

# Welcome

Kitewood is bringing forward plans for what we are referring to as 'Site A' adjacent to the Willow Way business park in Sydenham. Our ambition is to re-provide and enhance the existing workspace on this site and deliver new homes above.

## You can let us know what you think:

-  Talk to one of our team at the event today
-  Fill out one of our **feedback forms**
-  Head to our consultation website [willowway-consultation.co.uk](http://willowway-consultation.co.uk)
-  Call 0800 096 7112
-  Email [willow-way@londoncommunications.co.uk](mailto:willow-way@londoncommunications.co.uk)



## Project team

KITEWOOD

**DC** | architectural design

**Davis**  
Landscape Architecture

 CARNEYSWEENEY

**VELOCITY**

KITEWOOD



# The site today

The site is currently home to a self-contained set of commercial units sat between Sydenham and Forest Hill stations. Before being turned into a commercial development, it was once home to a series of terrace houses.

Site A comprises multiple ownerships and sits on the western part of the estate, in between Willow Way and Sydenham Park Road. There is currently c.1,300 sqm of existing floor space within the site, and this is used for light industrial, office, storage and warehouse uses.

The majority of the buildings were constructed 30 – 50 years ago and the condition of some buildings also does not meet modern standards, particularly in terms of energy performance.



Photos of the existing site and area



## Looking to the future

The whole of the Willow Way estate is allocated as a Local Employment Location (LEL) within the adopted Lewisham Plan. The emerging Lewisham Local Plan proposes to allocate this area as a Locally Significant Industrial Location (LSIS) which seeks to create a new employment-led 'mixed-use' destination. The emerging planning policy recognises the opportunity to make the best use of a currently under-utilised site to co-locate employment floorspace and new homes.

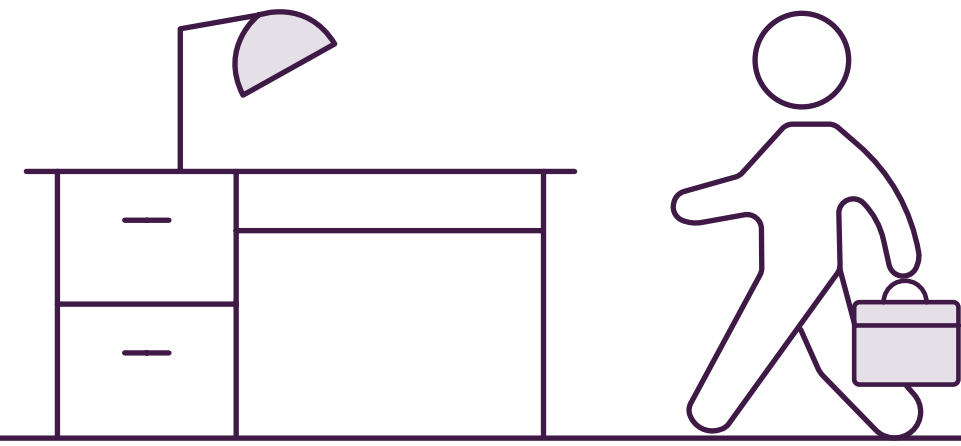
Whilst the focus of this consultation relates to a small section of the wider Employment Location, we share the Council's aspiration for a masterplan approach and we will be continuing these conversations with the Council next year.



# The Opportunity at Site A

There is an opportunity to deliver something exciting at Site A by taking the first steps towards fulfilling Lewisham Councils' ambition to create an employed-led new 'mixed-use community' at Willow Way.

