Plan 1 - Strategic Context

Key
- **A2016**
- Greenwich Waterfront Transit busway (including potential extension)
- **Cross Rail** (long term proposal to Ebbsfleet)
- Central London
- Thames Gateway Zone of change

Pirelli Planning Brief Aug 2005
Plan 2 - Location within Belvedere Employment Area

Plan 3 - Site Plan
Plan 4 - Opportunities (Urban Design Principles)

1. Landmark: War memorial
2. Integration of drainage/ecology area and walkway to Thames
3. New highway link
4. Existing pedestrian crossing over A2016
5. Proposed pedestrian crossing over A2016
6. Proposed access link to Belvedere Station

- - - - Proposed pedestrian and cycle connections
- - - - Proposed reservation zone for potential transport/landscape/service corridor
  - - - - Proposed zone to apply frontage guidelines
  - - - - Proposed zone to apply backage guidelines
  - - - - Proposed zone to apply gateway guidelines
  - - - - High land use efficiency to be achieved
Appendix 1: Extract from the Mayor of London’s Wildlife Survey, 2004

Site of Importance for Nature Conservation

BxB114  Pirelli Factory Nature Area

Grid ref: TQ 506 795
Area (ha): 3.7
Borough(s): Bexley

Site first notified: 16/02/2004 Boundary last changed: 16/02/2004
Citation last edited: 07/12/2004

Habitat: Open water, marginal fen vegetation, species-rich neutral grassland, ruderal communities, bare earth and scrub

This is a small site specifically developed for nature conservation. Much of the vegetation is planted but is of good quality and species richness. The site provides suitable habitat for a wide range of invertebrates and to a lesser extent breeding birds. The site centres upon a small pond and ditch system with permanent species-rich grassland surrounding; the eastern portion of the site is dominated by false oat-grass (Arrhenatherum elatius), bare earth and ruderal communities. London notable plant species include yellow rattle (Rhinanthus minor), sea club-rush (Bolboschoenus maritimus), common centaury (Centaurium erythraea), common spike-rush (Eleocharis palustris), fat duckweed (Lemna gibba), ragged-robin (Lychnis flos-cuculi), red bartsia (Odontites verna), reflexed saltmarsh-grass (Puccinellia distans), marshy dock (Rumex palustris), wild clary (Salvia verbenaca), grey club-rush (Schoenoplectus tabernaemontani), narrow-leaved bird’s-foot-trefoil (Lotus glaber) and great tussock-sedge (Carex paniculata). A new site.

The site is accessible, by arrangement, to the public
Appendix 2: Achieving A Wider Range Of Jobs

Bexley Council aims to increase the number of ‘knowledge’ based jobs in the Borough up to the London average and to help residents to improve their knowledge and skills to obtain these jobs. This aspiration is reflected in the Council’s Economic and Employment Development Strategy 2004-2009, “Knowing Bexley”, which seeks to embed higher-value activity within the Borough.

The reason for this approach is that skill levels in Bexley are significantly below the London average and this has repercussions for the local economy and for the achievement of local regeneration. Where Bexley residents have national vocational qualifications they are generally lower than in London as a whole. This is especially the case with graduates and other NVQ 4/5 level qualifications where 13% of residents were qualified in 2001 compared to a national and London average double this proportion.

To simply continue to attract employment opportunities that mirror the current level of knowledge and skills of residents will continue to perpetuate a situation where, amongst other things, weekly average earnings in Bexley are nearly 40% lower than those recorded in Greater London.

‘Knowing Bexley’ compares the level of knowledge (‘knowledge intensity’) required by jobs in Bexley and Greater London in 2001. Four knowledge levels are identified:

- K1 - More than 40% of workforce has a degree or equivalent
- K2 - 25-40% of workforce has a degree or equivalent
- K3 - 15-25% of workforce has a degree or equivalent
- K4 - Less than 15% of workforce has a degree or equivalent

In 2001, according to ONS/Local Future Group, the knowledge of intensity of employment in the private sector in Greater London and Bexley respectively, was as follows:

<table>
<thead>
<tr>
<th></th>
<th>Bexley %</th>
<th>Greater London %</th>
</tr>
</thead>
<tbody>
<tr>
<td>K1</td>
<td>27.4</td>
<td>46.7</td>
</tr>
<tr>
<td>K2</td>
<td>13.7</td>
<td>15.3</td>
</tr>
<tr>
<td>K3</td>
<td>29.5</td>
<td>19.0</td>
</tr>
<tr>
<td>K4</td>
<td>29.3</td>
<td>19.3</td>
</tr>
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When considering all commercial planning applications, including applications in the Pirelli Plus area, the Council will seek to achieve a K1 knowledge intensity level at least equivalent to the Greater London level in 2001.
Appendix 3: Relevant UDP and London Plan Policies

Unitary Development Plan 2004 Policies

Policy G14 In the Primary Employment Areas, Secondary Employment Areas and Preferred Office Locations defined on the Proposals Map, the Council will support proposals for industry and commerce which assists the development of the local economy provided they comply with Policies G1 to G9 and are appropriate in scale and type of development for their location.

