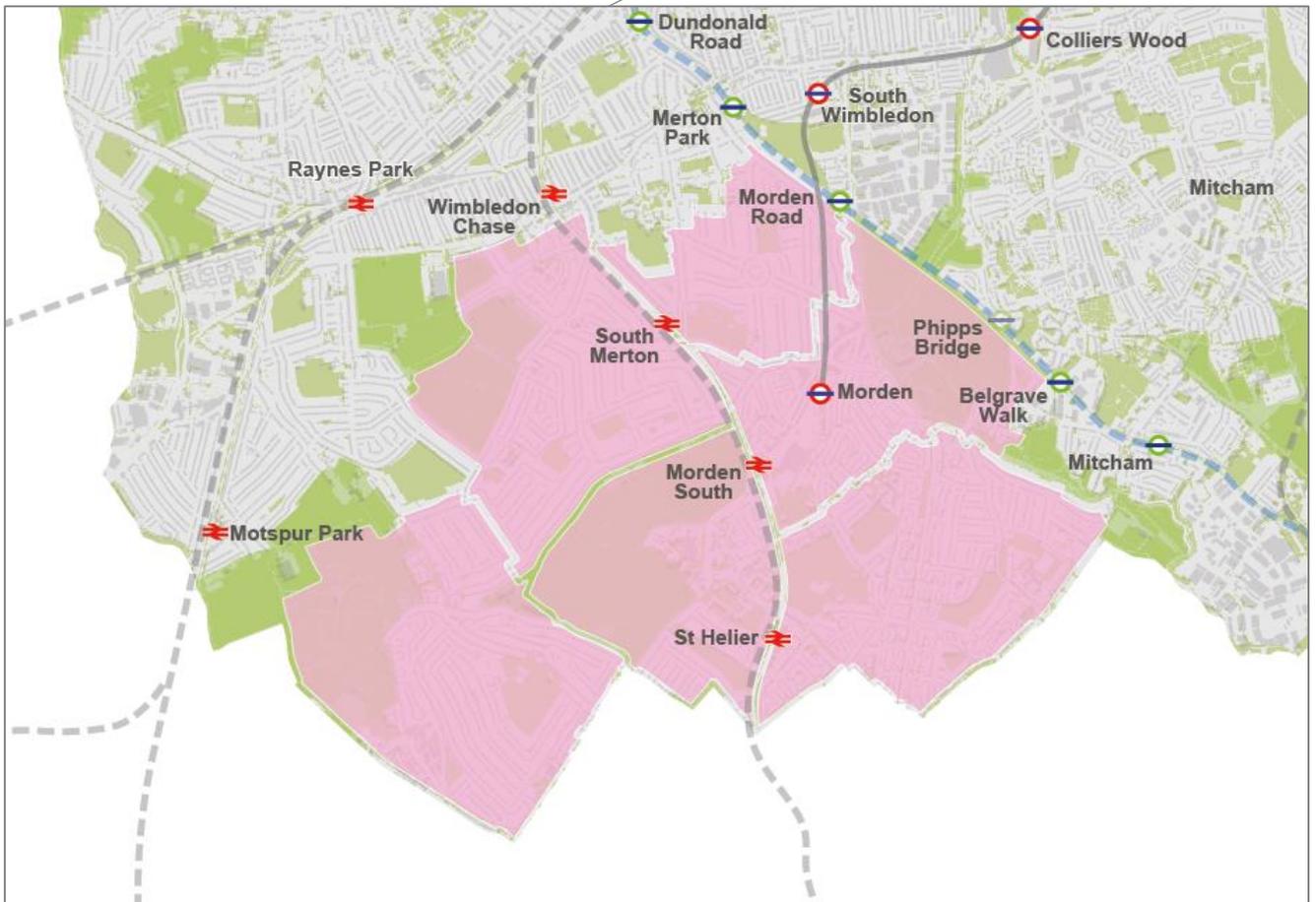
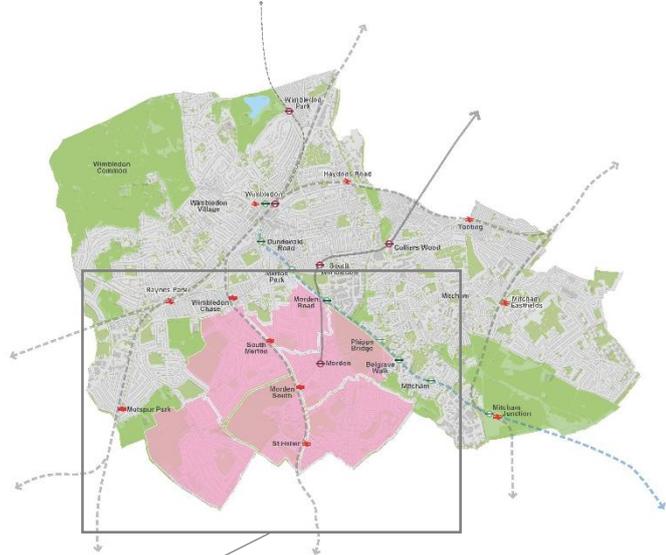


