
WELCOME



Thank you for visiting Lifestory's pre-planning consultation on their revised proposals for the redevelopment of Woodlands and Masters House.

Since the Planning Inspectorate's decision on our original plans was announced in January this year, we have worked as a project team on a fresh set of plans that respond to resident's and the Inspectorate's concerns.

As a result, we have held discussions with the Council's Planning Department, local councillors and local community representatives and are pleased to now be in a position to engage the wider community before submitting revised proposals to Lambeth Council soon.

Within this consultation document you will be able to find detailed information on our fresh plans and how they directly respond to community comments about our original proposals.



FROM ANTHOLOGY TO LIFESTORY

The previous planning proposals for Woodlands and Masters House were submitted by Anthology, on 1st October 2019 they merged with care home and care village operators PegasusLife and Renaissance Retirement to create a new company called 'Lifestory'.

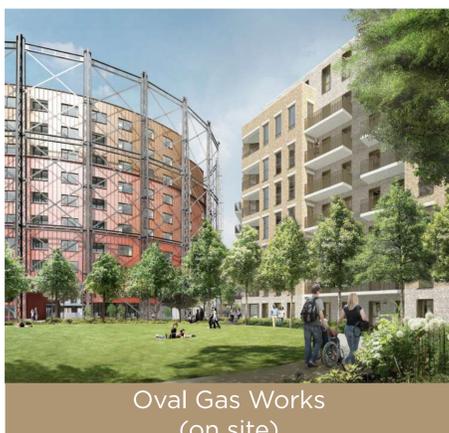
Whilst the name of the company has changed, the core 'Anthology' team remains a central part of the project team bringing forward these proposals.



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A NEW ARCHITECTURAL TEAM

In taking a fresh look at our proposals for this site we have also changed our lead architects, with GRID now leading on our revised plans. GRID have worked extensively in Lambeth including the Oval Gas Works, the Tesco at Kennington Lane, Lansdowne Hill and Belvedere Gardens at Southwark Place.



Oval Gas Works
(on site)



Tesco Kennington Lane
(on site)



Lansdowne Hill
(Consented)



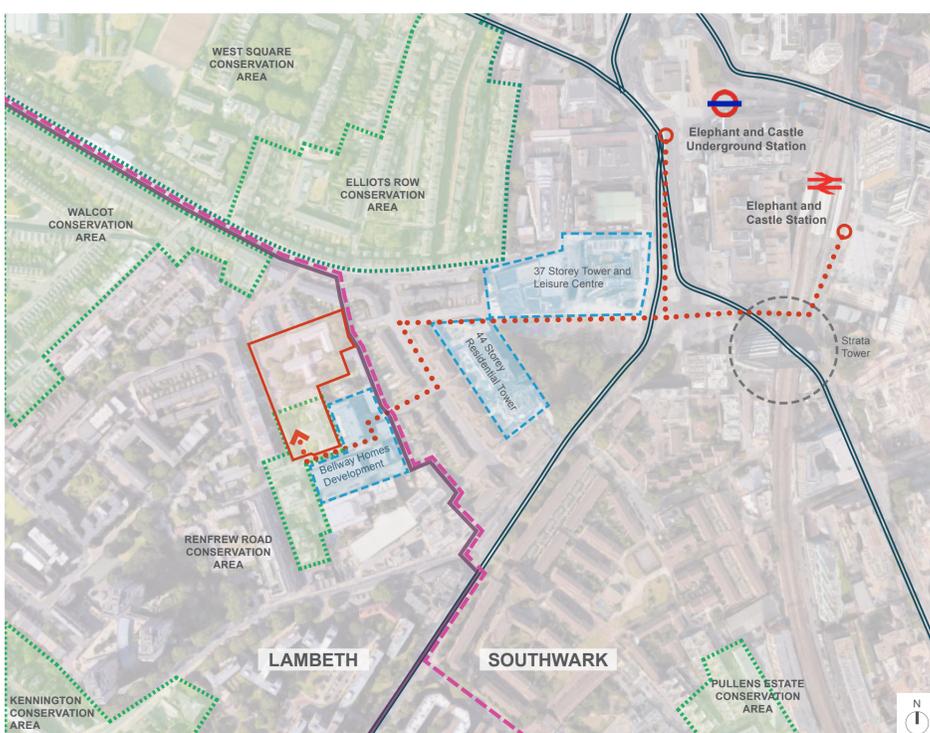
Belvedere Gardens, Southbank Place
(Completed)

THE SITE

Woodlands and Masters House was acquired by Lifestory from the South London and Maudsley NHS Foundation Trust in May 2018 and, as well as the former care home, includes the Cinema Museum.

