

# INTRODUCTION

## Site Location

360 - 364 London Road, CR4 3ND

## Proposed Development

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

# SITE CONTEXT

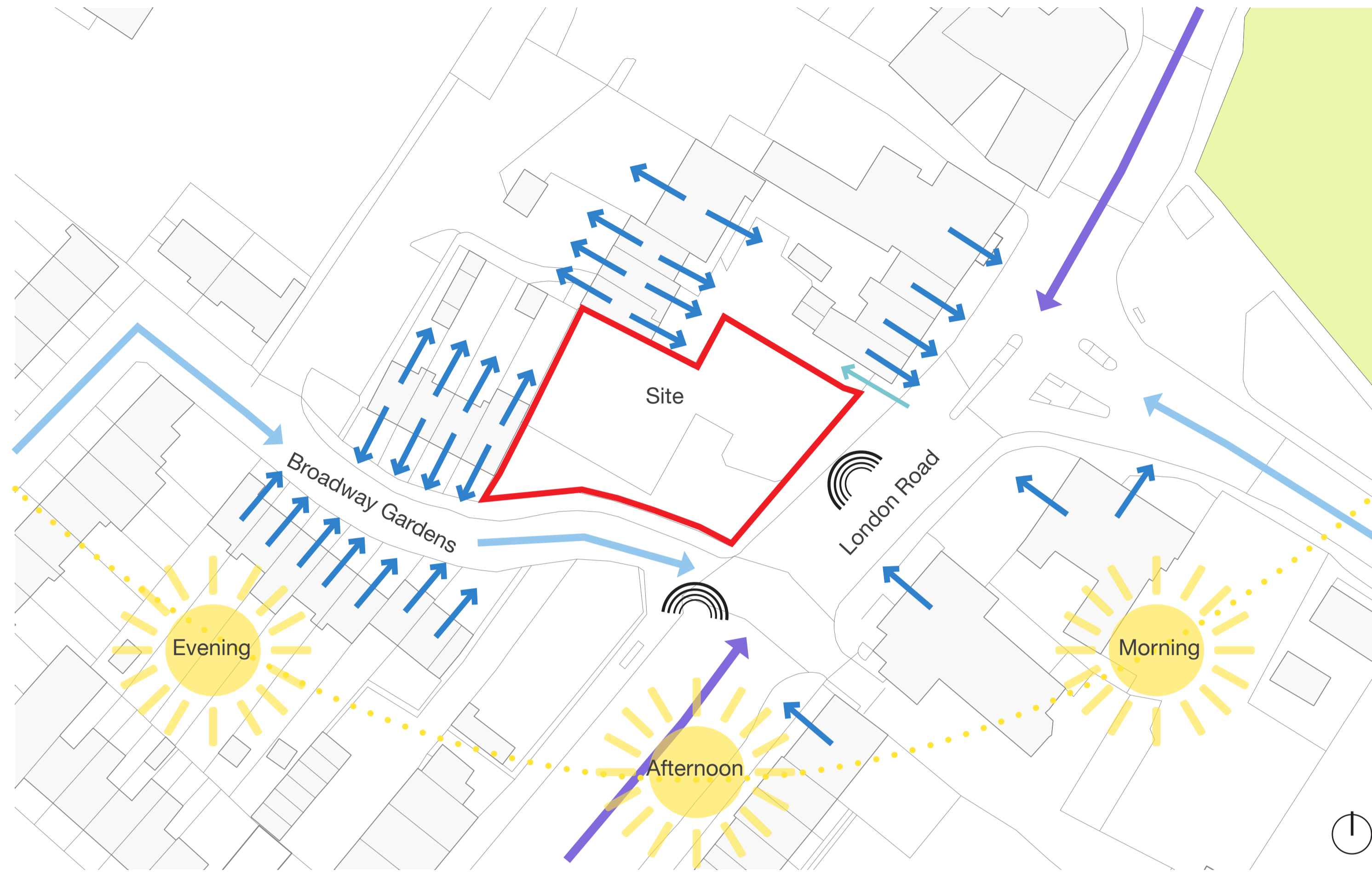
The Site is located in Mitcham, situated in the southeast of the London Borough of Merton and serves as a gateway to the Mitcham Cricket Green Conservation Area. It is bound by London Road on the east, a main urban road, and Broadway Gardens to the south, a quite residential cul de sac.

