



1. INTRODUCTION

2. CHARACTER OF THE AREA

3. SITE & IMMEDIATE CONTEXT

4. PRINCIPLE OF SUSTAINABLE DEVELOPMENT

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7. CONCLUSION



This proposal has gone through a design evolution in close consultation with Merton Council. Firstly, an application for pre-app advice was submitted which led to a site meeting held on 28th April 2016 where the initial proposal was assessed and feedback was gained in the form of a written appraisal from the planning case officer Mark Brodie. This feedback directly influenced the design evolution which led us to the scheme proposed in planning application 16/P3252.



SITE PLAN

2. CHARACTER OF THE AREA





AERIAL VIEW

218 Morden Road



DESIGN APPEAL STATEMENT

218 Morden Road

16012

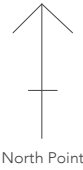
London Borough of Merton



The proposed development site is located between the rear gardens of the houses fronting Morden Rd and Daybrook Rd. A car garage abuts the southern boundary. The property is accessed from Morden Road and currently occupied by 15 garages.



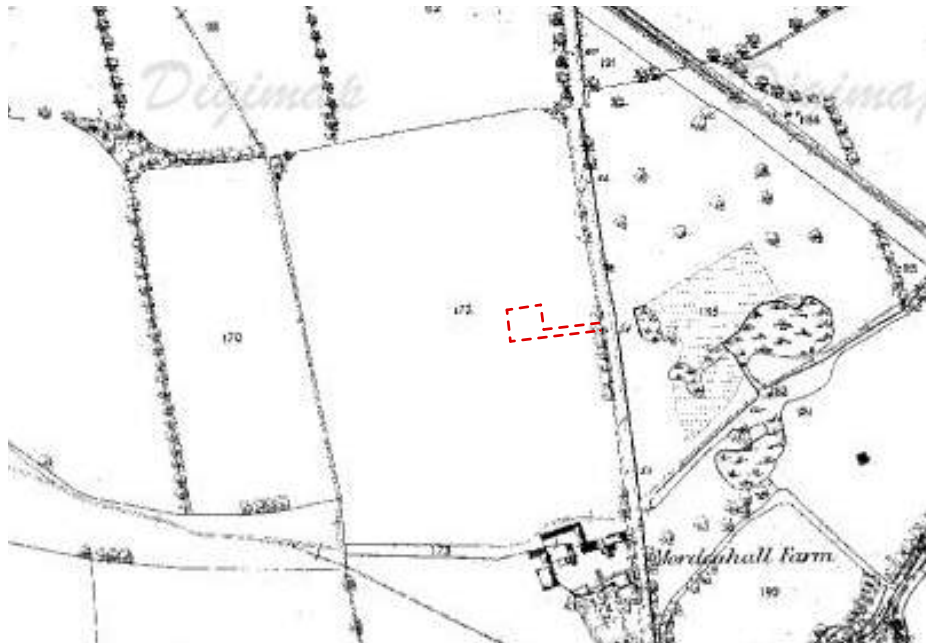
SITE LOCATION PLAN



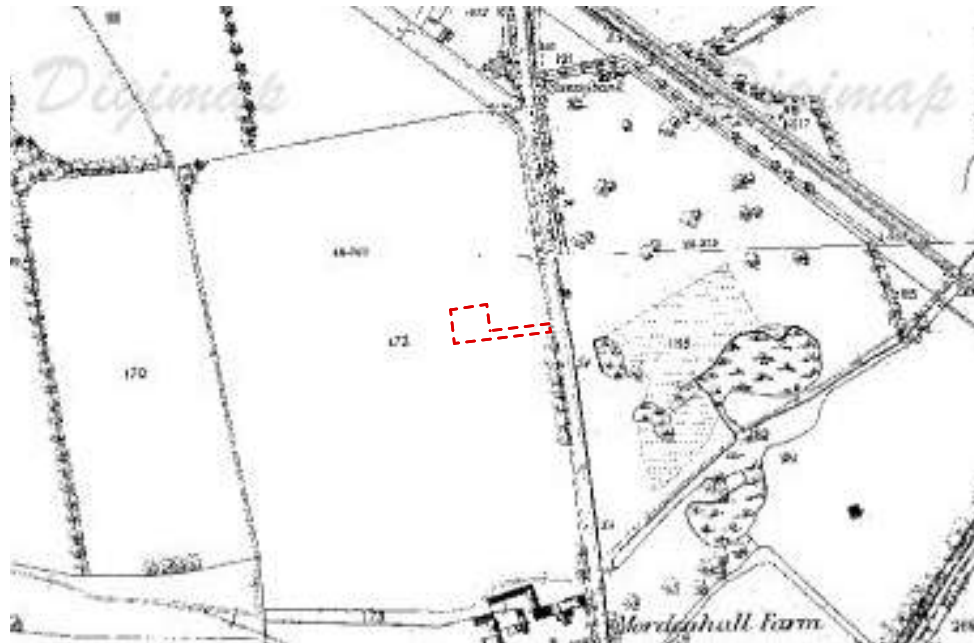
key  
218 Morden Road

rev	note	date	by
client	David O'Mara		
project	218 Morden Road	project no.	16012
title	Site Location Plan	drawing no.	L(-1)101
scale	1:1250@A3	date	Jan' 16
		status	Survey
		drawn	DF
		checked	MM





**Figure 1: 1860**  
This map shows that the site in question and its surrounding land was predominantly fields and agricultural land.



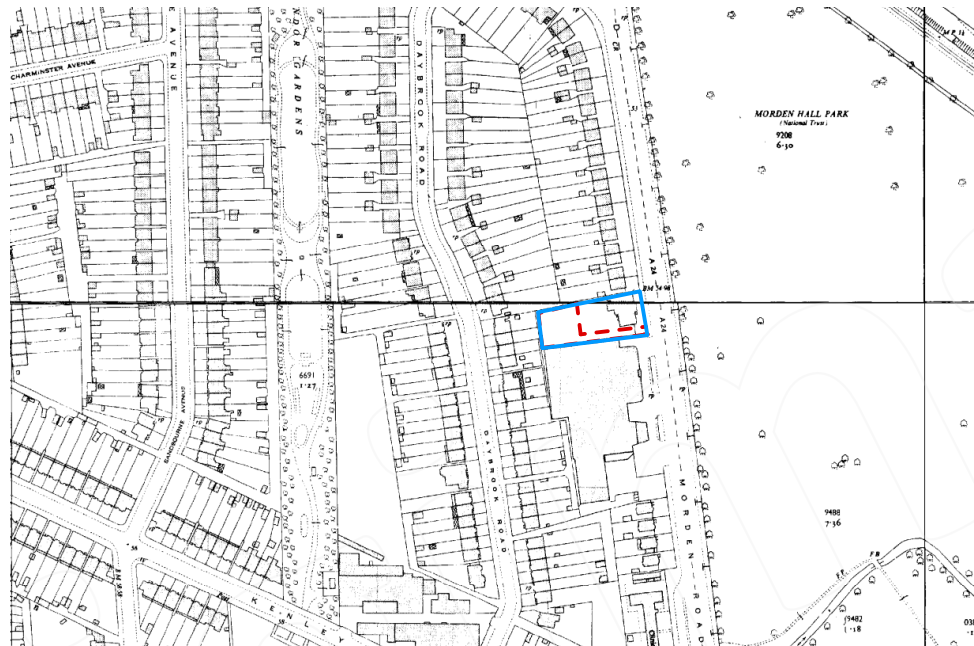
**Figure 2: 1890**  
Between the years 1860 and 1890 there was scarce development.



**Figure 3: 1910**  
This map shows that as development began in the surrounding areas, site boundaries started to change and become more defined. During 1910, the site in question was occupied by a single dwelling (216 Morden Road) which has now been subdivided into 4.



**Figure 4: 1930**  
This map clearly shows rapid development of its surrounding areas between 1910 and 1930. The single dwelling of 216 Morden Road still occupies the whole extent of the site.



**Figure 5: 1950**  
Up until 1950 the site in question had not yet been subdivided into the four sites which now exist.



**Figure 6: 2016**  
We can clearly see, in this map, that the site has been subdivided into four - 214, 216, 218 and the garages of Morden Road

## HISTORICAL OS MAPS SHOWING EVOLUTION OF THE SITE



The proposed development site is located between the rear gardens of the houses occupying Morden Rd and Daybrook Rd. It is surrounded by rear gardens of eight residential properties; located to the west of 214, 216 and 218 Morden Road, south of 55 Daybrook Road, 212 Morden Road and east of 49, 51 and 53 Daybrook Road.

The site may be understood, as shown in figure 7, as two separate areas. Area A, in red is the access road and the right of access for the neighbours. Area B, in blue, is currently 15 garages. Both areas of the proposed development site are owned entirely by the client.



Figure 7

The site in question is located in the London Borough of Merton in the sub-area of Mordon which, shown by figure 8, is not located in a conservation area. Our 4 proposed dwellings, on previously developed brownfield land, provide a positive contribution to the housing stock of the local area.

The site is located, on an arterial route, only 0.4 miles away from Morden town centre. It is also in close proximity to two other major district centres (Colliers Wood and Mitcham) and one major town centre (Wimbledon), as shown in figure 9.

