

London Borough of Redbridge
Town Hall
128-142 High Road
Ground Floor, Room A1
High Road
Ilford
IG1 1DD

12th May 2017

By Email

Dear Sir or Madam,

REDBRIDGE LOCAL PLAN 2015-2030: WRITTEN HEARING STATEMENT

CBRE Ltd is instructed by The Anderson Group (representor number R01075) to submit a written statement on its behalf in advance of the Redbridge Local Plan Examination in Public Hearing Sessions.

Representations were submitted to the Regulation 19 Consultation in September 2016 (a copy of which is appended to this statement) and accordingly, the Anderson Group wishes to exercise the right under section 20(6) of the 2004 Act to make further representations and appear in front of the Inspector.

This statement does not reproduce the issues set out in our previous representations, but cross-refers to them with regard to the Inspector's specific questions and matters, the modifications to the Local Plan and its appendices (documents LBR 1.01.2 and LBR 1.01.3), and the published evidence base (including the Tall Buildings Study, document LBR 2.77).

BACKGROUND

Station Estate

The Anderson Group has been involved in the land assembly of the estate for some years and is capable of delivering the sustainable and viable redevelopment of the site. As the London Borough is aware, a masterplanning process is underway in order to demonstrate deliverability of the site, and develop a scheme of high quality design principles which delivers the site's density potential. The Anderson Group has engaged with the London Borough with regards to this site through pre-application discussions and during the development of the Design Brief, which is discussed in greater detail in our previous representations.

This written statement is accompanied by a Design Addendum document prepared by Studio Egret West, which demonstrates the capability of the site to deliver higher densities than considered appropriate in

the emerging Local Plan in a well-planned and sensitive manner, without significant impact on the Conservation Area. This will be cross-referenced throughout this written statement.

INSPECTOR'S ISSUES AND QUESTIONS

We have responded to each Issue separately below in relation to the soundness tests set out at NPPF paragraph 182.

Issue 4a:

Are the policies for the individual Investment and Growth Area justified, consistent with national policy and will they be effective (Policies LP1A- LP1E)? Are the strategic and key sites within each of the Investment and Growth Areas justified when compared to other reasonable alternatives, deliverable within the plan period having regard to any constraints and consistent with national policy? Is the detail about the sites adequate in respect of use, form, scale, access and quantum of development?

South Woodford – Draft Policy LP1D

- i) *Given the number of opportunity sites expected to come forward does South Woodford warrant the designation of Investment and Growth Area?*
- vi) *Does modification 33 to remove reference to a contemporary landmark within the town centre at Station Estate (site 117) affect the indicative capacity of 120? What is the justification for the change?*
- vii) *Should Station Estate be earmarked for specialist accommodation for the elderly? What is the status of the adopted brief?*
- ix) *Are the key sites identified justified when compared to other reasonable alternatives, deliverable within the plan period having regard to any constraints and consistent with national policy? Is the detail about the site allocations adequate in respect of use, form, scale, access and quantum of development?*

Response:

Our previous representations set out the issues relating to the soundness of Draft Policy LP1D – South Woodford, with regard to the proposed density and quantum of development at Station Estate (site 117).

Modification 33 is not considered to be justified or positively prepared, in that it seeks to further restrict the acceptable density of a previously developed site, which is in close proximity to a transport hub (e.g. South Woodford Station). The London Borough has not provided any justification for the change within LBR 1.01.2. This lack of site-specific evidence and assessment does not accord with the national policy requirement as set out in the NPPF (paragraph 158) that authorities “should ensure that the Local Plan is based on adequate, up-to-date and relevant evidence about the economic, social and environmental characteristics and prospects of the area.” Station Estate has been allocated for high-density residential development since 2008 (by way of an allocation in the adopted Core Strategy and it is within a Tall Buildings policy area). Outline planning permission was indeed granted in 2004 for part of the site (at 10-12 Eastwood Close) for a seven-storey office block (reference: 2825/03). In design terms, outline permission for seven storeys of commercial is likely to be able to equate to over ten storeys of residential development (based on commercial floor to ceiling heights).

The reference to a contemporary landmark in the planning policy does not preclude high quality development coming forward; rather to the contrary it is likely to encourage such proposals. It is unclear why such an amendment to remove this key development principle, which will help to achieve

regeneration of an underused brownfield site that at present offers little contribution to the character of the area, has been made. The amendment does not acknowledge that tall buildings and high quality design are not mutually exclusive, and we consider that it presents a less positive version of the previous policy with no evidence to support this change. Furthermore, the modification is not in accordance with London Plan policy (Policy 3.4 Optimising Housing Potential) or NPPF paragraph 17 (making efficient use of brownfield land).

The Tall Buildings Study (document LBR 2.77) suggests that higher densities on the site would be appropriate, however, notes that 'South Woodford contains very few tall buildings' and that 'there are no tall building applications granted in the area'. This absence of previous development proposals is not considered sufficient justification for reducing the potential capacity of a site, specifically with reference to London SHLAA paragraph 3.84 (discussed in more detail below). Paragraph 6.5.45 of the Tall Buildings Study in fact notes that the site is within an area suitable for high density (up to 260 u/ha), which would enable a site capacity of c.200 units.

In the analysis, paragraph 6.5.49 sets out that:

"Within some local street views, this [high density] scenario would be apparent as one of the tallest elements in the local area, although the considerations listed above suggests that this would not necessarily be detrimental to the existing townscape."

However, the conclusion immediately below this paragraph states that this scenario would result in a significant impact on townscape character. This conclusion appears to be at odds with its analysis and is not justified by an assessment of evidence. This is contrary to the national policy approach established by NPPF paragraph 158.

With specific regard to heritage, paragraph 6.5.50 concludes that this higher density scenario would result in a significant impact on the setting of George Lane Conservation Area. This is considered an unusual conclusion, given that the site is currently allocated by adopted policy as a location suitable for tall buildings, and the medium density scenario has 'no significant impact', despite only offering a 2-storey reduction when compared to the higher density scenario (which is still considered taller than the prevailing townscape character of South Woodford).

The medium-density scenario tests 149 units and considered that there are no significant impacts on townscape or heritage. Despite this, and the above flaws in the higher density analysis, the emerging policy position has retained an arbitrary capacity limit (which the London Borough's own evidence base has demonstrated could be increased without detrimentally impacting on its surroundings), and has further limited the ability of the site to deliver high quality high density development through a landmark building.

It is not clear how the setting of the Conservation Area has changed since the adoption of current planning policy to justify a reduced quantum and scale of development on the site by virtue of its impact on heritage assets. Nor is it clear why, despite technical evidence to the contrary, the quantum of development proposed is less than considered appropriate by the London Borough's own evidence base. In order for the policy direction to be robust, the current capacity limit should be removed as there is no justification or evidence for its inclusion. Design and Heritage policies are considered to be adequate at protecting and ensuring robust assessment of Conservation Area setting, and design impacts.

As evidenced by the accompanying Design Addendum, it is possible to masterplan the site in such a way as to achieve high density and high quality development which minimises impact on the Conservation Area. This is achieved by containing the taller elements of the scheme against the already elevated viaduct, and reducing building heights towards the Conservation Area. The Design Addendum includes preliminary non-verified testing of specific viewpoints' to determine the likely impact of the proposed massing on the Conservation Area.

The Government's White Paper, 'Fixing the broken housing market', specifically references (at paragraph 1.51), that in high-demand suburban areas, high density housing can be appropriate and can deliver high quality and innovative design. Indeed, the Government is proposing to amend the NPPF accordingly to "address the particular scope for higher-density housing in urban locations."¹ This is linked to the proposed increase in weight to be attributed to the most efficient use of brownfield land within existing settlements for housing.

The adopted Planning Brief is referenced in the London Borough's response to representation comment R00108/17 as justification for Policy LP27. In our view, this is unsound, as the adopted Planning Brief does not form part of the Development Plan for which emerging planning policies should be assessed against. The adopted Planning Brief was not adopted by Cabinet or Full Council, nor was it subject to independent Examination. The Development Plan and material considerations (i.e. in the emerging London Plan and emerging amendments to the NPPF) have since moved on from when this Brief was published, and therefore the Brief is not consistent and should not be considered to be a material consideration of any weight until it has been the subject of review and appropriate consultation; therefore we consider its role to be redundant in the consideration of an emerging policy position for the site.

The Design Addendum demonstrates that the approach taken by the Design Brief is not only suboptimal in masterplanning terms, but that it is unlikely to be feasible in delivery terms. It does not enable the provision of sufficient development to achieve the required housing supply, and does not consider key deliverability constraints such as land ownership and utilities/infrastructure.

There is no reason why specialist accommodation for the elderly could not form part of a mixed-use residential scheme on the site in response to market conditions and having regards to viability considerations. A planning application process will determine the appropriate quantum and type of suitable ancillary uses to support a residential-led scheme, and accordingly, the inclusion of specific uses outside of residential should not form part of a policy approach. Instead, such land uses should be considered in the context of other Development Plan policies.

The allocation of Station Estate as a key site is supported, but, as set out above and in our previous representations, the opportunity of this site to deliver housing on a sustainably located, underused previously developed site will be lost if the appropriate density and quantum cannot be achieved. Accordingly, the arbitrary capacity restriction should be omitted as it is not supported by any site specific evidence or assessment.

South Woodford should continue to be designated as an Investment and Growth Area, given the capacity of its brownfield sites, sustainable and accessible location and the housing need facing the London Borough (and indeed all outer London Boroughs).

¹ Full bullet point of paragraph 1.53 reads:
"address the particular scope for higher-density housing in urban locations that are well served by public transport (such as around many railway stations); that provide scope to replace or build over low-density uses"

The identification of key sites is a positive approach to boosting significantly the supply of housing, however, in the absence of site-specific evidence and assessment, there is no justification for the identification of an arbitrary restriction on site capacity or the removal of the tall buildings designation. This will seriously reduce the ability of the policy to be effective and therefore affect the ability of the site to be delivered.

Issue 5:

Are the policies for housing growth and affordable housing (Policies LP2 & LP3) justified, deliverable and consistent with national policy?

Questions:

- i) *Has the Council done all it can, in co-operation with other Boroughs and Districts, to identify previously-developed land, including that in neighbouring authorities including Epping Forest District, before releasing Green Belt land for development?*
- vi) *Having regard to the SRQ matrix in The London Plan (Table 3.2) has the Council made reasonable assumptions about densities that can reasonably be achieved at opportunity sites given that paragraph 3.84 of the London Strategic Housing Land Availability Assessment (LBR 2.05) indicates that outer London Boroughs may have to encourage higher density development to help meet their pressing needs?*

Issue 6:

Are there exceptional circumstances that warrant altering Green Belt boundaries?

Response to Issues 5 & 6:

The Government's White Paper sets out that the contribution from brownfield land should be maximised, and effective use should be made of previously developed land before considering the release of Green Belt through 'exceptional circumstances'. This is relevant insofar as appropriate densities as part of the redevelopment of previously developed sites and release of Green Belt are clearly related.

It is accepted that due to the significant housing need faced by the London Borough that some Green Belt release is likely to be required and be justified by 'exceptional circumstances' – the extent and location of Green Belt to be released is for other respondents to comment. However, we would contend that the full opportunity offered by previously developed land has not been sufficiently explored to make the approach to the release of Green Belt fully justified and in accordance with national policy.

If the appropriate density of 260 u/ha (as per the London Plan SRQ Matrix) was accepted at Station Estate, this could deliver up to 200 homes. The draft Local Plan seeks to constrain the redevelopment of the Site to a maximum of 120 units. Several such 'gaps', where site capacity is not optimised as per the SRQ Matrix, could result in a situation where more Green Belt would need to be released, and suitable development in the urban area would be frustrated.