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

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

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

# SITE ANALYSIS



Site analysis diagram

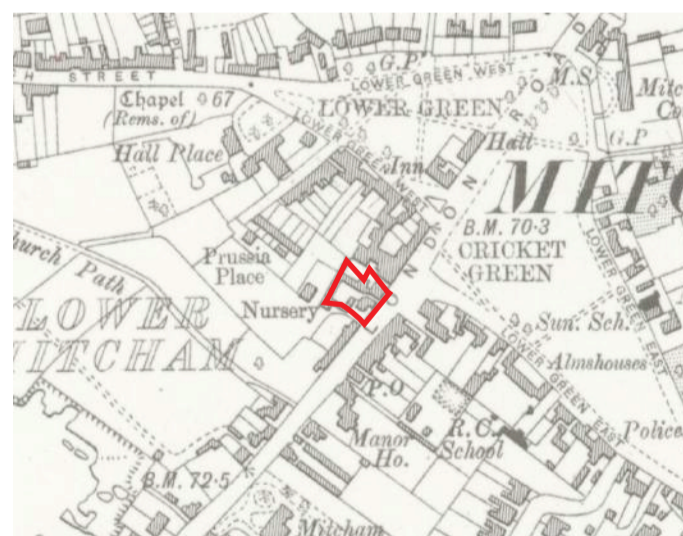
## Site History



Map 1. Mitcham in 1813-1824



Map 2. Mitcham in 1871



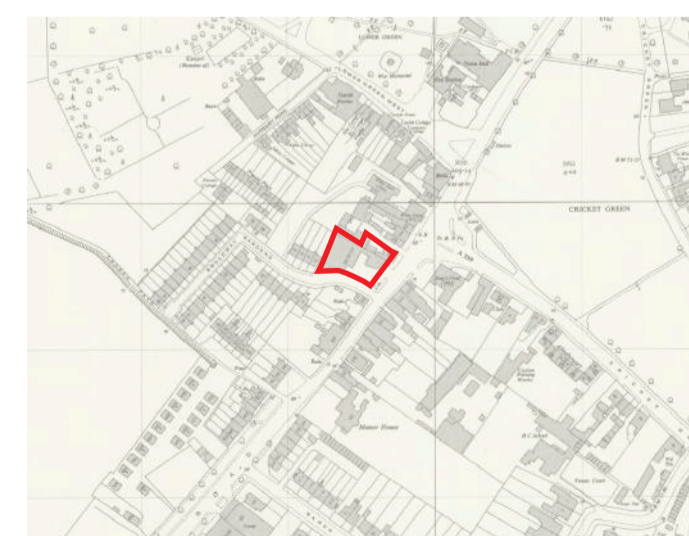
Map 3. Mitcham in 1913



Map 4. Mitcham in 1935



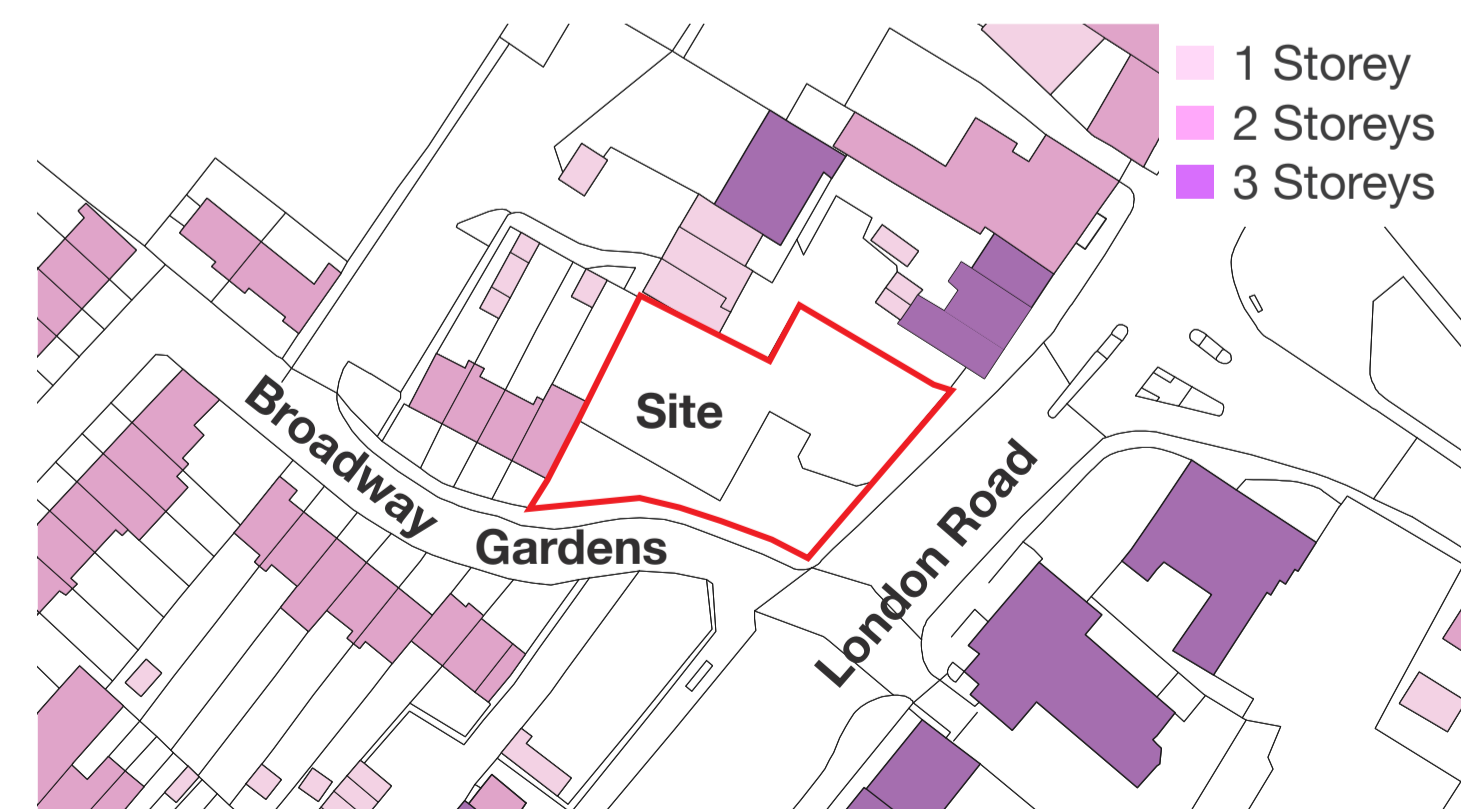
Map 5. Mitcham in ca. 1944



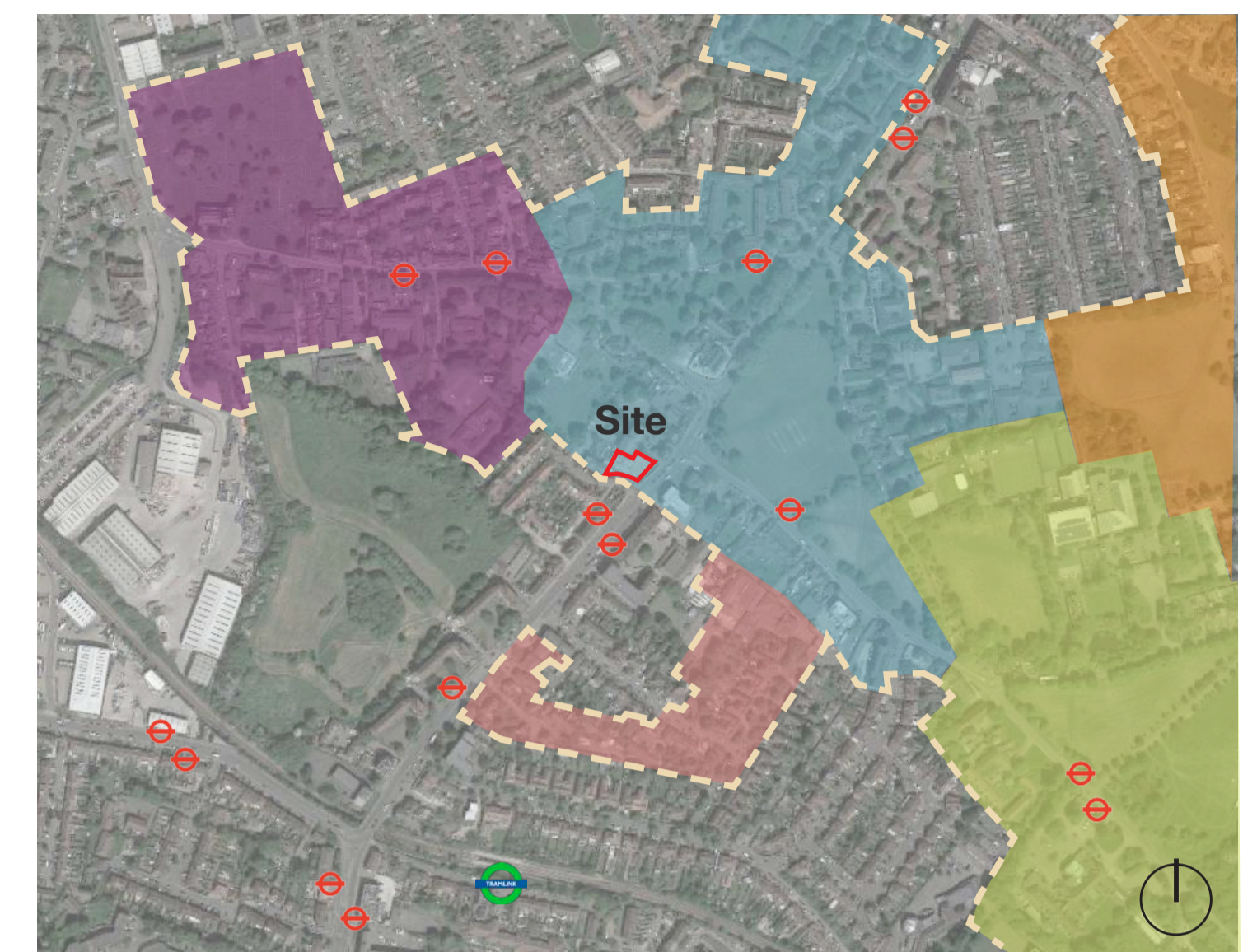
Map 6. Mitcham in 1954



Building Land Use



Building Height



Conservation Area and transport map

- Application Site
- Neighbouring aspect
- Main Route
- Secondary Routes
- Road Noise
- Access Routes
- Sun Path
- Mitcham Tram Stop
- Bus Stop
- Cricket Green Conservation Area
- Church Road Character Area
- The Cricket Green Character Area
- Cranmer Green Character Area
- Three Kings Piece Character Area
