

4.2. Characterisation Study

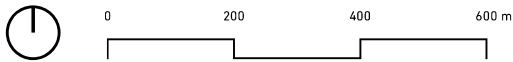
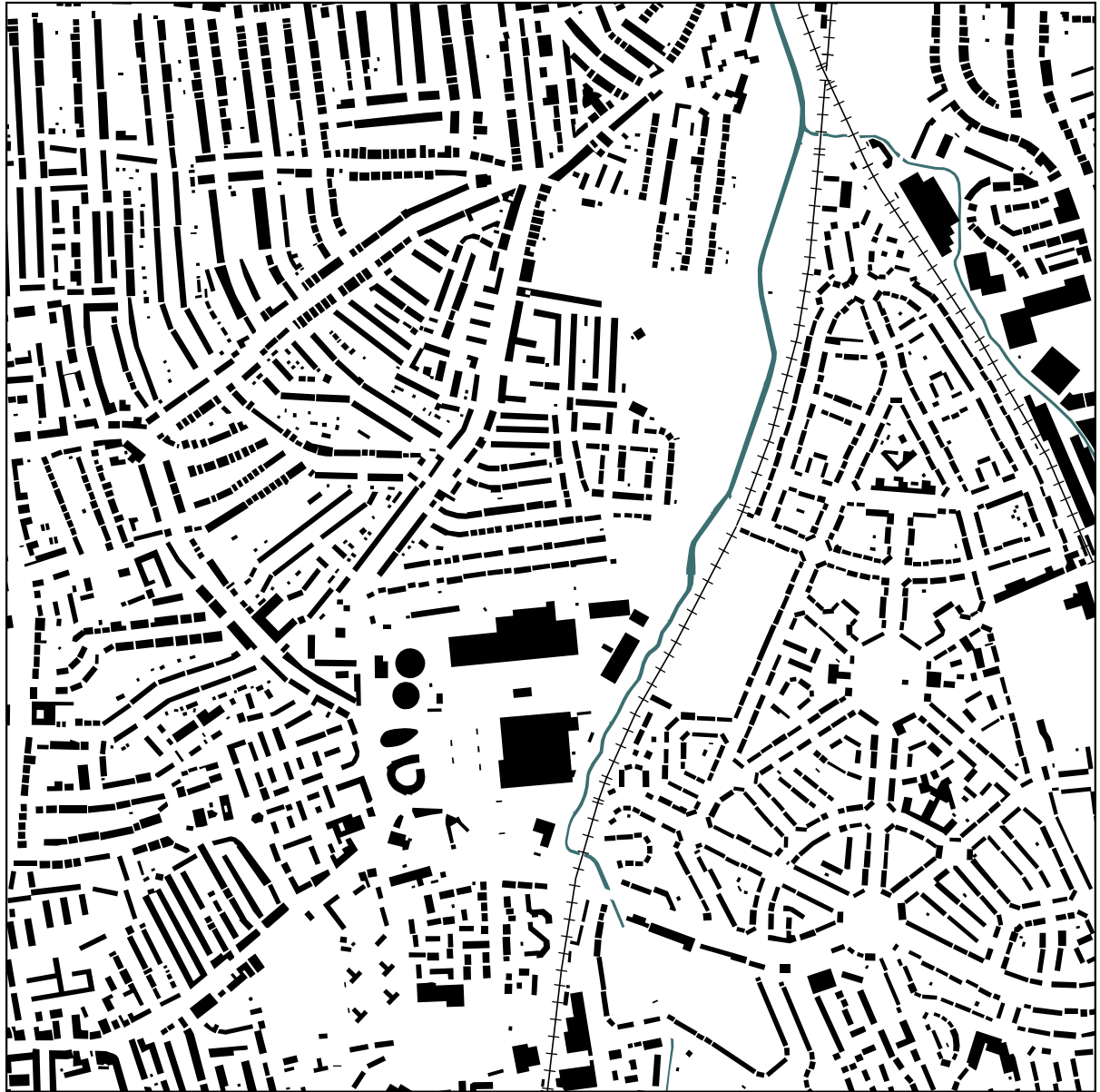
Although wards provide a helpful definition of areas in terms of data, they are not typically how the area is understood by residents. The March 2019 Lewisham Characterisation Study splits the borough into a number Character Areas that were developed in conjunction with local residents and stakeholders and are more representative of the varying character of built form, as well as how local people define the areas of the borough.

4.3. Character area maps

We have prepared maps for each of these character areas, but as there is less data available for these maps, we have focussed them on understanding the typological make up of the area. Information is therefore kept to a minimum on them to allow this typological make up to be read more clearly. We have shown a selection of these maps here, and included them in full in the appendix.



Fig. 21: Map of Lewisham showing the location and approximate extent of character areas



Bell Green Character Area

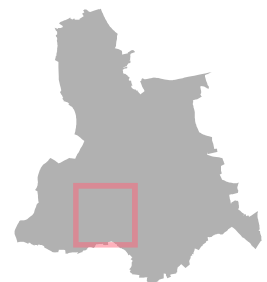
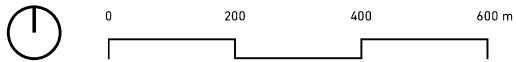


Fig. 22: Nolli plan of Bell Green Character Area



Bellingham Character Area

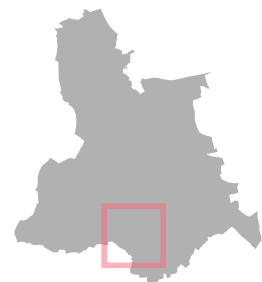
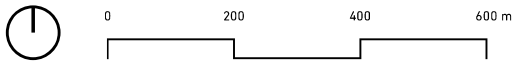


Fig. 23: Nolli plan of Bellingham Character Area



Blackheath Character Area

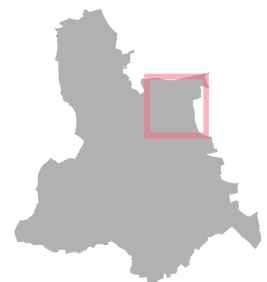
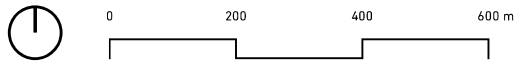


