



REDEVELOPMENT OF 33-39 UPPER GREEN EAST
Planning application 19/P2747
September 2019

1. Mitcham Cricket Green Community & Heritage takes an active interest in the future of the Cricket Green Conservation Area and its environs. We are the civic society for this part of Merton and part of the wider civic movement through membership of the national charity Civic Voice. We have been closely involved in the development of the Merton Local Plan, Borough Character Studies, the Conservation Area Appraisal and Management Plan and numerous development proposals in the area. We have worked with the London Borough of Merton and our local councillors to produce the Cricket Green Charter which establishes our approach to development and change in the area and has been acknowledged in the Conservation Area Appraisal and Management Plan for Cricket Green (<http://mitchamcricketgreen.files.wordpress.com/2013/04/cricket-green-charter.pdf>). We have also contributed to production of the Merton Heritage Strategy as a member of the Merton Heritage Forum. We are members of The Canons Steering Group delivering a £5m Lottery funded project and also undertake practical projects, organise walks and run Mitcham Heritage Day and Community on the Green. We ask that these representations are made available online through Planning Explorer.

2. The proposals for 33-39 Upper Green East will impact on one of the most prominent sites in one of Mitcham's historic centres. They impact directly on Fair Green and the visual relationship between Fair Green and Mitcham Cricket Green Conservation Area. The plans would result in the first significant redevelopment of the centre of Mitcham for many years and will be important for the standards they set and the precedents they make. We have welcomed the opportunity to engage with the architects in the evolution of the proposals.

3. We have considered the plans in the context of the Cricket Green Charter and development plan policies. We support the representations made by the Mitcham Society.

4. We recognise the potential for redevelopment of this and other sites in central Mitcham. These should respect its village character and draw on its rich history and we regret that the current proposals do neither.

5. We object to the planning application because its height and bulk will impact negatively on the visual relationship between Fair Green and Mitcham Cricket Green Conservation Area along Upper Green East and Commonsides West, including both the listed buildings and the open space that begins at Three Kings Pond. We also object on the following grounds:

- the proposals are of an excessive height, scale and mass that is inappropriate to central Mitcham's townscape and lacks nearby precedent – e.g. see building footprints below:

General enquiries: info@mitchamcricketgreen.org.uk
Web site: www.mitchamcricketgreen.org.uk
Twitter: @MitchamCrkGrn

Registered Office c/o MVSC, Vestry Hall, 336/338 London Road, Mitcham, Surrey, CR4 3UD
Company registration no. 04659164 Charity registration no. 1106859



- the proposals present misleading information on the relationship with the height of the adjacent Barclays Bank which has a street elevation that is lower than the proposals
- the main elevations offer an everyday, ubiquitous design which will erode Mitcham's distinct character and fail either to respect or respond to its heritage
- there is a lack of detail in the proposed retail uses which are essential to retain at the ground floor and no guarantees that these will not be subject to future proposals to convert for residential use
- there is a lack of attention to the relationship with the potential for future development of the vacant land behind Barclays Bank in Montrose Gardens
- the proposals fail to resolve the degraded public realm in Regal Court and the relationship with the adjacent social housing
- the lack of any affordable housing provision - the viability assessment contains questionable assumptions on both the existing land value and future sales value that need independent review to ensure that affordable homes are provided within the scheme

6. We believe the proposals will have a significant and negative impact on the character of central Mitcham, harm the setting of both Mitcham Cricket Green Conservation Area and the registered Town Green of Fair Green and be in conflict with development plan policies CS2, CS14, DM D1, DM D2, DM D3 & DM D4. We ask that planning permission is refused.