

23rd March 2012



Strategic Policy and Research
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Dear Sir/Madam,

**Draft Sites and Policies Development Plan Document and draft Proposals Map – Planning Representations
Promotion of Pollards Hill Estate
Representations on behalf of Moat**

We act on behalf of Moat who have a controlling interest in the site known as the Pollards Hill Estate. We have been instructed to make formal planning representations to a number of the draft detailed policies within the emerging Sites and Policies DPD and draft Proposals Map and promote the Pollards Hill Estate for inclusion within the Sites and Policies DPD in advance of the closing date of the 23rd March 2012.

A site plan is enclosed showing the extent of the existing land. Moat have been reviewing their land assets and their aspiration is to consider a series of initial development options for the site towards an infill scheme to provide supported care accommodation for the elderly or new housing provision of a mixed tenure. Given the site is currently in existing use, differing forms of residential development in terms of type and tenure could be considered appropriate and it is considered the Estate is an important regeneration site which should be fully recognised within the Site Proposals.

Whilst the Donnelly Green Open Space and Montgomery Close Office are not within Moat's land ownership, Moat would look to bring forward a collaborative approach with the Local Planning Authority to realise redevelopment and relocation options in connection with the Estate and hence these areas have been included within the red line.

Part of South Lodge Avenue is included within the red line site boundary, linking the two land parcels together however this is a Public Highway and not within Moat's land ownership.

On this basis, please find the following documents forming part of this submission:

- Site Identification Form identifying the site for inclusion in the above document
- Red line site plan indicating the boundaries of the site
- Planning Representations Report

We trust that the foregoing clearly outlines our client's representations to the emerging Sites and Policies DPD and we welcome the opportunity to meet with you to discuss the content of this letter in greater detail. In the meantime, we look forward to receiving your acknowledgement that the representations are duly made.

Should you require any further information or clarification on the issues raised within the planning submission, please contact me, or alternatively Sophie Chapman (svchapman@savills.com).

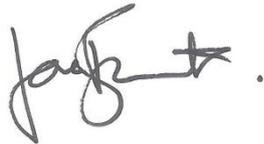
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Kind regards

Yours sincerely

A handwritten signature in black ink, appearing to read "Jane Barnett". The signature is fluid and cursive, with a small star-like flourish at the end.

Jane Barnett
Director
Savills Planning and Regeneration

cc. Jacqui Esimaje-Heath – Moat
Sophie Chapman – Savills Planning and Regeneration

JANUARY-MARCH 2012

LONDON BOROUGH OF MERTON

Draft Sites and Policies Development Plan Document and Draft Proposals Map

Representations submitted on behalf of Moat Homes Ltd

Prepared by:

**Savills Planning and Regeneration
Lansdowne House
57 Berkeley Square
London, W1J 6ER**



Part 1: Draft Detailed Planning Policies

DM H2: Housing mix

Moat Homes Limited (referred to hereon in as Moat) supports the policy aim to create socially mixed communities which cater for all community sectors by providing housing choices in respect to dwelling size and type in the Borough and in particular the need to meet requirements for older people.

The Council's approach (as identified at draft paragraph 2.24 of the consultation document) to apply housing mix having regard to individual site circumstances and viability, is supported.

DM O1: Open Space

The Council seek to identify Donnelly Green (M014) on South Lodge Avenue as an area of open space. Moat objects to the inclusion of the Donnelly Green open space within the remit of the Pollards Hill Estate for the reasons as set out below.

This area was not previously allocated as open space within the Unitary Development Plan (2003). Within the surroundings of the Estate are large swathes of open space which include the retention of Pollards Hill (M059) as open space on Recreation Way and Harris Academy (M032) on the emerging Proposals Map, both which are situated in close proximity to Pollards Hill Estate.

Additionally, the site benefits to proximity to Mitcham Common which is a 218 hectare site of Metropolitan Open Land (identified as a Site of Metropolitan Importance in the adopted Core Strategy) and surrounded by Green Chains. In summary, there are other areas of higher amenity value within the vicinity of the site and it is considered that this area of land could more effectively accommodate new residential accommodation for the Estate to meet specific needs and demands of the Estate and the wider local area. The existing (and potentially new) Estate's residents will be able to access these nearby open space areas.

Donnelly Green is not designated as Metropolitan Open Land or land considered to be of nature conservation importance and it is considered that in its current state, the open space at Donnelly Green is of relatively poor quality compared to nearby open space, as identified above.

It is considered that infill development of the Estate could bring forward many other planning, socio-economic and environmental benefits for the local community including potentially much needed

housing as part of the Estate's future regeneration. This regeneration approach could also enhance the visual appearance of the Estate itself and its local surroundings. On this basis, this area should not be constrained by an open space designation in terms of restricting the future regeneration of the Estate.

