

DA/1732A/(090312)Merton

In this context, Morrisons objects and challenges the 'council's preferred use' for the site for an exhaustive range of uses including retail (A1 Use Class), residential (C3 Use Class) / hotel (C1 Use Class), community (D1 Use Class) and cultural uses. Instead, 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 trust that these comments will be taken into consideration in formulating the Sites and Policies DPD, and we should be grateful if you would acknowledge receipt of our representations and keep us updated with all progress.

Yours sincerely

Peacock and Smith

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*received
12 March 2012*

Future Merton
London Borough of Merton
12th Floor Civic Centre
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Morden SM4 5DX

9 March 2011

Dear LDF Team

**SITES AND POLICIES DEVELOPMENT PLAN DOCUMENT
SITE 1 – HARTFIELD ROAD CAR PARK**

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 1: Hartfield Road Car Park'** contained in the Draft Sites and Policies DPD dated January 2012.

Our client endorses the council's vision that any future redevelopment of the site incorporates retail use. 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 emerging 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.

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