

PLANNING BRIEF

**FORMER PETROL
STATION SITE,
308 WEST GREEN ROAD,
LONDON N15**



OCTOBER 2004

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FORMER BP PETROL STATION SITE.

I. PURPOSE OF BRIEF

The purpose of this Brief is to encourage, and contribute to, the overall regeneration of this part of the Borough and to inform potential applicants of the Council's requirements, and expectations, in relation to the site. The Brief establishes a planning framework that will be used in order to assess any future planning application, although it does not bind the Council to grant planning permission for any particular development on the site. The area is characterised by low levels of investment, and relatively high levels of deprivation, and the Council have identified a key strategic development site. The site is located at:

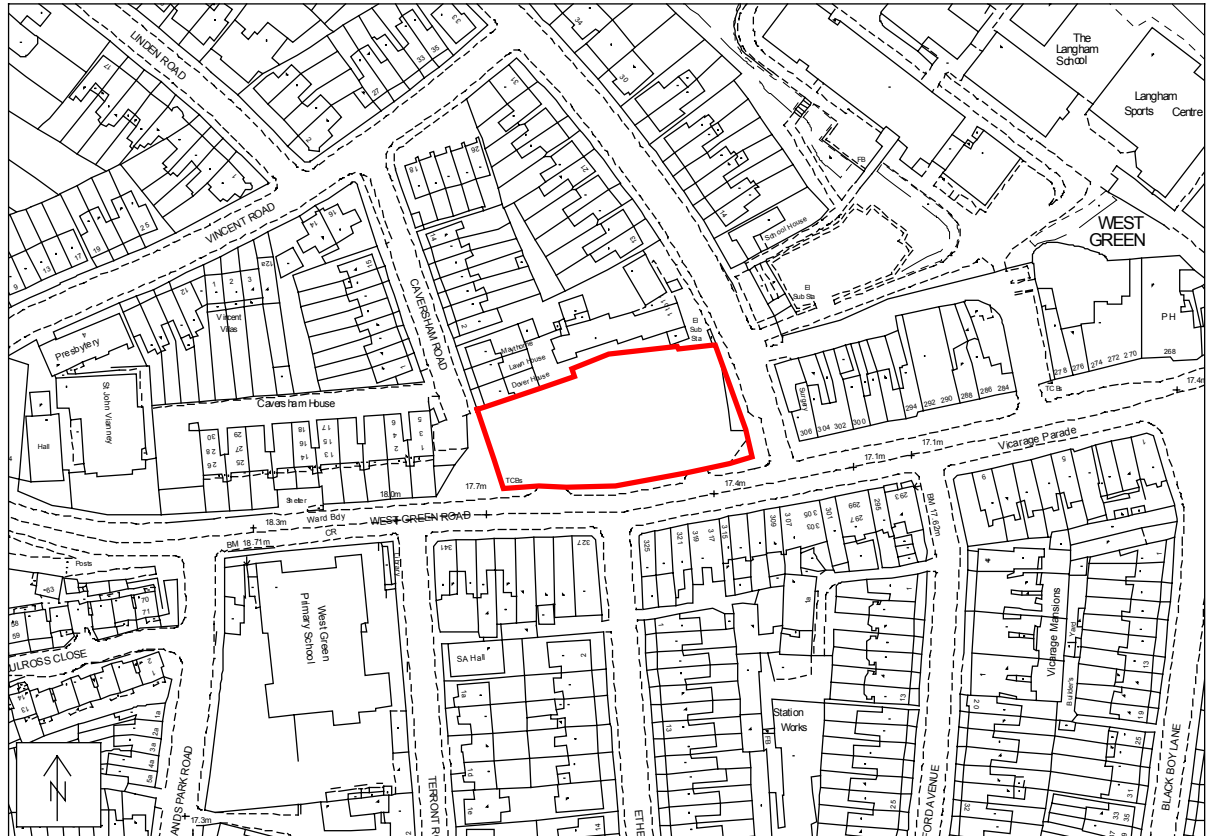
- The former petrol filling station, north side of West Green Road (see Map 1 below).

The Council have prepared a planning brief for the site. The brief aims to promote comprehensive redevelopment, and to identify the most appropriate mix of land uses and form of development for the site. The brief also identifies likely constraints, with suggested solutions, in order to facilitate redevelopment in an appropriate manner.

Status of the Brief

The Brief was the subject of a period of public consultation between 4th May and 7th June 2004 and it has been modified in the light of the public's response. A summary of the issues raised, and the Council's response to those issues, is attached to the adopted Brief as an appendix: the responses to a questionnaire sent out to local residents is also illustrated. The Council's Planning Sub-Committee of 21 September 2004 resolved that the amended Brief should be adopted as SPG and this decision was confirmed formally by The Executive on 5 October 2004. Once a planning application relating to the site is submitted, further public consultation will take place, with residents, local businesses and local interest groups able to make comments on the specifics of any proposal.

This planning brief gives guidelines on how the site could be satisfactorily redeveloped and various design options are promoted. It is a material consideration in determining any future planning application on the site and has become "Supplementary Planning Guidance" as part of the review of the Haringey Unitary Development Plan.



MAP 1 – THE EXTENT OF THE PLANNING BRIEF AREA.