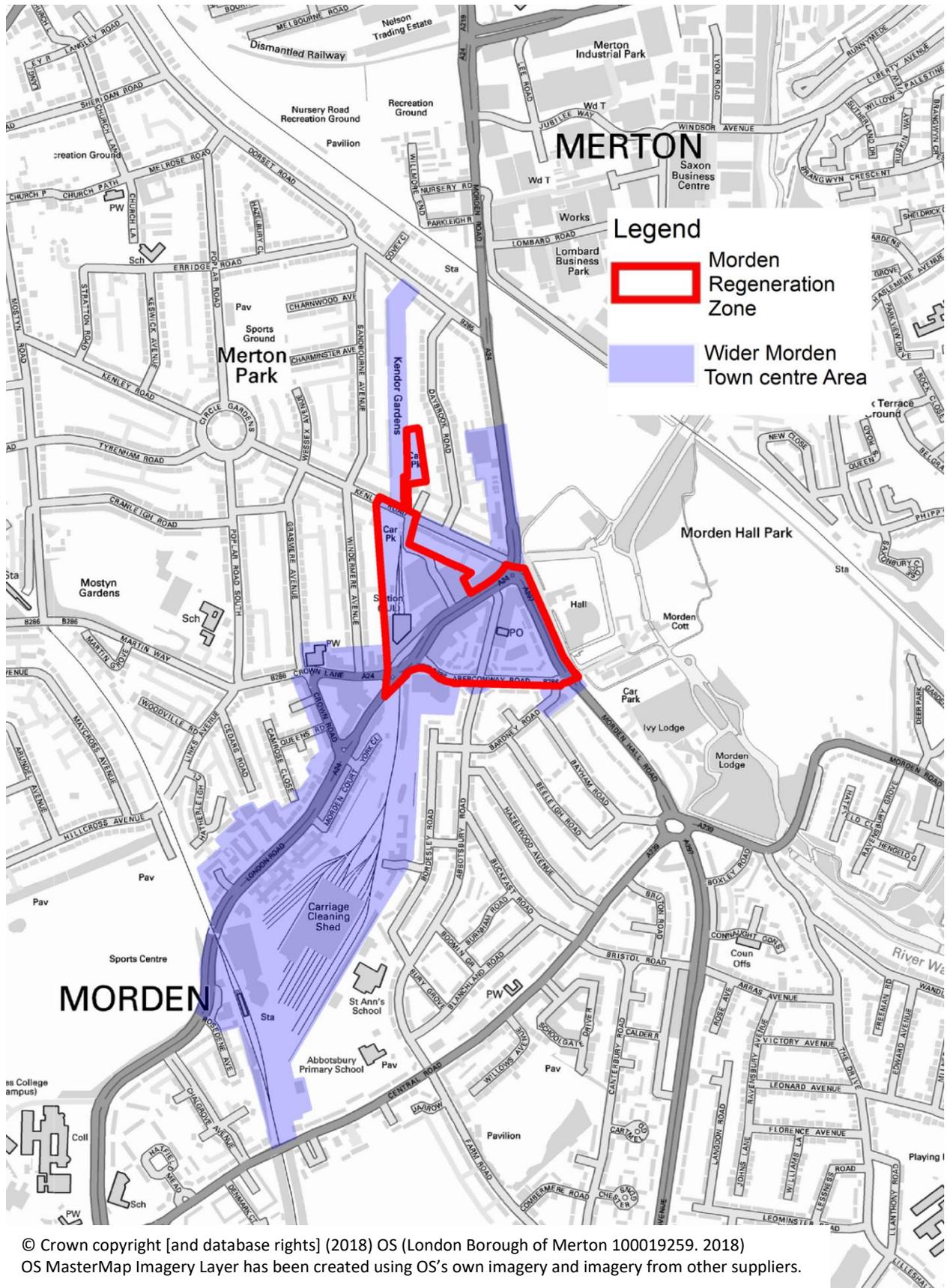
Policy N3.3

Morden



Morden neighbourhood





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Policy N3.3

Morden

To support the rejuvenation of Morden to create a modern, attractive and vibrant destination that meets the needs of the current and future residents, businesses and visitors and provides economic, social and environmental benefits. This will be achieved through the delivery of a co-ordinated, well-designed series of incremental changes to the Wider Morden Town Centre Area which includes intensification and comprehensive development of the Morden Regeneration Zone.

The development capacity of the Wider Morden Town Centre Area will be significantly increased through a plan-led approach which will;

- incorporate new homes at higher densities than the surrounding terraces and residential streets with a diverse mix of housing sizes and tenures;
- improve and diversify space for shops and businesses;
- provide high quality public realm and attractive and useful public spaces and planting;
- create healthier streets with better connectivity and permeability for pedestrians and cyclists;
- reduce traffic dominance, improve walking, cycling and vehicle links into and around the town centre; and
- provide better services and facilities for the people who live, work or study in or pass through Morden.

By focusing regeneration in the Wider Morden Town Centre Area, this plan-led approach will help to conserve and enhance the character and distinctiveness of the surrounding suburban Morden neighbourhood.

We will achieve this through:

Morden Regeneration Zone

- a) The delivery of the Morden Regeneration Zone, which is allocated as Site Mo4 for mixed retail, office, commercial, community, transport infrastructure, public realm and residential uses (circa 2,000 units);
- b) Comprehensive regeneration of the whole site to optimise the delivery of new homes, improve the streetscene and public realm, make it easier to get around, and support businesses and other appropriate uses within the Morden Regeneration Zone site allocation boundary. Any proposal that hinders the delivery of comprehensive regeneration will be resisted;
- c) Transforming the look and feel of Morden, through collaboration with Transport for London, to relocate the bus stands away from their current location and create healthier streets and a welcoming public space outside the Morden underground station entrance;
- d) Incorporating a range of appropriate public spaces and streets in the Morden Regeneration Zone that enhance accessibility through the Wider Morden Town Centre Area, with pedestrians and cyclists as the priority;
- e) Supporting taller buildings where they are considered appropriate to facilitate intensified development. Such buildings must be based on a comprehensive townscape appraisal and visual assessment, located appropriately and relate well to the surrounding context and public realm, particularly at street level;
- f) Supporting an appropriate mix of retail, office, community and leisure uses, including night time uses, mainly on the ground floors;
- g) Ensuring that the feasibility of decentralised energy and district heating is investigated for development within the Morden Regeneration Zone, and implemented where appropriate.

