

Section 5: **Proposed West Norwood/Tulse Hill Site Allocation**

Proposed West Norwood/Tulse Hill Site Allocations

Key

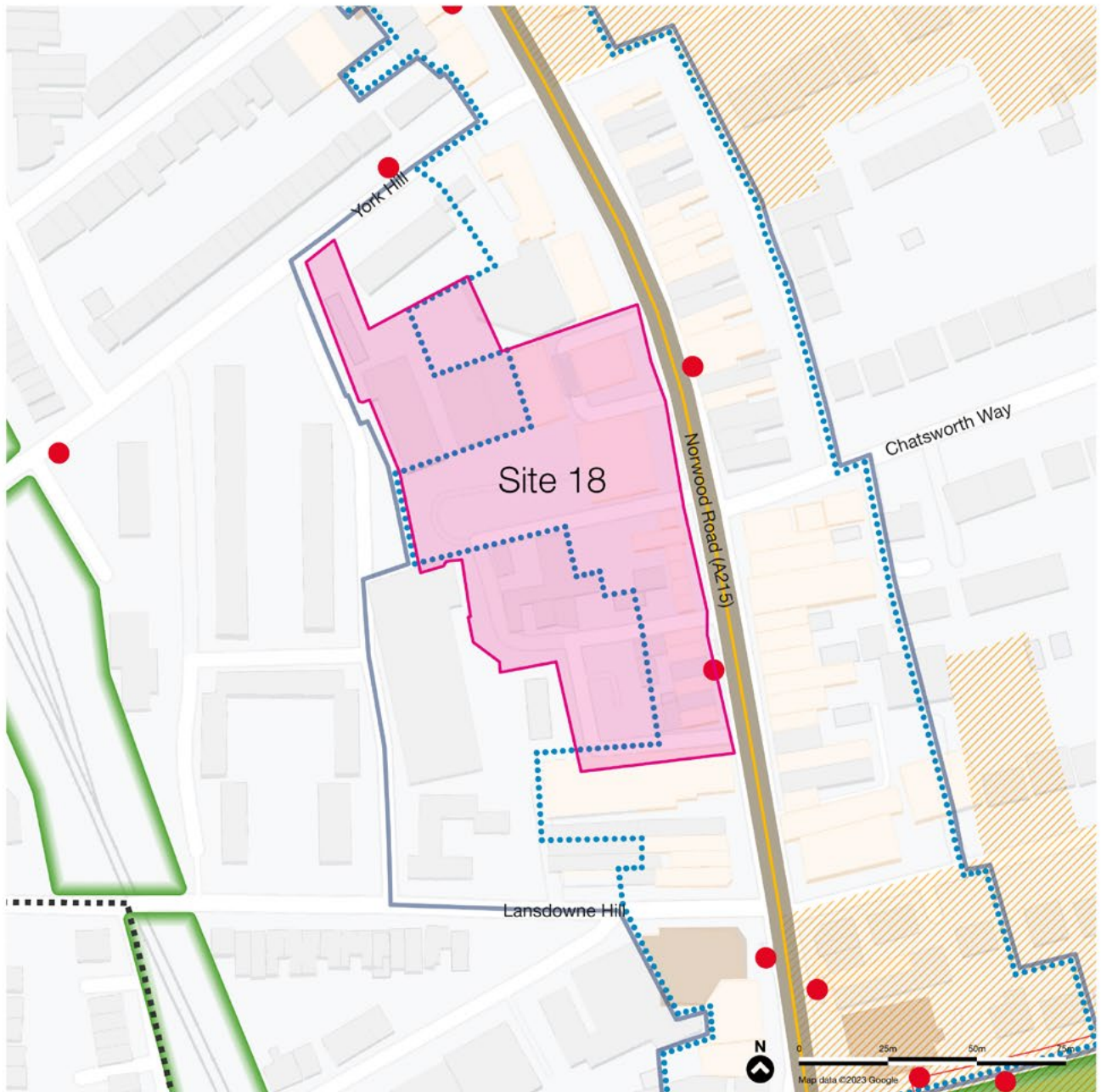
- Site Boundary
- - - Borough Boundary
- Norwood Planning Assembly and Neighbourhood Planning Area
- West Norwood/Tulse Hill District Centre Boundary
- - - Primary Shopping Area
- - - Local Centre
- - - West Norwood Creative Business Cluster
- West Norwood Cultural and Heritage Area
- Key Industrial and Business Area
- Open Space
- Key Road
- Healthy Route
- National Rail Station