Fig. 24: Nolli plan of Blackheath Character Area



Blythe Hill Character Area

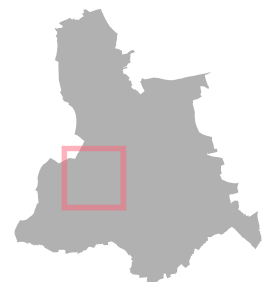
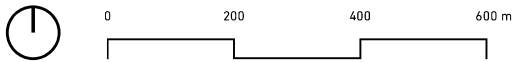


Fig. 25: Nolli plan of Blythe Hill Character Area



Brockley Character Area

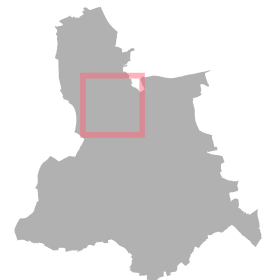
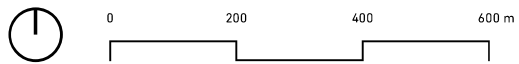


Fig. 26: Nolli plan of Brockley Character Area



Catford Character Area

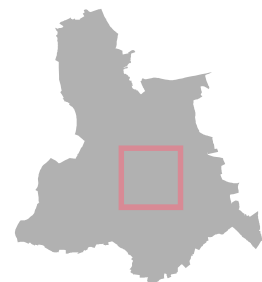
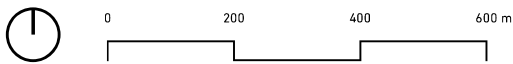


Fig. 27: Nolli plan of Catford Character Area



Crofton Park Character Area

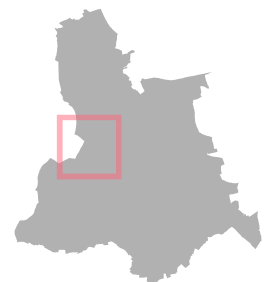
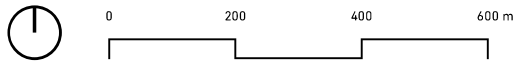


Fig. 28: Nolli plan of Crofton Park Character Area



Deptford Character Area

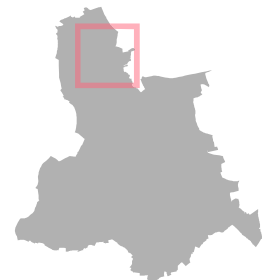
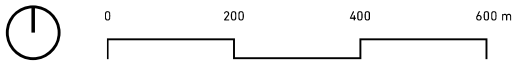
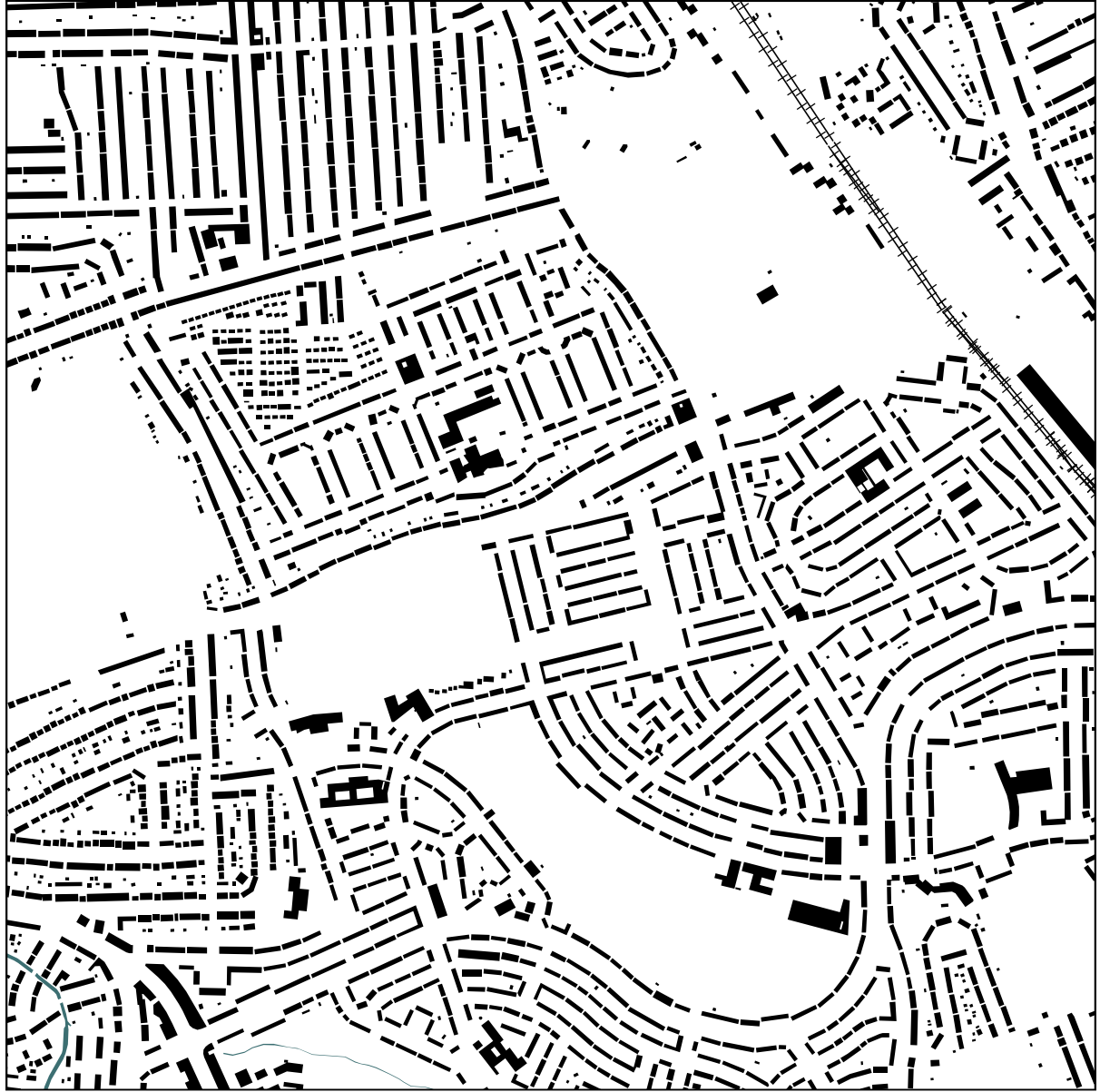


