currently an active site and site guidance has been provided to cover potential future planning applications for the site.

Analysis for the Planning Brief has demonstrated that the health centre is close to capacity in its current facilities and will require expanded facilities in order to meet any additional future demand. The two adjacent sites to the health centre, the cadettes and the currently underused site, present opportunity for the health centre to expand in the future.

Objectives for the site

Building characteristics

1. Active frontage should be provided at ground floor level to Conisborough Crescent.
2. Building heights for the site should not exceed the general height of the surrounding buildings. It is therefore considered appropriate for any development to be a maximum of 3 storeys.
3. It is considered appropriate for a development to vary in height rather than for buildings to be a uniform number of storeys.

Land uses

4. The site is considered ideal for an extended and purpose built health centre, with the potential for a complementary pharmacy fronting Conisborough Crescent.
5. The site is also considered appropriate for residential uses, though these should not replace any health uses.

Connections

6. Pedestrian connections from Conisborough Crescent through to Whitefoot Lane and Bromley Road should be enhanced where possible. This should take account of pedestrian links provided through the former Courts site.
7. Parking provision should be provided for any health centre located on the site.

Landscaping

8. A high quality public realm should be provided onto Conisborough Crescent with planting and high quality paving.
9. Green space should be provided as part of any scheme containing residential units.

Density

10. Density for the site should be lower than any residential schemes fronting Bromley Road, and should be in keeping with the surrounding residential patterns.

Social infrastructure and tenure

11. Should the site be developed as residential, the applicant must demonstrate that sufficient social infrastructure exists in terms of health and education facilities, and should contribute to provision of these if new residencies are likely to necessitate additional facilities.
12. A mix of tenures should be provided in residential developments.

10.6 Homebase and car park site

Introduction

Homebase currently has no plans to move and, at the time of the report, was in the process of adding a mezzanine floor within the superstore to increase retail floor space. The overall site, however, covers a considerable area within Southend Village, and would consequently have a huge impact on the area should there be a change of land use or development on the site.

The site is at the centre of Southend Village and includes some key assets, including the village pond, and borders a key open green space in the area.

For these reasons, it is considered appropriate to provide guidance for the site, in the event that a planning application for the site comes forward.

Objectives for the site

Building characteristics

1. Active frontage should be provided at ground floor level to Bromley Road
2. Building heights for the site should not exceed the general height of the surrounding buildings. It is therefore considered appropriate for any development to be a maximum of 4 storeys.
3. It is considered appropriate for a development to vary in height rather than for buildings to be a uniform number of storeys.
4. Any development should respond to the unique setting, including the village pond.

Land uses

5. It is considered appropriate for the site to accommodate retail uses.

6. The site is also considered appropriate for residential uses. Though it is not considered appropriate for any scheme to be entirely residential.

Connections

7. Pedestrian connections should be provided through the site, given its size, maximising connectivity in the area.
8. Connections between green spaces should be given particular attention, including the river and meadows, the village pond and the Catford Wanderers' sports ground.

Landscaping

9. A high quality public realm should be provided onto Bromley Road with planting and high quality paving.
10. Particular attention should be given to the village pond, including the provision of paths and seating.
11. Green space should be provided as part of any scheme containing residential units.

Density

12. Density for the site should be in line with London Plan recommendations for the PTAL rating (3).

Social infrastructure and tenure

13. Should the site be developed as residential, the applicant must demonstrate that sufficient social infrastructure exists in terms of health and education facilities, and should contribute to provision of these if new residencies are likely to necessitate additional facilities.
14. A mix of tenures should be provided in residential developments.



10.7 Ancaster car sales site



Introduction

Ancaster car sales site has no plans to move, and is on a long term lease, with the right to renew once this expires. The site owners similarly have no plans to sell or redevelop the site in the near future. The use and layout of the site is therefore unlikely to change for a considerable amount of time.

However, the site occupies a highly visible location at the southern gateway to Southend Village, on a key vehicular route from Bromley Road and on a view corridor. The site additional sits opposite the public meadows and stream; a valuable green space in the local area. It is therefore considered important to provide individual guidance for the site to cover any future event where the site is open for redevelopment.