Proposed Site 18: 300–346 Norwood Road SE27

Key

- Site Boundary
- West Norwood/Tulse Hill District Centre Boundary
- ⋯ Primary Shopping Area
- · - · - Archaeological Priority Area
- Site of Importance for Nature Conservation (SINC)
- ▨ Conservation Area
- Open Space
- Key Road
- Healthy Route
- Bus Stop



Context	Proposed Site 18: 300–346 Norwood Road SE27
Site address and postcode	300–346 Norwood Road SE27
Ward	Knight's Hill
Site area	0.97 ha
Land ownership	Lambeth Council and mixed private ownership
Existing land uses	<ul style="list-style-type: none"> • 9 residential units <ul style="list-style-type: none"> – Residential above shops between 328–346 Norwood Road (nine units) • 2,363 sqm GIA – retail floorspace (consisting of one large unit of 1,867sqm and seven smaller units) • 57 sqm GIA – office floorspace • 1,123 sqm GIA – industrial floorspace • 440 sqm GIA – church • 233 sqm GIA – petrol station • 333 sqm GIA – fast food takeaways and restaurants (five small units)
Local Plan Place and Neighbourhood policy	PN7: West Norwood/Tulse Hill
London Plan and Local Plan designations	The whole site falls within the West Norwood district centre. The frontage on Norwood Road lies within the primary shopping area and the rear of the site is outside the primary shopping area.
Neighbourhood Development Plan	Within neighbourhood area of Norwood Planning Assembly
Community Infrastructure Levy charging zones	<ul style="list-style-type: none"> • Lambeth CIL Zone D • MCIL2 Band 2
Heritage assets	<p>No heritage assets within the site.</p> <p>Near the site:</p> <ul style="list-style-type: none"> • St Luke's Church, Knight's Hill (Grade II*) • 445 Norwood Road (Grade II) • Lancaster Avenue Conservation Area • West Norwood Conservation Area • West Norwood Cemetery (registered landscape) • 364–366 Norwood Road (local list) • Archaeological Priority Area 14 – Levehurst Medieval Manor House
Views	<p>No strategic views.</p> <p>Local views (Policy Q25):</p> <ul style="list-style-type: none"> • (c) (iv) View N from Knight's Hill (across LB Southwark) to the City Knight's Hill looking north • (d) (ii) View N along Knight's Hill to St Luke's Church Tower • (d) (iii) View S along Norwood Road to St Luke's Church Tower • (d) (iv) View N from Chapel Road along Weaver Walk to St Luke's Church Tower

Context	Proposed Site 18: 300–346 Norwood Road SE27
Transport and access	<ul style="list-style-type: none"> • PTAL 6a • Norwood Road to the north of the site is part of the Healthy Route network • Norwood Road is a London Distributor Road, York Hill is a Local Distributor, Lansdowne Hill is a Borough Road • Not currently within a Controlled Parking Zone
Air Quality Focus Area	No
Energy	The Heat Network Priority Area is adjacent to the site on the eastern boundary.
Flood risk	The site is in Flood Zone 1. The EA model only shows shallow (0.00–0.15m) surface water extent within the site, however this is moving away from the roof car park via the ramped surface towards Norwood Road.
Groundwater and contaminated land	The site is located within the Source Protection Zone 2 area for the public groundwater supply borehole in Brixton, operated by Thames Water.
Access to open space and nature conservation	<p>St Luke's Church Gardens and West Norwood Cemetery are to the south of the site.</p> <p>The site is within an area of open space deficiency for district and regional parks; a small section at the north of the site only is within an area of open space deficiency for local, small and pocket parks.</p>
Trees	No Tree Preservation Orders on or adjacent to the site. There is a group of trees at the York Hill end of site.
Community safety	<p>Recorded crimes in Knight's Hill ward May 2021 – April 2023: 3,074</p> <p>Most common offences during this period:</p> <ul style="list-style-type: none"> • Violence against the person: 955 • Theft: 441 • Other accepted crime: 375 • Vehicle offences: 337 <p>Recorded crimes in Knight's Hill ward April 2023: 119</p> <p>Most common offences during this period:</p> <ul style="list-style-type: none"> • Violence against the person: 46 • Theft: 20 • Other accepted crime: 14 • Arson and criminal damage / Burglary / Vehicle offences: 7

