

THE CHARLTON SOCIETY

For the Conservation and Improvement of Charlton

Chair: Carol Kenna
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Ms Y Medeiros
Directorate of Regeneration, Enterprise and Skills
Woolwich Centre, 35 Wellington Street
London SE18 6HQ

31 January 2017

Dear Ms Medeiros

16/4008/F VIP Trading Estate and VIP Industrial Estate

The Charlton Society OBJECTS comprehensively to a planning application that totally disregards the parameters set out in the approved Charlton Riverside Master Plan. This disregard is accompanied by the surprising statement that there is no intention of taking any account of the latter's successor, soon to be published.

In particular:

- **Building heights:** the Allies and Morrison Master Plan adopted by the Royal Borough of Greenwich in 2012 typically specifies 5 storeys maximum. By contrast the application proposes one block of 8 storeys, other blocks of between 9-16 storeys and a tower of 28 floors, (2 storeys more than proposed during the consultation).
- **Building typologies:** the Master Plan specifies these in terms of a low-rise variety: "*a perimeter block street pattern with brick (London Stock) as the predominant building material*"; "*contemporary version of a traditional Georgian terraced development*"; "*a significant proportion of family-sized units*"; "*as many homes as possible with direct street access*"; "*mews houses*"; "*terraced houses*"; "*terraced apartments and perimeter blocks*" (as against the predominantly free-standing towers format in the planning application).

Height and typology are central to the Plan's overriding aim to ensure that residential development in Charlton Riverside respects the character of Charlton as a whole (generally 3-storey brick terrace housing).

The Society is aware that market forces change and that there can be many ways of sympathetically interpreting typologies and possibly even incorporating greater heights than those set out in the approved Master Plan but believes the unilateralist proposals in this application are actively hostile to them and set a destructive precedent.

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In this connection it is noted that the proposal allocates nearly 1000 housing units (20% out of a total maximum requirement of 5000 units for Charlton Riverside as a whole) to just two linked plots with a combined area far less than 20% of Charlton Riverside to the east of Anchor and Hope Lane (and of course an even smaller percentage of Charlton Riverside in its entirety). This suggests strongly that the density (386 u/h as against 260 u/h maximum in the London Plan) and design (height, massing, typology) of the proposed housing have been grossly and needlessly distorted, making completely inappropriate use of the site while setting a fundamentally misleading precedent for Charlton Riverside as a whole.

Insofar as it is at all relevant in the context of this distortion, it is also noted that the affordable housing ratio is only a fraction (13%) of Core Strategy guidance (35%) and that the stated business aims (18% profit) behind this are excessive and reason enough to reject the application.

We note furthermore that the height of the proposed buildings seems on the evidence to ignore the risks posed by underground rivers and subsidence due to large-scale historic excavation in the area. Likewise on the evidence to hand on Greenwich Peninsula and elsewhere in the locality, we must also express our concerns about possible site soil and sub-soil industrial pollution.

This letter of objection is based on the assumption that Royal Greenwich officers and councillors are aware of the pressures this application will impose on the local infrastructure (education, health, public transport, traffic, etc) and environment (pollution control, floodplain parameters, etc).

Yours sincerely

Carol Kenna
CHAIR
The Charlton Society