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Sites:

Arras Avenue & Gifford House:

**Morden Station Offices, Retail Units and Sainsbury's
(Peel) Car Park:**

Morden Road Clinic:

York Close Car Park:

Morden Station Car Park:

Tudor Drive:

Proposal Map:

Road Network Improvements:

Cycle Network Improvements:

Dear Sir/Madam

I have lived in Merton Park for half of my life and now live in the Cannon hill area and thoroughly welcome the More Morden regeneration project as I have been alarmed by the large decline in Morden over the years.

I just hope this regeneration helps to stimulate the economy enough to reverse the damage caused by the decline and makes Morden a place where people are actually proud to say they live.

I have commented on a number of sites that have been added to the "Draft Sites and Policies DPD" below, however, I would also recommend that Martin Way road is also looked at for potential sites as there are quite a number of derelict shops along with a youth centre that is hardly used that could potentially be a good area for apartments and redevelopment. Regrettably I would have recommended this in the call for sites if I had known about the call for sites in time.

I have also recently saw a retail study carried out last year that included the land to the rear of crown lane, the side and back of Crown house and the land adjacent to Iceland which I have all added as attachments. It also included the land bound by Aberconway road and Morden Hall Road as potential sites for the More Morden project, would these be included do you know at a later date to the "Draft Sites and Policies DPD" or have they been rejected as all of these sites have great potential?

Please see below my comments regarding the Draft Sites and Policies DPD:

Arras Avenue & Gifford House: I would recommend high quality apartments to raise house prices in the area. In general St Helier needs a great deal of investment as the area is quite run down and areas of social exclusion.

Morden Station Offices, Retail Units and Sainsbury's (Peel) Car Park: I would be in favour of a mix of retail (High street chains rather than independents), restaurants and Cafes in the form of a shopping mall on the first three or four floors with offices built above.

Could it also be assessed if it is possible to build over the tube tracks, station house and the tube station so that a larger area could be available for more substantial retail sites? Given the planned large number of housing additions in the town centre I think a shopping mall would create much needed life back into the area along with the economy. There could also be scope for high end bar's and other night time entertainment such as cinema or a theatre as part of this site.

Morden Road Clinic: With the large number of homes being built as part of the More Morden project a healthcare centre will be needed so I am all in favour. I would also recommend apartments given the proximity to good transport links and Morden Hall Park.

York Close Car Park: I would be in favour of high calibre apartments to raise house prices in the area, however, the parade of shops and area adjacent to this would need to have investment as it is quite run down.

Morden Station Car Park: High class apartments would be the best use of the area.

Tudor Drive: I would recommend high quality apartments to raise house prices in the area, however, the parade of shops and area adjacent to this would need to have investment as it is quite run down.

Road Network Improvements: Pedestrian or buss's only area in Morden town centre preferably on the London road outside the tube station to create a proper high street without a dual carriage way running through it.

Cycle Network Improvements: I am very much in favour of a cycle hub in Morden town centre but the hub must be secure where cyclists can feel safe to leave their bikes for the day.

Also due to the fact that nearly all the sites proposed are car parks I would recommend potential underground facilities for people to park car's especially if public use of the town centre is due to be encouraged?

Finally I would recommend Crown House is looked at for a potential face lift as it looks quite dated, over bearing and would look out of place with all new redevelopment.

Maybe the structure can be kept but the cladding is built over to a more modern style? Or New Apartments built around it to break up the old structure? The money created from the apartments could be used to fund any cladding update.

I am very much looking forward to hearing your feedback regarding my comments.

Please feel free to contact me regarding any aspect of my email or any other feedback you would like regarding the More Morden project or the larger Master Plan.

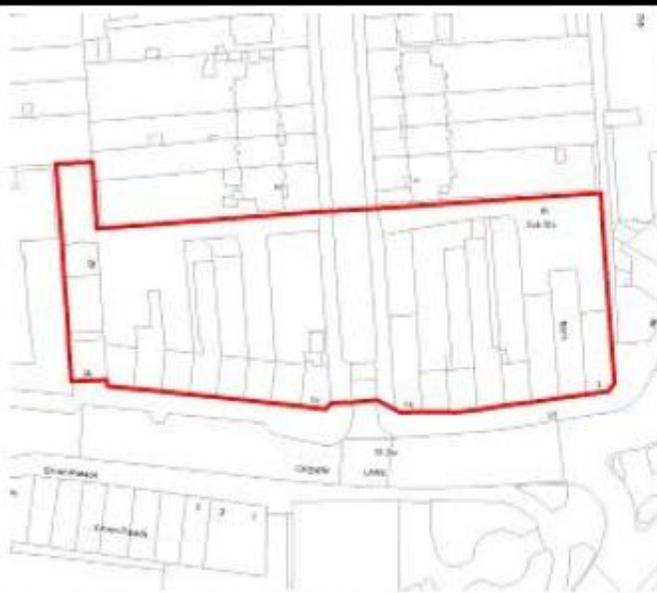
SITE MOR4: LANDED BOUNDED BY ABERCONWAY ROAD AND MORDEN HALL ROAD



This area is currently occupied by a mix of retail units and residential dwellings. The site size is approximately 0.95 hectares.

