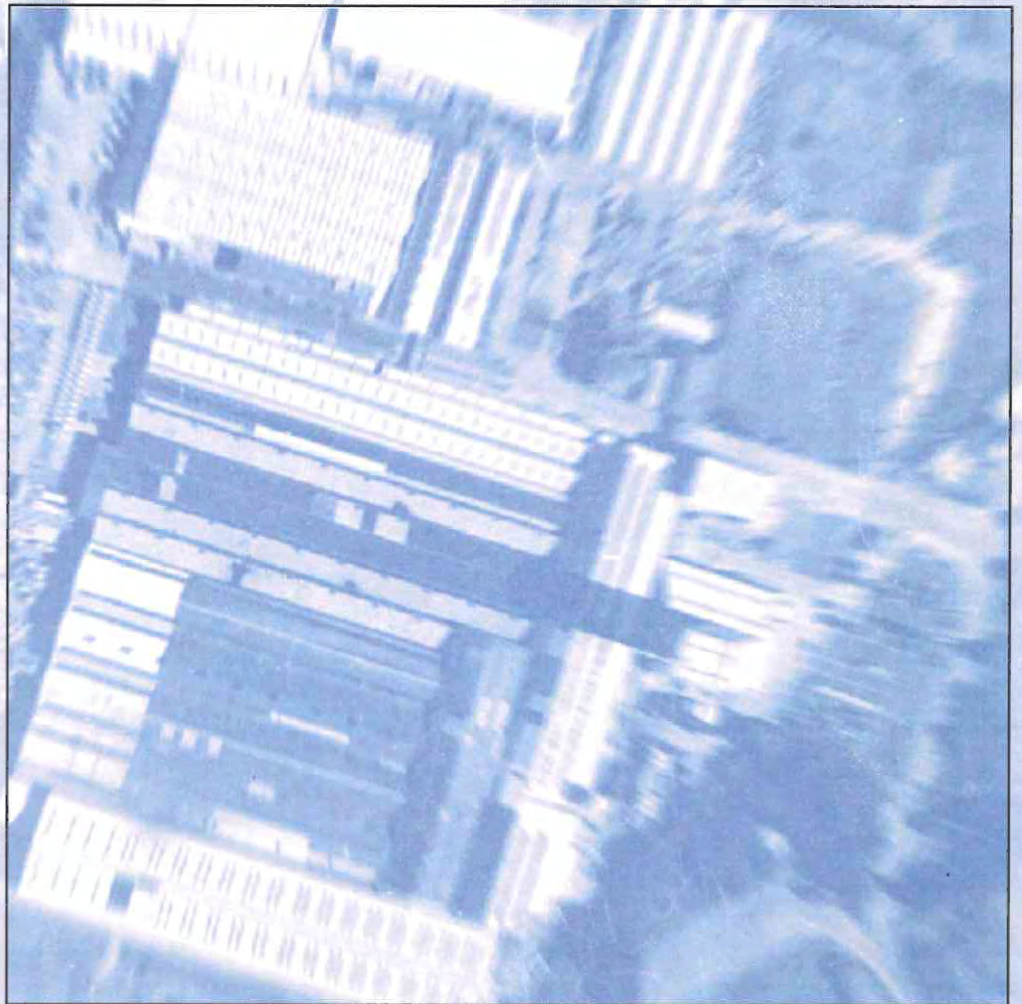


Planning Brief

**Pirelli Plus Site - Land at
A2016/Church Manorway,
Belvedere, Kent**

August 2005



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Belvedere, Kent**

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This Brief was originally prepared for the London Borough of Bexley by URS Corporation Ltd., in conjunction with Maxwan Architects and Urbanists with inputs from NAI-Fuller Peiser and Sinclair Knight Merz in parallel with a broader study for the London Development Agency/LB Bexley in producing an Investment Framework for the Belvedere Employment Area. Following public consultation in the Autumn of 2004 the Brief was revised and approved by Bexley Council in August 2005.

1. Introduction

- 1.1 The Pirelli site in Belvedere presents a major opportunity for redevelopment as part of a strategic approach to the Belvedere Employment Area in south east London and its contribution to meeting employment needs and targets within Bexley, Thames Gateway and, indeed, London as a whole.
- 1.2 It is important that development options are reviewed, and a preferred approach identified and agreed as a way of securing comprehensive, sustainable and integrated re-use and redevelopment of this key site, along with adjacent sites.
- 1.3 The vacation of the site by Pirelli over the latter part of 2002 and its sale to Astral Developments in 2004, along with proposed transport improvements in the area, presents a major opportunity to meet key objectives set out in this Brief, and, as part of a wider Belvedere Investment Framework, to provide an anchor for sustainable employment and new high quality development in the area over the next 10-15 years.
- 1.4 This Brief takes account of a range of factors that constrain possible future development (e.g. land ownership, existing infrastructure, timescale for future transport improvements) and also takes the opportunity for some bold thinking to help shape the future growth and direction of this key employment area. As well as the core Pirelli site, the Brief covers other land holdings, comprising business/industrial use, residential properties and currently unused open space. This larger area is referred to as the Pirelli Plus Site.
- 1.5 This Brief strives to achieve a balance between commercial realism taking account of broad market forces, and being radical and visionary in terms of the area's potential, and local, sub-regional, regional and national policies.
- 1.6 This Brief is not a prescriptive 'Blueprint' or master plan for the sites. Instead, it will be used in determining planning applications and acting as a guide to assist all players in the development process – site owners, developers, London Borough (LB) of Bexley as local planning and highway authority, other public bodies with an interest in the redevelopment of the site - including the Greater London Authority (GLA), London Development Agency (LDA) and Transport for London (TfL), other businesses, occupiers, residents and stakeholders in the Belvedere and Bexley area.
- 1.7 This Brief has been adopted by the Council as Interim Planning Guidance, pending incorporation into the Local Development Framework. It is in conformity with Bexley's UDP (2004), and with the London Plan. Relevant UDP and London Plan policies are provided in Appendix 3. The Council has consulted widely on this Brief and taken account of responses received in producing this final document.
- 1.8 Importantly, this Brief forms part of a broader framework for the Belvedere Employment Area being prepared by the LDA/LB Bexley/GLA. The Brief has been brought forward in advance of the broader framework, so as to influence development of the site. The strategic context for the Pirelli Plus Site, including proposed strategic transportation improvements, is indicated on Plan 1 and Belvedere Employment Area is shown on Plan 2.