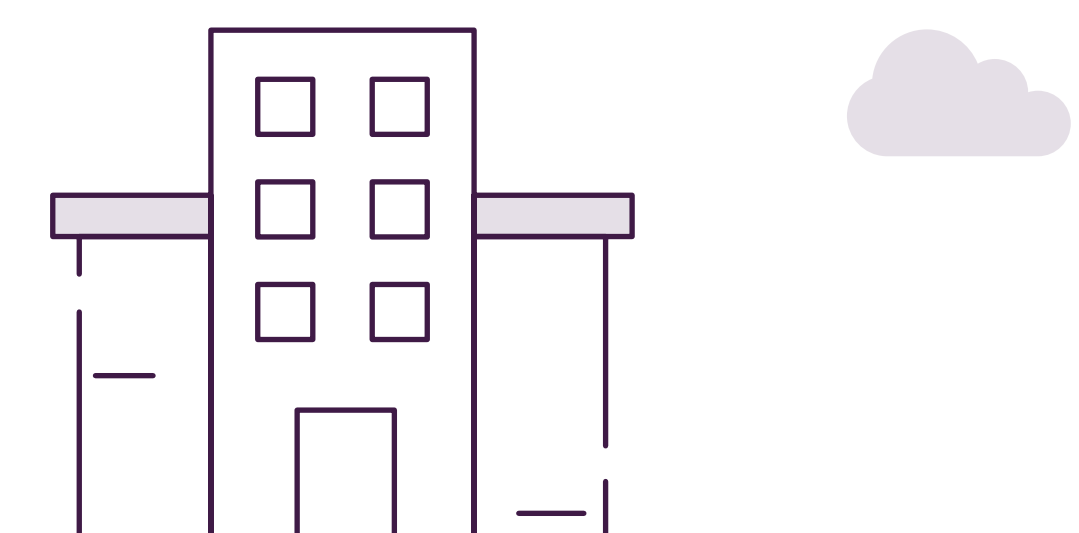
**Our proposals for Site A can be summarised as:**



## Providing new workspaces and jobs

Our ambition is to deliver enhanced and better-quality workspace that would be able to accommodate light industrial uses and office space. We want these spaces to be flexible and accommodating to a more diverse range of businesses within the borough.

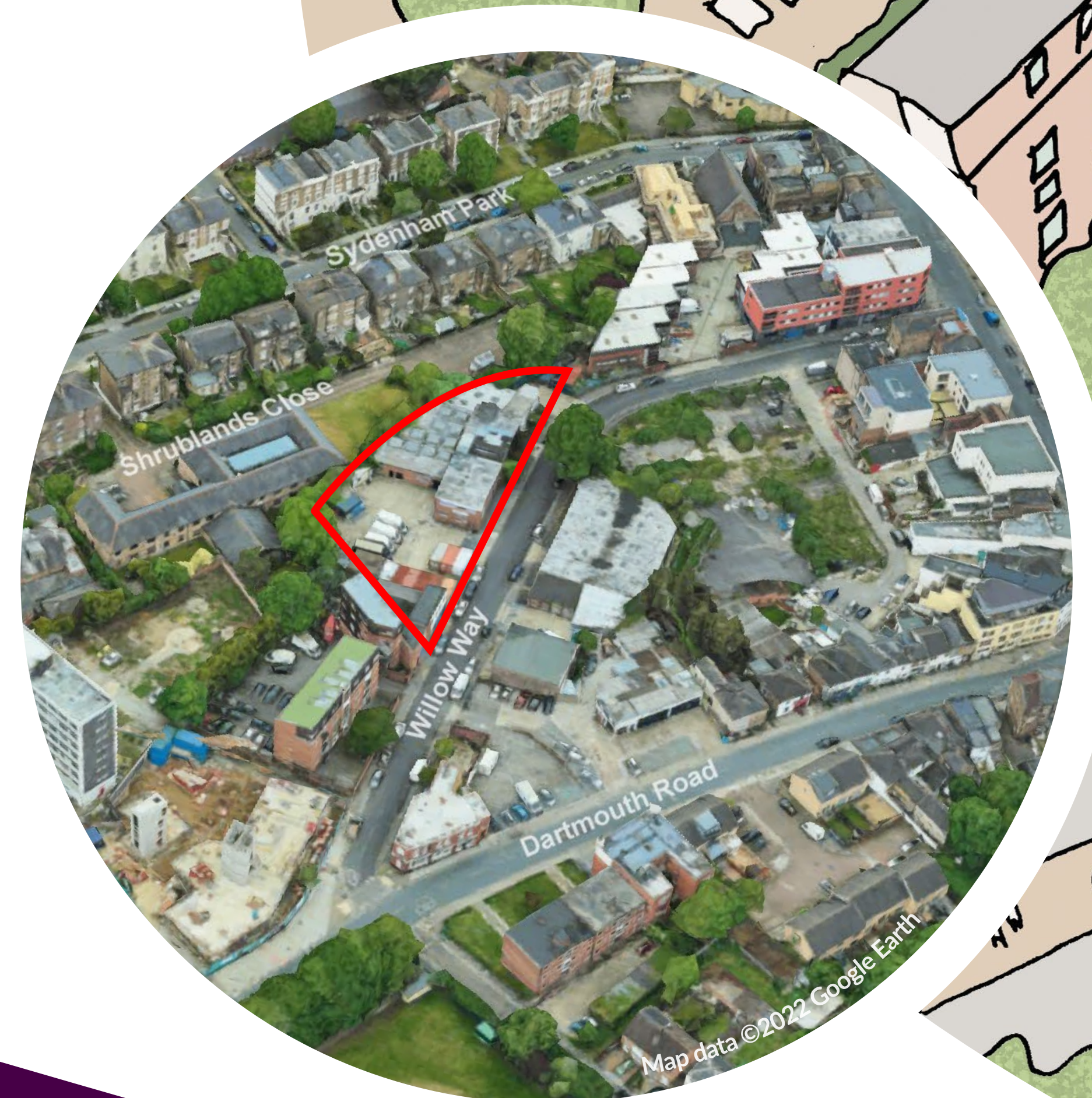
The proposals would create space for around 1,450sqm of employment floorspace across 3 units and offer the opportunity to increase the amount of employment on this site.



