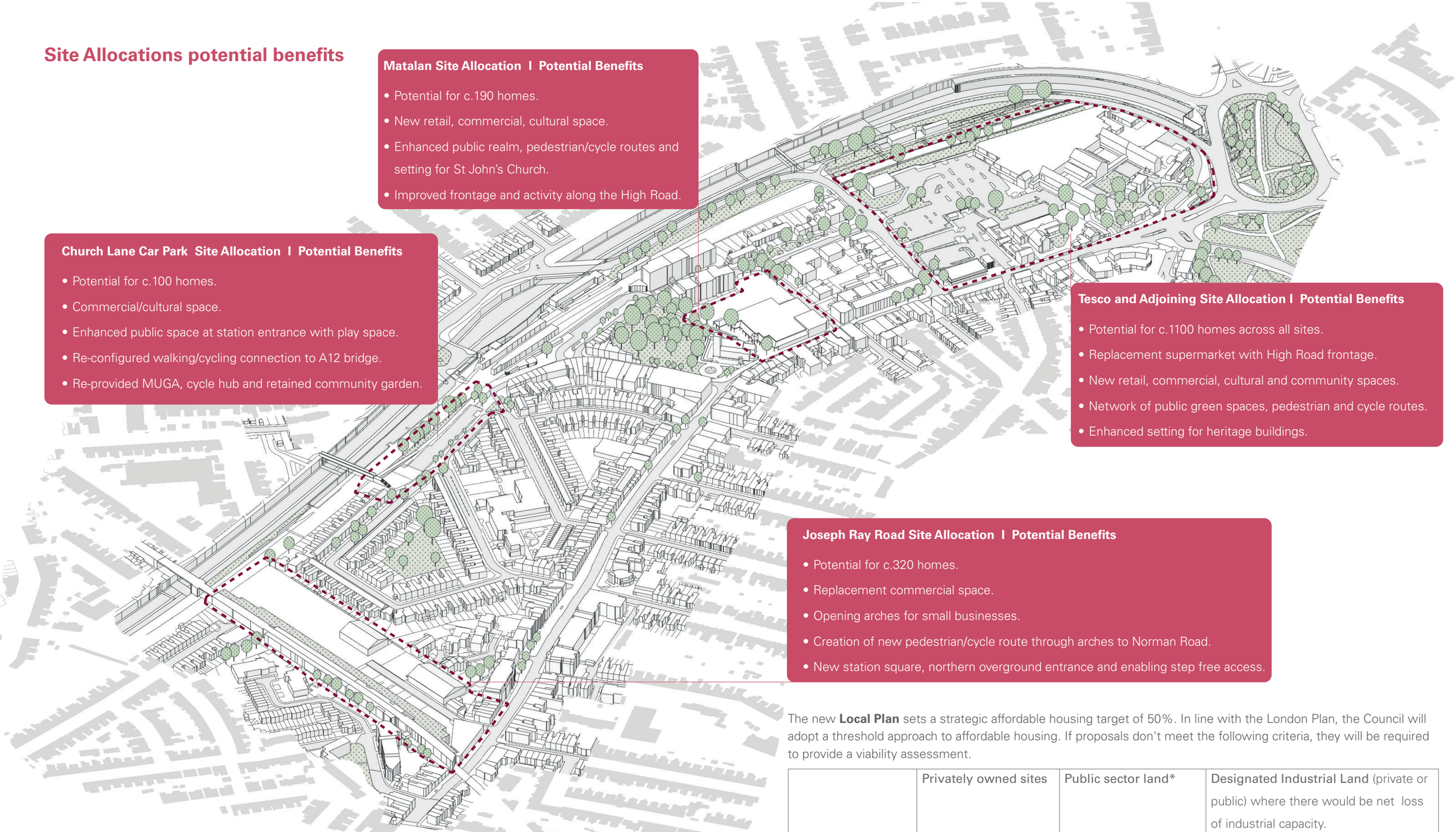
Site Allocations potential benefits



Matalan Site Allocation I Potential Benefits

- Potential for c.190 homes.
- New retail, commercial, cultural space.
- Enhanced public realm, pedestrian/cycle routes and setting for St John's Church.
- Improved frontage and activity along the High Road.

Church Lane Car Park Site Allocation I Potential Benefits

- Potential for c.100 homes.
- Commercial/cultural space.
- Enhanced public space at station entrance with play space.
- Re-configured walking/cycling connection to A12 bridge.
- Re-provided MUGA, cycle hub and retained community garden.

Tesco and Adjoining Site Allocation I Potential Benefits

- Potential for c.1100 homes across all sites.
- Replacement supermarket with High Road frontage.
- New retail, commercial, cultural and community spaces.
- Network of public green spaces, pedestrian and cycle routes.
- Enhanced setting for heritage buildings.

Joseph Ray Road Site Allocation I Potential Benefits

- Potential for c.320 homes.
- Replacement commercial space.
- Opening arches for small businesses.
- Creation of new pedestrian/cycle route through arches to Norman Road.
- New station square, northern overground entrance and enabling step free access.

The new **Local Plan** sets a strategic affordable housing target of 50%. In line with the London Plan, the Council will adopt a threshold approach to affordable housing. If proposals don't meet the following criteria, they will be required to provide a viability assessment.

	Privately owned sites	Public sector land*	**Designated Industrial Land** (private or public) where there would be net loss of industrial capacity.
Affordable housing	35% affordable housing	50% affordable housing	50% affordable housing

*Where there is no portfolio agreement with the Mayor.