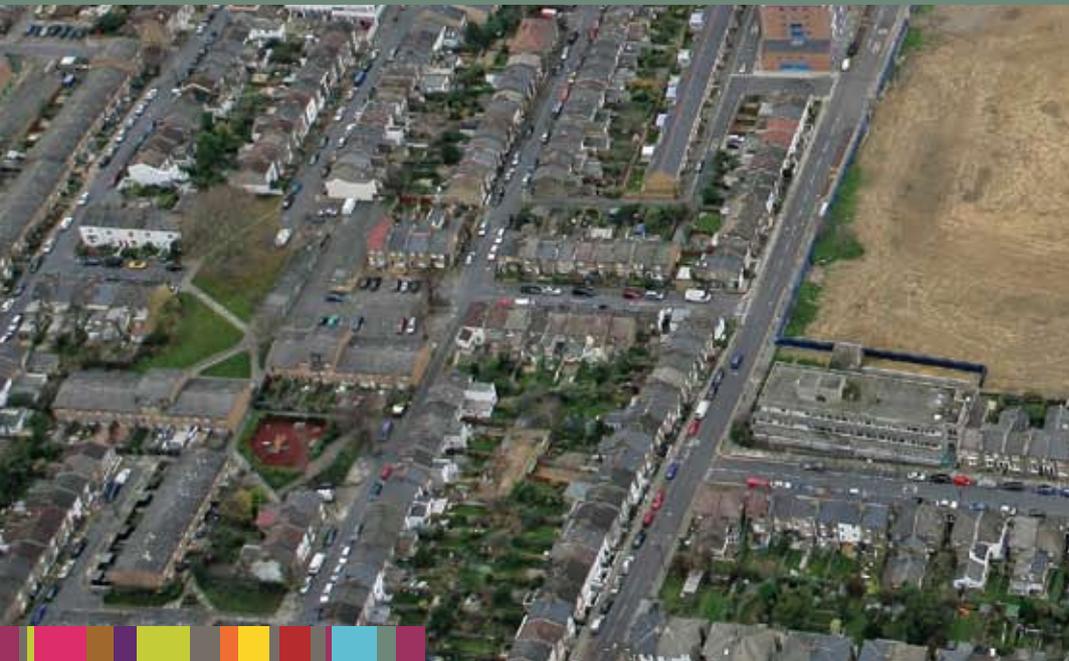




FIRST BASE

# Heart of East Greenwich

## Planning Statement



English Partnerships  
The National Regeneration Agency





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## 1.0 INTRODUCTION

1.1 This Statement is submitted on behalf of English Partnerships and First Base (Greenwich Residential) Land Limited (“the Applicant”) in support of a planning application at land bounded by Woolwich Road, Vanburgh Hill and Calvert Road (“the Site”), for a mixed-use scheme comprising community facilities, residential units (including affordable residential accommodation), retail units, open space, parking and associated servicing facilities (“the Development”).

1.2 This Statement has been prepared by DP9 Planning Consultants and sets out the planning context and assessment of the proposed Development. It assesses the Development in the context of national, strategic and local planning policy and guidance.

1.3 In addition to this statement, the planning application is accompanied by the following documents:

- Environmental Statement (‘ES’) and Technical Appendices produced by URS Corporation;
- Non-Technical Summary of the ES produced by URS Corporation;
- Design and Access Statement produced by Make Architects with David Bonnett Associates;
- Landscape Statement produced Lovejoy London;
- Energy Statement produced by Arup;
- Transport Assessment produced by Arup;
- Sustainability Report produced by URS;
- Statement of Community Involvement produced by First Base; and
- Statement of Community benefit produced by Hunt Dobson Stringer.

These documents should all be read in conjunction with this Planning Statement.

1.4 The submission of the application for the Development follows discussions with a wide range of stakeholders and statutory consultees. These include:

- London Borough of Greenwich (“LBG”)
- Planning Decisions Unit of the GLA (“GLA”)
- Transport for London (“TfL”)
- London Development Agency (“LDA”)

- Commission for Architecture and the Built Environment (“CABE”)
- Housing Corporation
- Design for London (“DfL”)
- English Heritage (“EH”)
- Greenwich World Heritage Site Management Office (“WHS”)
- Greenwich Peninsula Partnership Forum (“GPP”)
- Local residents and stakeholders.

1.4 At all times the comments that have been made by these consultees have been built into the Development proposals presented in this application. A further detailed explanation of the consultation comments received during the pre application stage is provided in Chapter 2 of the ES and the supporting Statement of Community Involvement.

1.5 This document comprises the following Sections:

**Section 2.0** A description of the site and surrounding area.

**Section 3.0** A description of the proposed Development.

**Section 4.0** Planning policy context for the Site.

**Section 5.0** Planning policy evaluation of the proposed Development.

**Section 6.0** Conclusion

## **2.0 THE SITE AND SURROUNDING AREA**

### **The Site**

- 2.1 The Site is located immediately to the east of Greenwich Town Centre on the frontage of the Woolwich Road. It occupies an accessible District Centre location which enjoys a public transport accessibility (PTAL) rating of 4 with good train links to Charing Cross and London Bridge mainline stations, a number of key bus routes and links with the underground station on the Peninsula. The Site is a single urban block with an area of 3.08ha (7.61 acres) bound by Woolwich Road to the north, Vanburgh Hill to the west and Calvert Road to the south and east.
- 2.2 The Site is predominantly vacant following its sale in 2006 to English Partnerships and the demolition of the former hospital building. A GP practice is located to the south west of the Site and remains in operation. The main part of the site was formerly used as a general hospital which was constructed between 1965 and 1974. The Applicant's architects have used historic OS plans of the former hospital to estimate that the former building was c. 115,000sq.m in size. The former building was a landmark building in terms of height, massing and scale. Modeling techniques incorporated into this application have demonstrated that the former hospital's height was c.28 metres (AOD).
- 2.3 The former building provided space along the western and southern aspects of the Site for car parking and open space, but was more heavily developed up to the edge of the northern and southern boundaries.
- 2.4 Current vehicular, plant and non public pedestrian access for the Site is gained via three sets of double gates, two on the western site off Vanbrugh Hill, and one on the south eastern corner of the site on Calvert Road. The Site is secured with hoarding along the northern and western boundaries.

### **Surrounding Area**

- 2.5 The surrounding area to the Site is predominantly residential with a range of building types and heights.
- 2.6 The prevailing topography of the area has dictated, to some extent, the existing building heights which can be found in the immediate area adjacent to the Site. The land rises up to and past the railway line which is to the south of the site whilst the north slopes down towards the River Thames. Consequently lower building heights tend to be located

- towards the south of the Site with taller buildings on the frontage of the Woolwich Road. This site topography is set out in further detail in the supporting Design and Access Statement.
- 2.7 The area to the south and immediate west of the Site is characterised by mainly low rise residential terraces that extend from Vanbrugh Hill and Calvert Road up towards Blackheath. These dwellings are principally two or three storeys in height.
- 2.8 Immediately to the north of the Site, along the frontage of the Woolwich Road, existing development is typified by larger three and four storey. Commercial uses such as retail units are typically located at ground floor with residential units on the upper floors.
- 2.9 Further the north of the Woolwich Road, the built environment is characterised by varying heights which are generally between 4 and 7 storeys. These predominantly residential flats are part of a local authority development, believed to have been constructed in the 1960s.
- 2.10 The former cinema building on the corner of Vanbrugh Hill and Woolwich Road represents the tallest building in the immediate area at approximately seven storeys. This large building, located at the Blackwall Lane junction, sets the townscape context for the area and contains a range of retail units at ground floor, including a hair salon and betting shop, with residential flats above.
- 2.11 To the immediate north west of the Site is Christ Church and its associated school which are both located in the East Greenwich Conservation Area. Beyond the church the townscape is typified by two and three storey residential houses.
- 2.12 Further east past the Blackwall Lane junction the buildings are characterised by three to four storey buildings which house retail uses at ground floor with ancillary uses and residential flats above.
- 2.13 In summary. the surrounding area is characterised by a mix of retail, residential and community uses and buildings. The existing site is largely cleared land but surrounded by a number of taller buildings which front the Woolwich Road and act as townscape markers for the development of the Site.

### **Heritage**

- 2.14 The Site is not located within a Conservation Area but is located adjacent to the East Greenwich Conservation Area. There are a number of locally and nationally listed buildings in the vicinity of the site including Christ Church, Kent Terrace, St Joseph Roman Catholic Church and the former lodge to the hospital.

### **Transport**

- 2.15 The Site is located in close proximity to the national railway stations at Westcombe Park and Maze Hill, the underground station on the Peninsula and bus routes which run through to Greenwich, over to Blackheath and up to the Peninsula.

### **Planning History**

- 2.16 There is no planning history in relation to the Site which is of relevance to consideration of the current proposals. This is the first application for the comprehensive redevelopment of the former hospital site.

### **Regeneration Opportunity**

- 2.17 The Site represents a key regeneration opportunity for the immediate local area and for the Greenwich Peninsula, in addition to the wider context of East London.
- 2.18 The closure of the former hospital has significantly reduced the level of economic activity on this part of the Woolwich Road. The Site is now vacant, aside from the existing GP service located on Calvert Road, and is in need of regeneration to reprovide a level of employment at the site whilst achieving other planning policy aspirations and community benefits.
- 2.19 The importance of the future of the Site within the context of the London Borough of Greenwich is identified in the adopted Unitary Development Plan which designates the entire Site as a Mixed Use Proposals Site, being appropriate for a range of uses.
- 2.20 The Council's Supplementary Guidance for the Greenwich Peninsula recognises the potential regeneration of the Site within the framework for the development of the Peninsula.
- 2.21 This is reinforced at the strategic level in the London Plan which identifies the Greenwich Peninsula as a Major Opportunity Area and within Regional Planning Guidance as part of the Thames Gateway.



### 3.0 DEVELOPMENT PROPOSAL

3.1 This section summarises the proposed Development at the Site.

#### **The Proposal**

3.2 The Development is designed by Make Architects (“Make”), a practice recognised for producing high quality schemes of outstanding architectural merit. Recent schemes include a retail led development at Baker Street and the St Paul’s Information Centre.