Context	Proposed Site 18: 300–346 Norwood Road SE27
Description of current site character	<p>A series of unrelated plots and dead-end routes comprising a large area between York Hill and Lansdowne Hill. The Norwood Road frontage, within the primary shopping area of West Norwood town centre, is lined with Victorian and 20th Century commercial premises, including a large retail shed. Within the site are pockets of existing housing, commercial garages, warehousing, a car park. Current buildings do not optimise the potential of the site given its town centre location, or provide a strong active frontage on the high street.</p> <p>The sites at the foot of York Hill and ground levels step significantly on the western boundary with the York Hill Estate. For this reason, heights are given in both metres from ground level and in metres Above Ordnance Datum (AOD) height. The latter combines the building height and the height above sea level of the site itself.</p>
Neighbour context	<p>To the east of the site are shops on Norwood Road with residential above. They are three to four storeys in height. To the south of the site is mixed development fronting Lansdowne Hill and Norwood Road. To the west of the site, and partially to its north, is the York Hill Estate, which is characterised by five storey blocks of walk-up Council flats. To the north of the site, across York Hill, are three storey terraces.</p>
Relevant planning history	<p>Rear of 300–302 Norwood Road</p> <p>18/05496/OUT – Application for outline planning permission (Access, Layout and Scale) to provide 28 dwellings (Use Class C3), community space (Use Class D1) and office space (Use Class B1), together with refuse and cycle storage, access, circulation and parking, amenity space and other ancillary works. Refused 22/03/2019 - insufficient marketing evidence to justify the loss of the D1 community floor space, unacceptable site layout, unsafe access and failure to comply with Local Plan policies on dwelling size mix, affordable housing and sustainability. Appeal dismissed 10/07/2020.</p> <p>20/01394/FUL – Change of use from Sui generis (Use Class B1/B2) to storage and distribution (Use Class B8). Granted 16/09/2020.</p> <p>1–5 Waylett Place</p> <p>22/03361/FUL – Demolition of existing buildings and redevelopment of the site, involving the erection of a part 4 and part 5 storey building to provide commercial floorspace (Use Class E) at ground floor level and 19 residential units (Use Class C3). Refused 20/12/2022 – Lack of assessment of impact of the development on on-street car parking, no demonstration that the site can be serviced safely and that refuse vehicles or fire tenders can access the site.</p> <p>Adjoining the site – 6 Lansdowne Hill'</p> <p>19/02840/FUL – Demolition of the existing buildings and erection of a part 6 and part 7 storey building to provide 51 residential flats (Use Class C3) with amenity space at 5th floor level, and erection of a separate 4 storey office building (Use Class B1(a)), together with provision of cycle stores, car parking spaces, refuse/recycling stores, landscaping and new pedestrian links. Granted 13/03/2020.</p>

