

Draft Lambeth Site Allocations DPD

Site 18 286 – 362 Norwood Road, SE27

Evidence



January 2022



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1. INTRODUCTION

SADPD Objectives

- 1.1 This evidence demonstrates the approach taken to understanding the design-led optimisation of the site to inform the content of the draft site allocation policy for this site.
- 1.2 This evidence is in several parts. Part 2 contains an assessment of the site and its context and analysis of the opportunities and constraints these present. That assessment has informed the key design principles for approaching development on the site as set out in Part 3. The detailed analysis has allowed an indicative approach to massing and height to be developed which is set out in Part 4. The indicative approach has been tested to ensure it meets the key design principles and this testing is explained in Part 5. Part 6 concludes the evidence with the identification of key design considerations to be included within the SADPD Policy itself.
- 1.3 The indicative approach included in this evidence is one way to achieve design-led optimisation of the site, assuming it is comprehensively redeveloped. The indicative approach is for testing purposes only and does not have the status of planning policy or guidance. It is not intended to be prescriptive. Applicants and their architects are expected to develop their own approaches to optimisation of capacity within the context of the parameters, constraints and opportunities set out in the site allocation policy.
- 1.4 The indicative approach massing, in combination with land use analysis, has informed the approximate land use quantum included within the draft site allocation policy. As the indicative approach does not include detailed floor plan designs, a number of standard assumptions have been used to approximate the potential number of residential units, including London Plan space internal standards, London Plan and Local Plan external amenity space standards, Local Plan requirements for dual aspect residential units, Local Plan policy for dwelling size mix, and best practice separation distances for that context. For this reason, the indicative quantum included in the draft allocation is approximate and should not be read as absolute minima or maxima. Applicants and their architects may be able to demonstrate a different figure based on alternative design solutions to the site. Detailed planning assessment of design proposals at pre-application and planning application stage may also result in a variation on the indicative figures included in the draft site allocation policy.
- 1.5 Building height definitions can be found in Local Plan Policy Q26 . As storey heights vary according to the building use, they are not an accurate means to gauge height. For that reason, building heights are expressed in metres rather than storeys. Additionally, above Ordnance Datum (AOD) height is used to aid understanding of site and context topography in those circumstances where the topography is varied.
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2. SITE APPRAISAL / ANALYSIS

Site Overview

2.1 Principal details of the site are outlined below:

Site Address

Site 18 – 286 – 362 Norwood Road, SE27



Figure 1 – Site boundary plan

Site Context Photographs

2.2 The photographs in this section show the site and its context.



Figure 2 - Site overview image from the south.



Figure 3 - Looking south along Norwood road with the site on the right





Figure 6 - The architectural quality of buildings on the site is generally low to average.



Figure 7 - Waylett Place looking towards Norwood Road

Site Character and Brief History

- 2.3 The site fronts the western side of Norwood Road, is bounded to the north by York Hill and to the South by Lansdowne Hill. Its western side is bounded by the York Hill Estate which sits on higher ground (the site sits at the foot of a hill which rises to the west. The properties mostly date from the late 19th Century through to the mid / late 20th Century.
- 2.4 The site is located on a main road equidistant between Tulse Hill Railway Station and West Norwood Railway station.
- 2.5 The site is urban in character and the majority of properties contain town centre uses at ground floor - retail and commercial premises with residential accommodation to the upper floors. There is one large purpose-built retail unit at 304 – 322 Norwood Road. There is no green open space. There is a small council owned car park at Waylett Place, a petrol filling station at nos. 300- 302 Norwood Road and an electricity sub station west on Thanet House on York Hill.
- 2.6 Although the site is large it is fragmented into multiple ownerships and there are no through routes north or south across it. There is a significant level change between the site and the York Hill Estate to its west which sits on higher ground.

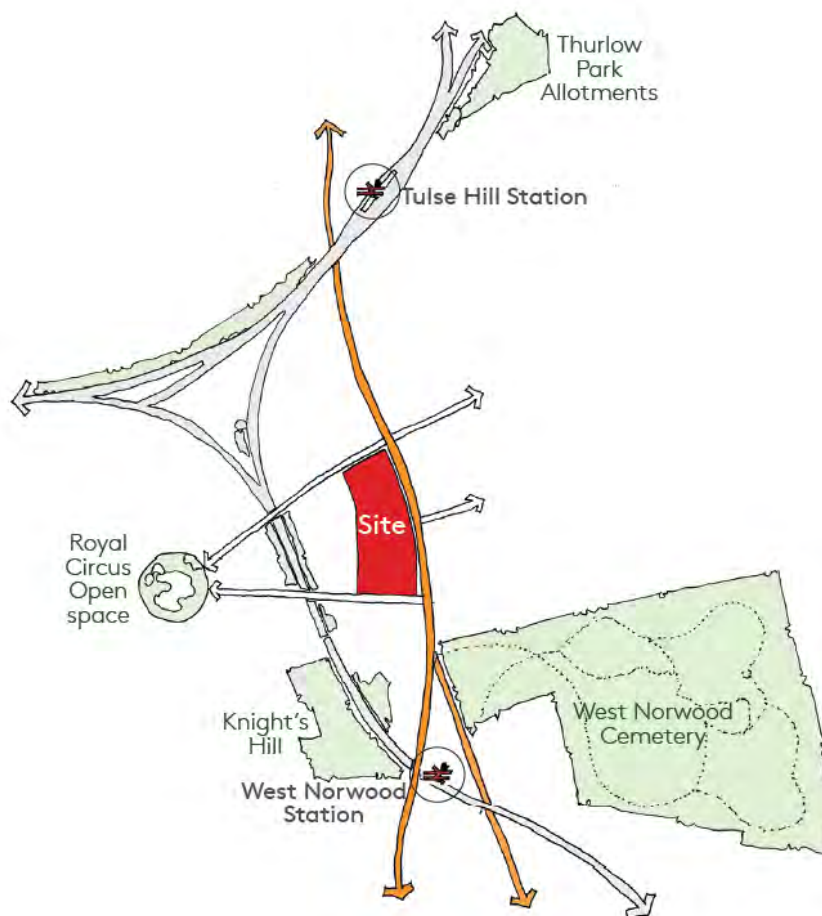


Figure 8 - Site context map

Historical Maps

2.7 The maps below illustrate the historical development of the site.

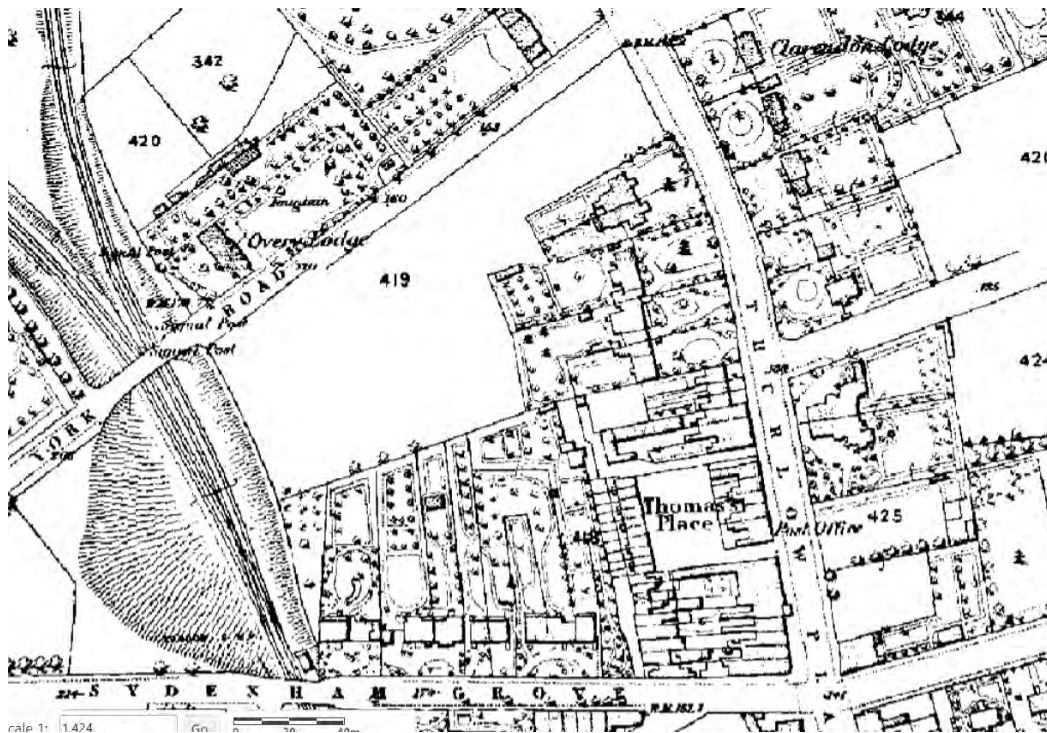


Figure 9 - 1870s OS map – locality is largely residential with villas the predominant building type.