3.2 The 88,027sq.m (GEA) Development proposes a mixed use scheme comprising:

- 1,165sq.m (GEA) of retail use (A1-A3)
- 781sq.m (GEA) of flexible retail and micro brewery use (A1-A3/*sui generis*)
- 66,045sq.m (GEA) of residential (C3)
- 11,091sq.m (GEA) of community facilities (D1)
- 270sq.m (GEA) of creative industries (B1)

3.3 The accommodation is to be provided in a series of five distinct buildings which are based on a series of public open spaces and communal, semi private gardens. The principal focus of the Development is on the new civic space which is provided at the northern edge of the Site, directly off the Woolwich Road. A new street is provided off Vanbrugh Hill and circles the principal residential block (Block 3) which is located on an east-west lateral axis in the middle of the Site. A further access road is provided of this street to link to the existing Woolwich Road, known as Market Street which is a designated service road.

3.4 The Development is described in greater detail in Chapter 2 of the ES and within the Design and Access Statement. The section below describes in further detail the individual blocks which make up the Development.

#### **Block 1**

3.5 Block 1, located to the north west of the Site, contains the vast majority of the non residential uses proposed in the Development. These three related buildings of a maximum of 7 storeys above ground define the perimeter for the new public open space which is designed to mark the entrance to the Development. The principal land use

contained within Block 1 is the Greenwich Centre (Class D1) which contains the following facilities:

- Swimming pools (adult and learner) – lower ground floor
- Gymnasium – lower ground floor
- Spa – lower ground floors
- Library – ground and part first floor
- PCT facility – part first and second ground floor
- Council Drop Service in Centre – ground floor
- Crèche – ground floor
- Café space – ground floor
- Young Persons space – ground floor

3.6 The Centre is to be provided in conjunction with Greenwich Council who are undertaking an extensive development programme to rationalise their existing public facilities into a number of new developments. The Greenwich Centre will be a Council run community facility, designed to a development brief that has been set and approved by the Council and its development partners such as the PCT. The 'wave' entrance to the building has been located and orientated so it can be viewed from the Woolwich Road. This iconic entrance is intended to represent a strong architectural expression which signals the arrival point at the new Greenwich Centre.

3.7 The scale, height and massing of Block 1 has been informed by the need for a strong vertical expression on the Woolwich Road which balances the height set by the existing cinema building at the Blackwall Lane junction. The desired community uses and the need for an iconic landmark building to accommodate them have been fully incorporated into the design.

3.8 Block 1 also contains 1,165sq.m (GEA) (Class A1-A3) of double aspect retail space which is located on the frontage of the Woolwich Road and Market Street and is located in order to animate the frontages of the new public space and the existing Woolwich Road. The retail uses proposed are deliberately flexible so that the Applicant may appropriately respond to local need at the time of completion. The intention for these retail spaces is to provide retail functions which are appropriate and proportionate to local retail needs. Examples would include cafés, small convenience shops and small restaurants.

3.9 The residential elements to the Block 1 are located on the upper floors with suitable entrances provided off the public open space. The residential provision proposed for the block is as follows:

Unit no.	1 bed	2 bed	3 bed	4 bed	Total
Private	19	18	10	0	47
Intermediate	32	30	12	0	74
Social Rent	25	29	6	0	60
<b>Total</b>	<b>76</b>	<b>77</b>	<b>28</b>	<b>0</b>	<b>181</b>

3.10 The residential sizes and types proposed in the upper floors of Block 1 are appropriate, having regard to the urban character created by the scale, height and nature of the buildings, the non residential functions that are located at ground level and the nature of public open space.

3.11 All the units in the block have provision for access to their own private balcony space.

3.12 An element of the buildings roof is also reserved for grasslands and meadow flower, which is integral to the Development's ecological strategy. This area will not be accessible by residents.

**Block 2**

3.13 Block 2 is located on the north east corner of the Site and fronts the Woolwich Road. The single U-shaped block is arranged around three central cores which rise up through all floors to serve the building. At ground floor the retail frontage to the Woolwich Road is continued from Block 1 with the provision of a flexible retail use (A1-A3/sui generis) which has the potential to be used as a micro brewery. On the frontage of Market Street, three creative industry units (B1) are located at ground floor are intended to animate the street scene of this access road which sits between Block 1 and 2.

3.14 The scale and massing of the block has been designed to respond to the existing building heights on the Woolwich Road and those proposed in Block 1.

3.15 The site-wide energy centre which incorporates the Combined Heat and Power ("CHP") unit is located in a triple height space in the basement of the building. This plant area is

accessed via a ramp from Market Street and incorporates a loading bay and service area for servicing the biomass run Combined Heat and Power Plant and boiler.

- 3.16 The upper floors of Block 2 contain a further element of residential accommodation with entrances located off Market Street. This accommodation is made up of a series of flats above ground floor which provide for the following units:

Unit no.	1 bed	2 bed	3 bed	4 bed	Total
Private	6	6	6	0	18
Intermediate	6	6	6	0	18
Social Rent	28	31	19	2	80
<b>Total</b>	<b>40</b>	<b>43</b>	<b>31</b>	<b>2</b>	<b>116</b>

- 3.17 The configuration of this block has been deliberately designed to appropriately encase a communal garden at first floor. Due to the volume of space required in the energy centre the garden area is located on a raised platform. The communal garden is provided for the use of those occupiers who reside in Block 2 only and suitable access mechanisms will be provided to the block and users of the space.

- 3.18 Four bicycle stores are also provided at ground level and are intended for use by those residents who live in Block 2. These stores are located directly off from the street and lead to the cores which serve the units above ground floor.

### Block 3

- 3.19 Block 3 is located on an east-west axis in the centre of the Site and is defined by the looped street which encloses the external perimeter of the block, linking with Vanbrugh Hill to the immediate west. The part 7 storey block is arranged around a large communal garden which is entirely enclosed by the building.

- 3.20 The scale and massing of the block has been informed by the height and bulk of Block 1 and the adjoining Cinema Building which is located on the adjacent Vanbrugh Hill. A series of steps have been introduced along the east-west axis of the block so that the massing respects the setting and amenity of the adjoining buildings, both on and off site.

- 3.21 Site wide car and cycle parking is provided in the basement and accessed via a ramp directly from street level from the northern side of the building. The topography means that the basement is dug into the rising land of the Site, meaning that little excavation is

required to provide the basement area and that it may be accessed at grade. The basement makes provision for 190 car parking spaces which are allocated to a number of land uses within the Development (this allocation is considered in the transport section of this document). Either side of the entrance to the basement on the northern elevation of the block are cycle and refuse stores, in addition to two 3 bed units on each corner of the northern elevation of the block at ground floor. The southern ground floor elevation of Block 3 provides access to the ground floor units and the clusters of units above ground which are located off that elevation.

3.22 The residential accommodation in Block 3 is arranged around nine cluster cores which serve a maximum of five units on each floor. The following provision is made in respect of Block 3:

Unit no.	1 bed	2 bed	3 bed	4 bed	Total
Private	70	87	34	1	192
Intermediate	37	28	10	0	75
Social Rent	0	0	4	0	4
<b>Total</b>	<b>107</b>	<b>115</b>	<b>48</b>	<b>1</b>	<b>271</b>

3.23 Each of the proposed units benefits from direct outdoor private amenity space in the form of a balcony facility, in addition to the communal garden proposed in the middle of the development. As in Block 2, the shared community garden will only be accessible to those occupiers who reside in the building.

3.24 A grassland and meadow flower roof plantation is also proposed for the south eastern end of the building. Further details of this provision are made in the supporting Landscape Statement.

**Block 4**

3.25 The linear form of Block 4 is aligned with the eastern boundary of the Site. The four storey row of stacked maisonettes are accessed at street level. This system of stacking two units on top of each other means that the two ground floor units are accessed via their own entrance and benefit from their own private garden space to the rear, whilst the two units located on the upper floors are accessed via a shared staircase and incorporate terraces to the rear on the topmost storey. This system of entrances provides a sense of rhythm to the façade of the block which allows for a smaller scale residential character to be developed.

3.26 The massing of the block is intended to correspond with the adjoining properties on Calvert Road, which are typical residential terraces of a maximum of three storeys, and the prevailing topography of the site which rises to the south. As a consequence a 'step' is introduced half way along the block to compensate for this gradient. This massing configuration allows a smaller scale residential streetscape to be developed which is in keeping with the type and size of accommodation proposed for the block.

3.27 The residential accommodation provided in Block 4 is as follows:

Unit no.	1 bed	2 bed	3 bed	4 bed	Total
Private	0	0	23	1	24
Intermediate	0	0	2	0	2
Social Rent	0	0	11	0	11
<b>Total</b>	<b>0</b>	<b>0</b>	<b>36</b>	<b>1</b>	<b>37</b>

3.28 Refuse and recycling stores are provided at ground level next to the entrances to all the units within Block 4 and form part of a site wide waste strategy.

3.29 The entire run of the roof of Block 4 incorporates a grass land roof which is designed as part of the ecological strategy for the development.

### **Block 5**

3.30 The linear form of Block 5 is located to the very south of the Site and fronts the on site street which connects with the existing Vanbrugh Hill. A further row of terraces are included onto the frontage of Vanbrugh Hill and the parallel Calvert Road. The block contains 40 four bed town houses which are three storeys in height. Each unit benefits from its own private garden to the rear.

3.31 The massing has been formulated to respect the setting of the adjoining Calvert Road properties whilst helping to create the appropriate street frontage for the looped street which surrounds Block 3. The prevailing topography of the site and the existing step up in height between the site boundary and the existing properties on Calvert Road allow the units in Block 5 to be three storeys on the north elevation whilst remaining the same height as those properties on Calvert Road.

3.32 The town houses are independently accessed at grade and have their own refuse and recycling store as proposed in Block 4.

3.33 Block 5 is made up with the following residential accommodation:

Unit no.	1 bed	2 bed	3 bed	4 bed	Total
Private	0	0	0	40	40
Intermediate	0	0	0	0	0
Social Rent	0	0	0	0	0
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>40</b>	<b>40</b>

3.34 The type of residential provision proposed in Block 5 reflects the character of the building's massing and height. The general size of these units means they are naturally suited for family accommodation.

### Design

3.35 The buildings proposed have been purposely designed with complementary modern styles, and represent exemplar architecture. The aspiration of the Applicant's architects has consistently been to maintain the highest quality architecture and design throughout a comprehensive redevelopment of the Site. However, at the same time the design has also strived to take account of the Site's existing context and is the product of an extensive period of peer review and consultation with the Council and other parties such as CABE.

