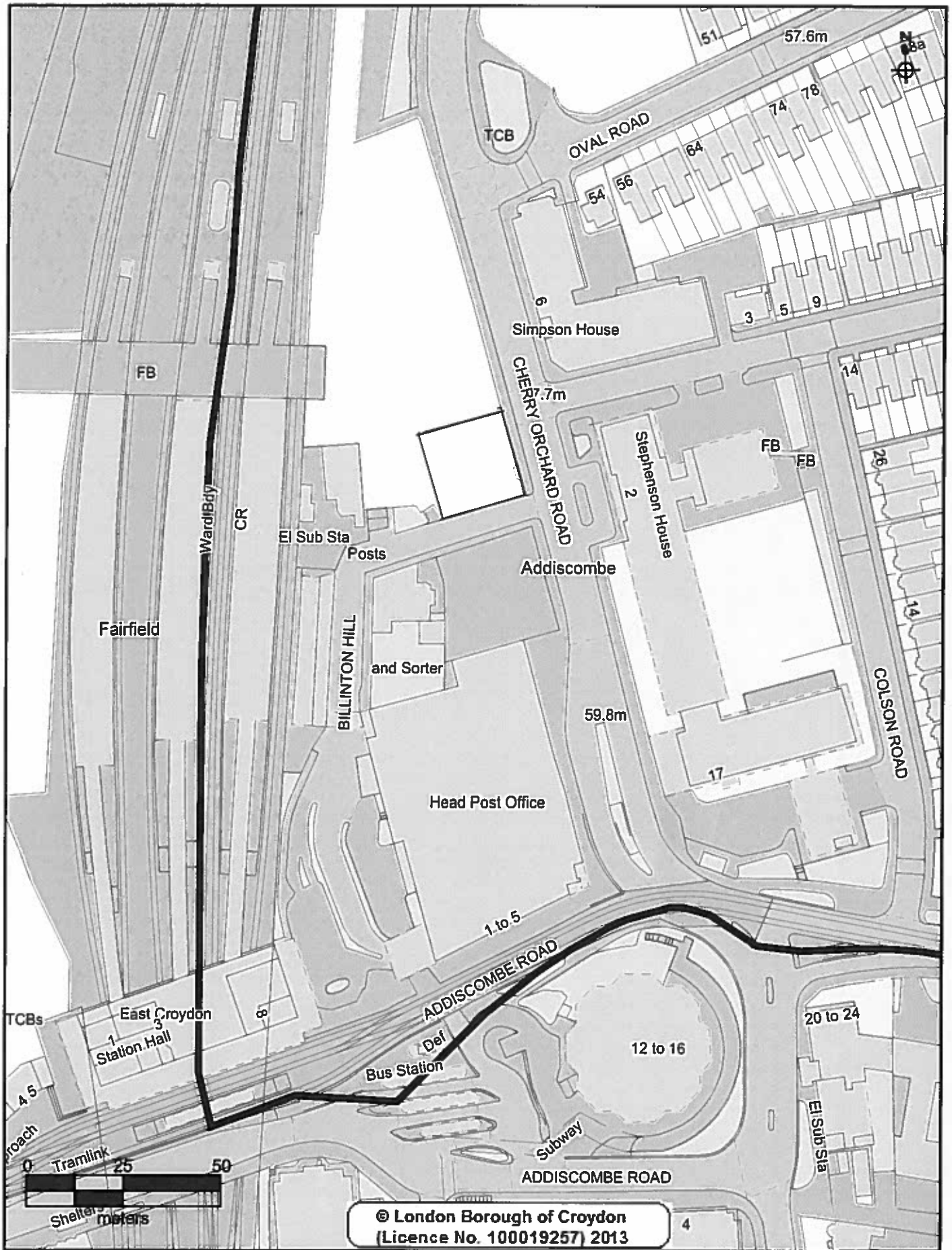


This page is intentionally blank



CROYDON
www.croydon.gov.uk

Crown Copyright Ordnance Survey (License No: 100019257) 2011

London Borough Croydon

Scale 1:1250

06-Dec-2016



PART 6: Planning Applications for Decision

Item 6.2

1 SUMMARY OF APPLICATION DETAILS

Ref: [16/04233/FUL](#) (*Link to related documents on the Planning Register*)
 Location: Amarelle Apartments, 41 Cherry Orchard Road, Croydon
 Ward: Addiscombe
 Description: Erection of a single storey pavilion for temporary use as a sales and marketing suite with associated car parking and landscaping for a temporary period of 2 years.
 Drawing Nos: 2070-00-DR-0100 Rev P1, 2070-00-DR-Rev P1, 2070-00-DR-0102 Rev P1, 2070-00-DR-0600 Rev P1, 2070-00-DR-0601 Rev P1, 2070-00-DR-0602 Rev P1
 Applicant: Menta Redrow Ltd
 Agent: Mr Gareth Jackson, GL Hearn, 20 High Holborn, London, WC1V 7EE
 Case Officer: Helen Furnell