Evaluation Criteria	Comment
Availability	Long Term
Scale of Development (retail/leisure/community/cultural)	Medium scale: Up to 6,000 sq.m.
Commercial Potential	The Abbotsbury Road and Aberconway Road has no clear frontage onto the main commercial area which may not be commercially viable. The Council through the More Morden Vision Booklet is seeking to extend retail uses to this site to extend the retail frontage.
Likely Type of Development	Retail and residential mixed use development. Retail units should be small scale to provide local services and retail uses to ensure that the aim to extend the retail frontage is effective and well used.
Development Constraints	The residential dwellings would need to be acquired before development can commence. This is likely to be costly and timely, and subject to a lot of resistance by the residents.
Possible Alternative Uses	As existing.
Access	Abbotsbury Road and/or Aberconway Road.
Overall Development Prospects	Poor – secondary area is likely to cause viability constraints and acquisition of dwellings likely to be timely and costly.

SITE MOR3: LAND TO THE REAR OF CROWN LANE, MORDEN



The land to the rear of shop premises on Crown Lane, either side of Windermere Avenue, is relatively low density. This area could provide an opportunity to redevelop, improve and/or extend shop premises on the Crown Lane Frontage. The site measures approximately 0.5 hectares.

Evaluation Criteria	Comment
Availability	Medium to Long Term
Scale of Development (retail/leisure/community/cultural)	Small scale (up to 1,000 sq.m gross – ground floor)
Commercial Potential	Relatively secondary area away from the prime shopping area on London Road. However, good frontage onto Crown Lane.
Likely Type of Development	The ground floor could be suitable for extended Class A1 retail or Class A2/A3/A4/A5 units fronting onto Crown Lane. Higher density residential or office use could be provided on upper floors.
Development Constraints	The site's secondary location may be unattractive for A1 multiple retailers. There are likely to be in multiple ownerships which may make comprehensive redevelopment difficult.
Possible Alternative Uses	Retention of existing shop premises.
Access	Existing access from Crown Lane/Windermere Avenue.
Overall Development Prospects	Reasonable

SITE MOR2: LAND ADJACENT TO ICELAND, MORDEN



This area occupied by Lidl, Iceland and the surface level car park to the rear in Morden town centre could be reconfigured if railway sidings land adjacent to the site were included. However, the railway sidings land is identified as a green corridor in the UDP. The site measures approximately 1.1ha.

Evaluation Criteria	Comment
Availability	Medium Term
Scale of Development (retail/leisure/community/cultural)	Small scale (up to 1,000 sq.m gross)
Commercial Potential	Within the heart of the town centre. Offers potential to extend/ reconfigure existing retail units to provide better frontage on to London Rd.
Likely Type of Development	Extension and reconfiguration of existing retail premises, perhaps with residential development or community facilities above.
Development Constraints	The expansion into the railway sidings may be unacceptable due to the impact on the green corridor. The cost of redevelopment and extension may not be viable due to the relatively small increase in floorspace. However, higher density development on upper floors may assist viability. Retention of car parking spaces will restrict the amount of additional development possible.
Possible Alternative Uses	Retention of existing retail premises and car park – use for offices or residential development.
Access	Existing access from Aberconway Road.
Overall Development Prospects	Reasonable (if impact on green corridor is acceptable).

SITE MOR1: LAND TO THE REAR OF MORDEN UNDERGROUND STATION, MORDEN (UDP 1MO)



The area occupied by Morden Underground Station is allocated in the UDP (1MO) for redevelopment including an improved public transport interchange and mixed use development, including an extension to the existing food store (Sainsbury's), car parking, leisure, housing, offices and public open space. The site area measures approximately 2.5 hectares.

Evaluation Criteria	Comment
Availability	Medium to Long Term
Scale of Development (retail/leisure/community/cultural)	Large scale (over 5,000 sq.m gross) – assuming two storeys of commercial space.
Commercial Potential	Within the heart of the town centre. Offers potential to extend the Sainsbury's store (or provide an enlarged replacement store). Good frontage onto London Road.
Likely Type of Development	Extension to the existing food store, and/or provision of larger retail units on London Road or a shopping mall leading off London Road. Leisure, office, residential and / or community uses on upper floors.
Development Constraints	The high costs of replacing decked car parking and redevelopment of the underground station. Land acquisition and multiple ownerships could be problematic if shop premises on London Road are included. Strength of demand for retail/leisure premises may be weak. Redevelopment of site would require cooperation between Sainsbury's and Transport for London.
Possible Alternative Uses	Extension of the food store with high density development above is the only use likely to generate the high value required to provide replacement decked car parking and fund the redevelopment of the underground station. However smaller scale redevelopment of the station only could include office or residential uses on upper floors.
Access	From London Road and/or Kenley Road.
Overall Development Prospects	Reasonable - assuming Sainsbury's and TfL's commitment.