

moreMorden

Make more of Morden...

Draft vision booklet



What is moreMorden?

moreMorden is a project led by Merton Council to revive Morden town centre. We want to create and deliver a feasible and sustainable regeneration strategy for Morden, making it a more attractive destination in which to live, work, shop and socialise. The project is branded as moreMorden because Morden already has many attributes that make up a successful centre including excellent public transport links, good proximity to central London, beautiful open spaces and employment and retailing opportunities. However, Morden has the potential to be better.

To regenerate Morden, we need more of what's already good about the place.

The consultation will seek to gain views on our draft vision which will focus on the facilities and improvements people would like to make Morden more enjoyable and attractive. We welcome ideas from everyone in Morden, particularly the younger generation.

You can contribute by:

Clicking	www.merton.gov.uk/moreMorden
Visiting	Display panels at Morden Library
Emailing	moreMorden@merton.gov.uk
Writing	Plans and Projects, 13th Floor, Merton Civic Centre, London Road, Morden SM4 5DX

Why not save paper and respond online?

In 2009 we will prepare a plan for Morden either as a Supplementary Planning Document (SPD) or an Area Action Plan (AAP). The responses from this consultation will help us decide whether an SPD or AAP is the most effective way of delivering the vision. AAPs and SPDs form part of the borough's Local Development Framework (LDF).



vision

A vision for Morden:

Merton Council is developing a vision for the future of Morden town centre called moreMorden. Through working with partners and key stakeholders, we are committed to transforming Morden by making the most of its role as a suburban town centre, a key public transport hub and the civic heart of the borough.

Proposals are by no means 'set in stone'. The ideas set out in the vision are intended to get people talking about what they feel their town needs and whether the ideas in the vision can go some way to achieving that. The moreMorden vision considers possible regeneration and development opportunities for the Town Centre over next 15 years.

Morden will become a more attractive destination where a growing population can live, work, shop and socialise.



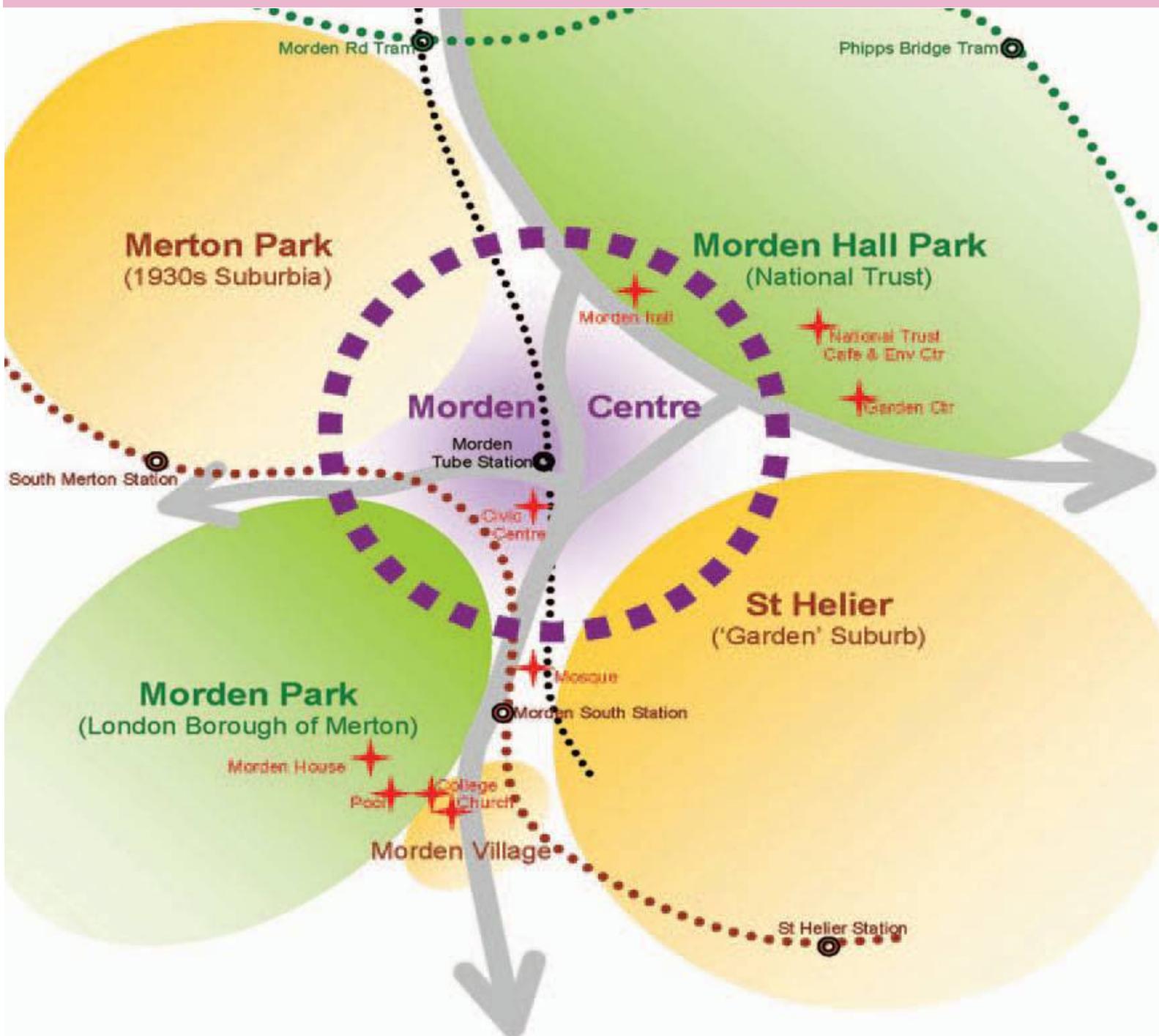
Morden already has a number of key ingredients that make up a successful town centre; excellent transport links, employment opportunities, retailing and leisure facilities.

