

Agenda Item: 6.9

This is a Major Application for which the 13 week period expires on 25/09/2006.

06/01632/P

26/06/2006

Broad Green

Application for full planning permission

Agent:

Setchfield Architects
47 Chilton Road
Richmond
Surrey
TW9 4JB

Applicant:

Saracen Investments
668 Streatham High Road
Streatham
London
SW16 3QL

Location: Half Moon Public House, 303 London Road, Croydon, CR0 3PA

Description: Demolition of existing building; erection of three/four storey building comprising use within class A1 (retail) and a community use on ground floor and 15 two bedroom, 10 one bedroom and 4 three bedroom flats on upper floors; formation of vehicular access and provision of associated parking

Drawing No(s): 303LR/COL/301RevB; 302RevB; 303RevB; 304RevB; 305RevB; 303LR/MAT/01; 303LR/FU/201RevA; 202RevD; 203RevD; 204RevD; 303LR/AR/201RevD; 202RevG; 203RevG; 204RevG; 303LR/099RevA; 100RevA; 101RevA; 102RevA; 111RevA; 112RevA; 303LR/200RevC; 201RevD; 202RevE; 203RevE; 204RevE; 205RevE; 301RevC; 302RevC; 303RevB; 304RevC; 305RevC.

Recommendation: Refuse Permission

Reason(s) for refusal :-

1. The siting and massing of the development would not respect or improve the existing pattern of buildings and the spaces between them, nor maximise the opportunities for creating an attractive and interesting environment and would thereby conflict with Policies UD2 and UD3 of the Croydon Replacement Unitary Development Plan (The Croydon Plan)
2. The development would be out of keeping with the character of the locality and detrimental to the visual amenity of the street scene by reason of its design and appearance and would thereby conflict with Policies UD2, UD3 and H2 of the Croydon Replacement Unitary Development Plan (The Croydon Plan)
3. The application does not demonstrate that the proposal will incorporate renewable energy production equipment to provide at least 10% of the predicted energy requirements of the proposal and would thereby be contrary to Policies SP1, UD1, UD8, EP15 and EP16 of the Croydon Replacement Unitary Development Plan (The Croydon Plan) and Supplementary Planning Guidance Note No.15 on Renewable Energy.

Application Number: 06/01632/P Half Moon Public House, 303 London Road,
Croydon

1. SUMMARY

1.1 Full application for:

- Demolition of existing building; erection of three/four storey building comprising uses within class A1 (retail) and D1 (medical) on the ground floor and 15 two bedroom, 10 one bedroom and 4 three bedroom flats on the upper floors; formation of vehicular access and provision of associated parking

2. RECOMMENDATION

2.1 Refuse for the reasons set out in the agenda

3. BACKGROUND

3.1 Site Description

- A prominent corner site located on the west side of London Road and north side of Dennett Road. It is occupied by the Half Moon Public House, a detached two-storey building with outdoor seating and on-site car parking areas. It is vacant and in a semi-derelict condition.
- The site is level and rectangular in shape and covers 0.134ha. Adjoining land to the west falls below a boundary retaining wall, while Dennett Road also falls to the west.

3.2 Surrounding Area

- Uses – Mixed use comprising residential, shopping, offices
- Form – Late 19th/early 20th century 2-3 storey housing and shopping parades interspersed with modern 4 –16 storey mixed use development

3.3 Designations

- The site is undesignated and lies 50m to the north of a local centre (Broad Green)
- London Road is a Borough Distributor Road
- The site lies within an Area of Archaeological Priority

3.4 Relevant history

- Application Ref: 05/04665/P for a similar mixed use development comprising demolition of the existing premises and erection of 30 flats above a retail (A1 class) unit and covered parking was withdrawn on 17/01/06

3.5 Proposal

- Demolition of the existing building (Use Class A4)
- Erection of a 3-4 storey building with flat roof, parapet surround and roof garden
- The building would have ground floor retail (Use Class A1) area of 300sqm gross and medical (Use Class D1) area of 110sqm gross.
- Upper floors would comprise 15 two bedroom flats of between 67-74sqm gross floor area, 10 one bedroom flats of 45-46sqm and 4 three bedroom flats of 80-81sqm.

- Covered parking would be provided for 10 cars including 2 disabled spaces together with external surface parking for 3 cars and secure cycle storage. Motorcycle/scooter parking would also be provided. Vehicular access would be one-way from London Road via a rear service area exiting the site at Dennet Road
- Applicant agrees to:
 - £21,500 contribution to Sustainable Transport
 - £35,202 contribution to Public Open Space
 - £78,340 contribution to Education
 - £13,250 to Health facilities
 - The Gross contribution would be £148,292
- Applicant agrees to provision of 100% affordable housing. 10 flats (34.5%) would be shared ownership units and 19 flats (65.5%) would be social rented units.

4. PLANNING POLICIES:

- Unitary Development Plan : SP1, SP2, SP3, SP4, SP7, SP9, SP10, SP11, SP13, SP14, SP18, SP19, SP20, SP21, SP22, SP23, SP27, UD1, UD2, UD3, UD4, UD6, UD7, UD8, UD13, UD14, UD15, UD16, UC11, EP1, EP2, EP4, EP16, T3, T4, T8, T11H2, H13, H14, SH2, SH3, CS1, CS3
- Supplementary Planning Guidance:-
 - SPG6 Revised Affordable Housing
 - SPG10 Designing for Accessibility
 - SPG15 Renewable Energy
 - SPG19 Public Art
 - PGN1 Planning Obligations

5. CONSULTATIONS

- Advertised: press notice.
- 61 adjacent occupiers notified. No replies.

