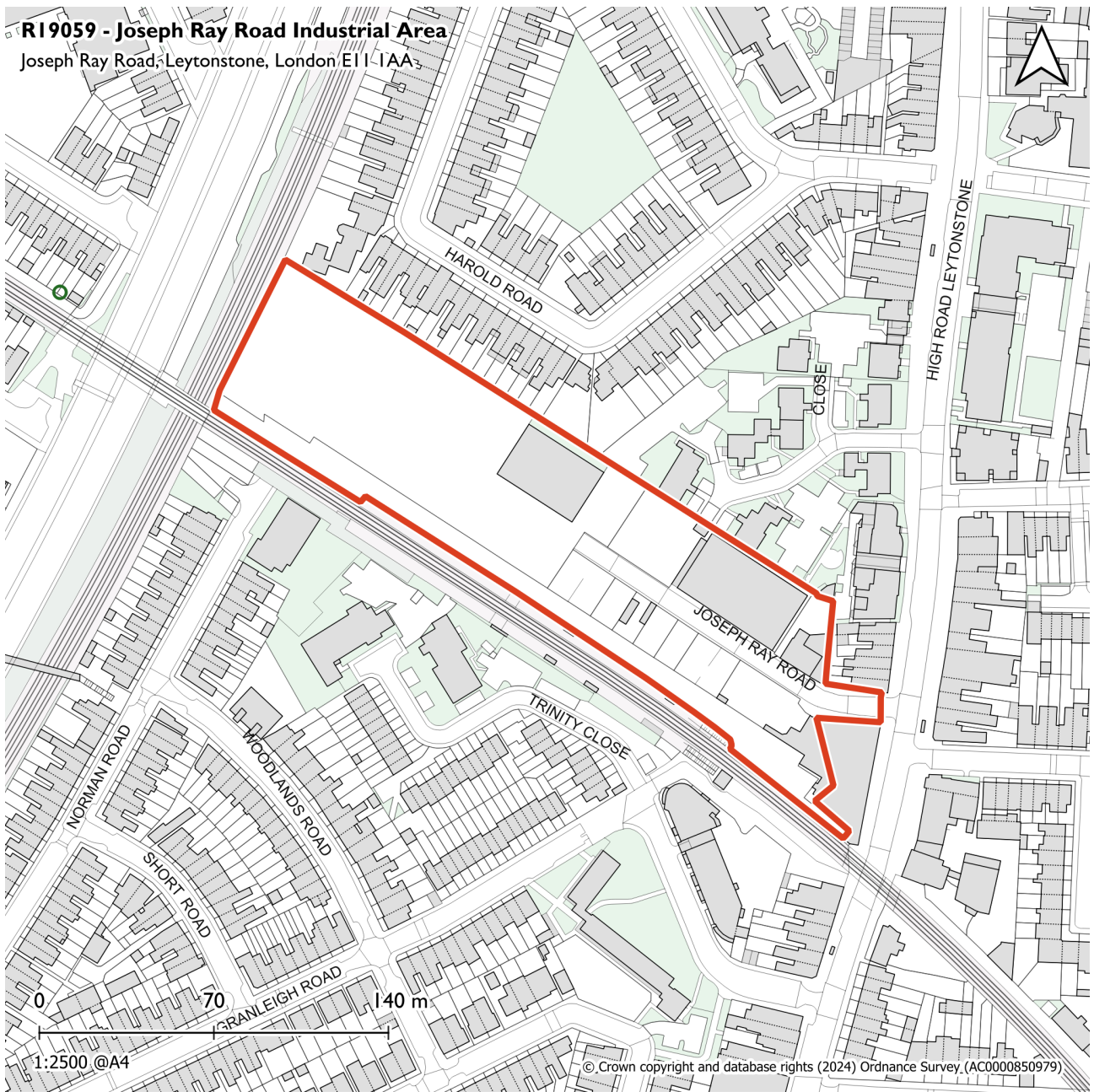


Joseph Ray Road Industrial Area (R19059)



Please read in conjunction with the 'Site Boundary and Constraints Plan Key', which can be found at the end of the document.

Address:	Joseph Ray Road, Leytonstone, London E11 1AA		
Previous site reference:	SA17	Ward:	Leytonstone
Site Size (Ha):	1.86	Ownership:	Mixed
Consent Status:	None	Planning Reference(s):	N/A
Planning Designations:	Leytonstone Town Centre Strategic Location; Area potentially suitable for tall building(s)*; LSIS; APA; AQMA; Greenway (adjacent).		

Footnote to Planning Designations - *This site has been identified as a location where a building/buildings of 18 storeys or more may be acceptable, within an indicative range of 18 - 20 storeys. This is subject to contextual analysis, a robust placemaking strategy, and assessment against all relevant policies set out within Local Plan Part 1, including Policy 54 Tall Buildings.