2. SITE AND SURROUNDINGS

The brief area includes the former BP petrol filling station at 308 West Green Road, and has a developable area of approx. 0.25 hectares.

To the immediate east of the site, on the opposite side of Langham Road, there is a predominantly two-storey terrace of commercial units at ground floor, with residential accommodation above, fronting onto West Green Road. To the west is Caversham Road, with the three-storey flatted development of Caversham House beyond.

The former petrol filling station has now been cleared of all structures and is currently fenced off. When operating, it was served by two vehicular access points from West Green Road, although these are no longer in evidence as a result of the improvements that have taken place to the West Green Road public footpath on the northern side of the road.

It is a prominent, self-contained frontage site. To the north-east is the Park View Academy, at a slightly elevated level, which has been upgraded and refurbished in recent times, whilst to the rear of the former petrol station is a Council owned three-storey residential block, known as No's I-II Langham Road. The School's main access is in Langham Road.

3. PLANNING CONTEXT

The Haringey Unitary Development Plan (UDP) was adopted in March 1998, and is currently being reviewed. The First Deposit Draft revised UDP, went out to public consultation in September 2003. The Second Deposit Draft UDP will be consulted upon in September-October 2004. It is anticipated that the revised UDP will be adopted in 2006. Haringey Council has declared a Housing Renewal Area within this part of West Green Road. Within this area, the Council's overriding objective is to bring about comprehensive physical, social and economic regeneration. The Mayor's London Plan was adopted in February 2004. In it the Mayor seeks the maximum provision of additional housing and promotes policies that meet, or exceed, the targets set by him for each of the Boroughs.

The proposals for the Planning Brief site should be seen in the context of the wider approach to the Renewal Area. It is hoped that this will include, amongst other things, physical improvements to existing buildings, dealing with problem uses and dealing with issues relating to the private housing rented sector, in an effort to reduce population transience.

Part of West Green Road, opposite the site, is designated as a Local Shopping Centre, which the Council considers should be maintained and, where possible, enhanced. West Green Road itself is defined as a London Distributor Road in the Council's Road Hierarchy.

The Council produces a number of Supplementary Planning Guidance (SPG) notes that contain information that would assist in determining the form of development appropriate for the site. These include:

- SPG1a – Design Guidance & Design Statements.
- SPG3a – Density, Dwelling Mix, Floorspace minima & Lifetime Homes.
- SPG3b – Privacy/Overlooking, Aspect/Outlook & Daylight/Sunlight.
- SPG4 – Access for All – Mobility Standards.
- SPG5 – Safety by Design.
- SPG7a – Parking Standards.
- SPG7b – Vehicle & Pedestrian Movement.
- SPG7c – Travel Plans.
- SPG7d – Travel Assessments.
- SPG8f – Land Contamination.
- SPG10 – Planning Obligations.
- SPG11 – Affordable Housing.
- SPG12 – Educational Needs generated by New Housing Development.

The table below identifies some of the considerations that will need to be taken into account in any development of the brief site.

Strengths	Weaknesses	Opportunities	Threats
Established local neighbourhood centre with a mix of retail, and service, uses.	High vacancy rates.	Comprehensive redevelopment of the site for a mixed use development, comprising residential, limited retail, leisure on ground floor, with residential above or an entirely residential scheme.	Competing retail locations and decline in the viability of the Local Shopping Centre . Crime and safety issues.
Extensive frontage to West Green Road.		Comprehensive redevelopment of the site for a mixed use development or an entirely residential scheme.	Continued traffic congestion at peak times.
Established residential neighbourhood, with community facilities.		Improve, and expand, housing stock. Extend physical improvement to nearby sites.	Continued perception of poor built environment.
	Poor environment for residents. Limited provision of outside amenity space for residents.	Create private amenity space and/or improve open space in the area.	
		Buildings, and spaces around them, of high quality design.	Continued perception of poor built environment.
Established Learning Neighbourhood. Park View Academy.		Enhance the physical presence/setting of the Academy.	
Public transport access to West End/City. Within 10 mins walk of tube.	West Green Road limited to bus access.	Improved bus and pedestrian environment.	
	Traffic congestion & lack of car, and bicycle, parking facilities.	Provide car and bicycle parking on the site to meet future needs.	Traffic congestion at peak times. Unauthorised parking inhibits traffic flow, pedestrian and cyclist safety.

4. DEVELOPMENT OBJECTIVES

The Council believes that the site should be developed:-

- To regenerate and improve the living, and working, environment that makes the best use of the opportunities offered by the site.
- To create a distinctive, attractive and sustainable environment, with new buildings and spaces to enhance and improve the existing environment.