However, these qualities are not always apparent or used to their potential and are often on the periphery of the centre itself.

So why more Morden?

Morden has the potential to be greater. Our vision for Morden is to create a distinctive and vibrant centre, by making more of what Morden already has to offer. For example, by linking the town centre with Morden Hall Park and Morden Park.

Morden's natural and built heritage alongside a high quality contemporary design will make Morden an appealing place to live for a wider range of people.



A picture showing the various elements that currently make up Morden



aims and objectives

Our aim is to change the perception of Morden, from somewhere people have to be, to somewhere people want to be.

This can be achieved by regenerating Morden to be a sustainable town centre, important transport node and through generating a renewed sense of civic pride.

Objectives:

key objectives to successfully regenerate Morden are to:

- Re-define the role of the suburban centre, creating an economically sustainable and viable town centre for the future by building on Morden's assets.
- Re-enforce Morden's leisure, cultural, educational and civic opportunities.
- Improve the quantity, quality and mix of commercial, residential and retail uses.
- Intensify development on underdeveloped sites by making more efficient use of land and incorporating higher density housing and commercial opportunities that exploit Morden's excellent public transport links. Intensifying the centre also helps protect the character and distinctiveness of the adjacent suburban neighbourhoods.
- Enhance the accessibility between the town centre and its suburban hinterland and open spaces. This can be achieved by reducing severance caused by through traffic and 'greening' Morden through tree planting and improving pedestrian routes.
- Achieve high quality urban design, architecture and public realm, incorporating high quality spaces and streets with pedestrians as the priority.
- Provide more opportunities for the community to meet, socialise and make better use of their town centre through provision of attractive, safe and accessible public spaces and community, social and leisure facilities.