New industrial or office development may be permitted on land outside these areas provided it is for the erection or use of a small-scale building and complies with Policies G1 to G9 and other relevant policies.

Policy E1 Proposals for development for industrial and commercial uses will be resisted unless the following conditions are met:

1. there should be no material adverse effects on the health, safety or amenities of the occupants of residential areas or neighbouring properties;

2. the development is satisfactory in terms of design, scale and layout in relation to adjoining uses and buildings;

3. the development satisfies the requirements of Policy T6 with regard to effects on the local highway network and the availability of public transport, and adequate site access can be provided; and

4. the proposal makes adequate provision for vehicle parking in accordance with the Council’s current standards and there is adequate turning and manoeuvring space.

In addition the Council will take into account the following when determining applications for planning permission for these uses:

5. provision of appropriate landscaping, including the retention of suitable trees and shrubs and nature conservation features; and

6. the need for safeguards against discharges from the development that could lead to the build up of high levels of pollution or find their way into water courses.

Policy E2 Where appropriate and as long as a demand exists, the Council will encourage the provision of small business units, by means of redevelopment or conversion of existing premises and as part of new developments within Primary Employment Areas. The Council will take account of the needs of existing or proposed occupiers and the scale and type of development proposed in deciding the amount and type of small unit accommodation to be sought.

Policy E3 The Council will encourage industrial and commercial uses to locate in the Primary Employment Areas shown on the Proposals Map in accordance with the area policies set out in this chapter and Chapter 12 (Thames-side). Land and buildings in the Primary Employment Areas will be safeguarded for industrial and commercial uses as appropriate to each area.
Policy T6  The Council will normally refuse any development proposals that would either cause local traffic flows to rise above the design flow for a road or would generate additional traffic on a road on which flows are already considered to exceed design flow, unless:

1  either the affected road is included in an improvement programme that would increase the design flows to a level capable of accepting increased demands from the base flow and the development or the applicant is prepared and in a position to undertake un-programmed road improvements, including traffic management and environmental measures, to increase the design flow capacity of relevant highway links to a level capable of safely accommodating increased demands from the development; and

2  there are no environmental, or other planning or road traffic objections to such highway improvements taking place.

(Calculation of base flow shall take account of developments permitted but not yet implemented.)

Belvedere Industrial Area

Policy TS6  Subject to Policies E1 and with the exception of the Special Industrial Zones as shown on the Proposals Map, within the Belvedere Industrial Area, the following are the only land uses as defined by paragraph 7.5 which, together with associated buildings and infrastructure, will normally be permitted:

- business;
- storage and distribution;
- general industry;
- road haulage and supporting services; and
- hiring of plant and equipment.

[Paragraph 12.21 from UDP]

"12.21 Belvedere Industrial Area is the largest of the borough’s industrial areas and is suited to a wide range of manufacturing, service industry, storage and distribution uses and special industrial uses in the identified zones. During the 1980s, the area saw much new development whilst other schemes are in the pipeline. With the extension of the Erith-Thamesmead Spine Road (Bronze Age Way) and in the light of the Government’s review of further river crossings on the Thames, the area is well placed to continue to meet the demand for sites for these uses. The Industrial Area contains dykes and other features of importance for nature conservation and these should be taken into account in formulating proposals. Details of drainage proposals showing how pollution is to be controlled should normally accompany applications."

Policy TS13  The Council will protect and enhance the character of the Thames Policy Area (see UDP Map 12.1), giving particular attention to:

1  Achieving good quality design appropriate to its context;

2  The protection of views and skylines and the creation of new focal points, spaces, vistas and viewpoints as opportunities arise;

3  Providing an attractive, safe and interesting riverside walk alongside the Thames and safe routes to the riverside (see also Policy TS14).
Developers should prepare design statements for all significant development proposals within the Thames Policy Area.

[Paragraphs 12.31 -12.33 from UDP]

"12.31 Strategic Planning Guidance for the River Thames (RPG3B/9B) requires riparian planning authorities to reflect in their development plans the strategic importance of the River Thames by defining a Thames Policy Area and setting out land use and design policies to reflect the objectives of the guidance. Policy TS13 responds to this guidance. Other policies in this chapter set out more detailed land use policies for sites within the Thames Policy Area, whereas Policy ENV23 refers to the protection conferred on the Thames, its banks and foreshore as a result of its designation as an Area of Metropolitan Importance for Nature Conservation. In all cases the Council will have regard for the design considerations in Policy TS13 when considering applications for planning permission.

12.32 The Council has prepared more detailed design guidance for the Belvedere Employment Area, Erith Riverside and Erith Town Centre, which will be taken into consideration, when applying this policy. To accord with RPG3B/9B, this guidance will be reviewed and extended, and incorporated into a detailed appraisal of the river and environs within the defined Thames Policy Area.

12.33 When preparing design statements under this policy, developers should follow the advice set out in the Strategic Planning Guidance for the River, in particular paragraph 3.26. Where appropriate, for example for significant development sites, the Council will provide additional design guidance."