- Mitcham Park Character Area



Application Site

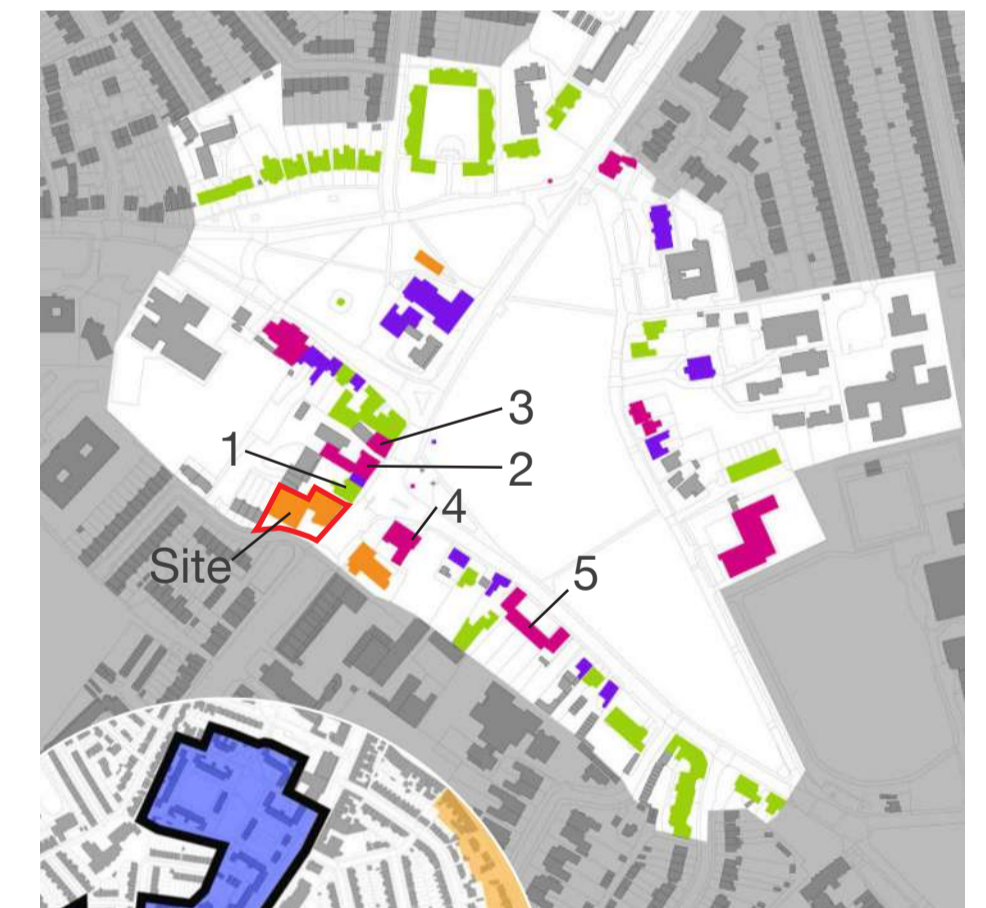


View towards the Site from Cricket Green.



View towards the Site from Cricket Green.

## Building Quality



- Listed Building
- Locally Listed
- Positive impact
- Negative impact
- Neutral impact

Building Quality in the Cricket Green area  
Extract: Mitcham Cricket Green Conservation Area Appraisal & Management Plan

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



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# PREVIOUS APPLICATIONS

**Consented Application**    **Application Ref: 15/P3114 (Feb 2016)**

Demolition of existing building, erection of a part 3 to 4 storey mixed use development, comprising:

- 195sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 22 self contained residential flats (C3): 12 x 1bed (54.5%), 9 x 2bed (41%) , 1 x 3bed (4.5%)
- Associated parking and amenity spaces