Infill proposals would also provide opportunities to upgrade other pockets of open space in and around the existing blocks on site and improve permeability through the site to provide more usable space. This infill development approach could also allow further opportunities for a well designed high quality landscaped scheme. This would create benefits to residents and result in a higher quality and useable amenity space for the Estate and improve the visual amenity of the local area to result in a more pleasant and secure environment.

Part 2: Potential Sites for New Uses

Moat consider that the Pollards Hill Estate is a suitable site to be put forward for inclusion in the Sites and Policies DPD and this submission includes a completed Site Identification Form which should be read in conjunction with this Representations Report.

It is considered for the reasons as stated on the form and as set out below, that the site is ideally placed to deliver new homes and potentially community facilities for the Borough and particularly the disadvantaged Pollards Hill Ward.

Pollards Hill Estate

Pollards Hill Estate is an established housing estate dating back from the 1950s. The estate transferred to Moat in 1998; in Moat's land ownership is an area comprising of 1,351 homes and 109 garages. The majority of units are rented with a smaller number of units held freehold with a small number of leasehold properties. The housing mix is comprised of a mixture of flats and houses ranging from 1-4 beds and 6 beds. The majority of houses are 3 beds in size and flats are predominantly 1 bed.

Within the site boundary is the New Horizon Centre (formerly the Pollards Hill Community Centre) which houses the Community Centre which provides a range of activities, and accommodates the Commonsense Community Development Trust.

Moat's Aspirations for the Estate

Due to deterioration in the physical fabric of the Estate, Moat are considering future options for the Estate which are identified on the Site Identification Form. Moat consider that the site could be suitable for a flexible range of land uses to include C3 (residential), D1 (community) and ancillary B1 (office) provision within the Estate. Moat are currently considering the benefits of infill development.

Moat are considering, in partnership with the Council, the possibility of relocating their existing offices at Montgomery Close to the Community Centre. This could open up the possibility for some infill development providing housing to meet the needs of the local community and general socio-economic profiling of the area. This is one possible option although there are other options which are also being considered in providing for the regeneration and improvement of the Estate. These other options might involve housing, ranging in tenure to assist in financing any regeneration. All these

options need to be fully explored working closely with Merton Council, other key stakeholders and the local community.

These options will also be considered in the wider context of the Government's guidance encouraging a proactive approach to economic (and housing) regeneration and taking a creative stance on new affordable housing products to include affordable rent as defined within Planning Policy Statement (PPS) 3, amended Annex B (June 2011).

Planning Context

Local Site Designations

Pollards Hill Estate is located within the Mitcham sub-area of the London Borough of Merton and lies approximately 1.9 miles from Mitcham Town Centre which is designated as a District Centre.

The adopted Core Strategy sets out the vision for Mitcham which references regeneration stating:

“Proposals to be taken forward on a site by site basis alongside short-term improvements. We will work with partners for the development of key sites. Improving the overall environment of Mitcham Town centre and the surrounding area (including North Mitcham Local Centre) will be achieved through the planning application process. Specific economic interventions considered by the council for Mitcham and East Merton are set out in Merton's Economic Development Strategy (March 2010). Other measures aimed at contributing towards reducing inequalities are being delivered through the implementation of the Community Plan and the Neighbourhood Renewal Strategy.”

The Estate is situated within a Neighbourhood Renewal Area.

A Neighbourhood Renewal Strategy was prepared in 2004 for the period of 2005-2010 and adopted by Merton Partnership. The study considered “bridging the gap” between the affluent (west) and poorer parts (east) of the Borough and identified eight wards (to include Pollards Hill) as Neighbourhood Renewal Areas on the basis of a range of deprivation indices. In 2008, a Neighbourhood Area Action Plan was published.

The Estate lies within an area identified in the Core Strategy for improvement in the quality and mix of homes.

The site is free from policies protecting existing land uses. The site is not located in the Conservation Area or a Flood Risk Zone.

Planning Policy Background Review – Regeneration and Housing Provision

The following section provides a high level review in terms of national, regional and local planning policy in terms of regeneration and housing in light of Moat's aspiration for additional/new housing products at the Estate.

PPS1 sets out the key principles for ensuring that development plans, and decisions taken on planning applications, contribute to the delivery of sustainable development. The main theme running through the document is the importance of sustainable development to ensure a better quality of life for everyone.

PPS3 states that Local Authorities should deliver "*a sufficient quantity of housing taking into account need and demand and seeking to improve choice*". The DCLG's Practice Guide 3 sets out the requirement for analysis of past and current housing market trends, including balance between supply and demand in different housing sectors in addition to consideration of future household estimations.

This is also reflected in the Government's draft NPPF which indicates the importance a presumption in favour of new development which meets housing demand and results in economic growth for an area. It places emphasis on the importance for Authorities to identify a scale and mix of housing that the local population is likely to require over the plan period which "*meets household and population projections, taking account of migration and demographic change.*"

Further, Annex C of PPS3 adds that Strategic Housing Market Assessments (SHMAs) should "*determine how the distribution of need and demand varies across the plan area*", consider "*demographic trends, and identify the accommodation requirements of specific groups*". In essence, future housing development should meet the forecasted levels of housing growth. PPS3 also indicates that plans should provide certainty in identifying suitable locations for new housing development as part of the wider spatial vision for the local area.