The Wider Morden Town Centre Area

The Wider Morden Town Centre Area is the area for incremental change, co-ordinating the design and layout of public realm and streetscape so that the Morden Regeneration Zone sits well within the local context. We support incremental redevelopment and change in the Wider Morden Town Centre Area when landowners are ready to invest in their properties.

- h) Supporting incremental site-by-site development and change where it is of a high quality design, compliments and co-ordinates with the surrounding urban design and public realm in the Morden Regeneration Zone and the Wider Morden Town Centre Area, supports new homes and complimentary uses and makes it easier to get around, particularly by walking and cycling.
- i) Incorporating green infrastructure and where appropriate, contributing to the creation of green links through the Wider Morden Town Centre Area and its surrounding open spaces.

The Morden Neighbourhood

- j) Ensuring that any development sensitively considers the streetscene of terraces and semi-detached homes that surround the Wider Morden Town Centre Area.
- k) Conserving and enhancing the suburban neighbourhoods and the strong 'green' infrastructure provided by Upper Morden Conservation Area, St Helier Estate, Morden Hall Park and Morden Park and ensure all development respects and enhances local character; and
- l) Supporting transport improvements. Examples include improving connectivity between the Underground depot and Morden South Station, improvements to the existing tram network and improvements that help promote active travel.

Justification

- 2.3.1. Morden's initial growth was fuelled by investment in London's Underground network, with the arrival of the tube in 1926 which resulted in the rapid development of 'Metroland' type residential suburbs in the surrounding area during the following decade.
- 2.3.2. The attraction of abundant green open spaces, clean air and easy access into central London, made the area a popular destination for families in search of a suburban lifestyle.
- 2.3.3. Almost 100 years later, Morden is changing once again. There is a strong presence of a working age population with a high proportion of families and younger people. People in search of a more suburban lifestyle are heading to Morden due to its leafy suburban nature and excellent connections into central London. Morden's transformation is required to ensure that it continues to meet the needs of the existing and future residents, businesses and users of the area.

Character

- 2.3.4. The character of Morden town centre has eroded over time, but it still clearly has Inter-War characteristics with an Art Deco theme, centred on the development of the underground station and evident in the white rendered shop facades and stone corner buildings of the shopping parades. It is important that new development celebrates, develops and strengthens this physical character, but without necessarily copying it unimaginatively.
- 2.3.5. In terms of activity, Morden is a busy transport interchange and the civic focus of the borough. The town centre also has a broad range of shops, cafes and restaurants. Although this adds to its diversity and distinctiveness, it is undermined by the intrusive road layout, busy traffic and visual dominance of buses. These issues need to be addressed in order to enable the town centre to develop and flourish as a modern centre, and to re-energise as a distinct District Centre.

Background

- 2.3.6. A strategic vision setting out how Morden could become a more attractive destination where a growing population can live, work, shop and socialise was consulted on in 2008. Over 80% of respondents to this consultation agreed that the aims and objectives of the vision were right for Morden.
- 2.3.7. The 'moreMorden' vision was endorsed by the council in March 2009; the aim was to manage growth and change the perception of Morden, from somewhere people have to be, to a place people want to be. This was set to be achieved by regenerating Morden to be a sustainable town centre, important transport node and through generating a renewed sense of civic pride.
- 2.3.8. The timing of this strategy alongside the recession meant that there was significantly less development interest in such a substantial regeneration project and unfortunately it did not progress as intended.
- 2.3.9. In July 2011, the Merton Core Planning Strategy was adopted, which incorporates regeneration policies for Morden into Policy CS3 Morden Town Centre and identifies a housing target in Policy CS9 Housing Provision of 1450 – 1800 homes to be delivered in Morden during the period 2011 to 2026.
- 2.3.10. Once the property market began to recover from the recession, the council worked closely with TfL to assess potentially viable redevelopment scenarios for the Morden station site. This is the area covering Morden underground and bus stations and the Kenley Road carpark. In October and November 2013 public consultation was carried out on the draft Morden Station planning brief.
- 2.3.11. General support was received as part of this consultation that the development of the station site could be the catalyst for change and regeneration throughout the rest of the Morden town centre.
- 2.3.12. A number of key topics were identified as part of the consultation process and were addressed in the final brief. These included building height, improvements to existing style and appearance, support for a different retail offer, open space, support for extending Kendor Gardens, parking, housing, community facilities and support for improving the public realm.

2.3.13. The Morden Station Planning Brief was adopted in March 2014 as a Supplementary Planning Document (SPD) to Merton's Core Planning Strategy 2011.

2.3.14. Following four rounds of public consultation and an independent planning inspector examination, the Merton Sites and Policies Plan and Policies Map was adopted by the council in July 2014.