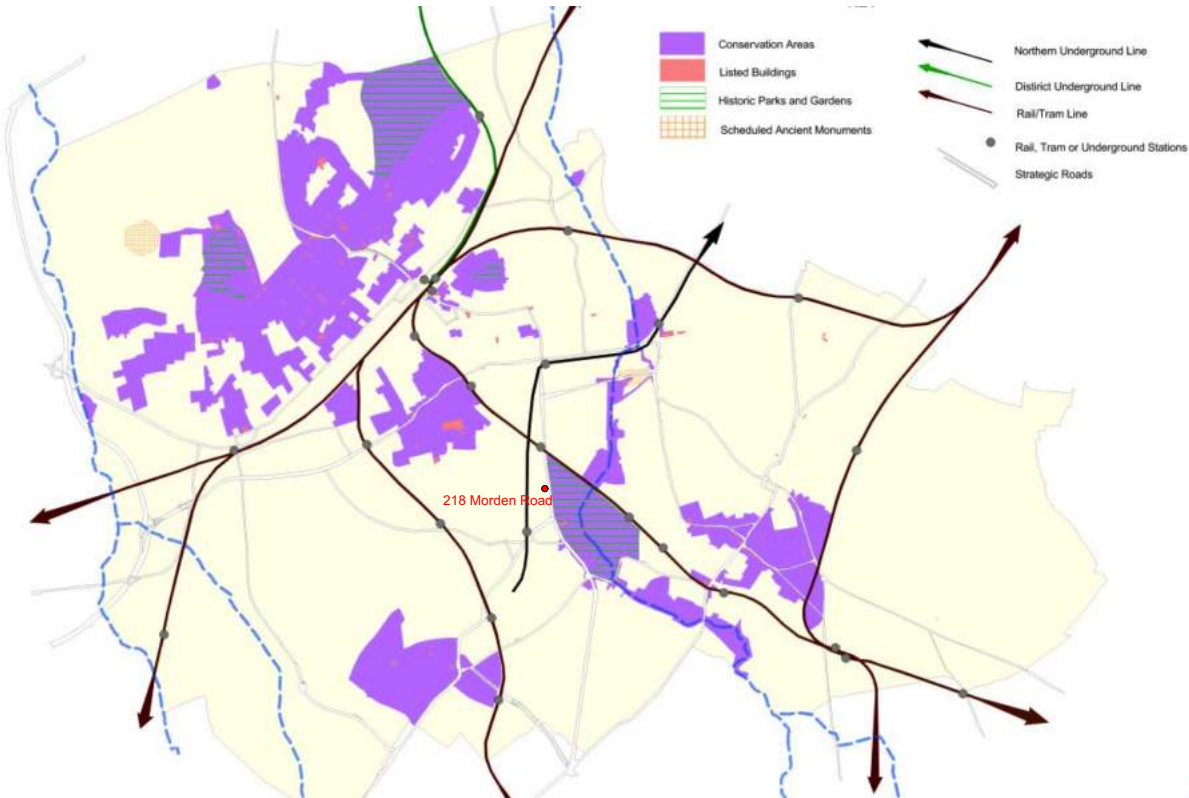


Figure 8

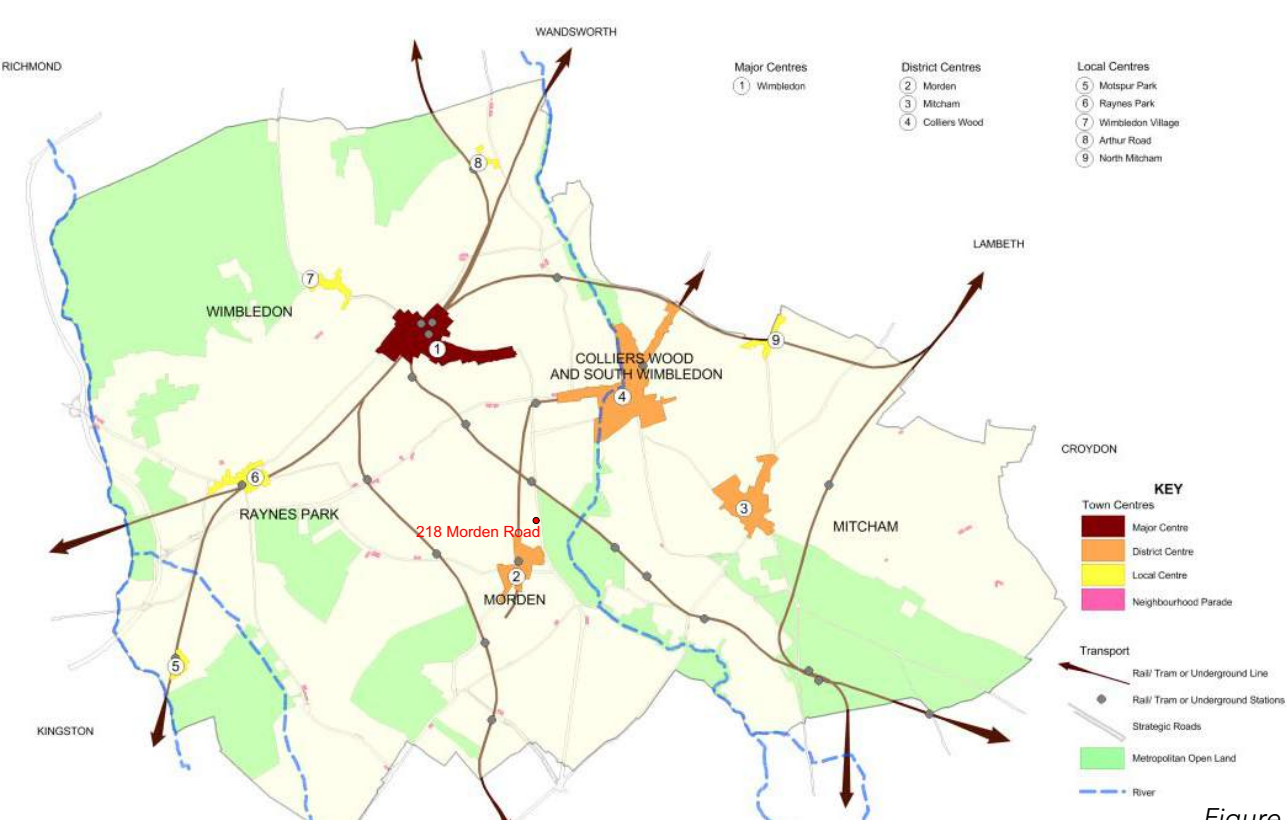


Figure 9



Policy 3.3 of the London Plan 2015 states that development plan policies should seek to identify new sources of land development at higher densities. Currently the site, previously developed brownfield land is under utilised. Given its excellent PTAL of 6a and proximity to district centres it is well placed for a scheme that optimises residential development and delivers much needed housing.