3.36 The various elements of the design are considered in further detail in the supporting Design and Access Statement.

### Land Use

3.37 The size of the Site and its potential for redevelopment means that a truly mixed use scheme can be delivered. Whilst residential use (C3) forms the largest element of the proposed land use mix, a significant proportion of the northern part of the Site is allocated for non residential uses, which in their own right will contribute vibrancy and activity to the Development. These non residential uses are considered to be suitably located and appropriately sized so that they do not negatively impact on the surrounding area.

3.38 The total residential provision proposed in the Development is as follows:

Unit no.	1 bed	2 bed	3 bed	4 bed	Total
Private	95	111	73	42	321
Intermediate	75	64	30	0	169
Social Rent	53	60	40	2	155
<b>Total</b>	<b>223</b>	<b>235</b>	<b>143</b>	<b>44</b>	<b>645</b>

3.39 All of these residential units benefit from direct access to amenity space in the form of a balcony, a private garden or direct access to the private communal gardens.

3.40 The principal plant areas are limited to the basement of Block 1 and 2 and are designed to minimise disturbance and the impact on amenity.

#### **Parking and Servicing**

3.41 The supporting Transport Assessment fully explains the parking and servicing strategy for the scheme and is summarised below.

3.42 Allocation is made for the provision of 255 car parking spaces on the site with 65 located on-street and 190 located off-street.

3.43 The on-street car parking is allocated to provide 8 car club spaces, 10 permanent disabled bays and 47 remaining spaces for visitors and residents. It is envisaged that the on-street spaces will be part of the local Controlled Parking Zone ("CPZ") which allows for resident parking as well as 2 hour visitor parking during the CPZ operation hours. It is proposed that resident parking permits will be permissible for the 40 townhouses located to the southern end of the site.

3.44 The off-street car parking is allocated to provide 165 residential spaces and 25 Greenwich Centre spaces. These off-street spaces allocated to the Centre are proposed for staff use only. The off-street parking allocated for the residential uses has been determined on the basis that all family homes, regardless of tenure, be granted priority access to an off-street car space. The make up of this provision is set out below:

<b>Tenure</b>	<b>3-bed</b>	<b>4-bed</b>	<b>Total</b>	<b>Off-Street Provision</b>
Private	73	42	115	93
Intermediate	30	-	30	30
Social rent	40	2	42	42
<b>Total</b>	143	44	187	165

- 3.45 The residential provision of 205 car parking spaces equates to a ratio of 0.32 spaces per unit.
- 3.46 A total of 921 cycle spaces are also provided as part of the Development. This provision equates to 1.4 off street spaces per residential unit. A further 5 on street spaces are provided for retail, 3 for the creative industry units and 45 for the Greenwich Centre. These on street spaces will be provided in covered facilities in close proximity to their allocated use.
- 3.47 24 motorcycle spaces are also provided in the basement of Block 2 and are allocated to the residential use.
- 3.48 The Development is principally serviced by means of the basement area of Block 2 where the energy centre for the Site is located. The Greenwich Centre also requires a level of vehicular servicing to its goods entrance at the rear of the building. A designated loading bay is located on the eastern corner of the building with Market Street, with a further bay located at the northern end of Market Street to service the retail units that front the Woolwich Road. As previously stated, Market Street is intended for use by service vehicles only with a designated left turn only junction with the Woolwich Road.
- 3.49 A full explanation of the servicing arrangements for the Development are provided in the supporting Design and Access Statement and Transport Assessment.

### **Enabling Works**

- 3.50 The former hospital was demolished in 2006. The only remaining building within the boundary of the Site is the existing GP clinic which is located on the corner of Vanbrugh Hill and Calvert Road.
- 3.51 A detailed explanation of the proposed demolition works is provided in the Construction Chapter of the ES.

**Landscape**

- 3.52 The Development proposes a series of public and communal spaces which are integrated into the layout of the buildings. The landscape has been designed by Lovejoy London, world renowned landscape practice who also have considerable experience in the design of major development throughout London.
- 3.53 The main public space, defined by the siting of Block 1, represents the arrival space to the development from the Woolwich Road. This multi-functional landscaped space is designed to be flexible and to meet the needs of multiple user groups. Formal seating areas, active frontages from the retail units and play areas are some of the examples of the features that will be integrated into this new public open space.
- 3.54 The communal gardens located within the perimeter of Blocks 2 and 3 are designed to meet the requirements of the residential users that they serve. Consequently, the gardens have more of a landscaped feel, incorporating an appropriate level of play space.
- 3.55 The new street to be provided through the heart of the Development is intended as a valuable community resource that incorporates a strong presence of integrated flexible play space, seating and identifiable landscape measures such as public art.
- 3.56 A community garden is also proposed on the roof of part of Block 3.
- 3.57 Further details and explanation for the landscape strategy are provided in the supporting Landscape Statement.

## 4.0 PLANNING POLICY ANALYSIS

### Introduction

- 4.1 The planning policy context for the Development comprises policy and guidance at the national, regional and local levels. At the national level, planning policy is contained within a series of Circulars and Planning Policy Guidance Notes (“PPGs”), which are being replaced by Planning Policy Statements (“PPSs”) introduced by the amendments to the planning system which came into operation in 2005. The local Development Plan for the Site comprises the Unitary Development Plan (“UDP”), which was adopted in July 2006. As the Plan was adopted after the Planning and Compulsory Purchase Act 2004 amendments the policies contained within it are automatically saved for a period of three years under the provisions of the Act.
- 4.2 In addition, further guidance is provided in the form of the Council’s and Mayor’s Supplementary Planning Guidance (“SPG”) or Supplementary Planning Documents (“SPD”) and miscellaneous other documents that are of relevance. The Council’s SPGs which are relevant in the assessment of the proposed Development include those which were published in relation to policies set out in the previous UDP as well as SPG/SPDs which have been published pursuant to the provisions of the recently adopted UDP.
- 4.3 In line with the recent amendments to the planning system, a Local Development Scheme (‘LDS’) was adopted by the Council in 2007. As the policies of the Emerging UDP are considered to be up to date, work on further documents forming part of the Local Development Framework (‘LDF’) will be published in due course.

### National Context

- 4.4 PPS 1 (Sustainable Development) seeks to ensure sustainable development occurs in an integrated manner. It seeks to achieve this through a number of principles which should underpin the planning system and emphasises the three themes of sustainable development, the spatial approach and community involvement in planning. The aims of sustainable development are identified as economic development, social inclusion, environmental protection and prudent use of resources.
- 4.5 PPS1 is supplemented by the PPS1, Planning and Climate Change which recognises the role that planning has a role to play in reducing emissions and stabilising climate change. Paragraph 42 states that Local Planning Authorities should expect new development to:

- i. Comply with adopted DPD policies on local requirements for decentralised energy supply and for sustainable buildings;
  - ii. Take account of landform, layout, building, orientation, massing and landscaping to minimise energy consumption;
  - iii. Deliver a high quality environment;
  - iv. Provide and private open space as appropriate so that it offers accessible choice of shade and shelter;
  - v. Give priority to sustainable drainage systems;
  - vi. Provide sustainable waste management; and
  - vii. Create and secure opportunities for sustainable transport in line with PPG13.
- 4.6 PPS3 (Housing) seeks to achieve the highest quality in new residential development. Paragraph 38 of PPS 3 states that new housing growth should take into account the opportunities for the reuse of vacant land and derelict sites for providing housing as part of mixed use development.
- 4.7 PPS3 policy describes how local authorities should promote development which combines a mix of land uses including housing. The document states that local authorities should avoid development which wastes land, by encouraging housing development which makes more efficient use of land (paragraph 46). Paragraph 47 states that 30 dwellings per hectare should be used as a national indicative minimum density but, where appropriate, density should be increased on the basis of accessibility to public transport, the characteristics of the area, the type and nature of the residential use and the spatial vision for housing development in the area.
- 4.8 PPS6 (Planning for Town Centres) states in paragraph 1.3 that the Government's key objective for town centres is to promote their vitality and viability by:
- Planning for growth and development of existing centres; and
  - Promoting and enhancing existing centres, by focusing development in such centres and encouraging a wide range of services in a well design environment that is accessible to all.
- 4.9 Paragraph 1.4 states that other Government objectives to be taken in consideration, in the context of paragraph 1.3 include:

- Enhancing consumer choice by making provision for a range of services which allow for genuine choice to meet the needs of the community; and
  - Support efficient, competitive and innovative retail, leisure, tourism and other sectors.
  
- 4.10 Additionally, paragraph 1.5 promotes the remedying of deficiencies in provision in areas with poor access to facilities and promotes high-density, mixed use development in accessible locations.
  
- 4.11 Paragraph 1.8 sets out appropriate town centre uses and identifies this to include retail and leisure uses.
  
- 4.12 Specifically in terms of the provision of local shops and other services, paragraph 2.55 states that a network of local centres is essential to providing easily accessible shopping to meet people's day to day needs, together with health centres and related community facilities. Paragraph 2.58 notes that local authorities should seek to remedy deficiencies in local shopping and other facilities and to help address social exclusion.
  
- 4.13 Paragraph 3.4 states that in the context of development control, Local Planning Authorities should require applicants to demonstrate:
  - a) The need for development.*
  - b) That the development is of an appropriate scale.*
  - c) That there are no more central sites for the development.*
  - d) That there are no unacceptable impacts on existing centres.*
  - e) That locations are accessible."*
  
- 4.14 Other material considerations to be taken into account in assessing planning applications may include physical regeneration, employment, economic growth and social inclusion.
  
- 4.15 PPG13 (Transport) promotes integrated planning and transport. The overall aims of the this guidance are to promote more sustainable travel choices; promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and to reduce the need to travel, especially by car.