Part of the site is located within the Renfrew Road Conservation Area, and is close to a number of other conservation areas. Although the site sits wholly within the London Borough of Lambeth, it is closely bordered with Southwark to the north and east.

The site is in a very sustainable location, well connected to local bus routes, and with Elephant and Castle rail and underground station just a few minutes' walk away. The Northern Line is also close by, accessed at Kennington station.



OUR NEW APPROACH

With a new architectural team in place, Lifestory and the Council's Planning Department agreed on a new design brief with the following key principals:



Public Access

Provision of a public route through the site to be considered, and provided if there is a demonstrable public benefit



Trees and Green Infrastructure

Existing trees of significant amenity value should be retained, and the proposals should include open space and access to nature improvements



Townscape and Heritage

The new proposed building heights should not cause unacceptable harm to local heritage assets in the local and wider area



Air Quality and Sustainability

The development should aim to improve local air quality and minimise exposure to poor air quality, while exceeding minimum requirement for sustainability



Architecture

The building design should be in sympathetic to the local context, likely to mean the predominant use of brick and minimising impacts on neighbours' privacy, outlook, and daylight



New Homes

Aim to deliver between 150 and 200 high-quality new homes, if the other elements of the design brief can be met. Our preference is for a strong level of affordable housing provision with a 70% to 30% tenure split in favour of low cost rented housing

Lifestory

PROJECT VISION

Typically, when sites such as these come forward for regeneration the result is a 'cul-da-sac' scheme that stops people moving through and across the local area. We believe that the regeneration of this site should be used as an opportunity to reconnect local streets, and create a residential development that delivers green spaces and which can assimilate into the surrounding community.

Our proposed new pedestrian route provides an alternative link to the existing connection along George Mathers Road, which will wind its way through a series of spaces, with new homes on both sides create a safe environment with good natural surveillance.

Ultimately, our vision is to create a place which fosters a sense of community around shared

public space and communal amenity space to serve the cohesive mixed community we are proposing here.

We will create beautiful new buildings which respond positively to the site's heritage assets and enhance the Kennington neighbourhood.



Creating links not cul-de-sacs



Green spaces



Community spaces



Natural surveillance



A cohesive new community



Respecting local heritage assets



KEY SCHEME CHANGES

Whilst almost everyone living locally agreed that the former care home site was in need of re-development, there was a robust discussion among local people in response to our initial plans, and this reflects the tight-knit community in Kennington who want to shape the future of their area.

Having engaged extensively with the Council and the key community representatives throughout 2021, the main elements of our new proposals are:

	NEW
Building Heights	3 and 5 storeys, with a single 16 storey element
Unit numbers	170 homes
Affordable provision	30%, with 75% to 25% focus on low cost rented
Affordable provision	Retained pedestrian and cycle access through the site but no public vehicle through route

OUR PROPOSALS - NEW MASTERPLAN

Our design brief has led the team to the following masterplan with the key features of low-rise mansion blocks along the eastern and northern boundaries of the site, and a single taller element in a key location within the site.