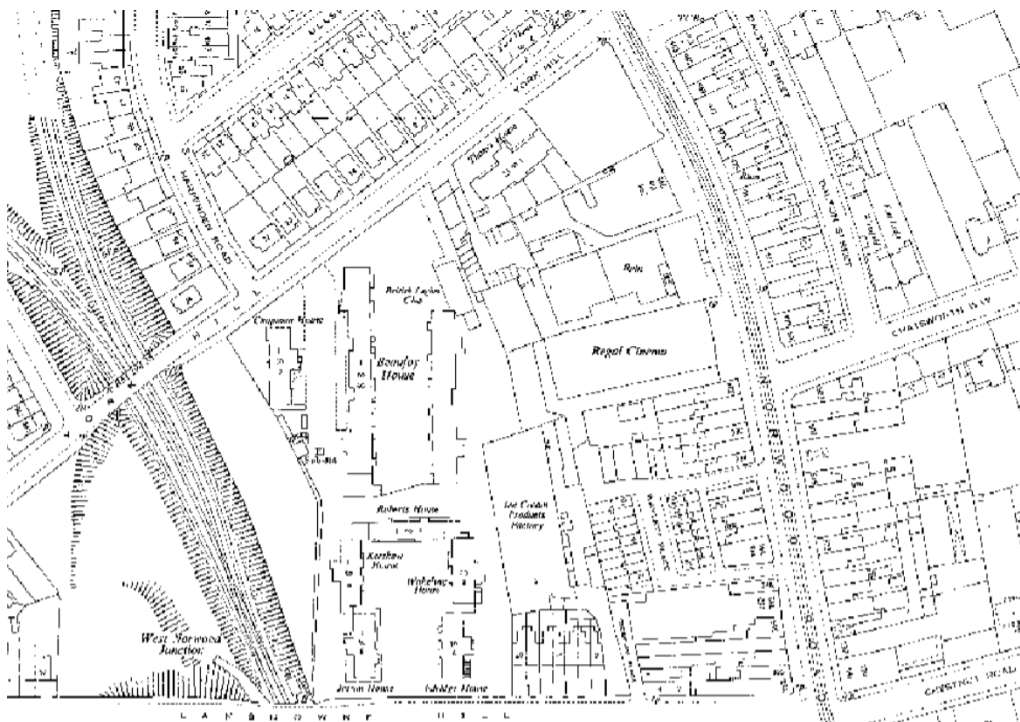


Figure 10 - 1950s OS – York Hill Estate is complete and the area now has a commercial character including a cinema. The commercial uses have crept northwards from the original centre.

Site Context

Local Character

- 2.8 West Norwood developed as a commuter suburb in the mid to late 19th Century and is largely residential in character. A significant feature of the locality is its hilly topography. The site sits at the foot of York Hill which rises to the west, Knights Hill starts rising a little to the south, Auckland Hill rises to the South East and Pilgrim Hill (with it a significant part of West Norwood Cemetery) sits on rising ground to the East. The rising ground presents numerous opportunities to view the site from elevated positions. Knights Hill is the location of a number of locally designated views. See later.

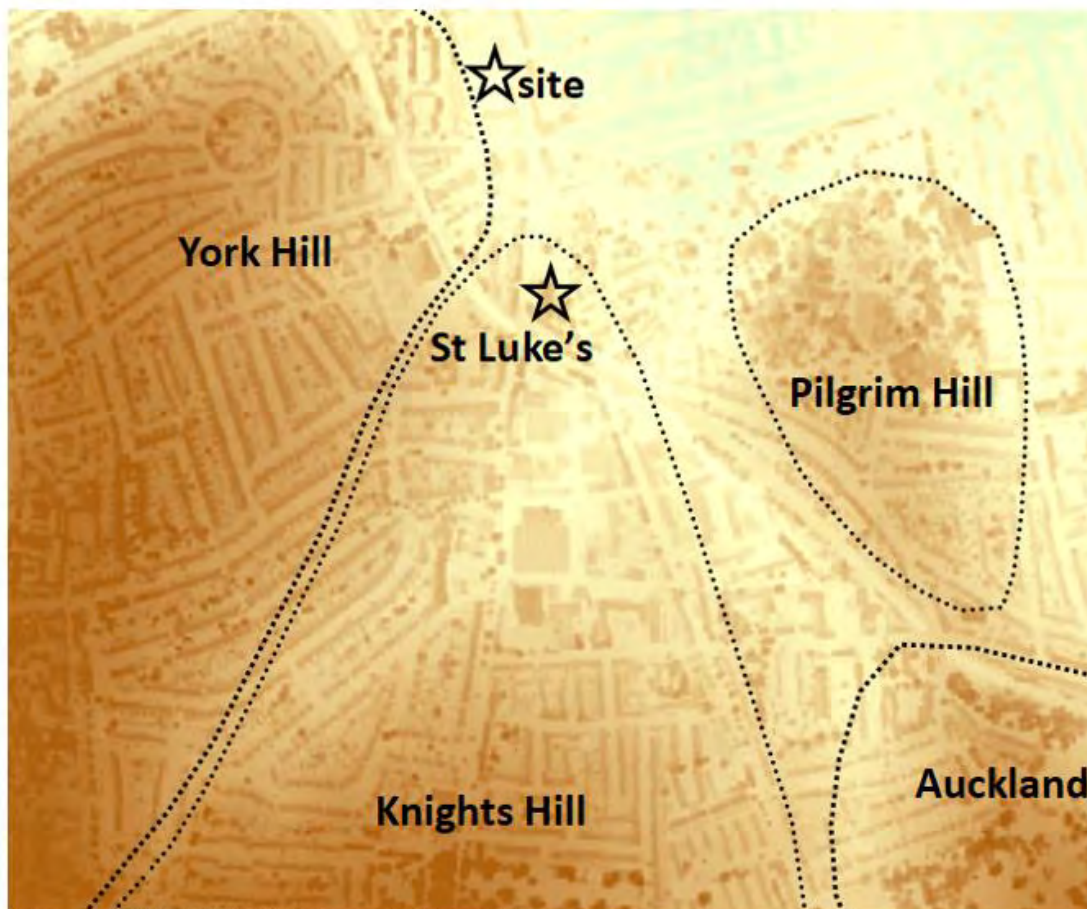


Figure 11 – local topography and landmark's

Building Heights

- 2.9 The 19th Century residential development in the locality is generally two, three and four storeys in height. Inter-war and post-war blocks of flats in the locality generally rise to four or five storeys (plus lift over-runs / tank rooms).

- 2.10 The principal landmark building in West Norwood is St Luke's Church which sits on an elevated, prominent position at the foot of Knights Hill. It is the subject of a number of local views (see later).

Building Uses

- 2.11 Norwood Road is an active high street made up of lively ground floor retail and workspace units with residential upper floors. Waylett Place has a number of commercial garages and a public car park. The frontages to York Hill and Lansdowne Hill are largely residential.