Fig. 29: Nolli Plan of Deptford Character Area



Downham Character Area

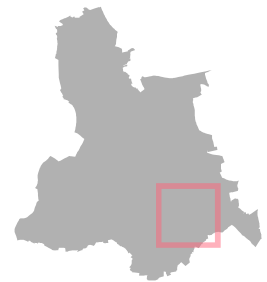
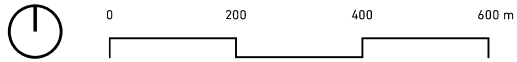


Fig. 30: Nolli plan of Downham Character Area



Forest Hill Character Area

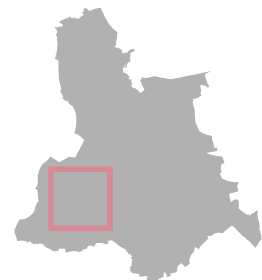
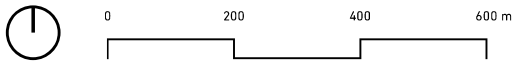


Fig. 31: Nolli plan of Forest Hill Character Area



Grove Park Character Area

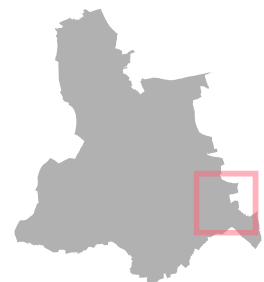
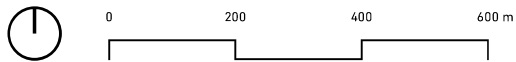
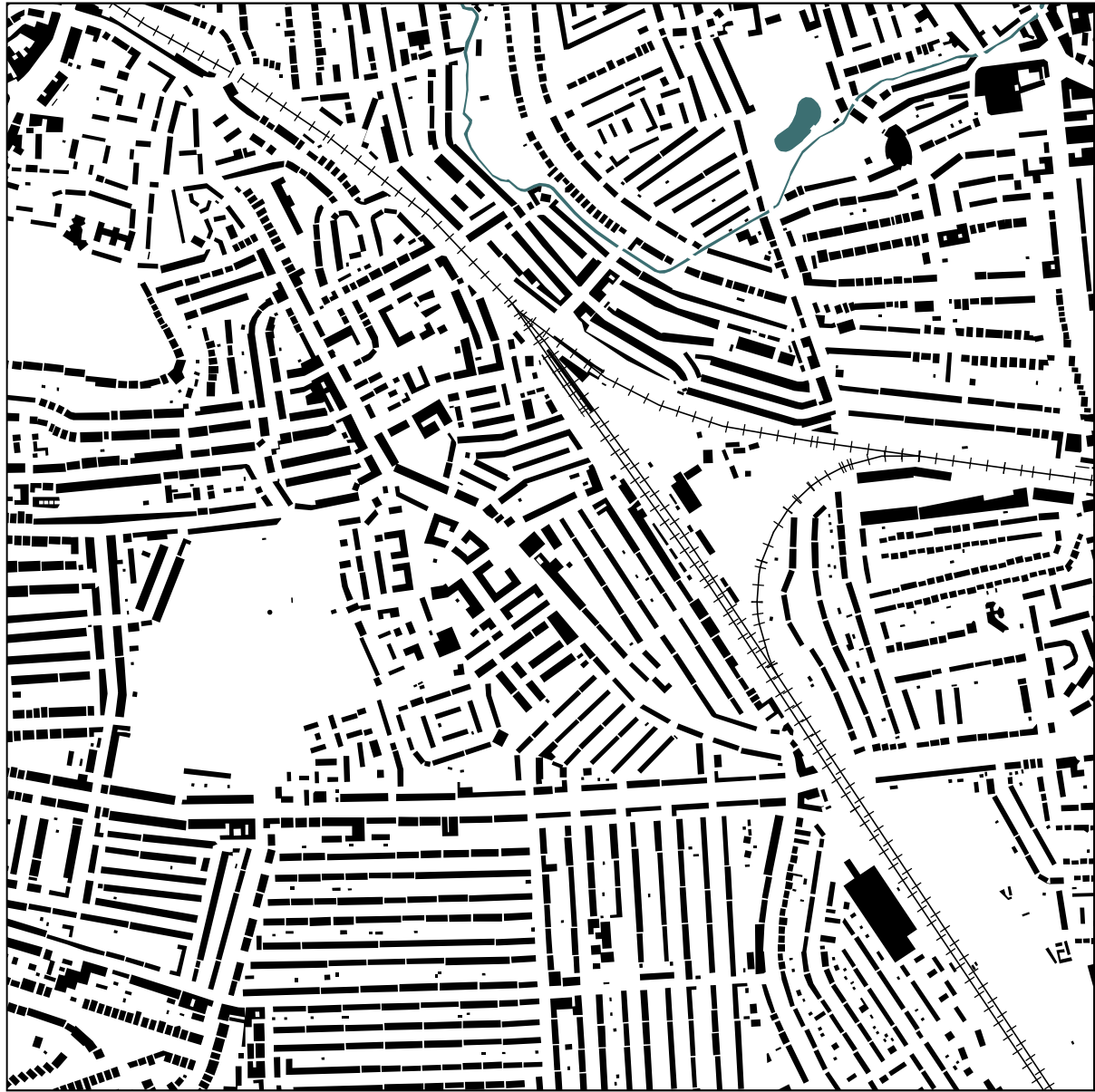


Fig. 32: Nolli plan of Grove Park Character Area



Hither Green Character Area

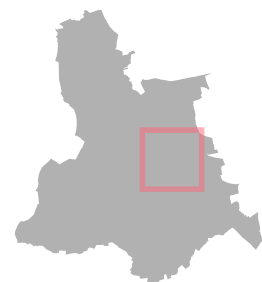
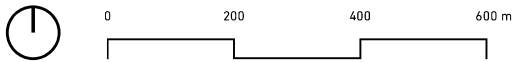


Fig. 33: Nolli plan of Hither Green Character Area



Honor Oak Character Area

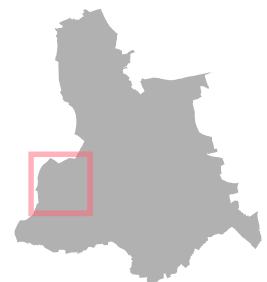
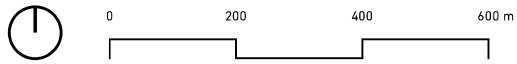


