



**Phoenix**  
Our community in our hands

# Building together | Farmstead Road

Dear Resident,

**As a resident-led organisation, Phoenix is committed to engaging with local communities when considering new housing developments. We want to ensure our work benefits new and existing residents as well as the local neighbourhood.**

We have spoken with local residents about a new housing development at 56-60 Farmstead Road at two stages during the design process.

This newsletter is to update you on some of the changes we have made since the last consultation and to make you aware that we intend to submit a planning application.

You can view our full planning application and submit your comments online at [www.lewisham.gov.uk/myservices/planning](http://www.lewisham.gov.uk/myservices/planning) by searching 'Farmstead Road'.

If you would like to speak to a Phoenix member of staff about the development, please contact us at [info@phoenixch.org.uk](mailto:info@phoenixch.org.uk) or call **0800 0285 700**.



*Image of the proposed development at Farmstead Road.*

# Your enquiries, our answers...

The first stage of consultation was the Chat & Chips event in June 2019 where we provided information and spoke to about 20 local residents about ideas for a new residential development.

The second stage was over a period of 4 weeks in August and September 2020. This consultation ensured that 60 neighbouring properties received detailed information about the proposals, had an opportunity to discuss them with the design team, and provide their comments. We had conversations with 26 households and 18 people completed written feedback forms.

The design work undertaken since has sought to improve the proposals and address the points raised by residents and the local planning authority.

## Keys changes include (see image on p.4):

1. The Gatehouse buildings, which face Farmstead Road, have been moved away from the boundary to increase the separation distance and give the ground floor flats improved private amenity space.
2. Efforts have been made to retain trees and plant new trees which will provide a screening along the boundary to improve privacy - there will be no net loss of trees.
3. Enhanced landscaping proposals now reduce the visual dominance of the parking area and the relocation of the bin store means easier access for residents of the new homes.
4. By replacing some 3-bedroom homes with 2-bedroom homes, the footprint has been made smaller and the pinch point between the block and the southern boundary removed.
5. At the rear of the site the distance between the Butterfly building and the neighbouring boundaries has been increased to achieve a 4 to 5 metre buffer to the fence line.
6. The garden areas to either side of the Butterfly building has been made into private gardens for improved security.
7. Privacy screening has been added to windows and balconies facing south to Brookehowse Road.

## Response to the comments made at the last consultation:

### Impact on wildlife and trees

Surveys have been undertaken to ensure that the impact on local wildlife and trees is kept to a minimum.

Many of the existing trees on site are self-seeded and of poor quality. To enable the development, it will be necessary to remove 12 trees and 4 tree groups. 16 new trees will be planted along with areas of shrubs and hedges as part of the new landscaping strategy. There will be a variety of new tree species which will enhance the character of the site and provide seasonal interest. The green roofs on each block will also maximise biodiversity.

### Concern about entrance on the corner

The vehicle entrance has been assessed from a highways and safety perspective to ensure that there will be adequate visibility when entering and leaving through the access road. Vehicle tracking has been undertaken to ensure refuse vehicles will be able to reverse in, which will be safer than turning within the parking area.

### Concern about traffic noise and parking congestion

A parking stress survey has been undertaken for the area to determine the typical availability of on-street parking. Using that information, the

level of parking provided has been determined as appropriate by the council's Highways Officer. Secure, dry and accessible cycle storage for 49 bikes has been included.

The anticipated number of vehicles in the area are expected to have little impact on traffic noise and parking along Farmstead Road.

### **Concern about loss of privacy for neighbours on Brookehowse Road**

Since the last consultation, the footprint of the Butterfly building to the rear of the site has been reduced by approximately 40sqm to step further away from site boundaries and retain more trees. The block layout has been changed to protect the privacy of Brookehowse gardens and to avoid windows that directly overlook neighbours.

The Butterfly building has also been moved away from the boundary line to increase the separation distances to neighbouring properties. At the closest point the building is about 10m from a neighbouring building.

Solid balcony balustrades and window privacy screens have been designed to further restrict overlooking to Brookehowse maisonettes.

### **Concern the development is ugly, not in keeping and will have poor build quality**

The design intentions have always been to provide modern housing that is in-keeping with the existing properties on Farmstead Road. Since the last consultation, the design of the building has been refined and considered in greater detail. Now that the proposal is at the full planning application stage, significantly more thought and effort has been placed on materials and architectural detailing and it is hoped that residents will recognise this when viewing the planning application.

### **Buildings are higher than neighbouring buildings**

The area is predominantly two storey houses with large pitched roofs that in most instances are an extra storey in height. The proposals are

three storeys, but care with the design and the choice of materials means the third floor successfully blends with neighbouring roof types on Farmstead Road.

### **Concern about security**

The flanks of the proposed development, at the time of the last public consultation, were to be publicly accessible. However, as a result of this concern, areas around the edge of the site are to be divided up into private gardens that will only be accessible to the residents of that particular ground floor apartment.

### **Rubbish and antisocial behaviour**

The planning application includes information on design principles for preventing crime and antisocial behaviour. This means that the proposals will achieve several objectives and standards relating to the buildings themselves, including boundary treatments, lighting and security equipment.

### **Concern about social housing tenants moving in**

These new homes at Farmstead Road will make an important contribution to meet the need for high quality, affordable homes in the borough. We're proudly resident-led and own and manage many homes within the area, including 56 to 60 Farmstead Road which will be replaced by the proposed development.

### **The homes are only for rent so will only benefit Phoenix**

Phoenix is a not-for-profit housing association providing much needed affordable housing in South London. We are the first resident-led association in London and our model empowers tenants and leaseholders to take a central part in decision making and become shareholding members.

We support local community initiatives to improve the environment and quality of life for everyone who lives and works in South Lewisham. Collecting rent and maintaining our income means we can continue to deliver our services.

## Construction noise

Phoenix is committed to complying with best practice during the construction phase and will keep noise and disturbance to a minimum. We anticipate the usual hours of work during the construction phase will be 8.00am-6.00pm on weekdays (excluding bank holidays) and 9.00am-1.00pm on Saturdays.

We will ensure that the contractor is signed up to the Considerate Contractors Scheme (CCS). CCS is an independent initiative which maintains standards of site management and monitors the impact of construction on the environment. The building site manager and a Phoenix officer will be available to speak to and respond to any concerns raised during the construction.



*Updated building arrangement reflecting the changes made since the last consultation. Previous footprint is shown with the blue dotted line.*

**At Phoenix we are proud of our contributions to tackle the housing crisis for individuals and families in need. This scheme at Farmstead Road will make a valuable contribution to the shortfall of homes in Lewisham and we hope you agree that it will also enhance your neighbourhood. You can comment on the planning application via the Lewisham Council website, and you can also speak to us at Phoenix using the contact details on the front of this newsletter if you have questions at any stage.**