

Introduction



View from the southern junction of London Road and Cricket Green

Welcome

Thank you for attending our public exhibition and viewing the latest proposals for 358-364 London Road.

As you may be aware, the site has achieved planning permission for a residential development in the past, but the consent has since lapsed.

Caerus Developments have recently acquired the site and have been developing proposals in consultation with officers at Merton Council that reflect our aspirations for the site.

The latest scheme seeks to respond innovatively to the site's rich historical context whilst ensuring its sustainable and sensitive development.

As part of the development of the new design, Caerus Developments is consulting local residents to gather feedback before submitting a planning application.

The Site



Aerial view of site

Context

The site is situated at the corner of London Road and Broadway Gardens, Mitcham (London borough of Merton).

The site is in the Mitcham Cricket Green Conservation Area and is close to a number of statutorily and locally listed buildings.

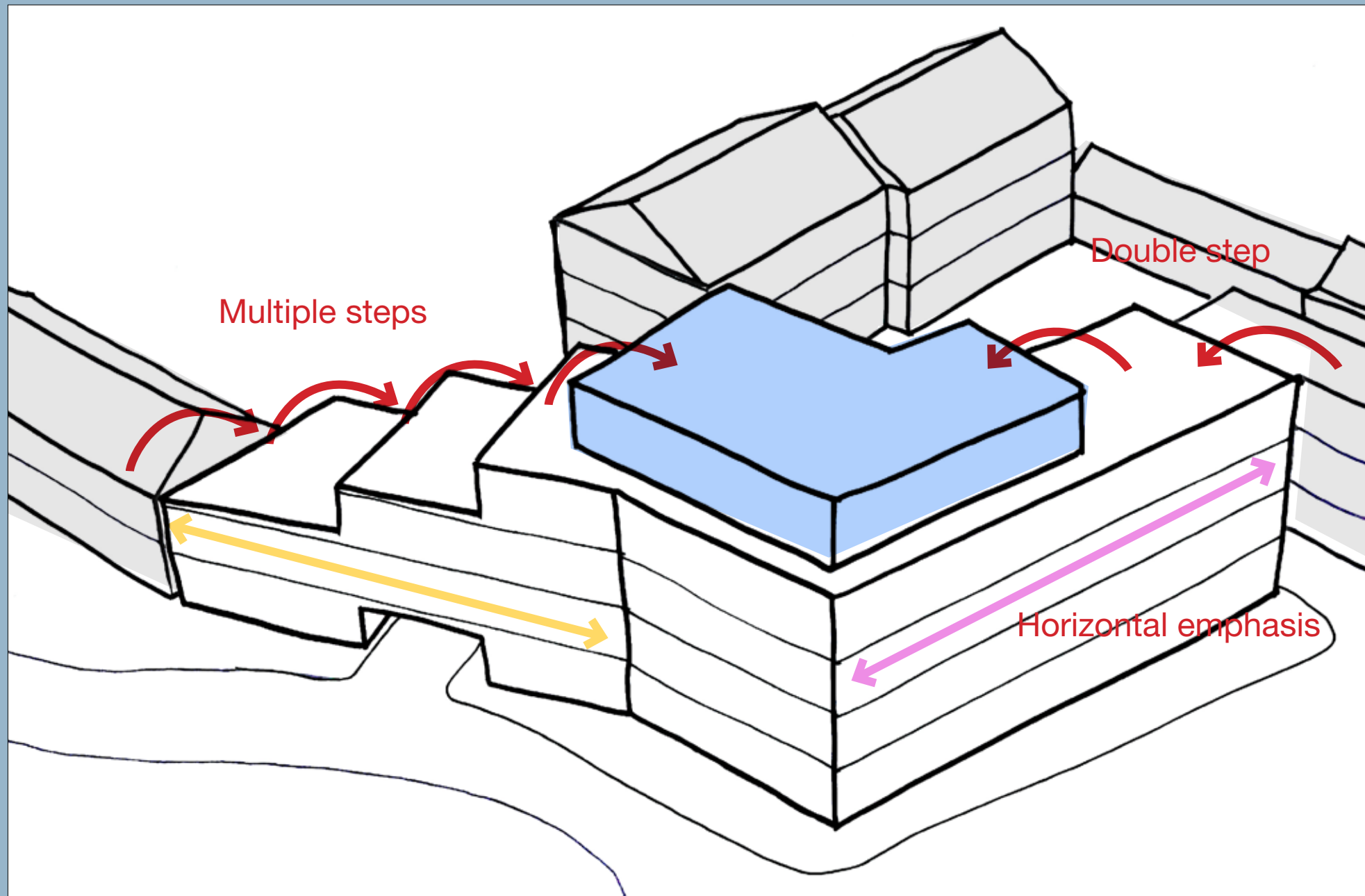
The prominent position of the site means it serves as a gateway to the Conservation Area and helps filter views down London Road towards the cricket ground.