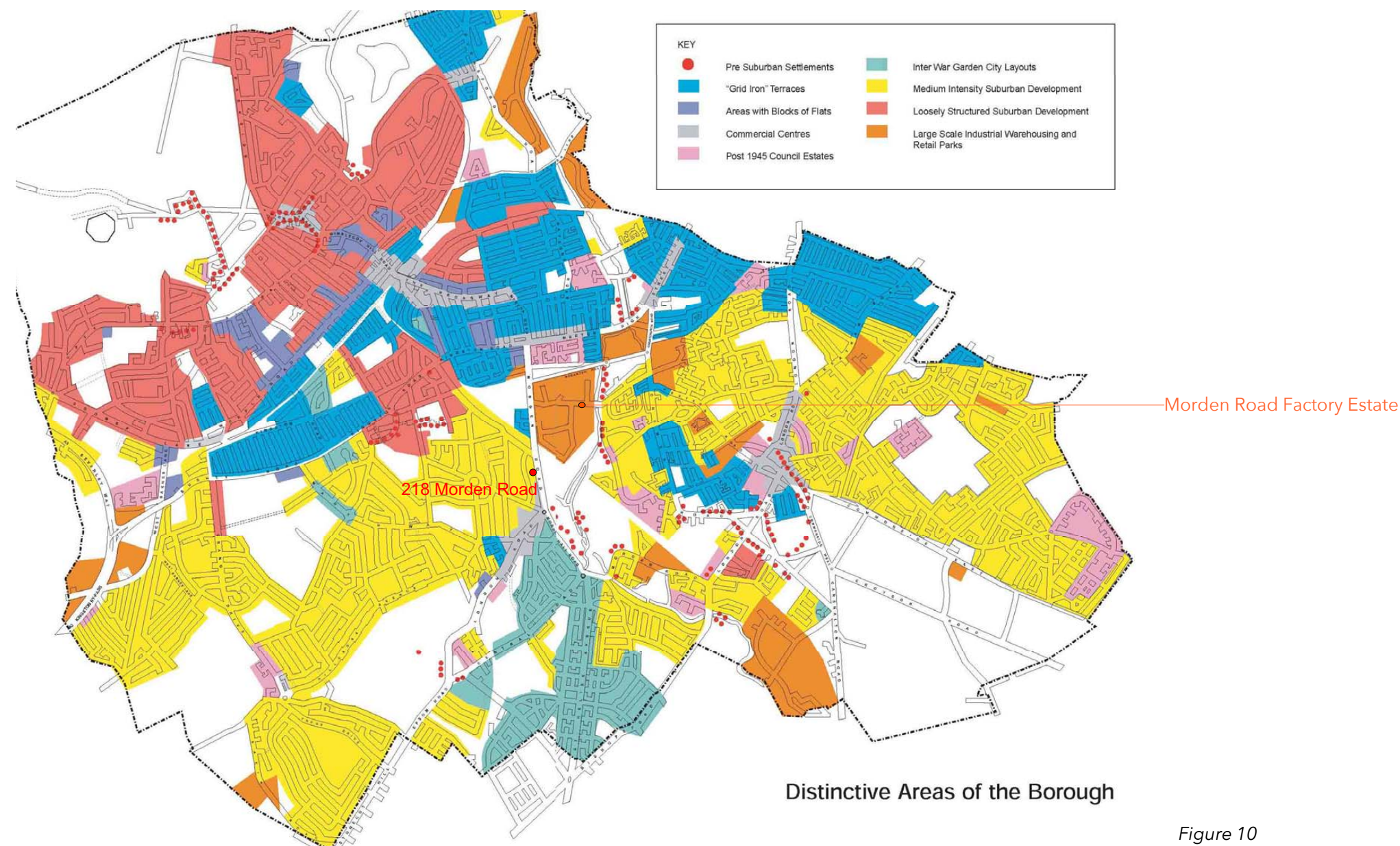


Figure 10

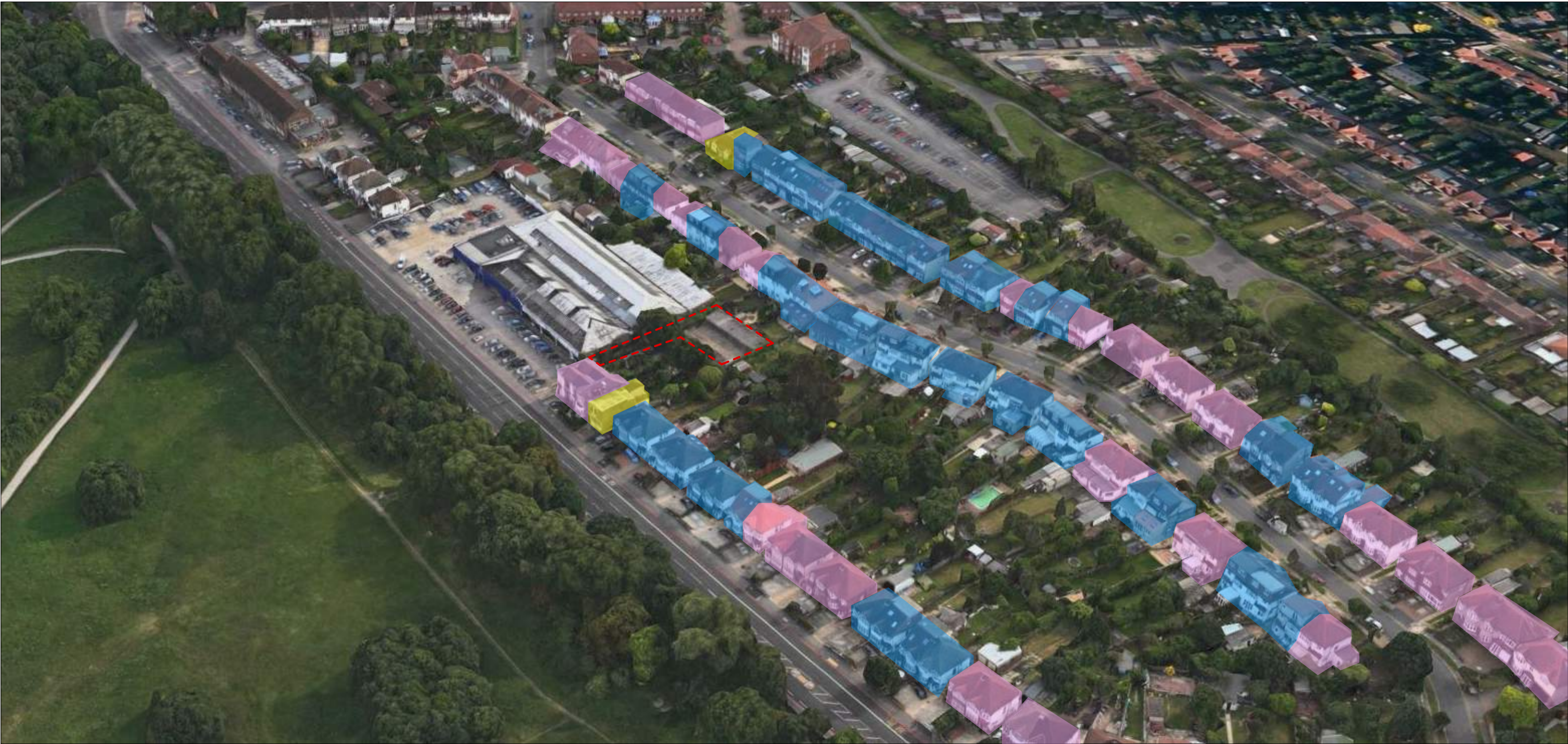
Morden consists mainly of medium intensity suburban developments, shown by yellow in figure 10, whilst being in close proximity to large scale industrial warehousing (in orange). The Morden Road Factory Estate is just north of the site, illustrated centrally in this map.

BULK, SCALE AND MASSING



In reference to the Council’s statement:

Reason for Refusal No.1: *"The proposals by reason of design, size, massing, and relationship to the surrounding pattern of development would result in an un-neighbourly visually intrusive and oppressive form of development that would give rise to a loss of outlook and privacy to the detriment of the amenities of neighbouring occupiers"* it should be noted that the scheme proposal has evolved in direct response to the massing of the surrounding residential development, which comprises predominantly three-storey residential houses. The survey of surrounding building heights (updated since the planning application document), shown below, presents a visual illustration demonstrating that there are only two examples of two storey residential properties within the surrounding residential streets. Accordingly, the visual massing of the scheme responds to the surrounding development and is appropriate for the setting.



RELEVANT NEIGHBOURING MASSES - AERIAL VIEW

2 storey height properties

3 storey height properties

3 storey height properties with rear mansard or rear roof addition

218 Morden Road  
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The site is accessed via a 3m wide road adjacent to the car garage and number 218 Morden Road. The proposed scheme will continue to allow a right of access for the neighbours: 214,216 and 218 Morden Road and, thus, respects their right of access. Vehicles are able to manoeuvre within the site.



Figure 11







West view to the existing garages and properties on Daybrook road





In reference to the NPPF’s emphasis on sustainable development, as well as London Plan Policies 3.3 & 3.5, the site is extremely well located with a PTAL of 6a in regards to public transport and thus reinforces the sustainable development agenda of the London Plan.

It could be argued that not optimising development on this site would waste the opportunity this brownfield land has to offer in delivering much needed housing. This can be emphasised with reference to the National Planning Policy Framework (March 2012) and one of its 12 core planning principles:

*“encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value”.*

Further, we would like to reinforce chapters 14 and 49:

Para 14:

*"At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking. For plan-making this means that:*

- local planning authorities should positively seek opportunities to meet the development needs of their area;*
- Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change;*

*For decision-taking this means:*

- approving development proposals that accord with the development plan without delay"*

Para 49:

*"Housing applications should be considered in the context of the presumption in favour of sustainable development."*

Merton LDF Core Strategy policies CS8 & CS9 seek to encourage proposals for well designed and located new housing that will create socially mixed and sustainable neighbourhoods through physical regeneration and effective use of space. In reference to these policies, the proposed scheme meets all of the following criteria of the Merton LDF Core Strategy policies CS8 & CS9:

- The proposal is well designed;
- The site is well located and well suited to the development of housing;
- The proposal succeeds in adding to a socially mixed and sustainable neighbourhood by providing 4 houses modest in size to that of the immediate neighbours, thus providing different income earners opportunities to reside in the neighbourhood; and
- The proposal is a very effective and creative use of space.

In reference to sustainable construction, the design was developed with the intention of constructing the houses using off-site methods of construction. This would have the following advantages which fully address the council’s concerns:

- Speed up construction time;
- Less time on site therefore less disruption; and
- Less deliveries of materials to the site minimising the disruption to the traffic/ bus lane on Morden Road and also minimizing the number of vehicles having to access the site





Overall Relationship to the surrounding pattern of development - Morden Road and Daybrook Road

The pattern of development on Morden Road and Daybrook Road in regards to scale, bulk, massing and form consists predominantly of dwellings with 2 storeys, pitched roof and paved forecourts at streetside and 3 storey to the rear with the addition of a roof extension either in the form of mansard s or vertical dormers occupying the entirety of the rear roof space.

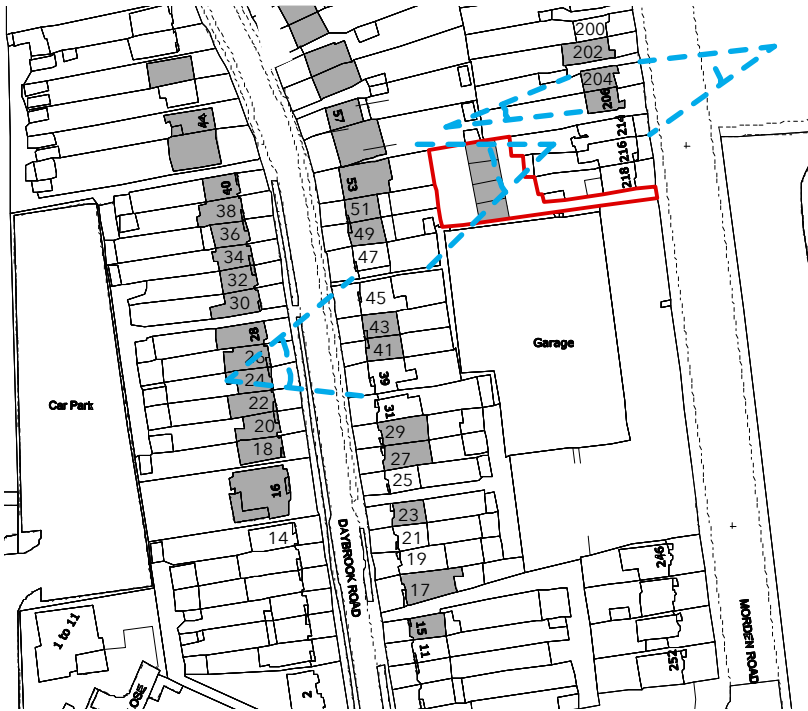


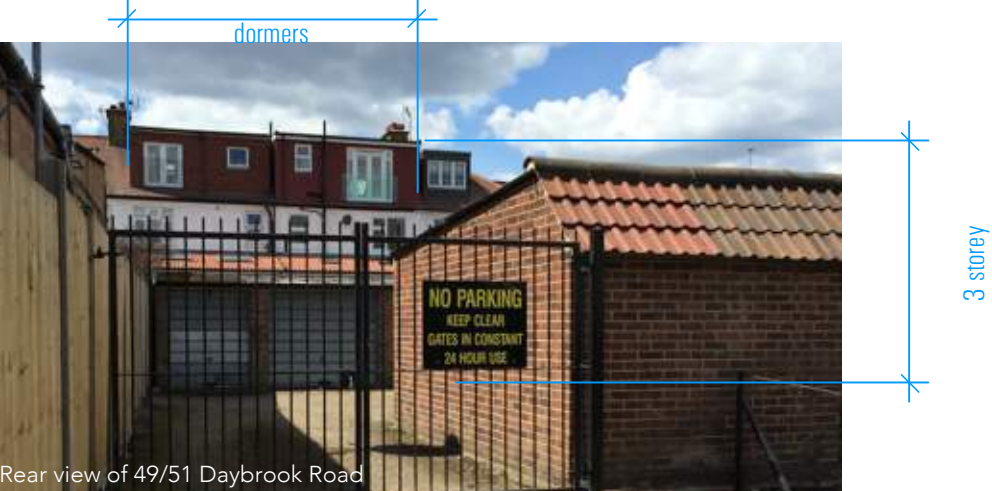
Figure 12

The site plan above illustrates that in the immediately surrounding area over 50% of the properties follow the pattern of 2 storey with roof at streetside and 3 storey with dormer/ mansard roof at the rear. This demonstrates that the proposal comprising of 2 storey at the front and 3 storey with mansard roof at the rear is appropriate for this site.

As Existing on Daybrook Road streetside:



As Existing on Daybrook Road to the rear:



As Existing on Morden Road streetside:



As Existing on Morden Road to the rear:



The two examples above show that the scale, bulk, mass and form of the houses immediately adjacent to the site have appropriately informed the design of the proposal, resulting in a more considered and elegant design.



Morden Road - Front Elevations, 2-Storey with Roof



Figure 13

Morden Road is prominent with rear roof extensions. The site plan above and pictures to the right focus on 194 Morden Road and 202 Morden Road respectively which clearly illustrate the dominating pattern of development - front elevations comprising of 2-storey with pitched roofs.



Front View of 194 Morden Road



Front View of 202 Morden Road

SCALE, BULK, MASSING & FORM





Figure 14

There are several examples of roof extensions to the rear of Morden Road. The site plan above and pictures to the right focus on 202-206 Morden Road which clearly illustrate the dominating pattern of development - full height 3-storey rear elevations.

SCALE, BULK, MASSING & FORM

Full height rear roof extensions



Full height rear roof extensions







Figure 15

Daybrook Road is prominent with rear roof extensions. The site plan above and pictures to the right focus on 61 Daybrook Road and 71 Daybrook Road respectively which clearly illustrate the dominating pattern of development - front elevations comprising of 2-storey with pitched roofs.



Front View of 61 Daybrook Road



Front View of 71 Daybrook Road

SCALE, BULK, MASSING & FORM





Figure 16

There are several examples of roof extensions to the rear of Daybrook Road. The site plan above and pictures to the right focus on 15 Daybrook Road and 42-48 Daybrook Road respectively which clearly illustrate the dominating pattern of development - full height 3-storey rear elevations.

