

# Welcome - Why are we here

Following outline planning consent being granted for the regeneration of Elm Grove in September 2024, we have employed architects and advisors to work up the detailed designs for a future Elm Grove.

That work is underway, with plans to submit a **planning application in Spring 2025**, and we want your help.

Over the coming months we will be speaking with Elm Grove former residents and the local community **to gain valuable feedback on what a new development of high-quality homes and public spaces could be like in the future.**

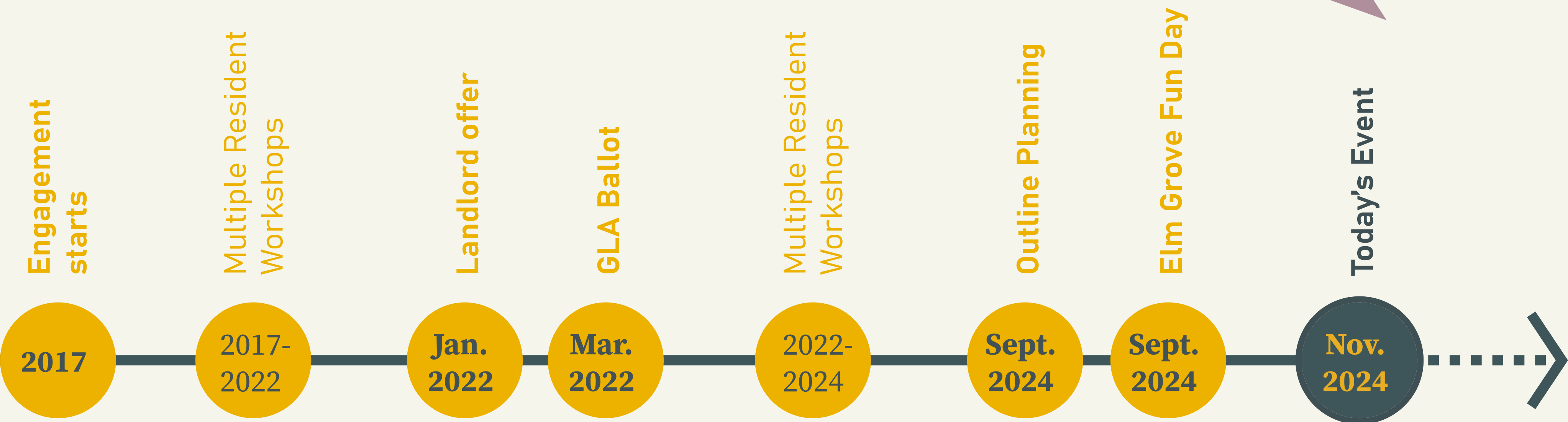
At these sessions we will explain the design process we are following.

Thank you for attending today's event.

## What is outline planning?

An outline planning permission is much less detailed than full planning permission: the proposed amount of development, number of homes, use of the buildings, heights are consented.

More detailed/ specific matters, such as materiality and appearance, landscaping, layouts, are proposed and agreed in a subsequent planning application.



## Sutton & Lovell in partnership

We are delighted to announce that, after a competitive tender process, London Borough of Sutton have selected Lovell Partnerships as the preferred development partner for the regeneration of Elm Grove.

The selection of an experienced development partner means our goal to deliver incredible homes and open spaces for Elm Grove residents can now move to the next stage. We have been driven by what Elm Grove residents want their future homes to look like and now this vision is set to become a reality with construction works currently scheduled to start early Summer 2025.

Councillor Jake Short, Chair of Sutton's Housing, Economy & Business Committee

We are delighted to have been selected by London Borough of Sutton to work with them on this significant town centre project. Regeneration and partnerships are the cornerstone of our business, and we are excited to deliver these new, much needed high-quality homes for the people of Sutton.

Mick Laws, Regional Managing Director  
Lovell London



# What happened so far?



## 2022: GLA BALLOT SCHEME

- Two East-West routes between Throwley Way and the High Street
- You asked for additional green space accessible to residents in the form of green courtyards



## 2024: OUTLINE PLANNING SCHEME

- A single diagonal route
- You raised concerns about building heights, daylight impact



## NOW: EMERGING PROPOSAL

- We went through your concerns from Outline Planning and tried to address them;
- Now we are here to hear your thoughts on the emerging scheme.