The site extends to 0.11ha and comprises of a vacant industrial garage and associated retail unit facing London Road, which, having been vacant for a considerable period of time, have fallen into a state of disrepair. None of the buildings present particular architectural merit.

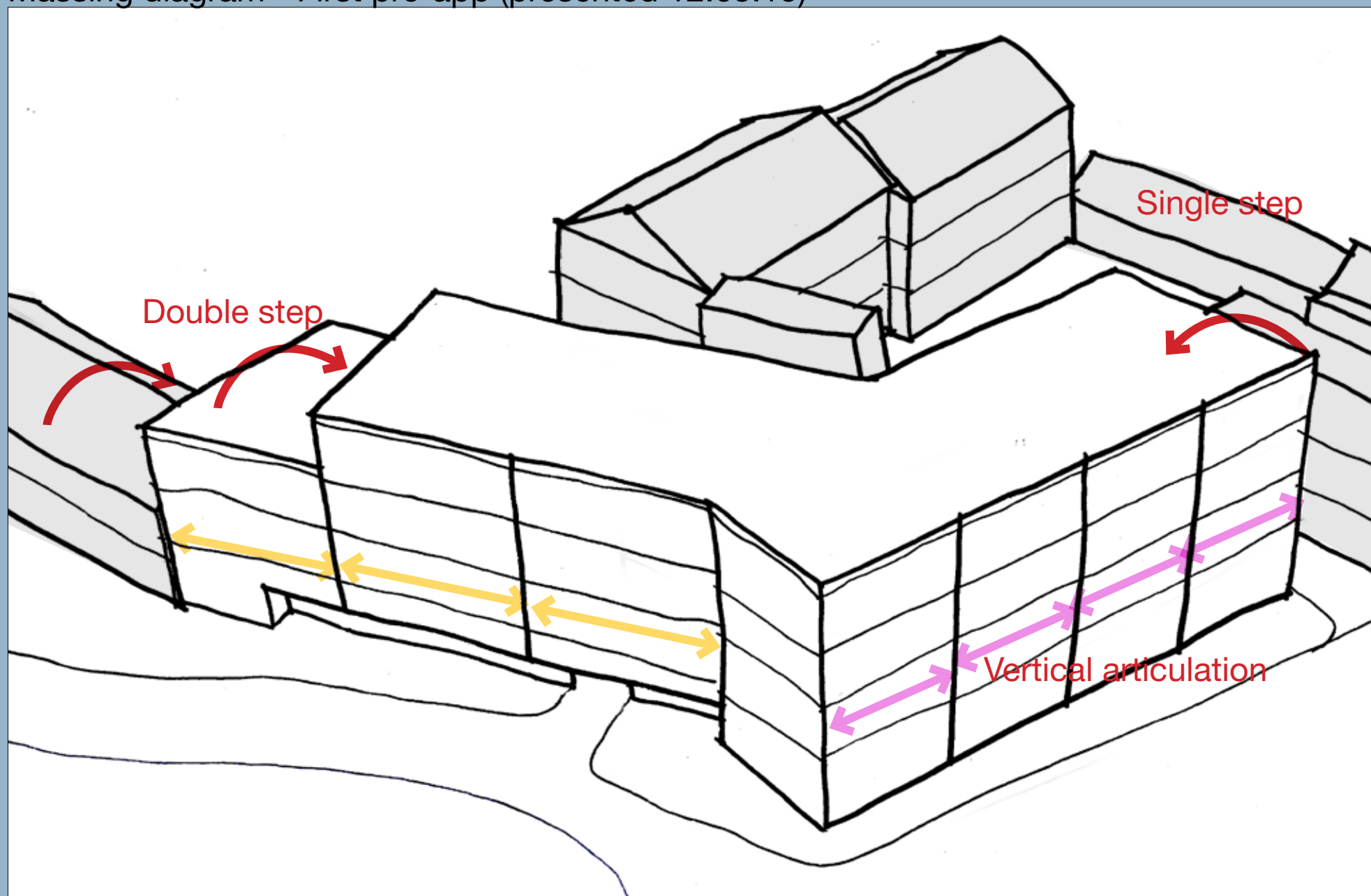
The Conservation Area appraisal and management plan describe the site as a negative feature of the area, representing an opportunity to create a development that will enhance the CA.

Design Evolution

As part of the planning process, Caerus Developments have sought pre-application advice from the London Borough of Merton. Two pre-application meetings were held to discuss the design, preceding a presentation to the Design Review Panel of Merton. The feedback from these discussions has been key to the design evolution of this project.