The London SHLAA 2013 (LRB 2.05) indicates that the London Borough is among the worst-performing Boroughs in identifying housing land capacity to meet DCLG household projection figures. The significant shortfall arises in most outer London Boroughs. Accordingly, the SHLAA acknowledges the flawed approach that can result from the SRQ matrix, specifically that it "reinforces low density

development in areas which are currently low density”, and concludes that therefore “even outer London areas have to encourage higher density development to meet their pressing housing needs.”²

The SHLAA goes on to test increased densities, and by increasing allocations to the top of density ranges in town centres and opportunity areas, could result in 38,440 homes extra capacity. Redbridge could deliver an additional 2,129 homes of extra capacity by applying this approach.

In summary, we have concerns that the London Borough’s approach to density and brownfield sites fundamentally undermines its approach to the Green Belt releases it is promoting.

Issue 9:

Are the policies relating to achieving quality design and to tall buildings in Section 5 (Policies LP26-LP33) justified, consistent with national policy and will they be effective?

Response:

Policy LP27 – Tall Buildings is intrinsically linked to the ability of the Plan to meet the London Borough’s identified housing need. The modifications to this policy to further restrict locations where tall buildings (and therefore higher densities) are appropriate is therefore neither positive nor justified against the London Plan and emerging Government direction to achieve higher densities from previously developed land (representing the maximum efficient use of land). It is acknowledged that high density and tall buildings are not synonymous. The application of restrictions in design terms to delivering quality high density development, which may incorporate tall buildings, could threaten the ability of the Borough to meet its housing need on sustainable brownfield sites.

The Tall Buildings Study (LBR 2.77) does not accord with the sentiment expressed by the London SHLAA with regard to density, as it sets out in the recommendation at paragraph 8.2.2 that “development should generally match the surrounding height and context.” This approach does not encourage high quality regeneration of urban brownfield sites with pioneering design that may increase the local density and height (appropriately). This approach can offer a significant contribution to meeting housing need and significantly boosting the supply of housing.

As discussed above (regarding issue 4a), with regard to the approach taken to Station Estate, the conclusions of the Tall Buildings Study are not factored into the policy approach and therefore the approach is not evidence-based.

The Design Addendum demonstrates how a well-designed and well-planned approach to the site can achieve high density design and taller buildings, without compromising the appearance and legibility of the site, and without a significant impact on the Conservation Area.

Conclusions

In summary, we have the following key concerns in relation to the abovementioned Issues:

- The London Borough has not undertaken a robust or justified approach to assessing the full capacity and capability of brownfield land to meet its housing need and justify the full extent of proposed Green Belt release.

² London SHLAA 2013 (LRB 2.05), paragraph 3.84.

- The London Borough has not addressed the prevailing sentiment relating to achieving higher densities on appropriate sites which are previously developed and sustainably located (i.e. in close proximity to transport hubs).
- The Tall Buildings Study does not demonstrate how the policy approach proposed for Station Estate has been reached, nor does it seek to interrogate its findings robustly. The emerging policy is therefore contrary to the evidence base.
- The general policy approach to density is not compliant with the London Plan, the London SHLAA or NPPF (especially the proposed amendments).
- A number of proposed modifications have not been fully justified by the London Borough.

These factors, we believe, will constrain the ability of the London Borough to meet its identified housing need, and will further perpetuate the housing shortfall in the Borough. This does not represent positive planning and therefore for this, and the above issues, we consider that the Plan is not sound.

Yours sincerely



JONATHAN STODDART
SENIOR DIRECTOR, HEAD OF LONDON PLANNING

CC. Mr R Anderson – Anderson Group
Mr T Pike - Anderson Group
App. Representations submitted to the Regulation 19 iteration of the Local Plan.
Enc. Written Hearing Statement – Design Addendum prepared by Studio Egret West.

REDBRIDGE LOCAL PLAN 2015-2030

WRITTEN HEARING STATEMENT
DESIGN ADDENDUM

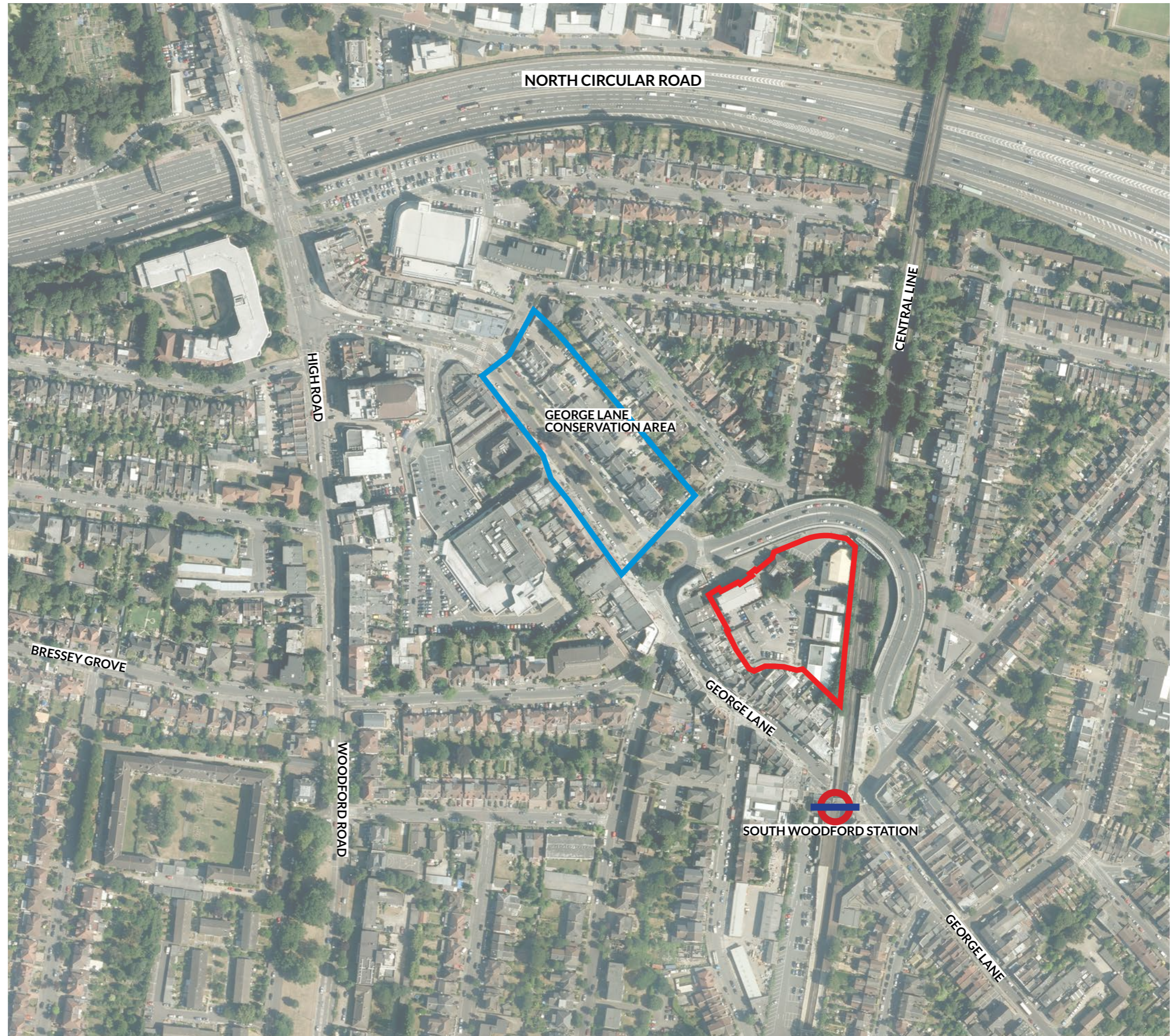
Prepared by Studio Egret West
on behalf of The Anderson Group
May 2017

The Site

The Station Estate site is an underperforming and in parts degraded environment located a few steps from South Woodford underground station on the Central Line.

The approximately 0.8 hectare site is bounded to the east by the underground railway tracks, to the north by the elevated Viaduct Road and to the west and south by the quaint George Lane shopping area.

The site is earmarked for mixed use development with commercial uses at ground floor and residential above. The LB Redbridge document "Draft Planning Brief for the Station Estate, and adj, Eastwood Close, South Woodford" (referred to in this document as the Draft Planning Brief) sets out the Council's aspirations for the site. This document has formed the basis for the framework design presented in this document.



The Site

The site is sloped with the north east corner along the Viaduct being the lowest lying part.

The site is underdeveloped and insular in character and does not positively contribute towards the popular centre on George Lane.

Existing buildings on site comprise low rise industrial/warehousing structures, the KGM Office building and Incey Wincey Day Nursery on Eastwood Close. A significant portion is used for surface car parking.

The George Lane Conservation Area neighbours the site to the north west beyond the Viaduct roundabout, containing a row of fine late Victorian dwellings that have been converted into offices but with the original rich detailing preserved. The conservation area is the smallest in Redbridge but it is nevertheless an important consideration for the Station Estate redevelopment.



REVIEW OF THE ADOPTED PLANNING BRIEF

Site Layout

As part of evolving our framework design for the site, we have reviewed the indicative development proposal set out in the LB Redbridge Draft Planning Brief.

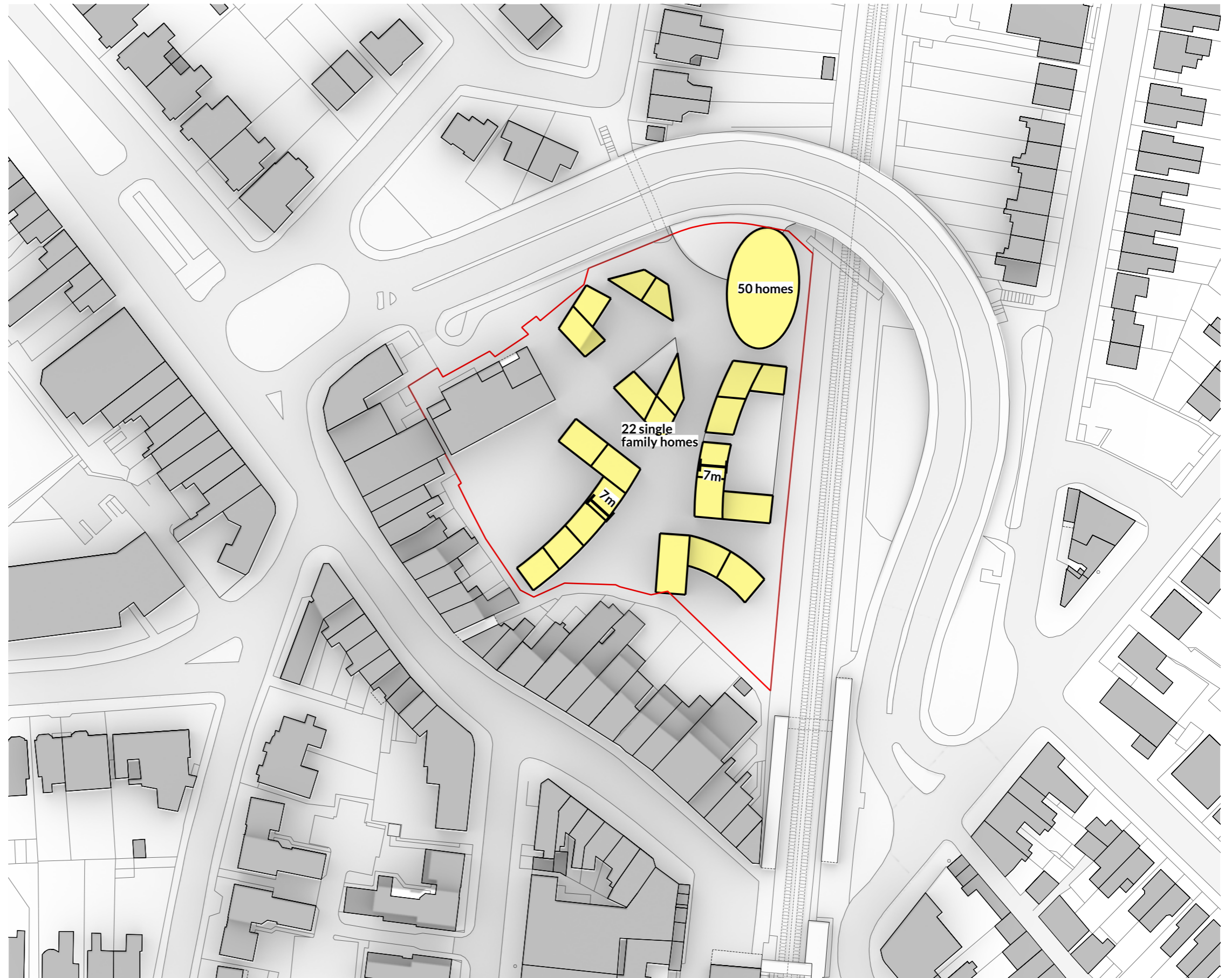
The plan to the right represents one of the options presented in the Draft Planning Brief. For the purpose of this exercise we will refer to this layout when assessing the suitability of the proposition.