- 4.16 To deliver these objectives, PPG13 states that local authorities should, among other things:
- Accommodate housing principally within existing urban areas at locations which are highly accessible by public transport, walking and cycling;
  - Ensure development offers a realistic choice of access by public transport, walking and cycling; and
  - Give priority to people over ease of traffic movement.
- 4.17 The policy recognises that mixed-use development can provide significant benefits in terms of vitality and diversity of new development through promoting walking as a primary mode of travel.
- 4.18 Further consideration of the provisions made in PPG13 are made within the supporting Transport Assessment.
- 4.19 PPG15 (Planning and the Historic Environment) sets out the national objective for the identification and protection of historic buildings, conservation area and other elements of the historic environment including World Heritage Sites (“WHS”). Paragraph 1.2 identifies a key objective being to reconcile the need for economic growth with the need to protect the natural and historic environment.
- 4.20 This guidance reflects the provisions of the Planning (Listed Building and Conservation Areas) Act 1990, in that there is a statutory requirement to have special regard to the desirability of preserving or enhancing the setting of listed buildings, the character and appearance of conservation areas and the setting of other historic designations such as WHS.
- 4.21 Paragraph 2.22 of PPG15 pays specific regard to WHS and encourages a plan led approach to the protection of their outstanding universal value. It states that development proposals affecting these sites or their setting may be compatible with this objective but should be carefully considered.
- 4.22 PPG17 (Planning for Open Space, Sport & Recreation) identifies the importance of open spaces, sport and recreation to people’s quality of life. The provision of well designed facilities are considered to be fundamental to delivering broader Government objectives including:

- Supporting an urban renaissance;
- Promoting social inclusion and community cohesion;
- Health and well being; and
- Promoting sustainable development.

4.23 Open space, sports and recreational facilities in urban areas should be easily accessible by walking and cycling, and more heavily used or intensive sports and recreational facilities should be planned for locations that are well served by public transport.

#### **Strategic Planning Guidance**

4.24 RPG9 (Regional Planning Guidance for the South East) sets out principles to define the pattern of development in the region, to ensure its continued environmental, economic and social health. A key feature of the strategy is the concentration of development in urban areas together with an urban renaissance.

4.25 Paragraph 4.7 recognises the importance London offers in terms of a very sustainable location within the region for business, retail and leisure development. London is seen as the focus for new housing provision and as having the potential to accommodate growth through balanced and mixed development consistent with the objectives of urban renaissance. The policy also sets out the spatial framework for the Thames Gateway, a national and regional priority.

4.26 The London Plan was adopted in February 2004 and forms the strategic Development Plan for the Site. The Further Alterations to the London Plan were formally incorporated in February 2008 and form part of the regional Development Plan.

4.27 The site falls within the Plan's East London sub region which is one of the Mayor's priority areas for development, regeneration and infrastructure improvement. It has many of the capital's largest development sites and a large number of areas suffering from multiple deprivation. The Plan suggests that East London should accommodate a minimum of 104,000 additional homes and 249,000 jobs up to 2016.

4.28 Within the East London sub region the London Plan identifies Opportunity Areas which are of strategic importance in terms of maximising the delivery of new jobs and homes. The Greenwich Peninsular Opportunity Area is identified at paragraph 5.114 as having the land capacity for substantial amounts of development which could contribute to the

- wider regeneration of the Thames Gateway and East London. The application site is located in the *Emerging Indicative Boundary* and is considered to be part of the wider regeneration opportunity on the Greenwich Peninsula. Policy 5D.1 – Opportunity Areas in South East London, states that developments will be expected to maximise residential and non residential densities and to contain mixed-uses.
- 4.29 The London Plan and its Alterations seek to make the most sustainable and efficient use of space in London and to encourage the intensification and growth in areas of need and opportunity . Another key policy direction is to make East London the priority area for new development, regeneration and investment, introducing a new scale and quality of development.
- 4.30 Policy 3A.2 seeks to encourage boroughs to consider the suitability of housing development in terms of location, type of development and impact of locality. New sources of capacity should be identified in Opportunity Areas near public transport interchanges. Furthermore, Policy 3A.3 states that Boroughs should promote the efficient use of existing vacant land. Boroughs should encourage proposals for large residential developments in areas of good public accessibility, including the provision of suitable non residential uses within such schemes. The supporting text at paragraph 3.21 states that large residential developments will be capable of generating a mix of uses and a variety of activities, including commercial development such as leisure facilities, shops and restaurants.
- 4.31 Policy 3A.18 seeks the enhancement of local community facilities and social infrastructure, recognising the key role such facilities play in sustainable development.
- 4.32 Policy 3A.5 states that boroughs should ensure that new developments offer a range of housing choices in terms of housing size and type, taking account of the housing requirements of different groups. The policy seeks to promote mixed balanced residential communities, which seek to encourage boroughs to achieve the maximum reasonable amount of affordable housing. The suggested target is 50% of all development with a guideline for the split between social rented accommodation and intermediate housing (e.g. key worker housing) of 70:30.
- 4.33 London Plan Policy 3A.3 states that development proposals should achieve the highest possible intensity of use compatible with local context.

- 4.34 Paragraph 3.21 notes that the specific residential densities within each borough should conform to the density ranges as set out in the density matrix (Table 4B.1). Consideration is given to the accessibility of the site, the townscape characteristics of the area and the type of development proposed.
- 4.35 In interpreting the density matrix, paragraph 3.25 states that density figures should be based on net residential area, which includes internal roads and ancillary open space, and refers to the definition of net site area in PPS3. As explained above, this excludes non residential uses.
- 4.36 Policy 4B.10 is a criteria based approach which requires all large buildings to be of the highest architectural quality, and in summary:
- Be suited to their wider context in terms of proposition and composition, and in terms of their relationship to their surroundings;
  - Be attractive city elements as viewed from all angles and where appropriate contribute to an interesting skyline;
  - Illustrate exemplary standards of sustainable construction;
  - Be sensitive to the impact on microclimates;
  - Pay particular attention, in residential development, to privacy, amenity and overshadowing;
  - Be safe in terms of design integrity and the safety of occupiers;
  - Be appropriate to the transport capacity of the area; and
  - Where appropriate contain a mix of uses with public access.
- 4.37 The promotion and enhancement of new public open space is promoted under Policy 4B.3.
- 4.38 The London Plan emphasises the importance of promoting London, recognising its role as a world class business, commercial, educational and heritage centre and seeking

strong, diverse long term economic growth. Policy recognises the role that smaller commercial uses such as creative industries have in delivering depth to the capital's economy.

4.39 The Plan seeks to ensure the integration of transport and development by encouraging patterns and forms of development that reduce the need to travel, especially by car, to seek improvements to public transport capacity and support high trip generating developments in locations with high levels of capacity, sufficient to meet the transport requirements generated.

4.40 The draft Further Alterations to the London Plan were published in September 2006 and formally incorporated into the London Plan in February 2008. These alterations are the result of a review based on the Mayor's Statement of Intent and now form part of the regional Development Plan. The relevant changes/additions are set out below.

4.41 The most significant change to the Plan is the amendment to Policy 4A.1 (Tackling Climate Change) which requires Borough DPD's to minimise carbon dioxide emissions, adopt sustainable design/construction measures (Policy 4A.3) and prioritise decentralized energy generation, including renewables (Policy 4A.7 and 4A.5). Policy 4A.2 states that the Mayor will work towards long term reductions in carbon dioxide emissions by 60% to 2050. The Mayor will seek to achieve the following minimum targets for London against a 1990 base:

- 15% by 2010
- 20% by 2015
- 25% by 2020
- 30% by 2025

4.42 Policy 4A.5, a new policy, requires all development to demonstrate their heating, cooling and power systems have been selected to minimise carbon dioxide emissions. The need for active cooling systems should be reduced as far as possible through passive design including ventilation, appropriate use of thermal mass, external shading and vegetations on and adjacent to development. The heating and cooling infrastructure should evaluate combined cooling, heat and power (CCHP) and combined heat and power (CHP) systems and where a new CCHP/CHP system is installed as part of a new development, examine opportunities to extend the scheme beyond the site boundary to adjacent areas. Under the policy the Mayor will expect all major development to demonstrate that the

proposed heating and cooling systems have been selected in accordance with the following order of preference:

- Connection existing CCHP/CHP distribution networks;
- Site-wide CCHP/CHP powered by renewable energy;
- Gas fired CCHP/CHP or hydrogen fuel cells, both accompanied by renewables;
- Communal heating powered by renewable energy; and
- Gas fired communal heating and cooling.

4.43 Decentralised energy generation is key to the Mayor's strategy for tackling climate change in the new Plan. They are defined as '*a series of local systems generating heat and power, at or near to the point of use, connecting to local distribution networks*'. Where possible, the opportunity to link a new development to an existing CCHP/CHP system may be the most resource efficient option, allowing more effective use to be made of heat, power and cooling. Where a site-wide initiative is dismissed, CHP/CCHP should still be demonstrably investigated. The policy stems from the recognition that decentralised energy systems make more efficient use of primary energy than large scale generation via the national grid. Where a CHP/CCHP scheme only provides a proportion of a development's power, and/or heating demand, the scheme should address the remainder utilising renewable energy technologies where feasible. The required renewable contribution should conform to policy 4A.7.

4.44 Under the Further Alterations the Mayor will expect development to achieve a '*reduction in carbon dioxide emissions of 20% from onsite renewable energy generation.*'

4.45 The Draft Further Alterations to the London Plan were the subject of an Examination in Public in the summer of 2007. The Panel Report was published in September 2007 and the Alterations were formally adopted in February 2008.

#### **Local Planning Guidance**

4.46 The London Borough of Greenwich Unitary Development Plan (UDP) 2006 forms part of the statutory Development Plan for the Borough. The strategic objectives of the UDP can be summarised as follows:

- Provide opportunities for all residents but especially for those experiencing social and economic disadvantages.
- Give high priority to the environment, preserving heritage, conserving the natural environment and promoting cultural and recreational activities.

- Revitalise older and run down parts of the Borough.
- Maintain existing community structures, ensure new developments respect and integrate with existing communities, promote community development, ensure new housing with adequate range of size and type to meet all needs.
- Expand upon the opportunities open to Greenwich as a centre for international trade, improving transport infrastructures.
- Facilitate innovation, capitalise on new trends and ideas.
- Maintain the vitality and character of established town centres.
- Ensure that quality underpins all forms of development.
- Contribute to a sustainable environment.

*The Site*

4.47 The Site is designated in the UDP Proposals Map as a Mixed Use Site which is suitable for development. Designation MU26 states the following in respect of the former hospital site:

**'Proposal:** *Mixed use including residential and activity and employment generating town centre uses.*

**Description** *Vanbrugh Hill health clinic to be retained. Prominent gateway site where uses should complement and reinforce East Greenwich District Centre, including retail and/or leisure along Woolwich Road and Vanburgh Hill frontages. Residential acceptable to the rear, to include a significant proportion of affordable housing'*

4.48 The Site is located within the East Greenwich District Centre, adjacent to the retail frontage of the East Greenwich and on the Woolwich Road, a designated strategic London Distributor Road. The Site is also located within the designated Waterfront Area of the Borough.