Full height rear roof extension



Rear view of 15 Daybrook Road

Full height rear roof extensions



Rear view of 42-48 Daybrook Road

SCALE, BULK, MASSING & FORM

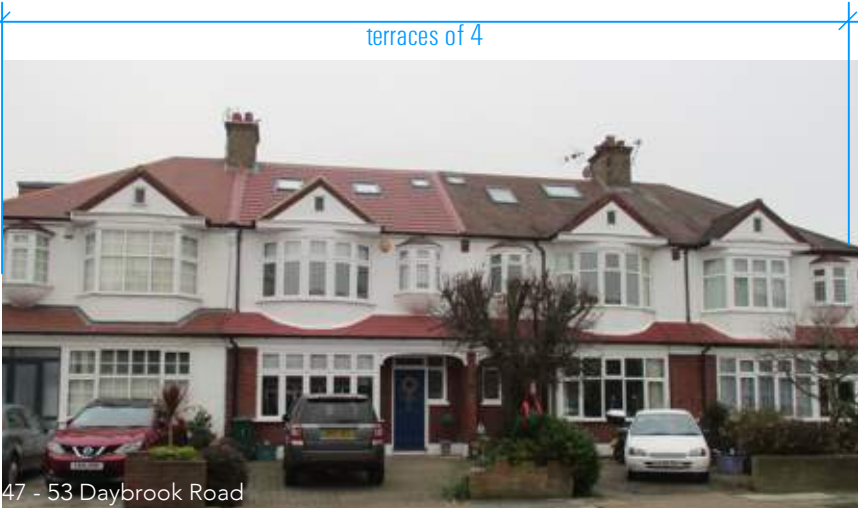
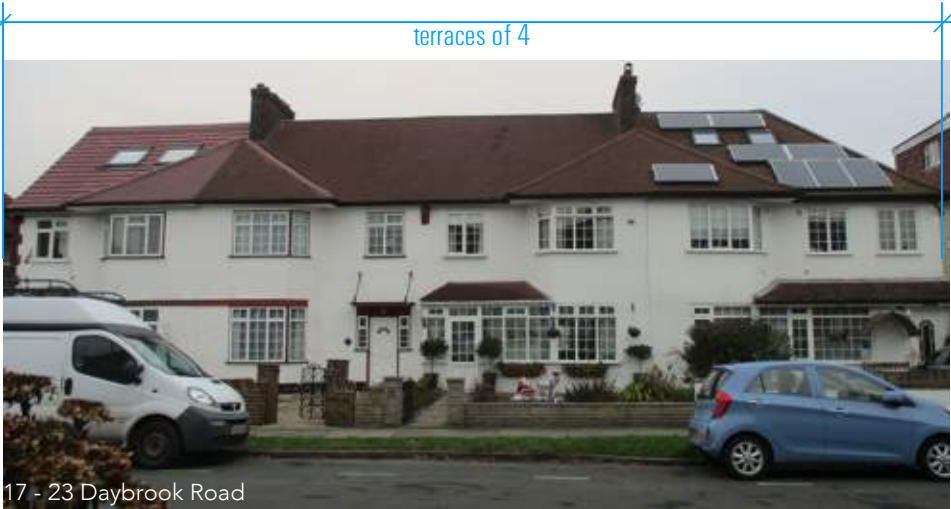
Morden Road and Daybrook Road - Terraced dwellings of 4

The pattern of development on Morden Road and Daybrook Road is diverse comprising of detached houses, semi detached houses, terraces of 3 houses, terraces of 4 houses and terraces of 6 houses. Importantly, the row of houses on Daybrook Road directly adjacent to the site take the pattern of 4 terraced dwellings. This has directly informed the proposed pattern of development for this scheme and justifies the appropriateness of 4 terraced dwellings on the site.



Figure 17

The site plan above shows illustrates that terraced houses of 4 are prominent in the immediately surrounding area. This demonstrates that the proposal is in keeping with the character and pattern of development found locally.









Pre-app scheme

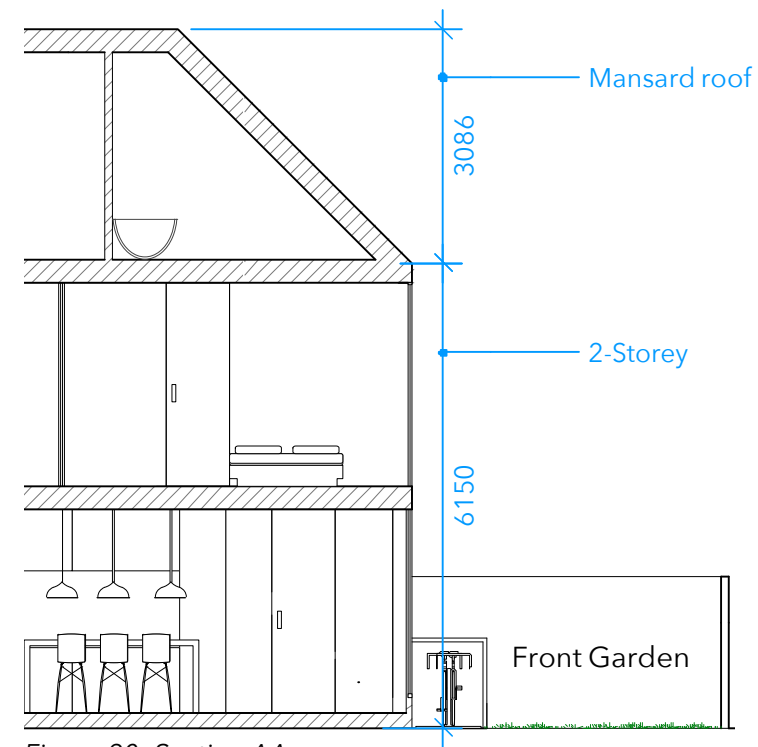


Figure 20: Section AA

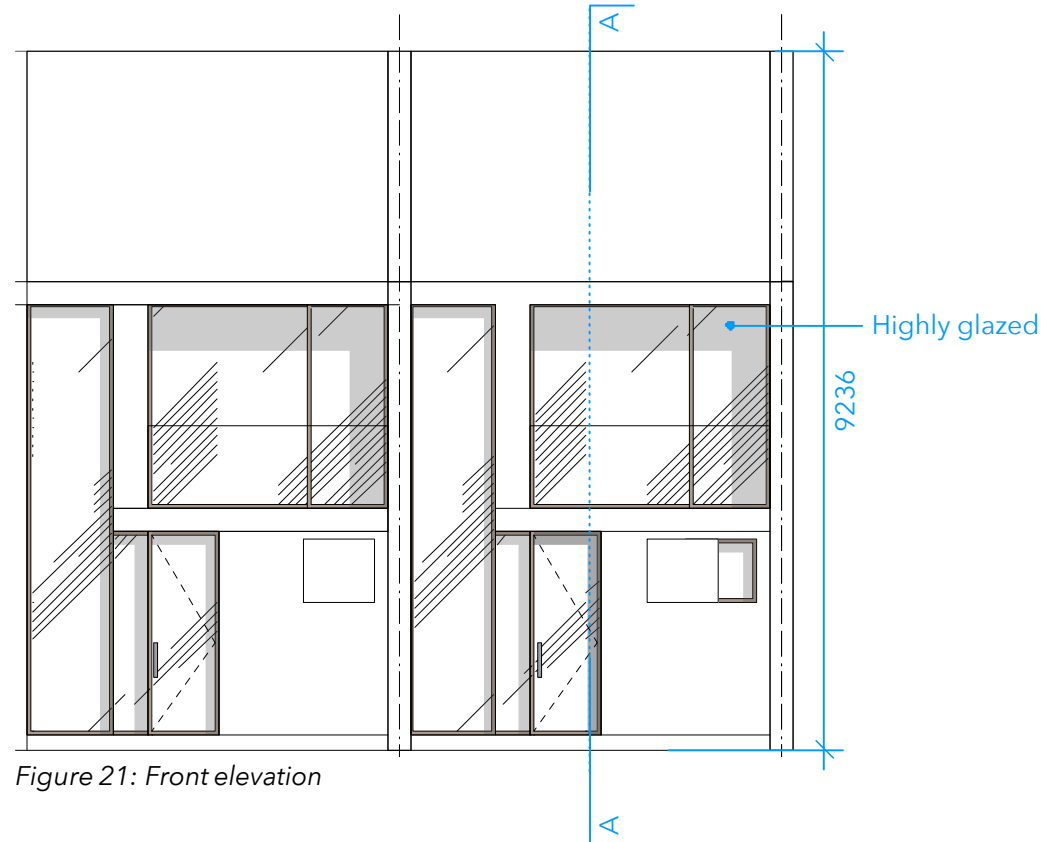


Figure 21: Front elevation

Outlook from Neighbouring Properties

In reference to Merton Council's view regarding outlook from neighbouring properties, taken into consideration the pre-app advice, we redesigned the front elevations; the amount of glazing and the window sizes were reduced - (as shown by figures 22 & 23):

- The amount of glazing in the front façade has been reduced by 28% from 17.7m2 to 11m2;
- 33% of the total amount of glazing is frosted, namely the wc and front door, protecting the privacy of inhabitants. This is demonstrated with \* on figure 23;
- Window openings have been designed to be modest in size and traditional in proportion;
- The proposed building height was reduced by 0.6m;
- The east mansard roof was omitted from the final design setting the eastern top floor building line back by 4.1m;
- The materials and fenestration has been designed to soften the appearance of the houses and give the buildings a horizontal rather than vertical emphasis;