2.3.15. The Sites and Policies Plan contains the detailed planning policies to guide the assessment of planning applications throughout Merton and allocates various sites within the borough that have been identified for redevelopment up until 2024. Four of the allocated sites fall within the Morden Regeneration Zone boundary:

- Site 57: Morden Station Offices and Retail Units
- Site 58: Sainsbury's (Peel House) Car Park
- Site 61: Morden Station Car Park
- Site 65: Kenley Road Car Park

2.3.16. In 2015, TfL identified the Morden underground station site as one of its priority development sites. This site was then included in the joint bid by the council and TfL to the GLA for part of Morden town centre to be designated as a Housing Zone.

2.3.17. In October 2015, the Mayor of London announced Morden as one of the GLA's Housing Zones, identifying its regeneration potential to provide new housing, town centre and public realm benefits.

2.3.18. Between September and November 2015 the council launched a public consultation asking whether residents and users of Morden still agreed with the matters that had informed the adopted 2009 vision for Morden town centre. Part of this consultation was a proposed boundary, known at the time as the Draft Morden Town Centre Masterplan Boundary. 87% of respondents in this consultation agreed with the extent of the proposed boundary. This same boundary is now known as the Wider Morden Town Centre Area.

2.3.19. More than 1,000 responses were received as part of the 2015 consultation, providing views on a range of issues including the best things about Morden, improvements needed, positive elements, the draft consultation boundary, public realm, car parking,

town centre facilities, leisure facilities and public toilets. Further details can be found in the Statement of Consultation (2016).

2.3.20. In mid-2017 the council and TfL jointly procured and appointed consultants to provide advice on the delivery options for the Morden Housing Zone. The consultant's detailed delivery advice was reviewed and a report on the Morden Regeneration was considered by Cabinet in January 2018 with recommendations made for the next stages of the project. This report highlights the partnership between the council and TfL and the joint vision for Morden.

Stage 1 Local Plan Consultation (January 2018)

2.3.21. The first public consultation (Stage 1) took place between October 2017 and January 2018. The table below provides a summary of the responses received on Morden in the Stage 1 Local Plan Consultation (a copy of all the responses received can be found on the council's website www.merton.gov.uk).

2.3.22. These responses reiterate that Morden does not currently serve the interests and needs of its residents and users.

Table – Summary of Morden responses to the Stage 1 Local Plan Consultation

Morden questions	Percentage of respondents who answered yes
Do you agree with the following?	
Capitalising on Morden's excellent transport links and attractive suburban surroundings to make Morden a vibrant centre that people want to visit not simply pass through.	96%
Improving the quantity and quality of commercial, residential and leisure uses, with a range of uses that is appropriate to a District Centre.	96%
Enhancing the accessibility between the town centre and its suburban hinterland and open spaces, by reducing severance caused by through traffic and greening Morden through tree planting and improved pedestrian routes.	95%

Achieving high quality urban design, architecture and public realm incorporating high quality spaces and streets with pedestrians as the priority.	94%
Providing 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, leisure and cultural facilities.	95%
Conserving and enhancing the suburban neighbourhoods and the strong 'green' infrastructure provided by Upper Morden Conservation Area, St Helier Estate, Morden Hall Park and Morden Park and ensure all development respects and enhances local character.	98%
Improvements to the public realm including repaving; provision of new cycle facilities and safety improvements of back alleyways and servicing bays.	91%
Improving connectivity of all transport modes, for example, between Underground, Tram and National Rail services in partnership with TfL.	94%

The need for comprehensive regeneration

2.3.23. Morden town centre was identified as an opportunity for housing intensification in Merton's 2011 Core Planning Strategy (CS3), with the Preferred Options Sustainability Appraisal recognising positive improvements that could be made to retail provision, the public realm and the capacity of Morden's transport interchange.

2.3.24. One of the aims is to improve the experience for the current and future users of Morden, making it a destination and not simply a thoroughfare. This will be facilitated by improving the quantity, quality and mix of housing offer through intensification of residential development at the heart of Morden, which will lead to a range of associated benefits to the public realm, transport and retail services.

2.3.25. Within the Morden neighbourhood there is a variety of family sized dwellings, with a limited number of smaller dwellings and flats, particularly within close walking distance to the underground station. Morden Regeneration Zone Site Allocation

provides the opportunity to respond to this need and create a broader range of housing types and tenures. This will also have a significant effect on the types of shops that will be attracted to the area and is an important in enhancing the vibrancy, vitality and economic success of the town centre – helping it to rejuvenate in a sustainable manner that is robust to future change.

2.3.26. The housing policies in this Local Plan provides details on Merton’s housing targets for the plan period. The regeneration of Morden town centre represents an ideal opportunity to provide circa 2,000 units towards meeting this target, the largest single development opportunity in Merton. This is in addition to a number of other small sites identified as Site Allocations within the Morden neighbourhood.

2.3.27. Within the Wider Morden Town Centre Area the provision of adaptable housing will be sought, namely homes that can adapt internally to the changing circumstances of their occupants, which requires well thought out, flexible internal layouts as per the Mayor’s Design Guidance. Mixed tenure and a range of dwelling types create a mixed community that responds to housing needs and creates a vibrant and diverse community that is robust to change and protects against decline.

2.3.28. As the council and TfL both own a significant portion of land within Morden, they both have a major role to play in enabling and delivering change in the town centre, particularly within the Morden Regeneration Zone. There are also other individual owners included within the Morden Regeneration Zone site boundary. Due to the number of multiple land ownerships, a land assembly strategy will be required to ensure that the site can be developed in a comprehensive manner; to avoid fragmented development.

2.3.29. As such, a plan-led approach is required for this site, to enable the delivery of circa 2,000 homes and to ensure that the site provides economic, environmental and social benefits for the local community.