- To maximise the opportunity to create new development of high, and lasting, design quality that respects the sites' location.
- To stimulate physical and social regeneration for the benefit of all.
- To ensure that a residential scheme, or a combination of ground floor commercial (or residential floorspace), and residential accommodation above, would meet the local needs of the area.
- To provide for a significant proportion of affordable housing, including key worker accommodation, on the basis of agreed Council policy, having regard to the need to achieve a mixed and balanced community.
- To ensure that any development has regard to the amenities of nearby residential properties, in particular those to the rear of the site in Langham Road.
- To provide a range of housing types and mix of dwelling unit sizes, including, where possible, family sized units (i.e. 3 bedroom flats or houses)

Residential or mixed-use schemes, such as that envisaged here, can create an environment whereby a site is occupied, and utilised, by a variety of users. The presence of a number of residential units, including a number for private ownership and occupation, can contribute towards creating a safe and secure environment. In order to achieve these objectives, (and although each future planning application would need to be determined on its own individual merits) the Council considers the following uses would be acceptable, in principle:-

- Residential – C3 (flats and family housing, including affordable housing).
- Commercial – Use Class A1 (limited retail), A2 (financial & professional services), A3 (food & drink).
- Business uses– B1 (offices).
- Non-residential institutional uses – D1 (educational, community uses, doctors surgery, library.)
- Leisure – D2 (gym)

The Council also considers that there are a number of uses that would not be considered acceptable in any future development. These include:-

- A development with significant retail, office and/or leisure uses.
- General Industry – use class B2.
- Storage & Distribution – use class B8.
- Social Clubs.

Design, scale and massing

Existing buildings on the road frontage reflect properties on the southern side of West Green Road. There is a need to respect the local character of the retail road frontage, as well as the residential and educational uses to the rear. Higher densities may be acceptable on this site, subject to acceptable

relationship with the adjacent sites. The existing building line to the east of the site should be maintained by any new building on this site.



PHOTOGRAPH 1 – VIEW OF THE SITE FROM THE WEST LOOKING ALONG WEST GREEN ROAD.

New buildings, and spaces around them, should be designed to the highest standards. The development creates an opportunity to enhance the quality of the local environment and a high quality of design will be essential in order to justify any increase in the intensity of development on the site. Buildings should be of a high quality, contemporary design with simple and robust detailing to provide low-maintenance and sustainable solutions. Contemporary design, using good modern materials, is encouraged, and the rhythm, and pattern, of new development should reflect, and reinforce, that in the locality. Pastiche should be avoided. The building line to the east of the site should be maintained by any new building on this site

Opportunities for external signage should be designed into any scheme and any advertising should be of high quality, and carefully designed, in order to maximise clarity of information, whilst avoiding unnecessary visual clutter.

Similarly, the possibility that food and drink uses (class A3) might form part of the ground floor of any future development should be considered at the planning stage, particularly with a view to the likely ventilation and extraction systems that might be required. In addition, there are often issues relating to hot-food take-away uses, and the impact that they can have on residential amenity, in terms of noise, disturbance and increased activity. As a result, any proposal to include such a use in any future development on this site would need to be the subject of rigorous assessment.

Residential scale reflecting other properties on the road frontage is likely to be acceptable, but must relate to other residential properties nearby, including those to the rear of the petrol station, in terms of privacy and loss of light.



PHOTOGRAPH 2 – VIEW OF THE SITE LOOKING FROM THE SOUTH-EAST.

One of the critical limiting constraints on the form, and amount, of development that might be able to be accommodated on the site is the existence of the building known as No's 1-11 Langham Road immediately to the rear of the site. The building has a number of windows in its flank wall, facing directly across the petrol station site that would be impacted upon by any building on the Brief site. Therefore, any development must take this relationship into account.

Landscape Design

There are a small number of trees on the petrol station site, immediately to the rear within No's 1-11 Langham Road and also on the Langham Road pavement to the east. Where possible, trees on the site should be retained or replaced with new specimens if they are felled. An assessment of the likely impact of development on those trees outside the site would also need to be undertaken.

All external areas should be designed with appropriate detailing and materials. Paved areas (the use of tarmac surfaces should be avoided) and soft landscaping that enhance the quality of the external environment, providing low-maintenance and sustainable solutions to the site should be used. Landscape features should be incorporated, where possible, to provide focal points and visual interest. The planting of trees on the site would be encouraged as part of any development, although it is

acknowledged that the practicalities of such planting would be dependent on the precise nature of any future proposal. For example, the indiscriminate planting of trees can cause damage to public sewer and water supply infrastructure.

Any residential development should provide on-site outside space for the use of future residents, in order to provide a useful amenity for occupiers. The facilities, whether roof terraces, balconies or sitting-out areas should be carefully planned with the specific needs of residents in mind.

Waste Disposal

The Council will not accept development proposals that do not address, to the Council's satisfaction, the disposal of waste associated with the proposed development. Adequate refuse storage to meet the demands of future occupiers must be provided on site.

Highway, Access and Car Parking Issues

Although there were originally two accesses onto the petrol station site, these have now been closed up. A single access from Langham Road to serve the site would be acceptable in highway terms, although adequate access width and satisfactory visibility splays would need to be provided. An assessment of the junction design for the vehicular access to the site will be considered as part of any formal submission, ensuring vehicle and pedestrian safety.

Access arrangements from Langham Road should ensure that commercial servicing will not cause traffic congestion and hence it is envisaged that the development will be serviced from the rear. The arrangements should be designed so as to be separate from the residential use and to cause a minimum of disturbance to residential occupiers.

Service vehicles, such as those involved with refuse collection, should also be able to use the same access points and the precise location of bin stores within the site needs to be considered as part of the overall development.

The planning brief site is located within the Wood Green Controlled Parking Zone (CPZ), where it may be appropriate to relax car parking standards to serve any residential accommodation proposed. Any commercial element may not be required to provide any on-site parking. The impact of traffic should be minimised, including seeking to reduce the reliance on the private car and increasing accessibility to public transport. Car parking on site must be strictly controlled, and must not exceed the limits referred to in Council standards. Council car parking standards are maximum standards, with the aim of reducing the number of trips made by private cars, whilst disabled, and bicycle, parking standards are minimum standards.