Type of floorspace	Amount proposed	Amount retained	Amount lost
Sui Generis (sales and marketing suite)	227 Sq m	0 Sq m	0 Sq m

Number of car parking spaces	Number of cycle parking spaces
4	0

1.1 This application is being reported to Planning Sub-Committee because the Ward Councillor (Cllr Fitzsimons) made representations in accordance with the Committee Consideration Criteria and requested committee consideration.

2 RECOMMENDATION

- 2.1 That the Planning Committee resolve to GRANT planning permission.
- 2.2 That the Director of Planning and Strategic Transport has delegated authority to issue the planning permission and impose conditions and informatives to secure the following matters:

Conditions

- 1) Development in accordance with the approved plans
- 2) Hours of opening
- 3) Permission for a limited period of 2 years.
- 4) Roller shutters to only be used when the building is not open.
- 5) Any other planning condition(s) considered necessary by the Director of Planning and Strategic Transport, and

Informatives

- 1) Site notice removal

2) Any [other] informative(s) considered necessary by the Director of Planning

3 SUMMARY OF KEY REASONS FOR RECOMMENDATION

- 3.1 The retention of the single storey sales and marketing suite on the corner of Cherry Orchard Road and Billington Hill, for a 2 year temporary period is an acceptable use of the site in principle. It would not prejudice the approved redevelopment of this area.
- 3.2 The building is of a simple design which is appropriate in the context of the mixed character of Cherry Orchard Road and Billington Hill. It is small in scale so it would not have an overbearing impact on nearby uses. The use of roller shutters when the building is closed is accepted on balance due to the temporary nature of the building.
- 3.3 The nature of the use and the lack of immediately adjacent residential occupiers, combined with the mixed town centre uses in the vicinity of the site, mean that there are no concerns in relation to residential amenity.
- 3.4 The level of traffic visiting the site and the level of on-site parking is such that it would not have an impact on traffic levels in the area. In addition, the site is immediately adjacent to East Croydon Rail Station, so is located in a very sustainable location.

4 PROPOSAL AND LOCATION DETAILS

Proposal

- 4.1 The planning application is a retrospective application for:
- Retention of a single storey, flat roofed, building, which commenced construction on 01/02/2016
 - Use of the building for sales and marketing of new dwellings at the Galaxy House site (now known as Amarelle Apartments)
 - Provision of a sales area, meeting room and a mocked up apartment.
 - Provision of 4 car parking spaces, one of which is a blue badge space
 - Pedestrian access from Cherry Orchard Road; Vehicular access from Billington Hill.
 - Associated landscaping of area surrounding the building
 - Building clad in cream painted render with metal framed windows. Aluminium panels above the doors and windows to conceal roller shutters that come down outside the hours of opening.
 - Hours of opening: 10.00-17.30.
 - 1.5m high metal railing to the Cherry Orchard Road and Billington Hill frontages.

Site and Surroundings

- 4.2 The site is located on the corner of Cherry Orchard Road and Billington Hill. It comprises a previously hoarded, small section of the Menta/Morello development site.
- 4.3 To the south is a 6/7 storey 1960's Royal Mail sorting office, and beyond that is Addiscombe Road (NLA Tower roundabout), a 24 storey office building and a bus station. To the south and west is Billington Hill, beyond which is East Croydon Railway Station. This road provides access to the Royal Mail building, a taxi rank and drop off point to the station. To the northwest lies Network Rail land.

- 4.4 East Croydon Railway Station is a large single storey modern glass and steel structure located to the southwest of the application site on the opposite side of Billinton Hill. In front of it is a tram stop. Further to the west of the station is a large area of land (The Ruskin Square site, which is currently being partially built out and has the completed 'Boxpark' food and drink venue) and office buildings located within the core of central Croydon. To the northwest on the opposite side of the of the railway land are commercial and residential uses in Lansdowne Road. To the north is the remainder of the Menta/Morello site and the Galaxy House site, which is currently being built out. On the opposite side of Cherry Orchard Road are 1960's office buildings. Beyond these are residential areas characterised by two storey late Victorian terraced houses.
- 4.5 The site has the following policy designations:
- Croydon Metropolitan Centre
 - Croydon Opportunity Area
 - Area of High Density
 - Cherry Orchard Road is a London Distributor Road.