View from London Road looking towards west



Ground Floor Plan



First Floor Plan

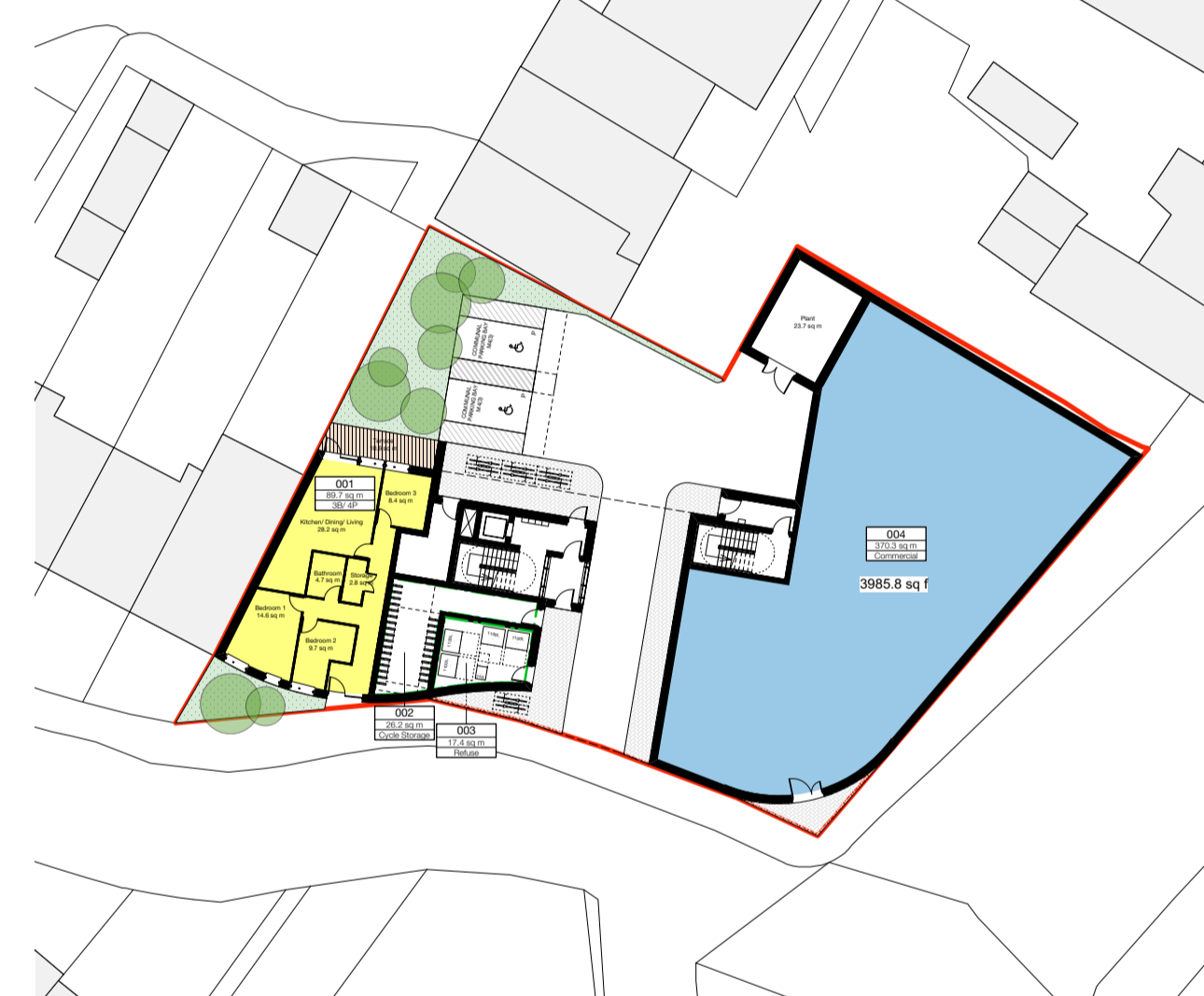
**Pre-Application**    **Application Ref: 19/P0313 (Jan 2019)**

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

- 370sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 23 self contained residential flats (C3): 9 x 1bed (39%), 9 x 2bed (39%), 5 x 3bed (22%)
- Associated parking and amenity spaces



View from London Road looking towards west



Ground Floor Plan



First Floor Plan

**Design Review Panel 1**    **(April 2019)**

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

- 370sqm commercial/ retail unit (A1/A2/A3 or B1) on the ground floor
- 24 self contained residential flats (C3): 8 x 1bed (33%), 10 x 2bed (42%), 6 x 3bed (25%)
- Associated parking and amenity spaces



