



## **1. SUMMARY**

1.1 This report concerns an application for full planning permission for:

Erection of single storey building for use within class B1(c) (light industrial), B2 (general industrial) and B8 (storage and distribution); formation of vehicular access and provision of associated parking.

## **2. RECOMMENDATION**

2.1 Refuse for the reasons set out in the agenda.

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## **3. BACKGROUND**

### (a) Site Description

3.1 The site is a triangular plot of vacant land of approximately 6000m<sup>2</sup> sited on the western side of Purley Way. A small electricity sub-station is sited adjacent to the east / north-east of the site. The site is bounded to its north by a car showroom and to the south-west by tram-lines and a tram stop, and Faraday Way. A footpath emanating from the tram stop skirts around the northern side of the site and leads to the western side of Purley Way. The site is bounded by 2m hoarding panels and metal fencing. Further to the south / south-west is the Purley Way retail park, with stores such as Ikea and B&Q. Opposite the site, behind the eastern carriageway of Purley Way are a number of residential roads consisting of two storey houses.

3.2 A green corridor as designated in the Croydon Replacement Unitary Development Plan, linking Wandle Park to Mitcham Common, also runs alongside the south-west of the site.

3.3 The application site is designated as a Strategic Employment Location and is within an Archaeological Priority Zone. This stretch of Purley Way (A23) is classified as part of the Transport for London Road Network (formerly referred to as a Strategic Road).

### (b) Relevant Planning History

3.4 05/02108/P : Granted planning permission 14/09/2006 for erection of 5 two storey buildings for use within class B1c (light industrial) or B2 (general industrial) or B8 (storage and distribution); formation of access road and provision of associated parking. The gross floor area was 2555<sup>m<sup>2</sup></sup>. This permission was subject to a section 106 agreement and financial contribution to sustainable transport of £40,000. The development has not been implemented.

### (c) Proposal

3.5 Full planning permission is sought for the erection of a single storey building

for use within class B1c (light industrial), B2 (general industrial) and B8 (storage and distribution); formation of vehicular access and provision of associated parking.

- 3.6 The development would comprise a single building of the following dimensions :

20m Height  
72m Width  
29m Depth

The ground floor area of the building would be 2504<sup>m<sup>2</sup></sup>. However, it should be noted that the building could also have internal tiers stacking that could increase the amount of storage space to 12,000<sup>m<sup>2</sup></sup>.

- 3.7 The proposed building would have rectangular shape with a flat roof and a parapet. Its front elevation would be formed of a grey aluminium curtain wall with green tinted glazing. The remaining elevations would be constructed of Sirius (red) coloured metal wall cladding and its glazing would be green tinted.
- 3.8 The development would make provision for 28 off-street parking spaces. This includes 2 disabled spaces and 5 lorry spaces. The lorry loading area would be sited to the south of the building. It would also make provision for 4 cycle stands. The site would be accessed from the north of the site via Purley Way. A refuse store would be sited adjacent to the electricity sub-station.
- 3.9 Some indicative soft landscaping is shown around the edge of the site and provision is also made for a 2m wide footpath to north of the site.

#### **4. PLANNING POLICIES**

- 4.1 The relevant policies of the Croydon Replacement Unitary Development Plan (The Croydon Plan) are UD1, UD2, UD3, UD6, UD7, UD8, UD13, UD14, UD15, UC11, RO12, RO13, EP1, EP2, EP3, EP4, EP16, T2, T4, T8, T10, T11, EM2.
- 4.2 Planning Guidance Note No.1 on Planning Obligations.
- 4.3 Supplementary Planning Guidance Notes:  
No.12 on Landscape Design  
No.15 on Renewable Energy  
No.18 on Sustainable Water Use

#### **5. NOTIFICATIONS AND CONSULTATIONS**

- 5.1 A press notice for the application was posted 12/04/2007. 29 adjoining and nearby occupiers were notified. 1 response was received.
- 5.2 English Heritage has commented that no archaeological requirement is

required as the site has been previously investigated in 1998.

5.3 Transport for London was consulted but have not yet responded.

## **6. CONSIDERATIONS**

6.1 The principal issues to be considered are:

- 1) the land use policies of the UDP
- 2) the effects of the development on
  - a) the immediate townscape
  - b) adjoining occupiers
  - c) security and design
  - d) highways and parking

### **Use Policies**

6.2 In principle, there is no objection to this site being developed for B1c, B2, and B8 Use classes.

6.3 The proposal would be subject to Planning Guidance Note 1 on Planning Obligations. Transport for London is responsible for the operation of this part of Purley Way. They have not provided a specific detail of the contribution and provision of facilities they require for this application. However, in the most recent permission for the site (ref: 05/02108/P) they requested a Section 106 Agreement for the following financial contribution and provision of facilities :

1. Sustainable Transport Improvements £40,000.
2. Safeguarding 5m wide strip adjacent to Purley Way for future bus lane.
3. Provision of a 2m wide pedestrian route to the tramlink line.