HEIGHT OF PROPOSED BUILDING IN STOREYS



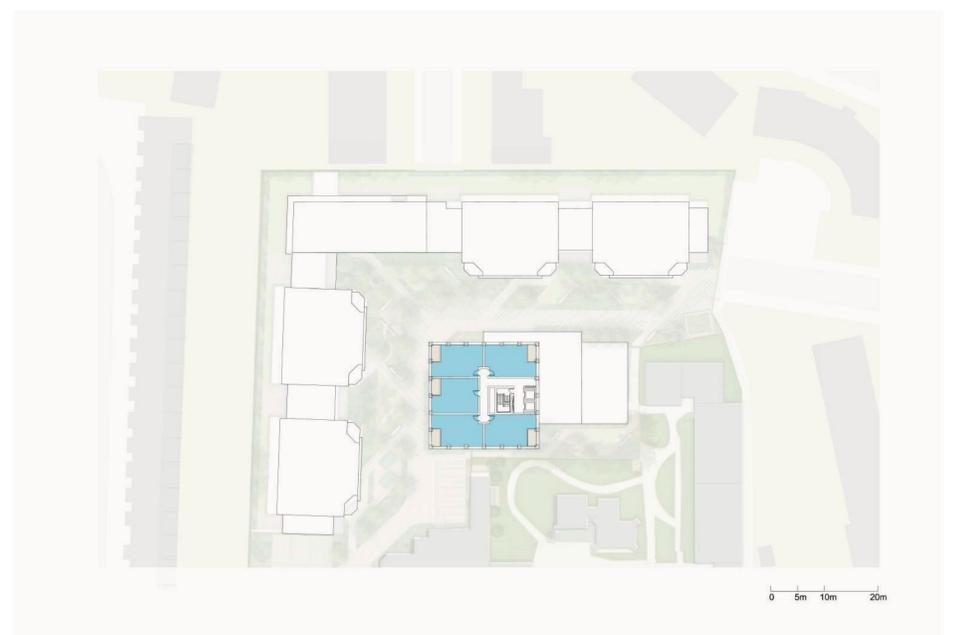
GROUND FLOOR BY UNIT



TYPICAL FLOOR PLAN FOR 5TH TO 9TH FLOOR



PROPOSED FLOOR PLAN FROM THE 10TH TO 15TH STOREY





NEW ON-SITE IMAGES

Grid Architect's fresh plans have enabled the scheme to deliver both much needed new homes of a density and height that is appropriate to the local area, and high quality open green space for new residents, the wider local community, and users of the Cinema Museum.

The two images below show our new plans as seen from Master House looking north, and the upgraded pedestrian route to George Mathers Road.



Illustrative view adjacent to Master House



Illustrative view of corner entrance & route to George Mathers Rd

Lifestory

A NEW LANDSCAPING APPROACH

Lifestory and the wider project team have re-imagined the landscaping strategy for this key location in Kennington.

Our new plans therefore incorporate new green space, an eco-trail, a clearer and safer pedestrian link across the site and clear car parking and servicing spaces.



