



MITCHAM SOCIETY

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19/P2747 33-39 Upper Green East Mitcham

Mitcham Society Comments November 2019

DEMOLITION OF EXISTING BUILDINGS AND ERECTION OF A NEW FOUR STOREY MIXED USE BUILDING COMPRISING COMMERCIAL UNITS AT THE GROUND FLOOR LEVEL (USE CLASSES A1, A2, A3, A5, B1 OR D1) AND 20 x SELF-CONTAINED FLATS ABOVE (USE CLASS C3); WITH ASSOCIATED LANDSCAPING AND BIN AND CYCLE STORE

Mitcham Society has received a communication from Marcus Beale Architects Ltd regarding our comments on this planning application.

The communication includes some proposed alterations to the design of the proposed development. These are not on the planning portal, and there is no clarification on whether these are official amendments to the application. As far as we can see, the application as it was originally made is the only live information at the time of writing this response.

However, we wish to make our thoughts on what we have been sent public, and have therefore produced this new comments document for publication at the planning portal.

- 1) Nothing we have seen in the communication from Marcus Beale Architects Ltd changes our opinion of this planning application. We still firmly believe this application is entirely unfit for Mitcham Village in terms of its height, density, relationship to locally listed buildings, and effect on the adjacent conservation area – which is detrimental.
- 2) We remain strong in our view that Mitcham Village requires development which is more village-like and rural in scale and design.
- 3) Any development on this plot must be subservient to ALL other buildings in the same parade in height and massing.
- 4) The massing of any new development on this site should be in character with others in the same parade – i.e. no wider on the street frontage than any single existing building. This would mean a development comprised of separate buildings no higher at its highest point than the visible frontage of Barclays Bank.
- 5) In the email to us Marcus Beale Architects Ltd provides a photo which it claims shows that “The development will be just visible from Three Kings Pond”. This is clearly not the case. See the image below which colours in red the building in the image provided by Marcus Beale Architects



Ltd, and which is taken from the vantage point of Three Kings Pond. It is impossible to interpret this as 'just visible'.



- 6) Marcus Beale Architects proposes changing the window design and using a different brick design to 'reflect Georgian heritage' and 'Reference Mitcham's Georgian building heritage'. (Quote from revised Design Statement emailed to Mitcham Society, section 5.1).

There is a mass of different design styles and building ages along this particular parade, and Fair Green has some distinctive Victorian and 1930s buildings. It is disingenuous and lazy to fall back to playing the 'Georgian card'. Moreover, a four storey, block style building is in no way compatible with any of building, Georgian or otherwise on this parade. (Quotes from revised Design Statement emailed to Mitcham Society, section 5.1).

- 7) There is a proposal to add lavender mosaic panels in order to 'Reference Mitcham's history and highlight the residential aspect'. (Quote from revised Design Statement emailed to Mitcham Society, section 5.1).
 - a. Introduction of a lavender motif is a heavy-handed, almost indifferent way of referencing the rich and varied history of Mitcham. While not in any way wanting to denigrate the lavender related history of the area, it is wheeled out too frequently as if it were the only thing that matters.
 - b. We are unclear how lavender particularly highlights residential as opposed to other uses, and in any case, the ground floor is designated for retail.
 - c. Neither lavender mosaic panels nor any other styling of panels do anything to mitigate our concerns about height, massing and the extensive frontage.
- 8) Separate from the design of the building itself we remain entirely unsatisfied with the absence of any affordable housing in a development that proposes to provide 20 flats.

We still firmly believe this application is entirely unfit for Mitcham Village and planning permission should be refused.