Potential development opportunities in central Morden





2. Morden Hall Park

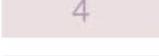
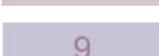
(6-8 storey - with setbaks)
Residential

(3 storey)
Residential

Mixed use (4-6 storey)
Business / retail
Residential above

Deck car
parking or
bus facilities

moreMorden | Sub-Areas

-  **Project Boundary**
-  **Potential Development sites / areas**
-  **1 Morden Park**
-  **2 Morden Hall Park**
-  **3 Morden Hall Parkside**
-  **4 Morden Central**
-  **5 Aberconway Road**
-  **6 London Road (south)**
-  **7 Morden South**
-  **8 Crown Lane (west)**
-  **9 Kendor Gardens**

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London Borough of Merton

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Potential development sites / areas with suggested uses and building heights.



need for change

History:

The layout of Morden town centre has changed remarkably little since it was first developed in the late 1920s as a small convenience centre, catalysed by the Underground station. Morden was a rural area with a small farming community. In 1926 the arrival of the Underground led to a huge expanse of farmland being developed as residential suburbs. Uniquely, Morden is the only example of the 'Metroland' type suburb in South London.

Today, some buildings in Morden look outdated and some areas appear run-down and are in need of rejuvenation. The moreMorden vision seeks to identify improvements and redevelopment opportunities so that Morden can be a more attractive and economically viable centre for future generations.



Economic change:

Morden's role as a district centre has diminished due to a number of factors, namely the dominance of other nearby centres and more fundamental changes in retailing which have favoured car based out of town shopping. Morden needs to redefine its role as a suburban centre and consider ways in which it can provide for a growing local community but develop at a scale, which is viable, and supports sustainable economic growth.

What we're doing:

In the 2006 and 2007 LDF consultations you told us that you wanted to regenerate Morden and have better shopping and leisure facilities. The council is exploring options to upgrade or replace Morden Park Pool and is working to bring the Morden Park Playing Fields back into public use.

To help inform the draft vision we have commissioned an independent economic analysis of Morden, which has identified some key issues that we need to address for Morden to be a more successful centre for the future.

need for change, continued

Residential market:

The residential suburbs surrounding the town centre are overwhelmingly dominated by medium-large sized family houses (3bed +). Whilst this typology is attractive to many, it provides very little opportunity for first time buyers, or those wishing to downsize whilst staying in the area. Although there is a market demand for smaller units, Morden currently doesn't provide for this demand. A varied range of housing types is important for fostering more mixed and more sustainable communities. Providing a mixed range of housing types makes Morden more attractive to a wider range of people in the property and housing market.

Local economy:

Morden has a reasonable mix of high street chains and independent retailers but there is a desire from residents to have a greater retail choice in the centre. However, national retailers have indicated that Morden is not attractive to them as there is a lack of suitably sized larger units. The footfall in the town is also too low to support any increase in retail. (i.e., there are not enough people in or using the town centre to support the retailers currently here). This situation is unusual as over 10,000 people use Morden Underground Station every day but make very little use of the town centre for convenience shopping.

Funding regeneration:

Additional residential and commercial development is necessary to fund improvements in Morden in terms of achieving a significant improvement in retailing and the quality of the built environment. Increasing the residential population in the town centre provides housing types for a currently under-represented section of the market whilst adding to the footfall of the centre, which supports and encourages growth in the retail, commercial and leisure offer of the town.



economy

Local economy and enterprise:

Morden has a limited retail offer, which ranges from a few high street chains to a selection of smaller independent shops and businesses. Morden also has a varied restaurant and café scene, which could be developed further to create a unique local evening economy.

To thrive, Morden needs to redefine its role as a centre and establish a unique offer that will make Morden a more attractive business location for the future.

For consideration:

- What services, shops or facilities would you like to see in Morden that we don't currently have?
- How can we improve the existing facilities such as shops, offices and leisure facilities?
- Should we develop a more active night-time economy in Morden?
- How can we increase the number and range of small and independent businesses in Morden?

Suggestions include:

- Providing a new covered shopping development above the Underground Station which will attract shoppers who currently only use Morden as a transport interchange. Greater footfall and larger units could attract more high street brands to the town.
- Developing smaller scale mews streets or lanes capable of accommodating smaller scale 'boutiques' or niche business workshops.
- New retail development to provide a mix of larger and smaller unit sizes.
- Extending the existing shopping frontages along Aberconway Road to complete a 'retail circuit' in the town centre.
- Enhancing the leisure offer in the local parks as well as providing new leisure opportunities in the town centre.
- Promoting the development of office space above the retail areas to ensure that Morden can continue to be a place where people come to work.