6. CONSIDERATIONS

Use policies

- 6.1 There are no issues relating to the loss of the existing building. 300sqm of retail (A1) space is to be provided in lieu of an equivalent amount of licensed premises (A4) space. The Use Classes Order (as amended) allows for change from A4 space to A1 Use without the necessity of planning permission. Consequently the requirement for a sequential (retail) test in accordance with Croydon Plan Policy SH3 is considered unnecessary and the provision of edge-of-centre retail floorspace would be acceptable in this instance. Policy CS1 states that community facilities including health and medical care will be permitted subject to appropriateness of scale and location and acceptability of impact upon transport, parking and residential amenity. Policy CS3 states that the Council will seek opportunities for the provision of new community facilities in major mixed use developments. The provision of a D1 use is therefore acceptable. In respect of the proposed residential element, Policies SP18 and SP19 seek to maximise the re-use of previously developed land for residential purposes while enabling the intensification of housing development in accessible locations. Policy SP21 encourages mixed use development. Residential development is proposed at a density of 604hrha which complies with London Plan threshold density requirements for flatted development in areas of high accessibility.

Character Issues

- 6.2 The area is characterised by buildings of varying styles, height and scale. The proposal is in close proximity to other recently developed large scale buildings. Although it respects the height and proportions of surrounding development it does not relate sympathetically to the adjoining building to the north particularly at roof level and does not enable a satisfactory transition between the existing building and that proposed. In the south east corner, advantage has not been taken of the prominent corner site location. In respect of detailed design, much of the 1st and 2nd storey elevations would comprise a panel render system featuring a multi-tone coloured block effect to the majority of the east and west elevations above ground level and a green colour wash render treatment which wraps around the southern end of the building. This would contrast significantly with the local vernacular. At roof level there would be a step up between the roof garden at the south side of the building and the 3rd floor accommodation. The high level roof would be flat and would support a range of solar panels and a large wind turbine. The massing of this top storey in conjunction with the wind turbine would result in an unduly prominent feature that would be anomalous within the streetscene. An active frontage would be provided at street level.

Amenities of adjoining and nearby occupiers

- 6.3 UDP Policy UD8 requires that regard is given to the protection of neighbour privacy and amenity. The proposal incorporates angled bay windows to the rear elevation so as to avoid direct overlooking of residential rear garden areas, particularly those within Pemdevon Road. The north-west corner of the building has been stepped back in order to overcome potential overshadowing of the adjoining property at 305 London Road. The amendments overcome the amenity issues identified within the previous proposal.

Amenities of future occupiers

- 6.4 In respect of spatial and natural lighting considerations, all proposed flats would benefit from satisfactory standards of internal accommodation. Although there would be no private garden areas or terraces, a communal roof garden is proposed which is to be sub-divided between social rented users and those occupying the split equity units of accommodation.

Security

- 6.5 The proposal is for a secure gated development and would satisfy 'Secure by Design' standards.

Highways and parking

- 6.6 A Transport Assessment and Travel Plan have been provided. The Transport Assessment identifies the site as being in an area with a PTAL rating of 5. The Travel Plan proposes the use of a cycle-hire facility.
- 6.7 13 car parking spaces are proposed for this development. 11 spaces are for residential use, 1 disabled bay for the foodstore and 1 disabled bay for the dentist/community use. Although this level of parking provision is below the maximum parking standard, bearing in mind the high PTAL rating and proximity to the District Centre it is considered acceptable subject to the implementation of the Travel Plan.
- 6.8 Vehicular entry to the car park and servicing area would be from London Road with exit onto Dennett Road and would be controlled via electronically operated mechanical gates. Appropriate signing/markings would be required to ensure that

the access operates one-way. It would be necessary to impose a condition requiring the provision of visibility splays.

- 6.9 The applicant has not addressed the method by which shop/surgery customers would access the parking area. There is in addition no pedestrian access between the car parking and the shared ownership housing or retail units.
- 6.10 The site is within a controlled parking zone with parking adjacent to the site on London Road, Handcroft Road and Dennett Road being prohibited. Although there is some concern with regard to the impact of on-street parking associated with the food store, there are pay and display spaces in Dennett Road and it is envisaged that the shop will attract local foot traffic rather than vehicular traffic. The impact of the scheme on traffic generation and upon the surrounding road network would not be significant
- 6.11 A Travel Plan is provided in Appendix C of the TA. The Travel Plan is acceptable and its implementation should be made a condition of any planning permission granted for this application.

Public Art

- 6.12 Provision has been made within the London Road frontage at street level for the provision of areas for public art display in accordance with Policy UD16 of the Croydon Plan.

Archaeology

- 6.13 English Heritage have recommended the imposition of a condition

7. ENVIRONMENTAL CONSIDERATIONS

- 7.1 The proposal would attain:

- Eco Homes “Excellent” rating, which is acceptable.
- It has not been demonstrated that 10% of energy demand will be produced by renewable means.
- A Geotechnical Preliminary Site Assessment Report has been submitted. Pockets of ground contamination have been discovered and recommendations have been made including a need for further invasive site investigation and remedial works to ensure that contaminants do not pose a hazard to the health of future occupiers of the site. This can be addressed through imposition of condition.

8. EQUALITIES CONSIDERATIONS

- 8.1

- An Access Statement has been submitted. The ground floor would be fully accessible and upper floors would be accessed by lifts and suitable staircases. 2 disabled car parking spaces would be provided. A high standard of accessibility would be provided.

Case Officer: J Sadler
Background Documents: English Heritage
Contact Officer: Mr. P. Mills 020 8760 5419