Planning Application Scheme 16/P3252

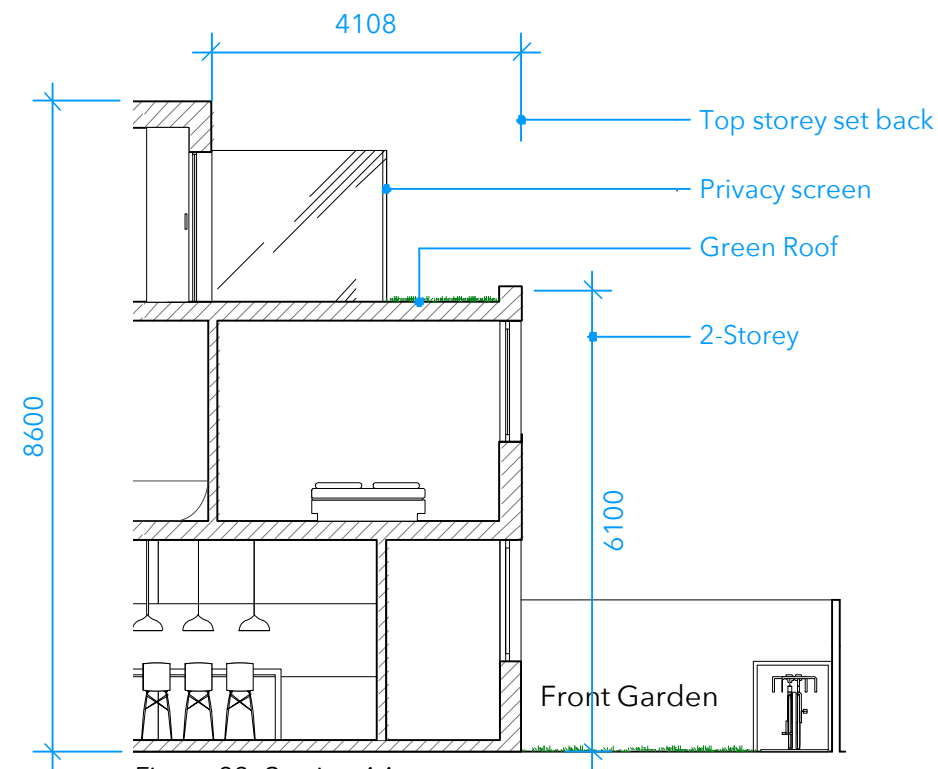


Figure 22: Section AA

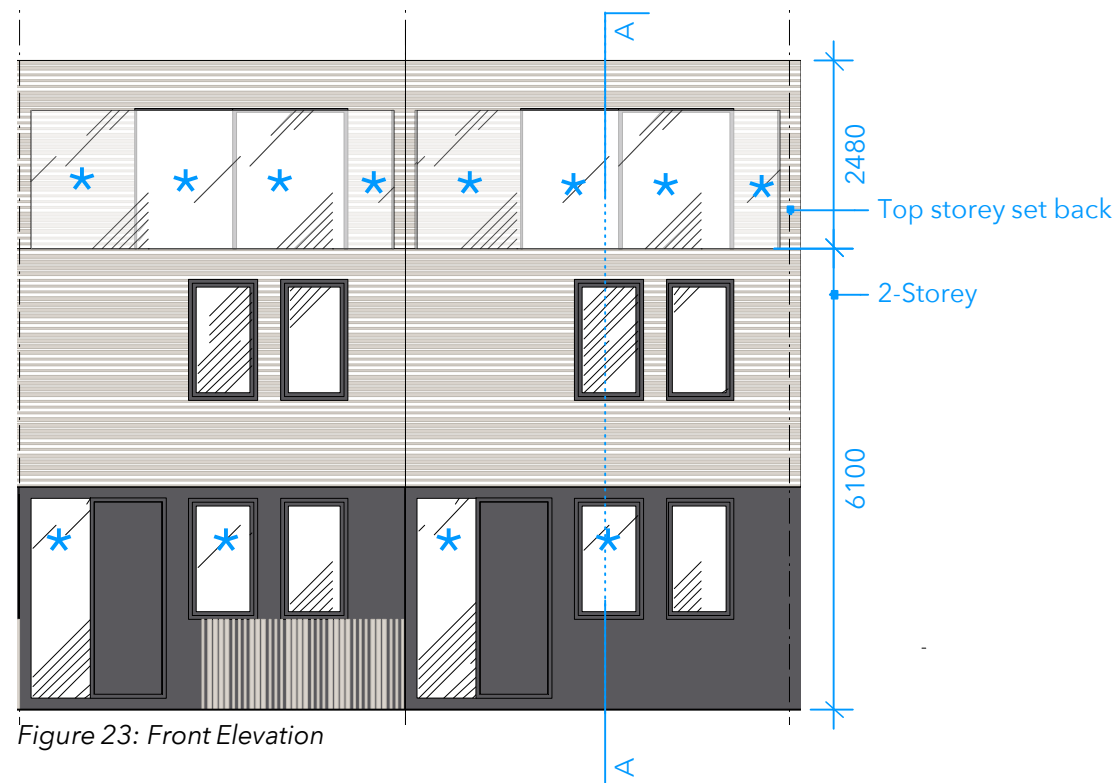


Figure 23: Front Elevation

DESIGN EVOLUTION

Pre-app scheme



Figure 24: Section AA

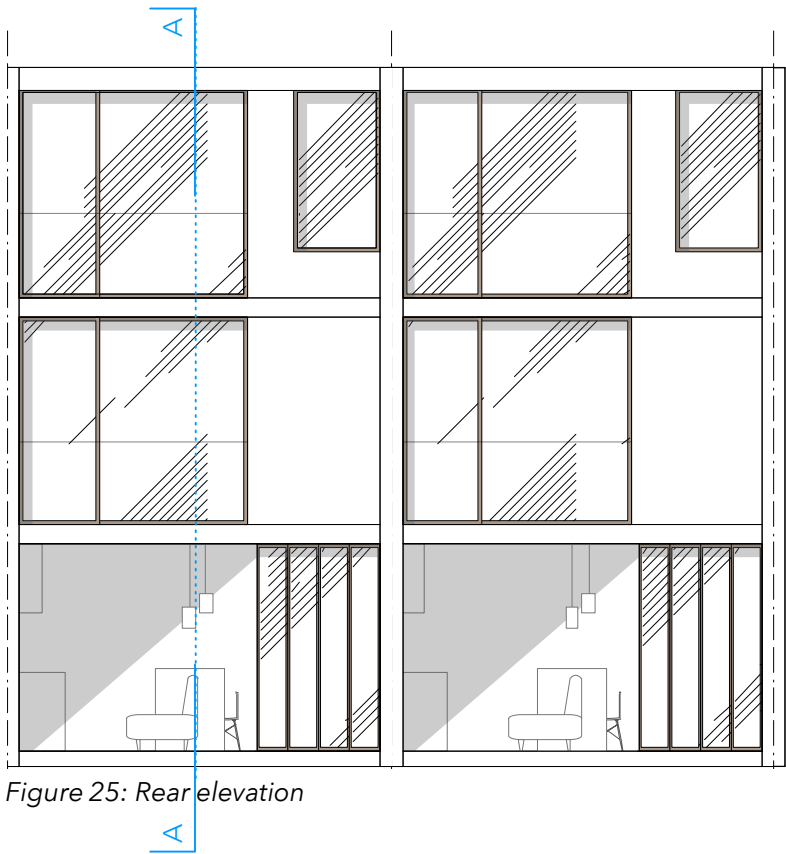


Figure 25: Rear elevation

Outlook from Neighbouring Properties

In reference to Merton Council’s view regarding outlook from neighbouring properties, taken into consideration the pre-app advice, we redesigned the rear elevations; the number of windows were reduced and their sizes respectfully - (as shown by figures 26 & 27:

- The amount of glazing, in the rear façade, has been reduced by 56% from 30.8m2 to 13.5m2
- Window openings have been designed to be modest in size and traditional in proportion;
- Second floor windows have been omitted from the appeal design. Now, there can be no overlooking from the second floor onto neighbouring properties.
- The proposed building height was reduced by 0.6m;
- The western building line was set back from the site boundary by 0.5m;
- The materials and fenestration has been designed to soften the appearance of the houses and give the buildings a horizontal rather than vertical emphasis;

Planning Application Scheme 16/P3252

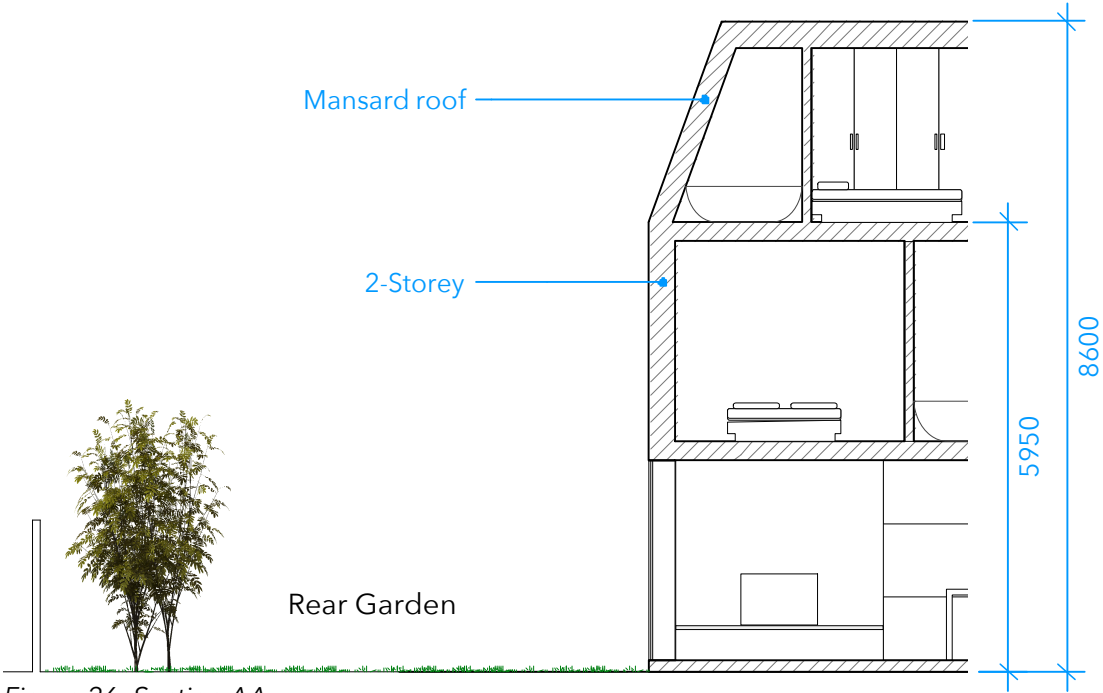


Figure 26: Section AA

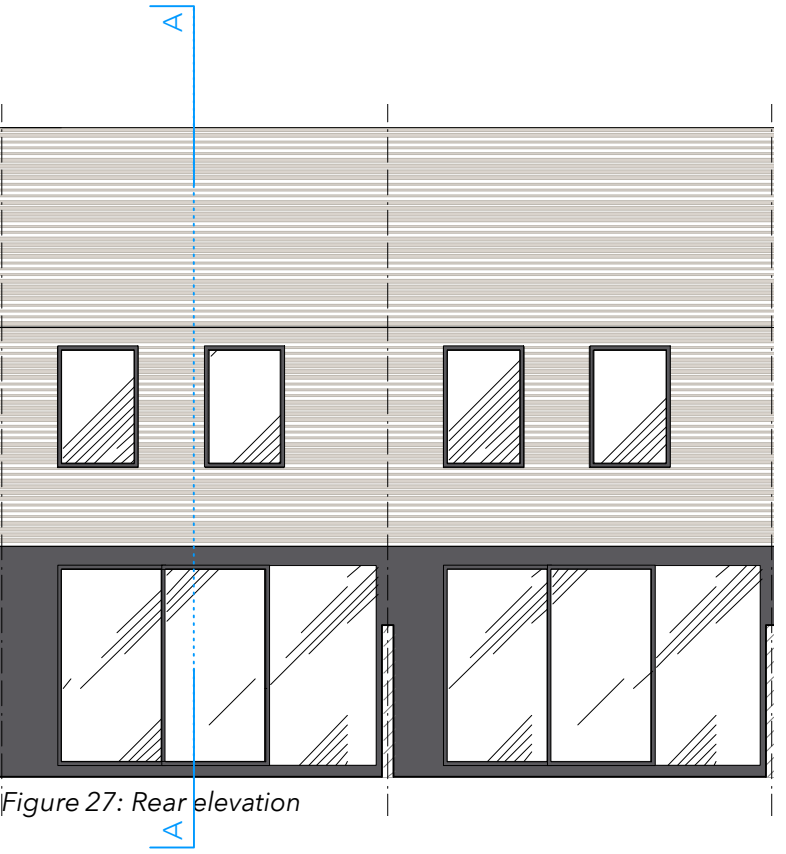


Figure 27: Rear elevation

DESIGN EVOLUTION



Merton Council’s objection that the properties on Daybrook Road and Morden Road are currently afforded an “open outlook” and that this would be significantly eroded by the proposed development is in direct contradiction to the council’s agreement that the proposal:

- Exceeds the requirements of Merton's 1999 SPG point 7.19 window to window separation distance guidance of 20m by 17% - 20%;
- Exceeds the requirements of Policy 3.3 of the London Plan 2015 window to window separation distance guidance of 18m-21m by 30% - 33%;
- Meets all of the criteria of the Merton LDF Core Strategy policies CS8 & CS9;
- Meets the national Planning Framework 2012 and London Plan policies 3.3 & 3.5;
- The council agree that the principle of residential development is acceptable; and
- The proposal exceeds the requirements of the SPP Policy DM D2, Core Strategy 2011 policies CS9 Housing Provision and CS 14 Design and London Plan policies 3.3 Increasing Housing Supply, 3.4 Optimising Housing Potential;

We have clearly demonstrated that whilst not only meeting the local, regional and national policies for regeneration, the proposal also meets the BRE’s guidelines for sunlight and daylight and does not detrimentally harm any of the existing properties on either Daybrook Road or Morden Road.

The Council’s statement: *“the neighbouring garden boundaries with properties at 206 Morden Road and 55 Daybrook Road [quoted as 212 Morden Road and 56 Daybrook Road in the Council's decision notice] and at three storeys high is considered an unacceptable increase in overlooking with windows looking directly down and along these neighbouring gardens making the enjoyment of these spaces by existing occupants less than desirable...”* is wholly inaccurate. There are no proposed windows situated on the gable end facing north. Indeed this point was raised at pre-application stage and contrary to the councils’ stance on this matter, careful design consideration was employed with regards to overlooking, the windows were reduced in size as per the council’s advice as illustrated on previous pages.

We have demonstrated that the privacy of the future inhabitants and their neighbouring properties would be protected. Merton Council's feedback has been taken on board and in the process we have satisfactorily addressed and quashed any concerns.

The “unneighbourly and oppressive relationship resulting in an unacceptable increased sense of enclosure” as stated by Merton Council in regards to the boundaries between the proposed development and 206 Morden Road/ 55 Daybrook Road is unsubstantiated. Again, here, we must consider that the BRE report confirms there is no detrimental effect to the neighbours, this includes 206 Morden Road/ 55 Daybrook Road.

Inclusively, 55 Daybrook Road have buildings situated at the rear of the garden which is precisely where the council argue there would be a loss of outlook and overshadowing – the existence of these buildings directly contradict the council’s position on this point. Figure 28 demonstrates that our proposed dwellings only stretch 6.8m down the boundary with 55 Daybrook road and 2.57m down the boundary with 206 Morden Road.

GARDENS

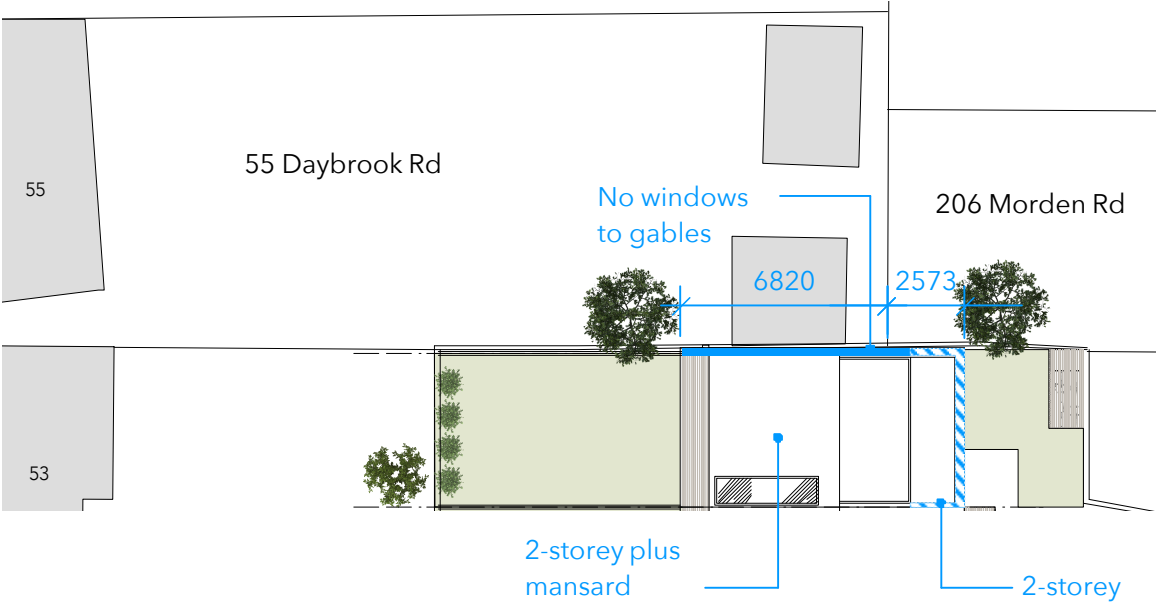


Figure 28

Extract from LUMINA, BRE Daylight and Sunlight report summary and conclusion:

- "5.1 It is clear that as the proposed development is substantially below a vertical angle of 25 degrees taken from the ground floor windows of 51 Daybrook Road and 214 Morden Road that the proposed development comfortably satisfies the BRE initial Screening Test for daylight and sunlight"
- 5.2 "The overshadowing analysis demonstrates that 78.87% of the rear garden behind 55 Daybrook road will continue to receive more than two hours of sun when measured on the Spring Equinox and will therefore comfortably satisfy the BRE target of 50%."
- 5.3 "In overall conclusion, the proposed development comfortably satisfies all of the BRE recommendations in respect of daylight, sunlight and overshadowing."

Metal Cladding & Light Timber Cladding

The design decision to utilize metal and timber cladding was taken with great care and consideration for the visual appearance of the proposed dwellings alongside the proposed outlook which would be enjoyed by the neighbours. The combination of materials is contemporary in its aesthetics, whilst at the same time providing a softness to the appearance of the scheme as a whole. There are many examples of successful schemes utilizing this combination of materials, these are detailed overleaf in the projects by Architecure Studio Haptic, Studio Verve Architects, Tectoniques Architects and Samuel Delmas Architects.

The horizontality of the timber cladding proposed makes the massing of the dwellings feel smaller and reduces the visual impact to the neighbours. The step back of the massing at the top floor to the east is considerate to the neighbours on Morden Road, whilst the gently canted back mansard roof at the rear mirrors the mansard/ dormers typical on Daybrook Road, therefore respectfully and considerately providing a proposal which is elegant in form whilst taking precedence from the surrounding existing built fabric.

The proposal specifies vertical timber cladding teamed with a charcoal grey metal cladding for the façade treatment. There are numerous benefits to utilizing these two materials; namely:

Timber Cladding is...

- Aesthetically pleasing.
- Biodegradable, requires less energy to be produced and is renewable. This material has the lowest embodied energy of any mainstream building material currently used in the construction industry. This coincides with Merton Council’s sustainability agenda.
- A readily available material, easily sourced.
- Straightforward and quick to install.
- Easy to maintain, requires little maintenance
- Easy to replace in sections should the need ever arise

Metal cladding is...

- Aesthetically pleasing.
- Very environmentally friendly, especially when considering options such as zinc cladding which is 100% recyclable with clean rainwater run off.
- Very low maintenance – metal cladding requires very little attention from homeowners. Snow, sleet, frost, rain, wind and even heat have very little effect upon the material when properly installed. Metal also does not promote the growth of mold or fungus, which is a great advantage in prolonging the longevity of a building’s life span.