## Delivering new, affordable homes

Our proposals for Site A would see 60 new homes delivered, with 50% of these to be affordable housing, meeting the Council's targets.

These homes would help to meet the shortfall of housing across the borough and will include a mix of Affordable Rent and Shared Ownership Homes.





# Creative and maker space

## Attracting local, diverse businesses to the site

Our proposals for this site include c.1,450sqm of workspace, around 100sqm more than is currently present. The proposal seeks to maximise the opportunity to create modern spaces predominantly on the ground floor (with an additional mezzanine level) that are flexible to accommodate the changing demands of businesses; so that they can continue to thrive for generations to come.

The intention is to provide quality space that attracts a variety of businesses. There is a strong community of designers and makers within the borough, and we consider that the proposals can assist with providing space to meet the growing needs of this sector.

Provided below are some indicative examples of the types of industry that we think could work well here.



We now want to hear your thoughts about **what types of business, creative makers and spaces** you would like to see here. Simply pick up a sticky note and pen and add your thoughts to the next board!



# Delivering the homes this borough needs

## Delivering affordable housing in Sydenham

We are committed to delivering 50% affordable housing on this site. This would include different types of affordable housing to accommodate the varying needs of individuals and families in the area.

This would include a housing tenure mix of:

Affordable Rent homes: these are subject to rent controls and would be no more than 80% of the local market rent;

Shared Ownership homes: these help new buyers to get onto the property ladder by purchasing an initial share in a property with an opportunity to 'staircase' the purchase of a greater share.

## Creating a thriving community at Willow Way

We want to make this a sustainable destination where people want to live.

The homes would be built above the proposed workspace and we will provide a series of roof gardens and terraces for use of the future residents. Adding new homes onto the estate would in turn increase security by creating natural surveillance.

We hope that this proposed first phase of development at Site A will be the catalyst to the delivery of a wider masterplan that will offer the opportunity to live, work and play at Willow Way.



