

**For Sale**  
**Residential Development Opportunity**

June 2019

**Land at The Lawns, Upper Norwood, SE19 3TS**

- Development potential for Community-Led Housing
- Part of the Greater London Authority's (GLA) Small Site Small Builders Programme
- Vacant site located in Croydon, close to Crystal Palace
- Site Area approximately 0.33 acres (0.1332 hectares)
- Long leasehold (125 years) for sale
- Offers invited for affordable housing, subject to planning
- Includes specialist support from Brick by Brick and Common Ground Architecture
- Bid Deadline: Monday 29th July 2019 at 12 noon



Indicative Boundary

Enquiries to [communityledhousing@croydon.gov.uk](mailto:communityledhousing@croydon.gov.uk)  
[www.croydon.gov.uk/communityledhousing](http://www.croydon.gov.uk/communityledhousing)  
[www.london.gov.uk/smallsites](http://www.london.gov.uk/smallsites)  
[www.bxbdevelopment.com](http://www.bxbdevelopment.com)

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## GLA Small Sites Programme

Croydon Council and Brick by Brick are bringing forward a number of small sites as part of the GLA Small Sites Programme. The programme is intended to:

- bring small publicly owned sites forward for community-led housing
- increase the supply of new and genuinely affordable homes.

## Location

The site is situated on The Lawns, off Spa Hill in Upper Norwood and is located approximately one mile south west of the Crystal Palace triangle, and three miles north of Croydon town centre.

There is convenient access into central London and the M25 via the nearby A23 (two miles from the site). The site is equidistant from Gypsy Hill, Crystal Palace and Thornton Heath railway stations (1.5 miles) providing direct access to central London and the south east. The site benefits from close proximity to a number of bus stops serving multiple destinations nearby. The surrounding area comprises predominantly residential uses with shops and amenities located just west of the site on Spa Hill.

## Description

The site as shown indicatively edged red on the site plan measures approximately 0.33 acres (0.1332 hectares).

The site comprises a grass covered plot with vehicular turning head which serves The Lawns. There are two mature trees towards the southeastern tip of the site. The site is adjacent to The Lawns public highway along the northern boundary, with residential gardens to the south and a two-storey-plus-roof residential development to the west.

## Bid Pack

The following information can be requested by emailing [communityledhousing@croydon.gov.uk](mailto:communityledhousing@croydon.gov.uk).

- Bid Pack Guidance
- Bid Scoring Criteria
- Croydon Council Community-Led Housing Cabinet Paper
- Site Particulars
- Background to Contract, Appointment and Lease
- Heads of Terms
- Common Ground Architecture Profile and Fee Proposal
- Land Registry Title Register
- Search of the Land Registry Index Map
- Register of Local Land Charges
- Site Investigation Summary Report
- Aerial Map
- Ordnance Survey Map
- Site Planning Policy Review
- Topographical survey (.pdf and .dwg formats)
- BT Infrastructure Search
- Virgin Media Infrastructure Search
- Thames Water Drainage and Water Search
- Southern Gas Networks Search
- UKPN Infrastructure Search
- Highways Map
- Indicative Programme Template and Guidance
- Viability Proforma and Guidance
- Upper Norwood Local Ward Profile

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## Planning

The site is not allocated for a specific use and is not situated within a Conservation Area, Housing Zone, Opportunity Area or District Centre. It has a Public Transport Accessibility Level (PTAL) rating of 2.

There are no active planning applications or permissions for a change of use or redevelopment of the site at present.

Initial enquiries have been made with Croydon Council Planning Department who have noted that the principle of residential use is likely to be acceptable on the site subject to compliance with the relevant policies and standards.

A more detailed planning policy review of the site is available as part of the Bid Pack, which can be requested as above.

