



BRAMCOTE PARADE SHOPFRONTS
Planning applications 21/P0256 & 21/P0482
February 2021

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. Our approach to development and change in the area is established in the Cricket Green Charter which was refreshed in 2019 with the support of London Borough of Merton and local councillors (<https://mitchamcricketgreen.org.uk/cricket-green-charter/>). The Charter has been acknowledged in the Conservation Area Appraisal and Management Plan for Cricket Green. We have also contributed to production of the Merton Heritage Strategy as a member of the former 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. We welcome these applications for planning consent for refurbishment works and advertisement consent for three illuminated fascia signs at Bramcote Parade. These follow our successful nomination of Bramcote Court and Parade as an addition to the Local List in 2017. Restoration of the visual integrity and clean sweep of the distinctive curve of the building will positively enhance the Conservation Area. We also welcome the new lighting approach which will reduce light pollution and be transformational in the appreciation of the distinctive curved appearance of the building. The works also show the benefit of preparing high quality supplementary planning documents as provided on shopfronts by Jan Kattein architects for Merton Council in 2017. We regret there has been no consultation prior to the applications being submitted.

3. The applications are from Merton Council's Future Merton team and the works will be funded through use of funds from the Community Infrastructure Levy. This means they should be of the highest standard and set a lead for others. We note the applications have been submitted on identical forms and query whether the application for the refurbishment works (21/P0482) needs to be resubmitted on the correct form as it does not relate to the display of advertisements. The opportunity can also be taken to provide a more realistic start date for the works than February 2021 given that the period for public comment on the planning applications runs to 25 February. The revision can correct the estimate of the projected cost of the works from "up to £2m" to the £90k funding secured via the neighbourhood element of the Community Infrastructure Levy (comprising £50k from 2019 and a £40k top up in 2020).

4. The revision should also address the fact that the site plan provided with the application fails to include the significant residential block under construction on the other side of the entrance to Bramcote Avenue. There is a critical relationship between the two buildings which needs to be considered in determining the applications and the upgrading of Bramcote Parade further demonstrates the inadequacy of the design,

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colour, materials and build quality of the new residential block by the former Queen's Head.

5. The state of the shopfront reported in the Heritage Statement raises questions as to the merits of the retrospective planning permission granted in 2002 for an illuminated fascia at 1 Bramcote Parade and whether other unauthorised works have taken place. It will be necessary to ensure this cannot be repeated with these works, not least given they use public funds.

6. A key consideration is that the new shopfronts and signs stand the test of time. We welcome the commitment to a ten year period and observe that some of the integrity of similar works at Morden Court Parade only four years ago has already been lost (a comparison of 2017 (upper) and 2019 (lower) below). Appropriate planning conditions are needed to avoid a repeat of the Morden Court Parade experience and require any changes to be compatible with the new look.



7. It is welcome that the Heritage Statement notes "every effort will be made to keep, restore and replace original features of the building where possible, and where new materials and fittings are used, they will be of good quality and chosen to match the originals as closely as possible". This needs to be secured by planning conditions. This extends to the detail of the entrance tiling and new and refurbished brass vent covers.

8. It is unclear how the former entrance to 2 Bramcote Parade is being refurbished from the plans provided. It is important to retain the option for this to be used as an entrance in future should the uses of 1 and 2 Bramcote Parade be changed or their internal separation be reinstated.