Objectives for the site

Building characteristics

1. Active frontage should be provided at ground floor level to Bromley Road and ideally to Brockman Rise.
2. Building heights for the site should not exceed the general height of the surrounding buildings. It is therefore considered appropriate for any development to be a maximum of 4 storeys.

Land uses

3. Commercial uses should be provided on the site at ground floor on Bromley Road, in order to help preserve Southend Village's commercial and retail centre.
4. The site is also considered appropriate for residential uses on upper floors of any building fronting Bromley Road, and perhaps solely for any building fronting Beechborough Road.

Connections

5. Parking provision should be provided for any residential development on the site.

Landscaping

6. A high quality public realm should be provided onto Bromley Road which acknowledges the green space on the opposite side of the road.
7. High quality landscaping should be provided onto Beechborough Road and Brockman Rise with planting and high quality paving.
8. Green space should be provided as part of any scheme containing residential units.

Density

9. Density for the site fronting Bromley Road should be in line with London Plan recommendations for the PTAL rating (3).
10. Density for any residential development fronting Beechborough Road or Brockman Rise should be in keeping with the surrounding residential patterns.

Social infrastructure and tenure

11. Should the site be developed as residential, the applicant must demonstrate that sufficient social infrastructure exists in terms of health and education facilities, and should contribute to provision of these if new residencies are likely to necessitate additional facilities.
12. A mix of tenures should be provided in residential developments.

For translation, please provide your details below:

Për përkthim, ju lutemi shkruajini më poshtë detajet tuaja:

Pour la traduction, veuillez fournir les détails ci-dessous:

若需翻译, 请您提供下列详情:

Wixli ku saabsan turjumaad, fadlan hoos ku qor faahfaahintaada:

உமாதிபெயர்ப்பிற்காக தயவுசெய்து கீழ்க்கண்டப் பற்றிய விபரங்களைக் கீழே அளியுங்கள்:

Tercüme edilmesi için, lütfen aşağıda detaylarınızı belirtin:

Để dịch thuật, xin hãy cung cấp các chi tiết của bạn phía dưới:

Name:

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Adresiniz:

Địa chỉ:

- Shqip/Albanian
- Français/French
- 普通话/Mandarin
- Soomaali/Somali
- தமிழ்/Tamil
- Türkçe/Turkish
- Tiếng Việt/Vietnamese
- Other language (please state)

Return to:

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Kusoo dir:

திரும்பி அனுப்புவதற்கான முகவரி:

Şu adrese geri gönderiniz:

Gửi trả về:

Philip Ashford

Planning

5th floor

Laurence House

Catford

London SE6 4RU



Appendix: property market review figures

Existing uses in wider area

Residential values

There have been few new developments in the immediate vicinity of the study area in recent years; however, we are aware of a scheme called Beckenham Park Heights, developed by Bridgewater Estates within the last couple of years. The development is in Melfield Gardens, adjacent to Beckenham Hill train station and comprised of 8 two bedroom apartments, 2 maisonettes and 4 penthouses. All units are 2 bed, 2 bath and our research indicates that sales values are in the region of £265,000 - £310,000.

At Downham, Linden Homes developed a flatted scheme called 'MONO' approximately 2 years ago. The scheme comprised 69 units of mainly 2 bed, 2 bath flats of approximately 750 sq ft each. The development was sold as an 'upmarket' scheme with, we believe, most of the properties sold off-plan. We understand second hand 2 bed flats at the scheme are now being marketed at between £225,000 – £250,000.

In Catford, McCarthy & Stone are currently developing retirement flats at a scheme called Stannard Court on Sandley Road. Off Southend Road, towards Beckenham junction and approximately a mile and a half to the south west of the study area, Bryant Homes are on site with their Cricketers View development which comprises 55 units with a mix of 2 bed flats and 3, 4 and 5 bed houses. Bryant are quoting £289,000 for a 2 bed, 2 bath flat, £410,000 for a 3 bed home, £660,000 for a 4 bed home and £859,000 for a 5 bed home with incentives. Marketing started in

October 2007 and there was some interest, however, a further launch of the development was anticipated in April 2008.

