

From: Wm Morrison supermarkets PLC

Dear Sir / Madam

We write on behalf of our client, Wm Morrison Supermarkets Plc (hereafter referred to as Morrisons), to submit representations on the proposed allocation for '**Site Proposal 01: Hartfield Road Car Park**' contained in the Submission Draft Sites and Policies DPD dated July 2013. We commented on the previous draft DPD's by way of letter on 09 March 2012 and email 28 February 2013 and you will note that our clients comments remain unchanged.

Morrisons endorses the council's vision that any future redevelopment of the site incorporates retail use. Furthermore, we note that the latest draft allocation confirms that the site will be allocated for "*any of the following or an appropriate mix of town centre type uses such as retail (A1 Use Class)...*" However, Morrisons respectfully requests that the Hartfield Road Car Park is reserved for the proposed extension to their existing store on the grounds that it represents the only realistic opportunity site to expand their operation and to create a large food superstore that is commensurate with the scale and function of Wimbledon 'Major' town centre in Merton's retail hierarchy. This is supported by draft Policy DM R1.

The existing Morrisons store plays a fundamental role anchoring the Crescent Shopping Centre, as well as the convenience offer of the town centre as a whole, by catering for both the main food and day-to-day shopping needs of local residents, workers and visitors. The store experiences a strong trading performance and is prone to overcrowding and congestion. A larger Morrisons store will help to alleviate the prevailing deficiencies and claw back expenditure and shoppers that are currently leaking to edge-of-centre and out-of-centre foodstores and competing centres to a sequentially preferable, highly sustainable and accessible location in Wimbledon's Central Shopping Area.

An extended Morrisons store in this location would also generate significant benefits for the town centre through the increased retention of shoppers, linked trips and spin-off expenditure to other shops, businesses and facilities to help enhance the centre's overall vitality, viability and attractiveness. In this context, we suggest that the content of the emerging site allocation should read:

'The Hartfield Road Car Park site will optimise the opportunity to extend the existing Morrisons store.'

We should be grateful if you would acknowledge receipt of our representations and keep us updated with all progress.

Kind regards

ED KEMSLEY

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