It is therefore essential that London Borough of Merton's housing delivery for the plan period is regularly reviewed and justified by a robust evidence base that takes into consideration existing and projected population and household growth.

This is reiterated in London Plan policy which seeks to optimise housing potential (Policy 3.4) and provide a range of housing types and sizes to meet requirements (Policy 3.8).

Appendix B of this Site and Policies DPD consultation document acknowledges that Merton's birth rates have risen substantially every year since 2003 which is expected to continue. This demographic trend coupled with increasing life expectancies and shrinking household sizes means that even before

considering migration, the natural growth of the existing population generates the requirement for a significant number of new homes.

The Council acknowledge in draft paragraph 2.12 of Appendix B of the consultation document Sustainability Appraisal that *“in forecasting future demand, this study uses the GLA low projections.”* At draft paragraph 2.14 of the consultation document the Council adds *“the GLA data must be seen to be an extremely conservative view of the population.”* At draft paragraph 2.23, the Council states that households living within the Borough will increase from a total of 84,100 at the start of the plan period in 2011 to 87,300 in 2021 (based on the GLA's 2009 Round of Household Projections).

However, the ONS's "Live Tables on Household Projections" (November 2010) identify that household projections (based on natural population growth) are in fact in the region of 94,000 households (2013) rising to 111,000 by the end of the Core Strategy plan period (2026). This suggests that at least an additional 7,000 new homes are needed over the plan period compared to the London Plan's minimum target of 4,800 dwellings.

There are significant consequences of not providing enough homes to meet natural population growth in accordance with national policy in terms of affordable housing, town centre vitality and economic regeneration. There has been longstanding recognition of these impacts. The Barker Review of Land Supply (2004) states that *“a weak supply of housing contributes to macroeconomic instability and hinders labour market flexibility, constraining economic growth...Housing has become increasingly unaffordable over time. This brings potential for an ever widening social and economic divide between those able to access market housing and those kept out.”*

Notwithstanding the above, based on adopted London Plan minimum housing targets of 320 dwellings per annum, LB Merton's latest housing trajectory (2010/2011 Annual Monitoring Report, January 2012) identifies a 5 year land supply of only 1,655 dwellings. When the additional 20% required by the (soon to be adopted) draft NPPF is taken into consideration, the Council's 5 year land supply demonstrates a shortfall of 255 dwellings.

Projected housing supply from years 6-10 of the housing trajectory (2017/2018 – 2021/2022) identifies only 547 dwellings. This equates to a shortfall of a significant 1,053 dwellings. From years 11-15 (2022/23-2026/27), the housing trajectory identifies a housing supply of 751 dwellings, equating to a shortfall of 849 dwellings.

In total, from 2012 to the end of the plan period the Council have identified a land supply of 2,963 dwellings which equates to a shortfall of 1,837 dwellings (excluding the additional 20% in the first 5 years). When this is compared against the ONS' Household Projections (a need for approximately 7,000 dwellings), there is a significant shortfall of circa 4,000 dwellings over the Plan period.

There is also a shortfall of affordable housing within the Borough, recognised at paragraph 18.15 of the adopted Core Strategy which states “*demand for affordable housing significantly outstrips supply*”.

It is clear that over the next 10 years there is a need to address these housing shortages.

In accordance with the adopted Core Strategy’s “Strategic Objectives”, it will also be important to provide a choice and mix of housing types and tenures while enhancing the public realm and improving access to education, training and jobs.

The Council’s adopted Core Strategy highlights that:

“the Council and other agencies have long considered eastern parts of the borough, including Mitcham, as a focus for investment and regeneration in order to counter multiple deprivation and socio-economic exclusion that are found there. This is supported by Merton’s Community Plan and Neighbourhood Renewal Strategy.”

The supporting policy text continues to state:

“As outlined in Merton’s Community Plan and the London Plan, the focus is to support the development of balanced mixed communities in Mitcham; by increasing the range and quality of services and facilities provided, including new homes.”

The Council’s adopted Core Strategy Policy CS2 supports the improvement in the quality and mix of homes including affordable and private housing and Mitcham is projected to accommodate between 1,550 and 1,850 new homes. The supporting text to this policy outlines that it is anticipated that the additional housing growth is to come from large key development sites (such as Rowan High School, Mitcham Gas Works and Brenley Playing Fields). It is considered that the Pollards Hill Estate would be a suitable site to accommodate additional housing growth.