Healthy streets: transport, accessibility and public realm

2.3.30. The Mayor’s aim for 2041 is for 80 per cent of Londoners’ trips to be on foot, by cycle or by using public transport and for all Londoners to be able to undertake at least the 20 minutes of active travel each day required to stay healthy. High quality public

spaces can support this and can form part of the 'Healthy Streets Approach.' The 'Healthy Streets Approach' is measured by ten indicators which include:

1. Pedestrians from all walks of life
2. People choose to walk, cycle and use public transport
3. Clean air
4. Shade and shelter
5. People feel safe
6. Not too noisy
7. Easy to cross
8. People feel relaxed
9. Places to stop and rest
10. Things to see and do

2.3.31. TfL has identified some of their land in Morden as one of their major potential development opportunity sites in London, recognising the benefits that such a development can also bring through improvements to the existing transport infrastructure, to help meet the Mayor's Healthy Streets Approach.

2.3.32. The current location of the bus standing facilities directly outside the underground station creates a poor user experience, has a negative impact on air quality in Morden. Throughout the recent consultations, this has been one of the main issues for local residents. Responses from the Stage 1 consultation and recent focus groups indicate that transport links and green spaces are highly valued by residents. Many residents would like to see improved and more usable public spaces throughout the town centre, with clear pedestrian linkages between the various transport nodes and nearby parks and green spaces.

2.3.33. One of the key aims of the comprehensive development of the Morden Regeneration Zone is to relocate the bus standing facilities away from their current location. The dominance of the road and traffic network throughout Morden results in a poor experience for pedestrians and cyclists and there is a need for improvements to ensure that pedestrians are given a greater priority, including a legible station forecourt that facilitates movement. Creating a safer, more attractive pedestrian environment to encourage the high levels of commuter footfall to linger is also key to invigorating the local economy.

2.3.34. TfL's Rolling Origin and Destination Survey (RODS) and Passenger Count data (2017) indicates 10.41 million journeys through Morden underground station, with 47% of passengers arriving by bus. With such a large number of passengers using Morden on a daily basis, the transport interchange requires improvements to ensure the passenger experience is improved in line with the Healthy Streets Approach.

2.3.35. The current configuration of Morden means that the highway and road network dominate the town centre, negatively impacting on the public realm and the pedestrian experience. TfL and the council have been collaboratively working on a Transport Strategy for Morden, to ensure that highway functions are able to continue, while maintaining a focus on the Healthy Streets Approach. This has included analysis of the highway layout and potential removal of the gyratory.

2.3.36. TfL is currently working towards an extension of the tram link network between Wimbledon and Sutton, via Morden, known as the Sutton Link. A consultation will begin at the end of October 2018 with three potential route options for a new link, with one passing along the eastern edge of the Morden Regeneration Zone. The council will continue to work with TfL and Sutton Council to explore these route options and the potential for a Morden interchange between the tram and underground.

2.3.37. For a place to feel safe and legible, as well as simply feel comfortable and familiar, the streets and spaces must be laid out in an efficient and clear manner. This means creating what people will understand as traditional streets. These are defined by buildings that have a linear continuity and fronts that face the public areas. In this form the buildings define or enclose the public realm – whether it be streets or open spaces.

2.3.38. In terms of perceptions of safety, boundaries between public and private spaces should be clearly defined, legible and benefit from natural surveillance. The public realm is the setting for our daily lives – it is how we get around, how we access facilities, where we socialise. It is used for civic occasions and entertainment. It should therefore be of the highest quality. The public realm is defined by the buildings that face it and is therefore important that buildings address the street and interact positively with it. To do this, buildings should have as many entrances and windows facing the street creating animated, vibrant active street frontages. For shops and commercial premises in the town centre it is also important that there is a visual

link between the inside and outside. This is for reasons of visual interest, advertisement and natural surveillance as well as creating human activity.

2.3.39. Urban layouts should be based on a permeable and easily navigable network of recognisable streets, routes and spaces that link in seamlessly with surrounding development and facilitate walking, cycling and use of public transport. Streets that are easy to navigate are easy to understand and remember, and make places comfortable and attractive. A network of connected streets with clear wayfinding usually enables shorter distances and more convenient routes that are realistic to walk or cycle.

2.3.40. Large urban blocks and infrastructure like stations, car parks and shopping centres can undermine this. For development within the Morden Regeneration Zone, it is important that the surrounding residential areas are easily connected to the town centre and it is therefore important that at least one direct route is developed through the site as a proper street.

2.3.41. A network of streets and clear public realm will aid understanding or 'legibility' of an area, but this is also about being able to easily orientate oneself, find your way without recourse to road signs and easily remember a route for the future. Legibility also helps in a place being comfortable and attractive to use, and buildings also have a key role in this. Generally, buildings and development are taller and denser in town centres and public or communal buildings are prominent in their appearance scale and architecture. People navigate by a series of landmarks in the environment but they must have meaning to work well – for example, a station must somehow be clearly understood as a station when seen.

2.3.42. This has important implications for the design, appearance and use of buildings and where they are located in relation to each other. Morden station is a key landmark building and should remain a visual focal point in the town centre. The current office building above it could be greatly enhanced to improve its relationship to this locally listed building.

Incorporating green Infrastructure

2.3.43. Morden already benefits from a number of wide, open green spaces on its periphery. Connectivity can be improved between the town centre and the surrounding

neighbourhoods and quality local parks through establishing a network of green spaces, ranging in scale and form to incorporate a variety of uses that cater for people of all ages.