Before and after of the proposals looking north-west along Willow Way





# Low-rise and quality design

## Complementing the existing area

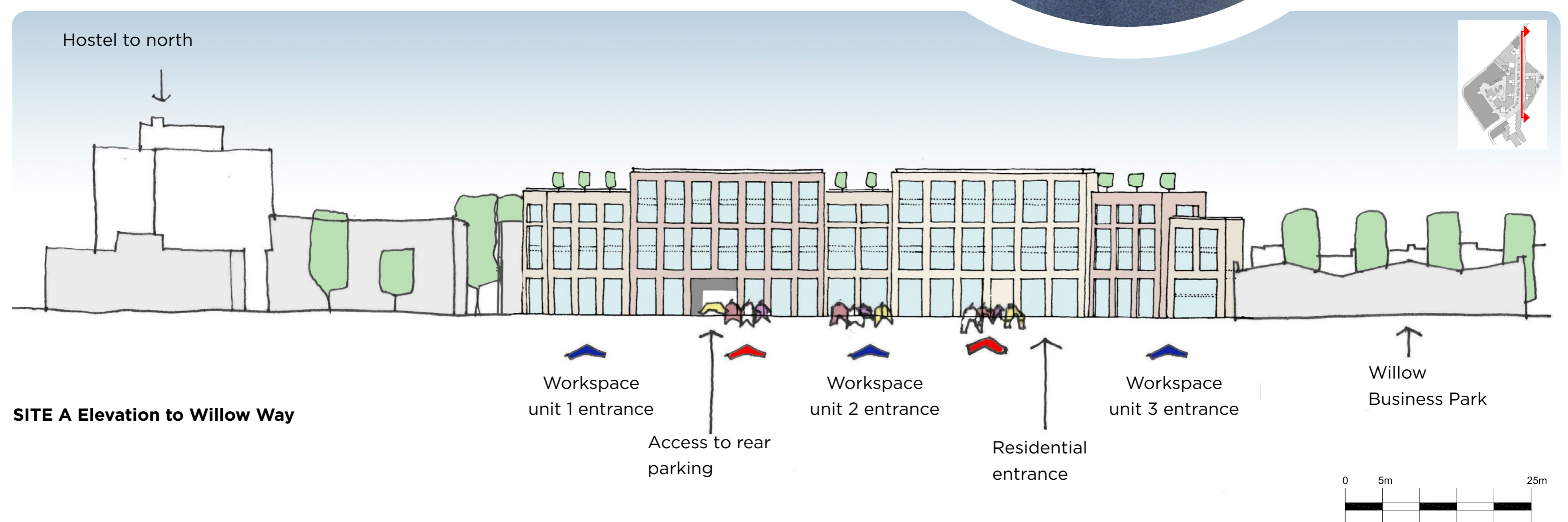
The site is outside of any conservation area but is close to the Sydenham Park Conservation Area as well as being in close proximity to the listed Bricklayers Arms public house.

To ensure that the new buildings delivered on Site A complement the surrounding area of Sydenham and have minimal impact on our neighbours, we will:

- | Keep the buildings to a maximum of seven storeys, which is lower than those nearby such as the hostel
- | Use a natural palette of brick and stone - reflecting what can already be found in the area
- | Place the taller buildings to the south to reduce shadowing
- | Step back the upper floors to reduce visual impact of the building



Before and after of the proposals looking north up Willow Way



SITE A Elevation to Willow Way



# Connecting to the wider masterplan

Site A is contained and is accessible directly from Willow Way. There is the opportunity, however, to connect Site A to future developments across the wider 'Employment Location' and increase permeability through the area.

These public realm improvements are intended to make Willow Way a safe and inviting space for all users. In terms of what the wider masterplan may comprise, this is our current thinking; however we now want to hear your thoughts at this early stage to ensure your view can be incorporated as the plans emerge:



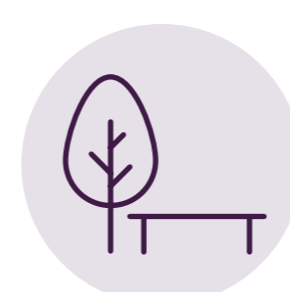
Create a shared surface for pedestrians, cyclists, and vehicles by widening Willow Way to around 20