View from London Road looking towards west



Ground Floor Plan



First Floor Plan



# DESIGN DEVELOPMENT

## Design Development: Façade treatment



View from Broadway Gardens



View from London Road looking towards north



Second Floor Plan



Ground Floor Plan

## Design Development: Massing and façade treatment



View from London Road looking towards north east



Aerial View

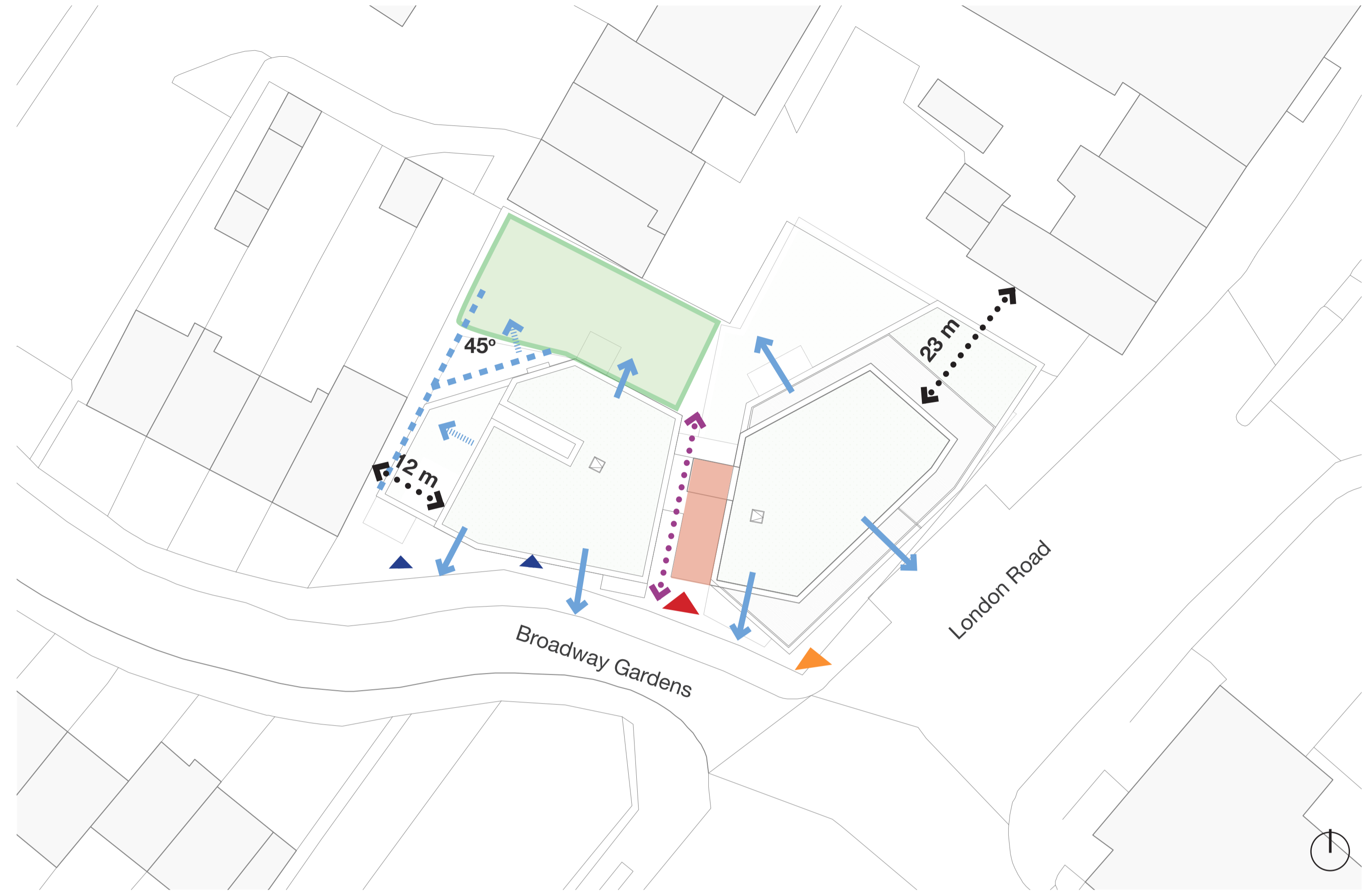


Second Floor Plan



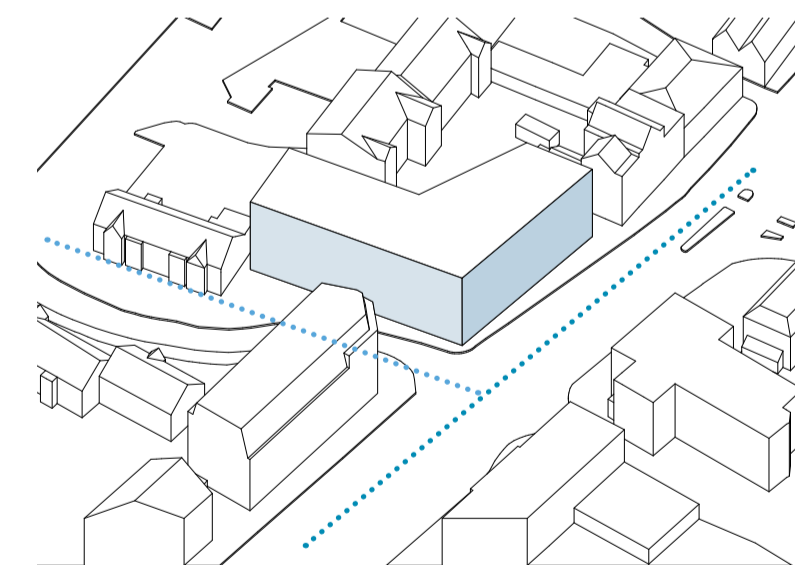
Ground Floor Plan

# DESIGN STRATEGY

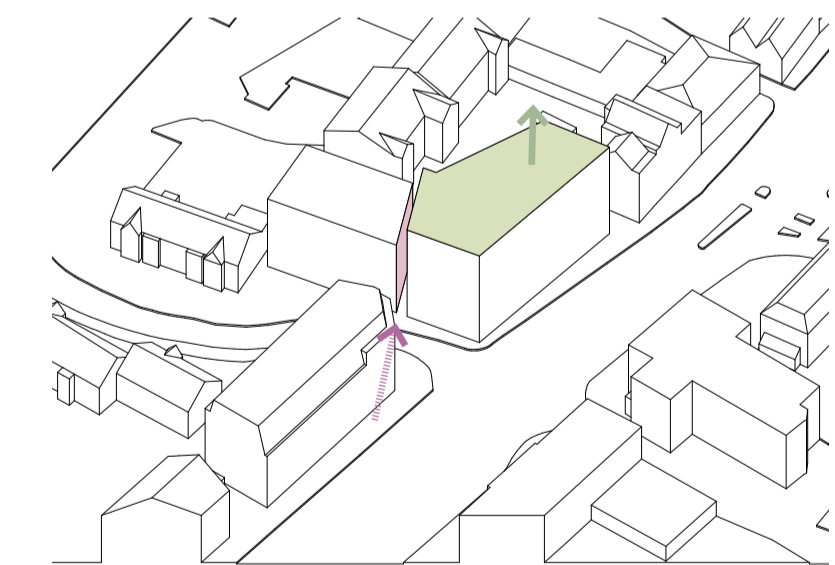


Site strategy diagram

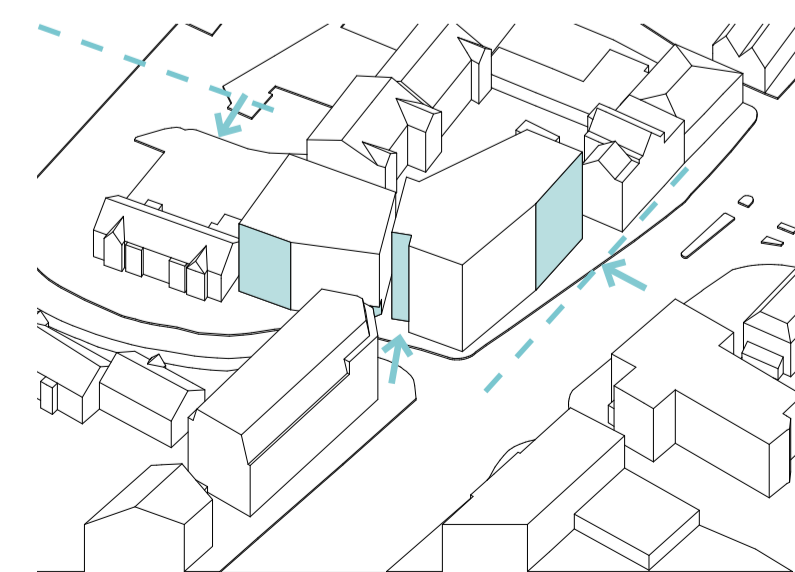
- Block aspect / outlook
- Block secondary aspect
- ▲ Main residential entrance
- ▲ Main commercial entrance
- ▲ Private unit entrances
- ↔ Separation distances
- ↔ Access to the back of site
- Communal green space
- Central core