Massing diagram - First pre-app (presented 12.03.15)



Massing diagram - Second pre-app (presented 23.04.15)



Visualisation - Design Review Panel (presented 21.05.15)

- At the first pre-application meeting (12.03.15) officers stated that the amount of development was considered appropriate. The provision of a commercial unit on the ground floor was also welcomed.
- The mix of 1 bedroom, 2 bedroom and 3 bedrooms units was considered appropriate to the location.
- It was recommended that the recessed top floor be removed and that some height should be added to the western part of the block.
- At the second pre-application meeting (23.04.15), a design was presented with one (rather than four) steps down towards the neighbouring properties.
- The massing was further broken down to address the predominantly vertical nature of the surrounding buildings.
- All units presented are now dual aspect.
- Communal amenity space is now provided on ground floor.
- Local colours were introduced into the elevation.
- At the design review panel (21.05.15) a scheme was presented that addressed the concerns raised in the pre-application meetings.
- The panel suggested that the column at the corner of Broadway Gardens and London Road be removed.
- It was also suggested that the proportion of the windows should respond more closely to those of the surrounding historical context.
- The panel emphasised that the design should demonstrate where shop signage will be placed.

The Proposal



Ground Floor Plan Scale 1:200



First and Second Floor Plan Scale 1:200



Third Floor Plan Scale 1:200

Amount

- The proposed scheme delivers 22no residential units, providing a mix of 1, 2 and 3 bed homes.
- All units are designed to comply with Lifetime Homes standards and with the Mayor's Housing SPG.
- The ground floor along London Road is occupied by a commercial unit, replacing the existing commercial use and providing an active frontage.
- There are 4no car parking spaces, which are provided in the inner courtyard, this is in line with the Mayor's Housing SPG as over 10% of the parking is wheelchair accessible.
- There are 25 cycle parking spaces, which meets the cycle parking standards within the London Plan (March 2015).
- This unit mix is a direct response to the characteristics of the site and seeks to make efficient use of a previously developed (brownfield) site to deliver much needed new housing for the borough.

Architectural Treatment



Cable-knit pattern



Mitcham Cricket team crest

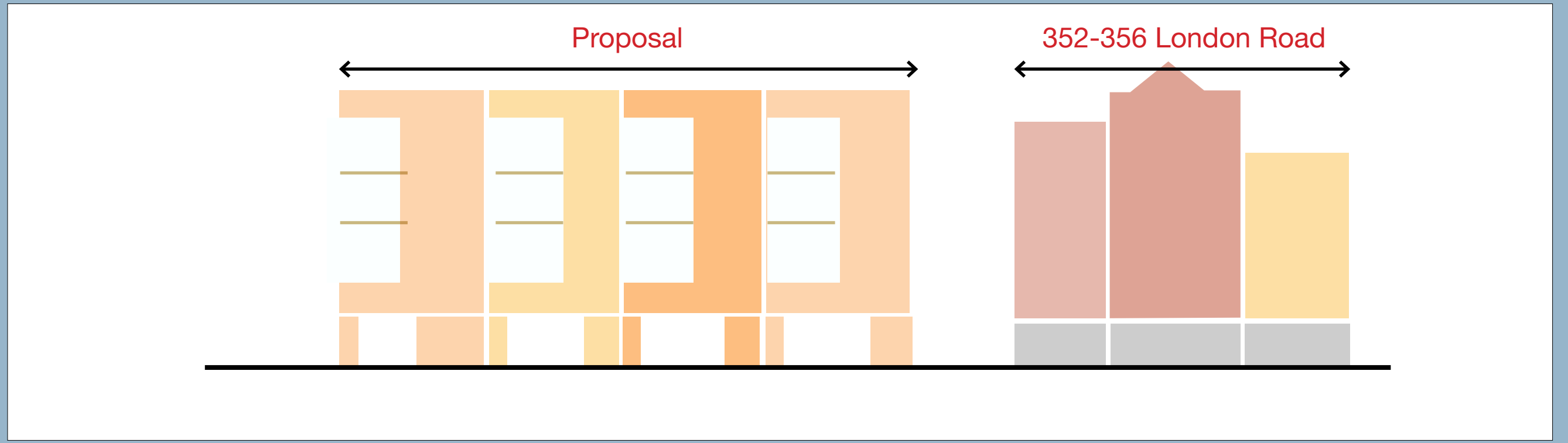


Diagram A - architectural approach along London Road



Cricket Practice on the Green-1960 (Merton Archives)