Heritage Assets

Designated Heritage Assets

- 2.12 There are no designated heritage assets within the site.
- 2.13 The Lancaster Avenue Conservation Area lies to the NE of the site. It is characterised by 19th Century suburban housing. Its special interest is set out in detail within the Lancaster Avenue Conservation Area Character Appraisal, 2017 which is considered to be up-to-date. The setting of this conservation area is a material planning consideration.
- 2.14 The West Norwood Conservation Area sits to the SE of the site. It is characterised by the extensive West Norwood Cemetery and historic development around its perimeter. Its special interest is set out in detail within the draft West Norwood Conservation Area Character Appraisal, 2020. The setting of this conservation area is a material planning consideration.
- 2.15 The West Norwood Cemetery is a registered landscape. A purpose-designed cemetery (one of London's Magnificent Seven) it contains a high concentration of historic monuments many of which are individually listed. The setting of this landscape is a material planning consideration.
- 2.16 There are around 70 individually listed structures within West Norwood Cemetery – mostly monuments and mausolea but also including gates and railings. Their settings are a material planning consideration.
- 2.17 St Luke's Church, Knights Hill is a grade II* listed building. It stands some distance to the south of the site.
- 2.18 The former West Norwood Fire Station at no. 445 Norwood Road is a grade II listed building. It stands a little distance to the north of the site.

Non-designated heritage Assets

- 2.19 There are no non-designated heritage assets within the site.
- 2.20 No. 363-363 Norwood Road (local heritage list – structure) sits to the immediate south of the site. Its special interest is in its Art Deco façade to Norwood Road.
- 2.21 Archaeological Priority Area 14 – Levehurst Medieval Manor House

Designated Views

Strategic Views

- 2.22 The site is not subject to any strategic views.

Local Views

- 2.23 Policy Q25 of the Lambeth Local Plan identifies a number of views which require consideration:
- Landmark Silhouette (ii) View north along Knights Hill to St Luke's Church tower – here the viewer is at a similar level to St Luke's tower and the tower is seen in silhouette against clear sky. The site is on lower ground off to the left.
 - Landmark Silhouette (iii) - View S along Norwood Road of St Luke's Church tower – The viewer is to the north of the church and standing opposite the site looking south towards the church. The church's principal façade and tower of the church terminate the vista down Norwood road. The buildings within the site frame the right side of the view.
 - Landmark Silhouette (iv) View north from Chapel Road along Weaver Walk of St Luke's church tower – the tower of the church is seen in silhouette against clear sky.
 - Panorama (iv) - View N from Knights Hill (across LB Southwark) to the city Knights hill looking north - In this view St Luke's Church tower terminates the vista with the city's tall building cluster behind. The viewer is on an elevated position on Knights Hill. The site sits on lower ground to the left of the church tower.

Routes, Access, Servicing and public realm

- 2.24 Commercial / retail access and servicing is largely via Norwood Road. There are no direct vehicular or pedestrian routes through the site at present. The limited public realm away from Norwood Road is generally poor. On Norwood Road the Victorian building line along the southern end of the site frontage limits the opportunity for generous public realm. At the northern end of the site, inter-war and post-war buildings are set back to provide a more generous public realm.

Planning and Emerging Context

- 2.25 Policy PN7 of the Lambeth Local Plan sets out the neighbourhood policies for the locality.

Site Constraints and Opportunities

- 2.26 The following constraints and opportunities exist:

Constraints	Opportunities
Impermeable	Improved connectivity

Level changes / topography

Town centre location

Narrow footways

Improved public realm

Neighbour adjacencies

Improved architectural quality

3. Design Approach

Key Principles

- 3.1 In seeking to achieve a design-led optimisation of the site, site -specific design drivers include:

A	Respect Heritage Assets
Cause no harm to the setting of designated or non-designated assets. In relation to this site that largely relates to the bulk, scale and mass of the blocks. Particular attention has been paid to the setting of West Norwood Cemetery as a conservation area, registered landscape and site of nearly 70 listed structures.	
B	Improve Pedestrian Experience on Norwood Road
This can be achieved by pulling back the building line to Norwood Road – allowing for a generous pedestrian footway which might be able to accommodate street trees, seating and other, similar amenities for town centre visitors.	
C	Improve permeability
This is considered important in order to optimise site potential and avoid undue reliance on Norwood Road, York Hill or Lansdowne Hill for servicing.	
D	Ensure new routes / spaces are safe and legible
Arranging buildings in a conventional manner to the street with clear entrances and good natural surveillance is considered essential.	
E	Transport
Deliver a more legible and permeable layout of streets which allows for the effecting servicing of development and integrates with the wider area.	
F	Neighbour and future occupier amenity
Ensure acceptable levels of amenity for new and existing residents.	

4. Indicative Approaches

OPTION 1

Site Layout and Access

- 4.1 This Indicative Approach layout comprises a new commercial / retail frontage to Norwood Road with a more generous footway to provide increased public realm. A new public space near the junction with Chatsworth Way provides a welcome break in the street frontage. The remaining land behind the Norwood Road frontage is dissected by new network of side streets with west-east and north-south connections. These provide for access and servicing. The street layout has a degree of flexibility and allows for a variety of ground floor unit sizes with residential accommodation on podiums above. The layout accommodates a pedestrian connection through to the York Hill Estate.



Figure 12 - Indicative Approach 1— possible ground floor

Figure 13 - Indicative Approach 1— possible upper floors

Plans

- 4.2 The layout follows conventional perimeter block development practices with entrances to street frontages and good natural surveillance. The active frontage to Norwood Road is anticipated to continue around the new public square to bring animation and public activity.
- 4.3 A high level of dual aspect accommodation is provided. Residential amenity space is provided at podium and roof-top level with defensible space at street level.

Building Heights and Massing

- 4.4 The lowest building heights are placed to the perimeter of the site in a positive response to local context with heights of 5 storeys to York Hill and 5+2 (top two set back) to Norwood

Road. Within the site the heights increase gradually to tallest blocks within the site. The rising round to the west (York Hill) and the pronounced level change allows development on the lower ground level along to be up to 8 storeys without looking out of place in relation to the York Hill Estate which stands on the higher ground.

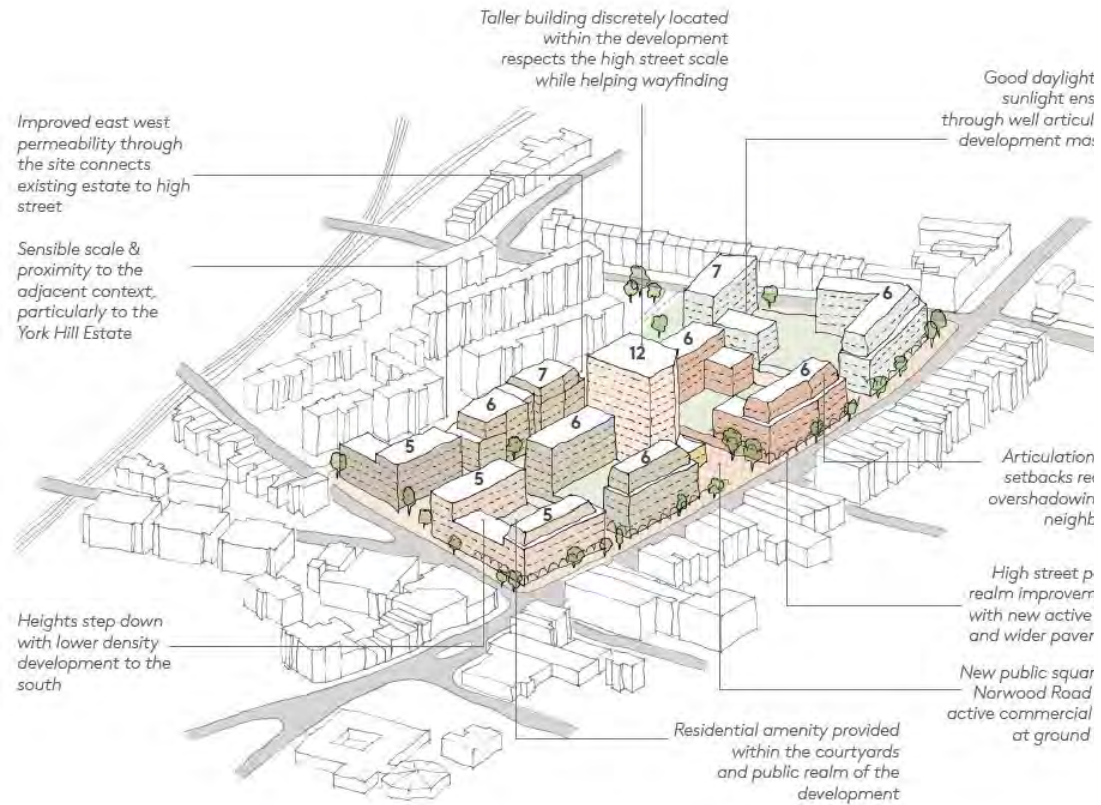


Figure 14 - Indicative Approach Option 1 - overview

OPTION 2

Site Layout and Access

- 4.5 The Indicative Approach 2 is an evolution of Approach 1 with the addition of a north-south service route connecting York Hill to Lansdowne Hill. This provides an alternative north-south for pedestrians who might prefer a quieter alternative route to Norwood Road.