The Draft Planning Brief sets a target of 100 homes on the site, which would equal a density of 170 dwellings per hectare. The indicative capacity identified in the Local Plan is 120 dwellings on the site. The majority of the accommodation is provided in fine grain, low rise development as well as one 10-12 storey apartment building.

We estimate that the proposal achieves far less than 100 homes, as the somewhat fractured nature and the under dimensioned proportions of the buildings are not well suited for flatted accommodation. We estimate that the scheme achieves approximately 72 new homes (124 dwelling per hectare), 50 in the tower and the rest as single family houses. This is 28 less than the Redbridge Council target of 100 homes and significantly less than the number of homes that could be delivered as part of a development consistent with the London Borough SRQ Matrix.

The proposal increases site permeability and produces a relatively slim and compromised open space of approximately 350 sqm. This space is located on the pedestrian route that traverse the site and is therefore likely to serve as a space to pass through as opposed to a space to linger.

We believe that the site layout can be optimised to produce more well-needed homes in a highly accessible location whilst also maximising the public realm at ground. A different building configuration with deeper floorplates could provide a more compact and efficient layout better suited for apartment living whilst also responding to the Council's aspirations for the site.

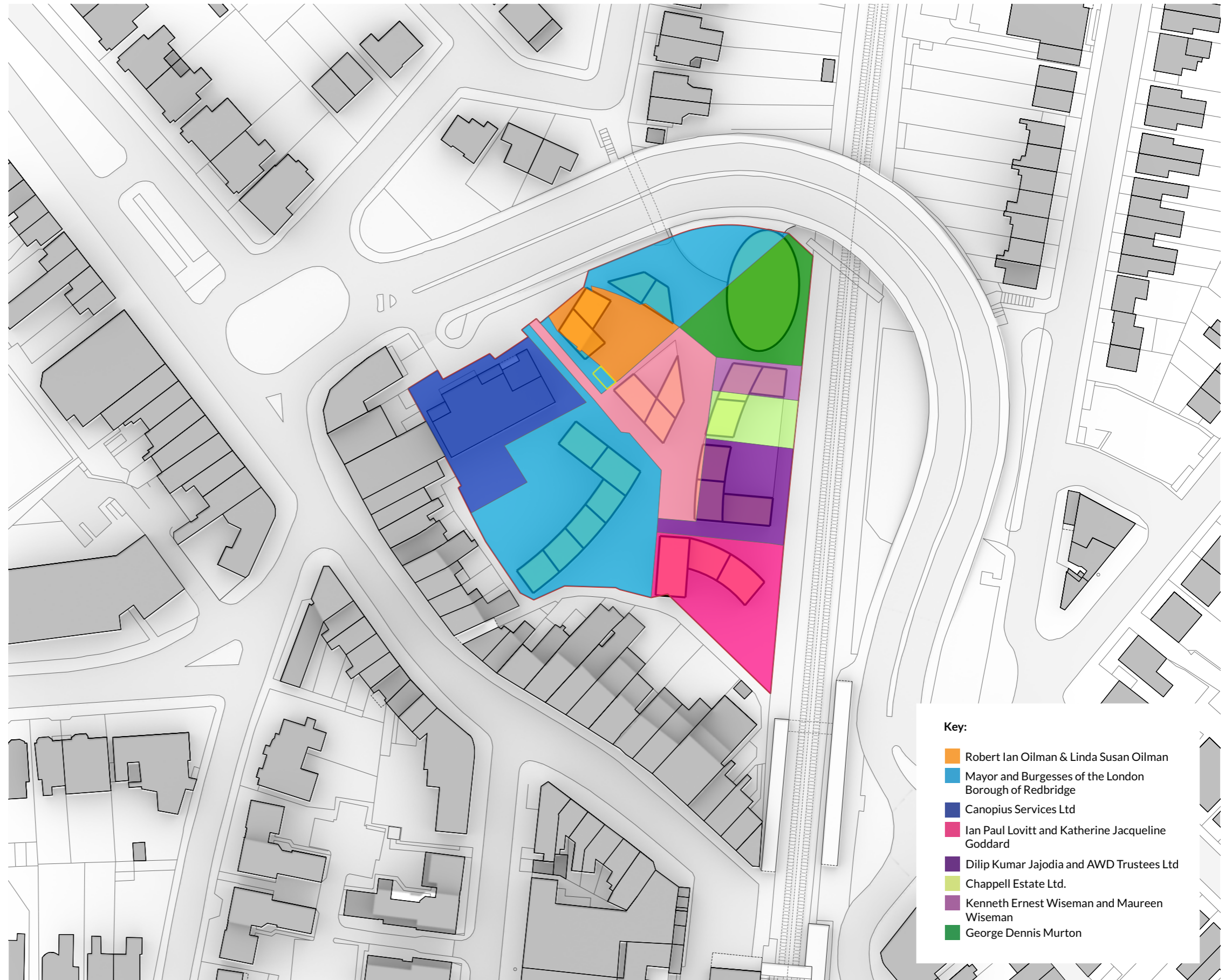


Land Ownership

The site has a complex ownership structure with nine potential sites and eight separate owners.

The proposed buildings are predominately located within single ownership boundaries which would facilitate acquisition and a phased redevelopment. The taller element spans across two ownership parcels.

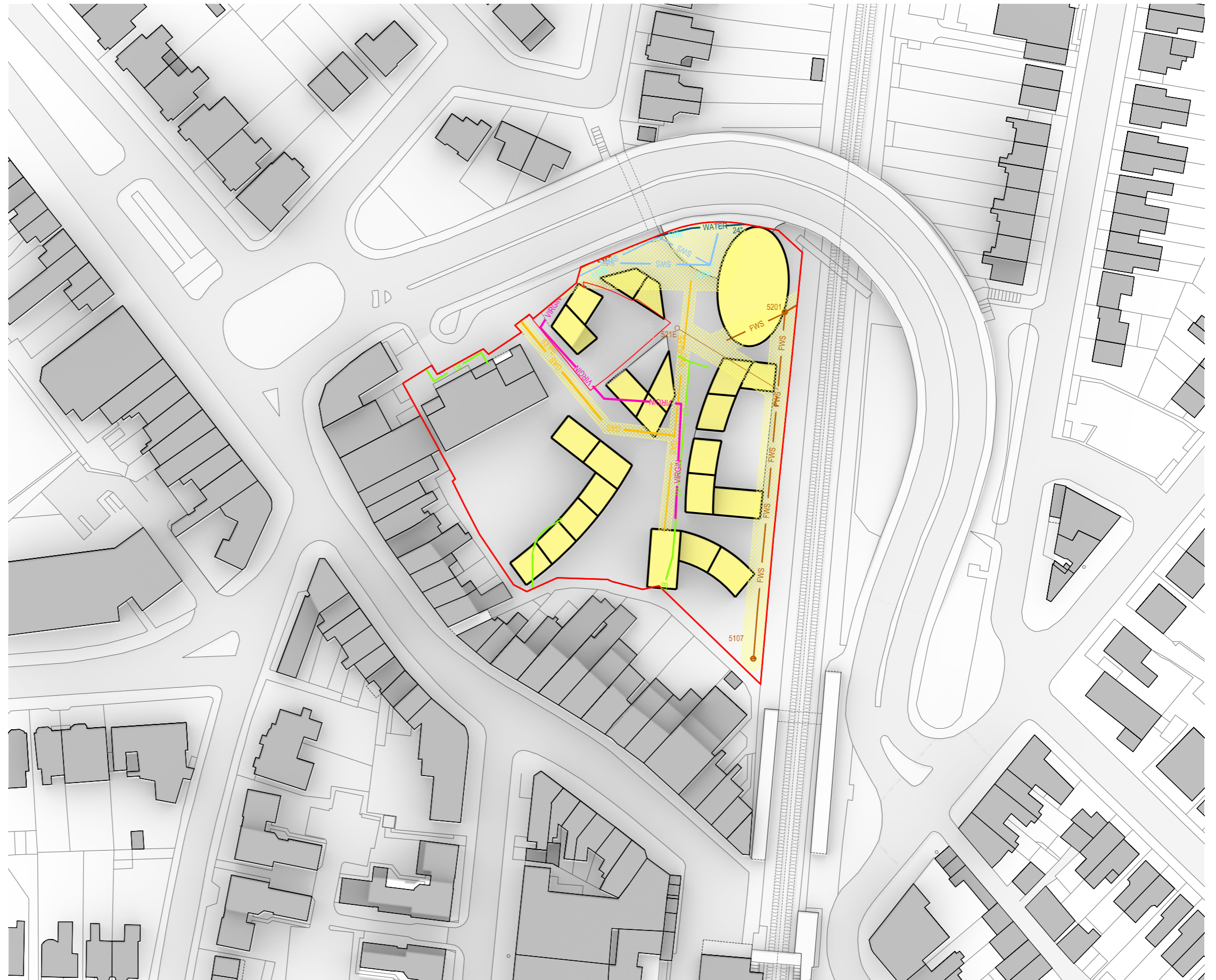
The approach to design to reflect land ownership boundaries could compromise the overall proposition and produce a sub-optimal form of development. We believe that a stronger scheme would be born out of taking a holistic approach to development on the site.



Existing Utilities

A network of surface and foul water sewers traverse the site.

The proposed layout conflicts with some of the services on site which could lead to costly diversions that could impact on the financial viability of the proposed development.

