

STATEMENT OF COMMUNITY INVOLVEMENT

MAY 2019



265 BURLINGTON ROAD
NEW MALDEN

Contents

Executive Summary	3
Introduction	5
Background	6
Pre-application Consultation	7
Public Exhibitions	8
Additional Channels for Engagement.....	18
Conclusion	19
Appendices.....	20
Appendix A – Copy of the public exhibition invitation flyer.....	20
Appendix B – Copy of the exhibition boards.....	21
Appendix C – Copy of the exhibition feedback form	32
Appendix D – Advertisement	34

Executive Summary

This Statement of Community Involvement has been prepared by BECG on behalf of Redrow Homes Limited, referred to as the "Applicant", to accompany a full planning application for proposals at 265 Burlington Road. This report provides details of the programme of community engagement undertaken by the Applicant in relation to the proposed redevelopment of the Application Site.

All interested parties were given the opportunity to give their feedback regarding the proposals via a number of different channels. As well as the feedback forms available at the public exhibition, the freephone information line and email address have been made available along with a consultation website which provides an on-line link to the feedback form and a copy of the exhibition boards.

Two Public Exhibitions

The Applicant hosted two separate public exhibitions at Holy Cross Church, Motspur Park, c.0.3 miles from the site. These events updated residents on the evolving plans for the site and gave attendees the opportunity to provide feedback on the proposals. Feedback could be delivered verbally to members of the project team or in writing via one of the feedback forms provided at the event.

Exhibition 1

The first session occurred on Tuesday 18th September from 4pm till 8pm and was attended by 71 people. In terms of verbal feedback, residents appeared pleased with the potential public realm improvements on Burlington Road that would accompany the development. For the written feedback, 27 feedback forms were received. The results from the questionnaire revealed that 67% of respondents support the development on brownfield land with 44% agreeing with the principle of development at the site. As for additional comments, height/overlooking, design and traffic/congestion were flagged as the main concerns with the plans shown.

Exhibition 2

The second consultation event was held on Tuesday 13th November from 3.30pm till 7.30pm with 85 local residents attending. Similarly to Exhibition 1, verbal feedback indicated that residents were satisfied with the proposed pavement and public realm improvements on Burlington Road. 32 feedback forms have also been received from this event. A high-level summary of the feedback shows that almost half of respondents support the aspiration of 35% affordable housing and felt that schools and roads were most in need of CIL contributions. As for additional comments, height alongside traffic & parking were the main concerns raised in the feedback.

Engagement with local elected representatives

Given that the site sits in close proximity to a ward boundary, the Applicant sought engagement with neighbouring Raynes Park ward councillors (Cllr Adam Bush, Cllr Omar Bush and Cllr Stephen Crowe) and West Barnes ward councillors (Cllr Carl Quilliam, Cllr Eloise Bailey and Cllr Hina Bokhari). The Applicant also met with the Leader of Merton Council, Cllr Stephen Alambritis, to discuss the early plans and gain feedback.

Engagement with local businesses

The Applicant held project discussions with the owner of Champion Timber Yards whose operations are based on Burlington Road, after he expressed concerns regarding the traffic impact on his business.

Engagement with local schools

As two schools are based locally, the Applicant sought private meetings with both Raynes Park High School and Sacred Heart Primary School to discuss the development. No immediate concerns were raised by either school. Indeed, the Governor of Sacred Heart Primary School was eager to outline the positive impact the development could have on the declining subscriptions at the school.

Following the submission of the application, the Applicant will ensure that interested parties and key stakeholders remain informed and updated regarding the proposals.

This document provides a chronological account of the pre-application consultation undertaken and a review of the feedback received.

Executive Summary

Result of Consultation and Response:

Design Changes

Following concerns from Exhibition 1, the Applicant has decreased the size of buildings nearest to residential areas. Redistribution of height across the site allows for better transition between low-rise sub-urban character to the east and industrial/commercial area within which the site sits.

Encourage use of sustainable/public transport

Traffic & parking concerns have been a prominent issue throughout both consultations. The Applicant has delivered c.0.5 parking spaces per unit, but the priority has been to promote sustainable forms of transport to limit the impact on the local road network. The scheme provides for 830 cycle parking spaces and the area is surrounded by transport hubs with Motspur Park and Raynes Park train stations just two in close proximity.

Referencing the former print works in the design

Design cropped up as a potential issue from Exhibition 1. In response, the projects design will provide subtle references to the work of Bradbury Wilkinson & Co, the former print works on site. This will give the scheme a historical link to the local area and help to imbue the scheme in its setting. Given that design was less of a prominent issue in Exhibition 2, residents appear to be happier with the design once more detail was on show.

Contributions to public services and local infrastructure

Although some consultees felt that the impact on local infrastructure (schools, doctors etc.) the applicant cannot fund specific contributions and must respond to Merton Council's infrastructure priorities through the regulations 1, 2 and 3 list.

Nonetheless, the Applicant has allocated c.£7.5m in CIL contributions along with a further c.£1.5m in s106 to reduce the impact of the scheme on local infrastructure and services.

Public realm improvements on Burlington Road

At Exhibition 1, residents informed members of the project team that Burlington Road was in need of rejuvenation. The Applicant, to address these views, has proposed new landscaping and commercial space fronting Burlington Road to enhance and bring life to the area. Throughout Exhibition 2 residents appeared satisfied that this aspect of the proposals would benefit the area.

Delivery of homes for first time buyers

A large portion of the homes delivered through the scheme shall be eligible for Help to Buy and, as such, will be suitable for first time buyers looking to take a first step on the property ladder.

35% affordable housing

There is an acute need for affordable housing across the London Borough of Merton. The substantial portion of affordable housing delivered in the scheme will help address this need and house the local community in residences that they can afford.

Introduction

The proposed application seeks full planning permission for the following:

Demolition of the existing buildings and erection of two blocks of development ranging in height between seven and 15 storeys and comprising 456 new homes, of which 114 will be one beds, 290 will be two beds and 52 will be three beds. 499sqm of B1(a) office space will be accommodated at ground floor level along with 220 car parking spaces, 830 cycle parking spaces, a realigned junction onto Burlington Road, hard and soft landscaping and associated residential facilities. The application also includes minor changes to the layout and configuration of the retained Tesco car park.

The site is approximately 1.4 hectares and comprises a 1980s office block, arranged over two storeys and a small section of surplus Tesco car park land. It's prominent position on Burlington Road means that it acts as a gateway to West Barnes. The site is bordered by Burlington Road (B282) along the eastern boundary, a large Tesco superstore to the west, Pyl Brook and Raynes Park High School to the north and a predominantly residential area with a local centre to the south.

The surrounding area is well connected to public transport and, as such, this brownfield site is in a sustainable location to accommodate housing growth. Historically, the site was a printing press and formerly occupied by Bradbury Wilkinson & Co from 1917.