Policy CS8 outlines that the Council will “*seek the provision of a mix of housing types and sizes and tenures at a local level to meet the needs of all sectors of the community. This includes the provision of family sized and smaller housing units and provision for those unable to compete financially in the housing market sector and those with special needs.*”

Core Strategy policy also promotes building on the increased public transport provision created by Mitcham Eastfields by improving access to and around Mitcham including connecting Pollards Hill to key transport nodes. In addition, to accommodate new housing growth, the Council will support the provision of community facilities to meet needs of both existing and new residents, particularly in relation to education and health.

Draft Policy DM H1 supports the delivery of accommodation for an ageing population and recognises clusters of self contained homes or self contained homes/bedsits within a scheme designated for vulnerable people where low intensity support is available, sometimes on site as usually in Use Class C3 (depending on the nature of the support).

Planning Assessment

The planning policy review demonstrates a need for housing within London Borough of Merton and a policy drive at regional and local level to secure balanced communities and an improvement in the quality of housing stock in the east of the Borough.

This section sets out how infill development to support the Estate's future regeneration accords with policy.

Elderly Accommodation

Draft Sites and Development Policies DPD sets out draft Policy DM H1 which supports the erection of supported care housing and care homes.

As part of its option appraisal, Moat will be considering the provision of homes for older people.

From the draft policy wording, it is understood that the type of elderly accommodation that Moat are proposing is likely to be considered as a C3 residential use. The Estate is considered to be located in proximity to services and local facilities, public transport routes and it is considered a safe and secure environment with an adequate level of amenity space and therefore it is considered that the site will meet the principles of the locational criteria under draft Policy DM H1.

The challenge for meeting the needs of an ageing population is outlined within draft Policy DM H1 which states that the projected increase in 65-69 age group in Merton is above the London average and the number of elderly people with illnesses and disabilities is expected to increase over the next 5 years.

The draft policy highlights that *"a variety of supported care accommodation is required for persons who require different levels of assistance, support or care in order to live independently"* and outlines that the Council will encourage the provision of non-institutionalised supported care housing with self contained facilities. Therefore the provision of accommodation for the elderly at Pollards Hill Estate would be considered entirely acceptable in land use terms and Moat support this policy.

On the basis that the site is currently relatively low density and if Donnelly Green is not identified formally as open space which Moat object to, there is an opportunity to construct a pocket of new build development for elderly accommodation on site at various locations to be considered, including adjacent to South Lodge Avenue. Any future infill development at this location would allow for reinvestment in providing new and improved open space provision across the wider site.

A location close to South Lodge Avenue will also facilitate easy access to the road in terms of public transport and access to local amenities which is important with this type of accommodation.

New Housing Provision

Policy CS9 of the adopted Core Strategy supports well designed housing and housing delivery which is reiterated in the ethos of the draft NPPF which encourages housing growth and regeneration. Moat are considering as part of a planning and design feasibility review, potential infill options for housing of a mix of tenures which are viable and deliverable. This new provision could be delivered through an infill development approach.

Offices

Moat are currently considering relocating of their existing office from Montgomery Close to the Community Centre on site as part of the wider planning and design feasibility to support consideration of various options for the Estate's future renewal. This will not only allow the existing office to be located in the heart of the development for easy access by residents, but will "free up" the Montgomery Close building which could also be a site suitable for elderly accommodation.

The Site Identification Form also suggests B1 as an acceptable land use in order to provide ancillary office accommodation to any supported care/elderly accommodation proposed on site i.e. administrative facilities etc.

Community Facilities

As part of infill development for new housing/elderly accommodation, there could well be opportunities on site for community facilities to support existing and new residential development. Options are being tested as part of the planning and design review feasibility exercise and therefore D1 uses should be identified as a land use in the context of new residential provision.

Open Space

Moat object to the inclusion of Donnelly Green as open space in the emerging Proposals Map. Infill development of the Estate would provide opportunities to upgrade other areas of open space within the site through releasing value and improving accessibility through the site to provide more usable space for the benefit of all residents. This will result in higher quality and useable amenity space for the wider community and improve the visual amenity of the local area, resulting in a pleasant and secure environment. As previously set out, the Estate also benefits from adjacent amenity areas. Should the infill proposals lead to a reduction in existing open space, the supply and availability of open space in the local vicinity should be taken into account alongside the quality rather than quantity of open space and importantly the reinvestment opportunity for new and improved provision across the Estate.