The Council has assessed that the Brief site has only low/medium access to public transport and, therefore, whilst national planning guidance does encourage higher density development on sites that have good access to public transport, that is not the case here. Nevertheless, the Council wishes to

promote a residential development, or a sustainable, mixed-use scheme that does not adversely impact on the vitality and viability of West Green, and reduces the reliance on private vehicles. On-site measures must include the provision of bicycle parking, allocation of disabled spaces and the delineation of pedestrian-only areas.

Affordable Housing Requirement

The community's need for affordable housing is a material planning consideration which may be properly taken into account when preparing local planning policies, including planning and development briefs. In Haringey, all major developments that include housing will be expected to make a contribution towards meeting the Borough's affordable housing target of 50%, with the exact proportion determined on location, scheme details or site characteristics. Given the location of the site it is unlikely that a scheme purely for social housing for rent would be acceptable, with key worker, or shared ownership, being required for the majority of all units provided. 70% of the units should be shared ownership/key worker and 30% of the units should be social rented, although the exact mix will be a matter for negotiation.

One of the objectives of the development of the site and, in particular the securing of a large percentage of shared ownership or key-worker housing, is to seek to reduce the level of population transience in this part of the Borough. In this way, people will be more likely to feel as though they are part of the local community, rather than simply passing through.

Sustainability

Any development must embrace the principles of sustainable construction and design, and incorporate, as a strategy, a fully assessed environmentally sustainable approach.

Buildings should be energy-efficient and of robust long-lasting construction. Adaptable structures should be incorporated to facilitate future adaptability of the buildings. Building designs should pay due attention to the aural environment by providing appropriate levels of sound insulation against break-in, and break-out, of noise.

Access for All

The concept of "access for all" is taken in the broadest sense and includes people with mobility, sensory, cognitive and hidden disabilities, as well as anyone disadvantaged by environmental barriers. All areas and facilities within the development should be designed to comply with current access legislation, Codes of Practice, and general good-access design principles. An inclusive design approach should be adopted to ensure that access for disabled people is addressed from the start, and not regarded separately or as an afterthought.

Any scheme should also create a safe and secure, legible and easily accessible environment for users, and local residents, through incorporating the aims and objectives of both 'Secured by Design' and 'Designing-Out Crime' concepts, and by adopting the principles of good urban design. External areas

should have good visibility and be well-illuminated, whilst dead-end, or visually-isolated, spaces should be avoided. Where possible, external spaces should be overlooked by local occupants. The Metropolitan Police Crime Prevention Design Adviser should be involved in any discussions relating to the form of development proposed.

Other Site Specific Issues.

There is the possibility that the former petrol filling station site could be contaminated, by virtue of its previous use, and an investigation into the site condition, and proposals for any remediation, will be required prior to determining any application.

Both the Environment Agency and Thames Water have confirmed that the impact of any new development on existing services on, and around, this site would need to be assessed by them at the appropriate time. Early discussions should take place with these agencies.

- Environment Agency, Apollo Court, 2 Bishops Square Business Park, St Albans Road West, Hatfield, Herts AL10 9EX (Ref: NE/2004/011180-1/1).
- Thames Water, Development Control, Maple Lodge, Denham Way, Rickmansworth, Herts WD3 9SQ.

5. PLANNING REQUIREMENTS

Any future planning application should, dependent on the scale of the development, be accompanied by the following information:

- an assessment of the proposal in the light of this Planning Brief.
- a phasing strategy if appropriate.
- an Urban Design Statement
- a comprehensive landscape strategy.
- a Transport Assessment.
- a Green Travel Plan (if targets set out in the Green Travel Plan are not reached then failsafe payments will be required).
- a Daylight and Sunlight assessment.
- an investigation into possible contamination of the site, and proposals for any necessary remediation works, (which will be required prior to determination of any application).

SECTION 106 OBLIGATIONS

The Council's SPG's 10, 11 and 12 relate to planning obligations. It is likely that appropriate legal agreements will be required, in order to progress the development brief site, with the precise details dependent on the content of the development proposed. Such agreements may cover the following:-

- level, and type, of affordable housing.
- off-site highway improvements, including works to nearby road junctions.
- Non-car access improvements.
- Educational payments.
- Improvements to existing open space and/or the public realm, including additional street tree planting in the area.

6. MEANS OF IMPLEMENTATION

The purpose of producing a brief at this time is intended to assist prospective applicants to submit a scheme that meets the Council's aspirations for the area.

It is understood that the former petrol station site is in single ownership, with the Council owning the West Green Road verge to the front of the site. However, in the event that there are other parties involved, the Council expects that the developer will use all reasonable endeavours to negotiate with those local landowners to ensure site assembly. If land assembly should threaten the redevelopment opportunity of the site, the Council will consider the use of Compulsory Purchase Powers (CPO), to ensure implementation of the proposed development on receipt of detailed planning permission.