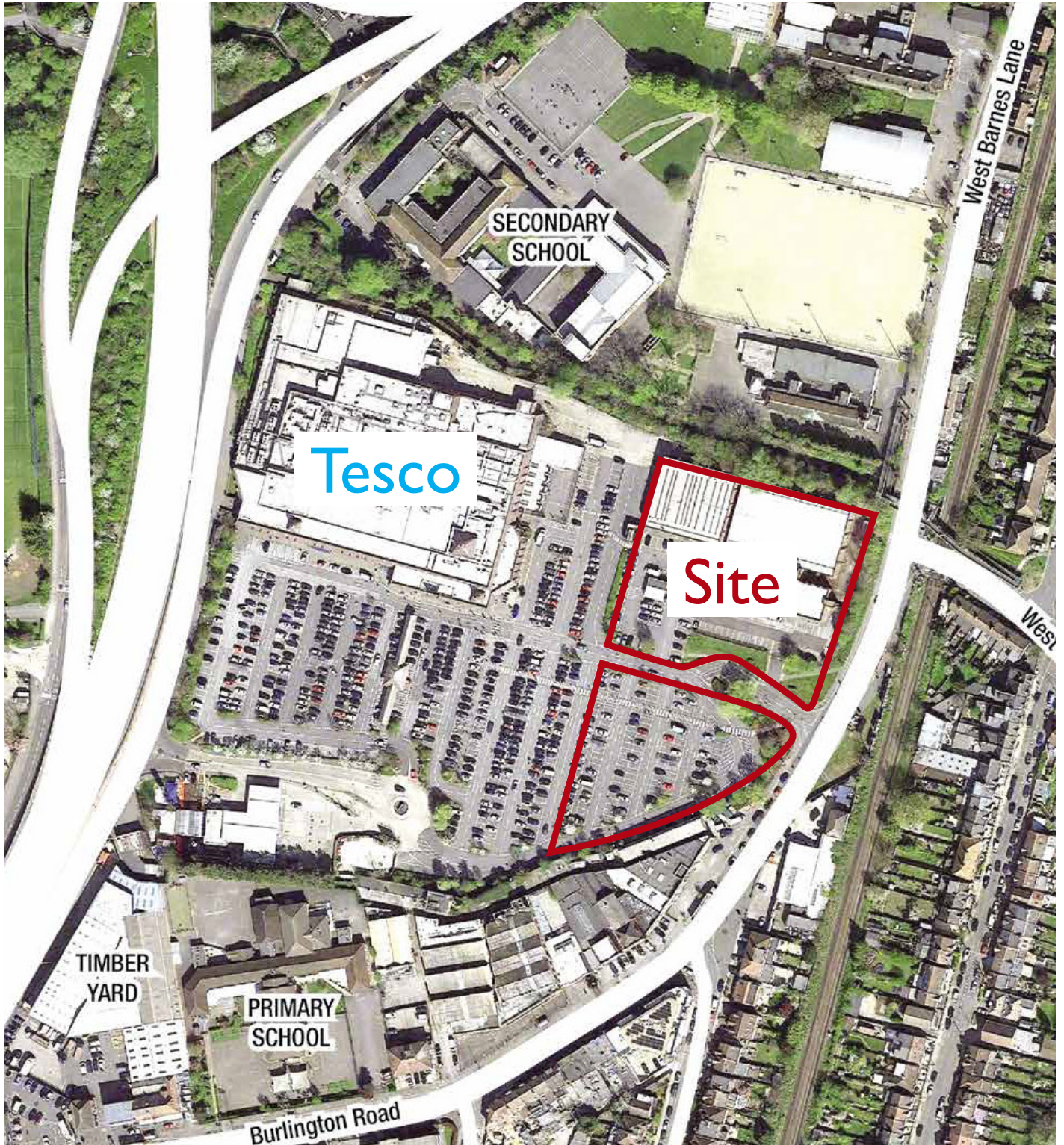
In order to assist with the community consultation and communication, the Applicant appointed the Built Environment Communications Group (BECG), a specialist communications consultancy, to form part of its project team for the proposed redevelopment.

BECG has produced this report to clearly and concisely outline the process followed and the feedback received.

Key consultation milestones

Date	Milestone
14th September 2018	Meeting with ward councillors, Cllr Karl Quilliam, Cllr Hina Bokhari and Cllr Eloise Bailey.
17th August 2018	Meeting with Leader of Merton Council, Cllr Stephen Alambritis.
18th September 2018	Public Exhibition 1.
2nd October 2018	Meeting with Raynes Park High School.
31st October 2018	Meeting with Sacred Heart Primary School.
13th November 2018	Public Exhibition 2.
3rd December 2018	Meeting with ward councillors, Cllr Karl Quilliam, Cllr Hina Bokhari and Cllr Eloise Bailey.
8th January 2019	Meeting with the Raynes Park and West Barnes Residents' Association.

Background



Site map with the site highlighted in red

Pre-application Consultation

Approach to Consultation

The London Borough of Merton ('the Council' hereafter) adopted its most recent Statement of Community Involvement ('SCI') in July 2006. The SCI states that "the Council advises applicants preparing major applications to start informing and involving the local community before submitting the application and to continue this after submission, while waiting for a decision to be made."

The SCI goes on, stating "in some cases where a major application is made, the applicant will be expected to produce a statement of how they have publicised the proposals. It will be expected that this will include details of public meetings and exhibitions of proposals. However, the Council will not invalidate a planning application or refuse permission because it disagrees with the method or extent of non-statutory consultation undertaken by developers."

The applicant has adhered to the guidance provided by the London Borough of Merton and has delivered a comprehensive consultation which has engaged a wide variety of potential stakeholders.

Stakeholder Briefings

Engaged Residents' Associations

The Applicant was keen to engage community groups with an interest in the scheme. The following groups were invited to receive a briefing on the proposals prior to the public exhibition:

- Raynes Park and West Barnes Residents' Association

Each of the stakeholders was invited to have a meeting in which they could engage with the proposals in more detail.

Engagement with Local Schools

Two local schools are based in the immediate surroundings of the site. The Applicant was keen to update the schools on the evolving proposals and engage with any views or concerns they may have.

- **Sacred Heart Primary School** – Meeting held on 31st October 2018. Governor of the school seemed open to a new development close to the school. At the meeting, the Applicant was informed that Sacred Heart School did have availability for the potential new students that may come as a result of the scheme, even suggesting that the project will benefit the school as it may address the current trend of declining subscriptions. The Governor was also clear that the school had the potential for further improvements and expansion with the help of CIL payments
- **Raynes Park High School** – Meeting held on 2nd October 2018. Representatives of the school were not overly concerned about the potential for new subscriptions from the development indicating that they had some capacity to accommodate new pupils.

Public Exhibitions

Two public exhibitions were held on 18th September 2018 between 4.00pm and 8.00pm and on 13th November 2018 between 3.30pm and 7.30pm at Holy Cross Church, Motspur Park KT3 6HT.

The purpose of the public exhibition was to present the proposals to the local community and gain additional feedback prior to submitting a full planning application. The Applicant wanted residents to be fully aware of the aspirations, design and development benefits that could accompany the scheme so the community could fully engage with the proposals.

Both events were held at Holy Cross Church, Motspur Park, c.0.3 miles from the site. Over the course of the two days 156 (71 Exhibition 1 + 85 Exhibition 2) people attended in total.

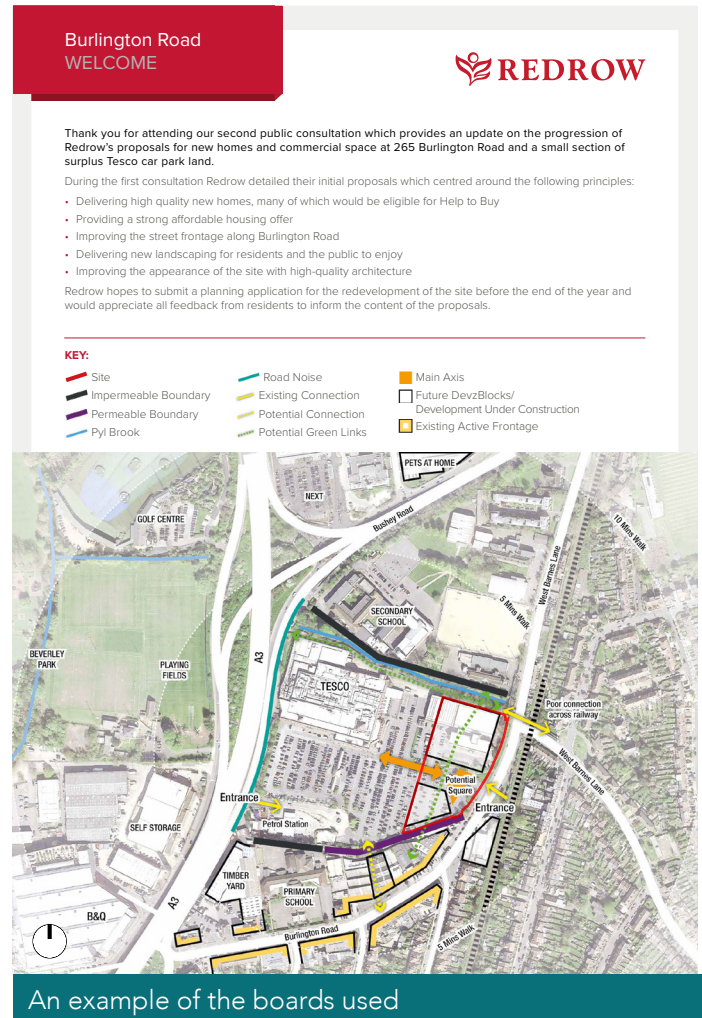
A1 exhibition boards were displayed throughout the event and outlined the proposals put forward by the Applicant. To the right is an example of the boards used:

The exhibition also provided:

- iPads for registering attendance in a manner compliant with GDPR
- A ballot box
- Feedback forms and freepost envelopes
- Copies of the display boards for those requiring paper copies

Feedback forms could either be filled in at the venue or posted back by using the supplied postage paid envelopes. These were then collated, and the feedback analysed. The form also provided a link to the consultation website. A copy of the feedback form is in the Appendices.

The exhibition was attended by representatives from the Applicant, BECG (community engagement consultant), TP Bennett (the architect), DaviesMurch (planning consultants) and Mott Macdonald (Transport consultants).



