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Our ref: PE/AC

Future Merton
London Borough of Merton,
Merton Civic Centre,
London Road,
Morden,
SM4 5DX

5th January 2018

Dear Sir/Madam,

CALL FOR SITES REPRESENTATION: NEW LOCAL PLAN 2020

On behalf of our client, Astranta General Partner Ltd, this letter sets out their representations to the 'Call for Sites' Consultation on the New Local Plan 2020.

Astranta General Partner Ltd, owns Rufus Business Centre (Ravensbury Terrace, London, SW18 4RL) which is located to the northern part of the Borough close to Earlsfield Station.

Site

The 3.22 ha Rufus Business Centre site is located to the south of the Haslemere Industrial Estate. The site is bounded by residential properties to the west, Durnsford Road recreation ground and the Wellington Works site to the south and a railway line to the east.

The site is accessed off Ravensbury Terrace, then through Haslemere Industrial Estate.

The site consists of three commercial blocks ranging between 2-3 storeys in height, used predominately for storage and office uses. This site has no policy designation or site allocation.

The site is in a very accessible location (PTAL 4) and is within walking distance of bus and rail services and Earlsfield local centre.

A plan identifying the location and boundary of the site is appended to this letter.

Surrounding Context

The character of the surrounding area adjacent to the railway line is changing as planning applications have been submitted for mixed use developments on both of the industrial sites to the north and south of the site.

The planning application on the adjacent Haslemere Industrial Estate received a resolution to grant at Planning Committee on the 22nd July 2017. The application sought consent for the *'Demolition of existing buildings and redevelopment of the site to provide a part 4 and part 6 storey mixed use building comprising 826 sq.m GIA of commercial use and 79 residential units and a part 2, part 3 storey and part 4 storey terrace of 50 residential units and 341.4 sq m GIA of commercial use (totalling 129 new dwellings and 1,176.6 sq m commercial space within use Class B1) with the formation of a riverside park, car parking, servicing, access and landscaping'* (Planning Application Reference No: 16/P2672).

The planning application on the adjacent Wellington Works site to the south of the Site was registered by the Council on the 24th April 2017 and is currently pending determination. This application seeks planning permission for the *'Demolition of industrial workshops and telecom tower and erection of a four storey block comprising 307 sq. m of flexible B1 Use at ground floor and 24 self-contained flats above with roof terrace, associated parking and enhanced pedestrian/vehicle access from Dawlish Avenue'* (Planning Application Reference No: 17/P1400).

Proposed Used

We consider that a mixed-use scheme incorporating residential and office (B1a) uses would be the most appropriate land use designation for the site, with a PTAL of 4. This would ensure that future development potential of the site is optimised and would reflect the emerging character of the sites to the north and south adjacent to the railway line, in addition to the established residential use to the west.

Redeveloping the site for mixed-use development could ensure that more efficient commercial floorspace is provided removing the need for HGV's to enter and egress from the site, in addition to providing much needed residential accommodation.

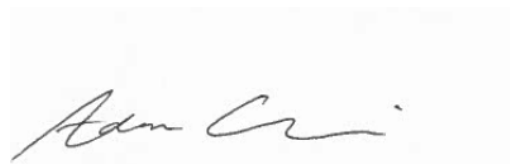
Conclusion

The site is in a very accessible location and is within walking distance of bus and rail services and Earlsfield local centre.

Designating the site for mixed use development incorporating residential and office (B1a) uses would ensure that the site fits within the emerging character of the area particularly the sites adjacent to the railway line.

We trust that we have provided you with the information required to designate the Rufus Business Centre for a mixed-use development. However, please don't hesitate to contact me if you require any further information.

Yours faithfully



Adam Conchie
Senior Planner

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APPENDIX 1: Site Plan

Site outlined in red



Call for Sites Survey

As part of Merton's new Local Plan, we are asking residents, community groups, landowners, developers and anyone who has an interest in Merton to suggest potential sites for redevelopment, reuse, or protection.

We would like to know where you think new homes, shops, offices, schools, health centres and other facilities are needed in Merton over the next 15 years.

