The issue with any broad statement of intent is the lack of detail. Things that strike me are the lack of any height restrictions, the lack of any acceptance that the number of suggested dwellings don’t appear to have any basis in reality. There appears to be no ratio of retail etc to dwellings. No idea of what it might look like. I wouldn’t disagree that improved design, approach to the environment, social amenities, retail opportunities, etc are a good thing. But I know that. It is the brief the developers/designers are given, including the quality of the building both inside and out that is key. How much will be invested in it is important. If Morden is to be properly redeveloped then it needs a realistic budget. It also requires a body overseeing things every step of the way. It seems there is a long way to go yet.