• Improve pedestrian links to and within the town centre.
• Improve cycle parking and cycle links between the adjoining residential areas and the town centre and the London Cycle Network.
• Provision of adequate parking and servicing facilities according to Council standards, notably for short-term parking, people with disabilities and other forms of transport such as motorcyclists.
• Achieve improvements to the road network that, where possible, reduce congestion improve journey times for buses and provide other transport, pedestrian, economic, environmental and safety benefits.

5.0

6.0 Policy Context

6.1 The policy context to the guidance in this document is summarised in this section, which covers the various policy areas and refers to the relevant policies. A detailed analysis of the most relevant policies is given in Appendix A to this SPD.

Government Planning Guidance

6.2 Planning Policy Guidance and Statements set out the Government’s national policies on different aspects of land use planning. The Guidance and Statements most relevant to the regeneration of Mitcham are listed referred to below. These are expanded on in detail in Appendix A.

- PPS 1: Delivering Sustainable Development (January 2005)
- PPG 3: Housing (March 2000)
- PPG 3: Housing Update – Supporting the Delivery of New Housing (January 2005)
- PPG 4: Industrial, Commercial Development and Small Firms (March 2001)
- PPS 6: Planning for Town Centres (March 2005)
- PPS 12: Local Development Frameworks (September 2004)
- PPG 13: Transport (October 2002)
- PPG 15: Planning and the Historic Environment (September 1994)

Only the most relevant aspects of these documents are referred to, though, in the main, no particular interpretation of them is made as with the relevant London Plan and UDP policies.

The London Plan

6.3 The London Plan is produced by the Greater London Authority and is the statutory planning document for London as a whole and forms part of the Development Plan for the borough. It is a strategic plan setting out an integrated social, economic and environmental framework for the future of London. It was adopted in February 2004 and consists of policies for the spatial development of the city. A number of policies in the Plan are relevant to the regeneration of Mitcham town centre.

6.4 These policies are Introduction Policy 11; Broad Development Strategy Policies 2A.5*, 2A.6*; Thematic Policies 3A.1*, 3A.2*, 3A.4, 3A.7*, 3A.8*, 3A.15*, 3B.11, 3B.12, 3C.1, 3C.2*, 3C.3, 3C.13, 3C.17, 3C.18*, 3C.19, 3C.20, 3C.21, 3D.1*, 3D.2, 3D.3, 3D.9; Crosscutting Policies 4A.1, 4A.2, 4A.7, 4A.8, 4A.9, 4A.10, 4A.11, 4A.13, 4B.1*, 4B.2*, 4B.3*, 4B.4, 4B.5, 4B.6*, 4B.7, 4B.8, 4B.9, 4B.10, 4B.11; Sub-regional Policy 5F.1; and Implementation Policy 6A.4. Policies marked with an asterisk are particularly relevant to the successful regeneration of Mitcham and are expanded on in detail in Appendix A.

Merton Unitary Development Plan

6.5 The Merton Unitary Development Plan (UDP) is the statutory planning document for the borough as a whole. It is part of the Development Plan for the Borough. It was adopted in October 2003 and contains policies for the development and other use of land for the borough. Its purpose is to guide development in the borough by setting out policies and proposals against which planning applications and development proposals will be assessed. A number of policies in the UDP are relevant to the regeneration of Mitcham town centre.

Council welcomes the designation of Fair Green as one of the Mayor’s 100 Public Spaces. However the designation does not include the resources necessary to boost and enhance Fair Green.

6.10 Mitcham Fair Green is registered as a Town Green under the Commons Registration Act 1965. This affords it statutory protection from development. Any proposals that affect the Green should be referred to the Council’s legal department. Proposals may be required to include re-registration, depending on their nature.

Statement of Conformity of Proposals with Planning Policy and Guidance

6.11 It is considered that this SPD is in conformity with the national planning guidance as set out above and in the detailed analysis in Appendix A. It is considered so in relation to a number of relevant subjects including sustainable development, urban design, local distinctiveness, housing, mixed uses, location of development, land uses, promotion of town centres, regeneration, accessibility, community safety, proactive planning, economic development and transport choice.

6.12 It is considered that this SPD is in conformity with the London Plan. With respect to housing (Policies 3A.7 and 3A.8) it should be noted that the policy only requires that authorities ‘take account’ of the strategic target of 50% affordable housing and that such targets are applied flexibly and that authorities base their targets on a realistic assessment of need. The Council will therefore seek to maximise the provision of affordable housing in line with demonstrated need.

6.13 It is considered that this SPD is in conformity with the Merton Unitary Development Plan. This is set out in detail in Appendix A, but it is considered so particularly in relation to sustainable development, mixed use, provision for small businesses, land use allocation, urban design, residential density, community facilities and transport.

Development Sites and Planning History

6.14 A number of UDP proposals sites within the study area have planning histories relevant to this SPD. In addition to the UDP proposals sites, the core area guidance covers a number of other sites, and these are listed below (para. 6.16). Some of these sites also have relevant planning histories. There are some other sites within the study area that have extant planning permissions, and these are also listed below (para 6.17). There are a number of further sites within the study area that are considered to have development potential. These sites are also identified here (para 6.18) and further design and development guidance is given as appropriate in Section 9. Plan 2 shows all development sites referred to below.