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**APPENDIX
CONSULTATION SUMMARY**

SUMMARY OF ISSUES RAISED, RESPONSES & ACTIONS

	ISSUES	RESPONSE	ACTION
1.	Too many parked vehicles in the area.	This part of the Borough is heavily parked at present. The Brief indicates that it is important to ensure that any development on the site is able to accommodate any parking/servicing generated, although car parking standards are maximum, in an effort to reduce the number of trips made by private car.	No change.
2.	There are no nearby petrol stations.	The fact that this site was previously a petrol station, and that there are now a limited number of such facilities in this part of the Borough, has caused some concern. However, the decision to vacate the site was a business decision on the part of the owners and the Council could not force them, or any other operator, to develop another petrol station.	No change to the Brief is proposed.
3.	There is not enough housing in the area.	The issue of housing provision is topical, in that there is pressure for the Borough to provide an additional 19,000 homes by 2016. The development of this site for housing would make a contribution to this target.	No change.
4.	There should be a leisure centre or gym on the site.	The Council states in the Brief that both of these uses, as D2 uses, would, in principle, be acceptable here	No change to the Brief is proposed.
5.	Cultural outlets are much needed in this area.	Acknowledged. The intention of the Brief is not to impact on culture, in whatever form	No change to the Brief is proposed.

		it is considered to exist.	
6.	Problems in the area from noise nuisance (ie: cars parked & loud music).	The issue is outside the remit of the Brief.	No change.
7.	Would like to see a row of terraced houses run preferably by a housing association.	This idea would comply with the Brief. There is an issue about affordable housing provision in the eastern part of the Borough. It is unlikely that the Council would accept pure social housing here, but instead key-worker or shared ownership. The Brief already deals with this matter.	No change to the Brief is proposed.
8.	Using this space for housing is an appalling idea. The area is over-crowded already and could not possibly sustain a further influx of people. Parking alone would be a nightmare.	Any redevelopment would inevitably increase activity in the area, given that the site has been vacant for some time. Its' development for housing would comply with the Councils' policies and it is the sort of urban site where new residential units should be provided.	
9.	A modern design would look dreadful against the current architecture, which is Victorian.	Contemporary architecture is capable of working in any location, providing that it is done well. In contrast, a pastiche solution does not always provide for an acceptable form of development.	The current process to prepare the Brief is the first step towards eventual development of the site. Further consultation will take place in future on the merits of replacement buildings, as part of the planning application process.
10.	A better use of this space would be to provide a facility for the elderly that the area currently lacks.	If there were demand from a care provider to develop such a facility this would be in compliance with the Brief.	No change to the Brief. It already indicates that a D1 use would be acceptable, in principle.
11.	Area does not require any more fast-food outlets.	The Brief makes it clear that the proposed ground floor uses would be subject to planning control at the appropriate time and that if A3 (food & drink) uses were proposed, detailed matters such as ventilation equipment should be "planned	The Brief should be amended to make it clear that, whilst each application should be determined on its own merits, the impact of any A3 take-away use on residential amenity shall be carefully assessed.

		into" the scheme. However, take-away uses do sometimes cause problems for residential amenity, as do an over-concentration of similar uses, but this assessment will be able to be made as part of an formal planning application and an A3 use may be acceptable.	
12.	How about a new library?	A library is a D1 (non-residential institution) use that is considered to be an acceptable use on this site. There would inevitably be resource implications for the Council to build a new library.	The Brief should be amended in order to specifically include library as an example of an acceptable D1 use.
13.	An underground car park might be a good idea.	An underground car park is one way of increasing the amount of on-site parking provision. There are, however, issues relating to such a provision, in terms of the overall cost of the exercise and the safety concerns for members of the public using the basement.	No change to the Brief is proposed.
14.	A lone policeman could earn twice his wages by just stopping drivers without seat belts, on the phone or parking outside the school.	The issue is outside the remit of the Brief, but the Council's Traffic Management Section and the Metropolitan Police will be informed about the points raised.	No change to the Brief is proposed.
15.	We need a combination of commercial/housing floorspace on the site. Perhaps a car showroom on the ground floor with flats above.	This view is shared by the Brief.	No change.
16.	The site should be used for a supermarket (eg: Sainsburys in Camden). Much needed supermarket would give us jobs and remove the stranglehold the existing shops have on the community.	A small supermarket might be possible in this location (retail is acceptable in principle), although as the site is outside a local shopping centre, the impact of such a store on the existing shops would need to be assessed. The site is, however,	Amend Brief to clarify that a limited retail might be acceptable.

		immediately adjacent to a centre and, subject to proper assessment, may be acceptable.	
17.	Building should be of modern design.	This is already acknowledged in the Brief. Contemporary architecture is capable of working in any location, providing that it is done well.	No change to the Brief is proposed.
18.	If shops are approved, consideration must be given to the type of outlets and diversity must be encouraged. Certainly don't need any more fast-food chicken take-aways, nor any more male social clubs.	It is the Council's intention to provide for a range and mix of uses to meet the needs of the local community. It is acknowledged that there are certain uses that are over-represented in some areas and cause problems for residents. The precise selection of ground floor uses would be subject to assessment through the planning application process, at the appropriate time.	Expand the section in the Brief that sets out acceptable uses. Indicate that the Council would rigorously assess the acceptability of take-away A3 uses, given their potential impact on residential amenity, and that they would discourage social clubs on this site, because of the fact that there are already a number of similar uses in the locality.
19.	Strongly against the site being exploited by a property developer to build a large development of apartments.	There is no question of the site being "exploited" by anyone. It has been identified as a key strategic development site that will contribute to the overall regeneration of this part of the Borough. The Brief aims to inform parties of the Council's expectations for the site.	No change.
20.	A model for the site could be "The Spires" in Barnet where there are ground floor shops, with upstairs apartments arranged around a pleasant courtyard and café.	The Brief seeks to guide future development of the site. There are many examples of good development around and the Council would be seeking to achieve a similar standard here.	No change.
21.	The area is over-populated with consequent pressure on all Council services. More housing is not the answer.	The Brief encourages a quality development that would provide for housing accommodation that would positively enhance the area, by seeking to	Amend the brief to state that it will seek to reduce population transience in this part of the borough.