Fig. 34: Nolli plan of Honor Oak Character Area



Ladywell Character Area

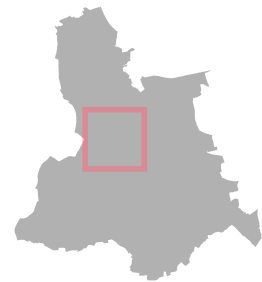
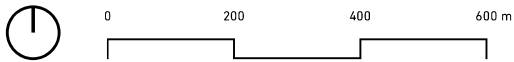


Fig. 35: Nolli plan of Ladywell Character Area



Lee Character Area

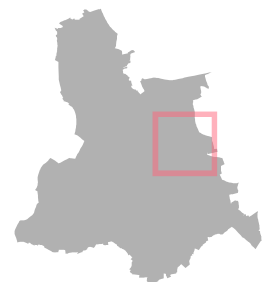
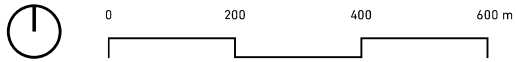


Fig. 36: Nolli plan of Lee Character Area



Lewisham Central Character Area

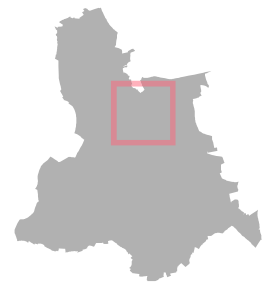
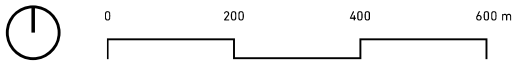
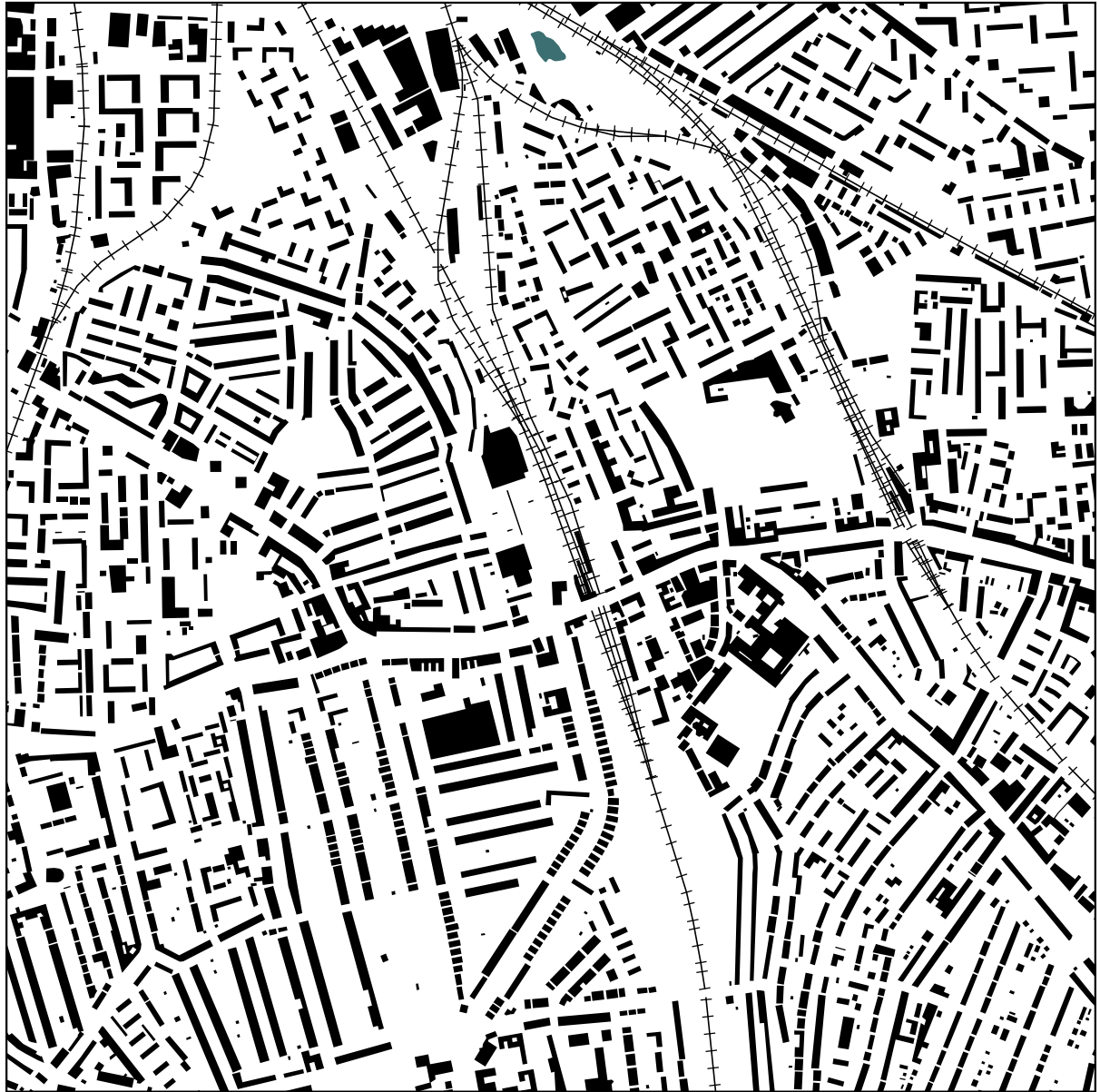


Fig. 37: Nolli plan of Lewisham Central Character Area



New Cross Character Area

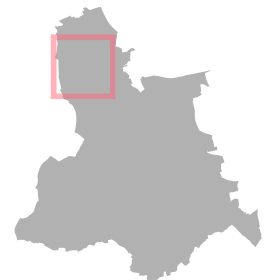
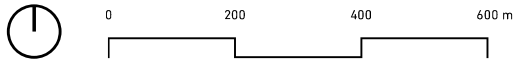