Planning, Socio-economic and Environmental Benefits

Any future proposals are considered to provide the following key opportunities:

- Whilst the Estate is not located in a town centre, it is located in proximity to Mitcham which is designated as a District Town Centre and therefore benefits from the services and facilities provided. Therefore, higher densities are considered appropriate at this location to ensure any development scheme is viable. In particular, as enshrined in the Core Strategy, the Council have outlined that they are seeking to improve the connectivity of Pollards Hill, further increasing the appropriateness of the Estate for higher density development. The right mix and tenure of new housing product created through potential infill proposals will also need to be achieved in close consultation with Merton and the local community whilst also ensuring the scheme is viable and deliverable.
- Maximising the efficiency of the site in line with national and regional sustainability policies.
- The Estate is relatively isolated and therefore potential infill proposals could provide potential opportunities to foster linkages with the residential area of Mitcham, the Town Centre and Pollards Hill open space whilst increasing legibility through the site.
- The existing buildings on the Pollards Hill Estate are in relatively poor condition and would require significant and expensive work to be undertaken to improve the physical fabric to a significant degree. Should the requirement for more traditional affordable housing be at a level which deems to the development of the site unviable the existing poor quality, low

density accommodation will remain on-site for the foreseeable future with the residents and wider area not gaining any of the direct or indirect benefits the regeneration would bring. A creative stance needs to be taken in considering a range of viable housing tenure provisions to ensure a deliverable regeneration strategy takes place at the Estate.

- Upgrading of communal areas and potentially increasing community provision on site.
- Infill development of parts of the Estate could provide the opportunity for reinvestment into improving existing housing stock and new and improved open space provision across the wider estate.
- Creating an effective unit mix.
- Enhancing ecological value on site through a new landscape proposal.
- Improving the sustainability credentials and thermal performance of the Estate.
- Contributing to the ethos of the Neighbourhood Renewal Area and Core Strategy policy which seeks to improve the quality of housing at this location and towards the Borough's housing targets.
- Notwithstanding the above, the Estate is not located in a Conservation Area, nor is the Estate statutorily or locally listed.

Conclusions

Moat consider that the Pollards Hill Estate is an ideal site in terms of its nature and location, to contribute to the regeneration objectives for Mitcham; in particular increasing the socio-economic profile of the sub-area and bridging the gap between the more affluent areas of the west of the Borough and the poorer east.

On the basis of the policy provision as previously outlined, it is considered that either infill development within the boundary of the Estate for elderly accommodation or new housing provision of a mix of tenures (to possibly include private sale) with supporting alternative land uses which would accord with policy provision.

Accordingly, Moat respectfully request that the Pollards Hill Estate is included as a development site within future versions of the Sites and Policies DPD.

Local Development Framework
Sites & Policies Development Plan Document (DPD)

Call for Sites Consultation

From 15th July – 9th September



Section A:

'Call for Sites' Introduction

Following the recent adoption of Merton's Core Planning Strategy, we are starting preparation of a Sites & Policies Development Plan Document (Sites & Policies DPD). As illustrated in figure 1 below, we are at the early stages of development for the Sites & Policies DPD, and we are currently at the 'Call for Sites' Stage.

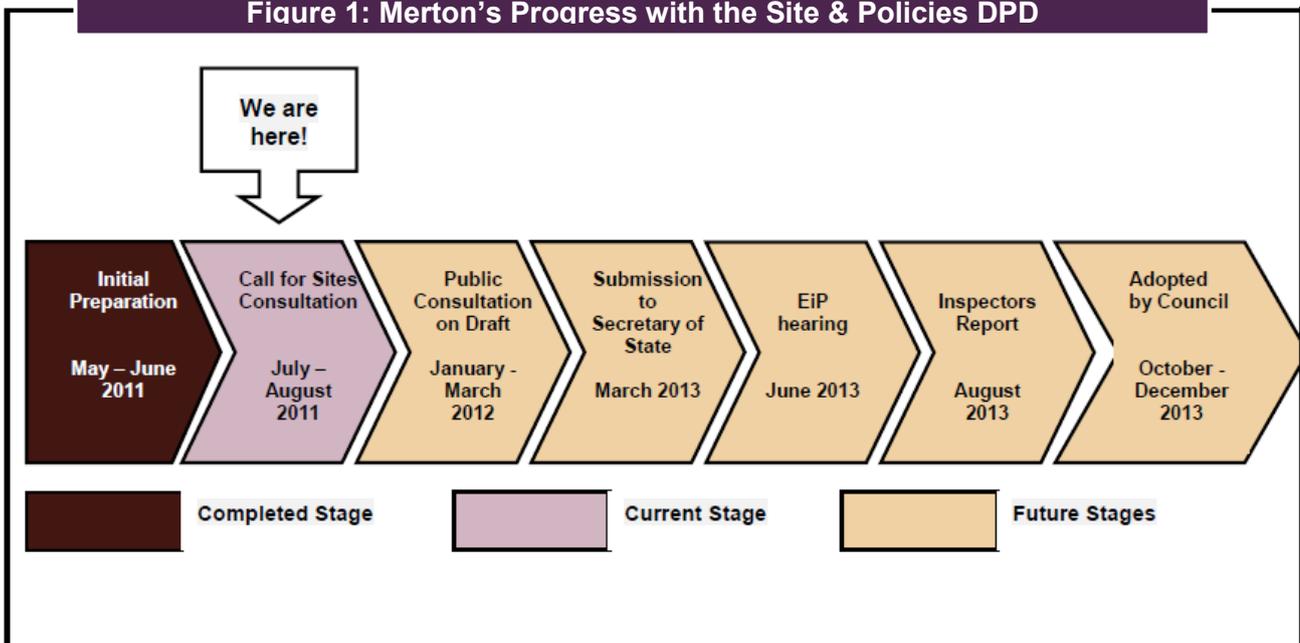
As part of the 'Call for Sites' stage, we invite landowners, developers and other interested parties to suggest sites likely to have potential development or redevelopment between 2011 - 2026. By engaging at this stage of the consultation process you will be able to submit proposals for consideration for site allocation(s), for future use or development of land such as:

- Housing;
- Employment;
- Retail;
- Leisure;
- Community uses;
- Art, culture and tourism; and,
- Mixed use development.

Also, at this stage we invite you to highlight any development management issues for consideration as part of preparation of the development management policies, which will form part of this Sites & Policies DPD. Suggestions could include proposed policies to guide the design of shop frontages and change of use.

Submitted sites and proposals should have a reasonable prospect of coming forward in the period up to 2026.

Figure 1: Merton's Progress with the Site & Policies DPD



Please use the following link to access Merton's Local Development Scheme 7th Edition (July 2011) which provides information on the progress and status of future Development Plan Documents or Supplementary Planning Documents and details of the various stages of the preparation, examination and adoption of Development Plan Documents:

<http://www.merton.gov.uk/environment/planning/planningpolicy/ldf.htm>.

Section B:**Response Form: Site Identification Form****Consultation Information:**

To participate please return this form, with a map clearly identifying the boundary of the site, by Friday, **9th September 2011**.

Before completing this Site Identification form, please refer to the guidance notes which are detailed in **Section D: 'Call for Sites' Questions and Answers** and **Section E: Guidance Note for the 'Call for Sites' Consultation**.

One form only should be completed for each site to be considered.

In circumstances where groups or organisations share a similar view as to the future development or use of a site, it would be helpful if one submission could be made. It would also be useful if the group/ organisation state how many people the submission is representing and how the representation was authorised.

Contacting Us:

Please submit your response electronically: ldf@merton.gov.uk

Alternatively you can return the representation form by fax or post:

London Borough of Merton,
Strategic Planning and Research,
Future Merton Team, Fax: 020 8545 4160
Civic Centre, 12th Floor,
London Road,
Morden,
SM4 5DX

Submitting your responses via email does not restrict you to office hours and is also friendly to the environment.

Further Information:

For further information regarding this consultation stage or to request additional forms please contact the Strategic Planning and Research Team on 020 8545 4141/3837. Forms can also be downloaded from: www.merton.gov.uk/environment/planning.htm.

This form is available on Merton's website to download both in PDF and Word Format.

Please fill in all the sections (if known) in the Sites Identification Form. Please tick (✓) where appropriate. Information marked with an asterix (*) is required information and should be filled in.

To use (✓)
- highlight,
copy and
paste.

Site Identification Form: Part 1

Your details:			
(i) Your Name*:	Jane Barnett		
(ii) Company/ organisation (if relevant)*:	Savills		
(iii) Address*:	Lansdowne House		
	57 Berkeley Square		
	County/City:	London	Postcode: W1J 6ER
(iv) Telephone number*:	02032208784		
(v) Email*:	jabarnett@savills.com		
(vi) I am an/a.....(please tick the relevant box)*:	Owner of (all or part of) the site:		
	Land agent:		
	Developer:		
	Registered social landlord:		
	Planning consultant:	✓	
	Local resident:		
(vii) If acting on behalf of a client please inset their name, address and contact details*:	Name:	Jacqueline Esimaje-Heath	
	Address:	Moat, Mariner House	
		Galleon Boulevard	
		Dartford	
	Postcode:	DA2 6QE	
	Telephone number:	08453596825	
	Email:	Jacqui.Esimaje-Heath@moat.co.uk	
(viii) Please insert the name, address and contact details of the site owners*:	Name:	Jacqueline Esimaje-Heath	
	Address:	Moat, Mariner House	
		Galleon Boulevard	
		Dartford	
	Postcode:	DA2 6QE	
	Telephone number:	08453596825	
Email:	Jacqui.Esimaje-Heath@moat.co.uk		
(ix) Does the owner(s) support your proposal(s) for the site*?	Yes:	✓	No:

Site Identification Form: Part 2

Site details :	
(i) Site Address*:	Pollards Hill Estate, South Lodge Avenue
	Mitcham
	Postcode: <input type="text"/>
(ii) Grid Reference: (e.g.) Merton Civic Centre - 525576,168474	
(iii) Site area (hectares)*:	Approximately 15.5-16 hectares
(iv) Current use (please specify last use if vacant)*:	Residential (C3)
(v) Suggested use(s)*:	Residential (C3) Office (B1) Community (D1)
(vi) Relevant Planning History (please tick which is relevant for your site)*.	Pre-application advice: <input type="checkbox"/>
	Planning Application Submitted: <input type="checkbox"/>
	Planning Application Decision Received: <input type="checkbox"/>
	Appeal: <input type="checkbox"/>
(vii) Relevant Planning History reference number[s]:	No Relevant Planning History