Vision: Proposed Site 18: 300–346 Norwood Road SE27

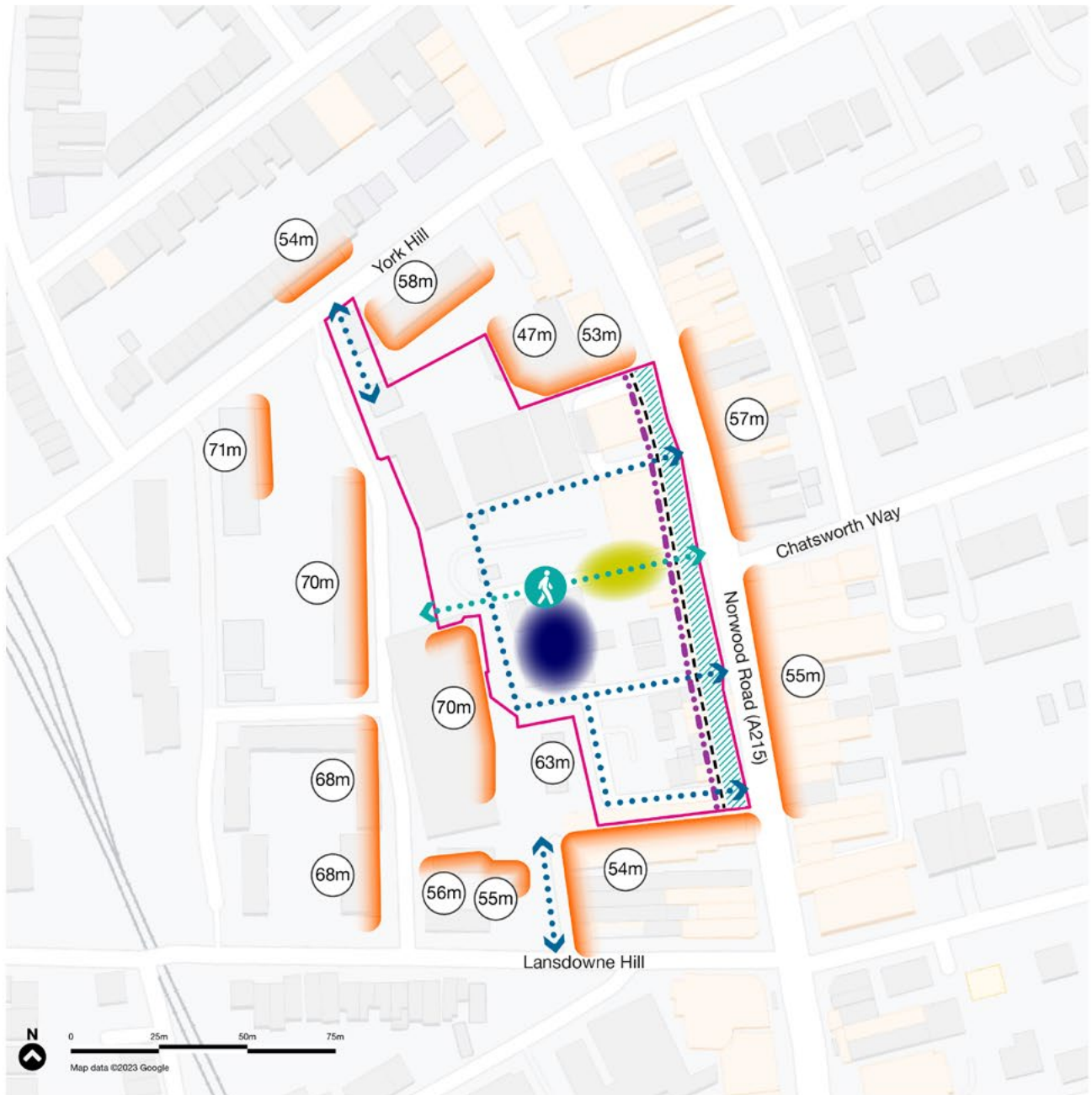
This key town centre site provides significant opportunity for sustainable, mixed-use redevelopment to include new housing and affordable housing, flexible workspace, community uses and shops and food and drink uses that will contribute to the renewal of the shopping frontage on Norwood Road. This will contribute to the ‘fifteen-minute neighbourhood’ this area provides for the local community.

The public realm around and within the site can be improved by increasing pedestrian and cycle permeability, through urban greening and by providing a new built frontage on Norwood Road that creates a more generous footway. Development of high architectural quality and detailing will enhance the overall appearance of the town centre.