- 1.9 The key objectives of the Belvedere Investment Framework are to achieve:
- greater intensification of employment
 - greater diversification of employment
 - qualitative change in terms of employment and the physical fabric of the area

2. Purpose of the Brief

- 2.1 This Brief sets out the principles for the reuse or redevelopment of parcels of land within the Pirelli Plus Site.
- 2.2 The area to which this Brief relates is indicated on Plan 3. This incorporates the land held by Astral, as well as key adjacent sites, namely the land to the west of the Pirelli land, extending to the apex at the roundabout between the A2016 (Bronze Age Way) and Anderson Way, comprising both commercial and residential premises. The Brief also covers land owned by GM2 and occupied by the McNaughton Paper Group. The Astral ownership amounts to 14 hectares (ha) and the total Pirelli Plus Site as indicated is 26 ha.
- 2.3 In providing guidance, it is also important that the boundaries of the site are not seen as ‘inhibitors’ in relation to other key frontages adjoining the site, e.g. land north of Anderson Way, the Norman Park development site and the industrial land between Picardy Manorway, Bronze Age Way and the railway. The Belvedere Investment Framework being produced in parallel with this Brief will provide a wider context for these sites.
- 2.4 This Brief covers the following:
- site history and description
 - a credible vision for the future of the Pirelli Plus site
 - principles for reuse/redevelopment of land within the Brief area
 - LB Bexley Planning policies for the area
 - London-wide/Thames Gateway policy guidance for the area
 - regional and national policy and guidelines
 - best regenerative practice
 - context of wider proposals for the Belvedere Employment Area
 - Urban Design principles to guide future development
 - key design objectives to meet important aspects relating to sustainability, landscape and achieving a new higher quality Belvedere Employment Area which will help attract investors to the area
- 2.6 This Brief also seeks to establish a balance between the needs of large businesses, typically needing large buildings, and those of local and sub-regional smaller businesses, requiring smaller buildings.

3. Site History

- 3.1 The Astral site was used for some form of cable manufacturing for over a century until 2002. For most of that time it was owned by British Insulated Callander and

Cables (BICC). BICC was bought by General Cables, of the US, but then sold to Pirelli not long afterwards in 2000. Over the last 20 years of its operational life, until closure by Pirelli in 2003, it was mainly used for the manufacture of high-tension sub-sea power transmission cables.

- 3.2 During that period a great deal of investment went into the site, mainly by BICC including re-roofing, refurbishing and extending many of the main buildings within the site and construction of the landmark tower within the site. A site description is given in the next section.
- 3.3 Pirelli decided in late 2002 to cease operations at the Belvedere site in 2003 and transfer these to other parts of the company. At its peak, the site is reputed to have employed over 5,000 people and as recently as 2000, under BICC, the site employed over 1,000 people.
- 3.4 The Pirelli site is now owned by Astral Developments Ltd. Some demolition and site clearance took place in early 2005, including demolition of the Pirelli Tower.
- 3.5 In addition to the Astral ownership, other land parcels can be identified as follows:
 - the Helio Mirror site, Crabtree Manorway North
 - Claytonville Terrace, Crabtree Manorway North (12 residential properties)
 - business uses to the south: Bagnals' - Specialist Concrete Coatings, SIC Equipment Limited, Hydroponic Supplies and General Hygiene Ltd, Martinsdale Care repairs
 - open, grazing land owned by the Thomas Roberts Estates Group
 - drainage pond owned by LB Bexley appropriated as Highway Land.
 - GM2
 - Highways land owned by LB Bexley in the vicinity of Anderson Way/Bronze Age Way.
- 3.6 The character of these adjacent land parcels has been partially affected by the construction in the late 1990s of Bronze Age Way (A2016). Should any of the Council owned highways land become surplus to requirements, the Council may need to consider disposal.

4. Site Description and Context

- 4.1 The main Pirelli site comprises a number of industrial buildings, including: the main works; a conveyor system leading to an adjacent jetty (not owned by Pirelli); a landmark tower; external plant/services corridors; hardstanding/yard space; external storage areas; car parking; limited green space/landscaping at site edges, including adjacent to a number of dykes through, or bordering, the site; Church Manorway running through the site; a drainage area and reed bed; and an external storage area adjacent to the river.
- 4.2 The nature of the Pirelli Plus site and the opportunities for future use of the site encompass both reuse and redevelopment. Later sections of this Brief address land use and urban design issues associated with future proposals for the site.

4.3 Access

4.3.1 The main Pirelli site and wider Pirelli Plus site share 3 access points:

Church Manorway: The main access to the south east part of the Belvedere Employment Area, and the Pirelli site, extending from the A2016 to a 'dead end' adjacent to the neighbouring aggregate handling site, and serving a number of other businesses, including the adjacent ADM Oils site. Pirelli own the northern part of the road from the point adjacent to the war memorial.

A2016: A left in-left out access, with slip lanes, is available onto the main A2016 at the south-eastern extremity of the site. This access point is temporarily bunded to prevent access at the current time.

Crabtree Manorway North adjoins the western boundary of the Pirelli Site, and cuts through the wider Pirelli Plus Site, providing access to residential properties and other businesses, before its termination by the A2016, as well as providing a point of access into the Pirelli Site.

4.3.2 Anderson Way, becoming Mulberry Way, adjoins the site to the north, though there is currently no connection between Church Manorway and Mulberry Way.

5. Policy Context

5.1 London Plan 2004

5.1.1 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. The Belvedere-Erith Opportunity Area covers both the Belvedere Employment Area and Erith town centre and riverside.

5.1.2 Within the Belvedere/Erith Opportunity Area, a target of achieving a minimum of 5,000 new jobs by 2016 is set. Indications from the emerging Belvedere Area Development Framework suggest that of this total, and given the amount of employment land available, at least 1000-1500 jobs should be accommodated within the area covered by this Brief.