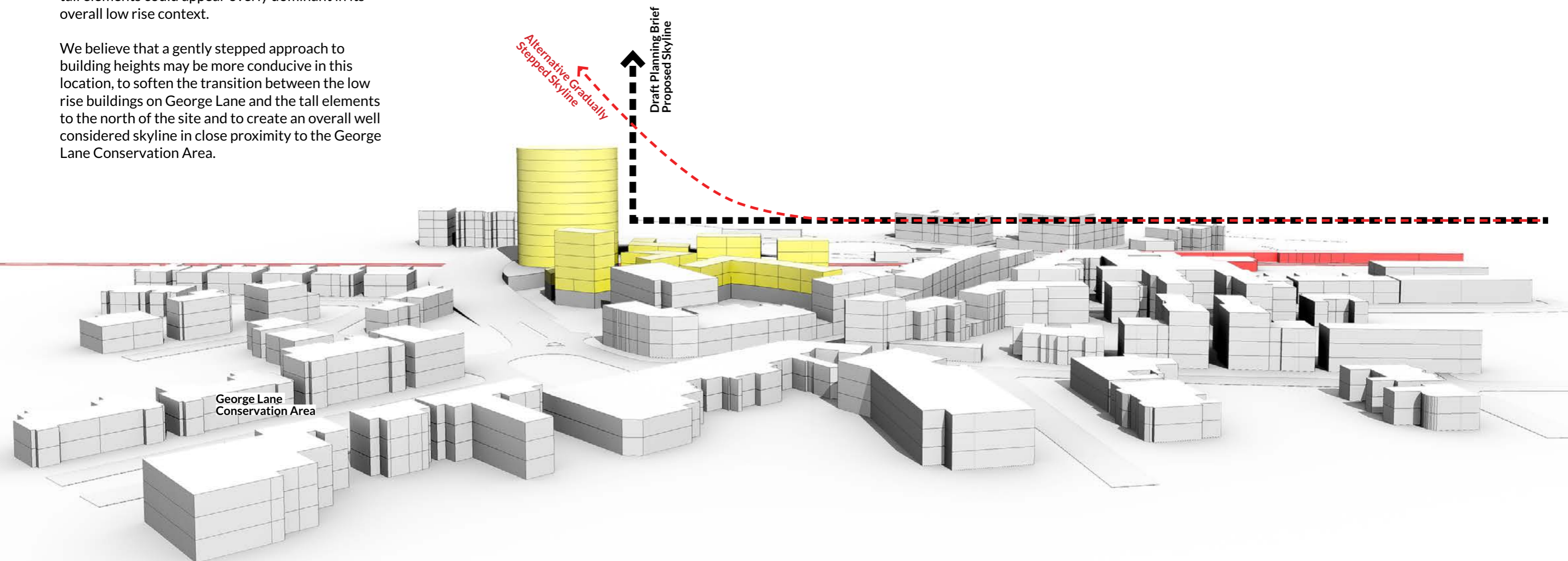


Building Heights

The Draft Planning Brief scheme proposes a predominantly low rise development of 1 to 4 storeys and two medium rise buildings to the north of the site.

This approach to massing produces a dramatic step change in building heights across the site and the tall elements could appear overly dominant in its overall low rise context.

We believe that a gently stepped approach to building heights may be more conducive in this location, to soften the transition between the low rise buildings on George Lane and the tall elements to the north of the site and to create an overall well considered skyline in close proximity to the George Lane Conservation Area.



Review of the Adopted Planning Brief - Summary

Having reviewed the scheme presented in the Draft Planning Brief, our observations and concerns are summarised below:

- The site layout, building footprints and building heights could be optimised to provide more well needed homes and to release a larger space at ground level for neighbourhood amenity space.
- The indicative capacity identified in the Draft Planning Brief and the Local Plan is very modest and should be reviewed in line with an optimised proposition.
- The open space at ground level is compromised by traversing pedestrian and cycle desire lines.
- The scheme is designed to land ownership boundaries which has yielded a fractured and piecemeal proposition.
- The proposal conflicts with some of the utilities on site which could lead to costly diversions and affect the scheme viability.
- The proposed massing produces a dramatic step change in building heights which could be softened by embracing a stepped approach to heights.



ALTERNATIVE SITE LAYOUT & MASSING

Placemaking Principles

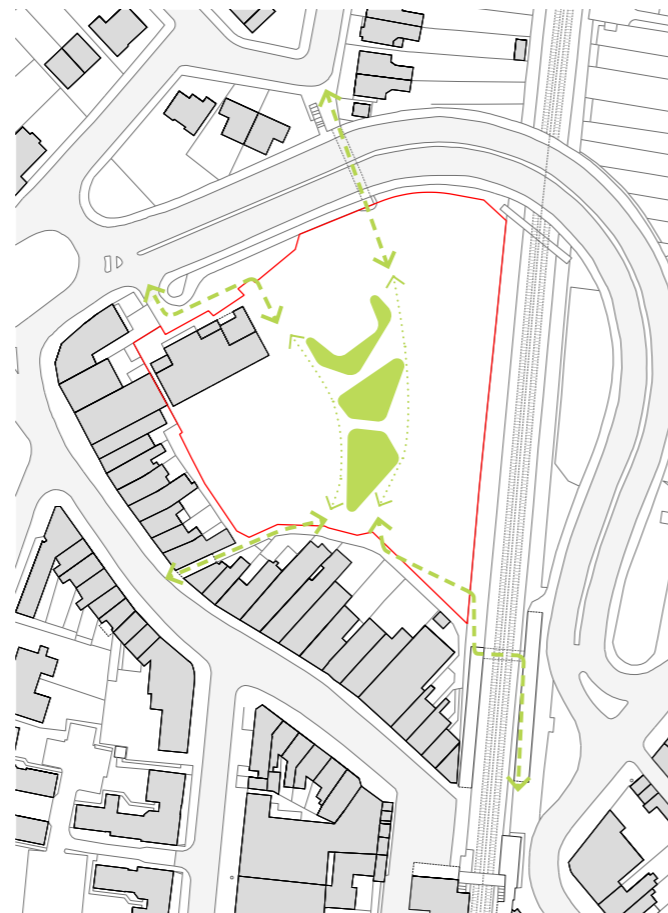
01



Stitching into the Wider Area

We propose to open up the site for pedestrian access to create a safe, convenient and inclusive environment. Well defined and active routes connect the site with the surrounding neighbourhoods and help pedestrians and cyclists navigate the major infrastructure corridors that surround the site. A new link is extended to the existing underpass to enable pedestrian access across the railway tracks.

02



A Verdant Public Space at the Heart

A verdant green space at the centre of the site provides approximately 675 sqm of open green space in an area that is currently deficient in open spaces. That is an uplift of 325 sqm in comparison with Draft Planning Brief scheme, almost doubling the provision.

A high quality hard landscape would produce a people focused space where the pedestrian take priority over the car. Existing trees would be retained wherever possible and new planted to create a truly verdant interior that is an inviting and peaceful oasis in an otherwise busy area.

03



Buffer Toward the Railway Land

The existing green planted buffer along the railway embankment is intensified to mitigate noise and pollution from the train traffic on the central line.

04



Healing the Edge

A new building wraps the unsightly rears of existing commercial properties on George Lane, producing an active edge towards the central open space.

Placemaking Principles

05



Stitching into the Wider Area

A continuous undulating building aligns the railway line and helps to protect and enclose the interior of the site.

In addition to the proposed buffer planting, careful building design including sufficient distances from the railway, good acoustics, appropriate internal layouts and noise management can help reduce residents' exposure to noise, pollution and vibration stemming from the central line both within the building itself, and for residents within the other parts of the development as well as occupants of the buildings on George Lane.

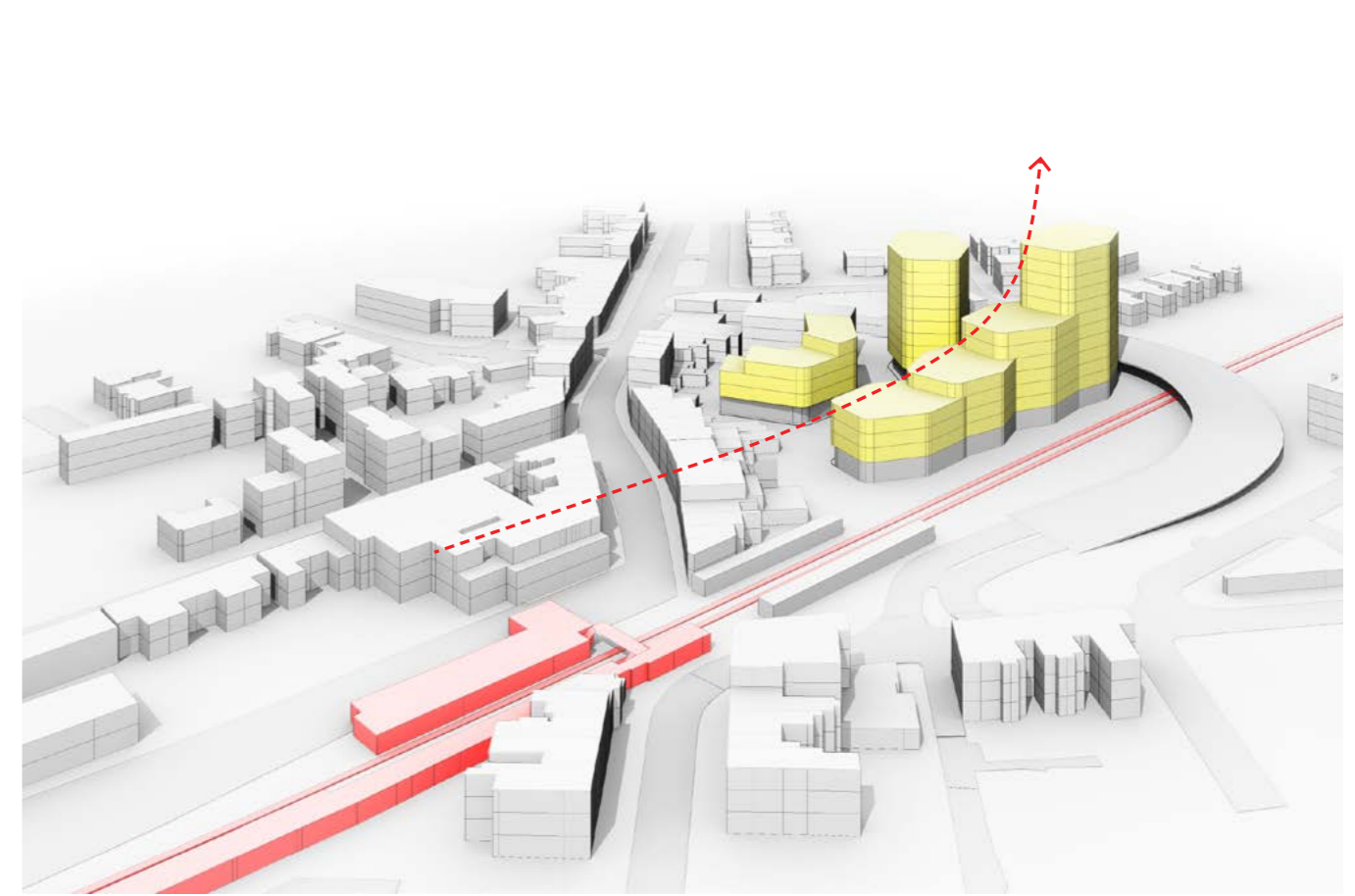
06



Respecting Land Ownerships and Utilities

The scheme takes a comprehensive and well-considered approach to the site that is mindful of the complex ownership boundaries. Utilities are avoided where possible to prevent costly diversions.

07



A Gradual Increase of Building Heights Toward the North of the Site

The Draft Planning Brief identifies an opportunity for a well-considered landmark development of high architectural merit in the north east corner of the site - a catalyst for extended activity and increased footfall within South Woodford.

This tall building could increase the capacity of the site and deliver more well needed homes right on the doorstep of the underground station.

Due to the close proximity to the conservation area, it is imperative that any tall buildings on the site are of the highest design quality.