An example of the boards used

Public Exhibitions

Exhibition 1

For Exhibition 1, an invitation flyer was distributed to 1,708 households and businesses in the area shown to the right in the local area advising them of the proposals. The map to the left illustrates the distribution area for Exhibition 1.

The invitation also provided the contact details for the 24/7 freephone information line, an email address for residents to contact the project team with any queries or comments and a link to the consultation website; <https://burlingtonroad.com/>

Ten exhibition boards were on displayed throughout the event with the following titles:

- Welcome
- About Redrow
- London & Merton Housing Need
- Character of Surrounding Area
- Proposals
- Indicative Massing
- Indicative Massing
- Benefits
- Transport & Accessibility
- Next Steps

Feedback Forms were provided at the event and gave the residents the opportunity to comment on the proposals. In total, 27 feedback form were returned by attendees and the following section provides an analysis of those responses.



Distribution Area for Exhibition 1



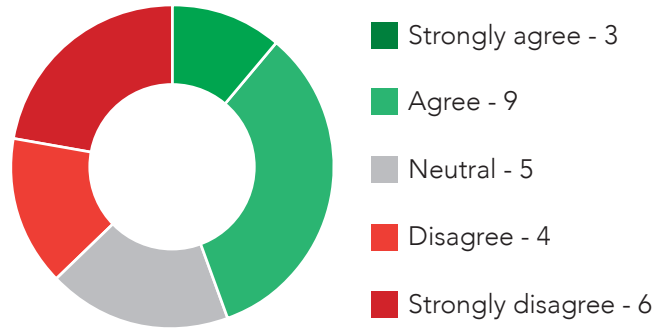
Photograph of exhibition

Public Exhibitions

Exhibition 1: Feedback Form Questions

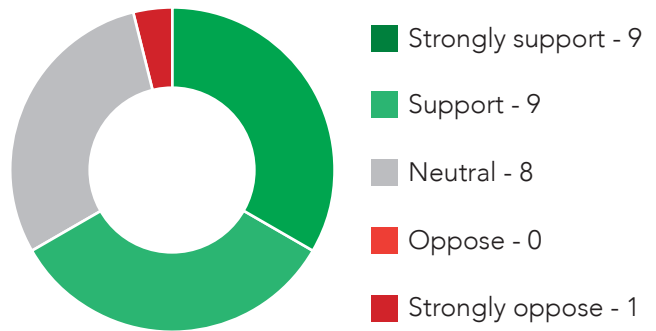
Question 1: To what extent do you agree with the principle of development at the site?

Out of 27 respondents, 12 identified that they 'agreed' or 'strongly agreed' with the principles of development at the site. 6 respondents stated that they 'strongly disagreed' and 5 respondents stated that they have a 'neutral' perspective.



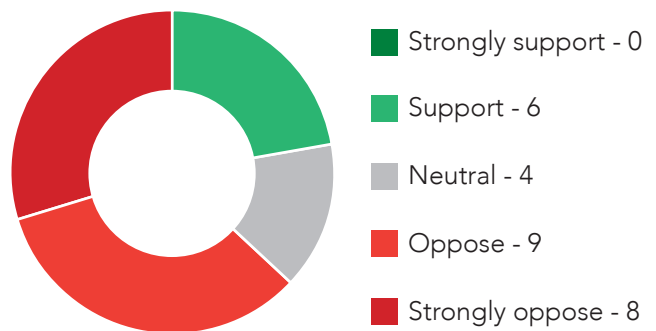
Question 2: To what extent do you support development on brownfield sites?

The results for question 2 demonstrate a strong sentiment of support for development on brownfield sites (66.66%). 9 respondents stated that they 'strongly supported' brownfield development, 9 stated that they 'supported' brownfield development and a further 8 stated that they have a 'neutral' perspective. Only one respondent stated that they are 'strongly opposed' to the development of brownfield sites.



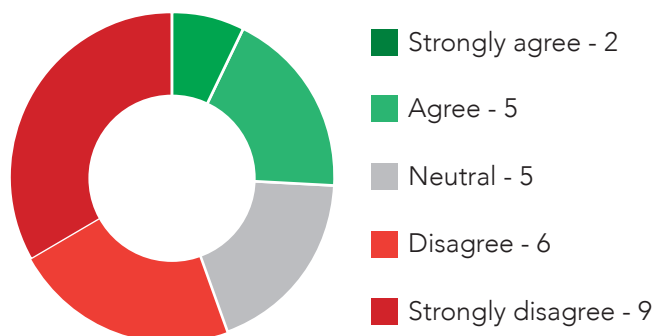
Question 3: To what extent do you support the design of the development?

In terms of the development design, the feedback revealed that residents were not in full agreement with the proposal. 8 respondents 'strongly opposed' and an additional 9 respondents stated that they 'opposed' the design. 6 respondents stated that they 'support' the design, whilst 4 indicated that they had a 'neutral' perspective.



Question 4: To what extent do you agree that the development will benefit the local area?

When asked if they agreed that the development would benefit the local area, the results were seen to be quite split. 9 respondents stated that they 'strongly disagreed'. However, 5 respondents stated that they 'agreed', 5 stated that they 'disagreed' and a further 5 stated they have 'neutral' perspective. One feedback form was left blank.



Public Exhibitions

Q5. Additional Comments

Height/Overlooking

An assessment of the feedback reveals that concerns about the height of the proposed development were the most frequently raised issues by residents. Common comments identified that the development proposal was too high and has too much of an impact on the privacy of neighbouring properties.

Traffic

Another major issue identified by both residents and local businesses is the current level of traffic and congestion in the area. Residents and business owners specifically identify Burlington Road as extremely congested due to the volume of traffic at the level crossing. Local business owners have also stated that this level of traffic is also having a negative impact on their business (as customers are deterred from using the road due to the traffic). There are concerns that development in this area would only intensify congestion and make future travel difficult.

Parking

Concerns on parking is also another key challenge which residents have identified. Additional comments on this issue note that most local residents own cars and there is already insufficient parking allocated for existing residents.

Design

Attendees were eager to see more detail on design and felt the early sketches of the scheme were not in keeping with the surrounding area. As the proposals are still evolving, we feel that once more detail can be confirmed then residents will respond better.

Public Exhibitions

Feedback Comments

Height/Overlooking

1. Could the buildings be staggered more, tallest near Tesco, shortest near Burlington Road?
2. Whilst I support the development of the various unused/empty buildings, the development does seem too large for the area.
3. I do not agree with a ten-storey building in the neighbourhood. Low level housing is fine.
4. My objection is to the height and effect on neighbours' privacy.
5. The scale and density is unsympathetic to the surrounding environment.
6. The size of the building are not in keeping with the surrounding area.

Traffic/Parking

1. Level crossing- traffic is already an issue when the trains are down.
2. Problems in the area include blind approach road on Burlington Road coming from the A3, a level crossing railway lines at West Barnes Lane and the future prospect of Crossrail.
3. My main concerns are overcrowding, traffic and CPZ in our area.
4. We strongly believe there should be access to Tesco from Burlington Road side. Congestion on A3 side will be unbearable once further development comes.
5. Burlington Road is already congested in the area, caused by weight of traffic and the level crossing that is within 100m of the development site.

Design

1. Burlington Road needs redeveloping. A well-designed development that brings genuine benefit to the Motspur Park area.
2. Buildings do not fit with the local area's environment.
3. Out of keeping with the area.

Affordable Housing

1. It will be good to see the site developed with a good portion of social housing.
2. I think it will be a big improvement and affordable housing is very welcome.
3. Glad that development parameters now include a greater quantity of social housing.

Flooding

1. Residents flooded twice in short space of time.
2. Flooding is a real problem for this area – West Barnes Lane has been flooded several times

Consultation

1. Please inform residents better – People for whatever reason don't read flyers through the door. Give out flyers at Motspur Park Station, display info in libraries, in Tesco's lobby and outside the schools.

Public Exhibitions

Exhibition 2

Following advice for the ward councillor, Cllr Hina Bokhari, the Applicant expanded the distribution so more residents were informed about Exhibition 2. Overall, 2,506 households and businesses were sent an invitation flyer. The map to the left illustrates the distribution area for Exhibition 2.

Responding to residents' concerns from Exhibition 1, the Applicant instructed a member of the project team to distribute invitations amongst local businesses and to parents outside the local schools during pick up/drop off times. The effectiveness of expanding the distribution area alongside extra leaflet distribution is reflected in the increased number of residents attending Exhibition 2 compared to the previous event.