5.1.3 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 London Plan says the area should be protected as an industrial location, noting that the Crossrail and Thames Gateway Bridge proposals will support regeneration and intensification of employment in the area.

5.2 Thames Gateway Guidance

5.2.1 On producing this Planning Brief, regard has also been had to the Thames Gateway Development and Investment Framework produced by the Mayor of London in association with the Thames Gateway London Partnership, English Partnerships, the Housing Corporation and the NHS as a framework for delivering sustainable communities in London Thames Gateway.

5.3 LB Bexley UDP (April 2004)

- 5.3.1 The whole of the area covered by this Brief falls within the Belvedere Primary Employment Area. This is subject to Policies G14, E1, E2, E3 and T6 of Bexley's UDP (2004). Policies E3 and TS6 identify Use Classes B1, B2 and B8 as appropriate uses within this area. Policy E2 seeks the provision of small business units as part of new development. Policy E1 seeks a good standard of development and an improvement in the environment of the area. Policy G14 seeks proposals, which assist the development of the local economy, providing they comply with other General Policies in the Plan, and are appropriate in scale and type for their location.
- 5.3.2 Specifically, the Council wishes to encourage modern accommodation and the renewal of older business estates to create a better working environment and modern workspace for expanding small and medium sized businesses. The Belvedere Employment Area is identified as one of eight primary employment areas in the Borough, although the presence and or availability of large sites, distance away from residential areas and the present and proposed road network sets this area apart from other employment area
- 5.3.3 The UDP (paras. 12.21 & 12.39) also draws attention to the dykes and other features of nature conservation importance that need to be taken into account in formulating proposals. Any planning applications should be accompanied by details of drainage proposals showing how water management, control of pollution and enhanced biodiversity is to be achieved.

5.4 LB Bexley UDP Review/Inspector's Report (2003)

- 5.4.1 The Inspector's Report into the UDP Review, dated April 2003, reported on the issue of availability of employment land in the Borough. The Inspector advised that the Primary Employment Areas represented between 5 and 8 years supply, and concluded that this did not represent 'an overly generous supply of land within the Primary Employment Areas such as would justify its use for non-employment purposes'.

5.5 Bexley Thames-side Environmental Action Plan and Guidelines for Belvedere Employment Area (SPG)

- 5.5.1 This document, adopted by the Council in 1999 as Supplementary Planning Guidance, and updated in 2002, has been prepared as part of a wider long term programme to bring about the renewal of the whole of the Bexley Thames-side area between Thamesmead and Slade Green. The document aims to set out a clear and practical vision of how the Belvedere Employment Area can become a sustainable, vibrant employment area of south east London.
- 5.5.2 The document contains Design Guidelines for the area. The Design Guidelines established in this Brief and the wider Belvedere Investment Framework would take precedence over those set out in the Environmental Action Plan and Guidelines, where there is variance.

6. Planning and Employment Objectives

- 6.1 The above policy framework therefore identifies a number of key issues to be addressed in future proposals for the sites covered by this Brief, including:

qualitative physical change – including the opportunity to reconfigure access arrangements linked to movement and permeability; treatment of the dykes and opportunities for landscape and biodiversity enhancement; as well as achieving a first class environment in building and landscape design terms.

employment change – an increase in the density and range of jobs, particularly encompassing the range of B1, B2 and B8 jobs, without a significant predominance in any one type of provision, and an uplift in terms of the quality and range of jobs with more skilled and professional and managerial jobs provided.

phasing of proposals – this is a key issue with regard to the long term objective of achieving major new employment provision in Belvedere. This also links to optimising opportunities based on the future implementation of key transport proposals such as the Thames Gateway Bridge (TGB) and Crossrail and the continuing need to access good quality housing and skills provision for future employees

comprehensive proposals – proposals for the Pirelli Plus Sites will need to be comprehensive, so that the overall objectives for the area can be met. Proposals should cover short, medium and long term options, addressing at each stage, the objectives for qualitative physical change and intensification and diversification of employment opportunities.

7. Employment Issues

- 7.1 In recent years, there has been a strong demand from B8 warehouse and distribution operators for space in the area, mainly because of availability of large plots, e.g. at Isis Reach, and the area's good, and improving, transport links (see section 8). This has been alongside a continuing decline in the level of manufacturing activity in the area, in common with London and the southeast as a whole.
- 7.2 However, historically, B8 uses have not always provided high density or quality employment. The Belvedere Investment Framework, reinforced through this Brief, seeks the provision of a more and a wider range of jobs than is currently, or has been, the case in the past. The Council's aim is to increase the number of 'knowledge' based jobs in the Borough up to the London average. 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. B8 uses have also generated more heavy goods movement on the roads, creating both road congestion and air pollution in employment areas and through the residential areas through which it passes. Whilst some further B8 uses may be acceptable, new development should not be heavily biased towards these uses. A mix of employment uses will help to foster a range of job opportunities; prevent an overdemand by employers of certain skills, eg HGV drivers; and avert the problems associated with heavy goods movement.
- 7.3 Certain types of B8 uses that meet the objectives of this brief, namely, high job

densities and greater range of jobs, including professional/managerial, will be favoured.

- 7.4 A number of recent proposals for business premises in the wider area suggest that there is also some demand for uses based on technology or innovation.
- 7.5 There are a number of food related businesses (e.g. ADM, British Bakeries, Cremonaze, Ferndale, Fresh Start, M.H. Foods and other packaging and/or distribution companies, (e.g. Europa, Princes Foods, AG Thames Holdings, St Ives Print & Display) which form the basis of a sustainable employment cluster in or near the Belvedere area. This Brief seeks to encourage the development of this and other sustainable employment clusters
- 7.6 The Pirelli site is large, and varied in its character, and clearly presents opportunities for a number of different uses and users to occupy parts of the site. The large, open nature of the site presents an opportunity, which smaller or more fragmented sites do not. This will be driven, to some extent, by the market and also a phased approach to reuse/redevelopment of the site – but must be guided by planning policy, this Brief and the broader Development Framework for Belvedere. Based on this, it is possible to envisage how the site might be divided up. This is reflected in Plan 4 of this Brief.

