INTRODUCTION

Site Location
360 - 364 London Road, CR4 3ND

Proposed Development
3 to 5 storeys mixed use development comprising of commercial/retail unit (Class A1/A2/A3/B1) at ground floor and 24 residential units (Class C3), with associated parking and external amenity

SITE CONTEXT

The Site is located in Mitcham, situated in the southeast of the London Borough of Merton and serves as a gateway to the Mitcham Cricket Green Conservation Area. It is bound by London Road on the east, a main urban road, and Broadway Gardens to the south, a quite residential cul de sac.

The Site is predominantly surrounded by residential and mixed use developments, consisting of a range of heights and periods. A great number of the Site’s immediate surroundings consist of statutory or locally listed buildings.

The Site benefits from a number of local amenities and easily accessible parks and open spaces.

The Site was previously occupied by a vacant car repair garage, which was demolished as a part of the existing planning consent. The structure previously erect on site was considered to have a negative impact on the area.

SITE ANALYSIS

Site Analysis Diagram

View towards the Site from Cricket Green.

View towards the Site from Broadway Gardens.

Building Quality

1. Locally listed no. 352 (right) and building of positive contribution to the area (left)
2. Grade II Listed White Hart Inn
3. Grade II Listed no. 346 and 348
4. Grade II Listed Burn Bullock Public House
5. Grade II Listed Tate Almshouses

Building Quality in the Cricket Green area

Extract: Mitcham Cricket Green Conservation Area Appraisal & Management Plan

SITE ANALYSIS

Site History

Map 1. Mitcham in 1813-1824
Map 2. Mitcham in 1871
Map 3. Mitcham in 1913
Map 4. Mitcham in 1935
Map 5. Mitcham in ca. 1944
Map 6. Mitcham in 1964

Map 1. Mitcham in 1813-1824
Map 2. Mitcham in 1871
Map 3. Mitcham in 1913
Map 4. Mitcham in 1935
Map 5. Mitcham in ca. 1944
Map 6. Mitcham in 1964

Conservation Area and transport map

Application Site
Mitcham Tram Stop
Main Route
Secondary Routes
Bus Stop
Church Road Character Area
The Cricket Green Character Area
Cranmer Green Character Area
Mitcham Park Character Area

Building Land Use

Residential
Mixed-use
Commercial
Public
Vacant

Building Height

1 Storey
2 Storeys
3 Storeys

Building Quality

Listed Building
Locally Listed
Positive impact
Negative impact
Neutral impact

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2. Grade II Listed White Hart Inn
3. Grade II Listed no. 346 and 348
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Extract: Mitcham Cricket Green Conservation Area Appraisal & Management Plan
PREVIOUS APPLICATIONS

Consented Application  Application Ref: 15/P3114 (Feb 2016)
Demolition of existing building, erection of a part 3 to 4 storey mixed use development, comprising:
- 195sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 22 self contained residential flats (C3): 12 x 1bed (54.5%), 9 x 2bed (41%), 1 x 3bed (4.5%)
- Associated parking and amenity spaces

Pre-Applcation  Application Ref: 18/P0313 (Jan 2019)
Erection of a part 3 to 5 storey mixed use development, comprising:
- 370sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 23 self contained residential flats (C3): 9 x 1bed (39%), 9 x 2bed (39%), 5 x 3bed (22%)
- Associated parking and amenity spaces

Design Review Panel 1  (April 2019)
Erection of a part 3 to 5 storey mixed use development, comprising:
- 370sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 24 self contained residential flats (C3): 8 x 1bed (33%), 10 x 2bed (42%), 6 x 3bed (25%)
- Associated parking and amenity spaces
Design Development

View from Broadway Gardens

View from London Road looking towards north

View from London Road looking towards north east

Aerial View

Design Development: Massing and façade treatment

Second Floor Plan

Ground Floor Plan

Design Strategy

Site strategy diagram

1. Address the street line to create formal building frontages.
2. Split the massing into two volumes and provide access to communal facilities at the rear. Raise the eastern block one storey higher to emphasise the corner.
3. Create visibility to main residential entrance from London Road and Broadway Gardens. Align blocks with neighbouring buildings and street profile.
4. Set back the top floors to form terraces and minimise the visual impact. Protect privacy, sunlight and daylight of the adjacent buildings.
PLANNING APPLICATION

Erection of a part 3 to 5 storey mixed use development, comprising:

- 407.5sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 24 self contained residential flats (C3) 9 x 1bed (37.5%), 12 x 2bed (50%), 3 x 3bed (12.5%)
- Associated parking and amenity spaces

View from London Road looking towards north

<table>
<thead>
<tr>
<th>Accommodation Schedule</th>
<th>Legend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>Residential</td>
</tr>
<tr>
<td>407.5 (GIA sqm)</td>
<td>24 homes in total</td>
</tr>
<tr>
<td>1 Bed homes</td>
<td>2 Bed homes</td>
</tr>
<tr>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>37.5%</td>
<td>50%</td>
</tr>
</tbody>
</table>

First Floor Plan (scale 1:250)

Second Floor Plan (scale 1:250)

Third Floor Plan (scale 1:250)

Fourth Floor Plan (scale 1:250)
MATERIALS & TREATMENT

Top left: Brickwork: Mellowed Red Sovereign Stock, Wienerberger or similar.
Top right: Balcony and panels to ground floor: Precast stone, limestone colour.
Bottom left: Reconstituted stone lattice screen
Bottom right: Window frame and surround: Powder coated aluminium, RAL colour 7012

LANDSCAPING

Left: Example of garden tree (Amelanchier lamarckii) and garden planting
Middle: Permeable block and parquet flooring
Right: Timber seating

South Elevation

East Elevation

Section AA

1. Application Site
   - Balustrades, parapet wall capping:
   - Bottom right: Window frame and surround, metal
   - Bottom left: Reconstituted stone lattice screen
   - Top right: Balcony and panels to ground floor: Precast stone, limestone colour.
   - Top left: Brickwork: Mellowed Red Sovereign Stock, Wienerberger or similar.

PRELIMINARY

The site boundaries and surroundings are based on the following:

- OS Map / Measured survey by Hook Survey Partnership
- These drawings are to be read in conjunction with all other relevant documentation
- • The site boundaries and surroundings are based on the following:
- These proposals are subject to the approval of all Statutory Building Control

General Notes

TK 27/02/20 Issued for planning. P1
REVISED PROPOSAL

- Realignment of the building to create a wider pavement and provision of off street loading from the recessed loading bay.
- Widening of the pavement at the corner of London Road and Broadway Gardens to create a more generous entry & exit from the retail store.
- Amendments to the London Road façade, removing the expressed balconies and replacing with balcony details to match the window treatment on London Road.
- Increasing the glazing to the retail store on London Road by removal of some stone pillars.