

DC/18/106467 - Demolition of the existing building on site and the construction of a 5 storey building to accommodate a 89 bedroom hotel with ancillary restaurant / bar and retail on the ground floor at 1 Waldram Park Road, SE23. | 1 WALDRAM PARK ROAD, LONDON, SE23 2PW

I am writing on behalf of the Forest Hill Society to SUPPORT the planning application DC/18/106467, for the construction of a hotel at 1 Waldram Park Road.

The Forest Hill Society are the local amenity society for the area covered by SE23 and have around 400 members. The society is keen to ensure that the area develops in a positive way that supports the economic, environmental and social well-being of the people that live and work in it. Generally we try to be positive about changes to the area and proposals for improvements, however in some cases it is necessary for us to raise concerns about proposals as part of the planning process.

We welcome the proposed use of this site as a hotel, including the retention of the retail within the site. However, we have a few concerns that we hope the planning department will examine to your satisfaction – these issues relate primarily to parking and servicing and to the quality of materials used.

We would like the Highways team and TfL to consider the servicing arrangements as the pull-in is not easy to access for vehicles approaching from the east.

There are local concerns relating to the impact of parking on local streets by staff and guests at the hotel. One potential solution would be for the hotel to reach an agreement with Lewisham Council relating to the use of the Perry Vale car park for extended parking for hotel users. We understand that similar schemes exist for car parks in other locations close to hotels.

Whilst we generally support this proposal it is located in a highly prominent location within the Town Centre and an important gateway site for Forest Hill. The building is stepped forward from the prevalent building line on Waldram Park Road, and we understand that this is necessary for a proposal of this nature. Due to the position and the break with the building line, the proposed development will be highly visible from along the South Circular and on the approach into Forest Hill. For these reasons the design needs to be of the highest quality. This quality will be supported through the use of high quality robust materials and good quality detailing by a good design team, which will include ensuring that the elevations retain a good degree of articulation and do not become flat and uninteresting through the detailed design and construction process.

We suggest that to ensure that a building of the necessary high quality is achieved that the Council imposes planning condition(s) on any permission for this application that requires the approval of:

- detailed sections, elevations at a reasonably detailed scale i.e. 1:5 or 1:10 of key elements of the elevations such as window reveals, ground floor recesses and coping/set back at roof levels.

- Materials needing to be approved
- Sample panels of key elevational elements to be mocked up on site and approved by officers.