6.4 The applicant makes reference to these matters in the application and includes a letter from TfL stating they have no objection to the proposal, subject to the same conditions (assumed to be contributions and provision of facilities) being agreed. However, no agreement had been reached with the applicant with regard to them. This would warrant a reason for refusal.

### **The effect on the appearance and character of the site and area.**

6.5 The 20 metre height of the proposed building would be wholly out of keeping with other buildings in the vicinity. It is estimated that the roof height of other buildings in the Employment Area and nearby retail park do not exceed 10 metres. The proposed building would be almost twice that height. Also, the height of the building would allow for four tiers of shelf-racks to be provided in

its internal space and this would increase its storage area to 12,000m<sup>2</sup>. This is comparable to a five storey storage building being erected on the site. The inappropriate height of the building would be exacerbated by the aluminium curtain walls forming its exterior, which would result in particularly monotonous facades. As such, the proposal would be an overdevelopment of the site and its height and design would have a detrimental affect on the appearance and visual amenity of the street scene. This would warrant a reason for refusal.

- 6.6 The development would also harm the amenity of the Green Corridor which runs adjacent to the south-western side of the site. It would dominate the open nature of the corridor and would be detrimental to the future enjoyment of its users. This would warrant a reason for refusal as it would conflict with policy R013 (Open Land and Outdoor Recreation).

#### **The effect on the amenity of adjoining occupiers.**

- 6.7 Due to its excessive height the development would result in some visual intrusion for residential occupiers to the north-east, east, and south-east of the site. However, given the site is separated from these properties by a dual-carriageway then it would not be so adverse to individual occupiers as to warrant a reason for refusal.

#### **Secure by Design Principles**

- 6.8 The design would not provide natural surveillance to and from its rear and flank elevations. This is a concern, especially due to the public footpath running alongside the north-western side of the site.

#### **Highways and Parking Issues**

- 6.9 The site has a Transport for London Ptal rating of 2, so is considered to have poor accessibility to public transport links. The scheme proposes 28 off-street parking spaces. The parking standards of the UDP make provision for a maximum of 1 parking space per 250m<sup>2</sup> for this type of development. The development would exceed that maximum parking standard by 8 spaces if the proposal is calculated on the basis of the ground floor area of the building. However, in this instance the actual area of the building would be 12,000<sup>m<sup>2</sup></sup> so an overprovision would not be seen to occur.
- 6.10 Policy T4 of the UDP is relevant to cycle provision for major development and sets a standard of 1 cycle stand for 500m<sup>2</sup> GFA for B8 uses . The proposal falls short of that standard, although it would not warrant a reason for refusal, as such provision could be accommodated on site.
- 6.11 The plans have not illustrated adequate visibility splays or sight lines to the parking entrances/exits. This could be achieved, so would not warrant a reason for refusal.
- 6.12 The siting of the refuse store and its doors would prejudice the use of the off-

street parking bay numbered 20. This issue would need to be addressed.

- 6.13 The application includes a letter from Transport for London dated 01/03/07 stating that they have no objection to the proposal, subject to the same conditions (assumed to be contributions and provision of facilities) being agreed. However, there are discrepancies and omissions between what TfL have been informed and the actual application plans. For example, TfL were not informed by the applicant that 4 tiers of racking would be provided in the building, increasing its storage area to 12,000m<sup>2</sup>. They have also relied on the Transport Assessment from the previously submitted planning permission. No separate Transport Assessment was provided with this application. Transport for London was invited to comment on these issues but no response had been received at the time of writing this report. This is considered prejudicial to the decision making process and would warrant a reason for refusal.

## **7. ENVIRONMENTAL CONSIDERATIONS**

- 7.1 An Environmental Performance Statement was submitted with the application as required by policies UD1 – UD3 of the UDP and gave specific detail of how the development would achieve the 10% carbon emission offset required from new development as required by policies EP15 & EP16 of the UDP.
- 7.2 The Specialist Pollution Team require a Historical Site Review to identify the potential of contaminated land on site. This could be achieved through condition so would not warrant a reason for refusal.
- 7.3 A refuse storage areas for residents would be included on site. But it is considered these are poorly positioned and would have an adverse affect on the visual amenity of the street scene.
- 7.4 The landscaping scheme is indicative, but could be improved by Condition. So it would not warrant a reason for refusal.

## **8. EQUALITIES CONSIDERATIONS**

- 1 Level access would be provided for the development.  
2 Disabled parking spaces would be required.

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Background Documents:

1 resident letter  
English Heritage letter.

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