Planning History

The following planning decisions are relevant to the application:

Galaxy House Site

13/02294/P Erection of two buildings ranging from 9-19 storeys comprising 290 flats (1 to 3 bedroom); formation of access from Cherry Orchard Road and provision of associated parking and landscaping.
Permission Granted subject to a S106 agreement

14/03092/P Erection of two buildings ranging from 9 – 19 storeys comprising 290 flats (1 to 3 bedroom); formation of access from Cherry Orchard Road and provision of associated parking and landscaping (without compliance with condition 3 – details of rear elevation and 29 – development to be in accordance with approved drawings – attached to planning permission 13/02294/P, also the provision of additional 7 flats).
Permission Granted subject to a S106 agreement
This planning permission is currently being implemented.

Menta/Morello Site

11/00981/P Demolition of existing buildings; redevelopment to provide a mixed use development of 4 new buildings comprising offices (Class B1a) hotel and serviced apartments (Class C1), 424 flats and 225 habitable rooms of residential accommodation, retail (Classes A1-A4) and community facilities (Class D1). Provision of network rail service building, public realm Highway works, formation of vehicular accesses and new car and cycle parking.
Permission Granted subject to a S106 agreement

13/04410/P Demolition of existing buildings; redevelopment to provide a mixed use development of 4 new buildings comprising offices (Class B1a) hotel and serviced apartments (Class C1), 424 flats and 225 habitable rooms of residential accommodation, retail (Classes A1-A4) and community facilities (Class D1). Provision of network rail service building, public realm

Highway works, formation of vehicular accesses and new car and cycle parking. (without compliance with condition 31 - to allow amendments to approved ground floor and basement access - attached to planning permission 11/00981/P).

Permission Granted subject to a S106 agreement

This planning permission is currently being implemented.

Galaxy House and Menta/Morello Sites

13/04413/P Provision of basement parking with access from Cherry Orchard Road in connection with planning permission 13/02294 for the erection of two buildings ranging from 9-19 storeys comprising 290 flats.

Permission Granted. (This planning permission links the basements for the residential development on both the Galaxy House and Menta/Morello sites with access from the Galaxy House site).

This planning permission has been implemented.

5 CONSULTATION RESPONSE

5.1 The views of the Planning Service are expressed in the MATERIAL PLANNING CONSIDERATIONS section below.

5.2 No statutory consultees were consulted as part of this application.

6 LOCAL REPRESENTATION

6.1 The application has been publicised by way of 2 site notices displayed in the vicinity of the application site (one on Cherry Orchard Road and one on Billington Hill. The number of representations received from neighbours, local groups etc in response to notification and publicity of the application were as follows:

No of individual responses: 0 Objecting: 0 Supporting: 0

No of petitions received: 0 objecting containing 0 signatories
0 supporting containing 0 signatories

6.2 The following issues were raised in representations. Those that are material to the determination of the application, are addressed in substance in the MATERIAL PLANNING CONSIDERATIONS section of this report:

Summary of objections	Response
Material issues	
None received	None required
Non-material issues	
None received	None required
Procedural issues	
None received.	None required

6.3 Councillor Sean Fitzsimons has made the following representations:

- It is not the Menta development that has been granted permission on this site and delays the receipt of Section 106 money.

- A marketing suite could have been incorporated into the Menta Redrow building.
- Meanwhile use of this site has been curtailed.
- It prevents building the new entrance/exit of the pedestrian bridge.
- It proves the existing consent is not sustainable, as though house prices are at an all-time high, the site is still not able to deliver the previously consented application.
- It's an eyesore, and an affront to local residents.

7 RELEVANT PLANNING POLICIES AND GUIDANCE

7.1 In determining any planning application, the Council is required to have regard to the provisions of its Development Plan so far as is material to the application and to any other material considerations and the determination shall be made in accordance with the plan unless material considerations indicate otherwise. The Council's adopted Development Plan consists of the Consolidated London Plan 2015, the Croydon Local Plan: Strategic Policies 2013 (CLP1), the Croydon Replacement Unitary Development Plan 2006 Saved Policies 2013 (UDP) and the South London Waste Plan 2012.