		reduce population transience and contribute to the creation of a sustainable community.	
22.	The area requires shops, offices and factories to provide local employment.	The Brief indicates that both shops and offices would be acceptable, in principle, here. However, it would not be the right site for a factory, given the proximity of residential properties and a local shopping centre.	No change.
23.	The area should be cleaned more often.	The issue is outside the remit of the Brief, but the Council's Street scene Section will be informed about the point raised.	No change.
24.	Cannot see what additional types of retail/food outlets would take any new units. There is already a high vacancy rate of retail units in West Green. Question whether there is sufficient consumer capacity for additional outlets.	The Brief seeks to guide future development of the site and gives a range of uses that might be acceptable. Although there is a relatively high vacancy rate in West Green at the moment, this does not necessarily mean that businesses will not be interested in new floorspace in a new building. The issue of consumer demand will ultimately be a matter for the developer to assess. The Brief is sufficiently flexible to allow this.	No change.
25.	Local shopkeepers would not welcome additional competition.	The issue of additional competition for existing shopkeepers is not one that should prevent the Brief identifying the site as been appropriate for retail floorspace. A more critical assessment about whether there is the market for additional shops is something that a future developer would need to take into account. The Brief identifies A1 (retail) uses as being one of a number that would be acceptable here.	The Brief will highlight the fact that only limited retail is considered to be acceptable.

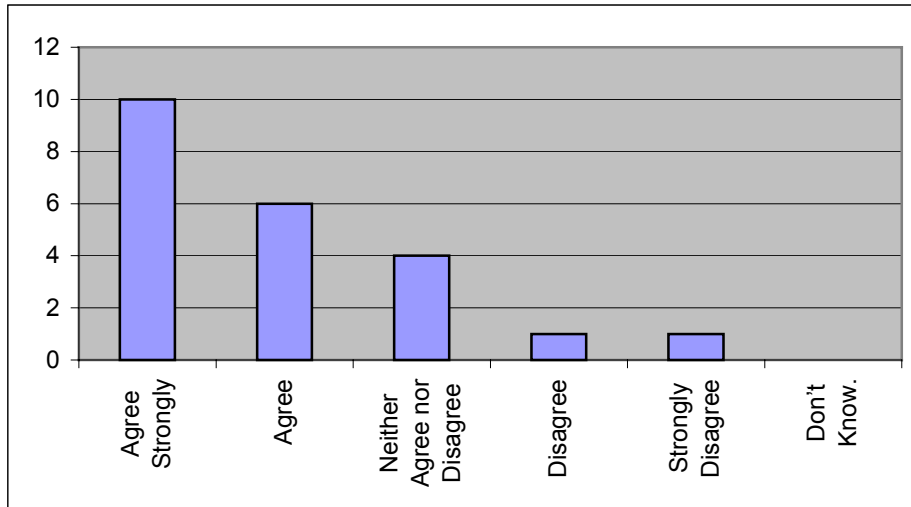
26.	Council should encourage family (2-4 bed) housing in order to combat population transience. This could include key-worker housing.	The development would be expected to make a contribution to meeting the recognised housing needs of the Borough, that would include a mix of unit sizes. It is unlikely that a large number of one-bed units would be acceptable. The brief seeks to reduce population transience and contribute to the creation of a sustainable community.	Amend the Brief to indicate that it seeks to reduce the level of population transience in this part of the borough.
27.	Development should be no higher than 3 storeys.	The height of the building is only one consideration in the overall assessment of design quality. However, the Brief does acknowledge that the existence of residential development to the rear of the site, and the need to reflect existing properties on the southern side of West Green Road, means there will be limiting factors on the height of any development. It would be unnecessary to mention specific maximum storey heights, but there are limitations on what could take place here.	No change to the Brief is proposed.
28.	Council should encourage modern design with an outward appearance in sympathy with the existing West Green Road buildings. (Good example of this is north end of Wightman Road at junction with Turnpike Lane).	This is already acknowledged in the Brief. Contemporary architecture is capable of working in any location, providing that it is done well.	No change.
29.	The main entrance to Park View Academy is in Langham Road, not West Green Road as stated.	Acknowledged.	Amend the Brief to clarify entrance arrangements.

