



Planning Applications
2 Adelaide Road
London SW18 1DA
f.a.o. Ben Hayter

154 Putney High Street
London SW15 1RS

18 January 2020

Dear Ben

Planning Application 2020/4989
304-312 Upper Richmond Road SW15

The Putney Society wishes to OBJECT to this application as it now stands.

Whilst we have reservations about the relentless grey colour when all around it is in shades of red brick (apart from the less than lovely Estate House), we accept the scale and general design of flats above commercial premises here, although we question adding shop more space on the outer edge of the Town Centre when the High Street was already in trouble before Covid-19. But the real issues here are the loss of open space and the continuation of the intrusive and distractingly bright multi-coloured digital billboard, directly opposite the listed Methodist Church and West Putney conservation area.

The drawings play this down as a white space but a visit to the site or look on Google Earth will show how out of scale these advertisements really are. We urge the council to take note of the precedent set by application 2018/2277 (by the same applicants) which was only approved after the advertising screen was omitted. Policy DMS1 I. requires developments to 'minimise light pollution'. Residents in Estate House already suffer from this one.

But even without the billboard, the proposal would mean the loss of a popular small 'parklet' landscaped as recently as 2019 and welcomed by Councillor Locker. The only other open space within anything like 400m, The Old Burial Ground can seem isolated and does not provide the same relief offered here. Core Strategy Policy PL4 says 'a. The Council will protect and improve public *and private* open space' and 'c. The Council will require the provision of open space and/or *secure public access to private facilities* .. as a priority in areas identified as deficient in open space' which this is. DMPD Policy DMO1 says 'b. Other areas of open space *including .. smaller areas* not displayed on the Policies Map *will be protected* and enhanced in open use and new development will *only be permitted where:*
(ii) it does not harm the character, appearance or function of the open space.
c. Where the *net loss of open space* is proposed, *replacement provision* of equivalent or improved quantity and quality that suits current and future needs *will be required* in an appropriate location.'

Yours Sincerely

Ανδρεω Χαττο

Andrew Catto - Buildings Panel Convenor
For and on behalf of the Putney Society.

The Putney Society

The amenity society for Putney and Roehampton. Registered Charity No. 263242

www.putneysociety.org.uk