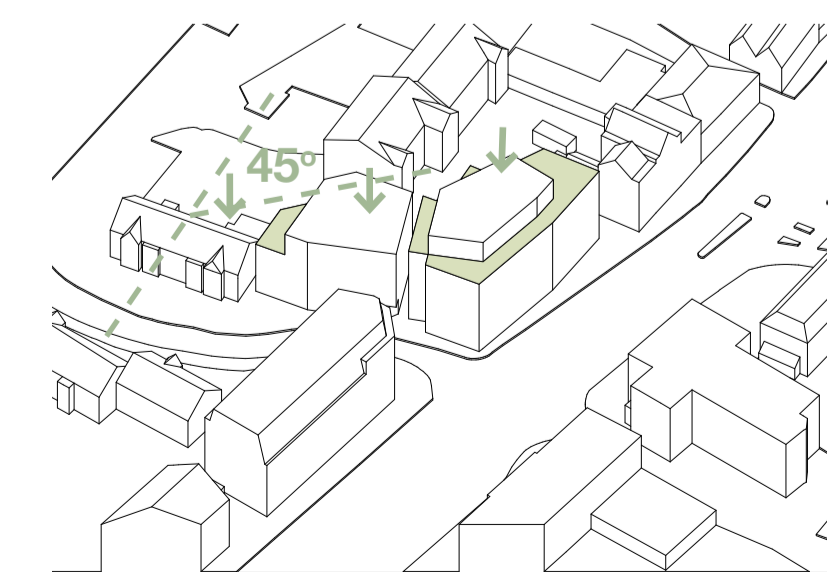
1. Address the street line to create formal building frontages.



2. Split the massing into two volumes and provide access to communal facilities at the rear. Raise the eastern block one storey higher to emphasise the corner.



3. Create visibility to main residential entrance from London Road and Broadway Gardens. Align blocks with neighbouring buildings and street profile.



4. Set back the top floors to form terraces and minimise the visual impact. Protect privacy, sunlight and daylight of the adjacent buildings.



# PLANNING APPLICATION

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

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



View from London Road looking towards north

### Accommodation Schedule

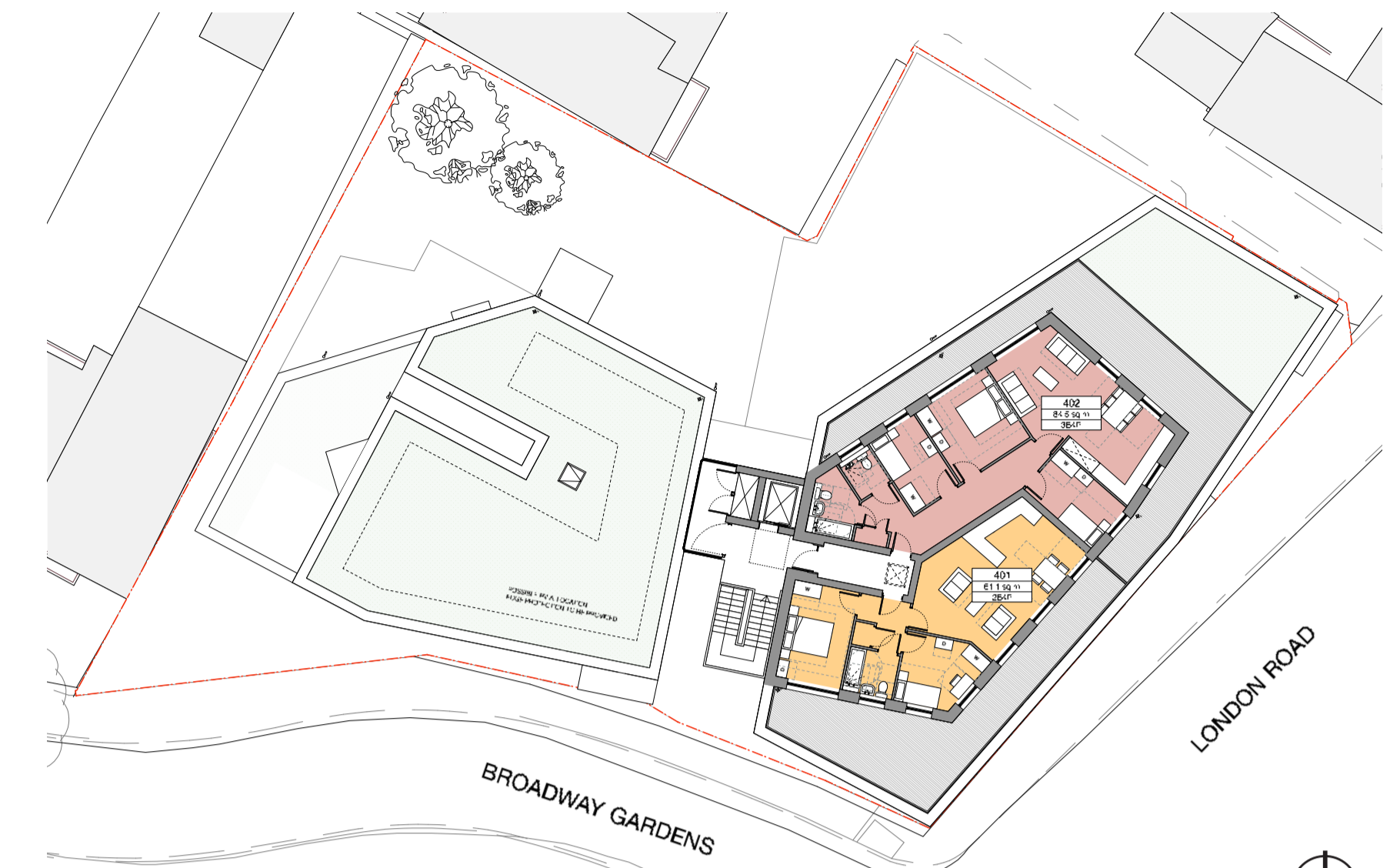
**Commercial** 407.5 (GIA sqm)

**Residential** 24 homes in total

1 Bed homes	2 Bed homes	3 Bed homes
9	12	3
37.5%	50%	12.5%

### Legend

- 1 Bed 2 Person
- 2 Bed 3 Person
- 2 Bed 4 Person
- 3 Bed 4 Person
- 3 Bed 5 Person
- Commercial



Fourth Floor Plan (scale 1:250)



Third Floor Plan (scale 1:250)



Second Floor Plan (scale 1:250)



Ground Floor Plan (scale 1:250)



First Floor Plan (scale 1:250)

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# MATERIALS & TREATMENT



View from Broadway Gardens

## Materials



Top left: Brickwork:  
Mellowed Red Sovereign Stock, Wienerberger or similar.