4.49 Referring back to the Greenwich Peninsular Development Framework (2002), the description of the draft proposal states:

*'The GDH site is a major opportunity. The redevelopment of the site has the potential to reinforce community services, employment and cohesion of the southern*

*neighborhoods...Priority will be given to the use of part of the site for community purposes... a mixed use scheme would be appropriate...provided that:*

- *The Vanbrugh Health Clinic is retained.*
- *Activity appropriate to a town centre location is generated on the Woolwich Road frontage and the Vanbrugh Hill frontage...*
- *The site is permeable to pedestrians and cyclists with motor vehicles kept to the perimeter of the site or in underground parking areas.*
- *The public realm is made a focus of the scheme....*
- *Residential would be acceptable as part of a mixed use scheme which would include retailing along the Woolwich Road frontage.*
- *The site should include employment generating uses....*
- *....Any housing would have to provide for families and be mixed tenure, including an element of key worker.'*

#### *Waterfront Area*

4.50 The strategic vision for the waterfront area is to facilitate the redevelopment of redundant land and buildings in the Waterfront Area (Policy SW1).

4.51 The application site falls within this area and Policy W1 of the UDP requires development to:

- *'Build on and strengthen existing local communities and area character;*
- *Conserve and enhance the area's historical heritage and biodiversity;*
- *Integrate and connect new proposals with the existing pattern of development;*
- *Assist the improvement and regeneration of existing built up areas, providing new uses for old buildings; and*
- *Encourage active use of the riverfront'.*

4.52 The comprehensive redevelopment of sites is preferred to piecemeal development.

4.53 Policy W3 reinforces the mixed-use site designation that the former hospital site benefits from. The supporting text notes that the mixed-use areas have been designated to facilitate the continuing transformation of the Waterfront Area and should capitalise on the changing nature of East London and the Borough profile.

*Employment*

- 4.54 The expansion and diversification of the Borough's economic base is a key tenant of the UDP.
- 4.55 Policy J4 states that B1 development at an appropriate scale is acceptable in all major district centres, providing proposals do not result in the loss of retail and leisure sites; are conveniently related to public transport; and comply with approved site planning briefs.
- 4.56 Policy J5; Employment Sites Outside Defined Employment Locations is relevant as the Site, whilst now vacant, was until recently a major employment site.
- 4.57 The Policy indicates the Council's intention to maximise the contribution to employment opportunities wherever appropriately possible. Replacement employment uses are supported where there is site suitability and no impact on residential amenity, the environment, traffic levels, road safety and parking conditions.

*Housing*

- 4.58 Policy H1 states that residential development will be acceptable on environmentally suitable sites, including those allocated on the Proposals Map and Site Schedule. Paragraph 3.15 notes strategic guidance which seeks a minimum provision of 16,100 dwellings between 1997 and 2016. These additional dwellings are to be delivered through allocated sites, windfalls, small sites and conversions. The need to achieve sustainable development through the re-use of previously developed brownfield land is at the core of the policy, to the extent that 90% of new dwellings in the Borough should be developed in such land.
- 4.59 Policy H8 states that new residential development will be expected to achieve high quality of housing and design and environment. In considering proposals the Council will take into account the key relationships between character of the area, site location and public transport accessibility, car parking and housing densities and give particular regard to a number of criteria including:
- The achievement of the Building Research Establishment's ("BRE") 'Eco Homes' excellent rating which addresses a wide variety of environmental issues;
  - Safety and security of residents and the public;

- Landscaping and environment around dwellings;
- Family accommodation with private garden space;
- Aspect and orientation;
- Privacy to adjoining occupiers; and,
- The provision of new housing to Lifetime Homes Standards.

4.60 In support of Policy H7, Policy H8 states that when considering proposals for housing development the Council will give priority to securing a high quality environment for residents and making the best sustainable use of land, having regard to the location of the site, the individual site characteristic and the character of the surrounding area.

4.61 The need to maximise the potential of sites is fundamental to the objectives of the UDP. Residential densities of over 450 hrh will be accepted under Policy H9 in circumstances where there is an appropriate level of public transport accessibility and where it can be demonstrated that the design is of exceptional quality. Paragraph 3.27 notes that town centre and Waterfront Areas which are well linked into public transport networks are appropriate locations for higher densities.

4.62 Policy H14 states that housing and mixed use development with 15 or more residential units or residential sites of over 0.5ha or more are expected to provide a significant element of affordable housing on site. The precise percentage, distribution and type of affordable housing will be determined by the particular circumstances and characteristics of the site and the development, the economics of housing provision and the other planning objectives of the UDP. Paragraph 3.44 notes Circular 6/98 and the London Plan which recognise that the '*...precise proportion of affordable housing to be achieved is subject to negotiations on individual schemes*'.

4.63 A mix of unit types and sizes are sought under Policy H15. It is recognised that the mix of each of site will vary according to the location of the development and character of the surrounding area. Paragraph 3.50 notes the Greenwich Council Housing Needs Survey (2202) which identified that '*...5% of the units provided should be three bedrooms and 20% four or more bedrooms...to create mixed communities...it would be desirable for*

*development to include a mix where 35% of the total residential floorspace is allocated to units containing three or more bedrooms’.*

- 4.64 Policy H19 seeks 10% of new units to be built to full wheelchair standards. In the case of private housing, the requirement may be provided as units capable of adaptation without the need for further structural alterations.

*Design*

- 4.65 Chapter 6 relates to design in the built environment and sets out objectives to ensure that development secures the most suitable and effective use of land to a good design and thereby enhancing the built environment and the preservation of the historic environment.

- 4.66 Policy D1 states that development proposals should be of a high quality design and will be expected to:

- Provide a positive relationship between the proposed and existing urban context;
- Promote local distinctiveness through site specific solutions;
- Demonstrate through proposed land uses, layout and design that the development contributes to a safe and secure environment for all users;
- Achieve an accessible and inclusive environment for all;
- Integrate with the existing networks of paths and circulation;
- Create attractive, manageable well functioning spaces within the site;
- Maintain adequate daylight and sunlight to adjoining buildings and land;
- Maximise energy efficient and conservation; and,
- Achievement of the British Research Establishments BREEAM excellent rating.

- 4.67 Paragraph 6.9 emphasises the importance the Council attaches to the achievement of high quality design that add to the Borough’s environment. The text notes:

*‘The borough is not a uniform character but is made up of areas with distinct identities...Good and imaginative design for individual schemes can make a direct contribution to upgrading overall townscape quality’*

- 4.68 This position reflects the aspirations of PPS1 in recognising that high quality inclusive design can help contribute significantly to sustainable development.

*Transport*

- 4.69 Chapter 7 of the UDP deals with transport related matters. Paragraph 7.1 sets out the overall objective for transport policy in the Borough and this means in which it can contribute to sustainable development. At the heart of this aspiration is the relationship between land use, people's activities and the transport network in order to reduce the need to travel.
  
- 4.70 Policy SM3 seeks the use of sustainable forms of transport, such as walking, cycling and public transport by restraining road traffic through reduced reliance on motor vehicles.
  
- 4.71 Policy M23 states that the standards for car parking in new development will comply with strategic guidance. Policy M25 states that the maximum provision for residential parking shall be one space per unit.
  
- 4.72 Policy M24 notes that parking spaces for non residential spaces should be justified and in line with strategic guidance of one off street space per 100-600sq.m of development.
  
- 4.73 Policy M32 seeks to promote cycling throughout the Borough. The needs of cyclists are deemed particularly important in new development and the Council will seek provision for cycle routes in accordance with the London Cycle Network (LCN) and evolving cycle network. In addition, appropriate levels of cycle parking facilities should be provided in accordance with Table M1 of the UDP.

*Conservation and Heritage*

- 4.74 The UDP policies protecting Listed Buildings and Conservation Areas reflects national and strategic planning policy.
  
- 4.75 Policy D16 states that planning permission will only be granted for development which preserves and/or enhances the appearance/setting of the conservation area, taking account of the local scale, established patterns of development and landscape.
  
- 4.76 Likewise, Policy D20 resists proposals for development which would detract from the setting and proportions of a listed building.
  
- 4.77 The Maritime World Heritage Site was inscribed in 1997. Policy D24 of the UDP states that proposals which would seriously affect the setting, appearance or character of the WHS will not normally be permitted.

*Town Centres*

- 4.78 The site specific designation identifies the Site as a location for town centre uses, despite its District Centre status. Town centre policies of the UDP are therefore relevant.
- 4.79 Policy STC1 seeks to safeguard and improve the vitality and commercial viability of the Borough's centres. Policy STC2 notes the six major district centres (in one of which the Site is located) and the importance of their function in serving the needs of their sub region without harming the Town Centres of Eltham and Greenwich.
- 4.80 Policy TC16 confirms that town centres are the preferred location for retail, leisure and other key town centre uses that attract or serve the public. Paragraph 8.40 identifies the designated mixed use sites as being appropriate for new town centre functions such as retailing and leisure uses.

*Community Facilities*

- 4.81 UDP policy supports the development and/or enhancement of new community facilities, particularly where they meet the needs of disadvantaged groups or areas of the Borough. This support is subject to the following criteria:
- The location of the facility;
  - The scale of the development and its appropriateness;
  - The accessibility of the facility by sustainable means of transport;
  - The level of impact on existing amenity;
  - Access for disabled users;
  - The standard of design; and,
  - Appropriateness of the car parking provision.
- 4.82 Furthermore, paragraph 1.20 recognises the importance that a range of community services play in facilitating and creating community cohesion. It recognises that the pattern for delivering these services does and will change, and evolve in response to the needs of the community. As such, development proposals should build in suitable flexibility to respond to these shifting needs.

## 5.0 EVALUATION

5.1 This Section provides an evaluation of the proposals to be developed for the Site against the planning policy guidance framework set out within Section 4.