Eleven A1 display boards were on show. The Applicant wished to address many of the concerns outlined in the first consultation by providing several issue specific exhibition boards. This included the Design, Materials, and Traffic boards. The boards were displayed in the following order:

- Welcome
- About Redrow and the Site
- Proposals
- Progression Proposals
- Ground Floor
- Design
- Materials
- Landscaping
- Traffic
- Air Pollution & Infrastructure
- Scheme Benefits

Feedback forms were provided at the event and gave the residents the opportunity to comment on the proposals. In total, 32 feedback forms were returned by attendees and the following section provides an analysis of those responses.



Distribution Area for Exhibition 2



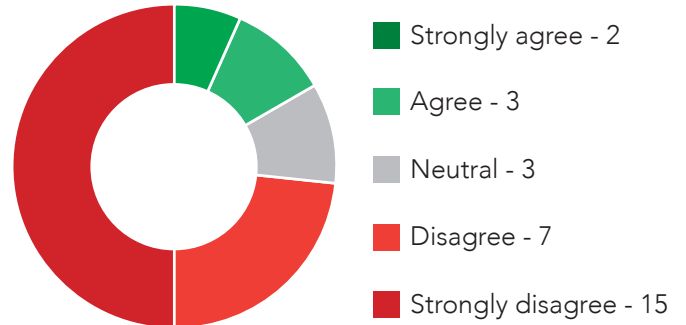
Photograph of exhibition

Public Exhibitions

Exhibition 2: Feedback form Questions

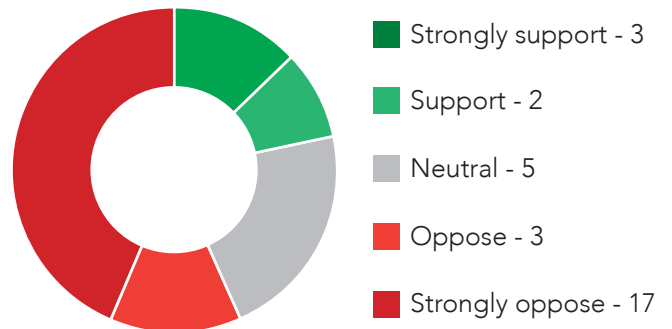
Question 1: To what extent do you agree that Redrow's proposals make efficient use of this brownfield site to deliver much needed new homes and commercial space?

Overall, 17% or 5 respondents either 'agreed' or 'strongly agreed' with the statement above with 11%, 3 respondents, feeling neutral toward it.



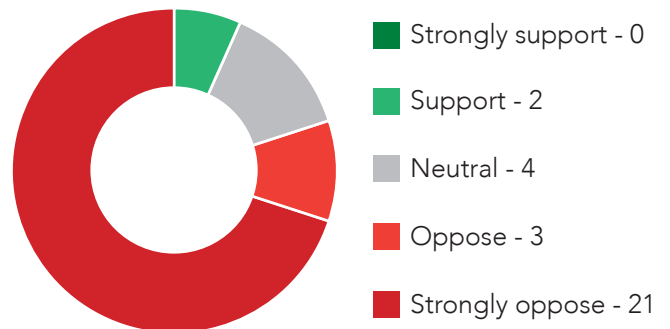
Question 2: How far do you support the proposed landscaping and public realm improvements?

17% of respondents supported the proposed landscaping and public realm improvements whilst a further 17% felt neutral toward the plans.



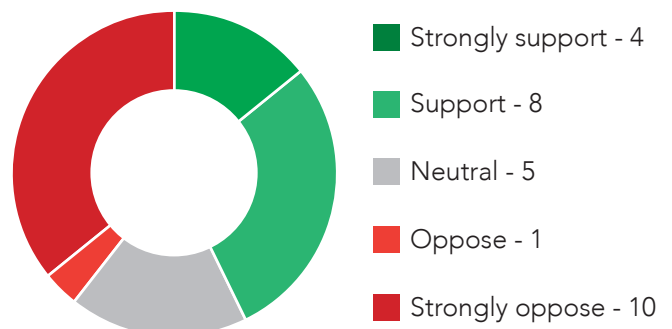
Question 3: To what extent do you support the design of the development?

7% of the feedback forms supported the design of the development whilst 14% felt neutral towards this aspect of the development. The applicant recognises that many of the concerns relating to design were referring to the height of the proposals. This was made clear through the verbal feedback received and in the written comments as residents appeared concerned about the height designed into the scheme and made little comment about the aesthetics about the buildings.



Question 4: To what extent do you support the aspiration of a 35% affordable housing offer?

Nearly half of all responses supported the 35% affordable housing offer and 18%, or 5 respondents, selected the neutral option.



Public Exhibitions

Question 5: Redrow will be making significant contribution to Merton Council via the Community Infrastructure Levy to improve public services. Which area do you feel this contribution is most needed?

The list below outlines which areas were raised by residents and on how many separate occasions these were mentioned:

- Schools (12)
- Roads (10)
- Medical Services (5)
- Flood Defences (4)
- Public Realm (3)
- Public Transport (3)
- Parks (2)

Residents clearly felt that schools and roads were most in need of extra funding in the locality. The applicant will continue to work with Merton Council to identify mitigation measures.

Question 6: Additional Comments

The list below outlines which areas were raised by residents and on how many separate occasions these were mentioned:

- Height (17)
- Traffic (14)
- Parking (11)
- Public Services (9)
- Density (6)
- Infrastructure (4)
- Public Transport (3)
- Design (3)

Public Exhibitions

Exhibition 2: Feedback Comments

Height

1. While I approve of the plans my main concern is the high number of flats being built and over 10 storeys high.
2. Remain concerned about the overall height, even after the plans show taller flats to the rear of the site.
3. This is a brownfield site ideally suited to create housing and should be used for that purpose but the scheme must be lower rise and less dense.
4. Think of downsizing.
5. The height of the development is inappropriate for the area.
6. The height of the proposed buildings are extremely high and out of proportion with the rest of the area.
7. This is too high for this area of small suburban housing it will look vastly out of place.
8. 14 storeys is not appropriate in this location.
9. The density and massing is too much for a small site, buildings still look very boxy.

Traffic and Parking

1. Entrance on Burlington Rd already causes problems - 200 cars won't help.
2. Recent local property developments remain unsold and create traffic problems
3. You can't expect to increase traffic without considerable impact to the environment.
4. Traffic is bad enough on Burlington Road trying to cross the level crossing.
5. Improvement in public transport required to reduce congestion.
6. Traffic will be severely disrupted, one reason being the railway crossing which causes severe hold ups.
7. Insufficient parking in an area of high parking stress. If CPZ is to be imposed there must be NO charges.
8. We are worried that our road will become a parking spot for the new residents. It is already hard enough.
9. Parking spaces are an issue in the area. can underground parking be explored as part of the development?

Public Services

1. Our admissions are actually declining so I believe it is important as many homes as possible are aimed at families to reduce outflow of children.
2. Will there be more medical services provided?
3. Infrastructure is not in place to support this number of new homes.
4. A great opportunity to contribute to improved play space at Sacred Heart Primary.
5. All schools are oversubscribed in the area – no room to move schools or expansion in the area.
6. There are no proposals to add to the oversubscribed services such as schools and doctors.
7. Most of the schools in the surrounding area are at breaking point, due to being oversubscribed and crippled by budget cuts.
8. No mention of doctors, schools, nurseries, other emergency services, hospitals.

Public Exhibitions

Response to comments

Issue	Response
Height/Overlooking	The height and accompanying privacy issue were the core concern of residents from Exhibition 1. To address this, the Applicant has lowered the buildings overlooking residential areas to limit the impact on the surrounding residents. To stay in line with the spirit of the London Plan, the applicant has risen buildings fronting non-residential areas to maintain the number of units and makes efficient use of the brownfield site. It is not anticipated that the proposed development will have any negative impact on the residential amenity of the surrounding streets.
Traffic and Parking	The Applicant has attempted to limit to number of cars associated with the scheme. However, the site is in an outer borough and, as such, the parking provision falls within the range identified in the London Plan and deemed acceptable by TfL. However, the Applicant is keen to encourage use of sustainable forms of transport and as the site is close to several train stations and bus links, we feel this will help limit car usage and the impact on the road. The Applicant's transport consultants will also work closely with the Merton Council to ensure the development does not have a significant impact on the local highway network.
Design	The early sketches on show did not reveal a significant level of detail in terms of design. In the subsequent public consultation, the Applicant dedicates two exhibition boards to outline the design and materials planned for the scheme. This will take inspiration from the former printworks on site which references the history of the site and links the scheme to the surrounding area. As a whole, the project will be delivered with the highest quality of design standards and be a sound base for the revitalisation of Burlington Road. Given that design was less of a prominent issue in the comments from the Exhibition 2, residents appear to be happier with the aesthetics once more detail was on show.
Public Services	The Applicant is investing £7.5m in CIL payments to Merton Council to address any stress on infrastructure or public services caused by the development. In relation to specific concerns about schools, we have had constructive discussions with the Governor of Sacred Heart Primary who claims that the school would be well served by a nearby development as subscriptions are currently in decline.
Consultation	Following comments from residents and the ward councillor, Cllr Hina Bokhari, the Applicant strived to engage more local residents about their evolving proposals. Therefore, under the advice of a resident, leaflets were handed out outside Sacred Heart Primary School, Motspur Park trains station and amongst local businesses. Additionally, the distribution area was expanded meaning more addresses received invitations to the Exhibition. These extra marketing exercises were reflected in the increased number of attendees at Exhibition 2.