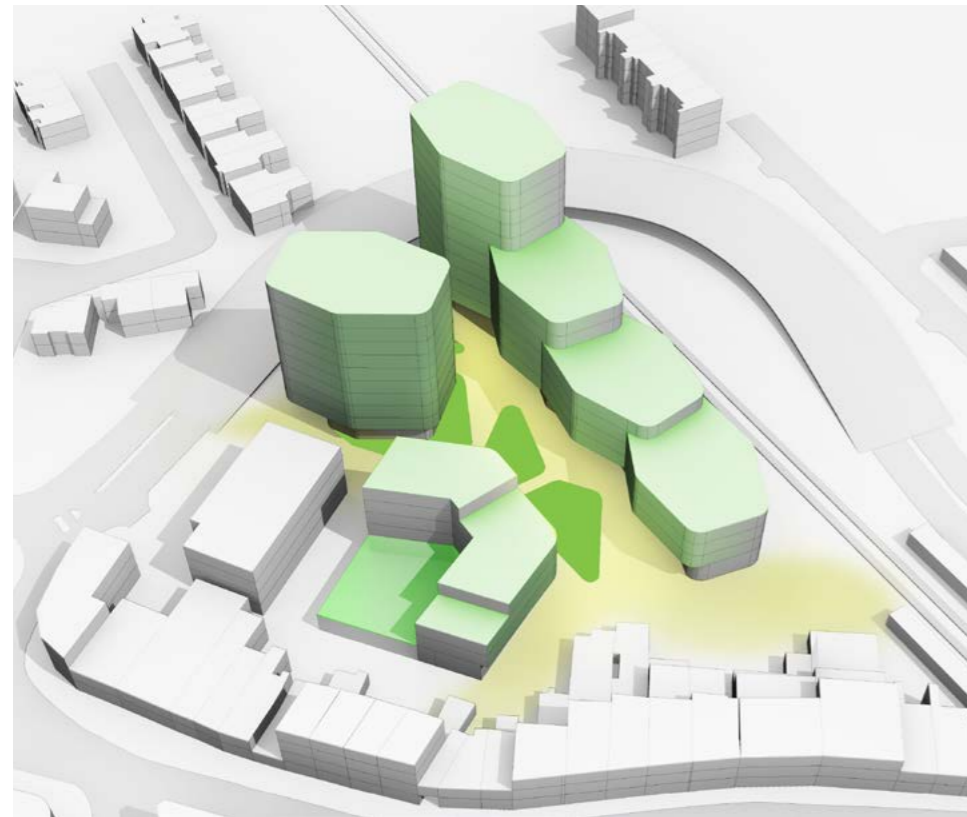
The Draft Planning Brief states that tall elements should have a vertical emphasis with a distinct and memorable silhouette. Therefore, the buildings are carefully sculpted to create a positive addition on the skyline.

The tallest element is located in the north-east corner, which is also the lowest lying part of the site. Residential accommodation is hoisted up above active ground level and the busy Viaduct Road to provide residents with some respite as well as stunning panoramic views of the area.

A second medium rise building creates a book end that marks the approach to the site.

Placemaking Principles

08

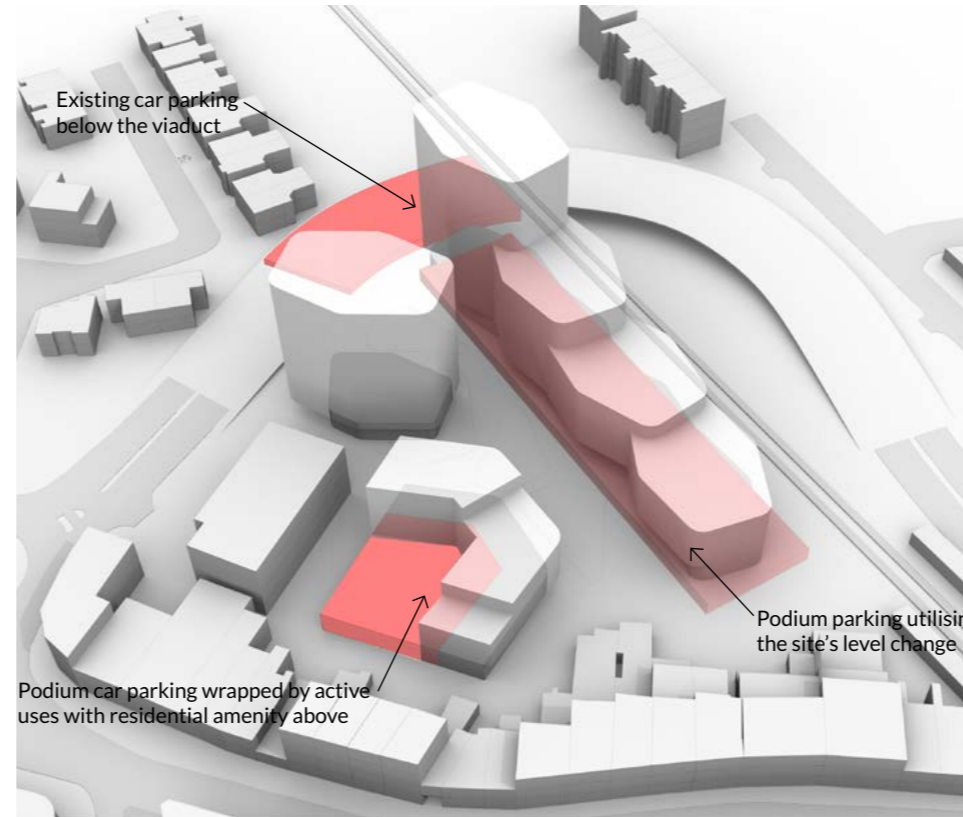


Amplifying Ecology and Amenity

Green terraces, rooftops and facades extend the ground level verdant green up onto the buildings. This helps create a clear demarcation between ground level public green space and upper level private green space. It also supports sustainable design and construction practices whilst mitigating the effects of climate change.



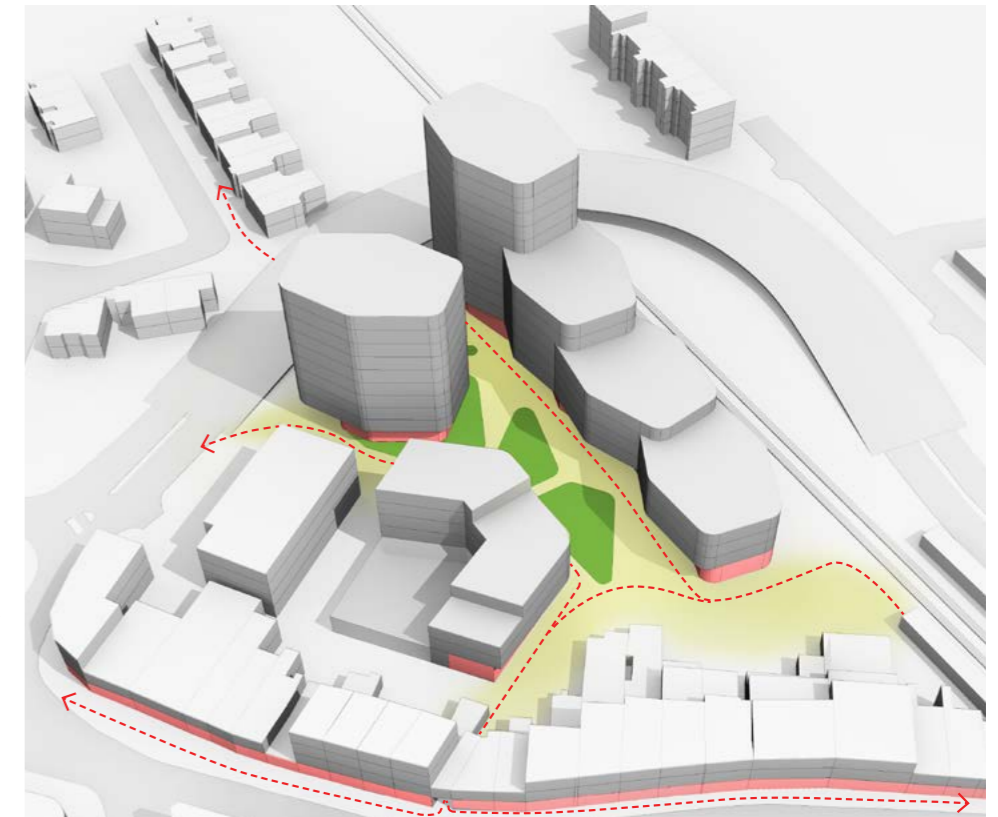
09



Integrate Car Parking to the Point of Invisibility

The redevelopment of the site provides scope to rationalise the existing car parking facilities. We propose to locate parking in podium structures wrapped by active ground level uses to minimise its exposure towards the public realm.

10



A Retail Offer that Complements the High Street

A mix of commercial and community floor space is provided at ground across the site. The new facilities should complement the existing commercial provision in the centre and provide active frontages to animate the public realm. Flexible workspaces and new facilities for the Incey Wincey Day Nursery could form part of this mix.

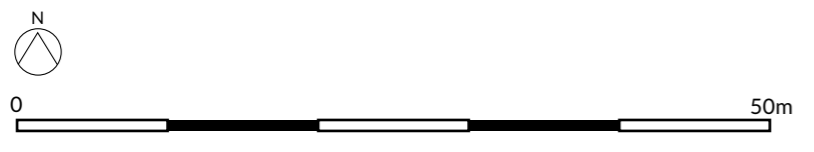


Illustrative Framework

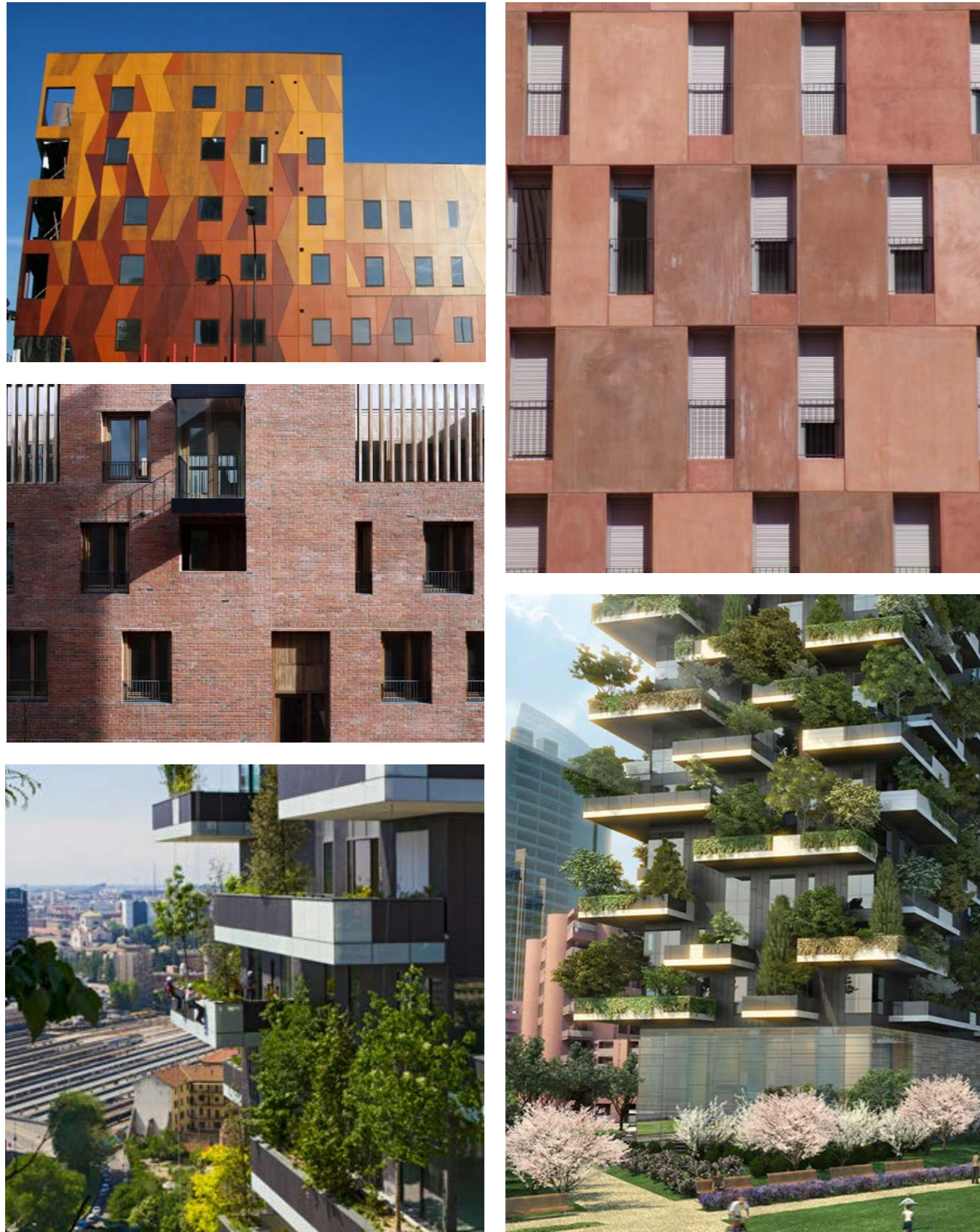
The placemaking principles have shaped a site specific framework of stepped building forms that utilise the level change to provide additional height where it is most appropriate. The north portion of the site is well suited for taller elements; here, the site is flanked by the railway tracks and the elevated Viaduct Road and there are no immediate neighbours. Tall buildings are removed from the conservation area and would therefore have reduced impact on views from within the conservation area.