Applicants should refer to relevant planning documentation to ensure proposals are compliant with planning policy. Key documents to refer to are:

- [Croydon Local Plan](#)
- [SPD2 - Suburban Design Guide](#)

## Title

The site is held freehold by The Mayor and Burgesses of The London Borough of Croydon and forms part of title number SGL629566. The London Borough of Croydon will grant a 125-year lease over the plot. The title register can be requested as part of the Information Pack, although purchasers will be expected to rely on their own enquiries in relation to title matters.

## Draft Contracts

Heads of Terms and a background to the contract, appointment and lease have been produced explaining how the legal documentation works.

## Available Funding

The Mayor of London is making funding available to support community-led housing through the Community Housing Fund.

The Fund aims to support an increase in housing supply by increasing the number of additional homes delivered by the community-led housing sector; to provide housing that is affordable at local income levels and remains so in perpetuity; and to deliver a lasting legacy for the community-led housing sector in the form of an effective and financially self-sustaining body of expertise within the house building industry in England.

The London Community Housing Fund makes £38 million available – a combination of revenue and capital funding to support building new homes that are genuinely affordable for local people. This will include a revolving loan fund of up to £10 million which will help make the sector more sustainable.

This prospectus gives information and guidance for organisations interested in making bids to the [Community Housing Fund](#).

## VAT

The purchase price will be exclusive of any VAT.

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## Terms

We are seeking subject to planning offers via informal tender.

Offers are sought from eligible groups to deliver community-led housing, as defined by three core principles:

- A requirement that meaningful community engagement and consent occurs throughout the process. The community does not have to initiate and manage the development process, or build the homes themselves, though some do.
- The local community owns, manages or stewards the homes and does so in a manner of their choosing.
- A requirement that the benefits of the scheme to the local area and/or specified community group are clearly defined and legally protected in perpetuity e.g. through an asset lock.

Proposed schemes are expected to be residential-led and should provide 100% affordable housing. The expectation is that all the homes built on this site will be genuinely affordable as defined in [3.10 of the London Plan](#).

Croydon Council will only consider disposing of the site to an entity which falls within the definition contained in section 79(1)(d) of the Housing and Regeneration Act 2008.

## Viewings

The site can be viewed externally from The Lawns. Site visits are undertaken at your own risk.

## Bids

All bids should be submitted on a specific bid proforma available by registering your Expression of Interest on the GLA Small Sites Portal and emailed to [smallsites@london.gov.uk](mailto:smallsites@london.gov.uk) by **Monday 29th July 2019 at 12 noon**.

## Brick by Brick

The chosen bidder will be supported in their planning application by Brick by Brick and Common Ground Architecture.

Brick by Brick was established in 2016 by Croydon Council to deliver high-quality, multi-tenure homes on small sites across the borough.

They have since obtained planning permission for over 1,250 new homes across 39 sites, and construction work has commenced on 24 sites so far, delivering a mixture of private sale, shared ownership and affordable rent homes for Croydon residents.

Brick by Brick also has its own architecture practice, Common Ground Architecture (CGA), who have designed several Brick by Brick schemes and have a role ensuring design quality on all other schemes.

Brick by Brick are very supportive of community-led housing, and are keen to ensure that practical, viable proposals come forward in the borough. It should be noted that the idea here is to create a practical partnership, a structure within which it can be ensured that community housing proposals are deliverable. The community group retains full ownership of the sites and development process post-planning stage.

By working with Brick by Brick (and Common Ground Architecture) to deliver community-led housing, you can access the following support:

- **Experience and expertise in delivering housing on small sites in Croydon** – Brick by Brick is familiar with the opportunities and constraints presented by small sites in the borough and how to work within these to design and deliver viable schemes.
- **Access to structured support** – benefit from guided support throughout the development process.
- **Free architectural services for RIBA Stage 1 Design** – initial feasibility and design undertaken by Common Ground Architecture, with the costs fully met by Brick by Brick.
- **Access to a full range of consultants and Brick by Brick economies of scale** – access to our cost consultant services for free up to the end of RIBA Stage 2. All other necessary consultants will be provided at cost and project managed by Brick by Brick.

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