Suggestions for removal of the one way system, greening the town centre and re-designing the bus standing area to give priority to pedestrians.

environment

Environment and the public realm:

The quality of the urban environment impacts upon people's perception of a place and determines whether they feel comfortable or safe there. Morden boasts an attractive and distinctive quality of large open spaces. Unfortunately the quality of the streetscape and public realm in many parts of Morden could be a lot better and currently does little to help the image and reputation of Morden town centre. Improving the quality of the urban environment is central to the moreMorden project.

For consideration:

- What do you think needs to be done to improve the image and reputation of Morden?
- How would you improve the streetscape and public spaces?
- How can we make the most of Morden's history and heritage to create a sense of place?
- What can be done to increase the perception of safety and make Morden feel more secure at all times?

Suggestions include:

- Creating a major new public space or a network of smaller public spaces and pocket parks, creating spaces to 'sit and stop' in the town centre.
- Simplifying road crossing points and removing pedestrian guard railings, de-cluttering the streets to remove unnecessary signs, posts and barriers.
- Introducing more attractive signage, improved paving and coordinated street furniture.
- Using the town centre as a connection for local walking and cycle routes and greening the town centre with new trees and soft landscaping.
- Requiring new developments to be visually more appealing and to minimise their environmental impact.
- A mix of small-scale options which could make big improvements to the centre. For example; making sure that new developments hide their refuse, storage and service facilities from the public realm, incorporate landscaping into their proposals and give priority to pedestrians at the design stage.





transport

Transport and access:

Morden is well served by public transport and the main road network to central London and Surrey. However the current traffic flow system and the location of the bus standing area dominates the town and has a negative impact on the look, feel and functionality of Morden as a centre. The road network in the town centre is owned and managed by Transport for London (TfL) Any changes to the roads will be agreed in partnership with TfL.

Morden Underground station has been upgraded and step-free access between the underground and street level has improved interchange facilities. Patronage of the local bus network in Morden is expected to rise by 40% over the next 15 years. It is already apparent that the current transport interchange is inadequate and will require improvements to cope with future demand.

The London Borough of Merton and Transport for London (TfL) are also exploring an option to extend the Tramlink network between Wimbledon and Sutton via Morden, with an interchange provided between the tram and Underground.

For pedestrians and cyclists, parts of Morden are cut off by barriers such as railway lines, poor quality pedestrian alleyways and the Underground depot. The design and quality of streetscape materials in the main shopping area are dated and poorly maintained. These issues all affect the perception of Morden and influence how people are likely to get to Morden and whether they will chose to come here or visit elsewhere.

For consideration:

- How would you improve the accessibility of Morden from the nearby neighbourhoods?
- What difficulties or barriers are there currently that make accessing Morden difficult for you?
- Which places or spaces do you feel are difficult to get around in Morden and what could be done to improve them?
- What features would you like to see in a remodelled transport interchange to make it easier for you to use the town centre?

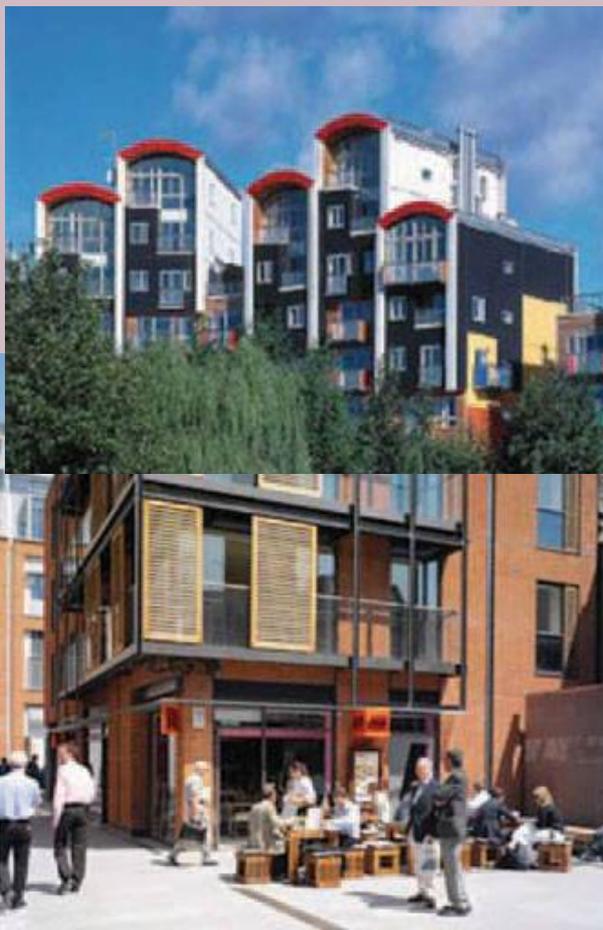
Suggestions include:

- Re-routing traffic within the town centre and removing the Civic Centre one-way system.
- Re-locating the bus standing area to elsewhere in the town centre.
- Making London Road a bus / taxi only route (between the Civic Centre and Sainsbury's)
- Improving the quality pedestrian environment through better paving and street furniture.
- Joining up walking and cycle routes between the parks and the town centre.
- Making more use of Morden South station as a transport interchange and promoting development near the stations.

Submit your thoughts online at
www.merton.gov.uk/moreMorden



living



Choices for town centre living:

Morden town centre has a relatively small residential population. Historically the town centre has been a place for local shopping and business, associated with the transport interchange. Whilst there is an increasing need for urban living and higher density development, much of this trend has been accommodated in metropolitan areas. However suburban centres also provide a unique opportunity to provide town centre residences, with easy access to the City and all the suburban amenities, which are also popular.

There is an opportunity to strengthen Morden's economic viability as a town centre by increasing the residential population at the centre. Increased local population is good for local business and the excellent public transport links and local amenities in the town centre make urban living with less dependency on the car a viable option. Increasing the number of dwellings in Morden town centre does not necessarily mean building lots of flats or building lots of towers. There are many ways of achieving higher density development whilst retaining some suburban characteristics of the area. Apartments would be the predominant housing type for the town centre, though there are many sites suitable for accommodating higher density housing in the format of town-houses, mews houses as well as flats above shops on the periphery of the town centre.



For consideration:

- What type of housing and how much of it should we be providing in Morden? Should we try to accommodate higher density family units (3 bed +) as well as smaller units?
- Morden has the capacity to provide anything between 500-1500 new residential units. This is around a quarter of all new homes in the borough from 2010-2025. Should Morden town centre be the location for this level of housing growth, or should new homes be located in other areas of the borough, if so, where?
- What additional services do you think Morden needs if more people are going to live in Morden town centre?

Suggestions include:

- Providing a mixture of family and non-family homes (with more emphasis on non-family, smaller units, based on economic analysis of Morden).
- Using public space in Morden as recreational space for residents.
- Make better use of Morden's parks as a resource for those living in the centre.



A generally accepted definition of sustainable development is “Development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.”

(1987, Brundtland Commission)

sustainability

Sustainability concept:

Sustainable development is a concept that touches all aspects of our life today and seeks to protect and enhance our natural and built environment, as well as improve our quality of life. In seeking to achieve an attractive, high quality urban regeneration, the moreMorden project will promote the social, economic and environmental performance of Morden.

Social sustainability will be promoted through the provision of a mixed development of affordable and market value housing, together with a good mix of business uses and a range of community facilities.

Economic sustainability is founded upon independent economic analysis of Morden. It will be addressed through an approach that encourages a good distribution of activity (footfall) throughout the town centre and a spatial planning strategy that matches pedestrian sensitive uses to areas where high level of activity is envisaged. The provision of new employment opportunities in the centre will contribute to the economic sustainability of Morden as a whole.

Two key environmental sustainability issues are the impact of climate change and the unsustainable use of resources for energy. In this context, new development in Morden will be expected to be energy efficient and minimise CO² emissions in line with the Merton Rule (the council's policy on providing 10% renewable energy on site as part of any new commercial development).

The council will also explore options for local power generation, something already pioneered by the council with the introduction of wind turbines above the Civic Centre.



leisure

Morden's leisure offer:

Morden already has a good range of leisure and recreational facilities, which is regarded as a unique asset in developing proposals for the regeneration of the town centre.