The built form gently steps down to 3-5 storeys towards George Lane, reflecting the scale of the existing buildings in this location.

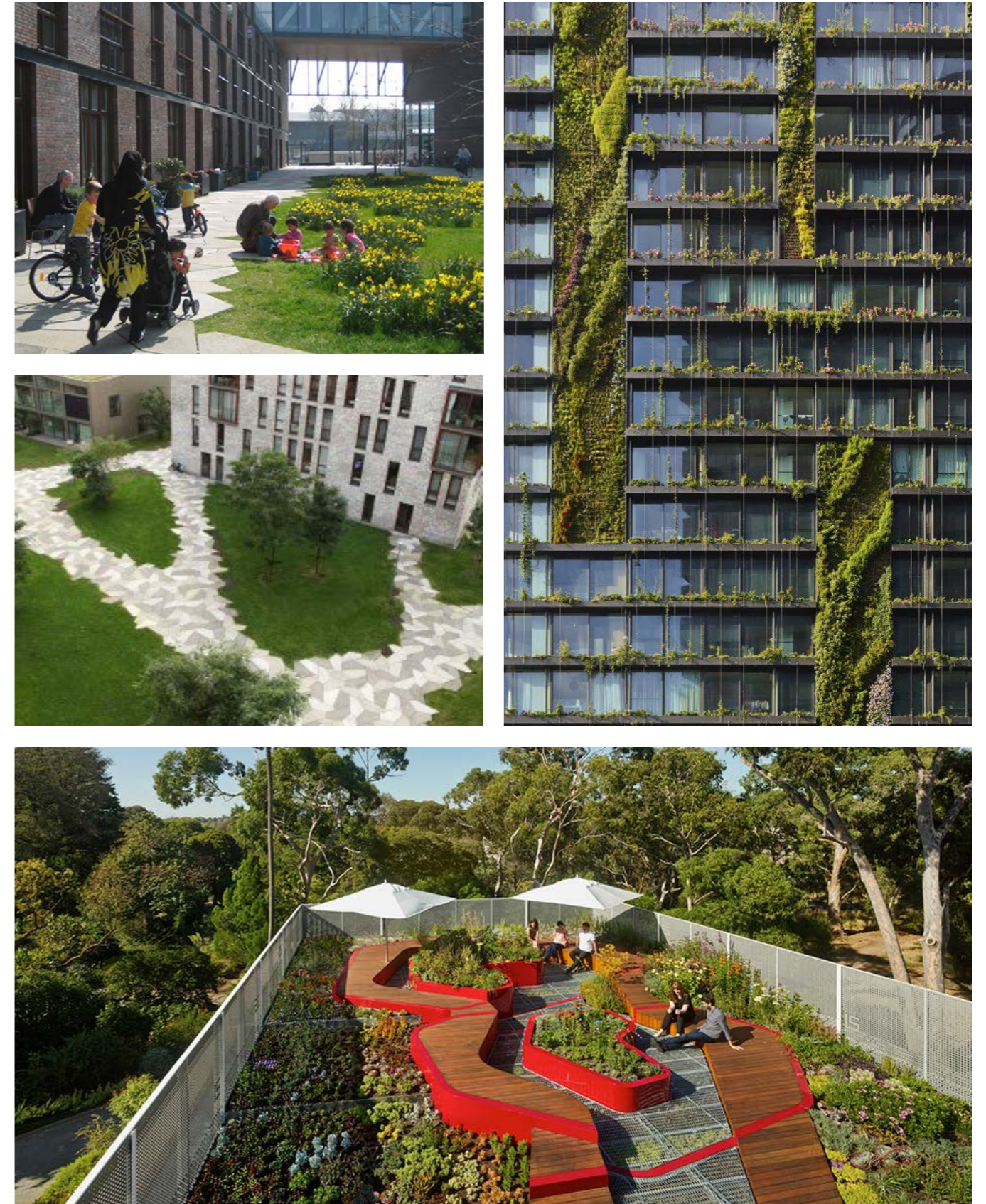
This layout creates a porous and permeable site with a generous green space at the centre, doubling the proposed provision of the Draft Planning Brief. Green terraces and facades soften the appearance of the buildings.



Building Precedents



Landscape Precedents



Building Heights, Density & Quantum

The proposal yields approximately 175 homes across the site, which is significantly more than the Draft Planning Brief scheme of 100 homes.

The Draft Planning Brief suggests a density of 80-120 dwellings per hectare.

We believe that with compact and efficient building floorplates we can optimise the capacity to provide much needed homes for Londoners within an appropriate and site responsive scale of development. The scheme presented here proposes a density of 222 dwellings per hectare, however we see that a density of up to 260 dwelling per hectare would be appropriate with a well considered and site responsive design that is sympathetic to existing built context.

Proposed accommodation

Number of homes: 175
Car parking: 90 spaces

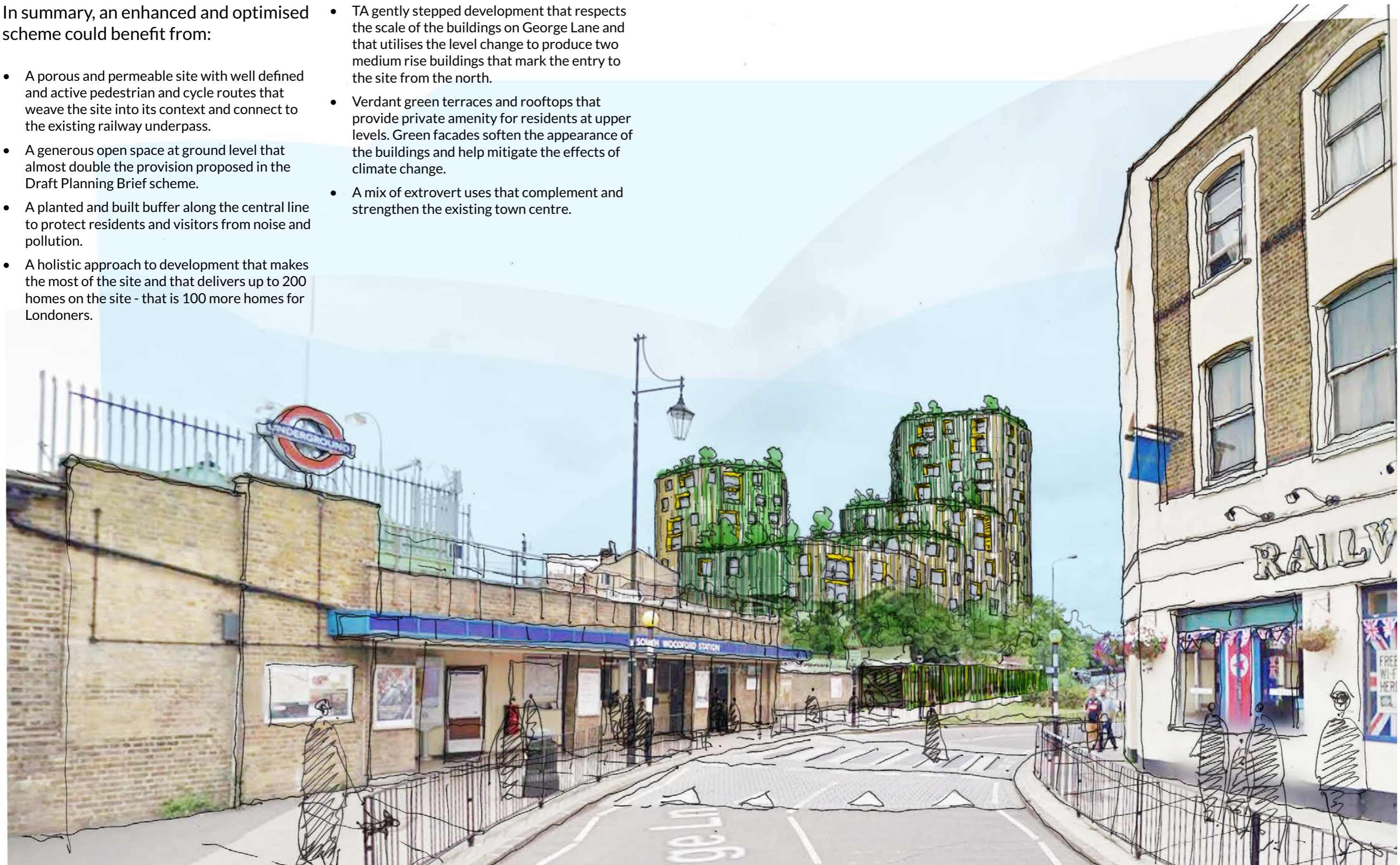
Density: 222 dwellings per hectare



Summary of Benefits from Alternative Scheme

In summary, an enhanced and optimised scheme could benefit from:

- A porous and permeable site with well defined and active pedestrian and cycle routes that weave the site into its context and connect to the existing railway underpass.
- A generous open space at ground level that almost double the provision proposed in the Draft Planning Brief scheme.
- A planted and built buffer along the central line to protect residents and visitors from noise and pollution.
- A holistic approach to development that makes the most of the site and that delivers up to 200 homes on the site - that is 100 more homes for Londoners.
- TA gently stepped development that respects the scale of the buildings on George Lane and that utilises the level change to produce two medium rise buildings that mark the entry to the site from the north.
- Verdant green terraces and rooftops that provide private amenity for residents at upper levels. Green facades soften the appearance of the buildings and help mitigate the effects of climate change.
- A mix of extrovert uses that complement and strengthen the existing town centre.



VIEWS FROM THE CONSERVATION AREA

Important Views of the Site

This plan sets out important views of the site from the vicinity as defined in the Draft Planning Brief (view 1, 2 and 3).

Over the following pages, we present outline framework massing renders of the proposal from these key viewpoints. The renders are indicative only to illustrate height and scale of the proposed development.