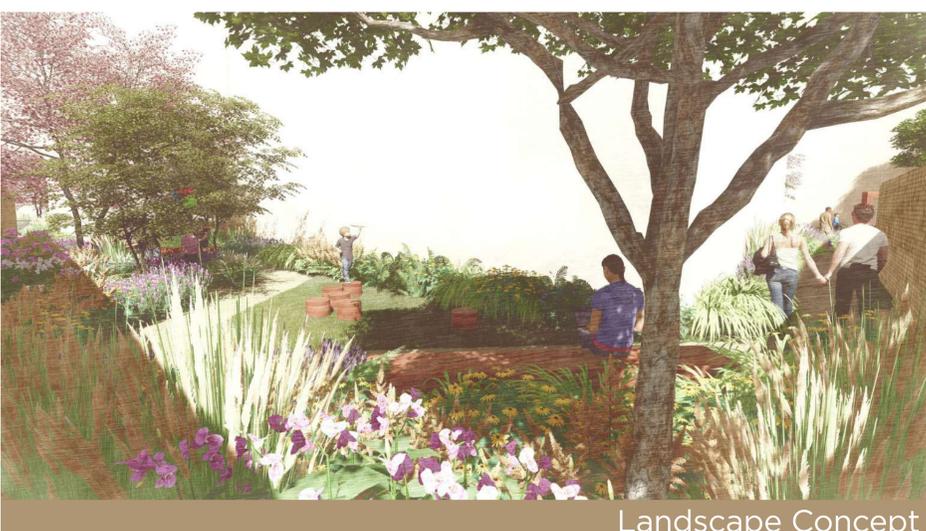
Pathway Concept



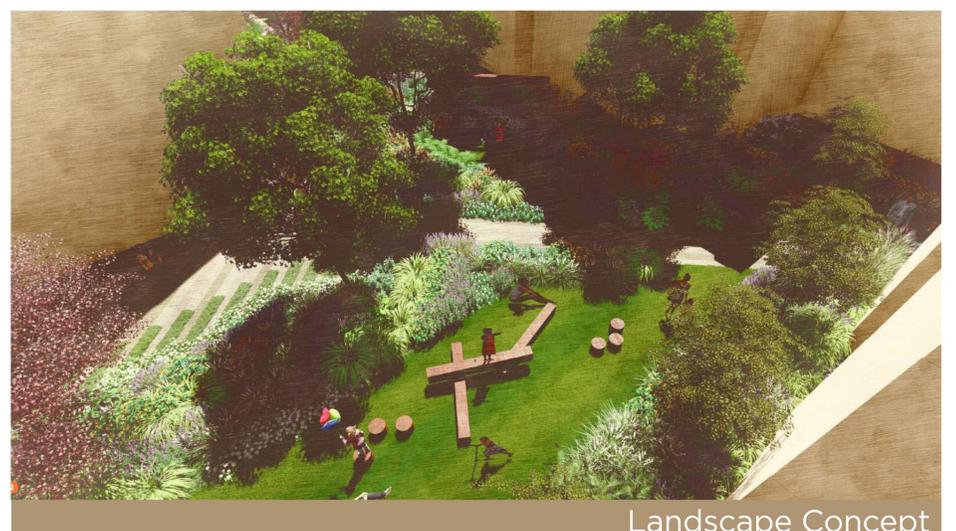
Precedent imagery



Landscape Concept



Landscape Concept



Landscape Concept

Lifestory

NEW LOCAL VIEWS

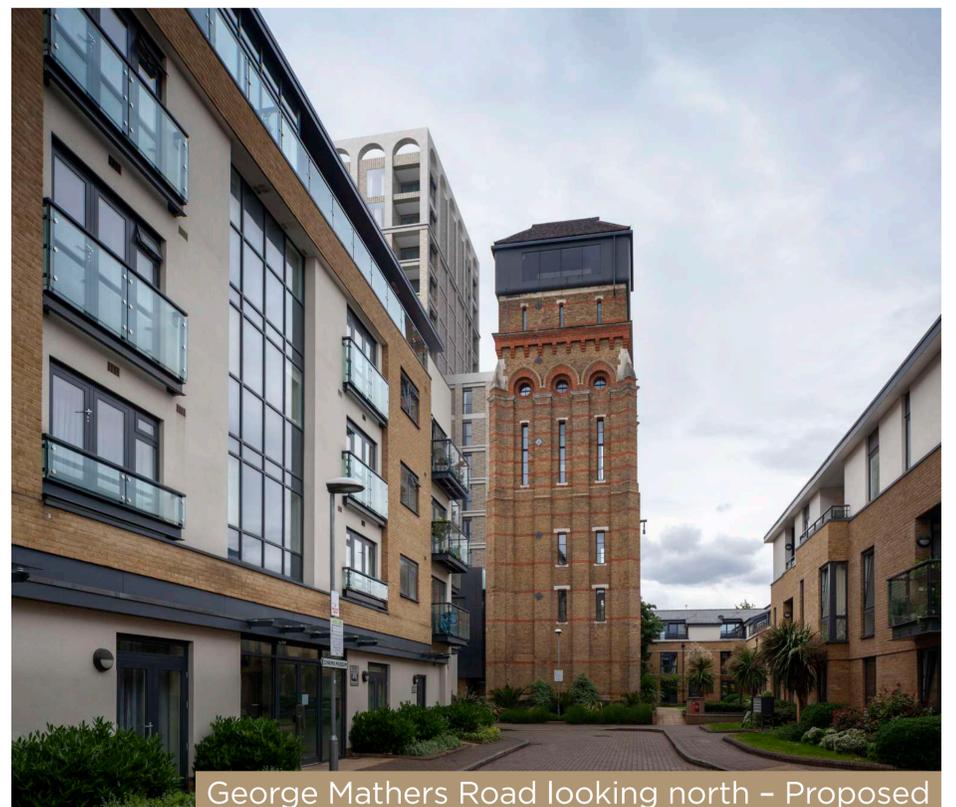
With part of the site within a conservation area and a range of other sensitive views from local perspectives, we have set out how our new plans will appear from various key location.