Vision for Proposed Site 18: 300–346 Norwood Road

Key

- Site boundary
- - - New building line
- Primary shopping area active frontage
- Indicative location for new servicing /access route
- Indicative location for new pedestrian route
- Sensitive residential neighbour
- ① Height in metres AOD of existing neighbouring building
- Location appropriate for tall building – general building height 75m AOD
- Indicative location for new public space with active frontages
- New area of public realm



Site Allocation Policy	Proposed Site 18: 300–346 Norwood Road SE27
Land uses	<p>Given the multiple land ownerships within the allocated site, any development is likely to come forward in phases. Some parts of the allocated site may not come forward for redevelopment within the lifetime of the Plan. The site allocation policy does not require all parts of the site to be redeveloped. Instead, the site allocation boundary has been drawn to allow for the possibility that proposals for redevelopment could come forward on any part of the allocated area. The site allocation therefore expresses the land use, urban design and place-making vision for the site, in combination with Local Plan Policy PN7F(i). It sets the parameters within which development proposals within the site allocation boundary should be considered, alongside the rest of the development plan. Each phase of development that comes forward should contribute to and help deliver the overall vision for the site as a whole.</p> <p>Given Lambeth’s location in the Central Services Area, applicants should consider the potential to include space for industrial uses that can provide essential services to the CAZ in accordance with paragraph 6.4.7 of the London Plan 2021. These services could include sustainable last mile distribution/logistics or ‘just-in-time’ servicing, for example, and should include operational yard space where feasible. Applicants should demonstrate in their proposals how the potential for including these uses has been considered and explain the outcome of that consideration.</p> <p>The site as a whole has potential to accommodate approximately:</p> <ul style="list-style-type: none"> • 150–170 self-contained residential units (gross) • 3,000–4,000 sqm GIA of commercial/community floorspace, to include at least 1,123 sqm GIA light industrial workspace (to achieve no net loss of existing industrial floorspace capacity) <p>These indicative quantums relate to the entire site allocation area. If only some parcels of land within the allocated site come forward within the Plan period, only a proportion of these indicative quantums will be delivered.</p> <p>A mix of town-centre appropriate unit sizes and types should be provided along the Norwood Road frontage at street level. Uses will be restricted through conditions to ensure at least 50 per cent of units are in shop use within the primary shopping area, alongside other town centre and community uses that diversify and activate the high street.</p> <p>With the exception of the Norwood Road frontage, ground floor non-residential uses can be fully flexible within Class E and could include some space within Classes F1 or F2 if the uses are appropriate to the town centre location. There is a particular opportunity to provide flexible workspace for creative businesses, to enhance the growing cluster in West Norwood and Tulse Hill.</p>

Site Allocation Policy	Proposed Site 18: 300–346 Norwood Road SE27
Affordable housing	<p>The affordable housing threshold will range from 35 per cent (privately owned land) to 50 per cent (publicly owned land) as the site is in a mix of private and public ownership.</p> <p>The affordable housing threshold for each phase of development will be calculated pro rata according to the proportion of private and public sector land involved in that phase, following the approach in the GLA Practice Note 'Threshold Approach to Affordable Housing on Public Land' (July 2018) or any subsequent updated guidance.</p> <p>If redevelopment proposals involve existing affordable housing, the requirements for reprovision set out in London Plan Policy H8 will apply.</p>
Social infrastructure	<p>The requirements of Local Plan Policy S1 in relation to the reprovision of the community use should be addressed.</p> <p>The requirements of Local Plan Policy S2 in relation to new social infrastructure and assessment of anticipated impacts on existing social infrastructure should also be addressed.</p>
Employment and skills	<p>Development should maximise local employment opportunities and help address skills deficits in the local population. This is to be achieved through meeting the requirements of Local Plan Policy ED15, including agreement of an Employment and Skills Plan.</p>
Digital connectivity	<p>Provision for digital connectivity infrastructure is required in accordance with Local Plan Policy T9 and London Plan Policy SI6.</p>
Heritage assets	<p>Development should preserve or enhance the significance (including setting) of all heritage assets. Particular regard should be paid to:</p> <ul style="list-style-type: none"> • St Luke's Church, Knight's Hill (Grade II*) • West Norwood Conservation Area • West Norwood Cemetery (registered landscape) <p>Where heritage harm results proposals will be required to meet the requirements of the National Planning Policy Framework.</p>