There are improvements in the pipeline for better leisure facilities in Morden.

The National Trust are currently developing proposals for further improvements to Morden Hall Park. The moreMorden project will be seeking ways of improving the interrelationship between Morden Hall Park and the town centre, which are currently disconnected from each other.



The Council is exploring options to upgrade or replace Morden Park Pool and is working to bring the Morden Park Playing Fields back into public use.

Whilst Morden has a strong recreational offer, which includes a small but varied restaurant and bar scene, there is a demand to develop the evening economy.



Let us know what additional leisure facilities you'd like to see in Morden. Submit your thoughts online at www.merton.gov.uk/moreMorden

The moreMorden project will be seeking ways of improving the interrelationship between Morden Hall Park and the town centre.

next steps

Consultation:

Consultation on the draft vision runs from 1 September – 10 October 2008.

Once all responses to the consultation are collated, a report on community involvement, summarising the responses to the consultation will be posted on the moreMorden web page and reported to the council's Cabinet Members in January 2009.

After which, the next stages of the moreMorden project will be:

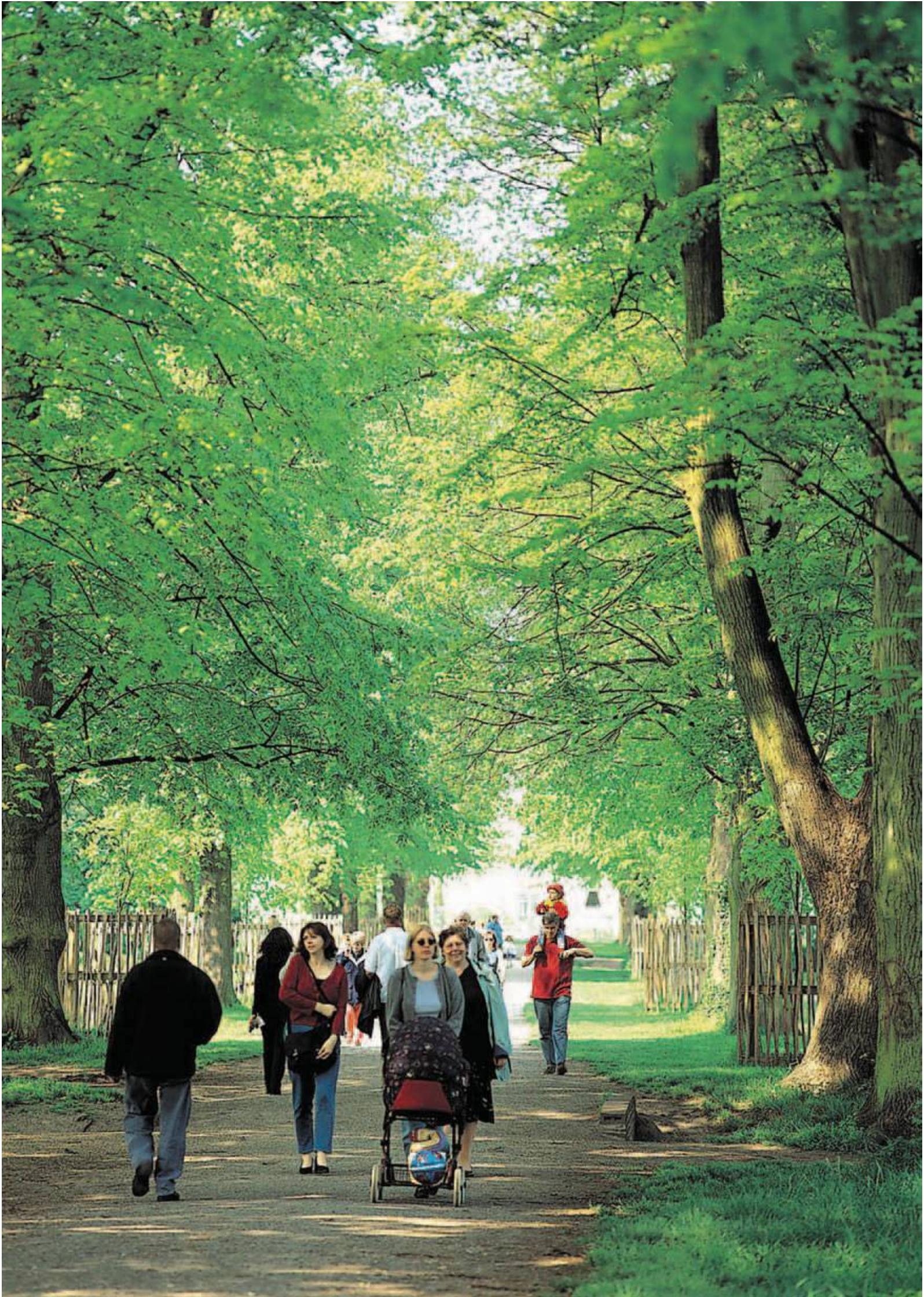
Jan 2009	Finalise the vision.
Jan-Jun 2009	Prepare a masterplan based on the vision.
Jan 2009-Jan 2010	Prepare the planning framework to deliver the masterplan and vision through the LDF.
Beyond 2010	Detailed designs and planning application stage.