Plans

- 4.6 This north-south route allows development on its western side (adjoining York Hill Estate) to be solely residential in character (with ground floor amenity spaces etc.) and development on its eastern side to follow the arrangement set out in Approach 1.



Figure 15 - Indicative Approach 2– possible ground floor



Figure 16 - Indicative Approach 2– possible upper floors

Building Heights and Massing

- 4.7 The heights and massing remain the same as Approach 1 but just reflects the different building configuration.

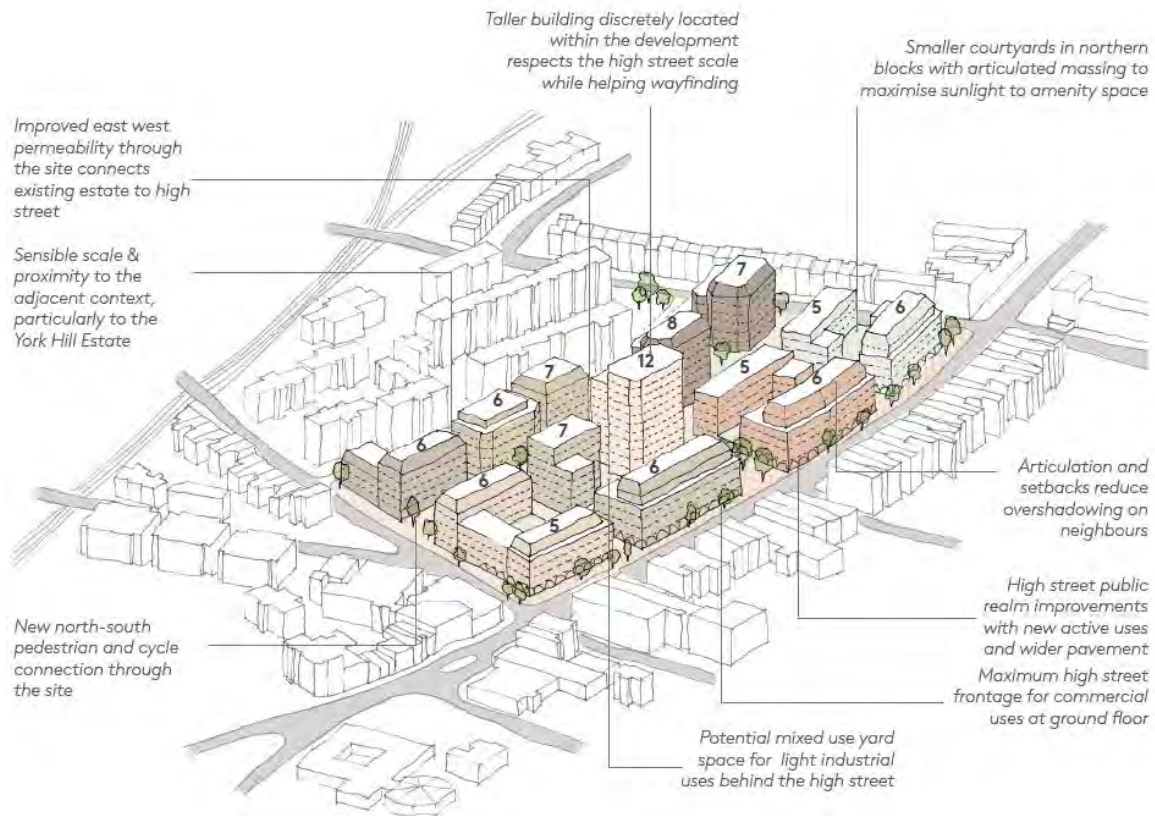


Figure 17 - Indicative Approach 2 - overview

Indicative Approaches - Daylight and Sunlight

- 4.8 In planning the Indicative Approach Options the objective has been to ensure that it is generally consistent with the established parameters for daylight and sunlight best practice for inner urban / urban locations, having regard in particular to sensitive residential neighbours (the locations of which are identified in the draft site allocation policy), and to the quality of new residential accommodation on the site. That said, any scheme that comes forward would be required to demonstrate an acceptable response to daylight and sunlight constraints and overshadowing and will be independently tested at planning application stage in accordance with the BRE's publication: 'Site layout planning for daylight and sunlight: a guide to good practice (BR209)' and relevant Mayoral policy and guidance.

5. Appraisal of the Indicative Approaches

Townscape and Visual Impact Assessment (TVIA) Summary

- 5.1 A townscape and visual impact assessment has been undertaken with three principal objectives:
- firstly, to ensure that the impact on Strategic and Local views is acceptable in relation to view composition and appreciation,
 - secondly, to ensure that the townscape effects of the development are acceptable; in this regard the starting point has been that a degree of noticeable townscape change is inevitable but it should not be discordant or unduly dominant in its context; and
 - thirdly, to ensure no harm to the significance (including setting) of heritage assets.
- 5.2 In accordance with best practice there has been no presumption that change within the setting of heritage assets is automatically harmful. Instead, the contribution of setting to the significance of the asset has been at the forefront of assessments and thus how that significance might be influenced by changes to the context.
- 5.3 This height and massing exercise has informed conclusions about whether the site is an appropriate location for a tall building(s) as defined by Policy Q26 of the Lambeth Local Plan. The indicative approach is considered to constitute the optimum level of development capacity for the site. This does not preclude other possible approaches to optimisation coming forward, in different forms, through the planning process.
- 5.4 Sixteen views were tested to understand the impact of the Indicative Approach on its context. The detailed analysis on each view is contained in Appendix 1 and the findings are summarised below:

TVIA View	Indicative Approach Option 1	Indicative Approach Option 2
TVIA IMAGE 1– Lambeth Local View – Landmark Silhouette (ii) View N along Knights Hill	The Indicative Approach is not visible. No effect.	The Indicative Approach is not visible. No effect.
TVIA IMAGE 2- Lambeth Local View – Landmark Silhouette (iii) View S along Norwood Road	The increase in mass and height on the right hand side of the view does not compromise the viewer’s ability to appreciate the church. No harm to the view. No harm to the setting of the Grade II* listed church. No harm to the setting of the West Norwood Conservation Area.	The increase in mass and height on the right hand side of the view does not compromise the viewer’s ability to appreciate the church. No harm to the view. No harm to the setting of the Grade II* listed church. No harm to the setting of the West Norwood Conservation Area.
TVIA IMAGE 3 - Lambeth Local View – Panorama View	The highest part of the Indicative Approach is visible	The highest parts of the Indicative Approach are visible

