

Streatham Action Response to Consultation on 2 Empire Mews Travelodge Development Proposals

Submitted 30/05/2022

Whilst Streatham's leading civic group, Streatham Action, is very supportive of a hotel group such as Travelodge wishing to come to Streatham to provide a long-awaited hotel facility close to one of our three overground train stations, we wish to object to the design as currently proposed.

Our reasoning for this is that we don't believe the development to be sufficiently in keeping with the Streatham High Road and Streatham Hill Conservation Area. Whilst we like the brickwork variation proposed, its current "block-type" design is one that we feel requires improvement, so as then to be far more in keeping with other buildings in the vicinity.

This will be a very prominent location, given that it will be a building that all who exit from Streatham Station will see on the opposite side of the road.

Its rear view from Hopton Road needs equally to be more in keeping with surrounding buildings.

Whilst it is good to see cycle parking for staff and visitors, the current relative lack of car parking spaces - 10 car parking spaces only - is concerning.

Streatham Action is pleased to see the inclusion of a flexible community/cultural unit at ground floor level for the enjoyment of the local community. Any increase in size of this community space beyond the currently envisaged 357 sq. metres in a subsequent design iteration would be welcome, so as then to complement more closely the size of the vacated Hideaway facility.