### **Site Suitability**

5.2 The need for regeneration of the Site through redevelopment is recognised in planning policy guidance at national, strategic and local level. The regeneration opportunity inherent in the proposals put forward are clearly significant and can be summarised as follows:

- Redeveloping vacant and redundant brownfield land;
- Creating new jobs and homes by providing a residential led mixed use development, including new public leisure centre, public open space and retail facilities that will contribute to the character of East Greenwich;
- Providing high quality design and creating an attractive place in which to work, live and visit;
- Providing for sustainable development designed to achieve environmental objectives;
- Being situated close to exiting public transport services and including measures to discourage use of the motor vehicle and reducing commuter parking; and,
- Providing mixed use development which minimises the need to travel.

5.3 The remaining part of this Section deals with each of the salient points of the scheme, assessing them in turn against the policy framework outlined in Section 4.

### **Land Use**

5.4 A truly mixed-use scheme is proposed at the Site, incorporating community facilities such as the leisure centre, library, health centre and crèche, retail units, creative industry space and residential dwellings.

5.5 This mix of uses will enable the creation of a vibrant new focus for this part of the Borough that has historically suffered since the closure of the former hospital. A significant level of housing will also be delivered to meet the strategic objectives for additional homes in this part of London. As such, the Development fully accords with planning policy objectives for the regeneration of the Site.

*Residential*

- 5.6 The provision of residential use in a mixed-use scheme is supported by the local planning policy framework for the Site. The delivery of residential accommodation is one of the key objectives of current planning guidance at all levels, particularly in respect of brownfield sites in urban locations.
- 5.7 The proposal seeks to address the housing needs both in terms of affordable and private accommodation. A total of 324 affordable housing units are proposed, comprising of 24% social rented and 26% intermediate of all units (both by unit count). The remaining 321 of the 645 units proposed are private residential units. This affordable provision of 50% of the total units proposed exceeds the 35% requirement currently sought by the Council.
- 5.8 The proposed development provides 155 social rent homes which are subject to securing grant funding from the Housing Corporation in line with the grant assumptions made within the GLA Toolkit.
- 5.9 This provision of affordable housing, whilst representing a strong on site offer, reflects the constraints at this brownfield site, and the costs associated with its regeneration and delivery of significant community benefits. This includes addressing soil contamination, construction of a basement and CHP store, and the construction costs associated with regenerating a site in an urban location. This, as an example, includes measures to respect and secure the existing amenity enjoyed by neighbouring residents by only performing certain works at certain times. Significant costs are also associated with the levels of community and environmental benefits proposed on the Site, including for instance the new public realm, appropriate levels of play space and the land provided for the Greenwich Centre. It is in this context that the on site affordable housing provision is considered an excellent, exemplar offer which fully meets the strategic and local need for affordable housing.
- 5.10 The affordable housing component of the scheme is to be managed by the Applicant's chosen Registered Social Landlord, Southern Housing. The affordable tenure split specified in the UDP is social rented and intermediate on a 70%:30% basis, in line with the London Plan and PPS3. The financing of the Development and the arrangement that the Applicant has under the London Wide Initiative permits the remaining element of the proposed affordable to be allocated to the intermediate uses.

- 5.11 However as the Development does not deliver this 70%:30% split across the proposed 50% provision of affordable housing, the Applicant will submit a separate financial appraisal to support the 15% “extra” affordable housing as intermediate tenure.
- 5.12 A site-wide integrated approach has been taken to the accommodation of the affordable provision within the scheme. As illustrated on the submitted “Tenure Plan”, of the 5 Blocks proposed, 4 have affordable housing contained within them. The exception is the town houses in Block 5 which are critical to the viability of the Development and are proposed as private dwellings.
- 5.13 In addition to this site-wide approach, integration is provided within the blocks. As illustrated in the “Tenure Plan” the Development mixes the tenure as much as is physically possible given presence of building cores. As a result of this integration and the high degree of tenure mix around the Site the proposal will not lead to enclaves of a single tenure type. This is reinforced by the shared use of facilities such as the communal gardens of Blocks 2 and 3 and shared parking arrangements.
- 5.14 The same high quality design and finish will be provided for all types of accommodation. The design does not prejudice tenures in terms of location, aspect, potential views, specification, quality and size. All social rented units are design to Parker Morris standards. This “equality of design” lies at the heart of the Applicant’s aspiration for the Site.
- 5.15 Whilst providing an integrated and inclusive environment, the design and layout of the affordable units has been designed in full consultation with the Council and the chosen RSL so affordability can be delivered in terms of both management and construction.
- 5.16 The proposed tenure split is the product of an informed and detailed understanding of current best practice and represents an exemplar development in terms of integration and inclusiveness.
- 5.17 A mix of housing types is proposed. Given the urban location, the accommodation is principally, but not exclusively, flat types. 40 town houses are also provided in Block 5 which adds to the diversity and range of unit sizes on offer, whilst contributing to the ability of the development to cater for family needs. These town houses, which extend into Vanbrugh Hill and Calvert Road, are designed to respond to the character of the surrounding area, providing a domestic scale to the public realm.

5.18 Family accommodation is a recognised need. The Council's Housing Needs Survey, which covers the period up to 2007, recognises this need which is also reflected in strategic guidance in the Mayor's recent Housing Strategy and 2005 Housing SPG. The Development proposes 187 units which are capable of accommodating families (3 bed + units) and this represents 40% of total provision by floorspace. 28% of the units proposed are 3 bed units and 12% are 4 bed units (by floorspace). A significant proportion (27% by unit count) of the social rented units are capable of accommodating families. The remaining units are a mixture of one bed (34% by unit count) and two beds (36% by unit count). This scheme mix is considered to be well balanced.

5.19 The scale and mix of residential accommodation therefore provides a significant contribution to meeting the housing needs in the Borough and provides an appropriately balanced community.

*Greenwich Centre*

5.20 The proposals for 11,091sq.m of the proposals to be provided in the form of the Greenwich Centre fully accord with the specific requirement for community facilities to be located on the Site. The proposed uses contained within the building have a fundamental role to play in helping to achieve the desired social cohesion and community development of the local area.

5.21 The proposed Leisure Centre with swimming pool, gymnasium, spa and fitness rooms will play an important role, acting as a hub for residents of the scheme and the wider community. This use is fully supported by planning policy.

5.22 The PCT space, in part a product of the relocation of the Calvert Road practice, will provide essential medical facilities which are an obvious benefit to the immediate area. The facility will meet demand for additional medical facilities generated by the part residential element of the scheme as well as providing additional benefit to the local community.

5.23 The crèche, youth space and library located on the ground and lower floor of the Greenwich Centre also constitute important elements to the building's make up. The educational benefit and ease of access are fully in accordance with planning policy.

- 5.24 The design for the building has been the product of consultation with the Council and their leisure providers, the Primary Care Trust (“PCT”), the Education Department and other key stakeholders.
- 5.25 The flexible space that will be provided in the building fully accords with the policy objectives of local and strategic guidance. The flexibility within the design provides the ability for the providers and users to offer a range of community benefit.
- 5.26 It is clear that the proposed use will complement the residential accommodation planned in the Development whilst acting as focus for the community in East Greenwich. The principal public space, provided in front of the Greenwich Centre, its high quality landscape features and the active frontages planned for the perimeter of the block will all help to animate and enliven the space, reinforcing its important role in local the community.
- 5.27 The building’s striking design, and the use of innovative materials and forms, such as the ‘Wave’ entrance, have been carefully chosen and are appropriate to the community and civic functions of the proposed building. The supporting Design and Access Statement considers these aspects in more detail.

*Retail*

- 5.28 The planning policy framework for the site promotes active town centre uses. In accordance with this provision, 1,165sq.m GEA of retail (A1- A3) and 781sq.m GEA of flexible retail space/microbrewery (A1-A3/sui generis) is proposed. This provision will be at the heart of the development and is designed to enliven the frontages to the site and the main public space in front of the Greenwich Centre.
- 5.29 The scale of the retail provided in Block 1 may allow a number of small convenience shops that will provide an ancillary role to the main development. The 645 residential units proposed are expected to generate a demand for this sort of retail type, which will also serve adjoining residents within the immediate area.
- 5.30 A further 781sq.m GEA is proposed at the ground floor of Block 2. The intended Use Class for this unit has been deliberately defined and separated from the main retail element of the scheme. The Applicant is currently in discussions with a microbrewery operator from Greenwich who may occupy this space. The brewing operation and

associated uses would include a restaurant and outlet to purchase the beer produced on Site. Discussions with the operator, a local Greenwich business, are progressing.

- 5.31 The scale and type of the retail use proposed is therefore considered to be appropriate and complementary to the East Greenwich District Centre. Support is provided in the UDP site designation which states that town centre functions such as retail uses are entirely appropriate for the Site and its context.

*Creative Industry Units*

- 5.32 270sq.m GEA of the proposed Development is identified for the creative industry workshops. These B1 units, located in a prominent position on the frontage of Market Street, are intended to be used as production space for small, niche firms. The intention is that the rich arts and crafts heritage that exists in Greenwich Town Centre may be complemented by this permanent facility for the production and display of products.

- 5.33 The community benefit, employment opportunities and contribution to the mix of uses for the Site mean that this provision is wholly supported by planning policy.

*Open Space and Amenity Space*

- 5.34 The application scheme makes provision for 1.54ha of open space which equates to 50% of the total site area. Approximately 53% of this space is publicly accessible. As set out in Section 1, the remaining space is provided in the form of communal landscaped area and private gardens. Only 10% of the open space provision is in the form of private space, and where this is allocated, it is intended for use by families who occupy the town houses provided in Block 5.

- 5.35 The remaining flats benefit from the large communal gardens which are located in the courtyards of Blocks 2 and 3.

- 5.36 All these areas are designed to the highest quality to create a diverse and attractive environment for users.

- 5.37 In accordance with best practice every unit in the development benefits from direct access to amenity space in the form of a balcony or a private resident's garden.

5.38 The landscape strategy, public realm provision and inclusion of balconies to most units represents the most effective way of delivering a series of quality residential environments, whilst maximising community benefits.

**Transport**

5.39 The Transport Assessment (“TA”) confirms that the proposal is acceptable in transport terms. The assessment methodology has been reviewed by the Council and TfL who have both confirmed that the approach adopted in the assessment is entirely appropriate given the context and nature of the Site and Development.