Site Allocation Policy	Proposed Site 18: 300–346 Norwood Road SE27
Building design, views and townscape	<p>Tall buildings in this location are defined in Local Plan Policy Q26 as above 25m in height. The potential for tall buildings is contingent on land parcels coming forward together in sufficient quantity to enable the following to be achieved:</p> <ul style="list-style-type: none"> • Meeting the requirements of Local Plan Policy Q26A; and • Adequate high quality new public realm in relation to the tall building's use and in order to meet wider place making objectives for the town centre; and • Acceptable levels of daylight, sunlight, overshadowing, privacy and outlook for new blocks and existing neighbours; and • It is demonstrated to the satisfaction of the local planning authority that public benefits achieved, including the place-making objectives expressed in the site allocation, have been maximised. <p>If the above requirements cannot be met, tall building development will not be considered acceptable within the area of this site allocation.</p> <p>If the conditions above are met:</p> <ul style="list-style-type: none"> • The central part of the site is appropriate for a tall building of a general building height of 31m (75m AOD), set within new public space • Other buildings slightly exceeding the threshold definition of tall buildings in this part of the borough (25m) may be acceptable in the central part of the site • The rest of the site should create a coherent roofscape rising from the perimeter street frontages to a single highest point within the site <p>Development should also address the following principles:</p> <ul style="list-style-type: none"> • Provide a clearly defined parapet line to Norwood Road to respect context and create a balanced townscape with the Victorian frontage opposite • Activate ground floor uses along Norwood Road, as well as at public spaces and key public routes through the site • Provide a varied roofscape that integrates well with the locality in townscape views • Use brick as the principal building material to reinforce local distinctiveness

Site Allocation Policy	Proposed Site 18: 300–346 Norwood Road SE27
Transport, movement and public realm	<p>Local Plan and London Plan transport policies will apply. These include, but are not limited to, London Plan Policy T5 relating to quantum and design of cycle parking, Policy T6 for maximum car parking standards, electric vehicle charging and Disabled Persons Parking requirement, and Policy T7 regarding Deliveries, servicing and construction, and Local Plan Policies T3 and Q13 on cycle parking, cycle hire membership and design, Policy T6 on car club membership and permit free developments, and Policy T7 regarding servicing on site.</p> <p>In addition, Local Plan Policy Q1 on inclusive environments and Policy Q6 on urban design in the public realm should be addressed.</p> <p>Development should provide a network of new and reconfigured existing streets to increase permeability through the site. This should include:</p> <ul style="list-style-type: none"> • A reduced number of vehicular access points • A new internal service loop from Norwood Road, potentially utilising existing vehicle accesses at the existing petrol filling station and Waylett Place, designed safely to accommodate pedestrians and cyclists, and facilitate loading and servicing in the site, as well as disabled parking • Improvements to north-south pedestrian and cyclist connections between York Hill and Lansdowne Hill • Improvements to east-west pedestrian and cyclist connections between the York Hill Estate and Norwood Road, including from Chatsworth Way • New and reconfigured roads should be tree-lined and include separate roadway and footways <p>Along Norwood Road the building line should be set back to provide enhanced public realm with highway improvements to walking and cycling as part of the Healthy Route Network.</p> <p>Planning obligations may be sought to mitigate any impacts of development on local public realm and transport infrastructure, such as through the delivery of the Healthy Route Network.</p> <p>High quality public realm should be provided within the site to serve the whole community. A new public space should provide a focal point for the town centre.</p> <p>Landscaping should incorporate children and young people-friendly features such as play-on-the-way parallel playable routes.</p>