Proposed view from Renfrew Road



Masters House entrance, looking north

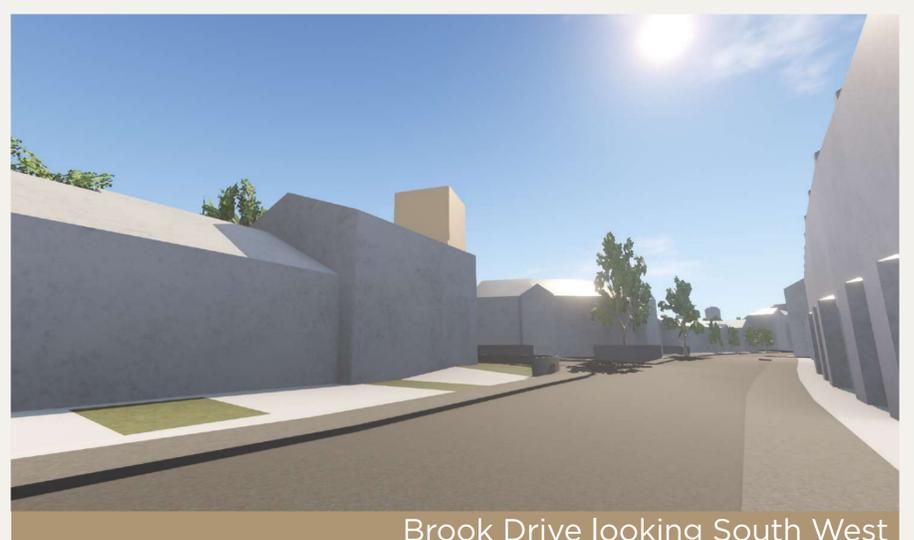
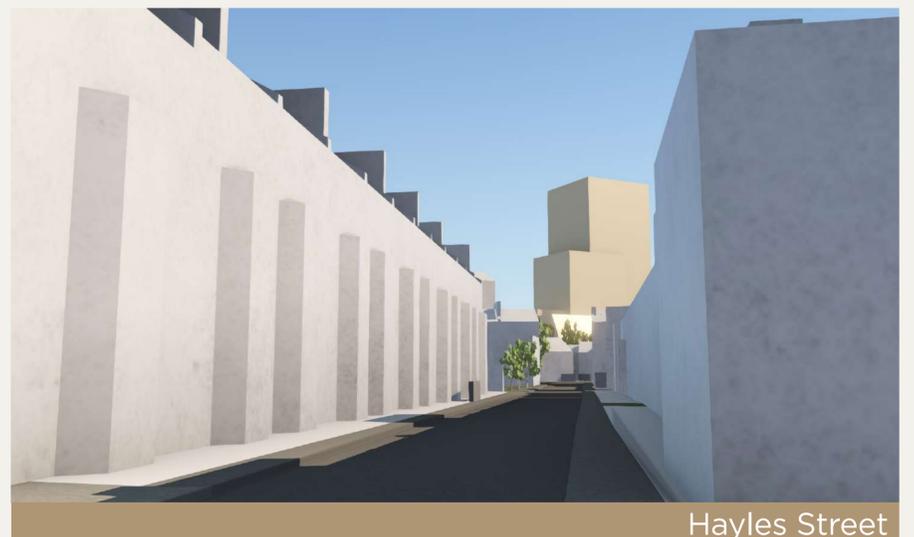


George Mathers Road looking north - Proposed

KEY HERITAGE VIEWS

As well as new images of the new scheme from within the site itself and from neighbouring roads, our new architectural designs respond positively to the views from a range of local heritage assets.