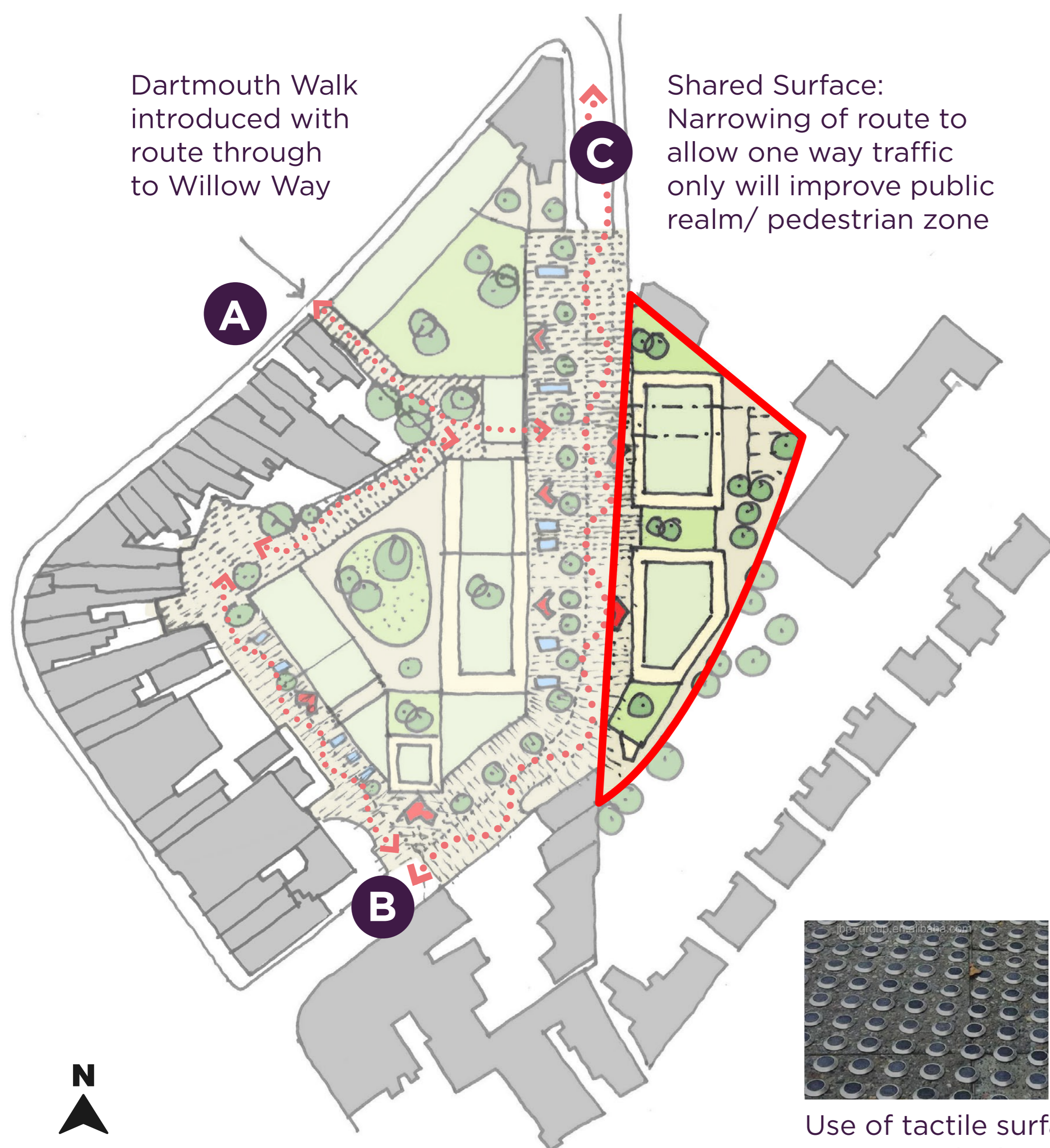
Provide a car-free development with the provision of blue badge space to encourage active travel



Make Willow Way one-way traffic only



Deliver open space for the use of the future occupants and the neighbouring community



Dartmouth Walk introduced with route through to Willow Way

Shared Surface: Narrowing of route to allow one way traffic only will improve public realm/ pedestrian zone

**A** Dartmouth Walk

**B** Willow Way looking North

**C** Willow Way looking South



Use of tactile surfaces will assist the blind & partially sighted.