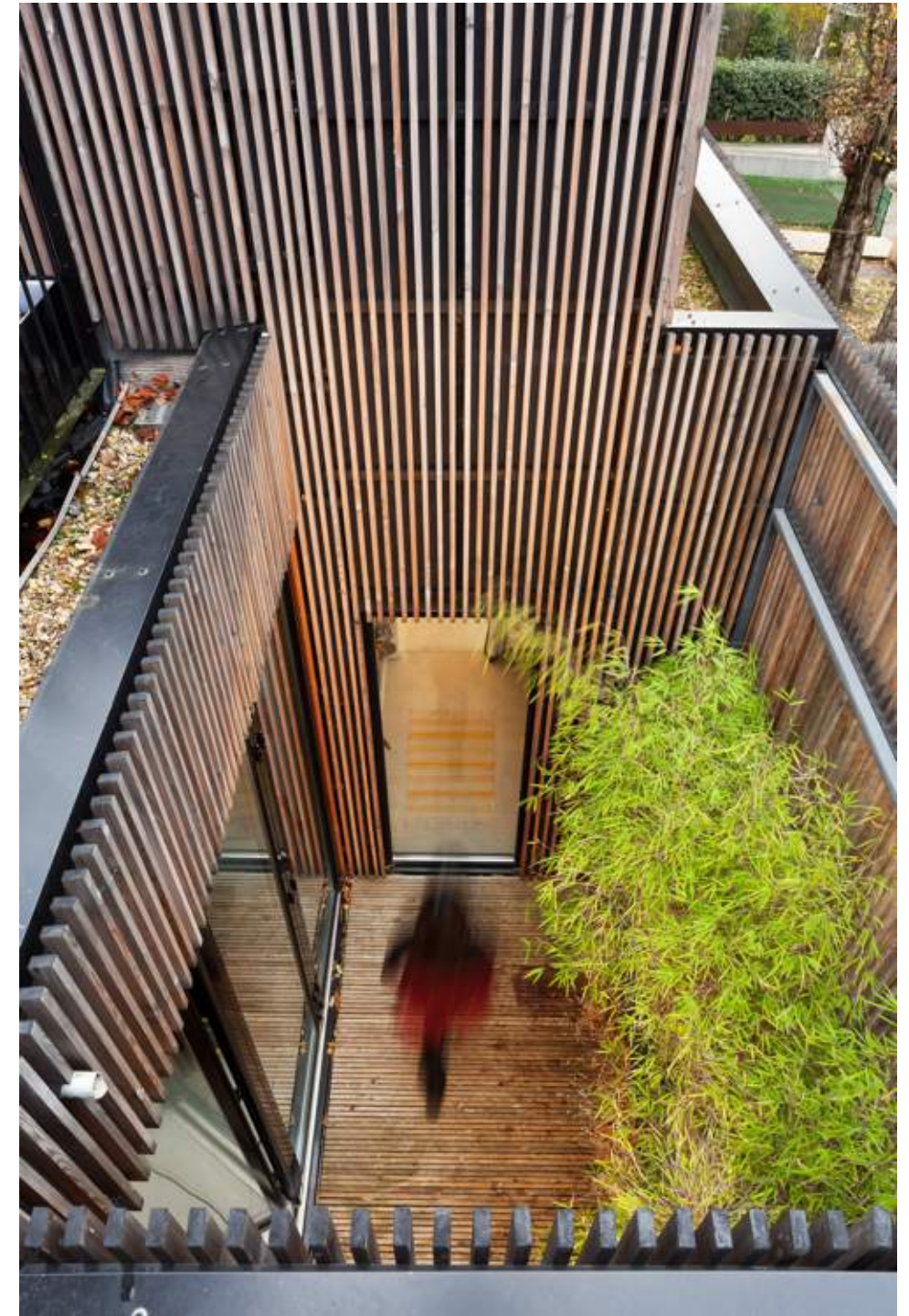


Metal cladding



Horizontal timber cladding





Architecture studio Haptic - Extension of a Victorian house, London UK

Studio Verve Architects - Loft, London E2 UK

Tectoniques Architects - "Bioclimatic" house, Lyon FRANCE

Samuel Delmas Architects - Wooden frame house, Sevres FRANCE

PRECEDENTS

DESIGN APPEAL STATEMENT

218 Morden Road

16012

London Borough of Merton





Space Standards

Proposal Exceeds London Plan's Minimum Space Requirements

The GIA of the 4 proposed dwellings comfortably exceed the London Plan' (2016) minimum space requirement of 99 sqm, for a new 3-storey houses with 3 bedrooms and 5 sleeping spaces (see table 1). The GIA in house 1 exceeds the minimum requirements by 12sqm (12%); houses 2, 3 & 4 by 8sqm. (8%).

House	Total GIA sqm	2016 London Housing Design Guide sqm	Exceeds the 2016 London Design Guide minimum by :
1	111	99	12 sqm (12% bigger)
2	107	99	8 sqm (8% bigger)
3	107	99	8 sqm (8% bigger)
4	107	99	8 sqm (8% bigger)

Table 1

The second floor has had a minor revision to the internal layout - see figures 29 & 30. The single bedroom exceeds the required space standard with both bathrooms available to all bedrooms. This minor revision has had no impact on the scale, massing or aesthetics of the exterior of the proposal.

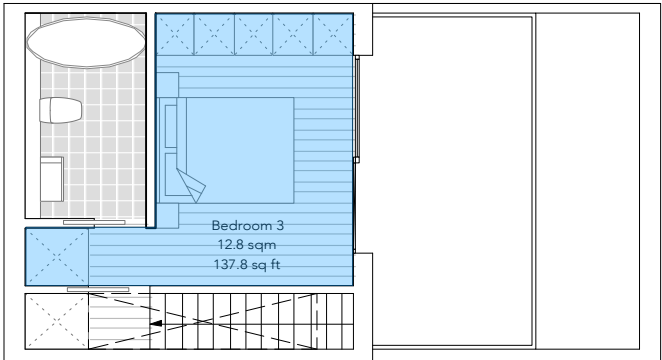


Figure 29: Planning application scheme 16/P3252

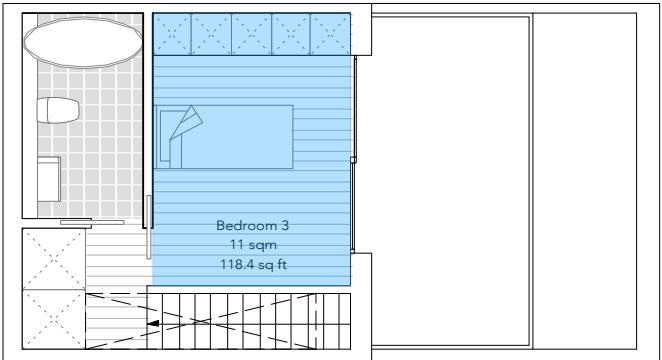


Figure 30: Internal reconfiguration for appeal statement

Proposal Exceeds SPG' Minimum Space Requirements for Bedrooms

Following the refusal letter, we have taken the councils' comments on board and redesigned the scheme so that the sizes of the three bedrooms now all exceed the London Plan' (2016) and Merton SPG's minimum space requirements for bedrooms (see table 2). This does not affect the external appearance of the proposal in any way.

Bedroom	House 1	Houses 2-4	Merton SPGs (sqm)	London Housing Design Guide (2016) (sqm)	Exceeds Merton SPGs' minimum by :	Exceeds the London Housing Design Guide (2016) minimum by:
Bedroom single	11.5	11	8.5	8.4	House 1: 3sqm (35% bigger) Houses 2-4: 2.5sqm (29% bigger)	House 1: 3.1sqm (37% bigger) Houses 2-4: 2.6sqm (31% bigger)
Bedroom double 1	15.1	14.8	11	12.8	House 1: 4.1sqm (37% bigger) Houses 2-4: 2.5sqm (35% bigger)	House 1: 2.3sqm (18% bigger) Houses 2-4: 2sqm (16% bigger)
Bedroom double 2	14.5	13.5	11	12.8	House 1: 3.5sqm (32% bigger) Houses 2-4: 2.5sqm (35% bigger)	House 1: 1.7sqm (13% bigger) Houses 2-4: 0.7sqm (5% bigger)

Table 2

HOUSE 1 - APPROX. GIA 111 SQM

Ground floor		First floor		Second floor		GIA Exceeds the London Housing Guide (2016) minimum by :  12sqm (12% bigger)	Amenity space		Exceeds the Merton SPG' minimum by :  0sqm (0% bigger)	Exceeds the London Housing Guide (2016) minimum by :  41sqm (456% bigger)
44.1 sqm		44.1 sqm		22.8 sqm						
Entrance	1.8 sqm	Bedroom 1	15.1 sqm	Bedroom 3	11.5 sqm		Rear garden	40 sqm		
WC	1.9 sqm	Bathroom	5 sqm	Ensuite Bathroom	5.1 sqm		Terrace	10 sqm		
Kitchen/Dining	20.3 sqm	Bedroom 2	14.5 sqm	Circulation	0.7 sqm					
Living area	18 sqm	Circulation	3.2 sqm							
Utility	1 sqm									

HOUSE 2 - APPROX. GIA 107.1 SQM

Ground floor		First floor		Second floor		GIA Exceeds the London Housing Guide (2016) minimum by :  8sqm (8% bigger)	Amenity space		Exceeds the Merton SPG' minimum by :  1sqm (2% bigger)	Exceeds the London Housing Guide (2016) minimum by :  42sqm (467% bigger)
42.3 sqm		42.3 sqm		22.5 sqm						
Entrance	1.8 sqm	Bedroom 1	14.8 sqm	Bedroom 3	11 sqm		Rear garden	41 sqm		
WC	1.9 sqm	Bathroom	5 sqm	Ensuite Bathroom	5.1 sqm		Terrace	10 sqm		
Kitchen/Dining	19.3 sqm	Bedroom 2	13.5 sqm	Circulation	0.7 sqm					
Living area	17.5 sqm	Circulation	3.2 sqm							
Utility	1 sqm									

HOUSE 3 - APPROX. GIA 107.1 SQM

Ground floor		First floor		Second floor		GIA Exceeds the London Housing Guide (2016) minimum by :  8sqm (8% bigger)	Amenity space		Exceeds the Merton SPG' minimum by :  1sqm (2% bigger)	Exceeds the London Housing Guide (2016) minimum by :  42sqm (467% bigger)		
42.3 sqm		42.3 sqm		22.5 sqm								
Entrance	1.8 sqm	Bedroom 1	14.8 sqm	Bedroom 3	11 sqm		Rear garden	41 sqm				
WC	1.9 sqm	Bathroom	5 sqm	Ensuite Bathroom	5.1 sqm		Terrace	10 sqm				
Kitchen/Dining	19.3 sqm	Bedroom 2	13.5 sqm	Circulation	0.7 sqm							
Living area	17.5 sqm	Circulation	3.2 sqm									
Utility	1 sqm											

HOUSE 4 - APPROX. GIA 107.1 SQM

Ground floor		First floor		Second floor		GIA Exceeds London Housing Guide (2016) minimum by :  8sqm (8% bigger)	Amenity space		Exceeds the Merton SPG' minimum by :  15 sqm (30% bigger)	Exceeds London Housing Guide (2016) minimum by :  56 sqm (622% bigger)
42.3 sqm		42.3 sqm		22.5 sqm						
Entrance	1.8 sqm	Bedroom 1	14.8 sqm	Bedroom 3	11 sqm		Rear garden	41 sqm		
WC	1.9 sqm	Bathroom	5 sqm	Ensuite Bathroom	5.1 sqm		Front garden	14 sqm		
Kitchen/Dining	19.3 sqm	Bedroom 2	13.5 sqm	Circulation	0.7 sqm		Terrace	10 sqm		
Living area	17.5 sqm	Circulation	3.2 sqm							
Utility	1 sqm									

ACCOMODATION SCHEDULE

Table 3



**Proposal Exceeds SRQ Matrix Minimum Density Requirements**

In reference to the Sustainable Residential Quality (SRQ) matrix in the SPD, the proposed scheme with 339hr/ha supports the following minimum levels of density in suburban and urban areas:

- Suburban areas: 200-350hr/ha;
- Urban areas: 200-700 hr/ha;

Further, the proposed internal GIA would also satisfy the requirements of the following policies:

- SPP Policy DM D2;
- Core Strategy 2011 policies CS9 Housing Provision and CS 14 Design;
- London Plan policies 3.3 Increasing Housing Supply, 3.4 Optimising Housing Potential;

In exceeding the basic technical standards for new accommodation, it is clear that high quality accommodation is provided and the scheme does not represent an over-development of the site.

Outdoor Amenity Space

In reference to the Council’s concerns regarding amenity, the total proposed private amenity space for each dwelling was increased (by 43%) from 35m2 in the pre-app scheme to 50m2 for house 1, 51m2 for houses 2, 3 and 65m2 for house 4 respectively. The total amenity space is delivered in 2 usable, attractive, private areas - 80% west facing gardens and 20% east facing terrace for houses 1, 2 and 3. Whereas, house 4 additionally has a front garden of 14m2 so the amenity space is delivered in 3 high quality, useable amenity spaces - 63% west facing garden, 22% east facing garden and 15% east facing terrace.