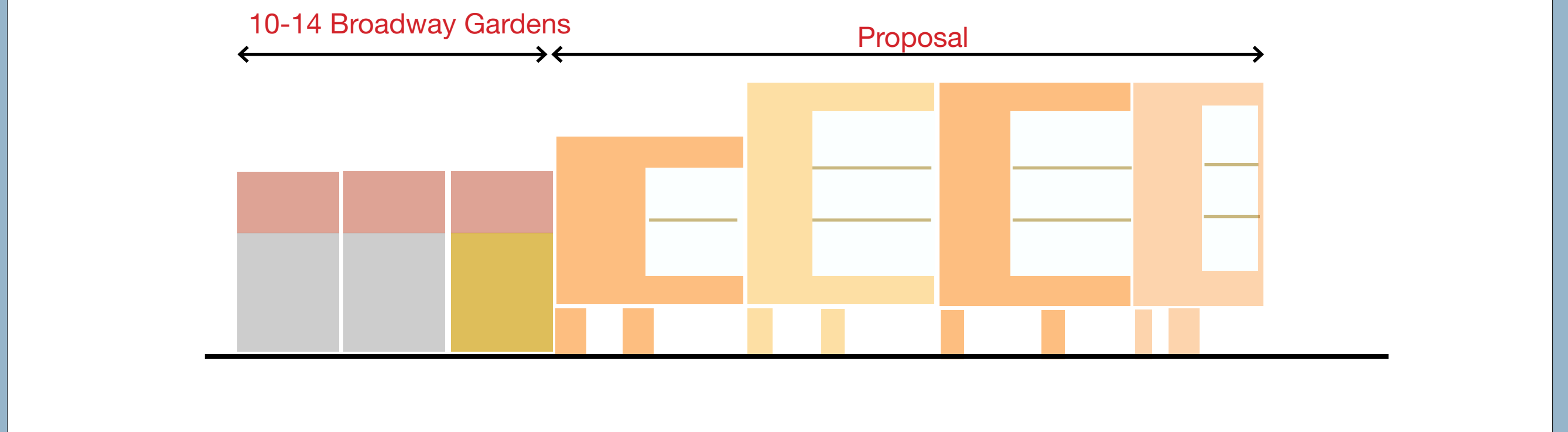


Diagram B - architectural approach along Broadway Gardens

Appearance

The architectural language chosen for the proposal seeks to integrate the building with its immediate context, whilst retaining a clearly contemporary approach.

The properties adjacent to the site present very different styles, quality and ages. In spite of this variety, they all share a similar plot width, resulting in a stronger vertical emphasis to the otherwise predominantly horizontal massing. In response to its context, the proposed facade is broken down into vertical bands, each reflecting a stack of residential units, separated through the use of different colours.

This striped composition reduces the apparent massing of the building to a sum of smaller elements, each more akin to the narrower pattern of the

surrounding properties. The difference in colours will be achieved through the use of different shade of bricks, with a reference to those found in the vicinities.

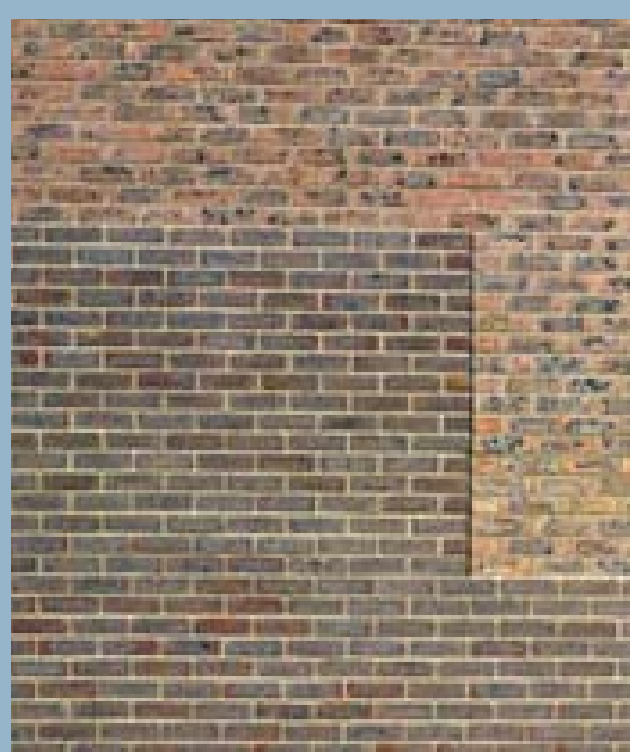
The diagrams above highlight the main elements of the composition and their relationship with the surrounding properties. The proximity to the Cricket Green has also provided the opportunity to incorporate some elements of the local context within the design.

The proposed textured brick panels have been inspired by a cable-knit cricket jumper.

The colour of the glazed bricks chosen to mark the entrance door has been taken from the crest of the Mitcham Cricket Club, reportedly the world's oldest.



Brick patterns



Different brick colours



Bronze-finish window frames



Purple glazed bricks



Seven Acres (Formation Architects) acts as a reference

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3D Views



View from south eastern corner of the site from London Road



View along Broadway Gardens, looking west

358-364 London Road, Mitcham

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Next Steps

Thank You

Thank you for taking the time to visit us and please do fill out one of our feedback forms with any comments you have on our proposals.

We expect to submit a planning application later this summer.



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