We won't publish anyone's personal details but we will ask for your contact details in case we need to find out more information about what you are proposing.

If you would prefer not to use SurveyMonkey to tell us about your proposal, please see our website www.merton.gov.uk/localplan which will give a PDF of this questionnaire that you can email to future.merton@merton.gov.uk or post to Future Merton, Merton Civic Centre, London Road, Morden, SM4 5DX.

At the end of the questionnaire there will be an opportunity to upload additional documents to provide us with more information.

1. Please provide the following:

Site address:

Postcode:

2. Please upload a site location plan

(Please attach any documents to your response)

***3. What is the site area (hectares)?**

***4. What is the current use of this site (please let us know what it was last used for if the site is now vacant)?**

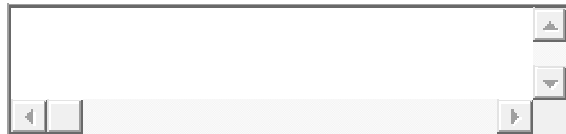
***5. Please tell us your suggested use(s)**

Mixed-use (Residential and offices)

6. Relevant planning history (please tick all that are relevant for your site)

- Pre-application advice
- Planning application submitted
- Planning application decision received
- Appeal
- None/not relevant
- Not known

7. Please use the box below to tell us more about any relevant planning history.



The questions below are optional but will help us assess the site's potential.

8. Are there any factors which might help or hinder this site coming forward as you propose? Please tick all that apply.

- Land in other ownership; site must be bought before development can take place
- Current use needs to be relocated

- Physical constraints (e.g. access, trees, other)
- Issues with viability (e.g. lending availability, contamination and other financial implications)
- Restrictive covenant exists
- Please use the box below to tell us more (optional)

A large, empty rectangular text box with a thin black border. On the right side, there is a vertical scroll bar with a small upward-pointing arrow at the top and a downward-pointing arrow at the bottom. At the bottom left and right corners, there are small navigation arrows (left and right respectively) and a small square button.

9. What is the level of developer interest?

- There is a landowner/developer who wants to build the site
- The landowner wants this to happen but is yet to appoint a developer
- I do not know
- This is not relevant
- Please use the box below to tell us more (optional)



10. Please indicate the approximate timescale for availability

0-5 years: short term (up to 2023)

6-10 years: medium term (up to 2028)

10-15 years: long term (up to 2033)

11. Please tell us any other relevant information



We won't publish anyone's personal details but we will ask for your contact details in case we need to find out more information about what you are proposing. We will not use any of the personal information that you provide for anything other than contacting you about planning for the future of Merton.

Unfortunately we won't be able to accept anonymous submissions.

***12. What are your details?**

Name

Address

Address 2

City/Town

Postal Code

Country

Email Address adam.conchie@carterjonas.co.uk

Phone Number 020 7529 1516

***13. I am the/a...**

Owner of (all or part of) the site

Land agent

Developer

Registered social landlord

Planning consultant

Community group

***14. Are submitting a representation on behalf of someone else?**

Yes

No

***15. Please insert the name, address and contact details of the site owners**

Site owner name

Company (If applicable)

Address

Address 2

City/Town

Postal Code

Country

Email Address

Phone Number

16. What is your client's address

Your clients name

Company (If applicable)

Address

Address 2

City/Town

Postal Code

Country

Email Address

Phone Number

***17. Does the site owner(s) support your proposal(s) for the site?**

Yes

No

18. How did you hear about this consultation? Please select one or more

Email

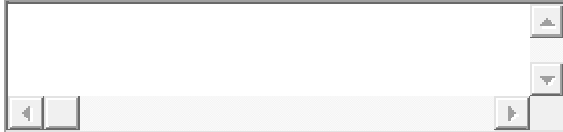
Letter

Website

Newspaper

Other (please specify)

19. Please tell us if you have any other comments.



20. Please upload any additional documents that you think are relevant.

(Please attach any documents to your response)

Please find letter attached.

Thank you for taking part in this survey.

Your responses will help shape the future of your borough.

For future information and future updates on the New Local Plan

www.merton.gov.uk/newlocalplan