7.2 Government Guidance is contained in the National Planning Policy Framework (NPPF), issued in March 2012. The NPPF sets out a presumption in favour of sustainable development, requiring that development which accords with an up-to-date local plan should be approved without delay. The NPPF identifies a number of key issues for the delivery of sustainable development, those most relevant to this case are:

- Promoting sustainable transport, particularly paragraphs 34 & 35
- Requiring good design, particularly paragraphs 60, 61 & 65

7.3 The main policy considerations raised by the application that the Committee are required to consider are:

7.4 Consolidated London Plan 2015 (LP):

- 2.13 – Opportunity areas and intensification areas
- 3.3 – Increasing housing supply
- 5.3 – Sustainable design and construction
- 6.13 Parking
- Parking addendum to Chapter 6 (parking standards)
- 7.2 – An inclusive environment
- 7.3 – Designing out crime
- 7.4 – Local character
- 7.6 - Architecture

7.5 Croydon Local Plan: Strategic Policies 2013 (CLP1):

- SP2.1 Homes
- SP4.1-2 Urban design and local character - general
- SP4.3 Urban design and local character – Croydon Opportunity Area
- SP6.3 – Sustainable design and construction
- SP8.3 – Pattern of development and accessibility
- SP8.15-16 - Parking

7.6 Croydon Replacement Unitary Development Plan 2006 Saved Policies 2013 (UDP):

- UD2 – Layout and siting of new development
- UD3 – Scale and design of new buildings
- UD6 – Safety and security
- UD7 – Inclusive design
- UD8 – Protecting residential amenity
- UD13 – Parking Design and Layout
- UD14 – Landscape Design
- EP1 – Control of potentially polluting uses
- T2 – Traffic generation from development
- T8 – Car parking standards in new development
- H2 – Supply of new housing

7.7 There is relevant Supplementary Planning Guidance as follows:

- Croydon Opportunity Area Planning Framework (LBC & GLA supplementary guidance) 2013

7.8 There are relevant adopted Masterplans as follows:

- East Croydon Masterplan 2011

8 MATERIAL PLANNING CONSIDERATIONS

8.1 The main planning issues raised by the application that the committee must consider are:

1. Principle of development
2. Townscape and visual impact
3. Residential amenity
4. Transport
5. Sustainability

Principle of development

8.2 The site is located in the urban area and is for a structure associated with the redevelopment for residential purposes of Galaxy House on Cherry Orchard Road. The Galaxy House site is located approximately 200 metres to the north of this sales and marketing suite. The sales and marketing suite is located on part of the Menta/Morello site. Whilst this is a different development site, both sites are being built out by the same housing developer in a phased manner and the two sites have been linked by planning permission 13/04413/P (details above), which provides one basement for both developments.

8.3 Whilst ideally the sales and marketing suite for the Galaxy House site would normally be located immediately adjacent, this does not always happen on constrained sites where there may not be space for the sales and marketing suite. In this case, the Galaxy House site does not have sufficient space available. The sales and marketing suite has been positioned reasonably close to the development site and is located away from where early parts of the Menta/Morello redevelopment will take place. It is

also in a location close to East Croydon Rail Station, where there will be a high quantum of pedestrians passing.

- 8.4 It is considered that it is an unrealistic expectation that all sales and marketing suites in the Metropolitan Centre should be located on the sites to which they relate, as in these types of locations, where there is a greater existing density of development, they are more likely to be constrained sites with less room for ancillary structures such as sales and marketing suites. In addition, there is no specific planning policy that requires sales and marketing suites to be located on the sites to which they relate.
- 8.5 Concern has been expressed that the positioning of this sales and marketing suite is preventing the implementation of the Menta/Morello development. However, initial works for this development have been commenced and it makes economic sense for the developer to only build out one site at a time (it is the same developer for both the Galaxy House and Menta/Morello sites).

