

The proposals:

- i. Will compromise road safety - contrary to Policy CT1
- ii. Will give rise to traffic congestion, conflict with pedestrians and be detrimental to residential amenity – contrary to Policy CR7
- iii. Fail to respect the existing context and character of South End – contrary to policy CL1
- iv. Fail to take into account the prevailing quiet characteristics of South End – contrary to Policy CL5
- v. Will cause harm due to increases in traffic, servicing, parking, noise and disturbance contrary to Policy CL5 e
- vi. Will cause unacceptable harm to pedestrian, cycle, vehicular and road safety and significantly increase traffic congestion and place unreasonable inconvenience on the day to day life of those living in South End – contrary to policy CL7

The Applications should be refused on this basis.

7. Noise Impact

Our client has commissioned Sharps Gayler to review the Noise impacts of the proposals. A copy of their report is enclosed as Appendix 3.

Sharps Gayler has advised that the existing noise levels shown in the Noise Assessment are relatively low when considering this urban location in London indicating that the existing noise climate is not particularly high. This corresponds with the Conservation Area Appraisal identifying South End as being quiet and village-like.

Sharps Gayler has identified that the submitted noise assessment fails to include any assessment of noise from the construction phase of the development nor does it include assessment of noise from traffic using South End.

They comment that the applicant's approach fails to recognise the noise climate to which residents of South End are currently exposed. In noise terms any impacts from the proposed development will be felt from a current baseline as it exists rather than an artificial baseline produced from the TRICS database.

The development will generate traffic flow along South End of 111 trips per day with an additional 34 service trips. There will also be refuse collections, a daily food waste collection and clinical waste collections by specialist contractors. This is before individual deliveries for residents which the applicant accepts in its Servicing Plan that it is powerless to control.

All these vehicles will pass in very close proximity to the existing residents on South End where, as explained above, there is little or no set-back between the properties and the carriageway. No assessment has been made of the specific noise impacts of vehicles needing to accelerate, decelerate and manoeuvre given the constraints of the carriage way.

Sharps Gayler has advised that there is a real risk of significant adverse impacts from traffic noise both during construction and in the operational phase, on the residents of South End. This has not been addressed in the Applications as the Noise Assessment