(iii) View along Weaver Walk from Chapel Road	to the left of the church. However, it is not so large as to be dominant or distracting in the view. Nor does it prevent the viewer from appreciating the church tower in silhouette. No harm to the view. No harm to the setting of the listed building.	to the left of the church. However, they are not so large as to be dominant or distracting in the view. Nor do they prevent the viewer from appreciating the church tower in silhouette. No harm to the view. No harm to the setting of the listed building.
TVIA IMAGE 4- Lambeth Local View – Panorama View (iv) View N from Knights Hill	The highest part of the Indicative Approach is visible off to the left of the church tower. It is not within the view cone but off to the left and will be largely screened by trees, if glimpsed it is not so large as to be dominant or distracting in the wider townscape. Nor does it prevent the viewer from appreciating the church tower I silhouette. No townscape harm. No harm to the view. No harm to the setting of the listed building.	The highest parts of the Indicative Approach are visible off to the left of the church tower. They are not within the view cone but off to the left and will be largely screened by trees, if glimpsed they will not be so large as to be dominant or distracting in the wider townscape. Nor do they prevent the viewer from appreciating the church tower I silhouette. No townscape harm. No harm to the view. No harm to the setting of the listed building.
TVIA IMAGE 5- West Norwood Cemetery - Western Perimeter Path	The highest element of the Indicative Approach is clearly visible on the tree-capped ridgeline. However, it will neither be dominant nor distracting in this view because of the partial tree screening and general low form / horizontal emphasis. No harm to the setting of the grade II* listed church as it retains its dominance. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.	The highest elements of the Indicative Approach will break the tree-capped ridgeline. However, they will neither be dominant nor distracting in this view due to the relatively compact forms and degree of foreground tree screening. No harm to the setting of the grade II* listed church as it retains its dominance. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.
TVIA IMAGE 6 - West Norwood Cemetery – west side near boundary wall	The highest part of the Indicative Approach is visible in the distance and will reveal itself as the viewer proceeds northwards. However, in reality due to the significant tree screening, it will have a negligible effect on the appreciation of the landscape	The highest part of the Indicative Approach is visible in the distance and will reveal itself as the viewer proceeds northwards. However, in reality, due to the significant tree screening, it will have a negligible effect on the appreciation of the landscape

	or significance of the cemetery. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.	or significance of the cemetery. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape
TVIA IMAGE 7 - West Norwood Cemetery – Main roadway leading to entrance	The tallest part of the Indicative Approach rises behind the dome of the Longsdon mausoleum. However, the road is curved and as the viewer proceeds the two forms will separate again; the effect in the view is therefore fleeting. Furthermore, the presence of the mature trees and the distance between the dome and the Indicative approach need also to be considered. The Indicative approach is clearly a distant, separate structure which sits well within the tree screen and is not eye-catching or unduly discordant. No harm to the setting of the Conservation Area, the setting of the Cemetery as a registered landscape or to the settings of the mausoleums.	The tallest parts of the Indicative Approach are seen behind the dome of the Longsdon mausoleum. However, the road is curved and as the viewer proceeds the two forms will separate again. The effect in the view is therefore fleeting. Furthermore, the presence of the mature trees and the distance between the dome and the Indicative approach need also to be considered. The Indicative approach is clearly a distant, separate structure which sits well within the tree screen and is not eye-catching or unduly discordant. No harm to the setting of the Conservation Area, the setting of the Cemetery as a registered landscape or to the settings of the mausoleums.
TVIA IMAGE 8 – High Street at St Luke’s Churchyard	The highest part of the Indicative approach is glimpsed across the rooftops. It is marginally taller than the chimneypots of the middle ground buildings. It is noticeable but not unduly dominant or distracting. No townscape harm. No harm to the setting of the West Norwood Conservation Area.	The highest part of the Indicative approach is glimpsed across the rooftops. It is marginally taller than the chimneypots of the middle ground buildings. It is noticeable but not unduly dominant or distracting. No townscape harm. No harm to the setting of the West Norwood Conservation Area.
TVIA IMAGE 8 – High Street at Dunbar Street	The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the	The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the

	townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.	townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.
TVIA IMAGE 10 – Norwood High Street at West Norwood Library	The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.	The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.
TVIA IMAGE 11 – Norwood Road at Cemetery Entrance Gates	The Indicative Approach is seen ahead enclosing the western side of the Norwood Road frontage. Additionally, the highest part can be glimpsed above the foreground roofscape; it is neither unduly dominant nor distracting. The townscape effect is acceptable. No harm to the setting of the West Norwood Conservation Area.	The Indicative Approach is seen ahead enclosing the western side of the Norwood Road frontage. Additionally, the highest part can be glimpsed above the foreground roofscape; it is neither unduly dominant nor distracting. The townscape effect is acceptable. No harm to the setting of the West Norwood Conservation Area.
TVIA IMAGE 12- Chatsworth Way at corner of Idmiston Road	The greatest height within the Indicative approach provides a visual termination at the end of the road – announcing the presence of the town centre. It is clearly noticeable but not discordant and the breadth of Chatsworth Way ensures it that does not appear unduly dominant. Tree screening will soften the effect further. The careful selection of locally distinct materials should ensure that any massing here integrates well into the locality. No townscape harm.	The greatest height within the Indicative approach provides a visual termination at the end of the road – announcing the presence of the town centre. It is clearly noticeable but not discordant and the breadth of Chatsworth Way ensures it that does not appear unduly dominant. Tree screening will soften the effect further. The careful selection of locally distinct materials should ensure that any massing here integrates well into the locality. No townscape harm.
TVIA IMAGE 13 – Devane Way open space at rear of Julian’s Primary School	The Indicative Approach’s highest part will appear as a distant form which is partially screened by the leisure centre. Should the viewer move to the right the whole form will be	The Indicative Approach massing will appear as a distant group partially screened by the leisure centre. Should the viewer move to the right the whole form will be

	revealed. That said, foreground planting will provide a strong degree of screening. The high quality contemporary architecture of the leisure centre is not sensitive to the presence of other complementary modern development. No townscape harm.	revealed. That said, foreground planting will provide a strong degree of screening The high quality contemporary architecture of the leisure centre is not sensitive to the presence of other complementary modern development. No townscape harm.
TVIA IMAGE 14 –Norwood Road near junction with Chestnut Road	The Norwood Road frontage blocks of the Indicative Approach are pulled back from the existing building line to provide a more generous footway. The set-back upper floors help integrate the buildings with their context. The highest part of the Indicative approach is glimpsed in the backdrop. The whole appears as a coherent, contemporary group. Townscape effect is beneficial.	The Norwood Road frontage blocks of the Indicative Approach are pulled back from the existing building line to provide a more generous footway. The set-back upper floors help integrate the buildings with their context. The highest part of the Indicative approach is glimpsed in the backdrop. The whole appears as a coherent, contemporary group. Townscape effect is beneficial.
TVIA IMAGE 15 – Norwood Road near corner with Lancaster Avenue	The Norwood Road frontage blocks of the indicative approach enclose the western side of the road. The set-back upper floors help integrate the buildings with their context and the building line follows the curved road alignment and maintains a sense of enclosure. Townscape effect is beneficial.	The Norwood Road frontage blocks of the indicative approach enclose the western side of the road. The set-back upper floors help integrate the buildings with their context and the building line follows the curved road alignment and maintains a sense of enclosure. Townscape effect is beneficial.
TVIA IMAGE 16 –Lancaster Avenue near junction with Thurlow Park Road	Option 1 – the Indicative Approach is visible at the end of the vista although, in reality, trees will largely screen most of the lower part from view. The highest part of the Indicative Approach will be appreciable across the rooftops in the distance. It is a compact form which is not dominant or distracting. It announces the presence of the town centre at the end of the vista. No harm to the setting of the conservation area. No townscape harm.	Option 2 - the Indicative Approach is visible at the end of the vista although, in reality, trees will largely screen most of the lower part from view. The highest part of the Indicative Approach will be appreciable across the rooftops in the distance. It is a compact form which is not dominant or distracting. It announces the presence of the town centre at the end of the vista. No harm to the setting of the conservation area. No townscape harm.

Effect on Heritage Assets

- 5.5 The Indicative Approach has been assessed for its effect on the significance (including setting) of heritage assets. The has required an understanding of the significance of each asset and especially the contribution that the setting makes to that significance. The objective has been to ensure no adverse effect on significance. The conclusions are set out in the below.