Office and Industrial values

Currently, apart from the Retail Park and Rentokil site, we understand from local agents that this area is characterised by brick built accommodation constructed approximately 50-60 years ago and that rents are in the region of £6.50 per sq ft.

The major provision of industrial property in the wider area is at the Lower Sydenham Industrial Estate at New Beckenham, which we understand from local agents is predominantly 1980's accommodation. According to local agents, there is demand for industrial property over and above the supply within the wider area and that this has led to a strong increase in rents. For instance, at the Lower Sydenham Industrial Estate, rents have increased in the last 5 years from £5.50 to between £7 and £8 per sq ft.

Wider context - locational overview

Bellingham

The Bromley Road Retail Park is located at Bellingham also extends to just over 70,000 sq ft and includes tenants such as Carpet Right, Comet, Harveys, Curry's and PC World. According to local commercial agents, this park is very popular, attracting rents of £30 per sq ft minimum, and that there is scope to improve the park. We are also informed that the owners of the retail park, Hammerson, have considered expansion of the park.

Downham

There appears to be few vacancies and local commercial agents have advised that rents in Downham are higher than Bellingham at £40 Zone A. (On a per annum basis, the rent for a standard unit of shop with flat above would be circa £30,000. We understand this has risen from £15,000 per annum 5 years ago.) Local agents advise that the ability to cross the road easily and the relatively generous width of the

pavements are contributory to the growth in retail rental values in Downham and that parking is easily available at the roadside. Beyond Downham, there are a number of car sales showrooms including a Volkswagen dealership and at the border with London Borough of Bromley, there is the Bromley Court Best Western Hotel.

Catford

Retail space in Catford is concentrated along Rushey Green and within the Catford (also known as the Black Cat) Shopping Centre. According to FOCUS, retail Zone A rents as at June 2007 are in the region of £130 per sq ft and national multiple retailers include Argos, Peacocks, Boots, Iceland, Poundstretcher, Tesco and WH Smith.

We are advised by local commercial agents that the commercial property market in Catford tends to be 'constant' although values and demand generally are low relative to other surrounding areas in South East London. Office space tends to be low quality converted space above shops or purpose built around 30 years ago and rents are at approximately £10 per sq ft. Purpose built space of a reasonable specification attracts rents of around £12 to £13 per sq ft. We are advised by local agents that they would not recommend developing new office development in Catford. The Council is the major office occupier within the town, with premises at Lawrence House/the Town Hall.

Leisure provision within Catford is relatively limited in terms of bars and restaurants, however there is a Nando's restaurant on Rushey Green and there are a number of fast food take-aways. Entertainment includes the Mecca bingo hall on Catford Island and the Broadway Theatre adjacent to the Town Hall. Catford is characterised by Victorian conversion flats, and terraces of 2 and 3 bed

Victorian houses. We are advised that the town is not currently a very popular destination to live in due to the lack of bars and restaurants, however, the terraced houses and conversion flats appear to be popular with local buyers.

We understand good condition second hand properties in Catford range from approximately £135,000 for a 1 bed flat to approaching £200,000 for a 2 bed flat and around £250,000 for a 2 bed Victorian house. We are advised that larger 1930's terraced / semi detached houses in Catford and around the study area sell for between £250,000 to £300,000.

Bromley

There are a number of large national companies employing significant numbers of staff in Bromley. According to FOCUS, office rents are £17.50 per sq ft and retail Zone A rents are in the region of £230 per sq ft, as at January 2007.

Appendix: property market review figures

Future Development

There are a number of significant regeneration schemes in the pipeline that will create additional development pressure in the area. At Bell Green, approximately a mile and a half to the north west of the study area, Castlemore are working in conjunction with National Grid Properties Ltd on a redevelopment of the 20 acre former Bell Green Gas Works site. According to Castlemore's website, planning permission exists for a mixed use scheme immediately adjacent to the existing J. Sainsbury superstore and will comprise; residential development of 400,000 sq ft; 114,571 sq ft of business, industrial and warehouse units; 145,496 sq ft of non-food retail and an associated garden centre and a 3,401 sq ft restaurant unit. The scheme is anticipated to deliver 35% affordable housing. We understand the existing J. Sainsbury superstore development was a first phase of the development and that construction on the next phases will begin this year.