Top right: Balcony and panels to ground floor:  
Pre cast stone: limestone colour.

Bottom left: Reconstituted stone lattice screen

Bottom right: Window frame and surround, metal balustrades, parapet wall capping:  
Powder coated aluminium, RAL colour 7012

South Elevation

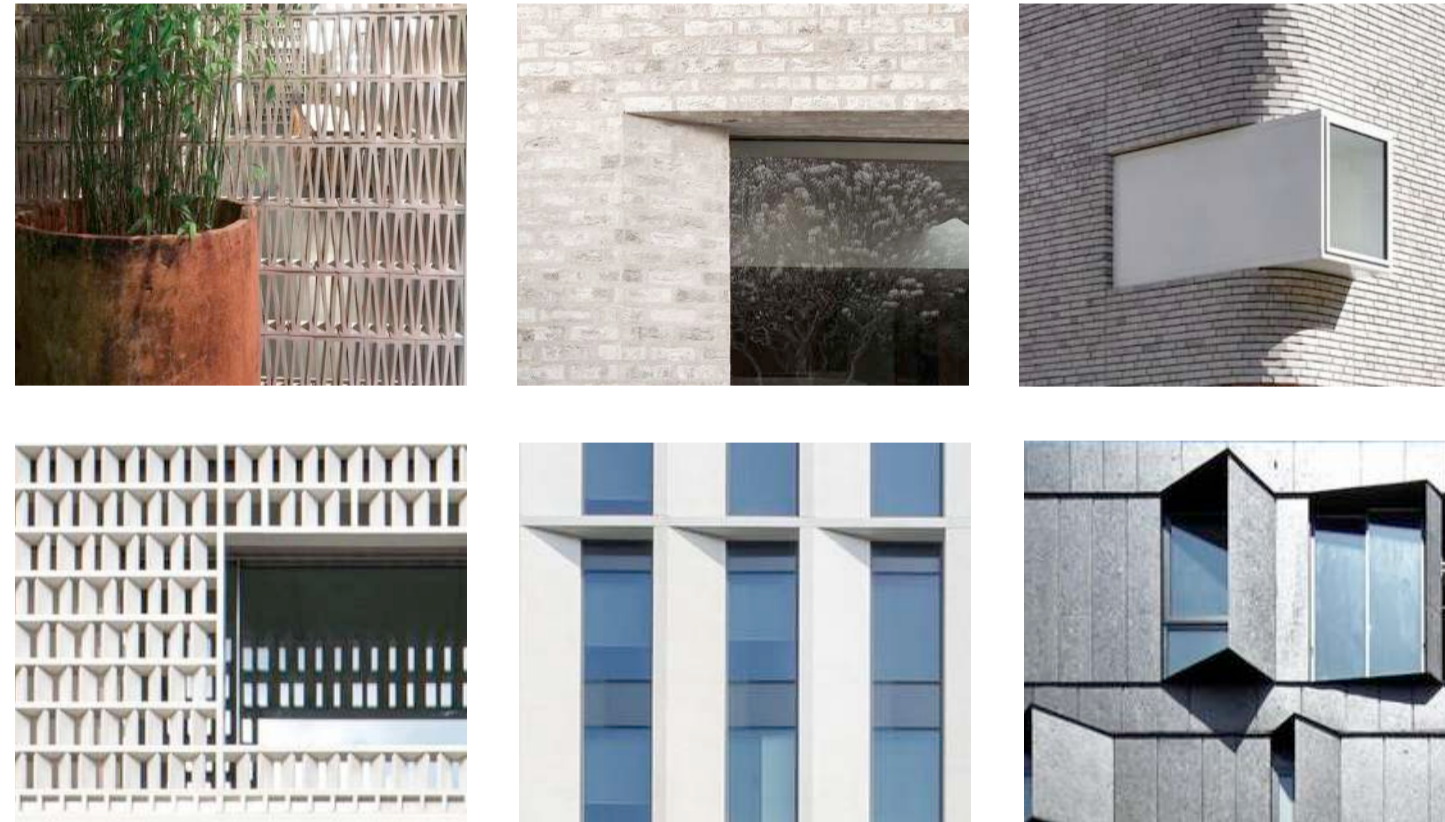
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View from London Road looking towards west