8. Transport Issues

8.1 Road Access

- 8.1.1 As has been referred to above, the transport infrastructure in the area has improved and is improving further. This includes the confirmed creation of dual carriageway between Bob Dunn Way (formerly University Way) Roundabout and Perry Street Roundabout, and forms the last remaining section of the South Thames Development Route, A2016/A206, due to commence in 2005 and completion by the end of 2007. In addition, the development of the Thames Gateway Bridge (proposed for completion by 2013), providing cross-river access between Thamesmead and Beckton, combined with the above improvements, creates a fast local link with central London and the growth areas north of the Thames. Once these projects have been completed, the Belvedere area will match other locations within London in terms of a high standard of accessibility by road. Given the increasing importance of the A2016, the Pirelli Plus Site is in a highly strategic position. Future development of the site must capitalise on these advantages, and this Brief sets out a framework for achieving this.
- 8.1.2 Local access into the Pirelli site, however, needs to be improved. With no direct, all-turning movements access from the A2016, the main access from Church Manorway provides a somewhat convoluted route from the A2016, the direct access from the A2016 is left in/left out only and access via Crabtree Manorway North entails access adjacent to residential properties. There are currently no routes through the site.

Proposals

- 8.1.3 The existing access points will remain to serve the sites within this Brief. No further direct access points onto the A2016 will be allowed. Proposals to use the

- existing access onto the A2016 into the Pirelli site at Cables Close will have to demonstrate that they will not have an adverse effect on capacity or highway safety at . It may be appropriate, or necessary, to restrict this access to car, rather than lorry traffic due to the slip road configuration and acceleration /deceleration needs. It would be appropriate to take the opportunity to undertake highway junction improvements at this point, suitable for the comprehensive and end-state proposals arising, subject to the agreement of the Council. It is not envisaged that proposals will justify or require an all-turns junction arrangement at this point, and such a junction may not be acceptable to the Council, although any proposals to modify this junction will have to be agreed with the highway authority.
- 8.1.4 Short term proposals for access via Crabtree Manorway North will have to respect the amenity considerations for the occupiers of the residential properties adjacent to this access point. It is likely that in the future, and regarding the long term strategic redevelopment of the area the subject of this Brief, this point of access into the sites available for redevelopment will become more important than at present.
- 8.1.5 However, given that the adjacent site to Pirelli fronting Crabtree Manorway North (the Helio Mirrors site) is part of the broader Pirelli Plus Site, and is currently on the market, the future status of parts of Crabtree Manorway North could be reviewed. Dependant on decisions regarding other properties, any proposals for the partial or full closure of Crabtree Manorway North south of Anderson Way would need to consider the retention of the pedestrian access between Crabtree Manorway North and Crabtree Manorway South.
- 8.1.6 A new access off Anderson Way into the western apex of the site (adjacent to the A2016/Anderson Way roundabout) will be permitted subject to being agreed with the local highway authority. This should not lead to an additional exit on the A2016 roundabout.
- 8.1.7 It is important that a new public road connection is opened up between Church Manorway and Mulberry Way. The opportunity exists to do this within a strip of land with a dyke running through it between the Pirelli land and land owned to the north by Belvedere Warehousing Association (BWA). Some acquisition of land may be required to achieve this. If at all possible, the dyke should be preserved, with the road running alongside it. Proposals will need to satisfy the Environment Agency.
- 8.1.8 Proposals for the site will need to demonstrate how this connection can be made, including the ability for public transport to use the new connection. In the short term, this may be used by local bus services, but in the future could be part of the proposed, and extended, Greenwich Waterfront Transit system. It must therefore be designed with future conversion to a bus based or tram based transit link as a core principle. The road link should be a minimum of 7.3m wide, with a combined foot/cycle path on either side. Such a link will be sought by way of a s.106 legal agreement for the site. This aspect is also set out as one of the key Urban Design principles in Section 10 of this Brief.
- 8.1.9 Proposals for the Pirelli site, and other adjoining sites, will need to demonstrate a comprehensive approach to transport and highway access issues to ensure that all

transportation aspects are considered in totality. Proposals should be supported by a comprehensive Transport Assessment, which must include consideration of vehicle movements whilst on site, and the traffic impacts of resulting movements. In view of the close proximity of the Pirelli site to the Strategic Road Network, proposals may require the prior approval of Transport for London's Network Co-ordinator and Assessment Manager.

8.1.10 Given the potential redevelopment opportunities at the Pirelli Plus site, it will be a requirement of proposals that a Travel Plan is submitted for approval both for the whole site and individual occupiers. Travel Plans seek to reduce the number of car journeys to the sites within the area, especially single occupancy journeys, and this needs to be tied in with the promotion of other more sustainable transport options and the availability of on-site parking – see below para 8.2.1.

8.1.11 Given the industrial nature of this site, the road access for goods vehicles is an essential consideration. Preferred access points need to be identified, and appropriate signage put in place to ensure that delivery/collection, servicing and visiting vehicles are properly managed through the site and on the surrounding highway network. The potential use of the riverside part of the Pirelli site for a river related use requires specific attention, as the lorry movements associated with an active wharf for the import/export of goods will have specific access needs. As the Belvedere Freight Quality Partnership becomes an important influence on the Employment Area, the new owners/occupiers of the Pirelli Plus Site should take an active role in the Partnership and in meeting its objectives. In addition to encouraging future use of riverside facilities for the carriage of freight, consideration should also be given to whether there are any opportunities for river-borne passenger transport, either in conjunction with new, existing or planned services on the Thames, particularly if the Greenwich Waterfront Transit scheme is extended to the Brief area.

8.2 Vehicle Parking Standards

8.2.1 Parking Standards for Business class development (all UCO Classes B1-B8) are as follows:

- One car space for every 100-400sq m floor area plus, with the exception of office development, (Class B1) one lorry space for every 250sqm.
- For units of less than 250 sq m gfa, at least one car space should be provided adjacent to each unit. Other car parking may be provided on a communal basis. Similarly, units of less than 250 sq m gfa should provide adequate access for deliveries by lorry but this may be provided communally.
- The requirement for lorry parking in the above business class standards may be reduced, depending upon the details of the proposal and if conditions restricting the range of uses are agreed.