Fig. 38: Nolli plan of New Cross Character Area



North Deptford Character Area

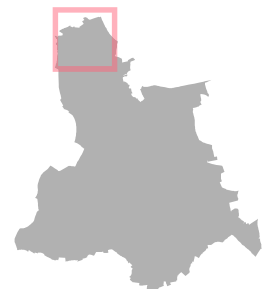
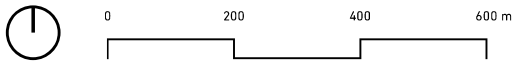
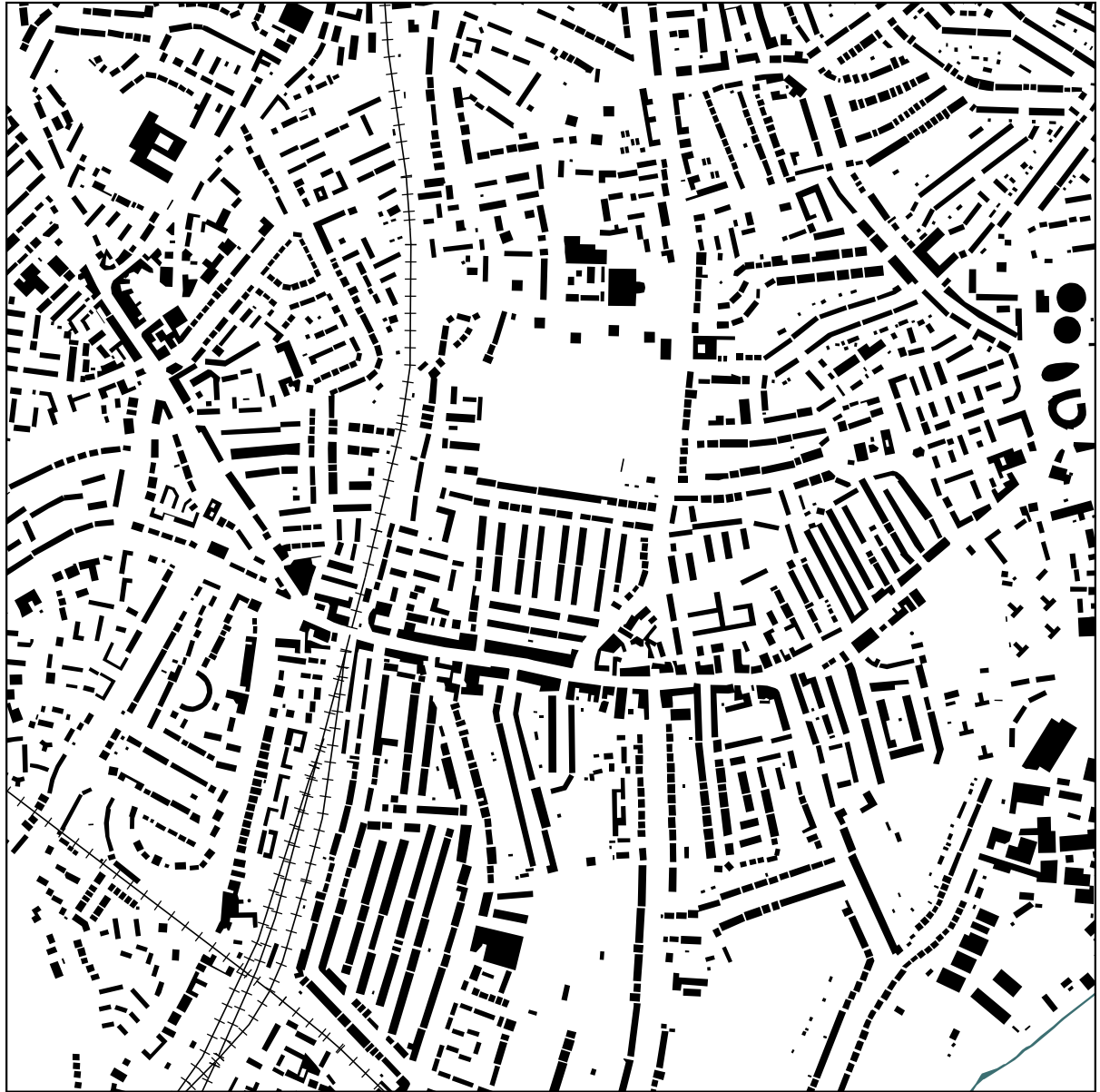


Fig. 39: Nolli plan of North Deptford Character Area



Sydenham Character Area

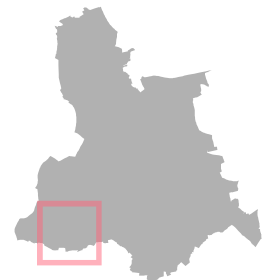
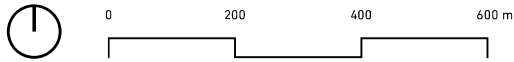


Fig. 40: Nolli plan of Sydenham Character Area



Sydenham Hill Character Area

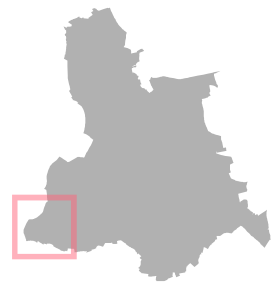
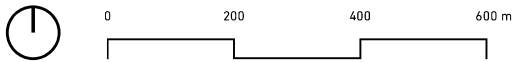


Fig. 41: Nolli plan of Sydenham Hill Character Area



Telegraph Hill Character Area

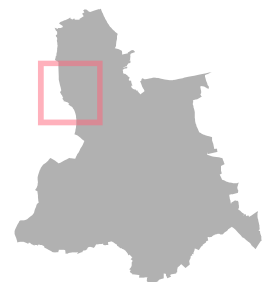


Fig. 42: Nolli plan of Telegraph Hill Character Area

6 The Customer Journey

6.1. A Strategic Approach

The success of the SPD, and associated activities undertaken by Lewisham planners, will be measured by how effectively it empowers all parties to a typical small site development process. It may be useful to think about the various parties involved in small site development, be they owners, developers, neighbours, community groups, as ‘customers’.

Lewisham planners will need to take on an **active role** in promoting the benefits of small site development. Reaching out to customers will be a multi-stage process. Key steps towards customer engagement will include:

- **Reach** (creating visibility and interest) by publicising the new SPD.
- **Engage** and educate through the information contained in the SPD (demonstrating at a glance benefits and drawing people closer).
- **Bond** (phone, zoom or one to one meetings on site to explore/explain opportunities and constraints).
- **Reassure** (building trust by demonstrating value using content featuring, for example, past successful planning, construction, neighbourhood-building outcomes).
- **Excite** (visit past exemplar projects to show possibilities and allay concerns).
- **Convert** (Provide useful detailed information on how to overcome key development hurdles).
- **Deepen** (continue engagements throughout the process all the way to post-completion follow ups and success stories, shared hints and tips, advice based on continuous feedback loops, for use in ongoing marketing and communications).