Joseph Ray Road Industrial Area (R19059) - Site Allocation

Site Allocation

- A. Provide modern, flexible industrial uses, ensuring a net increase in overall industrial capacity, new homes and other commercial use, a new step-free entrance to Leytonstone High Road Overground Station, new and enhanced public realm, and accessible, biodiverse green open spaces.

Indicative Capacities

- B. 320 homes, subject to a two-stage industrial masterplan
- C. 8,040 sqm industrial uses
- D. Non-residential uses, subject to a two-stage industrial masterplan

Potential Delivery Timescale

- E. Development of the site is expected to be completed in

2020-2025	2025-2030	2030-2035
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Character-led Intensification Approach

- F. Transformation

Joseph Ray Road Industrial Area (R19059) - Site Requirements

In order to secure planning permission, development proposals will be expected to

- A. Optimise the capacity of the site to deliver approximately 320 high quality, accessible, sustainable homes, including affordable housing, subject to a two-stage industrial masterplan.
- B. Explore whether Build to Rent homes (meeting the London Plan and Local Plan Part 1 definitions), including affordable housing preferably for London Living Rent, are appropriate for this site or parts of this site. All Build to Rent development in the borough will be expected to explore the potential to offer affordable housing to local key workers.
- C. Provide as a minimum, and in addition to any other uses introduced in the Areas of Change, the full replacement of existing industrial capacity with industrial uses that are acceptable in a Locally Significant Industrial Site (LSIS), and seek to provide an uplift in industrial capacity through the provision of multi-storey schemes and more efficient building typologies. Units should be supported by appropriate yard space,

with consideration given to where this could be shared between multiple units and/or businesses. The reference capacity for reprovision is 8,040 sqm, and industrial uses must be completed ahead of other uses in accordance with 'industry first' principles.

- D. Provide a Retention and Relocation strategy which sets out an approach to engagement with existing businesses and the provisions to be undertaken to either secure their retention on site within the redeveloped premises or for them to be accommodated within alternative suitable local premises.
- E. Provide step-free access to Leytonstone High Road Overground Station.
- F. Activate the railway arches to provide space for small businesses, including enhancing the public realm fronting them to create spaces that can be used by the businesses.
- G. Create a connection through the railway arches to Norman Road, providing new pedestrian and cycling access. This should be safe and accessible to all, overlooked, well lit and attractively designed.
- H. Avoid harmful impacts on the sensitive edges associated with the residential uses that bound the site, including through the development of a green buffer.
- I. Provide well designed active industrial ground-floor frontages within the industrial estate to create a strong street presence and provide an industrial 'shopfront' opposite to and within the railway arches. Proposals should use design to establish a better definition between public and private realm, should avoid using hostile boundary treatments, and should maximise natural surveillance to ensure community safety for all.
- J. Provide safe, well define and well managed servicing and delivery access along the northern edge of the site from High Road Leytonstone, and explore the provision of shared servicing for commercial uses in the arches.
- K. Demonstrate that there would be no adverse impact on the amenity of future occupiers from noise, vibrations or light associated with the continued effective operation of the railway. Proposals should consider how effective landscaping can contribute to this, whilst retaining a sufficient easement between the railway and any buildings to enable access for maintenance and servicing.
- L. Create new high quality pedestrian-focused public realm at the eastern entrance to the site which is green, safe and accessible to all. This should establish a new station square acting as a gateway and a key arrival point for the south of the town centre.
- M. Deliver enhanced greening and biodiversity throughout and, where possible, around the site, including through the provision of tree planting, new green space, and green roofs.
- N. Mitigate the impact of any localised poor air quality from the A12 on the site through the appropriate design and siting of the buildings, the correct use of appropriate building materials, and responsive landscaping design and ecological buffers. The redevelopment of this site in accordance with Local Plan Part 1 policies relating to car