2.3.44. The Stage 1 and recent focus group responses indicated that while local residents appreciate and frequently use the nearby parks, additional signage to assist with wayfinding would help to promote these spaces to visitors. The addition of spaces, such as benches and public seating areas, to rest and relax throughout the town centre was also identified as a necessity.

2.3.45. Instead of located in the 'leftover' space generated by traffic islands and visibility splays, quality green space can become a useable feature within the district centre. Juxtaposed to the dynamism of the high street, a green network encourages people to enjoy the experience of moving through the district centre at their own pace.

2.3.46. Combined with a reduction in vehicular through traffic, these spaces reawaken the garden city principles which inspired the initial growth of Morden, and prioritise people over the road network. Appropriate planting can enhance biodiversity, reduce noise, provide urban microclimate enhancements, improve air quality and provide delightful routes and soft landscaped areas. The orientation of buildings should maximise daylighting on these areas and reduce wind levels to encourage active travel and outdoor activities.

Tall buildings and sensitive edges

2.3.47. The introduction of higher density development, including flats, in the Morden Regeneration Zone will help to meet the need for additional and mixed housing in the area and will promote a more balanced and cohesive community. The additional population within the centre will make existing businesses and services more viable and help sustain more facilities in the future, including the potential to develop a night time economy.

2.3.48. Tall buildings, as detailed in the Design Policies, are considered appropriate as part of the regeneration and intensification of the town centre. Opportunities exist to use tall buildings to enhance the image of Morden, creating gateways to the centre and landmarks in key locations that add character and legibility.

2.3.49. As the scale of existing buildings surrounding the district centre are predominantly two storeys, the distribution of new height and density should be located to minimise the impact on the existing properties.

2.3.50. Development proposals will be required to provide comprehensive townscape appraisals and visual assessments to ensure that any tall buildings are located appropriately and relate well to the surrounding context and public realm, particularly at street level. A plan-led design, envisaged to be jointly prepared by the council, TfL and a third party development partner, will ensure that any tall buildings are sensitively designed and appropriately located.

Creating a vibrant town centre

2.3.51. Town centres are by definition where a range of different activities come together for the mutual benefit of bringing in a large number of people to work, live, shop and be entertained. This mix of uses is what makes town centres special however, today it is more important that town centres trade on their strengths and unique identities in a more sustainable manner to compete with, and complement, other town centres. In addition to providing a vibrant range of services, town centres need to supplement and enhance this offer.

2.3.52. The Morden Regeneration Zone Site Allocation includes a large majority of the Morden District Centre, as identified by the London Plan. While the existing retail units are heavily utilised, our Stage 1 consultation highlighted that the current mix of retail does not meet the needs of the locals. 95% of respondents agreed that there is a need to provide more opportunities in Morden 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, leisure and cultural facilities.

2.3.53. 96% of respondents also agree that the quantity and quality of commercial, residential and leisure uses should be improved in Morden, with a range of uses which are appropriate for a District Centre.

2.3.54. Future development proposals in Morden should therefore respond to the needs of the local residents, the daily users of the centre, and those who pass through as commuters. This is essential to ensure that Morden transforms into a place that

people will want to visit as a destination. Proposed development in Morden should be of a flexible design to adapt to gradual change over time and buildings should be designed for a long lifespan - being suitable for a number of uses over time. This is particularly relevant for commercial and retail premises in town centres.

2.3.55. The creation of a resilient and exciting high street is key and it should be flexible enough to accommodate change in approaches to retail, leisure and working. With the traditional high street retailers hit by online trading, Morden must look to new uses that will enliven the high street and help to create a vibrant night time economy.

2.3.56. The provision of new employment opportunities in the centre will also contribute to the economic sustainability of Morden as a whole aligning with the Economic Development policy.

2.3.57. It is expected that commercial and community floor space will be proportional to the level of residential development to reflect the overall scale of regeneration.

2.3.58. As detailed in the Town Centres policy, Morden town centre, is identified for additional retail growth in particular growth for retail goods and services that meet the day-to-day needs of local residents.

2.3.59. Analysis of the town centre undertaken by Hawkins Brown indicates that 65% of all businesses in the district centre are small independents, with more than half of all shops being A1 use. Recent pop-up street surveys and discussions with members of the local community indicate that future desired uses in the town centre include night-life, restaurants, cafes and cultural events, with a general wish for more diversity and a variety of independent shops.

2.3.60. The new Morden Leisure Centre, due to open in November 2018, is located less than 1 mile to the south of the site, and will provide modern leisure facilities for those who live and work in Morden. Morden Hall Park, to the east of the town centre also provides a variety of leisure, community and cultural facilities. The regeneration provides an opportunity for greater linkages between the transport facilities and the park.

2.3.61. Morden Road Clinic has also been identified by the NHS as a site allocation. As this site is located within the Wider Morden Town Centre Area, there may be an

opportunity to relocate the health centre elsewhere within Morden to provide a modern, fit for purpose facility that meets the needs of the future population.

Decentralised energy

2.3.62. In accordance with the London Plan, all major developments including the Morden Regeneration Zone are expected to follow the energy hierarchy and associated targets to be net zero-carbon. Refer to the Sustainable Design and Construction policy for further details on reducing energy use, maximising local energy generation and standards on sustainable design and construction.

2.3.63. Decentralised energy is produced close to where it will be used, often using CHP systems, and distributed by a network of underground pipes. The council continues to explore how local heat and power can be generated and distributed around the borough using district heat networks.