Additional Channels for Engagement

Freepost and 0800 freephone

During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

The telephone number used (0800 170 7270) was in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside of these hours a voicemail facility was available for messages to be left which were responded to at the earliest opportunity.

Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.

A freepost envelope was available at the public exhibition, allowing feedback forms to be posted back free of charge.

Project Website

The Applicant also provided a website which showcases the development proposals. The site can be found at <https://burlingtonroad.com/>

The site delivered information on the scheme and provided residents another avenue to engage with the proposals and give their feedback. Residents could engage with the following areas within the site:

- The Site
- The Proposals
 - Exhibition boards (updated following each exhibition)
- Feedback and Contact
 - Online link to the Feedback Form
 - Direct contact details provided.



Post Submission Consultation

The Applicant is committed to continuing engagement after the planning application has been submitted. Several meetings with stakeholders have been planned post submission the details of which can be viewed below:

Date	Milestone
3rd December 2018	Meeting with ward councillors, Cllr Karl Quilliam, Cllr Hina Bokhari and Cllr Eloise Bailey.
8th January 2019	Meeting with the Raynes Park and West Barnes Residents' Association.

Conclusion

The applicant has fulfilled a comprehensive programme of political and community engagement, which will continue throughout the post-submission phase. Overall, there is a recognition amongst those engaged that the redevelopment of the Application Site will contribute positively to the delivery of affordable housing in the area and visually improve the frontage along Burlington Road and the relationship with the Tesco store.

The applicant recognises that there are outstanding community concerns relating to height, the quantum of new development, the impact on the local highways network and local infrastructure. Where possible, the applicant has sought to directly address these concerns through the iterative design process and amendments have been made to the design to minimise the impact on surrounding residents. It is also important to remain cognisant of the need for new homes, and the ability for well-located brownfield sites to deliver a higher proportion of new homes in a sustainable way. On traffic, the Applicant will continue to work with the London Borough of Merton's highways department to ensure that mitigation measures will be implemented and there will be no negative impact to the highways network. The Applicant will also be making significant financial contributions to improve local infrastructure for the Council to dispense how they see fit.

The Applicant remains committed to working with local elected representatives and members of the community to address any concerns moving forward.

Burlington Road



Public Exhibition for Local Development



The site subject to the development proposals is outlined in red on the above aerial image.

Redrow Homes invites you to view its proposals for a residential and commercial development at 265 Burlington Road, which comprises a 1980s office building, and a small section of surplus Tesco car park land.

If you are interested in attending the exhibition, the details are as follows:

Date: Tuesday 13th November

Time: 3.30 – 7.30pm

Venue: Holy Cross Church Douglas Ave, Motspur Park KT3 6HT

Appendix B – Copy of the exhibition boards

Burlington Road WELCOME



Thank you for attending our second public consultation which provides an update on the progression of Redrow's proposals for new homes and commercial space at 265 Burlington Road and a small section of surplus Tesco car park land.

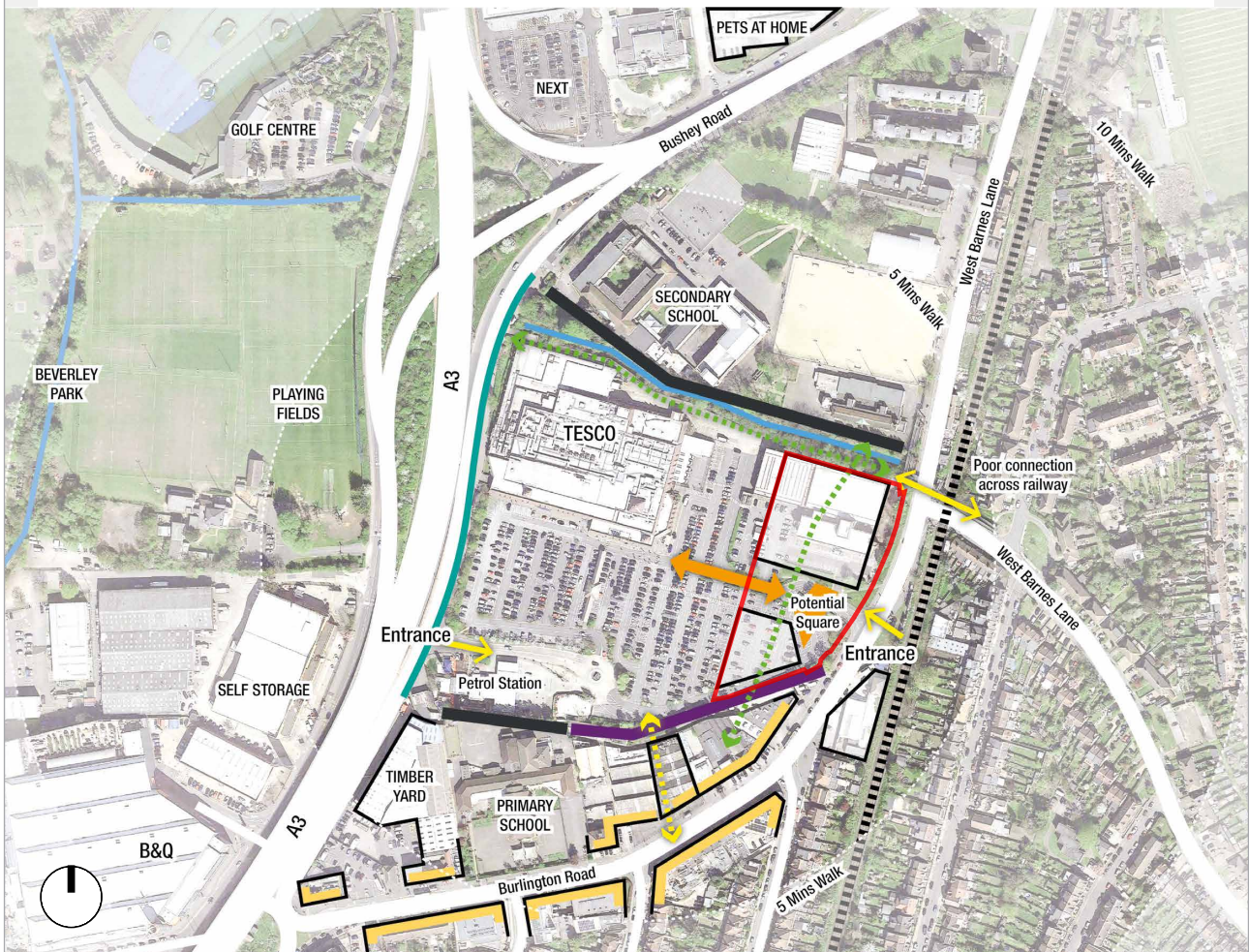
During the first consultation Redrow detailed their initial proposals which centred around the following principles:

- Delivering high quality new homes, many of which would be eligible for Help to Buy
- Providing a strong affordable housing offer
- Improving the street frontage along Burlington Road
- Delivering new landscaping for residents and the public to enjoy
- Improving the appearance of the site with high-quality architecture

Redrow hopes to submit a planning application for the redevelopment of the site before the end of the year and would appreciate all feedback from residents to inform the content of the proposals.

KEY:

- | | | |
|----------------------|-----------------------|--|
| Site | Road Noise | Main Axis |
| Impermeable Boundary | Existing Connection | Future DevzBlocks/
Development Under Construction |
| Permeable Boundary | Potential Connection | Existing Active Frontage |
| Pyl Brook | Potential Green Links | |



Appendices

Appendix B – Copy of the exhibition boards

Burlington Road ABOUT REDROW AND THE SITE



ABOUT REDROW

Redrow is one of the UK's leading housebuilders with a strong track record for delivering high-quality developments. Although this is Redrow's first development in Merton, Redrow is experienced in working with London Boroughs, and is delivering 2,900 homes in Colindale working alongside the London Borough of Barnet. In Wandsworth, Redrow is working collaboratively with the Council to redevelop the Alton Estate in Roehampton.