8.2.2 The above standards are maximum standards, except for the HGV standards, which are minima.

8.2.3 Full details of standards for all Use Classes are included in the Council's UDP 2004.

8.3 Public Transport - Road

- 8.3.1 As above, both the Framework for the broader Belvedere area and this Brief incorporate the proposal for a new highway link between Mulberry Way and Church Manorway. It is critical that additional public transport connections are available to serve this area, in addition to, or as an extension of, the existing 180 service, which currently serves Crabtree Manorway North. In the short term, a financial contribution will be sought from developers who submit proposals in the surrounding area, including for proposals within the area covered by this Brief, to help secure a more frequent bus service for the area. There is currently a proposal, which may see the Greenwich Waterfront Transit (Thames Gateway Transit) extended into this area. This could be via the A2016 or, as is preferred, via the Mulberry Way – Church Manorway link through the site.

8.4 Public Transport - Rail

- 8.4.1 Current proposals for the Crossrail line in the Hybrid Bill before Parliament would terminate the line at Abbey Wood Station. However, the Department for Transport is consulting on a proposal to safeguard an extension of the route to Ebbsfleet.
- 8.4.2 The southern part of the Pirelli Plus site would be within a 10-12 minute walk of the potential Crossrail station (existing rail) at Belvedere. The Council will seek a reconfiguration of the existing station to enable pedestrian access to/from, the eastern end and a new pedestrian route (see below) through to the Pirelli site and the river. A suitable station reconfiguration would make the Pirelli Plus Site 'walkable' for current/future employees, and increase the likelihood of meeting the Framework objectives for the area, and those of this Brief, including Travel Plan objectives.
- 8.4.3 Proposals for the sites within the Brief area will be viewed against an appropriate density of employment in relation to the current proposals for both road and rail based public transport improvements in the area. (see next section).

8.5 Cyclists/Pedestrians

- 8.5.1 Important to the overall objectives of this Brief and the Framework for the broader area are increased permeability and movement for pedestrians and cyclists. Currently the most direct pedestrian link to the Brief area from Belvedere station is along Crabtree Manorway South and across the footbridge over the A2016 to Crabtree Manorway North. In particular, improvements must focus on access through the site, and especially to the river. Links to the existing Belvedere station are poor, and – whether or not Crossrail is confirmed– it is an objective, as above, to achieve a better link to the station. This will depend upon proposals coming forward in due course for land outside this Brief, and will need consideration as to how pedestrians can cross the A2016 and pedestrian movements related to station entry/egress.
- 8.5.2 The existing footbridge crosses the A2016, landing on the north side of the A2016 adjacent to where Crabtree Manorway is severed by the main road. However, this bridge has no ramp access for cyclists, those with push-chairs or with mobility difficulties. This existing bridge does not, therefore, meet the objective of providing acceptable pedestrian and cyclist access towards the Pirelli site and the river as part of a strategic link from a potential future Crossrail station. An

improved or alternative crossing is therefore required, linked to the redevelopment of the site.

- 8.5.3 The suitability of an at-grade crossing as an alternative is yet to be fully determined, and is subject to traffic and pedestrian/cyclist safety and highway capacity/flow considerations. If, however, a grade-separated crossing is required, land will have to be safeguarded for a bridge or underpass crossing and a financial contribution would be sought.
- 8.5.4 Furthermore, section 106 legal agreement negotiations will include an agreed financial contribution to improving access, including for cyclists and pedestrians, and will seek to include a contribution towards the construction of a crossing at this point. The construction of any such crossing will depend on a number of issues, including the implementation of proposals on both sides of the A2016.
- 8.5.5 Proposals for the Pirelli, or adjacent sites, will have to demonstrate how this objective can be met.
- 8.5.6 Proposals for pedestrian and cycle access to the river should be incorporated into a 'Green Chain' link, rather than being solely a functional route (see Urban Design Principles - section 10).
- 8.5.7 A secondary route for cyclists is identified along Church Manorway from Erith in the Environmental Guidelines and Action Plan. This as a more attractive, convenient and safer route should be an objective for proposals in the area, leading to enhanced links to the Riverside cycle path.
- 8.5.8 Facilities within new developments to encourage cycle access to the new workplaces created will be required, including appropriate shower and changing and locker facilities and covered, secure cycle storage.
- 8.5.9 The revised LB Bexley UDP also includes standards for minimum cycle parking provision as follows.

Business Offices, Services	B1/A2	1 space per 150m ²
Light Industrial	B1	1 space per 600m ²
General Industry	B2	1 space per 600m ²
Warehouses	B8	1 space per 600m ²

9. Land Uses

- 9.1 Appropriate uses in this area are B1, B2 and B8 uses, as defined in Bexley's UDP. The Mayor's Draft Supplementary Planning Guidance on Industrial Capacity (Sept 2003) advises that for Strategic Employment locations, boroughs should produce local planning guidelines that seek to meet the needs of different types of industry appropriate to the area. Within the Belvedere Employment Area generally, and more specifically, within the area covered by this Brief, a new employment profile is sought in the redevelopment of the Pirelli Plus sites, which meets the requirements of diverse new communities as sought by the governments Sustainable Communities Plan. A qualitative and quantitative change in employment is sought. To this end, establishing efficient use of land (see para 11.3) is important, along with the objective of seeking to maximise employment

densities and achieving a range of job types. Appendix 2 provides further explanation and justification for this approach, based on the Council's Economic and Employment Development Strategy 2004-2009, "Knowing Bexley".