2.3.64. In 2016 the council appointed AECOM to investigate the opportunity for delivering district heat networks in the borough. This work was grant funded from the Government's Heat Networks Delivery Unit (HNDU) and was completed over two phases. The first phase of local heat mapping and energy masterplanning was completed in January 2017 and the Network Development and Financial Modelling was completed in February 2018. The reports are available on the council's [renewable energy webpage](#).

2.3.65. Phase 1 of the AECOM work mapped the relevant existing and future heating, cooling and electrical demands and supplies within the borough. The study concluded with two opportunity areas for district heating; Colliers Wood and South Wimbledon (CWSW) and Morden town centre and leisure centre (MTCML). Energy masterplanning for these two areas then sought to prioritise buildings for connection, define how heat would be generated, determine pipework routes, evaluate Energy Centre (EC) locations and develop capital costs.

2.3.66. Phase 2 of the AECOM work analysed the design development and business case for both network opportunities. This included stakeholder engagement, site surveys, technical operating parameters, capital cost estimates and detailed financial modelling.

2.3.67. It was identified that the MTCML network was considered a viable option, and the better option of the two networks that were analysed in the borough. Further investigative work will be required alongside the redevelopment of Morden, to ensure that the technical details, viability and phasing is further explored and aligned as part of the comprehensive regeneration.

The Morden neighbourhood

2.3.68. It is important to enhance Morden's suburban character whilst also encouraging development and regeneration in appropriate and highly accessible locations in the borough. While the central heart of Morden has been identified as an appropriate location for intensified development, it is also essential to ensure that the surrounding suburban areas that lie within the Morden Neighbourhood are respected for their low density, local suburban character and green spaces. Development on the perimeter of the Morden Regeneration Zone site allocation and the Wider Morden Town Centre Area are to be respectful of these sensitive edges to ensure neighbouring occupiers are not adversely affected.

Delivering Morden

2.3.69. All development located within the Morden Regeneration Zone must be in accordance with the Morden Regeneration Zone Site Allocation (Mo4). There is a realistic opportunity to regenerate Morden, with the council and TfL together owning, controlling and managing a large portion of land, property and the public realm within the Morden Regeneration Zone.

2.3.70. A variety of extensive due diligence has been jointly undertaken by the council and TfL in 2018, including viability assessments, soft market testing, a strategic design brief incorporating development principles, a retail impact assessment and rights of light analysis. This work has tested a variety of development options to demonstrate that this Site Allocation can be delivered.

2.3.71. The delivery of the comprehensive regeneration of this Site Allocation includes all land within the Morden Regeneration Zone. The Council intends to develop a land assembly strategy to facilitate this scheme which includes the possible use of compulsory purchase powers if considered necessary and appropriate.

2.3.72. The Morden regeneration scheme has long received cross party support within the council and has been a key item of development for the council for a number of years. The recent partnership between the council and TfL (2018) has strengthened the potential for Morden to be developed comprehensively. This is to ensure that widespread change occurs to provide additional benefits that would otherwise not transpire if development came forward on a fragmented basis.

2.3.73. Following on from the initial support by the GLA in 2015, in identifying Morden as one of London's Housing Zones, the GLA continue to recognise its significance as a development site to assist in Merton reaching its housing targets.

2.3.74. The council and TfL intend to procure a third party development partner in 2019/2020 to deliver the regeneration of Morden. In order to ensure the development meets our vision for Morden, the development partner is expected to submit a hybrid planning application, with details submitted for Phase 1 and an outline application for the latter phases of the development.

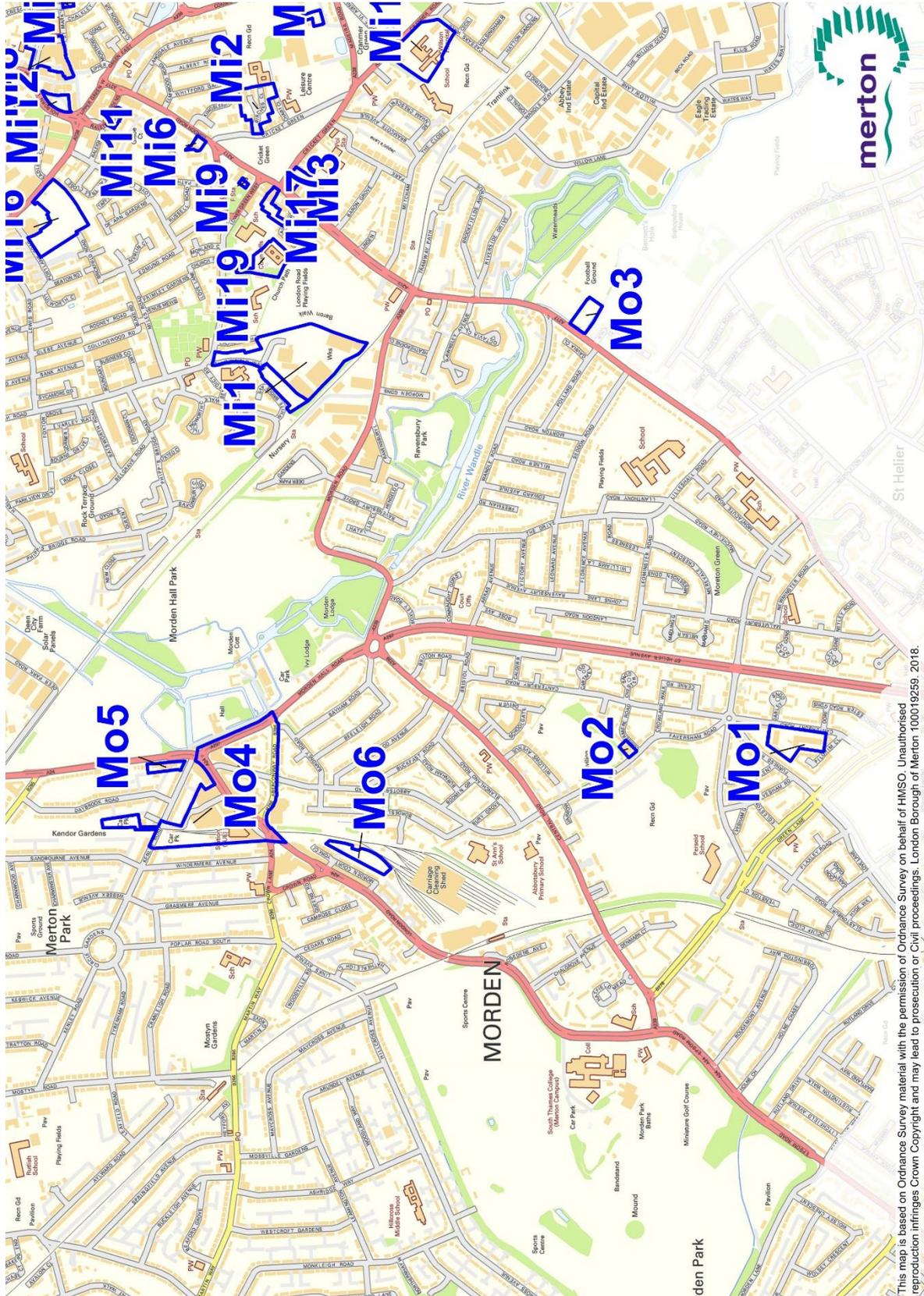
2.3.75. The development is expected to be built out in a staged process to enable the town centre to function during any construction periods.