Collindale Gardens, Collindale



Kingston Riverside, Kingston

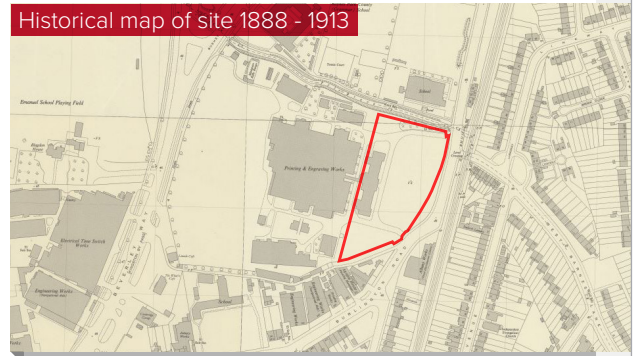


THE SITE

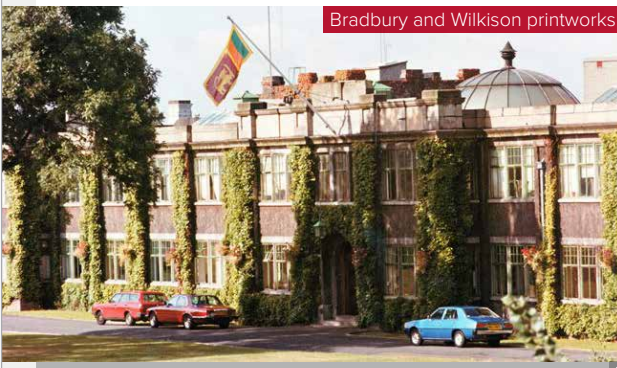
The site is approximately 1.21 hectares and comprises a 1980s office block, arranged over two storeys and a small section of surplus Tesco car park land.

It's prominent position on Burlington Road means that it acts as a gateway to West Barnes. The site is bordered by Burlington Road (B282) along the eastern boundary, a large Tesco superstore to the west, Pyl Brook and Raynes Park High School to the north and a predominantly residential area with a local centre to the south.

Historical map of site 1888 - 1913



Bradbury and Wilkison printworks



The site is reasonably well connected to public transport and is a sustainable, brownfield site to accommodate housing growth.

Historically, the site was a printing press and formerly occupied by Bradbury Wilkinson & Co from 1917 who were an English engraver, printer of banknotes, postage stamps and share certificates.



Appendix B – Copy of the exhibition boards

Burlington Road PROPOSALS



Since the first consultation event in September, Redrow has been working with Merton Council and the GLA to develop the design who requested the following:

- Lively street scene along Burlington Road
- Introduce lower 'shoulder' buildings along Burlington Road
- Open the landscaped courtyards further
- Better, more active street in the new access/egress point (where cars currently exit Tesco)
- Maximise the amount of dual aspect homes



446 new homes



35% on site affordable housing



575 sqm of commercial space for small offices fronting Burlington Road (equivalent to three tennis courts)



220 Car Parking Spaces

Appendix B – Copy of the exhibition boards

Burlington Road PROGRESSION PROPOSALS



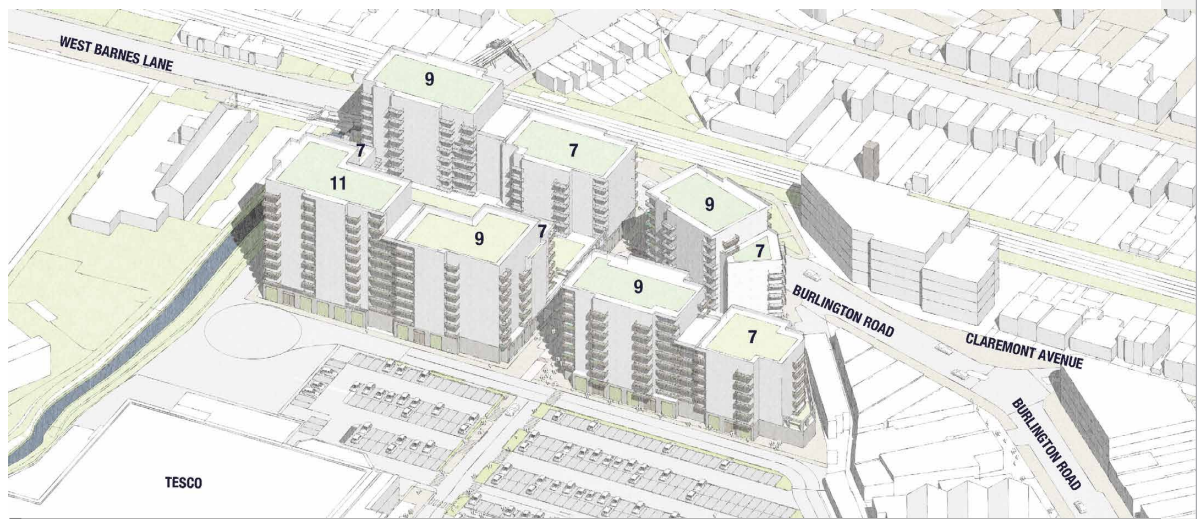
The number of homes and car parking spaces have not changed since the first consultation. However, the design of the building has progressed following comments from the GLA and the Council.

The height and massing of the building has been altered to make it more visually interesting and less 'bulky'.

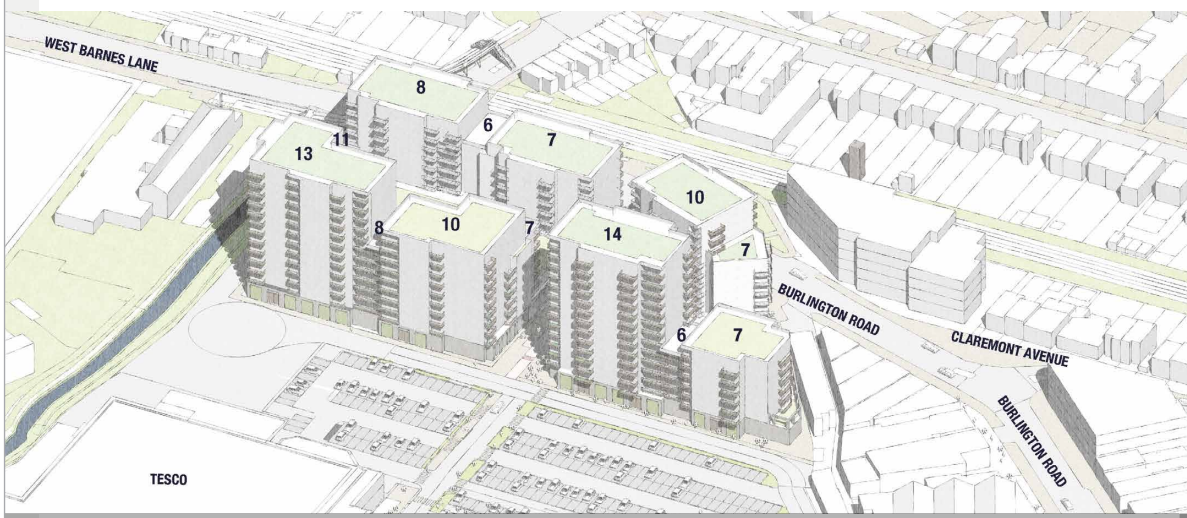
The height of the buildings along Burlington Road have been reduced, in some cases by 3 storeys, to better relate to the surrounding area. This has meant that other parts of the site get taller however, taller elements are located the furthest distance away from existing residents.

Landscaping has also improved with a wider southern courtyard which better relates to the new street through the development.

INITIAL SCHEME PROPOSED IN SEPTEMBER



CURRENT PROPOSED SCHEME



Appendix B – Copy of the exhibition boards

Burlington Road GROUND FLOOR



PROPOSED GROUND FLOOR PLAN



Increased ACTIVE FRONTAGE to buildings that follow Burlington Road, reinforcing the street edge

Increased ACTIVE FRONTAGE along shared access road

Key:

- Commercial space
- Residential entrances
- Residential concierge and meeting space

PROPOSED PODIUM FLOOR PLAN



VARY MASSING along western edge addressing Tesco

Open courtyard further to south for GOOD DAYLIGHT levels

Maximised DUAL ASPECT accommodation throughout development

Key:

- 1 bed 2 person apartment
- 2 bed 3/4 person apartment
- 3 bed 5 person apartment

Appendix B – Copy of the exhibition boards

Burlington Road DESIGN



The proposals have been revised to allow more variation in height and therefore more interest across the scheme, whilst improving the quality of the internal layouts.