The following images therefore show our new plans from a range of key long-distance perspectives:

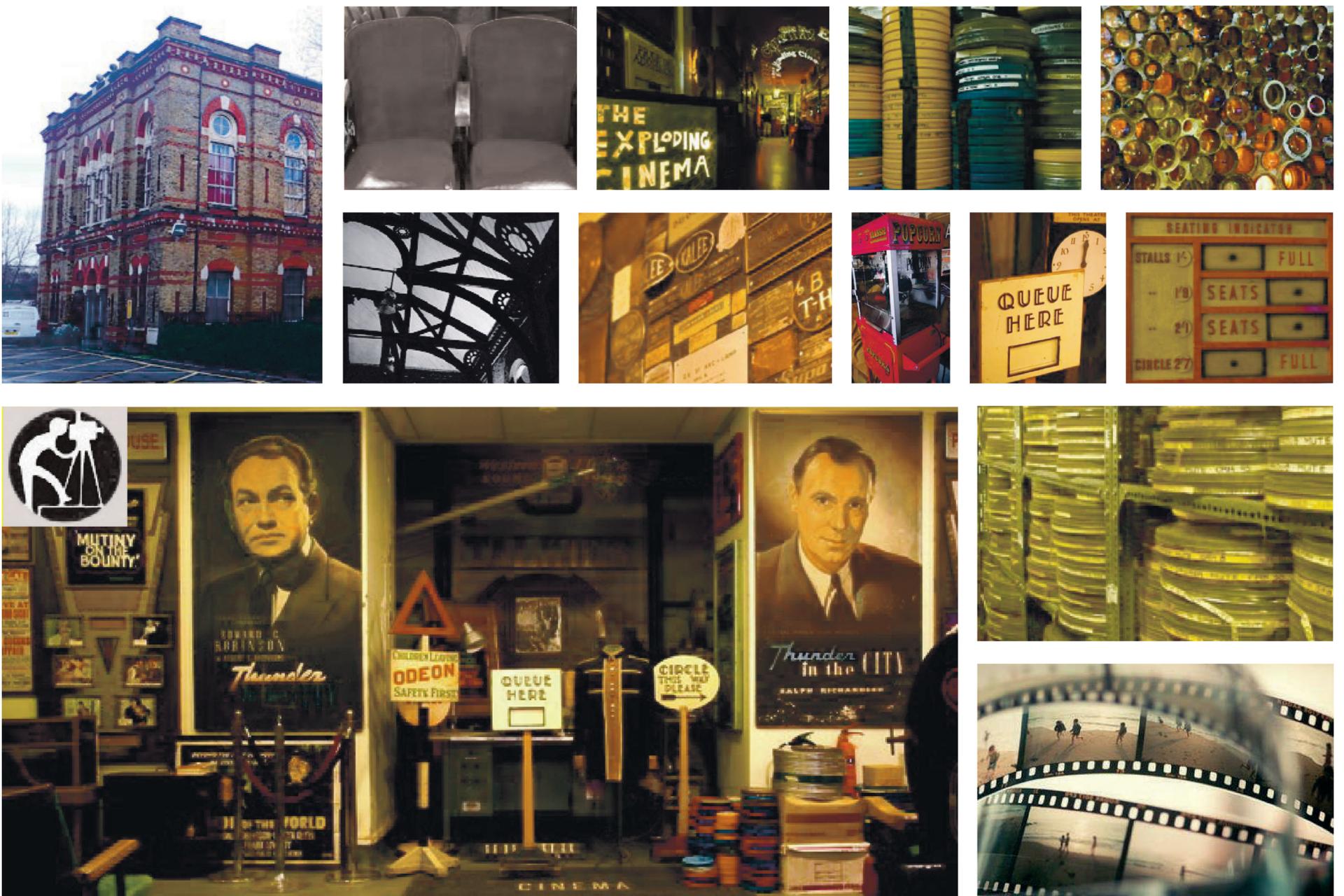


THE CINEMA MUSEUM

Established by Ronald Grant and Martin Humphries in 1986, the Cinema Museum safeguards and showcases a unique collection which is the result of a lifelong fascination with cinema-going. Beginning as an enthusiast's treasure trove, it has grown to become an extensive archive of historical and social importance.