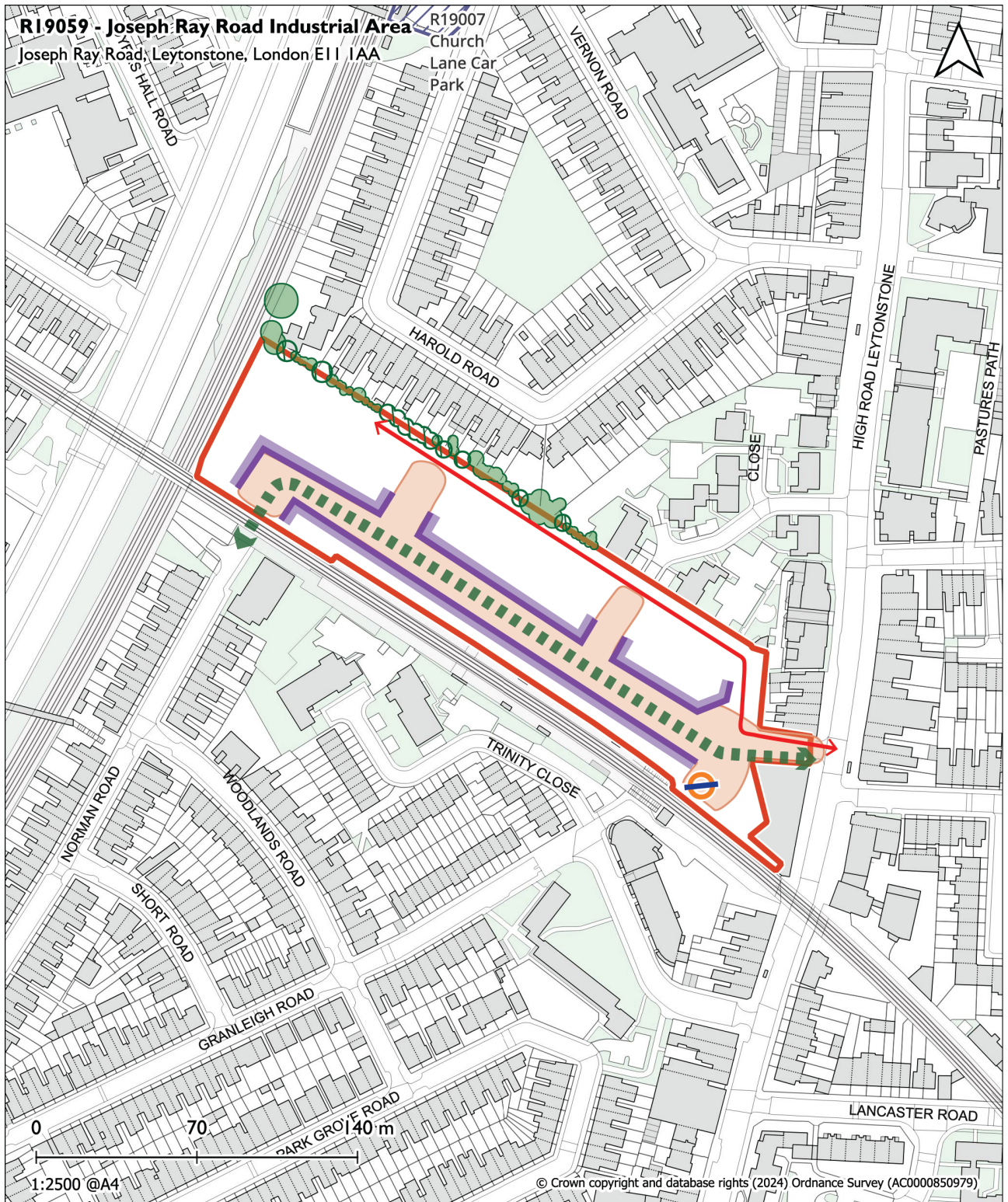
free development and better management of servicing and deliveries will reduce the number of car-based trips based on the previous car-generating use, contributing to improved air quality locally and across the borough as a whole.

- O. Mitigate any groundwater flood risk, which is identified as being greater than 75% in the southern part of the site, through appropriate design and siting of the buildings. Any basement development or excavation will be required to provide a Basement Impact Assessment and will be required to demonstrate that development will not unduly displace groundwater to neighbouring properties or increase the flood risk of these properties.
- P. Ensure that the overall integrity and efficacy of the Joseph Ray Road Locally Significant Industrial Site (LSIS15), and the existing or potential industrial activities located within it are not compromised by development on the site, including the ability of industrial activities to operate on a 24-hour basis. This should be achieved through the layout and orientation of any proposals, including the location of public realm, as well as consideration of access, servicing, soundproofing and other design mitigation measures. The Agent of Change principle will be applied to protect the industrial function of the LSIS.
- Q. Support the principles set out within the Leytonstone Town Centre Framework (2021), or subsequent updates to this work.

SUPPORTING TEXT

11.3 Where proposals seek to introduce uses other than industrial (and related) uses, this must be supported by and compliant with an approved industrial masterplan. The masterplan must be developed in partnership with the Council and the Greater London Authority (GLA), and with the principles set out in Local Plan Part 1 Policy 29 (Industrial Masterplan Approach) and London Plan Policy E7 (Industrial intensification, co-location and substitution), as well as relevant guidance in the Industrial Intensification Supplementary Planning Document (SPD) and the Industrial Land and Uses London Plan Guidance (LPG). The masterplan must consider the entire Locally Significant Industrial Site (LSIS).

Joseph Ray Road Industrial Area (R19059) - Placemaking Plan



Please read in conjunction with the 'Placemaking Plan Key', which can be found at the end of the document.