

“Save the Glamorgan”

29th October 2020 Meeting

Planning application [19/05926/FUL](#)

Ideas for opposing the application



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planning application [19/05926/FUL](#)

Key Dates

Neighbour Consultation Expiry Date: Wed 04 Nov 2020

Determination Deadline: Mon 04 Jan 2021

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Main Details of the Planning Applications

- Demolition of the existing Public House
- 10-Storey Building of 36 Flats
- Small part of ground floor used for a public house
- No Affordable Housing provided on grounds of unviability, unless receive grant from Mayor of London
- Buildings takes up larger footprint of site than existing building

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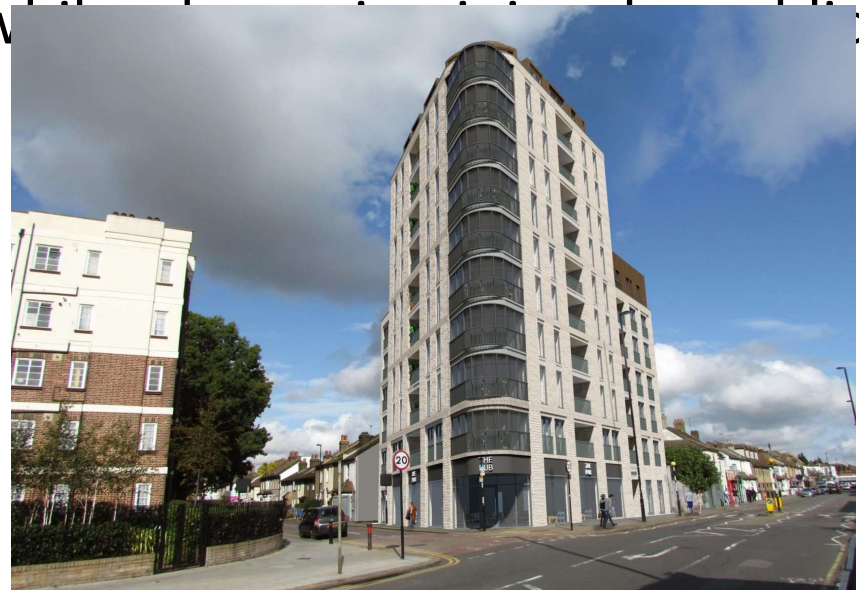
Applicants claimed Benefits

- Regeneration of East Croydon: Sustainable regeneration; utilisation of an underused and unattractive site; 36 new residential units; mixed used development; reproviosion of a public house
- New Affordable Employment Opportunities: construction jobs; onsite commercial.
- Landscaping and Public Realm: Communal garden & rooftop terrace, Urban greening and biodiversity net gain
- Contributions to Community Investment Levy, discussion on other contributions (no offer to fund any affordable housing)

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Residential Proposals

- Provide a residential use (C3 Use Class) scheme comprising 36 units across the ground to 11th storeys, with the ground floor reserved for public house use.
- 1 x 1Bed 1Person Units
- 14 x 1Bed 2Person Units
- 13 x 2Bed 3Person Units
- 6 x 3Bed 4Person Units
- 2 x 3Bed 5Person Units



- Ground & Basements
Floors Site Plan
- Public House on Gr floor
2 flats on ground floor,
- Basement has a cellar
& bike stores
- Smaller Garden with area
between current Pub
& 85 COR built on



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Proposed Pub Premises

- States new premises under new Classes Order and moves from A4 to Sui Generis or Class E
- GFA: 153 square metres
- Includes cellar
- No accommodation



Proposed Ground Floor Level

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Marketing of Pub in GL Hearn Planning Statement

- 9.12 It is acknowledged that public houses play an important role in a community and can help with community cohesion. It is also acknowledged that the scheme has attracted attention from a local residents group called Save the Glamorgan, who have sought to resist the loss of the facility and this development. The pub was listed as an Asset of Community Value (ACV) and it was available for purchase by those who registered it as an ACV for the required period of 6 months. The pub was then marketed at a reasonable market rate for a further 18 months but without success.

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Financial Viability Assessment BNP Paribas Real Estate

- Developers Profit for scheme: 15% to 20%
- turnover of the public house would be circa £6,000 per week with the ratio of wet and dry sales being 80:20 with additional income of £200 per week from events such as a weekly quiz.
- Yearly Revenue: £312K
- Yearly Net Income: £148.5K
- We have capitalised the net income of £148,512 at a 7% yield resulting in a capital value of £2,121,600. We have deducted purchasers' costs at the prevailing rate.
- Construction costs of £8.2m
- Income from selling 36 flats: £14.86m

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Financial Viability Assessment BNP Paribas Real Estate

Refurbished Glamorgan

- turnover of the business would be circa £11,000 per week (an increase of £4,000 per week reflecting the increase in size from the proposed Development Public House) with the ratio of wet and dry sales being 80:20 with additional income of £300 per week from events such as a weekly quiz.
- Yearly Revenue: £572K
- Yearly Net Income: £272k
- capitalised the net income of £272,272 at a 7% yield resulting in a capital value of £3,889,600

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Financial Viability Assessment BNP Paribas Real Estate

Existing Use Value: £3.04m

- The BCIS reports that the median average cost of refurbishing Public Houses in the London Borough of Croydon equates to £1,952 per square metre (£181 per square foot), resulting in a total refurbishment cost of £850,584 (including a contingency allowance of 5%).

Landowner premium

- value of £3,494,868 as our viability benchmark

Residential Land Value: The difference between the total development value and total costs equates to the residual land value (“RLV”).

RVL of between -£749k and -£1.5m, means no affordable housing without subsidy from Mayor of London

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Issues that need reviewing

- Are the Financial Viability Assessment BNP Paribas Real Estate figures correct?
- Are the figures for original and new pub income and expenditure, and net revenue correct?
- Is 800K correct to refurbish current pub?
- Can we challenge the Existing Use Value and Landlord Premium?

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Objections to planning application by Save the Glamorgan

Demolition of the Glamorgan Pub

- 1) Historic Pub: need to make case for history of the building
- 2) Community Pub, with an ACV
- 3) Viable Public House that has been allowed to deteriorate by developers (need to show evidence of this, pictures of internal and externals)
- 4) Challenge Marketing of Pub by developers
- 5) Challenge supposed offer to the campaign to buy building

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Objections to planning application by Save the Glamorgan contd

New Public House being offered

- Is it viable?
- are the figures quoted correct?
- Can it be a community pub due to its size?
- Any other points?

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Objections to planning application General Comments

- 1) Height of the building: inappropriate for site, impact on neighbouring properties, especially Cross Road neighbours; outside the metropolitan central area. Not stepped down enough, taller than Georgian House.
- 2) Overdevelopment of the site: footprint is larger, right up to adjoining buildings on Cherry Orchard Road (loss of fig tree)
- 3) Lack of Affordable Housing
- 4) Ground floor premises for licence premises too small for any commercial premises
- 5) Ground floor not suitable for residential, next to licence premises and on street, noise, nuisance, etc
- 6) Communal areas is too small for number of residents

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Objections to planning application: increase the number of objections

How do we mobilise the local community?

- 1) Newsletters
- 2) Social media
- 3) Press releases
- 4) Celebrities
- 5) Pub Campaigners

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