Asset and Significance	Indicative Approach -Option 1	Indicative Approach -Option 2
<u>St Luke's Church, Knight's Hill (Grade II*)</u> - With an imposing local landmark spire which is the subject of a number of local views., this buildings stands some distance to the south of the site.	The bulk and massing of Option 1 is not harmful to setting in the relevant locally designated views (Views 2 and 3). In views from west Norwood cemetery the tower's landmark status is not undermined by the highest part of Option 1 (View 5). No harm to setting.	The bulk and massing of Option 2 is not harmful to setting in the relevant locally designated views (Views 2 and 3). In views from west Norwood cemetery the tower's landmark status is not undermined by the highest part of Option 1 (View 5). No harm to setting.
445 Norwood Road (Grade II) – this is the former fire station which stands on the eastern side of Norwood road to the north of the site.	Site is some distance to the south and forms part of the wider urban context of this building. However, the best views to the listed building are looking eastward, north eastward and south eastward. Option 1 will not affect these views. No harm to setting.	Site is some distance to the south and forms part of the wider urban context of this building. However, the best views to the listed building are looking eastward, north eastward and south eastward. Option 2 will not affect these views. No harm to setting.
<u>Lancaster Avenue Conservation Area</u> – a wide, Victorian suburban road to the east of the site. The conservation area is not particularly reliant on its wider setting for its significance.	The Indicative Approach Option 1 will be visible as a distance form in long views from the eastern end of Lancaster Avenue. However, it won't diminish the townscape or architectural quality of the conservation area. No harm to setting.	The Indicative Approach Option 2 will be visible as a distance form in long views from the eastern end of Lancaster Avenue. However, it won't diminish the townscape or architectural quality of the conservation area. No harm to setting.
<u>West Norwood Cemetery (registered landscape)</u> - The cemetery occupies a hillside topography transverse with serpentine drives and walks. There is much mature tree planting. The historic monuments are a key feature of the landscape character.	The landscape is extensive and experienced along serpentine drives and walks through mature trees. The Option will only be visible in views N from the cemetery where the tree cover is thin. The highest part of Option 1 will be a modest addition to the distant townscape in most views from the low grounds northern end of the cemetery (see views 6 and 7). It will be most noticeable in View 5 but even	The landscape is extensive and experienced along serpentine drives and walks through mature trees. The Option will only be visible in views N from the cemetery where the tree cover is thin. The highest part of Option 2 will be a modest addition to the distant townscape in most views from the low grounds northern end of the cemetery (see views 6 and 7). It will be most noticeable in View 5 but even

	then, its modest presence in relation to the expansive landscape is not distracting or dominant. No harm to setting.	then, its modest presence in relation to the expansive landscape is not distracting or dominant. No harm to setting.
<u>West Norwood Conservation Area</u> – This designation comprises the cemetery and some surrounding urban development including parts of the town centre to the west of the cemetery.	In general townscape terms Option 1 will appear as a natural extension of the urban character when viewed from within the conservation area at Knights Hill, Norwood Road and Norwood High Street. Within the cemetery the highest part will be visible as a distant, contemporary form which, for most part will be screened by trees. See Views 5, 6, 7, 8, 9, 10, 11. No harm to setting.	In general townscape terms Option 1 will appear as a natural extension of the urban character when viewed from within the conservation area at Knights Hill, Norwood Road and Norwood High Street. Within the cemetery the highest part will be visible as a distant, contemporary form which, for most part will be screened by trees. See Views 5, 6, 7, 8, 9, 10, 11. No harm to setting.
364-366 Norwood Road (local list) - this is a former Woolworth's store with an Art Deco frontage. It is an established feature on the Norwood Road frontage to the south of the site and sits in a row of relatively low quality buildings. It is not reliant on its setting for its architectural significance. The site is to the north.	This building is best appreciated when viewed from the northeast (where the front and flank can be viewed together obliquely). In that view Option 1 will be off to the right and not affect the viewers appreciation of the facades. In more general views such as that from the south (View 11) Option 1 will improve the general townscape / architectural quality and thus enhance the setting. No harm to setting.	This building is best appreciated when viewed from the northeast (where the front and flank can be viewed together obliquely). In that view Option 2 will be off to the right and not affect the viewers appreciation of the facades. In more general views such as that from the south (View 11) Option 2 will improve the general townscape / architectural quality and thus enhance the setting. No harm to setting.
Archaeological Priority Area 14 – Levehurst Medieval Manor House – this is located to the south west of the site on the other side of the railway line. This asset does not have a setting	No effect.	No effect.

6.0 Conclusion

- 6.1 The indicative approach has been informed by site constraint analysis and has been tested at the level of general massing and height to ensure acceptable impacts in relation to daylight and sunlight, views, townscape, and heritage. This analysis has found the approach to successfully address the various opportunities and constraints identified. In light of this work, it is recommended that the site allocation policy includes the design points outlined in the table below.

Topic	Recommendation
Built heritage	The settings of heritage assets should not be harmed. Especially St Luke's Church and West Norwood Cemetery.
height	The centre of the site can accommodate a degree of height – c36m if well that height is well integrated with the locality by stepping the other heights within the site down towards the site perimeter. A parapet line to Norwood Road with subordinate 'roof top' type forms above will assist with such integration
Design quality	High quality design using brick (the prevailing local material) will help integration with the locality
Connectivity	A new street network which better integrates with the wider locality and allows for in-site servicing
Public realm	Widened footways to Norwood Road, a new open space off Norwood Road present significant opportunities to improve the quality of the visitor experience to West Norwood Town Centre.
Enhanced environment	Public realm improvements and new routes present opportunities for tree lined streets and other urban greening.
Activation and natural surveillance.	Active ground floor frontages and good overlooking to all public routes.

APPENDIX 1

Townscape and Visual Impact Assessment - Views Analysis

TVIA IMAGE 1– Lambeth Local View – Landmark Silhouette (ii) View N along Knights Hill

	View location is south of the junction with Chapel Road	
		
St Luke's Church tower is the focal point of the view. It is silhouetted against clear sky.	Option 1 – the Indicative Approach is not visible. No effect.	Option 2 - the Indicative Approach is not visible. No effect.

TVIA IMAGE 2- Lambeth Local View – Landmark Silhouette (iii) View S along Norwood Road

	View location is close to no. 499 Norwood Road		
			
St Luke's Church tower is the focal point of the view. It is silhouetted against clear sky and the vista is framed by foreground buildings. The church sits in the West Norwood Conservation Area.	Option 1 – The increase in mass and height on the right hand side of the view does not compromise the viewer's ability to appreciate the church. No harm to the view. No harm to the setting of the Grade II* listed church. No harm to the setting of the West Norwood Conservation Area.		Option 2 – The increase in mass and height on the right hand side of the view does not compromise the viewer's ability to appreciate the church. No harm to the view. No harm to the setting of the Grade II* listed church. No harm to the setting of the West Norwood Conservation Area.

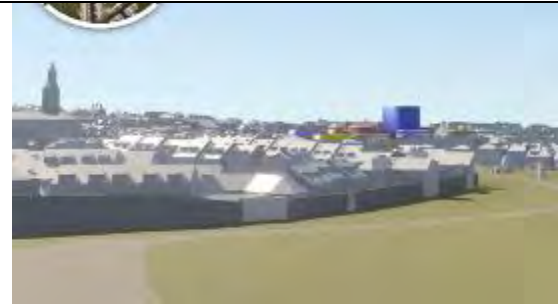
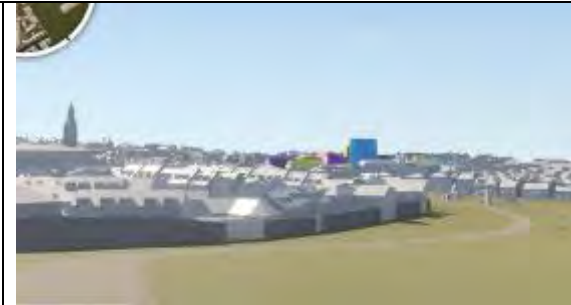
TVIA IMAGE 3 - Lambeth Local View – Panorama View (iii) View along Weaver Walk from Chapel Road

	View location is on corner of Weaver Walk and Chapel Road	
		
St Luke's Church tower is the focal point of the view. It is silhouetted against clear sky.	Option 1 - The highest part of the Indicative Approach is visible to the left of the church. However, it is not so large as to be dominant or distracting in the view. Nor does it prevent the viewer from appreciating the church tower in silhouette. No harm to the view. No harm to the setting of the listed building.	Option 2– The highest parts of the Indicative Approach are visible to the left of the church. However, they are not so large as to be dominant or distracting in the view. Nor do they prevent the viewer from appreciating the church tower in silhouette. No harm to the view. No harm to the setting of the listed building.