The diagram, right, describes some of the key stages and activities in the customer journey of an owner or small developer.

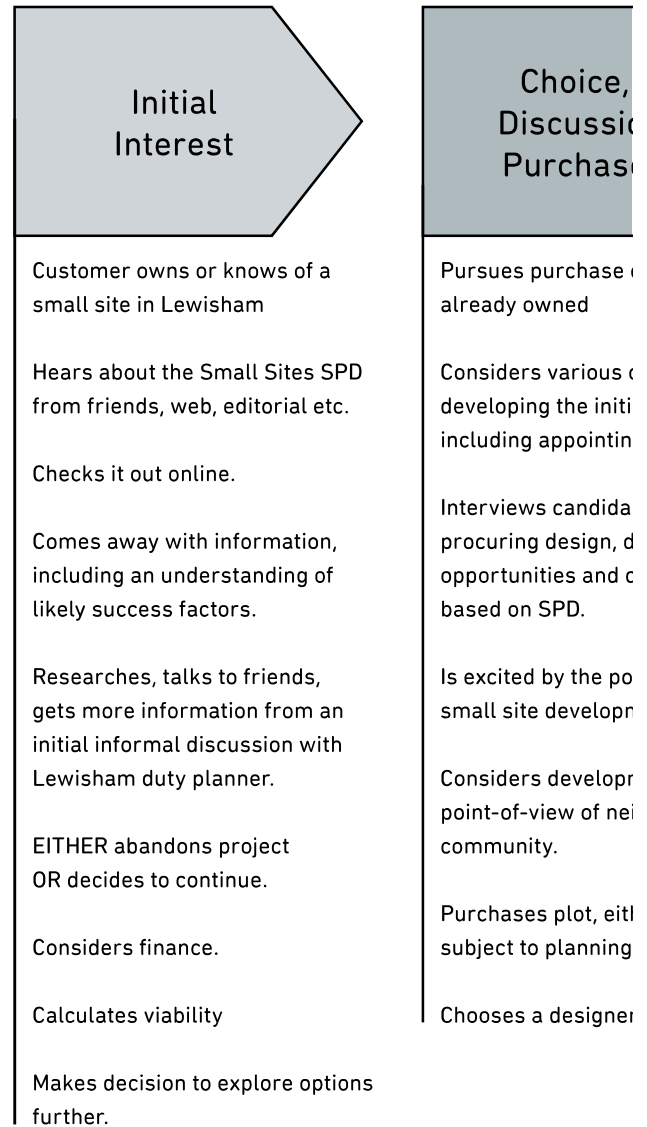
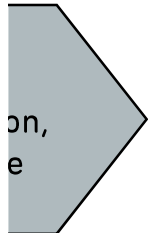
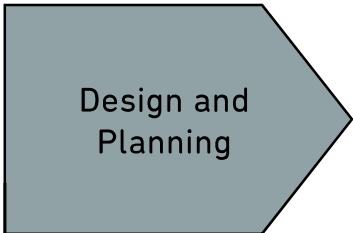


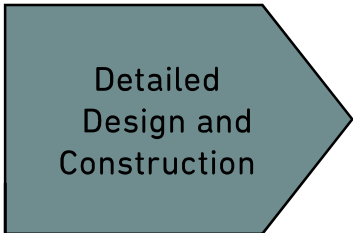
Fig. 43: Customer Journey diagram



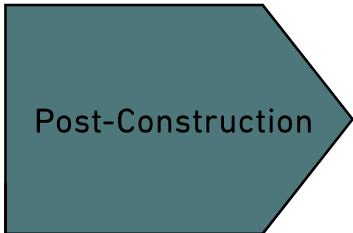
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Develops brief with designer including sustainability targets.
Receives initial design options and costs.
Chooses preferred option and budget.
Attends pre-app meeting between designer and planners.
Receives written advice from planners.
Instructs designer to incorporate feedback from planners. Designer develops design for planning and submits.
EITHER with benefit of SPD and planning advice, permission is achieved
OR refusal, leading to appeal or abandonment



EITHER site is sold with benefit of planning
OR customer develops site
Detailed design, and planning conditions discharged.
Project is tendered.
Building regulations application approved.
Construction.
Completion and hand over



Project is occupied, providing new homes for Lewisham
Lewisham measures success of outcome, including local community responses, with assumptions at planning stage, and adjusts its processes as/if needed for future applications
All parties invited to provide online feedback to Lewisham on all aspects of the process.
Parties may be invited to take part in more detailed Lewisham research and evaluation.
Research feedback improves planning processes and neighbourhood outcomes for the future.

7.1. Purpose of the review

To better understand how the existing policy landscape is impacting the delivery of small sites across the borough we started by reviewing a selection of schemes that were picked out by LBL as precedent schemes to understand what policies

were referred to when approving the applications, as well as how the schemes perform in terms of design and heritage. In doing so we have sought to understand positive lessons in schemes that can be passed on in the development of a new SPD.

