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Dear Sirs

**Representations to draft sites and policies development plan (Stage 3)
The Emma Hamilton Public House, 328 Kingston Road, Merton SW20 8LR**

Site Area: 0.31 ha

Current Use: Vacant public house and car park

We write to you in relation to the above site to submit representations in accordance with the emerging Sites and Policies Development Plan Document. It is noted that we previously submitted representations about this site in September 2011; however, we understand that the Council did not include this site in the Development Plan Document because the site was the subject of a live planning application. There are currently two planning appeals relating to this site; therefore, we again request for this site to be allocated given its potential for redevelopment. We also enclose with this representation a Sustainability appraisal for the proposed site allocation.

Site Description

The land is currently occupied by a two storey building set back from the street, and ancillary single storey outbuildings. The building was formerly used as a public house known as 'The Emma Hamilton'. The public house closed in August 2010.

A number of public transport links are within a 15 minute walk from the site. Wimbledon Chase railway station is situated less than 100m from the site and provides direct services to Luton, St Albans, St Pancras International, London Blackfriars, London Bridge, Sutton and Wimbledon. Raynes Park rail station is approximately 15 minutes walk away, and provides access to a range of destinations on the South West Trains network. Several bus stops serving routes 152, 163, and K5 are located within 200m of the site, and these routes all run immediately past the site along Kingston Road.

The area is a predominantly residential one, albeit the appeal site is on a busy main road and part of a local retail/commercial centre. There are commercial/mixed uses either side of, and opposite, the site.

Kingston Road (A238) is an important thoroughfare passing east to west. It is classified as a London Distributor Road, which caters for journeys within and across Merton.

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Planning History

There are a number of historic planning applications recorded on the statutory register which relate to the pub use.

On 12th February 2011, the Council issued a Certificate of Lawful Proposed Use (ref: 10/P3517) which confirmed that the change of use from a public house to retail is lawful.

At the time of writing there are two live appeals relating to the site. These relate to two proposals for the redevelopment of the site. These propose:

- LPA Ref: 12/P0071 - A application for full planning permission for:

“Demolition of existing buildings and erection of a mixed use building rising up to 5 storeys and compromising ground floor commercial floorspace (Use Class A1 and/or A2 and/or A3 and/or A4 and/or D1 and/or D2) and 57 residential units above, together with associated works to the vehicle access, car parking layout and landscaping.”

- LPA Ref: 12/P2328 – an application for full planning permission for:

“Demolition of existing buildings and erection of a four story building compromising 55 residential units, (3 x studio, 19 x 1, 30 x 2 & 3 x 3 bedroom flats) together with associated works to the vehicle access, car parking layout and landscaping.”

Suggested Allocation

Residential, possibly incorporating ground floor commercial uses.

Justification and Delivery Timescale

The development proposals would allow a vacant brownfield site to be redeveloped into a site which can provide housing to meet local and national demand, and potentially services to facilitate the existing and proposed community. This would accord with the prevailing land uses in the area.

Redevelopment proposals for this brownfield site to comprise residential floorspace and possibly commercial uses on the ground floor is considered highly appropriate in this location.

Given the good location and accessibility characteristics it is considered that residential accommodation is well suited to this location and that the site is capable of delivering a significant quantum of development to support the delivery of housing within Merton. This is in accordance with Strategic Objective 3 and Policy CS9 of the Core Strategy (July 2011). The principle of providing residential uses on the site has already considered by the Council in determining planning application Ref: 12/P2328, and it has been found to be acceptable as indicated in the Officers report to Planning Committee on 8th November 2012 and the subsequent resolution by Members.

The loss of the Public House is not a planning issue; the business closed because it was unviable several years ago.

Retail uses on the site are acceptable under the Certificate of Lawful Proposed Use LPA Ref: 10/P3517 issued on 12 February 2011. In addition to this a previous Retail Impact Assessment submitted with application Reference:12/P0071 demonstrated that retail development on the site accords with the sequential



approach to site selection and will not have an adverse impact on the overall vitality and viability of any of the defined centres within Merton.

Given that the site is vacant, the redevelopment of the site for a residentially led scheme could be delivered within an early part of the Plan period. We trust that the Council will give full and proper consideration to the allocation of the site within the DPD given that the redevelopment of the site would comprise sustainable development in accordance with national, regional and local planning policies. We attach a Sustainability Appraisal in appendix one for your reference.

Yours sincerely

Savills



Appendix One – Sustainability Appraisal

Site reference	The Former Emma Hamilton Public House																				
Current use	Former Public House																				
Use suggested / organisation	Residential with commercial at ground floor level																				
Council's preferred use at stage 2	N/A Site not included at stage 2																				
Key Change and council's preferred use Stage 3 Site location	The site does not fall within a conservation area, and there are no listed buildings within the vicinity. Wimbledon Chase Rail Station is located less than 100m from the site and bus stops are located on Kingston Road, both providing good access to public transport. The site is on a main road with ground level retail/commercial uses adjacent to and opposite the site, with the wider area being predominantly residential.																				
Suggested Use option	Sustainability Objectives																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Council preferred use	0	0	0	0	0	0	0	0	+	++	0	+	+	+	+	+	+	++	+	0	++
The sustainability objectives score in favour of a residential/mixed use development with local retail/commercial uses at ground level. This would be consistent with the character of this part of Kingston Road. The site is currently under utilised and there is an opportunity to make efficient use of an accessible brownfield site. The proximity of the site to public transport links and the non-existence of heritage assets in the area, allows for the potential of this site to be maximised in order to deliver new housing to address the boroughs needs.																					