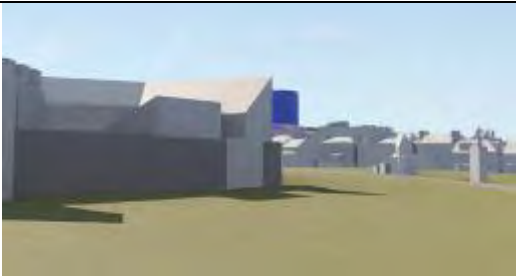
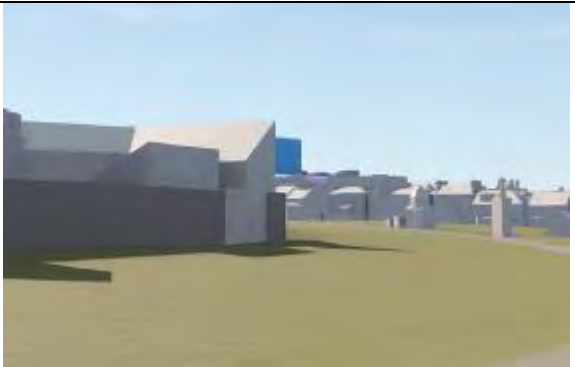
TVIA IMAGE 4- Lambeth Local View – Panorama View (iv) View N from Knights Hill

View location is near no. 151 Knights Hill		
		
St Luke's Church tower is the focal point of the view. It is silhouetted against clear sky and terminates the vista along Knight's Hill.	Option 1 - The highest part of the Indicative Approach is visible off to the left of the church tower. It is not within the view cone but off to the left and will be largely screened by trees, if glimpsed it is not so large as to be dominant or distracting in the wider townscape. Nor does it prevent the viewer from appreciating the church tower silhouette. No townscape harm. No harm to the view. No harm to the setting of the listed building.	Option 2 – The highest parts of the Indicative Approach are visible off to the left of the church tower. They are not within the view cone but off to the left and will be largely screened by trees, if glimpsed they will not be so large as to be dominant or distracting in the wider townscape. Nor do they prevent the viewer from appreciating the church tower silhouette. No townscape harm. No harm to the view. No harm to the setting of the listed building.

TVIA IMAGE 5- West Norwood Cemetery - Western Perimeter Path

	View location on western perimeter of within WNC looking north with St Luke's Church tower viewed on left.		
			
Existing – This is one of the only elevated locations within the cemetery with good views out over the wider district. The distant hillside is tree capped and the tower of St Luke's Church is a local landmark.	Option 1 – the highest element of the Indicative Approach is clearly visible on the tree-capped ridgeline. However, it will neither be dominant nor distracting in this view because of the partial tree screening and general low form / horizontal emphasis. No harm to the setting of the grade II* listed church as it retains its dominance. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.		
	Option 2 – the highest elements of the Indicative Approach will break the tree-capped ridgeline. However, they will neither be dominant nor distracting in this view due to the relatively compact forms and degree of foreground tree screening. No harm to the setting of the grade II* listed church as it retains its dominance. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.		

TVIA IMAGE 6 - West Norwood Cemetery – west side near boundary wall

	View location on western perimeter of within West Norwood Cemetery looking north near the NE corner of the Dunbar Dunelm Estate.	
		
In summer the mature planting screens the Dunbar Dunelm Estate from view and occludes the pathway ahead. In winter the visibility is improved but trees still provide a degree of screening.	Option 1 – highest part of the Indicative Approach is visible in the distance and will reveal itself as the viewer proceeds northwards. However, in reality due to the significant tree screening, it will have a negligible effect on the appreciation of the landscape or significance of the cemetery. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.	Option 2 – highest part of the Indicative Approach is visible in the distance and will reveal itself as the viewer proceeds northwards. However, in reality, due to the significant tree screening, it will have a negligible effect on the appreciation of the landscape or significance of the cemetery. No harm to the setting of the West Norwood Conservation Area. No harm to the setting of the Cemetery as a registered landscape.

TVIA IMAGE 7 - West Norwood Cemetery – Main roadway leading to entrance

	View location on the main road within West Norwood Cemetery looking north towards the main entrance.	
		
The Longsdon and Gilbert mausoleums are grade II listed and on one of the principal routes within the cemetery At present the world beyond the cemetery gates is not readily appreciable although the tree screening thins significantly as the viewer proceeds northwards towards the perimeter. This means that individual trees rather than dense clumps of trees provide the screening from this point onwards.	Option 1 - The tallest part of the Indicative Approach rises behind the dome of the Longsdon mausoleum. However, the road is curved and as the viewer proceeds the two forms will separate again; the effect in the view is therefore fleeting. Furthermore, the presence of the mature trees and the distance between the dome and the Indicative approach need also to be taken into account. The Indicative approach is clearly a distant, separate structure which sits well within the tree screen and is not eye-catching or unduly discordant. No harm to the setting of the Conservation Area, the setting of the Cemetery as a registered landscape or to the settings of the mausoleums.	Option 2 – The tallest parts of the Indicative Approach are seen behind the dome of the Longsdon mausoleum. However, the road is curved and as the viewer proceeds the two forms will separate again. The effect in the view is therefore fleeting. Furthermore, the presence of the mature trees and the distance between the dome and the Indicative approach need also to be taken into account. The Indicative approach is clearly a distant, separate structure which sits well within the tree screen and is not eye-catching or unduly discordant. No harm to the setting of the Conservation Area, the setting of the Cemetery as a registered landscape or to the settings of the mausoleums.

TVIA IMAGE 8 – High Street at St Luke’s Churchyard

	View location is within St Luke’s Churchyard	
		
The churchyard is the foreground of the view. The middle grounds buildings are mostly within the West Norwood Conservation Area.	Option 1 – the highest part of the Indicative approach is glimpsed across the rooftops. It is marginally taller than the chimneypots of the middle ground buildings. It is noticeable but not unduly dominant or distracting. No townscape harm. No harm to the setting of the West Norwood Conservation Area.	Option 2 – the highest part of the Indicative approach is glimpsed across the rooftops. It is marginally taller than the chimneypots of the middle ground buildings. It is noticeable but not unduly dominant or distracting. No townscape harm. No harm to the setting of the West Norwood Conservation Area.

TVIA IMAGE 8 – High Street at Dunbar Street

	The view location is on the east side of the High Street near junction with Dunbar Street	
		
This is a view location within the West Norwood Conservation Area with the Grade II* listed St Luke's Church off camera to the left and its churchyard in the foreground. The view looks north. The large middleground tree stands on the churchyard opposite the library.	Option 1 – The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.	Option 2 – The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.

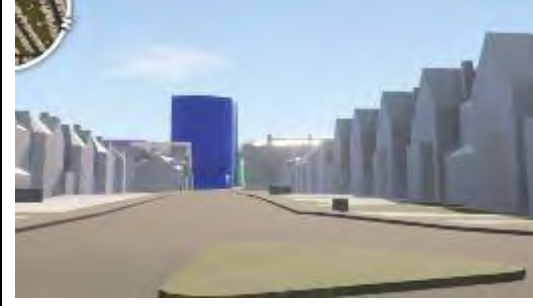
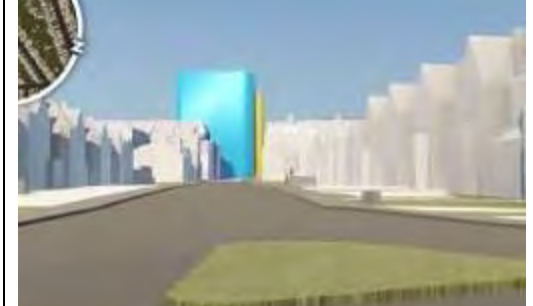
TVIA IMAGE 10 – Norwood High Street at West Norwood Library

	This is a view location is outside west Norwood Library	
		
Within the West Norwood Conservation Area, the viewer is looking north. On the left is St Luke's churchyard, on the right is the library. Low rise middle ground development lies outside the conservation area	Option 1- The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.	Option 2 - The tallest element of the Indicative Approach provides a visual termination at the end of the vista and announces the heart of the town centre. The careful selection of locally distinct materials should ensure that any massing here integrates well into the townscape. No harm to the setting of the West Norwood Conservation Area. No townscape harm.