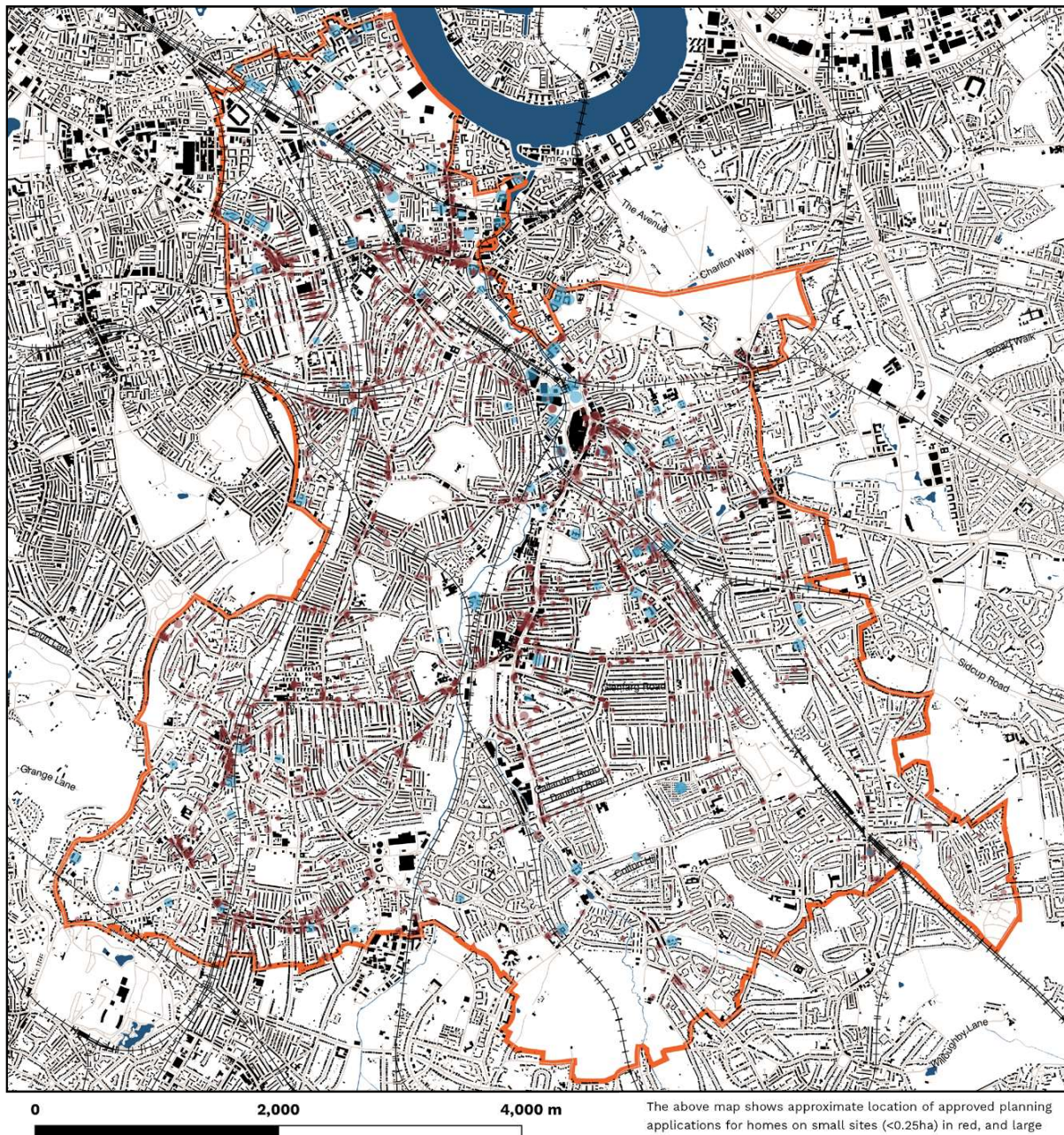


Fig. 44: The location of recent planning approvals in the borough

The above map shows approximate location of approved planning applications for homes on small sites (<math><0.25\text{ha}</math>) in red, and large sites (>math>>0.25\text{ha}</math>) in blue. The diameter of the circle correlates to the number of homes within the application.

We have also picked out a selection of application that have been refused permission. These have undergone a similar review process. In doing so we have developed our understanding of common pitfalls in planning application that the

SPD can steer applicants away from, whilst also understanding where planning policy may be getting in the way of positive applications.