We have also included additional views from within the George Lane Conservation Area (view 4 and 5) to illustrate the scheme's contribution to the skyline as seen from this historic area.

The Draft Planning Brief states that a second medium rise building could positively help bookend the panoramic view of the site and George Lane when viewed from the southern end of the George Lane Conservation Area (view 1).

The Draft Planning Brief also states that tall buildings are appropriate on the site on the conditions that they:

- make a positive contribution to the skyline;
- does not adversely affect views of importance;
- are of outstanding architectural quality;
- do not impact adversely on the conservation area and listed buildings.

The Anderson Group would ensure the highest quality architecture that complements the existing Conservation Area.

The Draft Planning Brief states that “this is considered the best location for a tall or landmark building. A tall building here would have minimal impact on the setting of (and views from) the George Lane Conservation Area.”

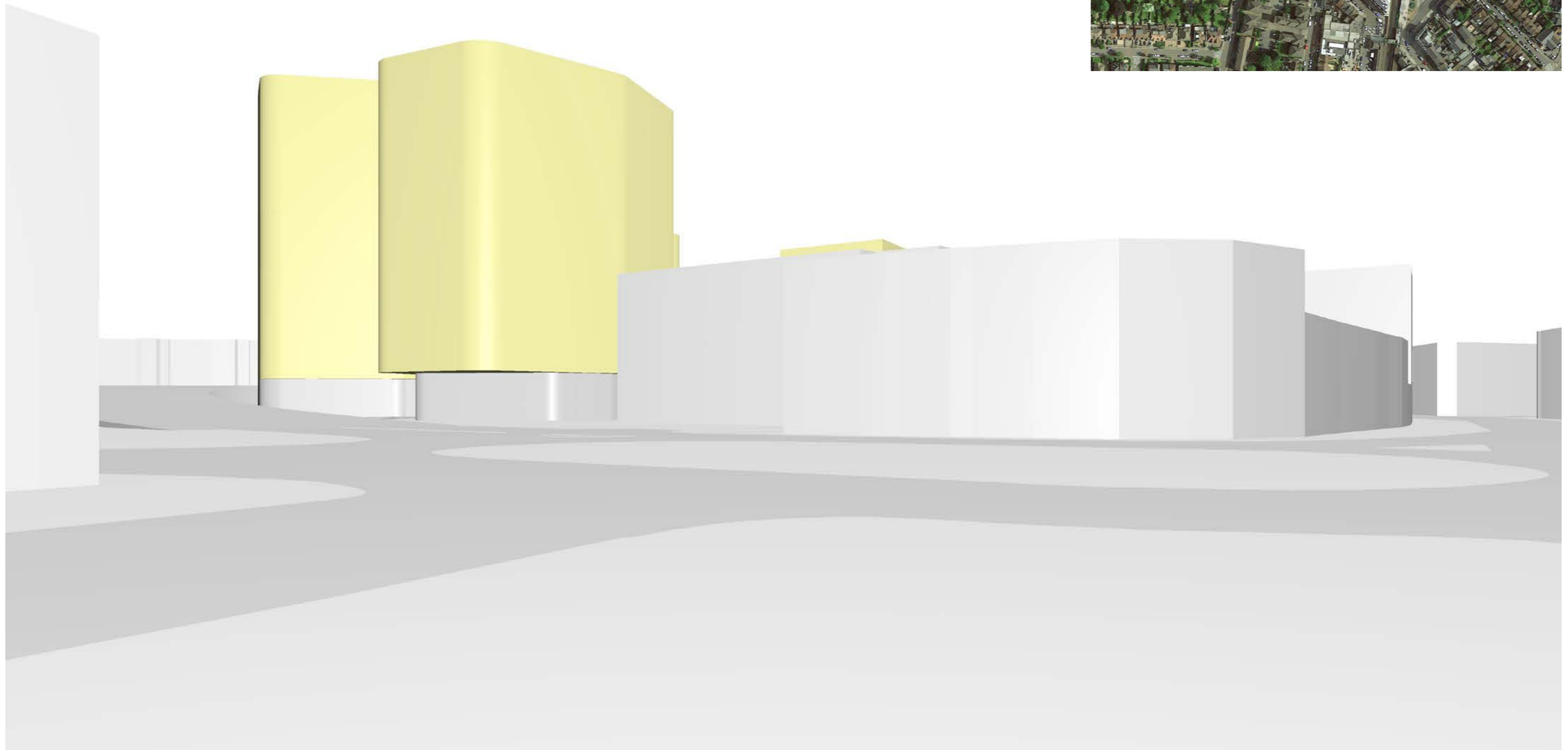
Apart from the benefit of addition more homes, a well designed and well articulated medium rise building of up to 12 storeys in this location would act as a beacon for passengers on the central line and for those arriving by car, firmly placing South Woodford on the map. The verdant green appearance of the buildings help champion LB Redbridge's agenda to promote exemplar sustainable development across the borough, and to set the bar high for other London developments.



View 1

From George Lane Conservation Area - South End

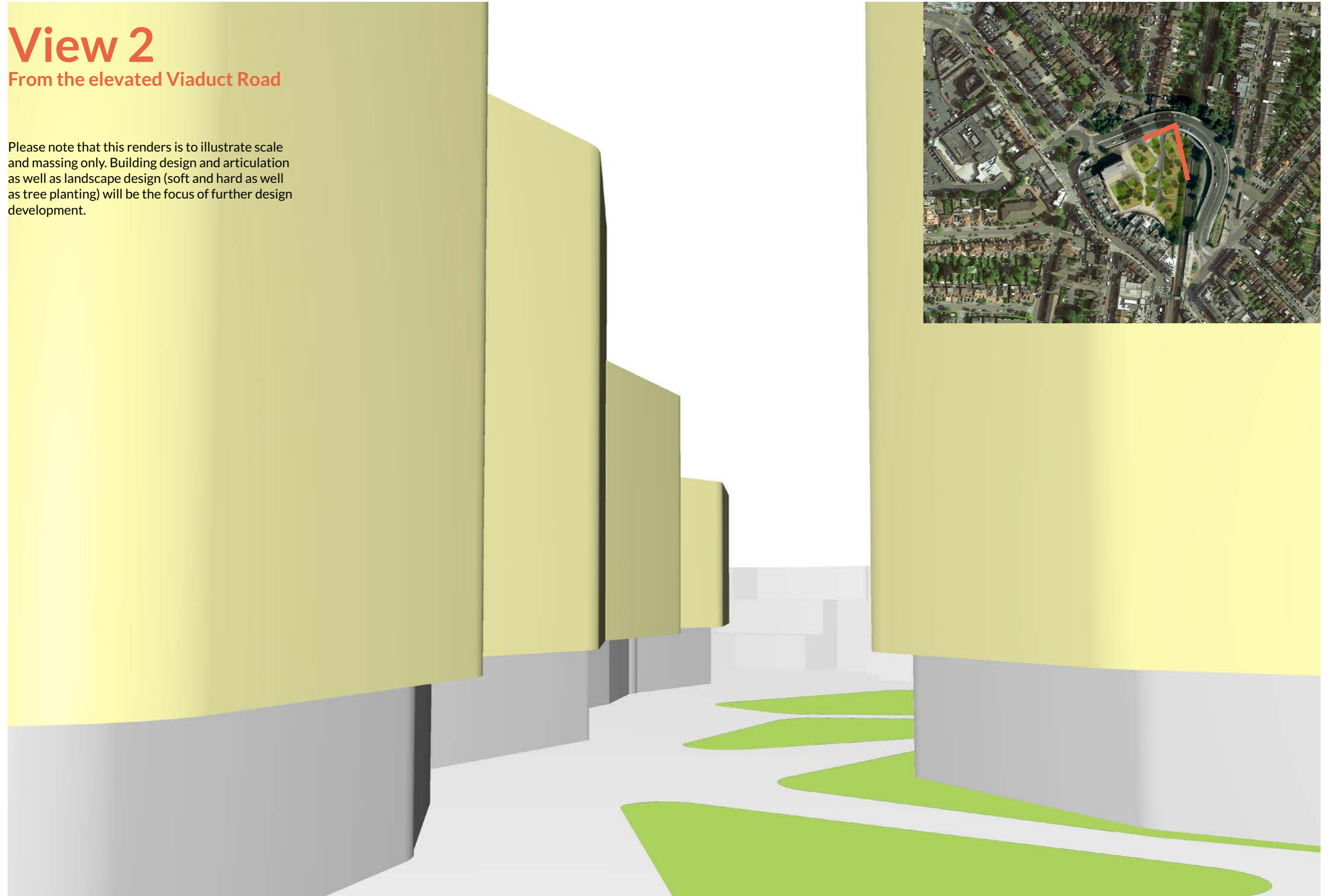
Please note that this renders is to illustrate scale and massing only. Building design and articulation as well as landscape design (soft and hard as well as tree planting) will be the focus of further design development.



View 2

From the elevated Viaduct Road

Please note that this renders is to illustrate scale and massing only. Building design and articulation as well as landscape design (soft and hard as well as tree planting) will be the focus of further design development.