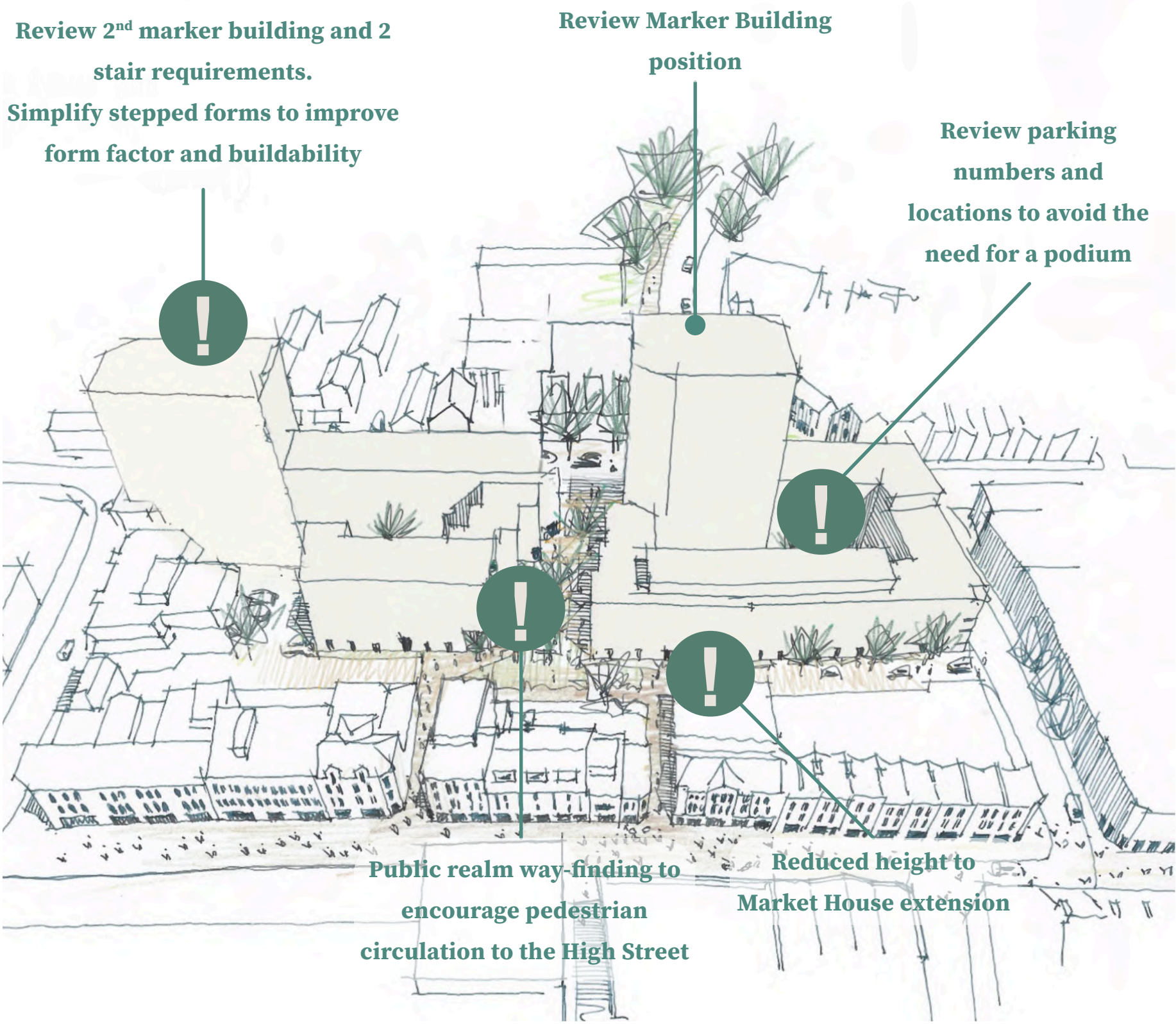




# Why is it changing?

## Consented Outline Planning Scheme

We reviewed the illustrative outline planning scheme, listened to your concerns, and identified some areas for improvement to address in the upcoming planning application so we can make Elm Grove even better while keeping in line with the consented scheme's general aspirations.



Proposed Improvements

**Safer Connections**

Two East-West routes connecting Throwley Way (and beyond) to the High Street.  
Improved, safe **pedestrian traffic** to the High Street.

**Reduced Height**

**One marker building** instead of 2: this allows the height to drop to 6 stories next to Marshalls Court **improving daylight/ sunlight** for neighbours. Additional building at the back of Market House also **drops from 6 to 4 storeys**