Policy TS14 Subject to Policies TS15 and TS20, the Council will require all developments on the waterside of the River Thames to provide improved access to the waterside for purposes of recreation on or adjacent to the river and, where appropriate, an extension and/or improvement of the publicly accessible river walk. This will usually be achieved by planning obligations. The existing riverside footpath and accesses will be safeguarded.

Policy TS15 The Council will promote the protection of wildlife and the improvement for wildlife of the river and of habitats on Thames-side, including its adjacent minor watercourses and dykes. Development that diminishes these habitats will be resisted.

[Paragraph 12.39 from UDP]

"12.39 Strategic Guidance (para. 2.71) states that boroughs should give particular attention to the value of the river and its shoreline for wildlife. The Council regards the Thames and its associated waterways, riverside and nearby areas as prime wildlife habitats. The policy seeks to protect and improve these habitats. Policy TS15 should also be read in conjunction with the nature conservation policies contained in chapter 5 of the Plan, and in particular Policy ENV23 which identifies the Thames as an Area of Metropolitan Importance for Nature Conservation."
London Plan Policies

The London Plan provides a clear starting point for the policy objectives of the area by designating Belvedere/Erith as an ‘Opportunity Area and ‘Preferred Industrial Area’, within the overall Thames Gateway sub-region – recognised as being a national priority for regeneration. Within the Belvedere/Erith Opportunity Area (BEA), a target of achieving a minimum of 5,000 new jobs by 2016 is set. The amount of employment land available in Belvedere can be met within BEA.

The London Plan notes that Belvedere and Erith are areas of specialist industrial uses, including waste related operations and manufacture of building products. It also notes that improved infrastructure and landscaping would make the area more attractive, as well as the renewal of older plant. Given that the existing businesses contribute to the diversity of the London economy and employment opportunities, the area should be protected as an industrial location, noting that the Crossrail and Thames Gateway Bridge proposals will support regeneration and intensification.

Policy 5C2 Opportunity Areas in East London

The East London Opportunity Areas are shown in Table 5C.1, with indicative estimates for homes and jobs growth. The Mayor will work with partners to draw up planning frameworks for these areas. These should inform UDP reviews and broader regeneration and community strategies and initiatives. Taking account of other policies, developments will be expected to maximise residential and non-residential densities and to contain mixed uses (see Chapter 3, Part B and Chapter 4, Part B). Given their scale, they are also likely to give rise to substantial planning obligations (see Policies 6A.4 and 6A.5). The general policy directions to be followed in the planning frameworks are indicated below.

Table 5C.1 Opportunity Areas in East London – indicative estimates of growth.

<table>
<thead>
<tr>
<th>Opportunity Areas</th>
<th>Area (ha)</th>
<th>New jobs to 2016</th>
<th>New homes to 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bishopsgate/South Shoreditch</td>
<td>35</td>
<td>16,000</td>
<td>800</td>
</tr>
<tr>
<td>Whitechapel/Aldgate</td>
<td>31</td>
<td>14,000</td>
<td>700</td>
</tr>
<tr>
<td>Isle of Dogs</td>
<td>100</td>
<td>100,000</td>
<td>3,500</td>
</tr>
<tr>
<td>Stratford</td>
<td>124</td>
<td>30,000</td>
<td>4,500</td>
</tr>
<tr>
<td>Lower Lea Valley</td>
<td>250</td>
<td>8,500</td>
<td>6,000</td>
</tr>
<tr>
<td>Royal Docks</td>
<td>368</td>
<td>11,000</td>
<td>5,500</td>
</tr>
<tr>
<td>Barking Reach</td>
<td>210</td>
<td>200</td>
<td>10,000</td>
</tr>
<tr>
<td>London Riverside</td>
<td>418</td>
<td>4,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Deptford Creek/Greenwich Riverside</td>
<td>72</td>
<td>5,500</td>
<td>1,000</td>
</tr>
<tr>
<td>Greenwich Peninsula</td>
<td>104</td>
<td>15,000</td>
<td>1,000</td>
</tr>
<tr>
<td>Belvedere/Erith</td>
<td>242</td>
<td>5,000</td>
<td>1,400</td>
</tr>
<tr>
<td>Thamesmead</td>
<td>121</td>
<td>1,500</td>
<td>3000</td>
</tr>
<tr>
<td>Ilford</td>
<td>56</td>
<td></td>
<td>5,500</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,812</strong></td>
<td><strong>210,700</strong></td>
<td><strong>52,400</strong></td>
</tr>
</tbody>
</table>

[Paragraph 5.80 from The London Plan]

"5.80 Belvedere and Erith is a self-contained area of specialised industrial uses, including waste related operations and manufacture of building products. These activities tend to make the area unattractive, although recent development has
achieved high standards of design. The large sites and location away from sensitive uses enable industrial uses to operate with maximum flexibility. There is substantial potential for employment-generating development through several large, vacant sites. Improved infrastructure and landscaping would make the area more attractive, as would the renewal of older plant. The existing businesses contribute to the diversity of the London economy and employment opportunities, and the area should be protected as an industrial location to accommodate these uses. Improvements in accessibility through Crossrail 1 and the Thames Gateway bridge will support regeneration and intensification."