Additional Information to help assess the site:

(i) Are there any factors which might pose barriers to the availability and or development potential of the site:	Land in other ownership must be acquired to bring this site forward for development:	√
	Current use needs to be relocated:	
	Physical constraints (e.g. access, topography, trees, other):	
	Issues with viability (e.g. lending availability, contamination & other financial implications):	√
	Restrictive covenant exists:	
(ii) Please provide comments/ information to explain how you could/ intend to address these issues identified above:	N/A	
(iii) Level of developer interest:	<p>It is an aspiration of Moat to improve the quality of housing stock available at the Estate, including the consideration of opportunities for infill development.</p> <p>Please refer to Planning Representations Report for further details.</p>	
(iv) Please indicate the approximate timescale for availability*:	0-5 years: short-term Up to 2016	√
	6-10 years: medium term Up to 2021	
	10-15 years: long term Up to 2026	
(v) Please provide comments/ information to explain why you chose this timescale for you site's availability*:	<p>Moat would intend to work closely with local resident and Merton Council to pursue physical and environmental improvements to the wider estate, including consideration of some form of infill development at an appropriate part of the site. Any future plans will need to be subject to extensive community engagement and local stakeholder consultation.</p>	
(vi) Any other relevant information:	<p>Please refer to Planning Representations Report for further details.</p>	

Site Identification Form: Part 4

Development Management Policies:

(i) Please provide information on any issues that could be considered and addressed by development management policies:

DM H2: Housing mix

Moat Housing Association (referred to hereon in as Moat) supports the policy aim to create socially mixed communities which cater for all community sectors by providing housing choices in respect to dwelling size and type in the Borough and in particular the need to meet requirements for older people.

The Council's approach (as identified at draft paragraph 2.24 of the consultation document) to apply housing mix having regard to individual site circumstances and viability, is supported.

DM O1: Open Space

The Council seek to identify Donnelly Green (M014) on South Lodge Avenue as an area of open space. Moat objects to the inclusion of the Donnelly Green open space within the remit of the Pollards Hill Estate for the reasons as set out below.

This area was not previously allocated as open space within the Unitary Development Plan (2003). Within the surroundings of the Estate are large swathes of open space which include the retention of Pollards Hill (M059) as open space on Recreation Way and Harris Academy (M032) on the emerging Proposals Map, both which are situated in close proximity to Pollards Hill Estate.

Additionally, the site benefits to proximity to Mitcham Common which is a 218 hectare site of Metropolitan Open Land (identified as a Site of Metropolitan Importance in the adopted Core Strategy) and surrounded by Green Chains. In summary, there are other areas of higher amenity value within the vicinity of the site and it is considered that this area of land could more effectively accommodate new residential accommodation for the Estate to meet specific needs and demands of the Estate and the wider local area. The existing (and potentially new) estate's residents will be able to access these nearby open space areas.

Donnelly Green is not designated as Metropolitan Open Land or land considered to be of nature conservation importance and it is considered that in its current state, the open space at Donnelly Green is of relatively poor quality compared to nearby open space, as identified above.

It is considered that infill development could bring forward many other planning, socio-economic and environmental benefits for the local community including potentially much needed housing as part of the Estate's future regeneration. This regeneration approach could also enhance the visual appearance of the Estate itself and its local surroundings. On this basis, this area should not be constrained by an open space designation in terms of restricting the future regeneration of the Estate.

Infill proposals could also provide opportunities to upgrade other pockets of open space in and around the existing blocks on site and improve permeability through the site to provide more usable space. This infill development approach could also allow further opportunities for a well designed high quality landscaped scheme. This would create benefits to residents and result in a higher quality and useable amenity space for the Estate and improve the visual amenity of the local area to result in a more pleasant and secure environment.

Please refer to Planning Representations Report for further details.

(ii) If you are not already on our consultation database, and you would like to receive information on the progress of Merton's Sites & Policies DPD and other LDF consultations, please **tick** below as to your preferred method of contact.

Email:

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Telephone:

Section C:

Equalities Monitoring (Optional)

In order to improve our service and meet different customer needs we monitor all aspects of service delivery. Please help us to meet this aim by completing the monitoring section of this form. All information given voluntarily will be kept confidential and processed anonymously.

These questions do not relate directly to the subject matter we are contacting you about; however they help us ensure that we communicate appropriately with all our customers. Thank you, in advance for your time.

Are you: Male Female

What is your age group?