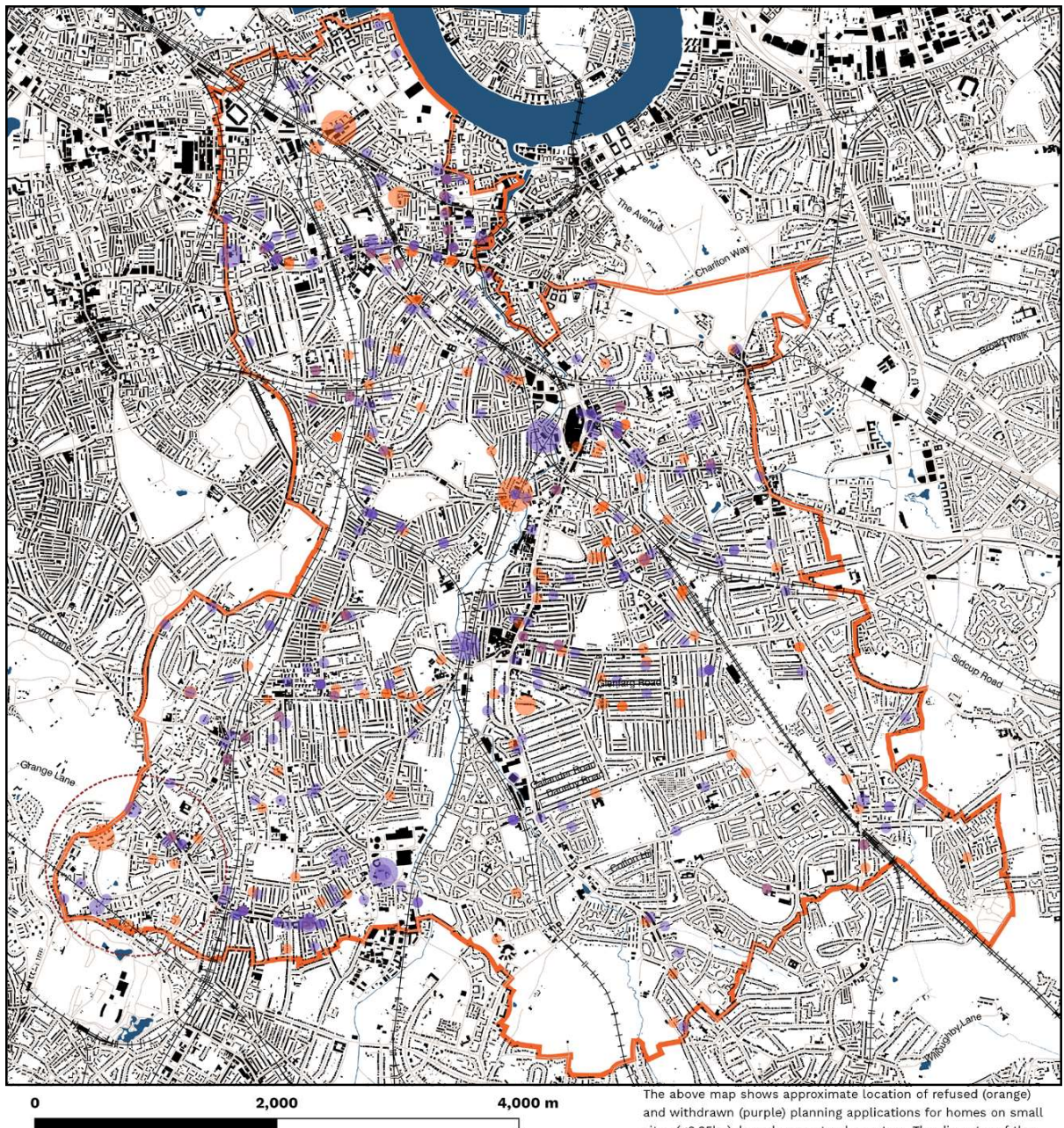


Fig. 45: The location of recent planning refusals and withdrawals in the borough

8.1. Review process

The LBL provided the team with a document which recorded 43 precedents across the borough.

These precedents have been processed into a matrix (see opposite) and refined down to 10 precedents. The selection is not biased to design, but rather to achieve a spread of 'housing types' and 'development categories' in each of the 5 borough areas.

Policy review

For each of the 10 selected precedents, mapping has been undertaken to illustrate the policy relevant to the area, and the urban context of the development.

Additionally, the policies listed in the planning decisions notices are listed for each precedent. Whilst some policy is now out-dated, the information allows further analysis to identify patterns of relevant policy, or that which is cited in relation to small site housing development within the borough.

Design Review

A strategic design review is provided for each of the 10 precedents. The team have drawn on their extensive experience of small site developments, to provide a clear and concise appraisal covering efficiency, response to context, missed opportunities and elements of the design that excel.

Heritage Review

Further to the above reviews, a specific review of how these schemes perform with regard to heritage and townscape has also been performed and included in the following pages.

Borough Reference	Scheme Name	Post Code	Ward	Permission Date	Completed Date	Description	Typology	Housing Type	Development Type	Location
06/63520	Langton Rise	SE23 3DT	FOREST HILL	16/08/2007	29/01/2012	The construction of a three storey, three bedroom house on land to the rear of 110-124 Wood Vale SE23 fronting Langton Rise, together with the provision of 2 car parking spaces.	URBAN (MIXED USE) / INFILL	Urban	Infill	West
08/70414	Baring Road	SE12 0DU	GROVE PARK	17/07/2009	20/07/2011	The demolition of the existing bungalow and the construction of a part two/part three storey block, comprising 2, one bedroom and 4, two bedroom, self-contained flats at 332 Baring Road SE12, together with the construction of 2, two storey, three bedroom houses and a two storey, two bedroom house, with the provision of a bin storage area, 5 car parking spaces, 12 cycle spaces and associated landscaping.	SUBURBAN INFILL / BACK GARDEN	Suburban	Back Garden	East
10/74476	Fordmill Road	SE6 3JH	CATFORD SOUTH	06/09/2010	13/10/2014	The demolition of 34 disused garages on the site to the rear of 1 Fordmill Road SE6 and rear of 56-70 Canadian Avenue SE6 and the construction of a terrace of 8 single to three-storey, three bedroom houses, together with the provision of bin stores, 8 car parking spaces, vehicular and pedestrian access onto Fordmill Road and the increase in width of the existing access to 3.9 metres.	SUBURBAN/URBAN TERRACE / BACKLAND	Suburban Terrace	Backland	Central
14/089534	Old Bromley Road	BR1 4JY	DOWNHAM	27/11/2015	05/07/2019	The demolition of the single storey extension at the side of 144 Old Bromley Road BR1 and the construction of a part-single, part-two, partthree storey building to provide 2 one bedroom, 2 two bedroom and 1 three bedroom self-contained flats, together with the provision of 3 car parking spaces and associated landscaping.	SUBURBAN / INFILL	Suburban	Infill	South
14/089973	Dacre Park	SE13	BLACKHEATH	22/04/2015		Demolition of the existing garages adjacent to 49-71 Dacre Park SE13 and the construction of five two storey, two bedroom mews houses, incorporating green roofs, cycle stores and the provision of five car parking spaces.	FREEFROM SLAB / AMENITY	Freeform Slab	Amenity	East
14/090005	New Cross Road	SE14 6LA	NEW CROSS	10/06/2016	05/12/2018	The construction of a two storey, two bedroom house to the rear of 393 New Cross Road SE4	URBAN TERRACE / INFILL (MEWS)	Urban Terrace	Infill	North
15/093433	Wickham Road	SE4 1PL	BROCKLEY	19/01/2016	12/06/2018	The demolition of garages to the rear of 19 Wickham Road SE4 and the construction of a two-storey three bedroom dwelling house, together with the provision of cycle and bin stores.	VILLA INFILL / BACKGARDEN	Villa	Back Garden	West
15/093743	Oakridge Road	BR1 5QG	DOWNHAM	14/12/2015	25/06/2017	The construction of a two storey 2 bedroom dwelling house adjacent to 108 Oakbridge Road BR1, together with the construction of a single storey extension to the rear of existing house at 108 Oakbridge Road.	SUBURBAN TERRACE / INFILL	Suburban Terrace	Infill	South
15/094342	Florence Road	SE14 6TY	BROCKLEY	17/02/2016	01/06/2017	Demolition of 2a, 2b and 2c Florence Road, partial demolition of the rear extension to 452-458 New Cross Road and the construction of a new building to provide 9 residential units together with associated refuse and recycling storage, altered access route to existing studio units at 452-458 Florence Road, and external alterations to the retail unit at 452-458 New Cross Road SE14 6TY.	URBAN TERRACE INFILL / CONVERSION + EXTENSION	Urban Terrace	Conversion + Extension	West
16/095629	Corona Road	SE12	GROVE PARK	09/06/2017		The redevelopment of the demolished garage site at the rear of 41-55 Corona Road SE12, to provide 2 three bedroom semi-detached houses, together with the provision of 4 cycle spaces and private amenity areas.	FREEFORM HOUSE / AMENITY	Freeform House	Amenity	East

Fig. 46: Matrix of approved applications reviewed