- 9.2 B8 storage and distribution use across the whole site, or on the Pirelli site on its own, will not be acceptable. Storage and distribution uses have historically been, and continue to be, an important part of the economy of the Belvedere area. It is vital for the area's long term sustainability that a broader range of jobs, industry sectors and users are attracted to the area. Demand exists in Bexley, in particular for small and medium-sized freehold units and an element of these should be incorporated. A mix of use types will also help to control adverse traffic impacts of too large a concentration of distributive uses.
- 9.3 Production industries have traditionally been a strong sector in Belvedere. Proposals compatible with the above objectives regarding employment density and an increase in the overall range of jobs are to be encouraged. The achievement of the employment targets for the Belvedere area to achieve a range and choice of good quality jobs, together with the achievement of the Council's design objectives, will be determining considerations.
- 9.4 Whilst production uses are traditionally associated with a B2 (industrial) categorisation, it may be that some production or processing based industries would fall within use class B1(a). Uses and proposals in general, particularly towards the western end of the Brief area, will need to take account of the houses at Claytonville Terrace. Amenity considerations of the residents will be taken into account in considering appropriate forms of development for the future.
- 9.5 The sites fronting the A2016 should provide uses, which capitalise on their more prominent positions, and meet the urban design principles set out in para 10.4 below. The triangle site bounded by Anderson Way, Crabtree Manorway North and Bronze Age Way, in particular, has the potential to enhance its gateway status with a landmark building.
- 9.6 Proposals for the land fronting the river will be viewed against their relationship to the river in urban design terms. Whilst there is no wharf on the Pirelli site itself, historically, the site has had access to the river for goods, via a conveyor belt to the adjacent Albion Wharf, used by ADM Oils, (proposed as a safeguarded wharf). A use utilising the river, and securing agreement to use the adjacent wharf, would be encouraged in this location, meeting the general policy thrust of the London Plan to make more effective use of the river.

10 Urban Design Principles

- 10.1 A number of urban design principles for the sites are contained within this Brief. These are included to guide the strategic development of the area, and do not seek to constrain or prescribe proposals coming forward. However, it is expected that proposals coming forward for the sites will comply with the principles set out. Development areas can be identified in relation to the Gateway sites (adjacent to the Anderson Way/A2016 Roundabout), the frontage to the A2016, frontage to the Church Manorway and Mulberry Way and the central area within the Pirelli site.

10.2 Comprehensiveness

10.2.1 It is expected that proposals will be comprehensive for sites in single ownership, that can be brought into single ownership, or that can be developed jointly with the agreement of landowners. The Council will encourage landowners and other agencies to review the potential for land assembly. Given that there are a number of landholdings within the Brief area, it is critical that any proposals for any site within the Brief area do not prejudice the overall principles established here.

10.2.2 Phasing of proposals will be a key consideration. It is expected that there will be reuse of parts of the site as well as longer term redevelopment. The balance between reuse/redevelopment needs to be satisfactorily demonstrated to the Council in future proposals. A broad understanding of likely phasing will be required, particularly in relation to reuse of parts of the Pirelli site, alongside proposals for the sites' redevelopment. Particular care will be required to ensure that the security of existing residents in Claytonville Terrace and Crabtree Manorway North is adequately protected if a phased approach to redevelopment is adopted. Appropriate acoustic assessments may be required from applicants as and when development proposals proceed.

10.3 Frontage to A2016

10.3.1 The A2016 link is gaining importance as part of the South Thames Development Route which provides a high quality route between the M25 and the proposed Thames Gateway Bridge. The quantitative changes (increasing capacity, use) can, and should be, reflected in a qualitative improvement. The regeneration of the Belvedere employment area can contribute to this improvement in a fundamental way. Proposals for Belvedere sites along the A2016 should take into account their position on this important axis.

- Buildings along the A2016 should be of a high architectural standard.
- A common building line along the A2016 will be sought in new development, in order to create continuity of frontage and enclosure to the public realm. An appropriate line would be adjacent to the reserved 10m corridor (see para 10.5 below)
- Instead of screening developments with dense vegetation, views into the site should be enhanced.
- Proposals for attractive lighting of the plots/buildings along the A2016 will be sought, consistent with an overall strategy or guidelines, which the Council will produce.
- Signage along the A2016 should be enhanced as a key part of building frontages and as part of lighting proposals as above; signage which enhances the road frontage will be supported, and thus could include large signage which can be read from the road, compatible with safety and visual amenity criteria.
- Open storage along the A2016 should be avoided.
- New forms of enclosure along the A2016 should be transparent and subtle.

- A consistent approach to landscape treatment to the A2016 corridor will be sought, respecting the fact that the corridor has a characteristic of a hard, urban edge rather than one for which a boulevard/avenue approach would be more appropriate.

10.3.2 The consolidation of the A2016 corridor as a main spine - rather than just being a route - must be considered. Agreement will need to be reached regarding a corridor of approximately 10m width, on either side of the A2016, being reserved for future improvement of this spine. This could be for dedicated public transport use or for a sustainable water management system for the area, as part of a landscaped 'Green Link' as part of the overall strategy for the area. Opportunities to implement this proposal should be taken as sites become available for redevelopment, so as not to undermine the longer term objective. Although further review of public transport and water management issues is needed, the creation of such an enhanced corridor is seen as an important part of strategic development of the area. A comprehensive approach for transport, drainage, green links and development opportunities, along with existing plot ownership, use and other characteristics is needed to comprehensively address this potentially enhanced corridor. Temporary uses, e.g. parking or landscaping, could be appropriate within this corridor until proposals for public transport or a sustainable water drainage system become confirmed.

10.4 Public highway link

10.4.1 A road link between Church Manorway and Mulberry Way will be required to complete a loop through the area. Opportunities to complete the loop should be taken as redevelopment of sites takes place. The loop will provide greater permeability of the Employment Area – not a current characteristic of the area – and enable better access for private and public transport users as well as cyclists and pedestrians. The linkage will increase the importance of Church Manorway and Mulberry Way for local traffic distribution, and as a frontage worthy of appropriately high quality development proposals. The following design principles will apply:

- Primary entrances to new developments, including office and reception components, should be oriented to the loop.
- A common building line along this loop road will be sought in new developments, in order to achieve continuity of frontage and enclosure of the public realm.
- Parking will be discouraged and open storage not be allowed along the loop road's frontage.