# Tell us what you think

We are confident that our plans for Site A will deliver a number of key benefits for those that live, work and play in Sydenham.



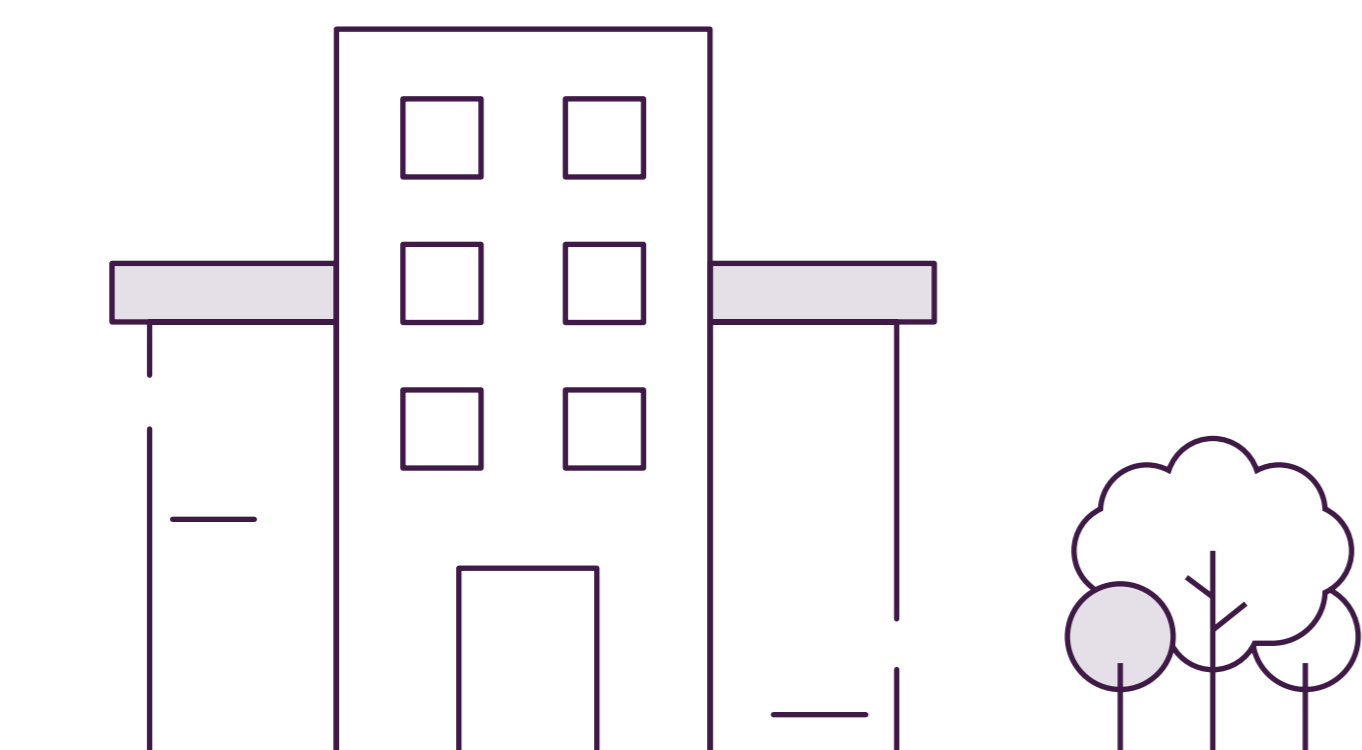
Providing enhanced ground-floor (and mezzanine) workspace;



Delivering homes on the site, including 50% affordable housing; and



Allowing for delivery of a wider masterplan that brings new life to Willow Way, including future public realm improvements



## Share your feedback with us:

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## Our commitment to managing construction on Site A

Construction Management Plan will be submitted as part of the suite of planning application documents. This will set out how the impact of construction will be minimised, including setting out hours of work, noise and dust mitigation, and deliveries schedules.

Should proposals be brought forward for neighbouring sites, there would be further consultation with the local community.