

**STRATEGIC PLANNING COMMITTEE  
SUPPLEMENTARY AGENDA**

**21 July 2022**

The following report is attached for consideration and is submitted with the agreement of the Chairman as an urgent matter pursuant to Section 100B (4) of the Local Government Act 1972

**6 PE/00190/22 - ROM VALLEY RETAIL PARK AND SEEBED CENTRE, ROM VALLEY WAY (Pages 1 - 2)**

Report attached.

**Zena Smith  
Democratic and Election  
Services Manager**

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## **ADDENDUM REPORT FOR STRATEGIC PLANNING COMMITTEE – 21 July 2022**

**Agenda Item no.6, page 5,**

**Pre-Application Ref: PE/00190/22**

**Address: Rom Valley Retail Park and Seedbed Centre, Rom Valley Way**

**Amendment under section 5, paragraph 5.3. Remove paragraph 5.3 and replace with:**

The design has evolved since the initial QRP was undertaken in February and a further review took place on 19th July. The key headline comments received from this review (please note that no formal QRP response letter has been received) are detailed as follows:

### Industrial uses

- The requirements of existing Seedbed Centre tenants need further consideration. Proposals must demonstrate how equivalent flexibility and access can be provided.
- Recommend ground floor layouts are updated to ensure larger industrial units have direct access to yard space wherever possible.
- Service area and access for employment spaces under podium welcomed, as this is likely to reduce noise impacts.
- Potential conflict between disabled access residents parking and industrial uses along the central street should be addressed.
- First floor industrial use requires further consideration, is the layout/goods lift provision sufficient to make it desirable for tenants? How will this impact on residential amenity.
- Clarification needed as to the amount of the overall industrial floor space, which is identified as mezzanine floor space.

### Townscape/massing

- More detail is required for the townscape views in order to understand how the scheme will sit within and respond to the changing streetscape. Concern that height is not appropriate to town centre fringe location.

- Concern regarding the current massing proposed works / what this is responding to and also with particular regard to the riverside setting and impact to the Victorian villas situated on South Street.

#### Overshadowing / massing

- Concern regarding the impact of the 10 storey building adjacent to the school.
- Strategies to address significant overshadowing of other key public spaces should be set out.
- Welcome the improvement and access to the River Rom but need to understand the full implications of overshadowing.

#### Design Code and parameter plans

- Parameter plans should match plot layout/heights shown in the illustrative proposal to ensure massing is not significantly altered/increased when a detailed application is made.
- A detailed design code is required, to be consistent with parameter plans and provide clear targets for key issues including landscape character, building materials/appearance, and access through the site.
- The design code should set out how proposals will be designed to address very different conditions at different edges – i.e. noise/air pollution to Rom Valley Way, vs quieter River Rom edge.

#### **Amendment under section 6.5 Housing Mix and Affordable Housing Provision (page 12 of agenda):**

In section 6.5 3<sup>rd</sup> bullet point delete wording from the second sentence and replace with the following wording:

The applicant anticipate to be in a position to make an affordable housing contribution when the application is submitted in the region of 15-20% with a 50/50 tenure split between social rented and intermediate products. As such, the application will follow the 'Viability Tested Route' under the London Plan and therefore will be supported by a Financial Viability Assessment (FVA) to determine the maximum reasonable amount of affordable housing that the scheme can deliver.

#### **Amendment under section 6.9 Financial and Other Mitigation (page 13 of agenda):**

First bullet point – the Havering CIL was adopted in September 2019 and would apply to the residential development at a rate of £125 per square metre.