30.	Site could be suitable for a youth centre, as it would be able to share facilities with Park View Academy.	A youth centre (community use) would be acceptable on this site, in principle, as acknowledged in the Brief.	No change to the Brief is proposed.
30.	Want a petrol station back.	The fact that this site was previously a petrol station, and that there are now a limited number of such facilities in this part of the Borough, has caused some concern. However, the decision to vacate the site was a business decision on the part of the owners and the Council could not force them, or any other operator, to develop another petrol station.	No change.
31.	It would be better to leave it as it is, even as an eyesore, rather than build out an unsuitable and unpopular development.	The purpose of the Brief is to try and ensure that the site is not developed in an "unsuitable" way. It is the view of the Council that to leave the site as it is, is not an acceptable option.	No change.
32.	Any new building should be of high quality.	Acknowledged.	No change.
33.	A very high-density development would not be appropriate (something like the Lordship Lane/The Roundway new build would be unsuitable).	A high-density development would not necessarily be unacceptable, any more than a low-density proposal would definitely be acceptable.	No change.
34.	Soft and hard landscaped areas must enhance the quality of the environment. Soft landscaping must include some trees.	Acknowledged. The Brief includes a section on landscape design and encourages the enhancement of the quality of the external environment. The scope for tree-planting may be dependent on the precise details of any development proposal and the likely on-site constraints.	Amend the Brief to indicate that tree planting would be encouraged as part of any development, whilst accepting that it would not be essential in order to provide for an appropriate landscaping of the site.

35.	Green space at front of site, which is Council owned, should be maintained. It is a positive feature of the area.	The verge area is included within the development site. Despite this, it is the intention to create a distinctive, attractive and sustainable environment, that will enhance the environment. It is considered that this would be possible, even if the verge were to be lost.	No change.
36.	Whole of site should be developed as a green, open space amenity.	The petrol station site is within private ownership and obviously has its own development value. Although it is acknowledged that the creation of any new open space would contribute to the area, it is unlikely that the owners of this site would consider it as viable. The Council does not have the resources to purchase the site.	No change.
37.	Proper arrangements must be made for the storage and disposal of waste.	The Brief indicates that any scheme that does not make appropriate arrangements for refuse and waste should be refused planning permission.	No change.
38.	Support the use of the residential units for key-worker housing. West Green suffers from a high rate of transience. It is important that occupiers are in a position to develop some affinity to the West Green area.	The production of the Brief is one attempt by the Council to deal with issues relating to population transience in West Green. The negotiation over the precise details of any housing tenure/mix on the site can make a contribution to these efforts, by encouraging key-worker housing.	Text will be added to seek the provision of a large percentage of shared ownership or key-worker housing for the site.

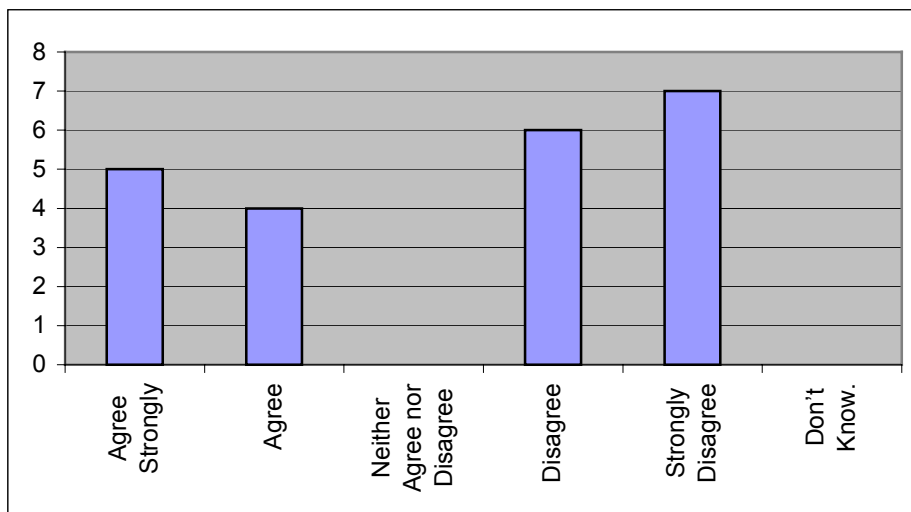
RESPONSES TO THE QUESTIONNAIRE

1. Development should provide a new building of high quality

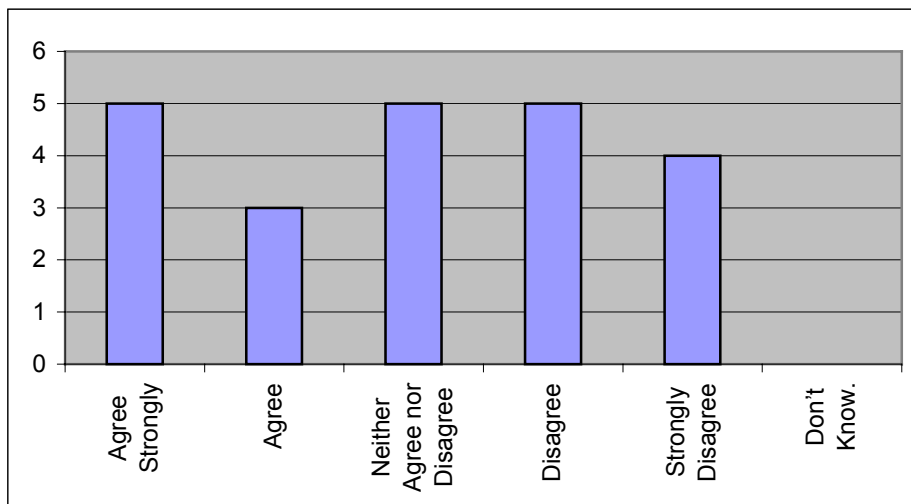


contemporary/modern design.