6.15 UDP Proposals Sites (shown on the UDP Proposals Map)

- Sites 1.MI – 3.MI and 9.MI & 10.MI are covered by the guidance in this SPD. Parts of site 1.MI have relevant planning history. No. 203 London Road, currently vacant land, has planning permission, granted in April 2004, for a five-storey building. Nos. 1-3 Upper Green West has planning permission, granted in September 2003, for a new 3 storey building replacing the current single storey building.
- Site 4.MI has been part developed for a health centre and flats. The southern part of the site remains to be redeveloped and guidance is included for this site in Section 9 of this SPD.
- Site 5.MI is currently under construction.

Other Statutory Considerations

6.9 In 2004 the Mayor of London designated Mitcham Fair Green as one of the Mayor’s 100 Public Spaces. The aim of the Mayor’s initiative is to upgrade public spaces to show that creating and managing high quality public spaces is essential to delivering an urban renaissance in London. Policy 4B.2 in the London Plan refers to this, stating that any proposed enhancements should have been through a process of community involvement, the involvement of the GLA Architecture and Urbanism Unit, and the competitive selection of appropriate designers. The
6.0 Other Sites Proposed for Redevelopment within the Core Area

- Nos. 5-7 Upper Green West, north side (No. 4 is part of proposals site 1.MI and Nos. 8-9 are proposed for retention).
- Nos. 12-16 Upper Green West, south side (Iceland & Conservative Club).
- Nos. 3-27 Upper Green East, north side (sub-station to rear).
- Nos. 1-8 Langdale Parade, Upper Green East, south side.
- Nos. 1-10 Majestic Way (north side).
- Nos. 9-17 Western Road (Blockbuster & Netto).
- Nos. 37-39 Western Road.
- Nos. 193(works)-201 London Road (north side of St. Mark’s Road).
- Nos. 205-211 London Road (south of St. Mark’s Road). Planning permission granted in January 2003 for additional storey, currently under construction.
- Nos. 213-221 London Road (north of White Lion Ph).
- Nos. 234-244 London Road (north of Sibthorp Road).
- Nos. 246-256 London Road (south of Sibthorp Road).
- Surface car park, Raleigh Gardens.
- No.225 London Road.

6.17 Other Sites Within the Study Area with Extant Permissions

- Land to rear of Three Kings PH and No. 23 Commonsde East. Planning permission granted in September 2004 for residential development to the rear and flats above the pub.

6.18 Other Sites Outside the Core Area with Development Potential

- Nos 174 London Road and 14 Bond Road. Light industrial premises to the rear of site 4.MI.
- Mitcham Library, No. 157 London Road.
- Nos. 29-33 Upper Green East, north side.
- Car repair garage, Nos. 1-7 Clarendon Grove (& adjacent yard).
- Nos 189-191 London Road.
- No. 30 St. Mark’s Road, community hall and warehouse.
- No. 26 St. Mark’s Road, Royal British Legion Club.
- No. 159 Commonsde East & Alpine Works Hallowell Close.
- Light industrial yard, adjacent to No. 2 Hallowell Close.

Vision, Aims and Objectives

7.1 The Vision for the regeneration of Mitcham is:

‘To provide a district town centre with quality shopping, quality housing, a quality environment, good transport links and improved community facilities’

7.2 The Key Aim is:

‘To achieve this by regenerating Mitcham to be an economically and commercially viable and sustainable town centre’

7.3 The Key Objectives for achieving this are:

- To create an economically sustainable and viable town centre through improved quality and quantity of commercial, retail, residential and community uses.
- To create a socially and environmentally sustainable community.
- Create vibrant and attractive public spaces.
- Achieve high quality urban design, architecture and open spaces.
- Provide a greater quantity and mix of land uses in the town centre.
- Enhance accessibility to and around the town centre, whilst promoting sustainable transport.

7.4 The guidance in this SPD is intended to be flexible and be able to respond to, and accommodate, a range of options for detailed design. Regeneration proposals must, however, show how they respond to the detailed guidance in this SPD and fully justify any significant variations from it.

7.5 The regeneration of the town centre must be based on a sound economic argument, and this is a theme that runs through this SPD and should inform all regeneration proposals. A successful regeneration must turn around the decline of the town in a way that will be self sustaining and robust enough to adapt to future social and economic changes. It must therefore produce a step-change increase in quality that will dilute the existing concentration of factors that are responsible for the town’s decline. A vicious circle of decline must be replaced by a virtuous circle of renewal and prosperity.

7.6 Given the current condition of the town centre, this can only be achieved by major intervention through a comprehensive redevelopment to provide the facilities the town centre needs to regain its prosperity. This should generally be provided through an increased quantity and quality of retail uses, increased quality commercial and business uses, increased quantity (of appropriate tenure) of housing and improved community facilities. Provision of increased residential units in the town centre of an appropriate tenure is an important element in attracting high quality retail uses through increasing the disposable income of residents, and particularly important in giving the town the ability to sustain economic prosperity. The Property Market Overview conducted by CBRE is summarised in Section 11 of this SPD and appended at Appendix D.