At Catford, we understand from Countryside's website that the company has submitted a planning application for a major mixed use redevelopment of Catford Greyhound Stadium in partnership with English Partnerships (EP) and Hyde Housing Association. The 4.25 acre site, located approximately a quarter of a mile to the west of Catford town centre, was acquired by EP in 2003 with one of the main aims of development to provide additional affordable homes for key workers. The proposals include the provision of almost 600 homes, 35% to be affordable and a further 22% to be low cost key worker accommodation. We are informed by local agents that the level of commercial floorspace within this scheme has been reduced to a minimum through the process of detailed design due to concerns over financial viability.

Potential uses in the study area

Retail

Due to the presence of an existing store at Downham, Tesco may not be a realistic prospect, although there may be scope to attract a J. Sainsbury "Local" to the study area. We understand that such operators require car parking, preferably dedicated. (The Tesco at Downham does not have dedicated car parking, although there are on-street spaces immediately in front of the shop.) We also consider that operators such as Co-op, Spar, Budgens or Costcutter could be suitable.

DTZ have contacted one of these operators in order to assess the strength of demand, and we have been advised by them that they would be interested in the area. Their key requirements are passing trade and, given a roadside situation, car parking. The operator's formats range from the a c.10,000 sq ft store their neighbourhood and city centre formats which are in the region of 2,000 sq ft to 4,000 sq ft. In the event the unit is stand alone, i.e. not in a designated retail area, car parking would be essential and the size would be limited to 3,000 sq ft in order to enable extended opening hours on Sundays.

We have also considered whether there may be demand from discount food retailers such as Netto, Aldi and Lidl. Subject to PPS6 considerations, and in order to establish whether such demand exists, we have contacted two such operators. The first, who has an existing store at within Catford, have advised DTZ that they would be interested in the study area as a possible location for a store. Their requirements range between a minimum 500 sq m (5,382 sq ft) 'high street' format which they would use within a busy high street location and a stand-alone format which could extend to 1,000 sq m (10,764 sq ft) plus 60 car parking spaces. For the latter, they would require a site area of approximately

2 acres. Given their existing presence within Catford, their possible preference for Bromley Road would be the 'high street' format which could have a land take of approximately 0.5 acre and they would consider this as part of a mixed use scheme with residential uses. We are advised by the operator that car parking would be essential.

The second operator also has a presence within Catford, and we are informed they have secured planning permission to extend their store there. However, we are advised they would be interested in additional presence on the Bromley Road. Their requirements would be similar to that of the first operator, above, including interest in being part of a scheme alongside residential development. The operator states that the delivery of a stand-alone unit outside of a designated retail area is, for them, a planning concern, rather than a trading concern.

Food and drink / leisure

We have considered whether the study area could be suitable for a standalone restaurant facility such as a Harvester. After contacting an operator to discuss the requirements for such a restaurant, we are advised that a similar format would extend to approximately 7,000 sq ft, require 63 car parking spaces as a minimum. In addition, sites must be a minimum of an acre in size and fronting a main arterial road and it is preferred the location is adjacent to hotels or at the entrances to retail parks.

For other brands, preferred sites need to be a minimum of half an acre in size and located on a main road in the heart of a community, near to affluent housing or new development. In our view, a restaurant of similar brand to the Harvester is fairly 'land hungry' and may be a less suitable use as it is "stand alone" (and may generate a lower land value than a high density residential scheme).

Hotels

We are aware that one of the well known budget hotel operators has requirements for locations including Catford, Sydenham, Bromley and Beckenham. In order to investigate this further, we contacted them and discussed the subject area as a potential location for a 50-80 bed budget hotel. We were advised that their nearest hotel is at Croydon and that as there is little in the way of competition in the area currently, they would potentially consider the study area as a possible location, given its prominence on the A21. The operator has two hotel models: the first model is usually appropriate for town centres as the catering provided within the hotel is limited to vending machines. There is a reliance with this model upon local restaurants, cafes and take-aways within walking distance. The second model is designed for out of town locations and catering is provided by way of a cafe within the building.



Aerial view of Bromley Road