(NB the plans have been re-measured with greater accuracy and we can confirm that the rear garden space at Units 2,3 and 4 is 41m2, rather than 40m2, as presented as part of the original planning application).

The Proposal Meets and Exceeds Local and Regional Policy for Minimum Amenity Space Requirements

In reference to garden standards (shown by table 4), the proposal not only exceeds the London Housing Design Guide (2016) by 56 sqm (622%) for house 4, but it also meets and exceeds Merton's outdated amenity policy. Figure 31 illustrates that the rear garden will provide a highly suitable and usable garden area that is proportionate to the scale of the dwellings. The gardens will be landscaped to provide a high quality outdoor space, with a bespoke planting scheme, lawned area and patio space for outdoor dining. As illustrated by figure 33, the bin and bike storage is located in the front area so that the garden is free of these items. Accordingly, the gardens will enable future occupants to enjoy all outdoor activities that can reasonably be expected from a rear garden with the addition of a front garden for house 4.

We argue that although the private amenity spaces are split in two or three, this should not constitute a refusal by Merton Council; especially in light of the fact that the scheme exceeds both local and regional policy, as illustrated above. The fact that the private amenity spaces are split into two for houses 1, 2 & 3 - 80% west facing rear garden (figure 31) and 20% east facing terrace (figure 32) and split into three for house 4 - 63% west facing garden (figure 31), 22% east facing garden (figure 34) and 15% east facing terrace (figure 32) means the inhabitants of the property will benefit from both morning and afternoon sun.

Additionally, figures 31, 32, 33 and 34 clearly show that all amenity requirements by the future inhabitants of the proposed dwellings would be more than adequately met by a rear garden size of 40m2 or 41m2 and a terrace size of 10m2 (additionally house 4 has a front garden of 14m2):

House	Rear Garden sqm	Front Garden sqm	Terrace sqm	Total Amenity Space sqm	Merton SPGs (sqm)	London Housing Design Guide (2016)	Exceeds Merton SPGs' minimum by:	Exceeds the London Housing Design Guide (2016) minimum by:
1	40	0	10	50	50	9sqm	0%	41sqm (456% bigger)
2	41	0	10	51	50	9sqm	1sqm (2% bigger)	42sqm (467% bigger)
3	41	0	10	51	50	9sqm	1sqm (2% bigger)	42sqm (467% bigger)
4	41	14	10	65	50	9sqm	15sqm (30% bigger)	56sqm (622% bigger)

Table 4

RESIDENTIAL AMENITY

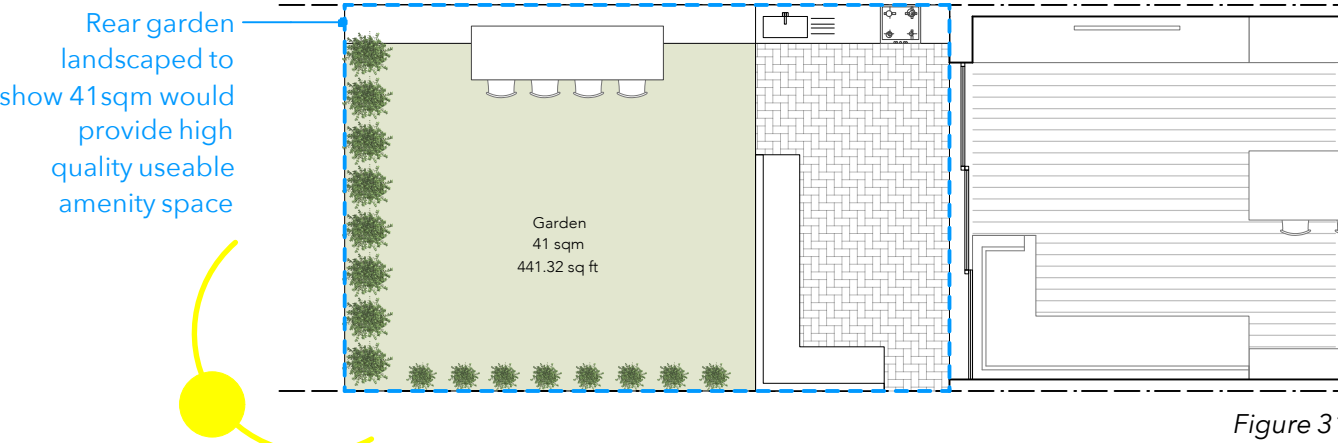


Figure 31

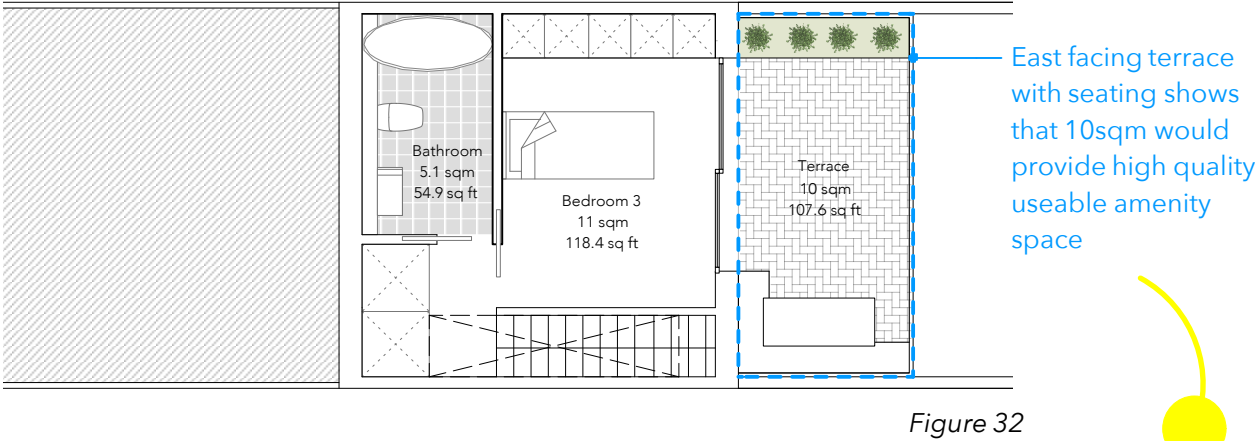


Figure 32

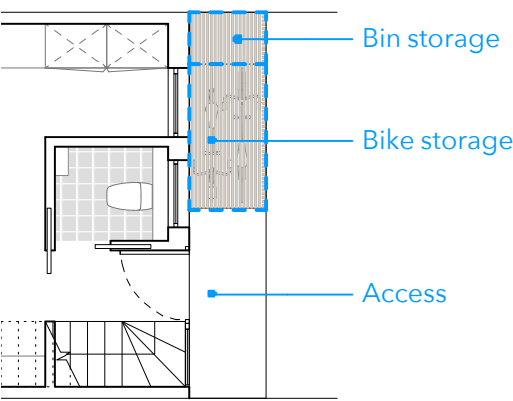


Figure 33: showing front gardens to houses 1, 2 & 3

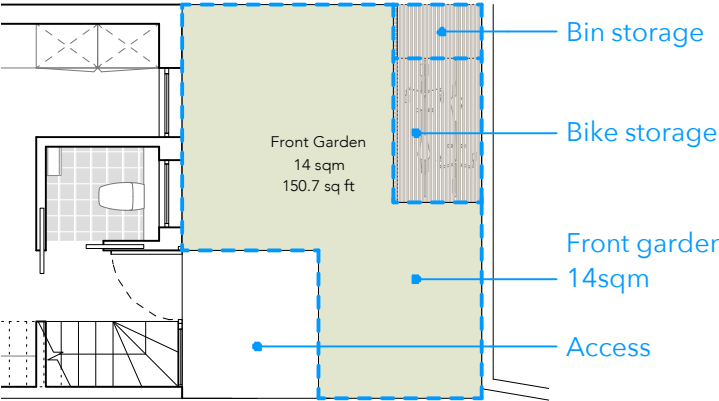


Figure 34: showing front garden to house 4





PROPOSED 3D MODEL - VIEW FROM EAST SHOWING ACCESS TO THE SITE





PROPOSED 3D MODEL - VIEW FROM EAST SHOWING FRONT ELEVATION

DESIGN APPEAL STATEMENT

218 Morden Road

16012

London Borough of Merton





PROPOSED 3D MODEL - VIEW FROM WEST SHOWING REAR ELEVATION

## DESIGN APPEAL STATEMENT

218 Morden Road

16012

London Borough of Merton

7. CONCLUSION



This document has demonstrated that, although the outlook of the neighbouring properties will change, for the following reasons we believe we have demonstrated that our proposal will pose no demonstrable harm:

- The design of the scheme has taken precedence/ reference from the local character of the area and existing pattern of development as illustrated in pages 18-24;
- The proposal is therefore in keeping with the the local character of the area and existing pattern of development as illustrated in pages 18-24;
- The proposal exceeds the requirements of Merton's 1999 SPG point 7.19 window to window seperation distance guidance of 20m by 17% - 20% as illustrated in page 24;
- The proposal exceeds the requirements of Policy 3.3 of the London Plan 2015 window to window separation distance guidance of 18m-21m by 30% - 33% as illustrated in page 24;
- The proposal comfortably meets and exceeds the BRE requirements for sunlight and daylight as illustrated in page 27 and we have demonstrated that the proposal poses no demonstrable harm;
- The proposal has been designed taking into account careful consideration of the scale, form and massing of the proposal to respect neighbouring properties and their amenities as illustrated in pages 18-24;
- The proposal meets and exceeds the London Housing Design Guidance 2016 standards as illustrated in pages 31-32;
- The proposal meets and exceeds the minimum space requirements for gardens, providing high quality, useable west facing rear gardens and east facing terraces as illustrated in page 34;
- The materials specified are high quality and robust, providing an elevational treatment which has been designed with consideration for the neighbour's outlook as illustrated in pages 28-29;

As argued extensively, the site is suitable for redevelopment based on local, regional and national planning policies.

The site is not in a sensitive location nor constrained by special area designations.

The architectural qualities of the proposal have been thoroughly highlighted and argued as a positive contribution to the neighbourhood and surrounding area.

- Our 4 proposed dwellings, on a current brownfield site, provide a positive contribution to the housing stock of the local area;
- The neighbours' outlook will change but, for the reasons discussed in this report, this will pose no harm in this urban location;
- We have taken the council's comments onboard and have developed the scheme so that the GIA of the 4 proposed dwellings now comfortably exceed the London Plan' (2016). This has had no impact on the scale, massing or aesthetics of the exterior of the proposal.

The nature of the Merton Council's objections have been shown to be subjective and in some instances innacurate. The proposal complies with local, regional and national policies and will bring life to a brownfield site which is currently unloved, untidy and poses a security risk to the surrounding neighbourhood.

The council's reasons for refusal on design grounds are not sustained by facts or interpretation of policy. Therefore this appeal should be allowed.