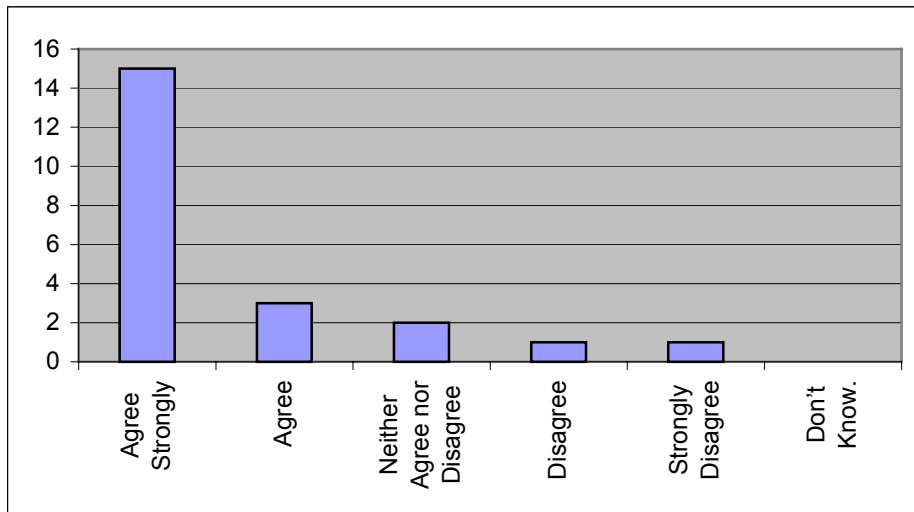
2. Most important thing is to get the vacant site built on. It is less important how it happens.



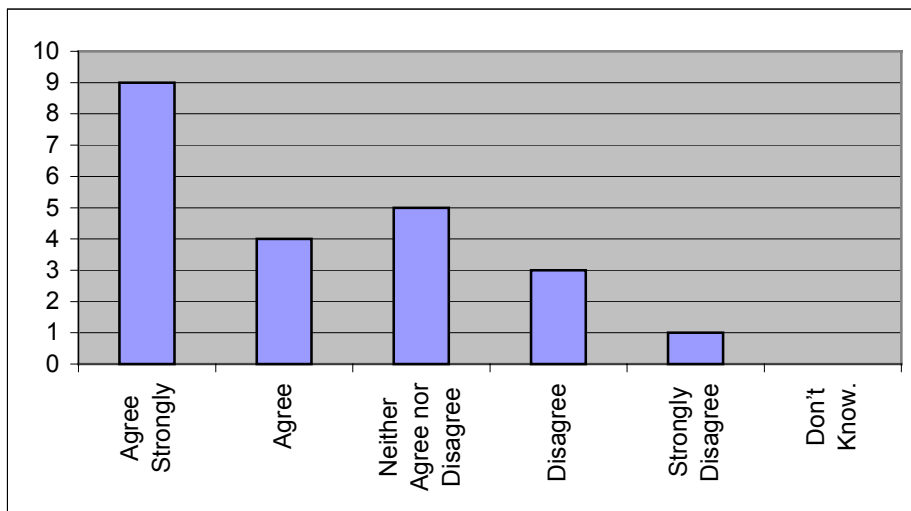
3. Any building should provide new shops at ground floor level.



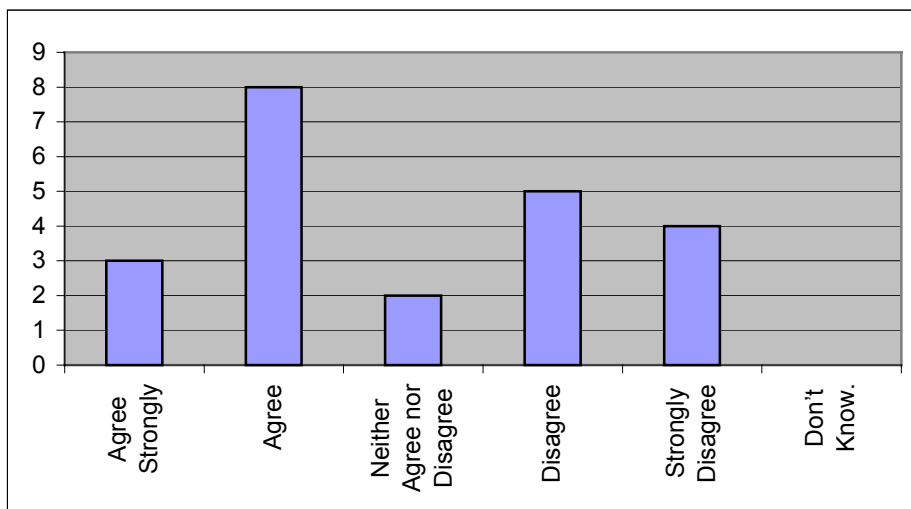
4. Refuse permission for proposals that do not adequately deal with refuse storage/disposal.



5. Council should try to discourage additional private car use in the area.



6. The site should be developed for key-worker housing (eg: teachers, nurses).



7. The area does not mean any more social housing for rent.