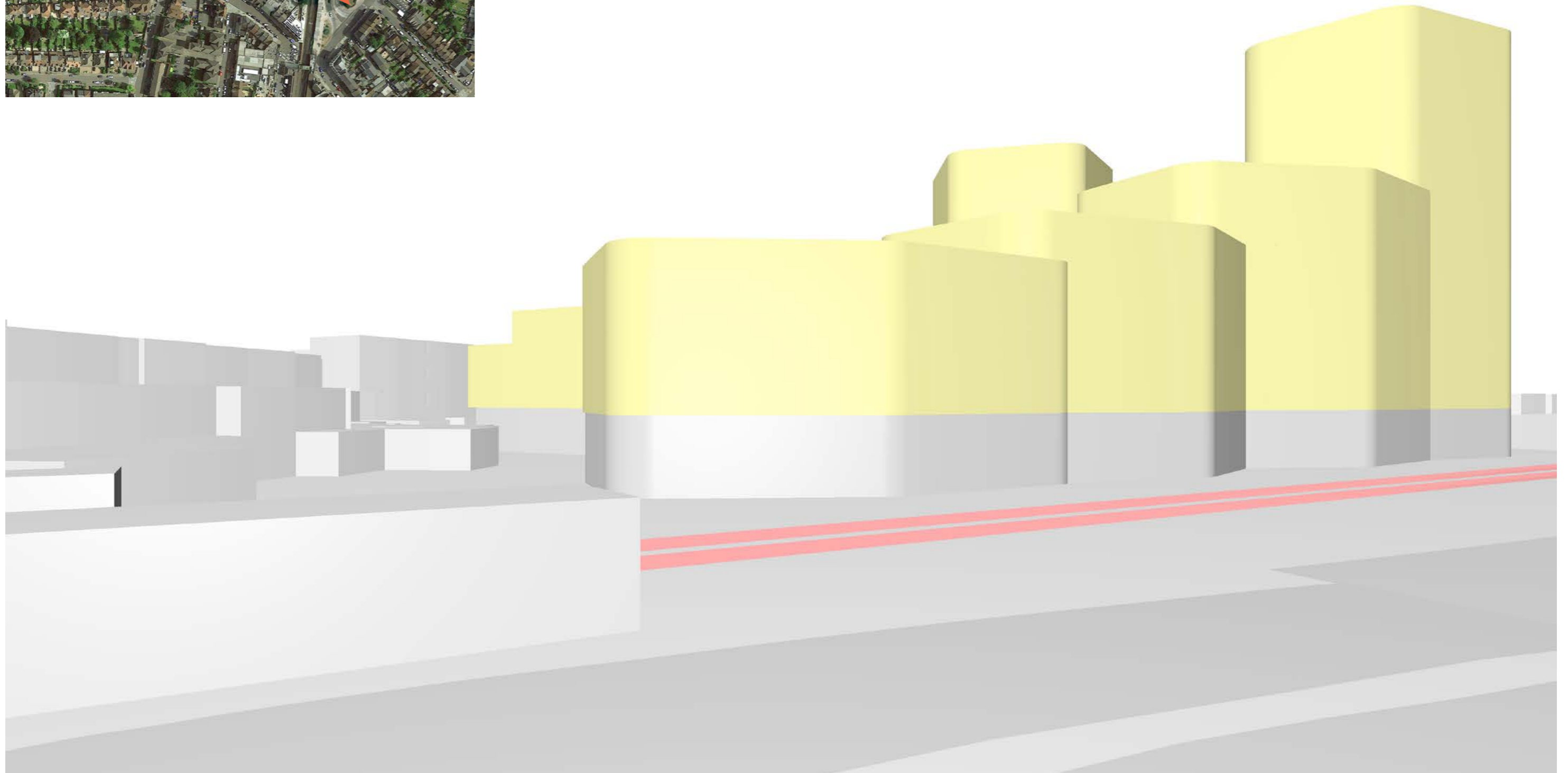




View 3

From the junction Viaduct Road/Mulberry Way

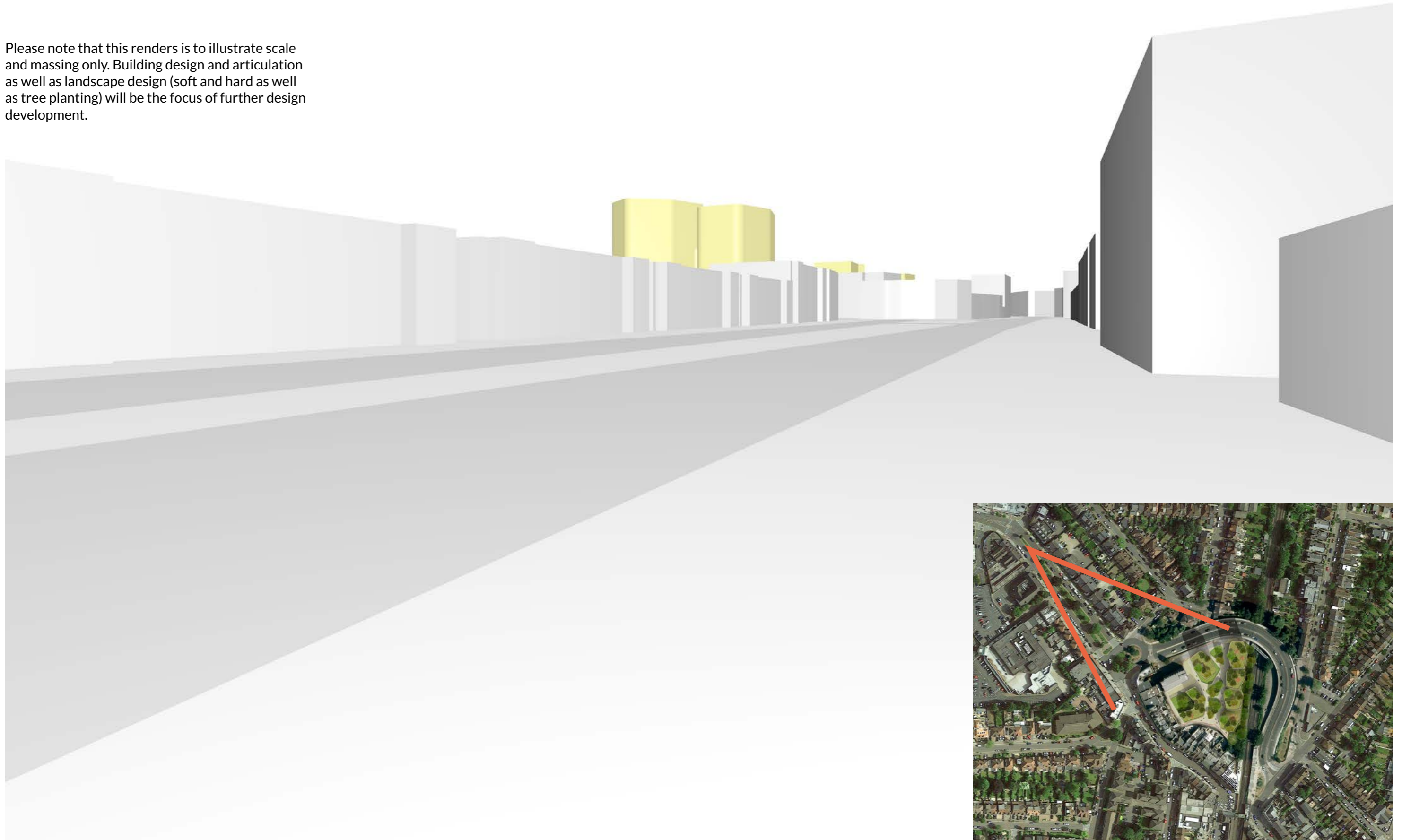
Please note that this renders is to illustrate scale and massing only. Building design and articulation as well as landscape design (soft and hard as well as tree planting) will be the focus of further design development.



View 4

From George Lane Conservation Area - North End

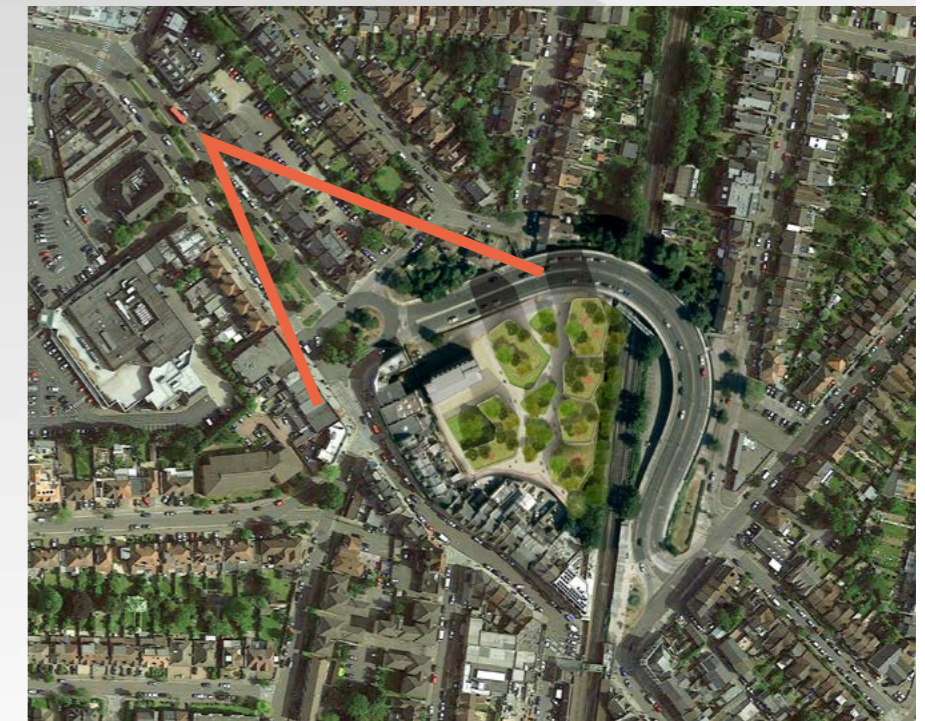
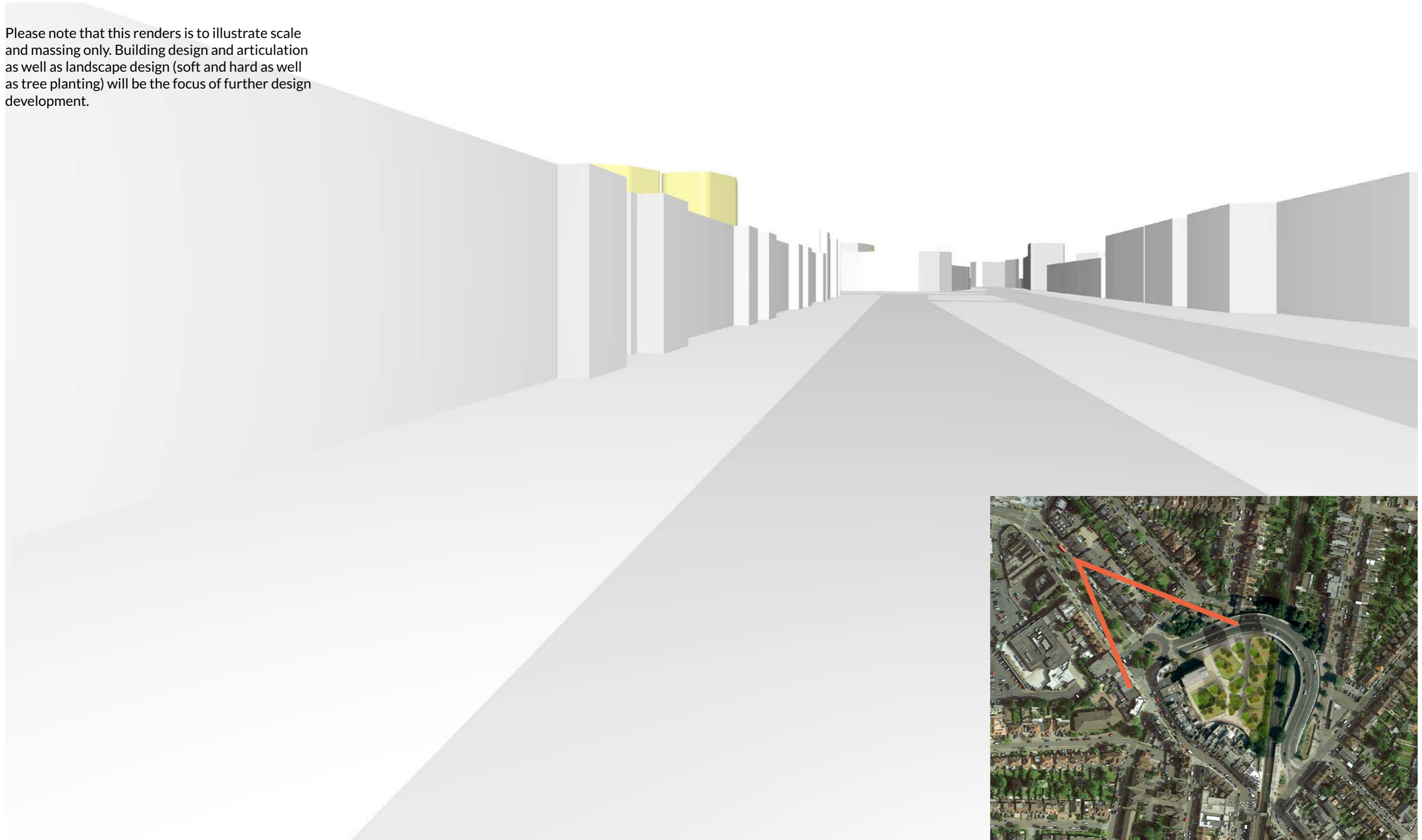
Please note that this renders is to illustrate scale and massing only. Building design and articulation as well as landscape design (soft and hard as well as tree planting) will be the focus of further design development.



View 5

From George Lane Conservation Area - North End

Please note that this renders is to illustrate scale and massing only. Building design and articulation as well as landscape design (soft and hard as well as tree planting) will be the focus of further design development.



Illustrative Sketch from George Lane Passage