## Precedents



Left: Reconstituted stone screen to resident's main entrance

Middle: Chamfered window reveals

Right: Projecting window surrounds

East Elevation

# LANDSCAPING

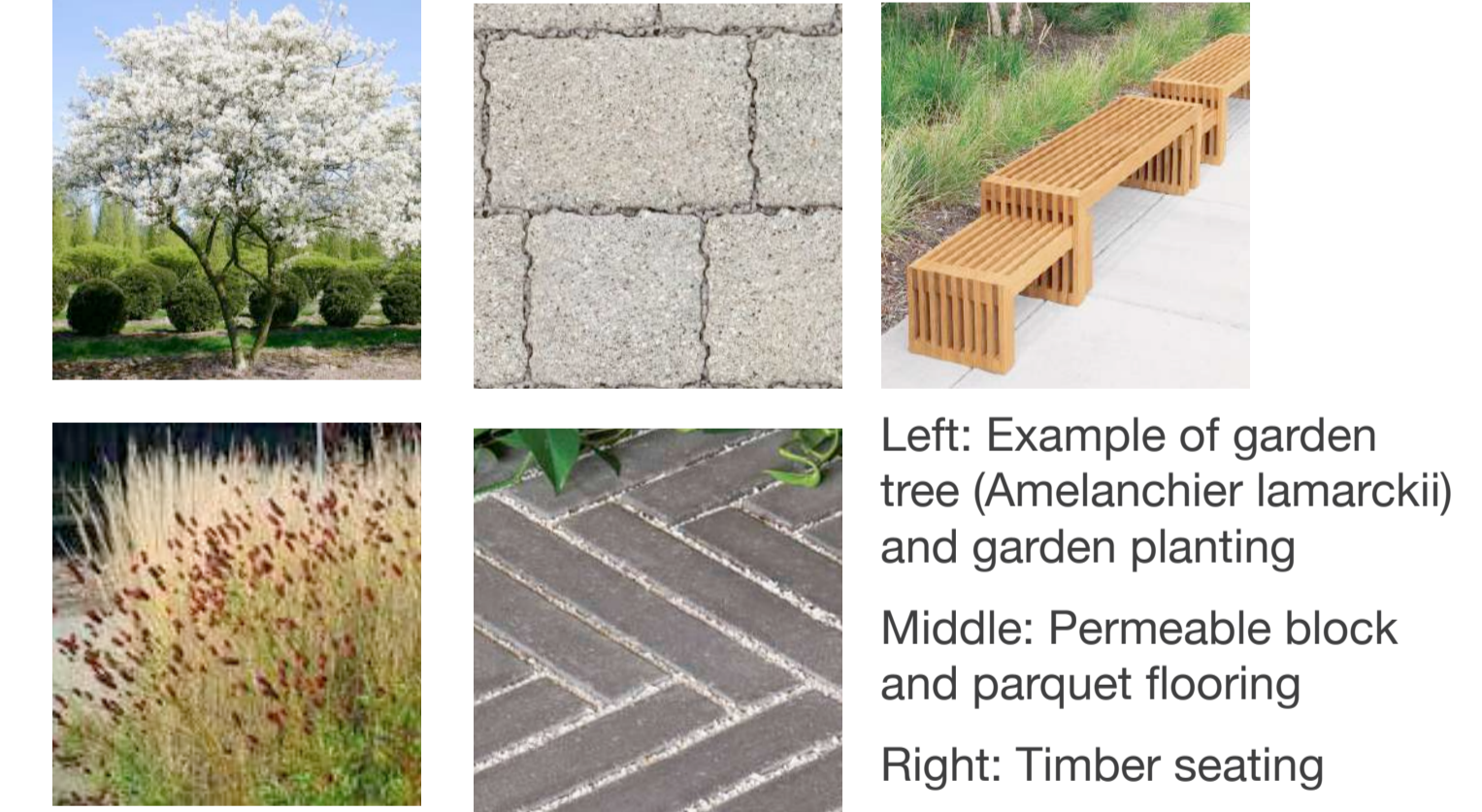


Detail elevation to residents communal amenity



Detail plan to residents communal amenity

## Landscape materials and planting precedents



Left: Example of garden tree (*Amelanchier lamarckii*) and garden planting

Middle: Permeable block and parquet flooring

Right: Timber seating

Section AA



# REVISED PROPOSAL

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



View from London Road looking towards north



View from Broadway Gardens



View from London Road looking towards west



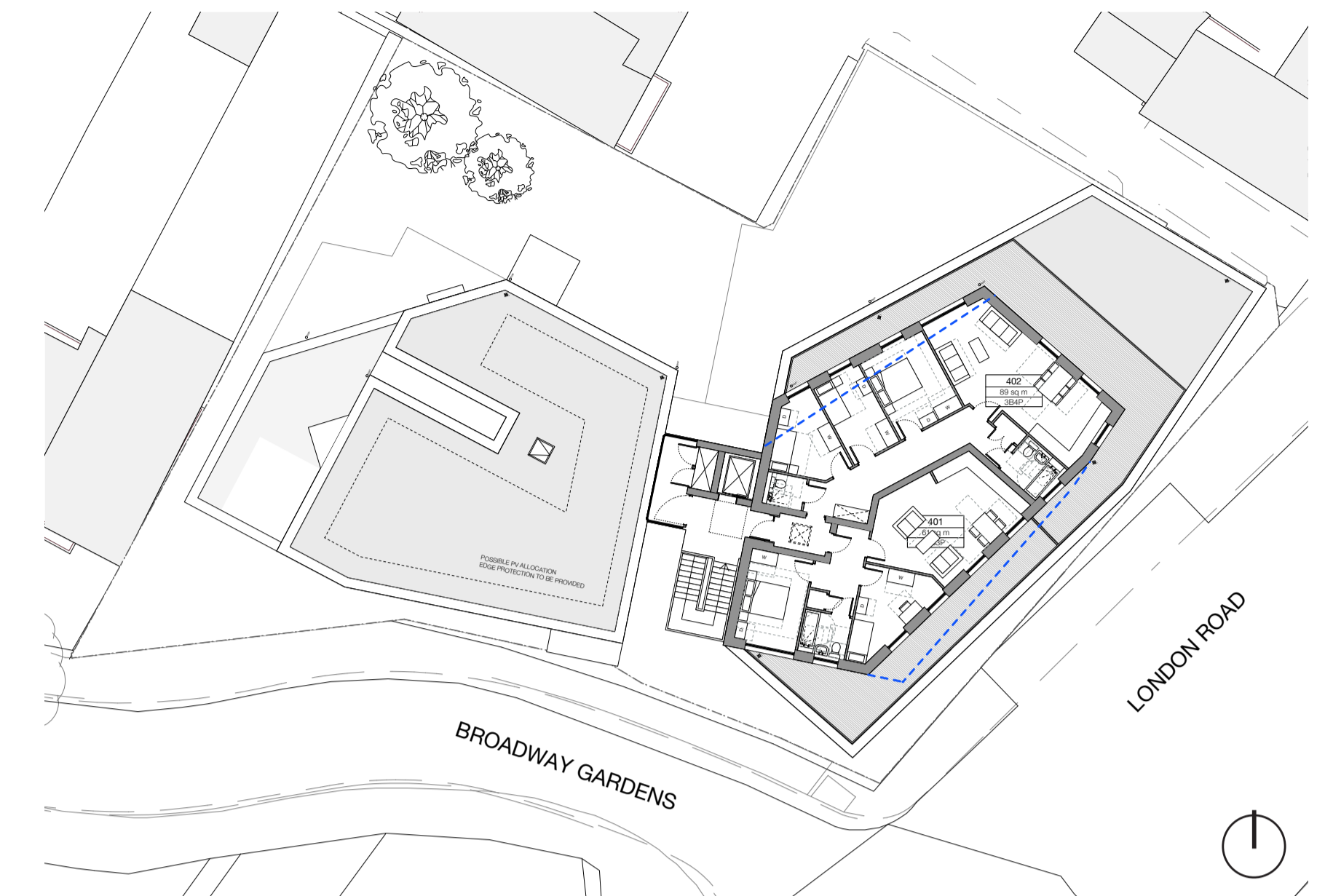
South Elevation

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Revised East Elevation



Revised Fourth Floor Plan (scale 1:250)



Revised Second Floor Plan (scale 1:250)



Revised Ground Floor Plan (scale 1:250)