As the moreMorden project progresses, there will also be a programme of short, medium and long term improvements to the town centre which the council will be progressing.

This programme includes:

2008-2010	Tree planting, shop-front improvements, de-cluttering the streets, new street furniture, parking survey and strategy, pedestrian improvements, business forum, temporary improvements to business premises.
2010-2014	Land assembly, planning applications, improved community facilities.
2014-2018+	Development of larger sites, major improvements to the public realm and delivery of the vision.





If you would like more information in your own language, please contact us at the address shown in the box below.

Albanian

Nese deshironi me shume informacion ne gjuhen tuaj, ju lutemi te na kontaktoni ne adresen e dhene ne kutine me poshte.

Arabic

إذا أردت معلومات إضافية بلغتك الأصلية الرجاء الاتصال بنا في العنوان المدون ضمن الإطار أدناه.

Bengali

যদি আপনার নিজের ভাষায় লেখা আরও তথ্য চান তাহলে দয়া করে আমাদের সঙ্গে যোগাযোগ করুন, তলার বক্ সে আমাদের ঠিকানা রয়েছে।

Chinese

如果你需要用中文印成的資料，請按低端方格內提供的地址與我們聯系。

Farsi

اگر مایل به اطلاعات بیشتر به زبان خود هستید، لطفاً با ما از طریق آدرس زیر تماس بگیرید.

French

Pour tout renseignement complémentaire dans votre propre langue, veuillez nous contacter à l'adresse figurant dans l'encadré du bas.

Polish

Jeśli zyczy sobie Pan/i więcej informacji w swoim języku, proszę się z nami skontaktować pod adresem podanym w dolnej ramce.

Punjabi

ਜੇਕਰ ਤੁਸੀਂ ਪੰਜਾਬੀ ਵਿਚ ਹੋਰ ਜਾਣਕਾਰੀ ਲੈਣੀ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖੇ ਖਾਨੇ ਵਿਚ ਦਿੱਤੇ ਪਤੇ 'ਤੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।

Somali

Hadii aad u baahan tahay faahfaahin intaa kabadan oo ku soobsan afkaaka hooyo ama Af Somali fadlan lana soo xiira cinwaanka hoos ku qoran.

Spanish

Si usted desea más información en su propia lengua, por favor contáctenos en la dirección al pie del formato.

Tamil

உங்கள் மொழியில் மேலதிக தகவலைப் பெற விரும்பினால், அடியிலுள்ள பெட்டிக்குள் தரப்பட்டுள்ள விலாசத்தில் எம்முடன் தொடர்பு கொள்ளுங்கள்.

Urdu

اگر آپ اپنی زبان میں مزید معلومات حاصل کرنا چاہتے ہیں تو براہ کرم ہم سے اس پتے پر رابطہ قائم کریں جو کہ نیچے کے بکس میں درج ہے۔

You can also get this information in large print, in Braille and on audiotape.

020 8545 3041

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