Masters House of course pre-dates the Museum, and was originally part of the old Lambeth Workhouse where future star of the silent screen Charlie Chaplin briefly became an inmate, before being transferred to the Norwood Schools.

We are pleased to be in a position to safeguard the future of this historic building and the much-loved Museum, by offering it a new 999-year lease should our new plans secure planning permission in the coming months.





DESIGN BRIEF AND OUR PROPOSALS

We believe that our plans respond positively and creatively to the design brief that has been agreed between Lifestory and the Council's Planning Department. Our key elements are:

RESIDENTIAL

- 170 homes proposed (in the lower half of the range in the brief).
- 30% of hab rooms are affordable supported through viability (25.3% units).
- 75:25 split of low cost rented to intermediate by HR exceeds the brief.

RELATIONSHIP WITH NEIGHBOURS

- No living rooms/balconies near the boundary face adjacent neighbours.
- Minimum 18m distance between proposed buildings and neighbours.
- Lowered height of the tallest building reduces impact

PUBLIC ACCESS

- Retained access through the site as a pedestrian route.
- No public vehicle through route.

TOWNSCAPE AND HERITAGE

- Reduced height and better relationships cause less harm to heritage assets in both local and wider areas.
- Retained clear view of the water tower silhouette.

ARCHITECTURE

- Architecture based on some of the details of surrounding buildings, using similar materials - which links the proposals with the history of the site.

DWELLING MIX

- Dwelling mix aligns much closer with local planning policy

HOUSING QUALITY

- More than 50% dual aspect accommodation, with no north facing single aspect units.
- All layouts meet or exceed national space standards

TREES AND GREEN INFRASTRUCTURE

- Proposals include open space (in addition to amenity space)
- Development includes significant 'urban greening'.

SUSTAINABILITY

- Proposals exceed minimum policy requirements for sustainability to address climate emergency

COMMUNITY BENEFITS

Whilst we believe our re-development proposals have changed significantly and reduced in scale, we are confident that they can still deliver a compelling range of community benefits, including:



Much needed new homes in high quality buildings at a range of heights that better respond to the local area



New affordable homes, playing their role in tackling Lambeth's housing crisis. With around 500 families in Lambeth placed into temporary accommodation each year, this scheme could help bring a safe and secure home to a number of these residents



The retention of the historic Cinema Museum, and safeguard the future of this much-loved organisation and cultural asset



Our plans will also deliver new pedestrian and cycle links, making it easier to choose active travel over the car and get through and across this site which currently forms a barrier to getting around the local area



A new communal landscaped area for residents and the Cinema. This will not only bring people together, but it will replace what is currently a site dominated by tarmac and pavements



The scheme will also result, if approved, in considerable developer contributions estimated to be in excess of £2m received by the Council and Transport for London to invest in the area, including transport links, schools, GP surgeries etc.

YOUR FEEDBACK AND NEXT STEPS



Thank you for taking the time to visit our consultation website which we hope has been helpful in setting out the key elements of our revised proposals for the re-development of this site.

Having held a range of constructive discussions with the local community already, we now want to hear what you, as local residents, think about our plans.



This pre-planning consultation will run thorough to **24th September 2021**. We will be reviewing community comments as they are received during this period, and we aim to submit a new planning application to Lambeth Council soon after this feedback deadline.

GIVING US YOUR FEEDBACK IS EASY, AND THERE ARE THREE WAYS TO DO IT.

YOU CAN:



Visit our website and use the online feedback form to pass your views directly to the project team



You can attend our open community webinar and ask a question directly to our team. The link to join us is clearly signposted on our consultation website



You can also email your thoughts to us directly at **Michael.Stanworth@kandaconsulting.co.uk**



You can also call us on **07902 112 829**