Redrow believes that 14 storeys is appropriate at this location, as this section is unconstrained, in terms of not being next to sensitive residential properties which we may cause harm to in terms daylight and outlook. There are a multitude of examples across London where well-designed taller buildings can sit well amongst the existing area.



Appendix B – Copy of the exhibition boards

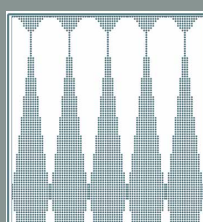
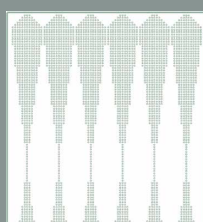
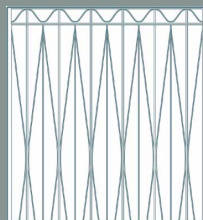
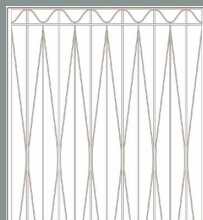
Burlington Road MATERIALS



One of the priorities of this development is to revitalise this section of Burlington Road.

The former printworks provided a landmark in the area and we hope to take subtle references from the historic building and work this into the designs and the materials. Historical references include:

- Industrial-style buildings with red brick exterior and dark grey window surrounds
- The grey brick window surrounds take inspiration from the perforated stamp edges
- Balcony panels that reference stamps and bank note engraved patterns



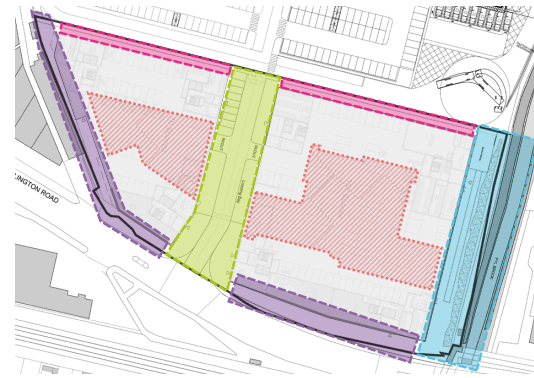
Appendix B – Copy of the exhibition boards

Burlington Road LANDSCAPING

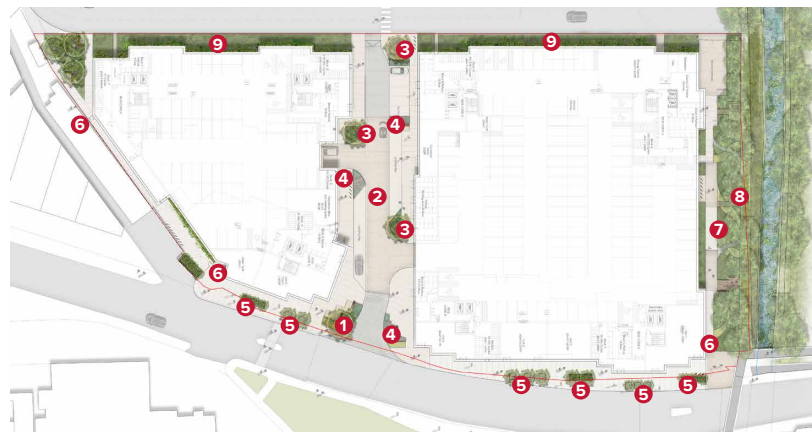


The landscaping concept has been developed around 5 concept areas around the site:

- The Public Link
- The Living Edge
- Community Platforms
- Burlington Road
- The Brookside Garden entrance



- 1** Gateway : marker tree, ornamental and biodiverse planting and seating
- 2** Distinctive paving treatment to create sense of street
- 3** Staggered tree planting to create rhythm and sense of street
- 4** SuDS ornamental and biodiverse planting.
- 5** Block planting of narrow shaped street trees to create rhythm and break scale of the elevation.
Ornamental and biodiverse planting in raised planters with integrated seating.



- 6** Gate to resident gardens
- 7** Residents gardens : native and biodiverse woodland/ riparian planting, with reinforcement of existing tree cover and doorstep play.
- 8** Viewing platforms to the Pyl Brook with seating elements
- 9** Living edge : Patterned climbing plants on trellis against wall, with wildlife elements (birds and bat boxes, insects hotels and loggers)

- 1** Social space with communal table, barbecue and canopy
- 2** Play area (5to11)
- 3** Play area (under 5)
- 4** Grow-your-own planting beds
- 5** Ornamental and biodiverse planting
- 6** Private terraces
- 7** Quiet contemplation spaces with lounge seating



Appendices

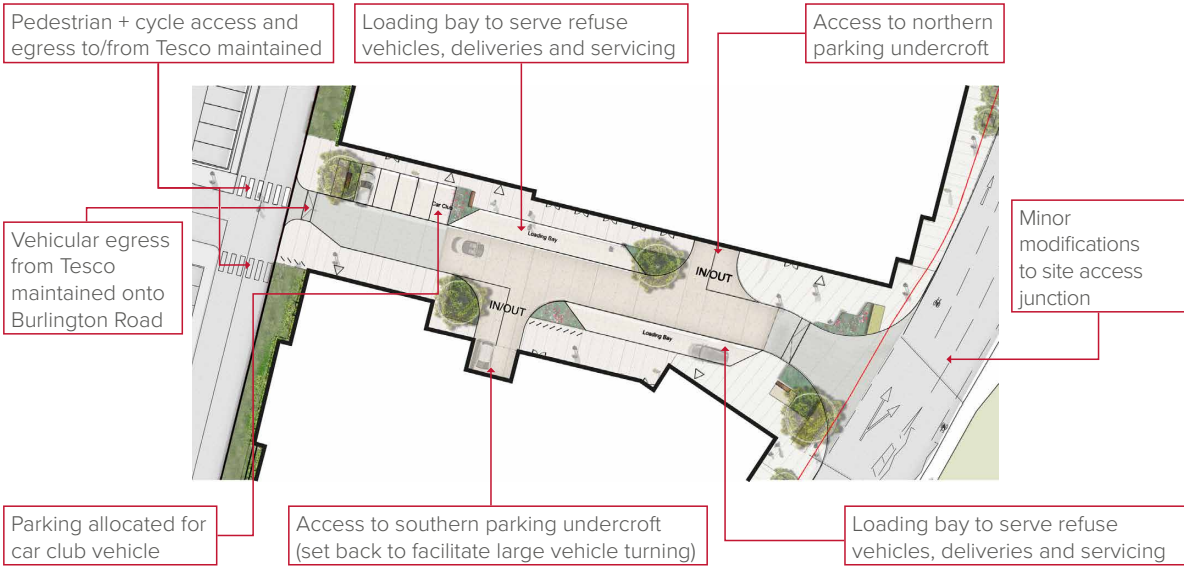
Appendix B – Copy of the exhibition boards

Burlington Road TRAFFIC



ACCESS

The site will retain the existing access with Burlington Road, which will continue to act as the primary access to the development. The entrance to Tesco to the west will also be retained and continue to provide access from Beverley Way.



PARKING

It is proposed that 220 car parking spaces will be provided for the new homes, including provision for disabled drivers. Electric vehicle charging points are also incorporated into the proposals, in line with the London Plan. Secure cycle storage and short-stay spaces will be delivered in the communal areas of the site.

PEDESTRIANS

Pedestrian crossings at the north and south of the site provide easy access to shopping and the high street from Burlington Road.

BUS

Four frequent bus routes are located on Burlington Road and allow easy access to Wimbledon, Raynes Park and New Malden Stations.

RAIL

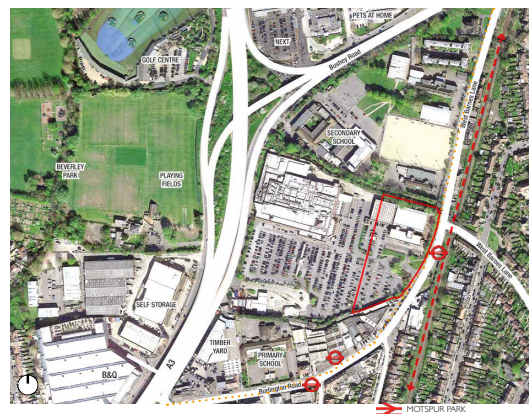
The site is well connected as Motspur Park station is based c.500m from the site with Raynes Park and New Malden stations also nearby.

CAR

The site is easily accessible by car with the A3, Bushey Road and Burlington Road providing access to the wider area.