10.5 Access to the Thames

10.5.1 A green corridor from the Pirelli site at Church Manorway through to the river, encompassing the drainage/amenity area (see para 10.6 below) will be sought.

- The width of the corridor should be sufficient to form a visual connection from the street to the Thames (approximately 15m) and provide both a pedestrian and cyclist link to the riverside walkway.
- The Green Link will be publicly accessible and subject to a management regime to be agreed.
- The Green Link shall be part of an overall strategy for greenspace and ecological enhancement throughout the area.

- Plots will be aligned towards this green link

10.6 Ecology

- 10.6.1 The area in the middle of the former Pirelli car park performs an important drainage function for the area. Single Regeneration Budget Funding was used to create the facility, and in addition to its drainage function, the 'wetland' created has become a noted site for bird feeding and habitat. The site could provide a potential local educational resource for bird and habitat visits/study. The area has the potential to provide a significant amenity of benefit to the public, interest groups and for employees working in the area in particular, and could form a major attraction as part of a business development opportunity. A study of such facilities has been undertaken by the GLA, and there is a proposal that the area should be designated a Local (Borough) Site of Nature Conservation Importance. Appendix (1) taken from the Mayor of London's Wildlife Survey 2004, sets out a description of the area and its ecology. Since the survey was undertaken, evidence of water voles has been found on site, a nationally protected species. Any proposals for the site would have to demonstrate how the area could be retained and enhanced, with appropriate development adjacent to the facility – providing frontage to, and integration with, the amenity feature. An appropriate management plan for the area will also need to be in place. As above, this element should also integrate with a green route to the river.
- 10.6.2 Development proposals that do not retain the ecology area in its existing location would need to demonstrate compelling reasons for not doing so. Any proposal to relocate the facility to another part of the site should provide a facility of equivalent or greater value in ecological, drainage and amenity terms. The facility would also need to be an integral part of a green route from the A2016 to the river. An appropriate management plan for the area will also need to be in place. Creation of a 'Pocket Park' incorporating the above and the existing war memorial could be an option, although this will require discussion and agreement with the Council on arrangements for its future maintenance.

10.7 Drainage

- 10.7.1 The reedbed and aquatic habitat form part of a Sustainable Urban Drainage System (SUDS) and its integrity will need to be preserved. Drainage solutions should be sustainable and incorporate the existing sustainable urban drainage system.
- 10.7.2 SUDS are intended both to minimise downstream impacts of land use change on flood flow and make most effective and efficient use of the capacity of drainage systems whilst contributing to mitigation of pollution and other impacts.
- 10.7.3 The Pirelli Plus Site sits in Environment Agency Flood Zone 3, which is most at risk of the consequences of flooding. In accordance with PPG25, a Flood Risk Assessment should be carried out and accompany any planning applications. The assessment determines the nature and extent of flood risk by analysing potential hazards and evaluating existing conditions of vulnerability that could pose a potential threat of harm to people, property, livelihoods and the environment on which they depend.

- 10.7.4 An important aspect of flood risk management is that both flood resilience measures, which aim to reduce the consequence of flooding, and flood resistance measures, which are designed to keep out, or at least minimise, the amount of water that enters a building, are considered early on in the planning of development.
- 10.7.5 Bexley Council has a River Thames tidal flooding contingencies Emergency Plan in place. The Pirelli Plus Site is shown in Appendix C of plan as an area liable to ponding, and with transient flow. Everyone living or working in a Flood Risk Area should be made aware of the risks involved, and should know the flood warning arrangements in their locality.

10.8 Landmark Feature

- 10.8.1 A landmark tower or structure on the site would be a considerable help in marketing the new Belvedere Employment Area, and could be used in the short term for presenting the 'new face of Belvedere' through lighting and signage. As with the now demolished Pirelli Tower, its height should be sufficient to be visible from far distances, such as the other side of the Thames, so as to pinpoint the position of Belvedere in its surroundings. Such proposals will need to be assessed by the CAA/London City Airport.
- 10.8.2 Proposals for the area should demonstrate how they meet the public art objective as set out in the Environmental Guidelines and Action Plan. It is considered that the creation of a landmark sign/beacon in the site could be one way of meeting this objective. Creation of a small public space/square at this focal point, whether around the existing or a new landmark should be provided, with this being on a pedestrian/cycle route through to the river.

10.9 Design Guidelines

Consistency in design approach for the site will be sought. Design Guidelines are being established as part of the overall Belvedere Area Development Framework. The guidelines seek to achieve an attractive and ordered appearance of the area. They predominantly apply to the interface between private plots and public realm - and in particular, roads, the river and site edges. Improvement of the landscape is identified as a key aspect to improving the quality of the area and attracting investment to the area.

Design Guidelines apply to:

- building mass
- position of buildings
- layout of plots, including parking, planting and storage
- appearance of plots and buildings facing the public realm, including built and landscaped forms, fences, building material and colour
- building footprints and building lines
- intensity of use
- signage/lighting

10.10 War Memorial

- 10.10.1 Proposals will need to take account of the current war memorial to BICC employees who lost their lives in the First and Second World Wars.

Understandably there is considerable local sentiment attached to this well maintained feature, and consultation with those associated with the feature should be undertaken at an early stage. The feature does not form a constraint on future development / use of the site, and combined with the need for a broader amenity area, could be part of a 'Pocket Park'. It is unlikely that it will be necessary to consider relocation of the feature as part of an enhanced amenity provision.

10.11 Sewerage and Infrastructure

- 10.11.1 The proposed redevelopment area contains public foul sewers, a foul pumping station and its associated rising main. These are the responsibility of Thames Water Utilities and therefore any proposed development that affects these services will require Thames Water Utilities approval.
- 10.11.2 There are also Metropolitan Dykes in the area that form part of the Erith Marshes. The water within these falls under the control of the Environment Agency and their approval will be needed for any works affecting these dykes. Riparian landowners have responsibilities for maintenance of the banks of dykes or structures where these have been piped in.
- 10.11.3 Any works that affect public highway drainage systems will require the approval of the Council as Highway Authority.
- 10.11.4 Advice and guidance on proposed drainage works within the proposed redevelopment area can be obtained from the General Engineering (Technical) Group of the Council. The map of public sewers is held by this group and is available for viewing at the Civic Offices, Bexleyheath.