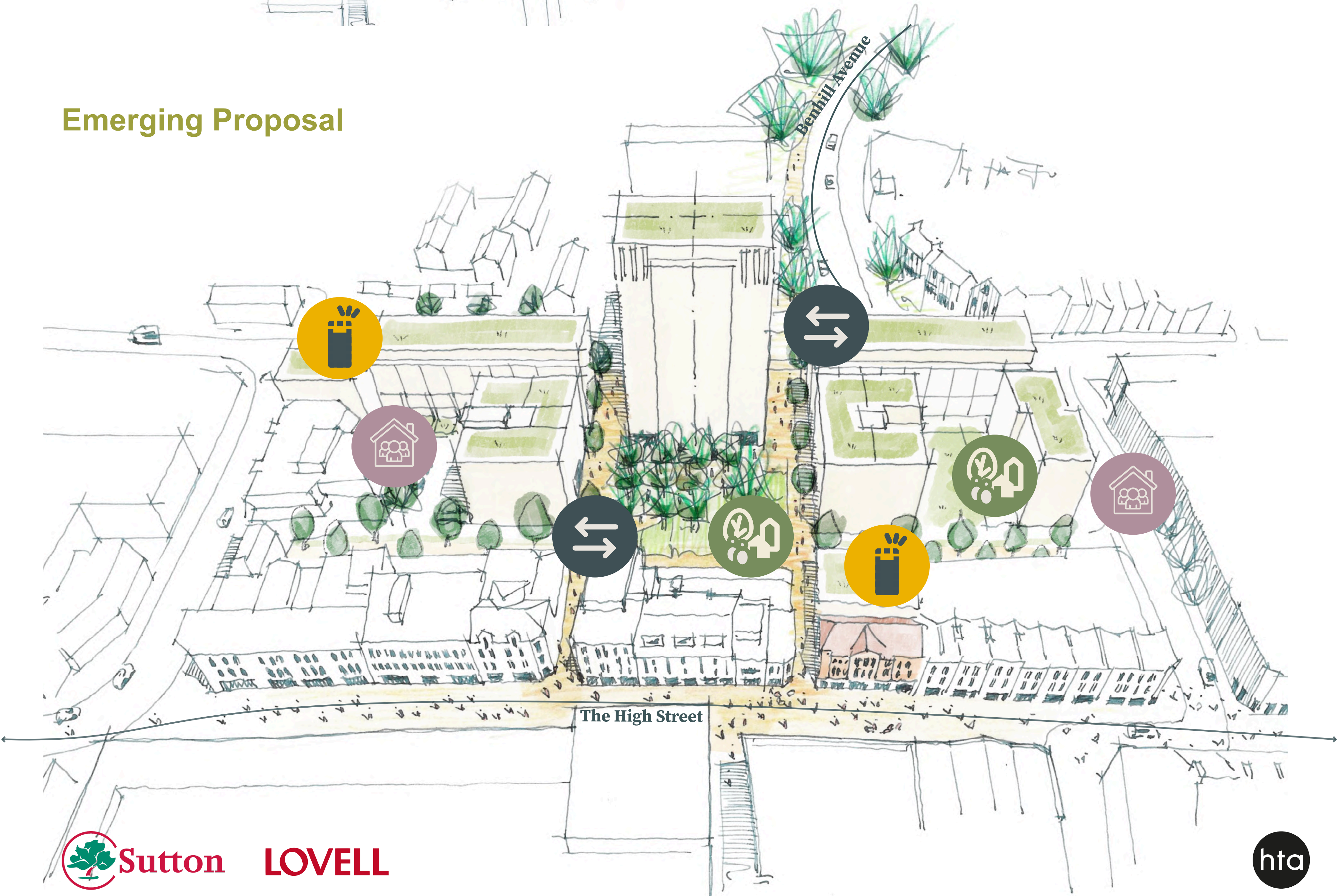
**Greener Public Spaces**

More generous, accessible open spaces offering **connection to nature, play spaces**.

**More Affordable Homes for Families**

Providing **more family accommodation** (ground & first floor maisonettes) for socially rented homes.

## Emerging Proposal





# Emerging Proposal - Masterplan



Height reduced from 13 to 6 storeys: improved daylight for Marshalls Court residents compared to Outline Planning scheme



A single marker (16 storey) building instead of 2. Cruciform shape to maximise views (each flat is a corner flat) and reduce its visual impact



More family homes



A larger, greener central square, with retained trees, and sheltered from Throwley Way



Two safe, visible connections between the High Street and Throwley Way



Height reduced from 6 to 4 storeys



Parking podium removed: This means less concrete. It is also a better environment for planting, and more accessible to residents



More family homes





# Emerging Proposal

## The Emerging Proposal in Numbers

**Tenure Locations**  
50% Affordable Homes



- Social Rent Homes
- Shared Ownership Homes
- Private Sale Homes
- Stair Cores & Horizontal Circulation

**Dwelling Aspect**  
95% Dual/Triple Aspect



- Triple Aspect Homes
- Dual Aspect Homes
- Singe Aspect Homes
- Stair Cores & Horizontal Circulation