15 or Under 25 – 29 40 – 44 55 - 59 70 – 74
 16 – 19 30 - 34 45 – 49 60 – 64 75 or over
 20 – 24 35 – 39 50 – 54 65 – 69

Do you consider that you have a disability? Yes No

How would you describe yourself? (tick one box only)

Asian or Asian British		Black or Black British		Chinese and other ethnic group		Mixed Ethnicity		White	
Bangladeshi	<input type="checkbox"/>	African	<input type="checkbox"/>	Chinese	<input type="checkbox"/>	White & Asian	<input type="checkbox"/>	Gypsy/Roma/ Traveller	<input type="checkbox"/>
Indian	<input type="checkbox"/>	Caribbean	<input type="checkbox"/>	Korean	<input type="checkbox"/>	White & Black African	<input type="checkbox"/>	White-English	<input type="checkbox"/>
Pakistani	<input type="checkbox"/>					White & Black Caribbean	<input type="checkbox"/>	White-Irish	<input type="checkbox"/>
Tamil	<input type="checkbox"/>							White-Scottish	<input type="checkbox"/>
								White-Welsh	<input type="checkbox"/>

Any other background (please specify in the box):

What is your faith / belief?

Buddhist Christian Hindu Jewish Muslim Sikh

Any other faith / belief (please specify in the box):

What is the 'Call for Sites'?

The 'Call for Sites' Consultation is an eight week formal consultation period (from 15th July to 9th September 2011). Interested parties can suggest sites in the borough for development or for change of use; these sites should have a realistic prospect of being developed by 2026.

What is the Sites & Policies Development Plan Document (DPD)?

The Sites & Policies DPD will form part of Merton's Local Development Framework. Once adopted, the Sites & Policies DPD will replace existing 'saved' policies and specific site allocations in Merton's adopted Unitary Development Plan (2003).

The Sites & Policies DPD will set out the general approach to development; the use of land and buildings in the borough and to provide guidance for development management to support the effective delivery of planning decisions and allocate sites in Merton. The Sites & Policies DPD and the accompanying Proposals Map will allocate land for development and for particular uses. The Proposals Map will be revised each time a DPD with spatial expression is produced.

How should I respond to this Call for Sites Consultation?

Should you wish for us to consider a site within the LB Merton, please complete and submit a 'Site Identification Form' which is provided in Section B of this consultation document and a map clearly identifying the site boundary. At this initial assessment phase, there is no threshold (for instance, no minimum or maximum site size) restricting sites that would be considered, although we will reserve the right to place a threshold on sites that will be included in the Sites & Policies DPD in the future.

How will the information I have submitted be used?

Submitted sites and the accompanying information will be reviewed and assessed objectively by the council against the aims and objectives of the Core Strategy and consistency with the overall spatial strategy, to evaluate if these sites should be potentially included in the Sites & Policies DPD. Only appropriate and deliverable sites will be taken forward in the Sites & Policies DPD.

What will happen when I submit a response form to this consultation?

Information provided will be used to inform the Sites & Policies DPD and other DPD(s) which form part of the council's emerging Local Development Framework. We are aware that some of the information that we are requiring is commercially sensitive, therefore this information will not be past onto third parties and only used for strategic planning purposes.

What happens next?

We may contact you after the consultation period to discuss your submission(s); as we may require further information and/or to invite you to a consultation workshop or meeting. As detailed in Figure 1: Merton's progress with the Sites & Policies DPD, the next stage will be another Public Consultation on the draft DPD, which will take place between January and March 2012.

- Sites put forward for consideration should be submitted on the **Site Identification Form** which is located in **Section B** of this consultation document. This form is available for download in both PDF and Word format from Merton's website. Maps clearly identifying the site boundary (ordinarily the boundary edged in 'red' colour font) should be submitted with the Site Identification Form. **We will only accept sites for consideration that are submitted for consideration via this Site Identification Form.**
- In addition to the Site Identification Form, if it is felt that additional information needs to be submitted, this should be provided in no more than 5 sides of A4 paper. Should we require further information, we will contact you.
- Although we appreciate that you may not have all the required information for the site, the more detailed information you can provide us with, will help us to effectively appraise and consider the site's suitability for inclusion in the Sites and Policies DPD.
- **We cannot accept anonymous or confidential submissions**, as we may need to contact you in the future; for further information and/or to invite you to attend consultation workshops. You may prefer to use an agent to act and submit site proposals on your behalf. Agents, for example, would include a planning or surveying consultant, architects, solicitors, estate agents and a family member.
- Submitted sites should not have planning permission for development unless a new and different proposal is likely in the future.
- There should be a reasonable chance that the site(s) submitted will become available for (re)development in the period up to 2026.
- Sites submitted should be located within the London Borough of Merton administrative area. However if any sites submitted cross Merton's administrative boundary into a neighbouring local authority area, we would also need to know the full extent of these sites.
- Sites proposals put forward for future development or change of use will not necessarily be selected for inclusion in the Sites & Policies DPD.



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