POLICY MI.5: MITCHAM FAIR GREEN AND STREET MARKET

THE COUNCIL WILL ENCOURAGE MAXIMUM COMMERCIAL, SOCIAL, MARKET AND LEISURE USES OF MITCHAM FAIR GREEN COMPATIBLE WITH ITS STATUS AS TOWN GREEN AND WILL UNDERTAKE FURTHER PHYSICAL IMPROVEMENTS TO INCREASE ITS ATTRACTIVENESS IN PARTNERSHIP WITH COMMUNITY BODIES.

Justification

5.76 Mitcham Fair Green is the major open space asset of the town centre and its pedestrianisation was a major benefit. Since that time it has developed a market use, new and improved footpaths have been created and a successful café has been established at its centre. A Merton Tramlink light rail station is proposed and there will be a need to safeguard Town Green activities. The Council will therefore review its current uses, including market use and consider establishing partnership management arrangements with community groups to encourage Mitcham residents to derive direct benefit and take responsibility for this major commercial and social asset. These measures should contribute to the regeneration of the town centre.

MORDEN

5.77 The following policies have been formulated to underpin Morden's continued evolution as a District Centre. The policies encourage the development of Morden as an accessible town centre appropriate for regeneration initiatives based on its shopping and public transport interchange functions. The policies also encourage Morden to develop with a diverse range of shops and additional shopping floorspace catering largely for a stable, local catchment population. Its viability as a district centre will be strengthened by the policies which encourage an expansion of its resident population.

POLICY MO.1: REGENERATION OF MORDEN TOWN CENTRE

THE SITE PROPOSAL 1MO LISTED IN SCHEDULE 1, AND ON THE PROPOSALS MAP, WILL BE DEVELOPED ONLY FOR THE TRANSPORT INTERCHANGE, TOWN CENTRE AND MIXED USE PURPOSES FOR WHICH IT IS IDENTIFIED

DEVELOPMENT ON OTHER SITES IN MORDEN TOWN CENTRE WILL BE REQUIRED TO CONTRIBUTE TO ITS DEVELOPMENT AND REGENERATION AS A TOWN CENTRE.

Justification

5.78 Morden is a District Centre with limited potential development sites. Its retail potential is limited by competition with adjacent out of centre development at Colliers Wood and the major centre of Wimbledon. Its strengths are its public transport interchange facilities and employment within the Civic Centre which generates local day-time expenditure. It is not generally regarded as an environmentally or visually attractive centre, partly because of heavy town centre traffic. Morden town centre is envisaged as appropriate for the development of town centre and related uses such as leisure, entertainment and employment with retail development. New development will only be acceptable if it makes a positive contribution to the character and appearance of the centre. Typical early “modern” development from the 1920’s and 1930’s (Art Deco) contribute to the Centre’s character. The Schedule of Proposals and Proposals Map identify land to the rear of Morden Underground Station (site IMo) as suitable for major mixed use development.
POLICY MO.2: RE-USE OF UPPER FLOORS

The Council will support the re-use/refurbishment of upper floors of property in the town centre for residential accommodation.

Justification

5.79 There is substantial floorspace in the upper stories of town centre property suitable for re-use or refurbishment as residential accommodation. Increasing residential floorspace in the town centre would make a significant contribution to promoting sustainable development in Merton and increasing the stock of flatted (“affordable”) housing provision in the Borough. The town centre’s good public transport accessibility encourages such development.

POLICY MO.3: CORE FRONTAGES

The core area of the town centre is defined on the proposals map. Within this area the development of convenience and comparison shopping floorspace will be encouraged within an improved pedestrian environment enhanced by the introduction of measures to reduce traffic.

Justification

5.80 The area of Morden in which comparison shopping takes place and substantial pedestrian flows are found is relatively small. Within this area the Council will reduce severance and facilitate easy pedestrian movement. Pedestrian crossings will be at points which encourage efficient circulation. The density of shops will be increased by encouraging A1 uses which maximise footfall, kiosks and market stalls. In secondary frontages town centre related uses will be encouraged, including business services e.g. Estate Agents.

POLICY MO.4: STREET MARKET

The north end of Abbotsbury Road will be landscaped to provide a quieter and attractive area less dominated by parking and through traffic.

Justification

5.81 The alternative use of reallocated public highway will be encouraged including market stalls and pavement cafes.

LOCAL CENTRES

POLICY S.1: LOCAL CENTRES

Raynes Park, Wimbledon Village, Arthur Road, North Mitcham and Motspur Park will be maintained and enhanced as local centres. Change of use of the ground and upper floors will be favourably considered for a wide range of uses which meet local needs in these centres. The Council will however resist major increases in shopping floorspace.