TVIA IMAGE 11 – Norwood Road at Cemetery Entrance Gates

	View location is at the West Norwood Cemetery gates		
			
This view location on Norwood High Street looking north out of the West Norwood Conservation Area and along Norwood Road. The middle ground buildings on the right are within the conservation area.	Option 1 - The Indicative Approach is seen ahead enclosing the western side of the Norwood Road frontage. Additionally, the highest part can be glimpsed above the foreground roofscape; it is neither unduly dominant nor distracting. The townscape effect is acceptable. No harm to the setting of the West Norwood Conservation Area.		Option 2 - The Indicative Approach is seen ahead enclosing the western side of the Norwood Road frontage. Additionally, the highest part can be glimpsed above the foreground roofscape; it is neither unduly dominant nor distracting. The townscape effect is acceptable. No harm to the setting of the West Norwood Conservation Area.

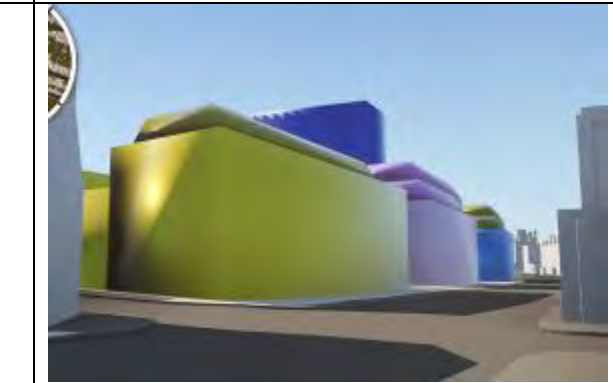
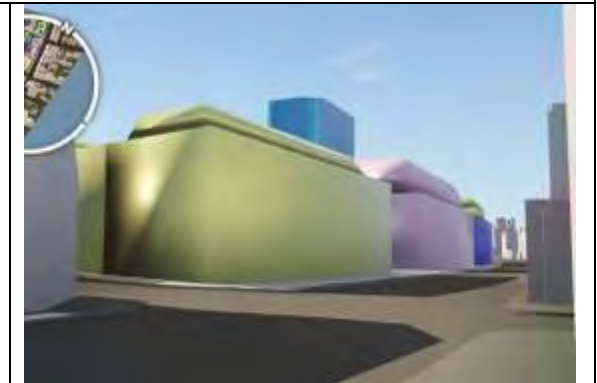
TVIA IMAGE 12- Chatsworth Way at corner of Idmiston Road

	The view looks west from near the Baptist Church.	
		
This is a low-rise residential context on the edge of the town centre. The townscape has a pleasant suburban character to the width of the road and the mature trees.	Option 1 - The greatest height within the Indicative approach provides a visual termination at the end of the road – announcing the presence of the town centre. It is clearly noticeable but not discordant and the breadth of Chatsworth Way ensures it that does not appear unduly dominant. Tree screening will soften the effect further. The careful selection of locally distinct materials should ensure that any massing here integrates well into the locality. No townscape harm.	Option 2 - The greatest height within the Indicative approach provides a visual termination at the end of the road – announcing the presence of the town centre. It is clearly noticeable but not discordant and the breadth of Chatsworth Way ensures it that does not appear unduly dominant. Tree screening will soften the effect further. The careful selection of locally distinct materials should ensure that any massing here integrates well into the locality. No townscape harm.

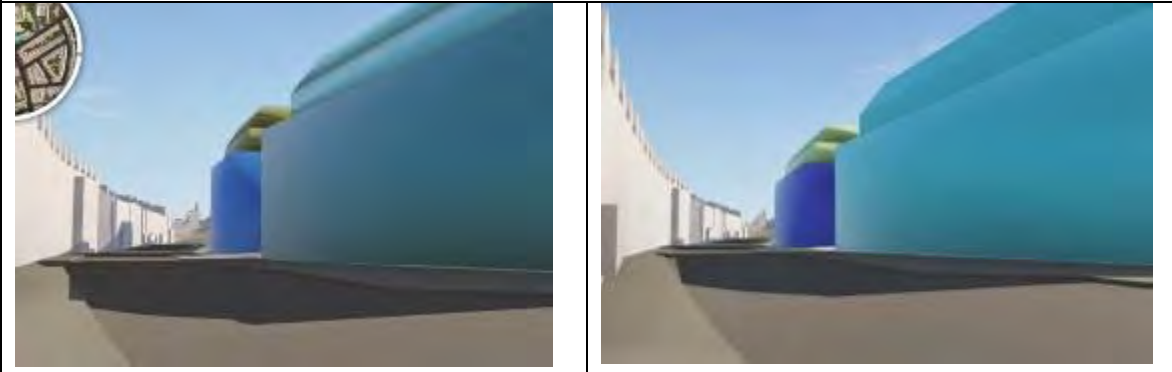
TVIA IMAGE 13 – Devane Way open space at rear of Julian’s Primary School

	View location is the public open space overlooking the Leisure Centre	
		
The foreground open space is a public park. The middle ground building is the modern leisure centre. This is not a heritage sensitive location, but the locality is of high amenity value to the local community.	Option 1 - The Indicative Approach’s highest part will appear as a distant form which is partially screened by the leisure centre. Should the viewer move to the right the whole form will be revealed. That said, foreground planting will provide a strong degree of screening. The high quality contemporary architecture of the leisure centre is not sensitive to the presence of other complementary modern development. No townscape harm.	Option 2 - The Indicative Approach massing will appear as a distant group partially screened by the leisure centre. Should the viewer move to the right the whole form will be revealed. That said, foreground planting will provide a strong degree of screening. The high quality contemporary architecture of the leisure centre is not sensitive to the presence of other complementary modern development. No townscape harm.

TVIA IMAGE 14 –Norwood Road near junction with Chestnut Road

	The view location is at the northern extreme of the West Norwood Conservation Area.	
		
Whilst the architectural quality is not high, the curving alignment of Norwood Road here provides a pleasing effect.	Option 1 – the Norwood Road frontage blocks of the Indicative Approach are pulled back from the existing building line to provide a more generous footway. The set-back upper floors help integrate the buildings with their context. The highest part of the Indicative approach is glimpsed in the backdrop. The whole appears as a coherent, contemporary group. Townscape effect is beneficial.	Option 2 – the Norwood Road frontage blocks of the Indicative Approach are pulled back from the existing building line to provide a more generous footway. The set-back upper floors help integrate the buildings with their context. The highest part of the Indicative approach is glimpsed in the backdrop. The whole appears as a coherent, contemporary group. Townscape effect is beneficial.

TVIA IMAGE 15 – Norwood Road near corner with Lancaster Avenue

	
	
Whilst the architectural quality is not high, the curving alignment of Norwood Road here provides a pleasing effect.	Option 1 - the Norwood Road frontage blocks of the indicative approach enclose the western side of the road. The set-back upper floors help integrate the buildings with their context and the building line follows the curved road alignment and maintains a sense of enclosure. Townscape effect is beneficial. Option 2 - the Norwood Road frontage blocks of the indicative approach enclose the western side of the road. The set-back upper floors help integrate the buildings with their context and the building line follows the curved road alignment and maintains a sense of enclosure. Townscape effect is beneficial.

TVIA IMAGE 16 –Lancaster Avenue near junction with Thurlow Park Road

	The view location is within the Lancaster Avenue Conservation Area	
		
The viewer is looking along the length of Lancaster Avenue which is all designated as a conservation area. The road is very wide and the townscape character is spacious	Option 1 – the Indicative Approach is visible at the end of the vista although, in reality, trees will largely screen most of the lower part from view. The highest part of the Indicative Approach will be appreciable across the rooftops in the distance. It is a compact form which is not dominant or distracting. It announces the presence of the town centre at the end of the vista. No harm to the setting of the conservation area. No townscape harm.	Option 2 - the Indicative Approach is visible at the end of the vista although, in reality, trees will largely screen most of the lower part from view. The highest part of the Indicative Approach will be appreciable across the rooftops in the distance. It is a compact form which is not dominant or distracting. It announces the presence of the town centre at the end of the vista. No harm to the setting of the conservation area. No townscape harm.