5.40 The TA confirms that the Site is well served by public transport, being accessible by multiple modes of transport including bus, national rail, the underground and Dockland Light Railway, in addition to walking and cycling. In addition to the promotion of sustainable transport initiatives on site, significant improvements are proposed to the existing bus stops on Woolwich Road. Whilst the proposals have not relied on the Greenwich Waterfront Transit, it is expected to increase significantly the accessibility of the Site in the future.

5.41 In accordance with current planning policy, a restrained and focused level of car parking is proposed for the land uses in the Development. In all cases the car parking provision is within the maximum standards of the adopted UDP and London Plan. The parking for the residential has been determined on the basis that all family homes, regardless of tenure, will be granted priority access to a car space. This will ensure that all affordable family homes and most private family homes will have access to a car parking space. The parking ratio is considered to be well within the maximum 1 space per unit as set by the UDP and London Plan.

5.42 The spaces on street may be used by visitors to the Development and will be operated on a pay and display basis in accordance with the local Controlled Parking Zone regime (“CPZ”). Discussions are ongoing with the Council on the possible extension of the existing CPZ into the Development and proposals for this will come forward in a separate joint traffic regulation order with the Council.

5.43 The level of non residential car parking is justified on the grounds of, and limited to, operational need. The overall car parking level for the proposed Development is fully justified in the supporting TA and takes a restraint based approach that reflects the sustainable credentials of the scheme and the good accessibility that the Site enjoys.

5.44 The analysis within the TA of the likely trip generation from the proposed Development indicates that its mixed-use nature will result in a number of linked trips, therefore providing a sustainable travel package. An analysis of the trip generation rates of the proposed Development and the potential impact on the existing highway network have been provided in the TA and demonstrates that the vehicular trips generated from the development in isolation are acceptable with limited impact on the existing network. At the time of likely full occupation of the Development, 2013, the traffic flows at the Blackwall Lane junction will have increased by 34% in the AM peak hour. However, only 3.5% of this impact is associated with the Development with the remainder attributed to the cumulative impact of committed development in the area.

5.45 The TA also identifies the significant benefits to sustainable patterns of travel that will result from the Development. Sustainability is promoted with the proposed car club which is allocated 8 on street spaces and would cater both for the Development and wider area. The Applicant proposes that all the proposed affordable units gain free membership to the car club. It is acknowledged that a Travel Plan will be required to ensure that management and use of the proposed uses occurs in a sustainable way.

5.46 The TA concludes that in terms of transport and land use, planning and sustainable development, the proposal is well located and its impact on the transportation infrastructure of the surrounding area is acceptable. The initiative promoted through the transport strategy will encourage more sustainable transport patterns within the wider area for the future.

5.47 A full evaluation of the proposed Development in the context of transportation is provided in the supporting TA, within the ES.

### **Design**

5.48 The scheme has been designed to the highest quality both in terms of architecture and urban design to provide a development that reflects the importance of the Site and creates a distinct identity for this part of the Borough.

5.49 A full assessment of the design is provided in the Design and Access Statement prepared by Make Architects with support from David Bonnett Associates.

- 5.50 The design intentionally responds to its setting both as a major regeneration site in the Opportunity Area and its local setting. Appropriate heights and bulk have been used which reflect the prevailing topography of the Site and adjoining building heights. The prominence of Block 1 is intended to act as a marker to the entrance to the public space from the Woolwich Road.
- 5.51 A high degree of architectural variety and interest has been incorporated into the design so that a number of distinct character areas have been created through elevational expression, palettes of colour and materials, and differing elements in the fenestration.
- 5.52 New routes and open spaces proposed are integrated into the local area and provide significant enhancement, creating new public realm.
- 5.53 The design is intentionally inclusive so that it may be used by all user groups. The design has taken account of the Council's Wheel Chair Site Brief and 'Secured by Design' standards. The buildings have been worked up in consultation with the Council's Access Officer and the Metropolitan Police Architectural Liaison Officer respectively.
- 5.54 The construction practices proposed and the type of material included in the design are intentionally sustainable.
- 5.55 All residential accommodation meet the Lifetime Homes standard and 10% of the units are capable of being adapted to meet the Council's standards through detailed design, either at the point of construction or thereafter without the need for structural renovation.
- 5.56 The scheme therefore accords with the appropriate planning policy design criteria, providing an exemplary level of architecture and urban design which incorporates significant public benefit in the form of new public realm.

**Heritage**

- 5.57 The sensitivity of the Development in respect of heritage is related to its effect on listed buildings in the surrounding area, the nearby conservation area and the Greenwich Maritime World Heritage Site.
- 5.58 The heritage context to the application scheme is identified in Volume II of the ES – Townscape and Visual Impact Assessment. The visual impact assessment provides a comprehensive evaluation of the impact of the proposals on key local and strategic views

to the Site. The selection of views has been the product of dialogue with the Council and were submitted as part of the formal scoping process for the ES.

5.59 The Assessment made in Volume II of the ES is informed by the following policy evaluation:

*Listed Buildings*

5.60 The following listed buildings are considered in the Townscape Report:

- 155/157 Trafalgar Road;
- Christ Church, Woolwich Road;
- Whiteworth Street (all numbers);
- St Joseph's RC Church, Pelton Road;
- 208 Trafalgar Road;
- 3,5 and 49 Dinsdale Road; and
- 9-33 Humber Road.

5.61 The Development respects these buildings and the Townscape Report concludes that the Development will have a limited impact on the setting and integrity of listed buildings which are in close proximity to the Site.

*Conservation Areas*

5.62 Volume II of the ES makes an assessment of views of the proposed development from the surrounding Conservation Areas, including East Greenwich and Greenwich Park, Westcombe Park and Blackheath.

5.63 The report concludes that given the historically poor relationship that the former hospital building held with the Conservation Areas, their setting will undoubtedly be improved and enhanced by the Development. The improved architecture, respectful massing and scale, and suitable land use will complement the area. Key local views, particularly from Pelton Road, will also be demonstrably improved.

*World Heritage Site*

5.64 The impact of the Development on views relating to the Maritime Greenwich World Heritage Site is assessed in the Volume II of the ES. In accordance with advice within PPG15, it is concluded that it will not affect any views which relate to the WHS. On this basis the proposals preserve the special character of the WHS, respecting its international designation.

### **Quantum of Development Proposed**

- 5.65 National, strategic and local planning policy requires the development of regeneration sites to be maximised. The opportunity to provide a high density of development is particularly relevant to this vacant brownfield site as it is located within a designated area for additional job and housing creation. The Thames Gateway, Opportunity Area and UDP designations make this Site wholly appropriate for regeneration.
- 5.66 In maximising the potential of the Site, the planning policy framework recommends that the appropriate quantum of development should be informed by site specific circumstances, with regard paid to appropriate density guidelines.
- 5.67 The density assessment for the Development has been considered in light of London Plan and UDP guidance. Taking the corresponding proportion of residential to commercial/community floorspace, as suggested in the UDP, results in a density for the proposed scheme of 780hrh.
- 5.68 The most relevant density range within Policy H9 is criterion iv) Over 450hrh, which relates to schemes for non family housing in areas of good public transport accessibility and where the proposed design is of exceptional quality. The Site is located within the District Centre of East Greenwich, is acknowledged through its Site allocation to be appropriate for Town Centre uses and is well served by public transport with a public accessibility rating of 4.
- 5.69 The proposed density of 780hrh falls within the category under which UDP Policy H9 expects exceptional circumstances to be demonstrated. However this policy sets out borough-wide density ranges that are determined by levels of public transport and do not take account of individual circumstances. Furthermore, when the quantum of residential development is considered in the context of the entire site and the non residential uses (in accordance with London Plan guidance), the density proposed reduces to 630 hrh.
- 5.70 The appropriate exceptional circumstances to justify the proposal are outlined in the following paragraphs.
- 5.71 The Site forms part of an emerging Opportunity Area defined by the London Plan and Sub Regional Development Framework. It is also designated as a mixed-use site in the UDP and provides a key regeneration opportunity for the delivery of new jobs and homes

- in the Thames Gateway. Strategic guidance requires such sites to maximise development of up to 700 hrh in such a location. Based on the GLA assessment of density calculation, the proposed density falls within strategic guidance and the maximum density levels expected for a key regeneration site such as this.
- 5.72 The proposal should *not* be considered only against the density calculations. Policy SD5 of the adopted UDP seeks to promote the use of previously developed land and ensure “...that development make efficient and appropriate use of land”. A lower density which fully conforms to density criterion in Policy H9 would fail to realise the policy aspiration for the Site, as identified in the UDP designation.
- 5.73 Furthermore, a lower density aligned with Policy H9 would jeopardise the significant benefits that will be delivered through the Development. The Development fully meets UDP guidance in respect of affordable housing and tenure split, and supplements this provision with a further 15% intermediate housing to provide in total 50% affordable housing over the Site. Furthermore, the carbon neutral energy strategy that is planned for the development will represent a first for Greenwich and London. The deliverability and viability of this planning application is based, in part at least, on the quantum of development that is proposed for the Site. A lower density would deliver a correspondingly lower level of benefits.
- 5.74 Despite the densities proposed, the amenity of residents is fully respected, particularly as 50% of the Site area is given over to open space for residents and visitors.
- 5.75 The standard of design residential accommodation will be high with all units benefiting from direct outdoor amenity space in the form of balcony space and further access to a private or communal garden. An excellent mix of unit types is proposed, meeting all housing need, with good levels of daylight and sunlight and large average unit sizes:
- One bedroom unit - 44sq.m- 56sq.m GEA
  - Two bedroom unit – 64sq.m -99sq.m GEA
  - Three bedroom unit – 82 - 136sq.m GEA
  - Four bedroom unit – 104sq.m – 138sq.m GEA
- 5.76 The supporting Design and Access Statement demonstrates the quality of the urban design and architecture provided in the application scheme. The ES assesses the potential impact of the Development on the surrounding environment in terms of visual

impact and amenity issues, which are concluded to be acceptable. The TA demonstrates that the Site is well located in terms of public transport accessibility to meet the scale of the development proposed. In order to provide the best sustainable use of land a high density of development is required and this is supported in planning policy. Such density would not give rise to unacceptable impacts on neighbours. Furthermore, the high quality urban environment and significant levels of public realm complement the density proposed and will provide a high quality environment for residents.

- 5.77 The quantum of development proposed is therefore entirely appropriate, given the Site's characteristics, the opportunity for regeneration and the wider community benefits that will result.