Townscape and visual impact

- 8.6 The application proposes a single storey building. It would be visible in both the Cherry Orchard Road and Billington Hill streetscenes. Prior to the erection of this building, this part of the Menta/Morello site was surrounded by hoarding.
- 8.7 The building is single storey in nature and has been set back from the frontages, with a mix of hard and soft landscaping in both streetscenes to reduce its prominence and reduce the impact on the streetscene. The building itself has a simple design, with a large amount of glazing on the Cherry Orchard Road frontage. The external facing materials used on the building are considered to be acceptable in the context of the surroundings, which are of a mixed character and appearance.
- 8.8 Painted metal railings at a height of 1.5 metres are proposed along the Cherry Orchard Road and Billington Hill frontages. The railings allow views through to the building and the associated landscaping. They also allow any pedestrians walking past the site on Cherry Orchard Road to see other pedestrians and traffic in Billington Hill (and vice versa). The railings are considered to be an appropriate boundary treatment.
- 8.9 The building does have roller shutters on each of the windows which are able to be pulled down when the building is not in operation. These shutters are solid. Whilst this is not ideal and has the potential to have a deadening impact on the streetscene, especially on the Cherry Orchard Road frontage where there are lots of windows, this has to be balanced against the fact that prior to the building being positioned on the site, there was a 2 metre high hoarding at the pavement edge, this building is set back within the site with landscaping in front, and also, this is a temporary consent for 2 years. The roller shutters would not be on site in perpetuity.
- 8.10 The Council has produced supplementary guidance in relation to shutters, but this is in relation to them being positioned on shopfronts and assesses the impact in relation to how they look and their impact on the perceived level of activity on the frontage. There is no specific guidance in relation to shutters on this type of building.
- 8.11 On balance, it is considered that the shutters can be accepted for the temporary period that the building will be positioned on the site, but should only be pulled into the 'down' position when the building is in operation. This can be controlled by planning condition.

Residential amenity

8.12 The site is located in a town centre area and would not be immediately adjacent to residential properties, indeed the closest uses to the site are a public house, a rail station and offices. The use of the site as a sales and marketing suite is not a noisy use that is likely to generate noise and disturbance. Whilst there will be visitors to the site, this will be at a small scale in comparison to the comings and goings associated with East Croydon Rail Station adjacent. On this basis, it is considered that there will not be a detrimental impact on nearby residential occupiers and the development is in accordance with policy UD8 of the UDP.

Transport

8.13 The building has separate pedestrian and vehicular accesses. This ensures that there is separation between pedestrian and vehicular traffic and it is considered that this arrangement is acceptable in terms of safety.

8.14 The pedestrian access on Cherry Orchard Road is directly in front of the entrance to the building, which has level access. This is considered to be acceptable in terms of equality of access and legibility.

8.15 The vehicular access on Billington Hill is 5.5 metres wide between the gate piers and these piers are set back from the back of the highway to allow for appropriate visibility. The vehicular access arrangements are considered to be acceptable.

8.16 4 car parking spaces are proposed for the development, with one disabled bay. The use of the site is a 'sui generis' use and therefore, there are no standard car parking requirements. The use could be considered to have characteristics of both employment and retail uses. Employment uses require a maximum of 1 parking space per 500 square metres and retail uses for town centres require a maximum of 1 parking space per 75-50 square metres. In addition one disabled parking spaces is required per disabled employee and 5% (for employment use) and 6% (for retail use) of provision is required for visitors.

8.17 It is considered that the number of parking spaces and the disabled parking space provided on this site is within the ranges identified within the London Plan Parking Addendum and is an appropriate level of provision.

8.18 Given the relatively low level of parking, small scale of development and likely numbers of visitors that will be coming to the site by car, it is considered that the proposal would not have an adverse impact on traffic generation and therefore would be in accordance with the requirements of policy T2 of the UDP.

Sustainability

8.19 Development should contribute to minimising carbon dioxide emissions. However, the London Plan policies only apply to major developments and policy SP6.3 of CLP1 only applies to developments of more than 500 square metres. As this development has a floor area of 227 square metres, the Local Planning Authority is unable to insist on measures to improve the sustainability of the design or construction methods.

Other Planning Issues

Safety and Security

8.20 The application proposes the roller shutters to be pulled down over the windows when the sales and marketing suite is not in use. Whilst this is not ideal in visual amenity terms, it has been accepted on balance in paragraph 8.11 above. From a safety and security perspective, the presence of roller shutters, on the building can improve the security of the building and assist in deterring crime. For this reason, from a safety and security perspective, the shutters are acceptable and are in accordance with policy UD6 of the UDP.

Conclusions

8.21 The retention of this single storey building, to be used as a sales and marketing suite is considered to be acceptable in principle. On balance, due to its temporary nature, it would not have a detrimental impact on the visual amenity of the area and would not have a detrimental impact on the amenity of adjoining occupiers or the traffic on nearby roads. Therefore, it is considered that its retention is acceptable and the application is recommended for approval.

8.22 All other relevant policies and considerations, including equalities, have been taken into account.