Site Allocation Policy	Proposed Site 18: 300–346 Norwood Road SE27
Community safety	<p>The building design must consider the need for any enhanced protective security measures that could increase community safety and prevent crime in light of Policy Q3 Safety, Crime Prevention and Counter Terrorism. The applicant must consider the perceived threat and vulnerability of a development based on its location and whether the site includes any crowded places or Publicly Accessible Locations (PALs). The applicant must liaise with Metropolitan Police Service (MPS) Counter Terrorism Security Advisers (CTSAs) early in the planning process to determine whether enhanced security measures are required. Design principles set out in Secured by Design should also be addressed early in the design process in discussion with MPS Crime Prevention Design Advisers.</p> <p>Development must ensure that residential streets are legible, they benefit from good natural surveillance and include prominent entrances with defensible space to the street.</p>
Fire safety	<p>Developments must achieve the highest standards of fire safety and comply with London Plan Policy D12 'Fire Safety' and Gateway 1 requirements (where relevant).</p>
On-site residential amenity	<p>Residential accommodation should meet all relevant internal and external amenity standards and requirements as set out in London Plan and Local Plan policy and guidance.</p>
Neighbour relationships	<p>In accordance with Local Plan Policy Q2, the scheme should be designed to cause no unacceptable impacts on the amenity of existing neighbours adjacent to the site, including overlooking, loss of daylight, overshadowing and noise pollution.</p> <p>Particular regard should be paid to the relationship with sensitive residential neighbours on Lansdowne Hill, Norwood Road, York Hill and the York Hill Estate.</p> <p>Where a site comes forward in phases, applicants should test the relationship with potential optimum massing and uses on adjacent parcels of land within the allocation and demonstrate to the satisfaction of the local planning authority that acceptable neighbour relationships can be achieved, including in relation to daylight, sunlight, privacy, outlook and noise. As required by Lambeth Local Plan Policy Q7, applicants should demonstrate that the partial development of the site does not prejudice the optimum future development of adjoining plots. The Agent of Change principle will apply in accordance with London Plan Policy D13.</p>

Site Allocation Policy	Proposed Site 18: 300–346 Norwood Road SE27
Flood risk mitigation	<p>Development must comply with London Plan Policy SI 12 and Local Plan Policy EN5.</p> <p>Site-specific Flood Risk Assessment (FRA) and Drainage Strategy that demonstrates conformity with national and local standards and policies for sustainable surface water management will be required to support any planning application.</p> <p>Sustainable Drainage Systems (SuDS) will be required as per the requirements of Local Plan Policy EN6. The discharge rate should be restricted as close as reasonably practicable to the greenfield rate. The use of blue or green roofs, and blue/green infrastructure in open spaces are ideal for this location to achieve this and should be considered.</p> <p>The approximate greenfield runoff rate is $Q_{Bar}=7.27l/s$.</p>
Groundwater and contaminated land	<p>Development must comply with Local Plan Policy EN4(f).</p> <p>Development should protect groundwater from contamination sources. The petrol station is identified as a source of contamination.</p> <p>Development should demonstrate consideration of risks associated with deep construction works, for example, in relation to groundwater and disturbing historic contamination and mitigate risks accordingly.</p>
Energy and sustainability	<p>Development should be exemplary in meeting the net zero carbon requirements of London Plan Policy SI2 as well as Local Plan Policy EN3 and Policy EN4. Every effort should be made to maximise the contribution towards achieving net zero emissions on site rather than through off-setting. London Plan policy and guidance on Whole Life-Cycle Carbon Assessments should be followed.</p>
Waste management	<p>Waste management and refuse and recycling storage are required to comply with Local Plan Policy EN7 and Policy Q12. Refuse and recycling storage and servicing must be accommodated on site.</p>
Air quality	<p>Air quality should be addressed in accordance with London Plan Policy SI1 and Lambeth's Air Quality Action Plan.</p>
Access to open space and nature conservation	<p>Development should address existing open space deficiency by meeting the requirements of Local Plan Policy EN1(d).</p>
Biodiversity	<p>Development should address biodiversity in accordance with Local Plan Policy EN1(c). A Biodiversity Net Gain of at least 10% will be expected.</p>
Urban greening and trees	<p>High value trees should be retained and new streets should be tree-lined. Where possible, there should be improved tree planting on Norwood Road.</p> <p>The Urban Greening Factor (UGF) target score is 0.4 for predominately residential schemes and 0.3 for predominately commercial schemes as set out in London Plan policy and guidance. Significant levels of greening should be provided throughout new areas of public realm, including the new public space.</p>