### **Energy**

- 5.78 An Energy Assessment has been submitted in support of the planning application (as a Technical Appendix to the ES). The assessment examines the energy saving options and sustainable energy technologies available for reducing energy use to achieve the carbon neutral status. The carbon neutral strategy has been discussed with the Council and the Energy Team at the GLA.

- 5.79 The report recommendations are that the most cost effective means of reducing carbon emissions and reducing dependency on the carbon based fuels is to improve the energy efficiency of buildings. The use of the biomass CHP and boiler, as set out in the energy strategy, demonstrate that the scheme will be carbon neutral when operational.

- 5.80 The carbon neutral aspiration (as defined in the ES) for the scheme represents an exemplar level of sustainability achievement for a development in London. It is in this context that the energy proposals are considered to fully accord and exceed current best practice.

- 5.81 Further detail of this strategy is provided in the Energy Statement.

### **Other Issues**

- 5.82 Detailed consideration is given in the ES to a number of other planning related issues associated with the environmental effects of the Development. The principal conclusions from the ES are set out below:

*Microclimate*

- 5.83 A wind qualitative assessment of the proposed development is included in the ES. The Chapter concludes that the residual impact of the scheme is minimal. The landscape strategy has been designed to mitigate the effects of the microclimate conditions created by the Development to ensure that it is safe and comfortable for users all year round.
- 5.84 An analysis has been undertaken of the impact of the Development on daylight levels in neighbouring residential properties both in terms of Vertical Sky Component (VSC) and Average Daylight Factors (ADF). Chapter 14 of the ES concludes that 95% of those existing rooms surrounding the Site meet the Guidelines in relation to daylight. The levels seen in the remaining 5% are lower than the recommended levels on the basis of design in the existing properties. Given the urban context of the area, this impact is considered acceptable.
- 5.85 The shadow analysis identifies that there are no public areas adjacent to the Site which require assessment. The amenity spaces within the Site have been assessed against the BRE guidelines and all the areas meet the criteria as they will experience less than 40% permanent overshadowing. Furthermore, two of the areas experience very low levels of overshadowing that are well within the ideal (25%) criteria specified by the guidelines.
- 5.86 Analysis has also been undertaken of the residential daylight conditions within the proposed development scheme. The assessment which is appended to the ES demonstrates that 89% of all rooms in the Development are BRE compliant under ADF assessment. The supporting Daylight Report provides full justification for those levels that do not achieve BRE compliance.
- 5.87 Given the urban context of the Site this is considered to be entirely acceptable.

*Noise*

- 5.88 The ES addresses the potential impacts of noise and vibration from the construction and operation of the Development, in addition to the existing noise environment. In order to ascertain the existing noise character for the area, a baseline study has been undertaken to inform the assessment.
- 5.89 During construction the assessment finds that there will be occasions when noise levels exceed the accepted standards. These occasions are expected to be limited in duration

and it is concluded that construction noise is likely to have a minor impact on the immediate area.

- 5.90 The assessment demonstrates that upon completion of the Development the design fully accords with accepted guidance (below 5 dB BS8233) to create a good internal acoustic environment for the proposed units.

*Contamination*

- 5.91 Soil conditions at the Site have been assessed through a desk top based top based study and ground works investigation. The assessment concludes that additional pre construction site investigation work will be required to provide further information to the Council, but by implementing the appropriate mitigation measures there will be no significant adverse, residual impact from contamination.

*Flood Risk*

- 5.92 The ES contains a full Flood Risk Assessment (“FRA”) in accordance with the guidance set out in PG25 – Development Flood Risk. The report concludes that the UDP mixed-use site allocation is consistent with the known flood risks in the area.
- 5.93 The specific recommendations for the necessary management of the flood risks at the site are also considered. The exception test, run as part of the assessment, conclude that though the hydraulic modeling simulations, there is a residual risk of flooding at the current site of levels up to 4.133m AOD and depths of 0.8m AOD in the Woolwich Road. Consequently, the application scheme has been designed so that residential development is not located at levels lower than this threshold.
- 5.94 The FRA further concludes that that surface water runoff will be reduced by the Development and that overland flows related to sewer flooding would not be affected.

*Archeology*

- 5.95 Upon request of English Heritage, a desk top based assessment of the potential for archeological remains has been conducted.
- 5.96 It is concluded that there are no significant remains at the site and where any are found, appropriate measures will be taken to excavate and preserve them in accordance with best practice.

*Sustainability*

- 5.97 Sustainability is at the core of the proposed Development.
- 5.98 The scheme will contribute to a sustainable pattern of development by delivering the mixed-use regeneration of an inner London urban site which is located in a designated District Centre.
- 5.99 The best practice approach to design and design, construction and the operation of the Development also embodies the aspirations of sustainable development. This is ensured through detailed design by a commitment from the Applicant to achieve a BREEAM “Excellent” and Code for Sustainable Homes rating of “Level 4”. This reflects the scheme’s commitment to a truly sustainable development.

*Socio Economics*

- 5.100 The vacant Site forms the baseline for the socio-economic impact assessment of the proposed Development.
- 5.101 The assessment concludes that the Development would have an overall positive economic impact on the local and regional economy. The Development will generate a significant number of jobs, estimated at 243-288. A further 130 jobs are estimated to be developed as a direct result of the construction phase of the Development.
- 5.102 The proposed Greenwich Centre and its contained uses, the health centre, library, crèche, Council drop in centre and leisure centre, are all major community facilities which will undoubtedly provide significant community benefit.
- 5.103 In addition, 324 affordable flats and maisonettes are proposed. 155 of these units will be managed by the Applicant’s chosen Registered Social Landlord partner in the form of social rented accommodation (subject to grant funding). This provision equates to 50% of the total units proposed, fully meeting planning policy guidance.
- 5.104 Overall, the Development is considered to have a positive impact on the local area, delivering a raft of community benefits to the local area.
- 5.105 Further details of the community benefits resulting from the Development is found in the supporting Statement of Community Benefit.

*Residential Amenity*

- 5.106 Residential amenity and environmental quality is fundamental to the application scheme. The ES has provided an assessment of the amenity on the proposed residents of the Development and neighbouring area in matters such as daylight and sunlight, noise and air quality.
- 5.107 As set out in the ES, the construction of the Development will be managed and controlled by the contractors through a Construction Environment Management Plan (CEMP) which will be devised and submitted in full consultation with the Council and other consultees. This document will address the control of dust, noise, pollution, hours of works, vehicle movement, type of construction processes and waste disposal. This includes advance agreement and warning of operations, duration of work and mechanisms for the local community to liaise with the contractors. A resident liaison officer will be appointed by the Applicant and the works carried out on the Site will conform with the provisions of the Considerate Contractor scheme. In the context of these commitments the ES concludes that the Development will be completed with minimal disruption to the immediate and wider area in terms of residential amenity.
- 5.108 The Development respects the privacy of adjacent residential occupiers through appropriate building heights and screening mitigation measures on all balconies. In all examples the block's siting in relation to neighbouring properties has been carefully considered. The privacy of existing residential properties is therefore considered to be safeguarded.
- 5.109 The Development will be lit at night. Whilst a lighting strategy will form part of the detailed landscape design, secured through planning condition, it is not envisaged that the light emissions from the Development will exceed recommended guidance levels.
- 5.110 It is therefore concluded that the residential amenity of adjoining residential properties will be protected and respected by the development proposals.

## 6.0 CONCLUSION

- 6.1 The principle of mixed-use redevelopment of the Site is well established in planning policy. It is located within the Thames Gateway, the emerging boundary of the Strategic Opportunity Area and is designated as a site for mixed use redevelopment in the adopted UDP. Further policy weight is provided in the supplementary planning guidance for the Peninsula which recognises the site as an important regeneration opportunity.
- 6.2 In accordance with this policy framework, the proposal is for a comprehensive redevelopment and regeneration of this vacant site for a number of different uses.
- 6.3 The proposals have been subject to extensive consultation with the London Borough of Greenwich, statutory consultees, local residents, interest groups and the wider community. The scheme has evolved during this process and the applicant has strived to take account of all the comments made during the pre application consultation period. Examples of changes introduced include the reduction in building heights and parking space numbers across the Site in response to comments from a number of consultees. The result is a scheme which will provides a distinct and quality development for this part of the Borough.
- 6.3 The proposals contribute to the Borough's housing need by proposing 50% of the total to be affordable. This provision in excess of UDP guidance for 35% of development and will be fully integrated across the Site in sensible manageable clusters.
- 6.4 The residential provision will be provided in a range of unit sizes to cater for all user groups and their specific needs. All the residential units will achieve a Code for Sustainable Homes level 4 and 10% will be capable of meeting the relevant wheel-chair standards through detailed design.
- 6.5 The retail uses are intentionally located to enliven the frontages of the Development, creating a distinct character for the public space and to this section of the Woolwich Road.
- 6.6 The community uses proposed in the Greenwich Centre, together with the high quality public open space at the entrance to the building, represent a significant community benefit. Public open space constitutes approximately 50% of the site area which will help to address the current deficiencies in local provision. This sequence of spaces has been

- designed to integrate with the existing networks of spaces and linkages that exist in the immediate and wider area.
- 6.7 The design has been formulated by a world class firm and embodies best practice to provide a scheme of the highest quality in terms of architecture and urban design.
- 6.8 The delivery of a highly sustainable development is secured through commitments to reach a BREEAM rating of “Excellent” and a Code for Sustainable Homes level 4. The carbon neutral strategy for the Site, stemming from the CHP energy centre in the basement of Block 2, sets new exemplar levels of sustainability for development in London and will act as a measure of best practice for both the Borough and City.
- 6.10 The ES demonstrates that there will not be unacceptable environmental effects occasioned on the Development. Adherence to the mitigation measures proposed in the ES will ensure that existing residential amenity is not harmed.
- 6.11 The Development will deliver significant regeneration benefits to the Site and this part of the Borough. The proposed land uses will complement and enhance the existing District Centre of East Greenwich, reinforcing the role and identity that the area has within the social, economic and physical make up of the Borough. The Development is considered to contribute fully to the Council’s vision for the comprehensive regeneration of the Site.
- 6.12 The proposal meets all the key criteria identified within relevant national, strategic and local planning policy. It will make a long term significant contribution to the future of the Peninsula and East Greenwich.



  
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