11. Other Design Requirements

11.1 Sustainability in Development

11.1.1 This will need to be demonstrated in relation to the following elements:

- drainage and water management
- construction – techniques and process (including use of the river)
- types of building materials
- energy efficiency
- renewable energy
- waste management and recycling
- travel to work (Travel Plan)
- ICT

Proposals will need to demonstrate how each of the above issues is addressed.

11.1.2 High sustainable design and construction principles need to be demonstrated in any proposed development. A statement will be required to show how sustainability principles will be met in the construction and longer term management of the premises. New buildings should be designed to satisfy the highest possible BREEAM standard for energy use.

11.2 Biodiversity in Development

11.2.1 This will need to be demonstrated in relation to a comprehensive and strategic approach to the following:

- Green Links
- Ecological enhancement
- Habitat creation
- Environmental Management

Appropriate native landscaping will be expected on this site. Reference should be made to the Environmental Guidelines and Action Plan for further guidance.

11.3 Efficiency in Development

11.3.1 A plot ratio of, in general, a minimum of 40 - 45% will be sought, subject to user requirements and meeting the proposals identified in this Brief. Plot ratios of over 50% may be appropriate in some key locations where multi-storey buildings will be encouraged, particularly on the A2016 and river frontage. Effective parking solutions, which may include alternatives to surface level parking, will be encouraged.

11.4 Safety and Security

11.3.1 Proposals will need to demonstrate that security/surveillance within the site can be achieved, eg through the incorporation of lighting, CCTV and controlled entrance gates. Palisade fencing will need to be colour coated 2.4 metre high metal palisade, where appropriate.

11.5 Energy Assessment

11.5.1 An assessment of the energy demand of any proposed developments will be required from applicants. This should apply the energy hierarchy of using less energy, using renewable energy and supplying energy efficiently. In accordance with the Mayor of London's Energy Strategy, 10% of a development's electricity or heat, or cooling needs should be generated from renewable sources.

12. ICT

12.1 Fibre optic cable improvements should be implemented as part of new developments to allow occupiers to be able to take full advantage of ICT. The developer will be expected to liaise with service providers and potential partners to incorporate this into proposals for the site. BT accreditation of ICT standards should be sought.

13. Section 106 Agreement

13.1 A number of aspects to this Brief have been raised which should form the basis of S.106 requirements for any planning applications which are submitted for land within the area covered by this Brief. For convenience, these are brought together below.

13.2 Linking public highway

13.2.1 As set out in para.10.4, sites along the proposed public highway link road, should include the implementation of the link (or part of it, as appropriate to the site) in any proposed development. Financial contributions to enable the completion of the link may also be sought.

13.3 Pedestrian/Cyclist Access to the River

13.3.1 As set out in para. 8.5, proposals for the Pirelli site will be required to construct a pedestrian/cyclist link to the river. This will form a “Green link”, to be of benefit to a ‘green strategy’ throughout the site as a whole.

13.4 Retention/Enhancement of Drainage/Amenity Feature

13.4.1 Agreement will be sought on the management of, and public access to, the ecology/drainage/amenity area (see para 10.6).

13.5 Pedestrian/Cycle crossing of A2016

13.5.1 As set out in para. 8.4, as a long term objective for the area, a link from the Pirelli site, through land to the south and on to Belvedere station is proposed. A land reservation for, and financial contribution towards, a pedestrian/cycle crossing at a place to be agreed on the A2016 will be sought.

13.6 Local Public Transport Service Contribution

13.6.1 As set out in para. 8.3.1, a financial contribution will be sought as part of comprehensive redevelopment of the Pirelli and adjoining sites in order to enable improved public transport to serve the area. Initially, this is identified as an enhanced bus service, though there are proposals for the Greenwich Waterfront Transit to extend into this area.

13.7 Travel Plan

13.7.1 To meet requirements for reducing reliance on the private car for travel to work, a Travel Plan should be submitted as part of comprehensive proposals for sites within the Brief area. The Heads of Terms will need to identify a series of measures to help implement steps that can be taken to achieve higher levels of non-car journeys, and meet targets, that will need to be identified, for different modes of travel and for each development proposal. Monitoring will be an important aspect of any Agreement regarding the acceptance of a Travel Plan.

13.8 War Memorial

13.8.1 As set out in para.10.10.1, the retention of the War Memorial needs to be properly safeguarded, along with continued maintenance and management.

13.9 Riverside Path

13.9.1 Improvements to the existing riverside path, pedestrian and cycle path signage and street furniture will be sought.

13.10 Local Construction requirement

13.10.1 A local construction requirement standard clause is being prepared. The expectation is that local construction labour will be used where possible.

13.11 Local Labour requirement

13.11.1 Recognising national and local policies relating to regeneration of the local economy, the need for generating local employment and encouraging sustainable travel patterns, developers will have to covenant with the Council (to ensure that any jobs created by the operation of the development are notified to the Council's "Resources" Local Labour Scheme)/(to advertise for any jobs created by the operation of the business from the development in the local press) with a view to recruiting locally where possible.

14. Conditions

14.1 Contamination

14.1.1 Until recently, part of the Pirelli site was permitted for 'lead melting/extrusions' by the Environment Agency under the provisions of the Pollutions Prevention and Control Regulations 2000. It is likely that the Pirelli site and surrounding land parcels, which form part of the Planning Brief area, have been subject to previous contaminative uses. Consequently, any redevelopment will need to incorporate a detailed assessment of existing ground conditions and appropriate schemes of remediation, as necessary, to render the sites suitable for the intended future uses.

14.2 Height of Buildings

14.2.1 Design Guidelines in the Belvedere Area Development Framework provide guidance on the scale and massing of buildings and other plant. There is no specific height limit proposed but developers are advised that parts of the Belvedere Employment Area are beneath the glide path to London City Airport's single runway and the Council will consult the operators on applications including high structures or buildings and aerials that could adversely impact on aircraft operations. It may impose conditions on planning consents in order to ensure the safety of aircraft operations.