**Building Heights**



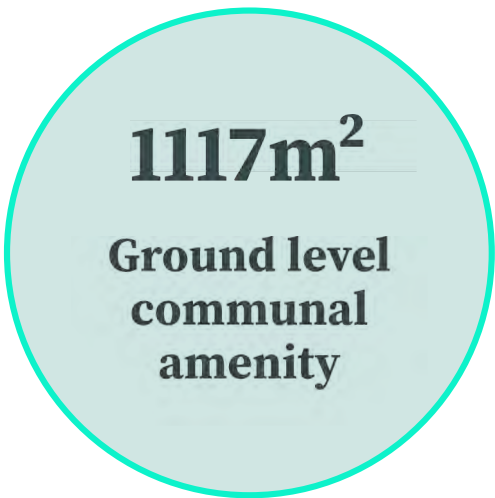
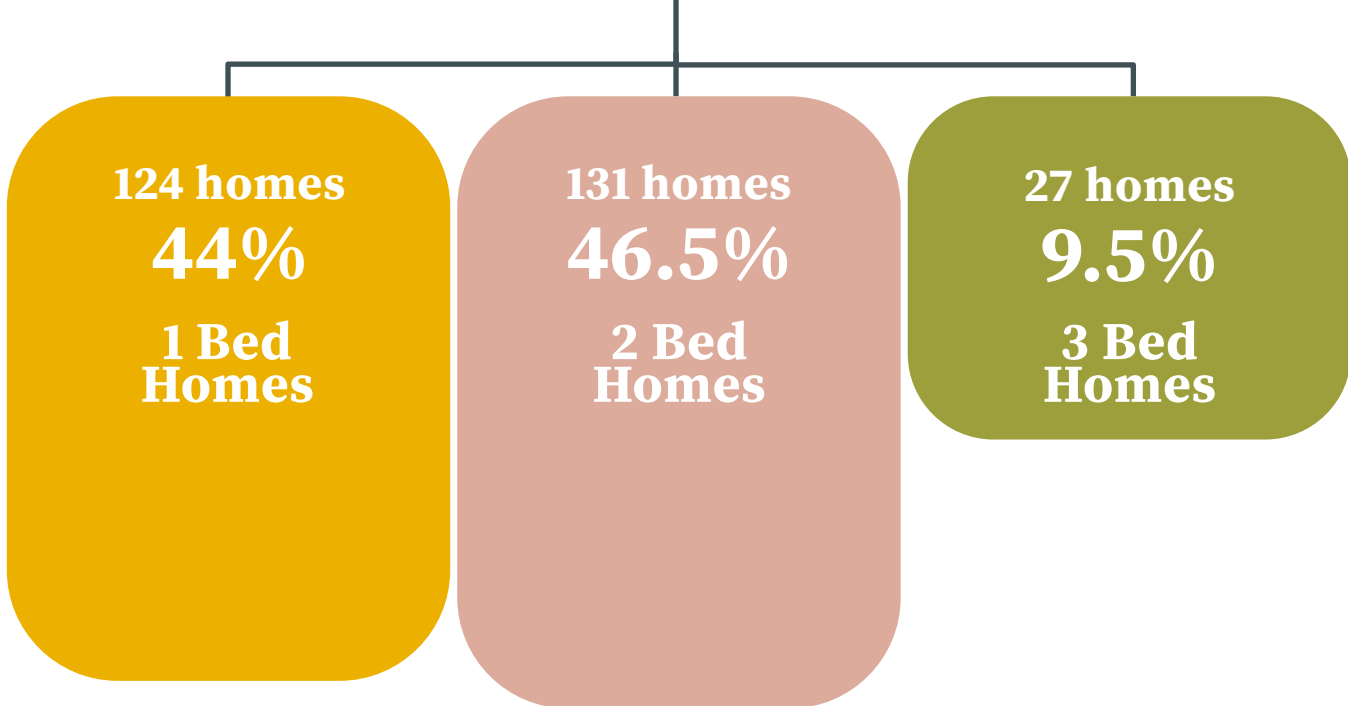
- 16 Storeys
- 6 Storeys
- 4 Storeys
- Stair Cores & Horizontal Circulation

**Active Building Frontages**  
Entrances and Homes



- Building Entrances
- Non-residential Uses
- Car Park Garages
- Public Realm
- Lobby/ Entrance
- Stair Cores & Horizontal Circulation

**Home Size Mix: Proposed 282 homes** (10% wheelchair homes)



## A possible view towards the new green square





# Tell us your ideas

## What do you think about Elm Grove?



Add your ideas!					

## What do you want from the regeneration?



Add your ideas!					



# Next Steps...



Thank you for attending today's event.

Following these community engagement events we plan to hold additional events and design workshops in January and March.  
We plan to submit a planning application in Spring 2025.

The timeline on this board gives an indication of the estimated key dates.

If you have any questions about the regeneration and how it affects you please get in touch.

## What happens next?



**Please give us your feedback**

If you have any questions, please email us at [elm-grove@devcomms.co.uk](mailto:elm-grove@devcomms.co.uk) or call us on freephone at 0800 080 3261.