PLANNING APPLICATIONS

A Transport Assessment is being carried out in conjunction with the LB Merton and TfL and, upon completion, this will be submitted along with a Travel Plan as part of the planning application.



Appendix B – Copy of the exhibition boards

Burlington Road AIR POLLUTION & INFRASTRUCTURE



AIR POLLUTION

Redrow will be submitting a full air quality assessment as part of the application. Early conversations with the Environmental Health Officer at the Council suggests that they have no concerns regarding air quality in relation to the development proposals. The development will be designed to ensure good quality living spaces that respond to the environment. The precise mitigation measures will be identified as part of the design process for the planning application.

Redrow will also be assessing the impact of traffic generated by the development on local air quality and will recommend suitable mitigation measures so that any effects are minimised. The sustainable travel plan, which will be submitted as part of the application will address the impact on air quality by encouraging the use of sustainable transport.

INFRASTRUCTURE

As part of the application, Redrow will be contributing around £4 million through the Community Infrastructure Levy to contribute to improving local infrastructure such as schools, doctors surgeries and transport.

Although Redrow will provide funding, they do not determine how this is spent. This is the responsibility of the local authority.



Appendix B – Copy of the exhibition boards

Burlington Road SCHEME BENEFITS



DELIVERY OF MUCH-NEEDED NEW MARKET & AFFORDABLE HOMES

Merton must look to deliver over 1,300 new homes per year to keep up with the acute need for housing. There is significant disparity between income and housing affordability in Merton, with house prices overtaking average income by 16 times.

The majority of Redrow's private housing will likely be available for Help to Buy which helps first time buyers gain a foothold on the property ladder with a 5% deposit.

The scheme will also deliver 35% affordable housing which will be split between affordable rent, in line with the local housing allowance and shared ownership. Many of the affordable homes will be family accommodation for affordable rent and first priority will be given to those who live or work in the borough.

CONTRIBUTION TO PLACEMAKING

The site in its current state does not contribute visually to the area.

The new proposals will create a gateway development. At ground floor level, new landscaping and commercial space will enhance Burlington Road, bring life to the area and create a new community space.

Pedestrian links between Burlington Road and Tesco will also be improved.

TIMESCALES

- November/December 2018**
Submission of an application
- Spring 2019**
Determination
- Autumn 2019**
Start of demolition
- 2020**
Start of Construction
- 2021/early 2022**
Completion



Appendix C – Copy of the exhibition feedback form

Burlington Road FEEDBACK FORM



Privacy Statement

By filling in this form, you are agreeing that Built Environment Communications Group (“BECG”) can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the project team for planning evaluation purposes.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and the project team will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask more about the comments you’ve made. BECG acts on behalf of Redrow to run public consultation activities.

*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS

Once completed, please fold this feedback form in half and post it into the ballot box before you leave the event. Alternatively, take it home along with one of our postage-paid envelopes and send it back to us.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):
First Name or Initial:
Surname:
Postcode:
Age Group (please circle):
Under 13 13-17 18-24 25-34
35-44 45-54 55-64 65-74
75-84 85+

Your Contact Details

We will use these details to contact you and update you on the proposals. You don’t have to fill in this section if you’d rather we didn’t contact you.

Address:
Email:
Telephone:
<input type="checkbox"/> I would like to receive updates on the 265 Burlington Road proposals

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com.

Appendices

Appendix C – Copy of the exhibition feedback form

Q1. To what extent do you agree that Redrow's proposals make efficient use of this brownfield site to deliver much needed new homes and commercial space?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q2. How far do you support the proposed landscaping and public realm improvements?

Strongly Support Support Neutral Oppose Strongly Oppose

Q3. To what extent do you support the design of the development?

Strongly Support Support Neutral Oppose Strongly Oppose

Q4. To what extent do you support the aspiration of a 35% affordable housing offer?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Q5. Redrow will be making significant financial contributions to Merton Council via the Community Infrastructure Levy to improve public services. Which area do you feel this contribution is most needed?

Q6. Additional Comments.

Thank you for your feedback

www.BurlingtonRoad.com

Appendices

Appendix D – Advertisement


An A5 was created to inform the community of the exhibition details and contained the following:

- Details of the project and the public exhibition dates and times
- Location map identifying the site and the exhibition location

This flyer was also distributed outside Sacred Heart Primary School during pick-up/drop-off times and amongst businesses along Burlington Road to raise the level of engagement for potential stakehold. The Applicant also took out an ad in the Wimbledon Guardian in the run up to both of the Public Exhibitions so more of the community were informed about the upcoming events.

Burlington Road


Public Exhibition for Local Development



The site subject to the development proposals is outlined in red on the above aerial image.

Redrow Homes invites you to view its proposals for a residential and commercial development at 265 Burlington Road, which comprises a 1980s office building, and a small section of surplus Tesco car park land.

If you are interested in attending the exhibition, the details are as follows:

Date: Tuesday 13th November
Time: 3.30 – 7.30pm
Venue: Holy Cross Church Douglas Ave, Motspur Park KT3 6HT

'Marmablading' teacher raises cash for refugee camp school

What is the most-often thing you have ever done to raise money for charity?

If you didn't see every woman in marmalade and black-tie the length of the Harbour Line, then Helen Fitzmaurice has one idea.

Last year the Wimbledon teacher organised the interesting first and raised £2,000 for a school she had set up in an Afghan refugee camp. She said the 'Marmablade' was as stressful as it was fun.

"It was more gratifying than anticipated and took over six hours," she said.

"I almost came to a sticky end. I had very cheap marmalade, which made my hair very much more difficult and stressful than a wash, and it smelt like the ocean."

"Marmablading is an old trick and I didn't see that you can do it for the cause, and I eventually pushed myself apart and collapsed in a heap at Staphors and Co's."

She said creativity and hard work were the keys to success.

The annual fundraising events were recently launched and Helen's effort made the final cut.

It is one of three people nominated for 'Wimbledon Prizebreaker of the Year'.

Helen Fitzmaurice

First batch of students welcomed into school

A new school has welcomed its first batch of pupils. Helen Fitzmaurice, head teacher, said she was delighted to have the first batch of pupils at the school.

"It was a very special day for us and we were very happy to have the first batch of pupils at the school."

"The school is a very special place and we are very proud to have the first batch of pupils at the school."

"We have a very special place and we are very proud to have the first batch of pupils at the school."

Fundraiser goes swimmingly in Channel effort

Swimmer Helen Fitzmaurice has taken part in a fundraising swim in the English Channel to raise money for a school in Afghanistan.

She swam for 12 hours in the Channel, raising £2,000 for the school.

"It was a very special day for us and we were very happy to have the first batch of pupils at the school."



Burlington Road

Public Exhibition for Local Development

Redrow Homes invites you to view its proposals for a residential and commercial development at 265 Burlington Road, which comprises a 1980s office building, and a small section of surplus Tesco car park land.

If you are interested in attending the exhibition, the details are as follows:

Date: Tuesday 13th September
Time: 4 – 8pm
Venue: Holy Cross Church Douglas Ave, Motspur Park KT3 6HT

Safer junction to have 20mph limit

Plans to make the junction between Burlington Road and the A24 safer for pedestrians and cyclists will be implemented in the next few weeks.

The junction is currently a 30mph zone, but will be reduced to 20mph to improve safety for pedestrians and cyclists.

The council will also be installing new street lighting and road markings to improve visibility and safety.

Have your say on the Sutton Link: a major new public transport service for Sutton and Merton

We are consulting on proposals for a new direct transport link between Sutton and Merton and would like your views on your preferred type of transport and route.

The Sutton Link would:

- Make it quicker to travel between Sutton and Merton and improve links to central London
- Improve access to jobs and services from less connected parts of both boroughs
- Support the delivery of new homes in both boroughs

To find out more and have your say please visit: tfl.gov.uk/sutton-link

Please submit your views by **Sunday 6 January 2019**

Have your say



Burlington Road

Public Exhibition for Local Development

Redrow Homes invites you to view its proposals for a residential and commercial development at 265 Burlington Road, which comprises a 1980s office building, and a small section of surplus Tesco car park land.

If you are interested in attending the exhibition, the details are as follows:

Date: Tuesday 13th November
Time: 3.30 – 7.30pm
Venue: Holy Cross Church Douglas Ave, Motspur Park KT3 6HT

MAKE A WILL TODAY. MAKE IT EASIER FOR YOUR LOVED ONES TOMORROW

Wills are essential for everyone, but many people don't have one. It's never too late to make a will and ensure your loved ones are taken care of.

Call us now to make a will and ensure your loved ones are taken care of.

0114 226 1071