2.3.76. Affordable housing is to be provided on a phase by phase basis, having regard to prevailing need, viability and national, London-wide and local policy and guidance.

2.3.77. The quantum and mix of affordable housing to be provided within each phase of development, together with a mechanism such as a Section 106 agreement to ensure that viability is kept under review, will be determined in light of the development and any other national, London-wide and local policy and guidance.

2.3.78. Planning obligations (also known as Section 106 agreements) and Community Infrastructure Levy (CIL) will be used by the council to mitigate the impact of development and to ensure the delivery of key infrastructure.

Morden sites



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Site Mo1

Chaucer Centre

Canterbury Road, Morden, SM4 6PX



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Site id	Mo1
Site name	Chaucer Centre
Site address	Canterbury Road, Morden, SM4 6PX
Ward	St Helier
Ownership	London Borough of Merton
Site area	0.63 hectares
Site description	<p>The Chaucer Centre is a two storey building used as a venue for training, meetings and conferences, mainly for council staff and Merton Music Foundation.</p> <p>Adjacent to the north of the site is the Smart Centre which is an education facility and a former nursery school building. The site is mainly surrounded by two storey terraced houses.</p> <p>Access to the site is obtained from Canterbury Road. Portions of the north and west of the site are within a critical drainage area.</p>
Current use	Training, meeting and conference centre
Consultee's suggested use	Residential – suggested by the London borough of Merton
Council's proposed site allocation	Mixed use residential and community (D1 Use Class) or solely residential use (C3 Use Class) subject to the existing training facility being provided on a suitable site elsewhere.
Strategic planning factors	<p>This site is allocated in Merton's Sites and Policies Plan as Site 36 for the same uses.</p> <p>The site is located in an area with moderate accessibility to public transport services (PTAL level 3).</p>
Issues	<p>Mitigate potential parking, traffic and road safety impacts on neighbouring streets and local amenity. Protecting the residential amenity of those properties adjacent to or in the vicinity of the site.</p> <p>Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the critical drainage area.</p>
Opportunities	In a mixed use development residential uses should be on upper floors. A mix of uses including residential will facilitate the provision of modern community facilities on lower floors and create a more secure environment helping to minimise vandalism and crime.

Site Mo2

Farm Road Church

Farm Road, Morden, SM4 6RA



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Site id	Mo2
Site name	Farm Road Church
Site address	Farm Road, Morden SM4 6RA
Ward	St Helier
Ownership	London Borough of Merton
Site area	0.12 hectares
Site description	<p>The site is located on the corner of Combermere Road and Farm Road with frontage onto both.</p> <p>To the northwest of the site is Merton College Playing fields and The Cottage associated with it.</p> <p>To the northwest of the site are the terraced houses at Combermere Road</p> <p>The surrounding area consists of two storeys built mainly in the 1920s-1930s.</p>
Current use	Former church and associated building: vacant
Consultee's suggested use	Residential – suggested by London Borough of Merton
Council's proposed site allocation	Residential use (C3 use class)
Strategic planning factors	<p>The site is adjacent to the designated open space at Merton College Playing Fields</p> <p>The site has poor public transport connectivity, ranging from PTAL 1a to 2.</p>
Issues	<p>Proposals should consider the amenity of neighbouring residential occupiers.</p> <p>Mitigating and managing the impacts of parking on neighbourhood and local amenity.</p>
Opportunities	Opportunity to create new homes by bringing this underused brownfield site back into use and create new active frontages along Farm Road and Combermere Road.

Site Mo3

Imperial Sports Ground

Tooting and Mitcham Hub, Bishopsford Road, Morden, SM4 6BF



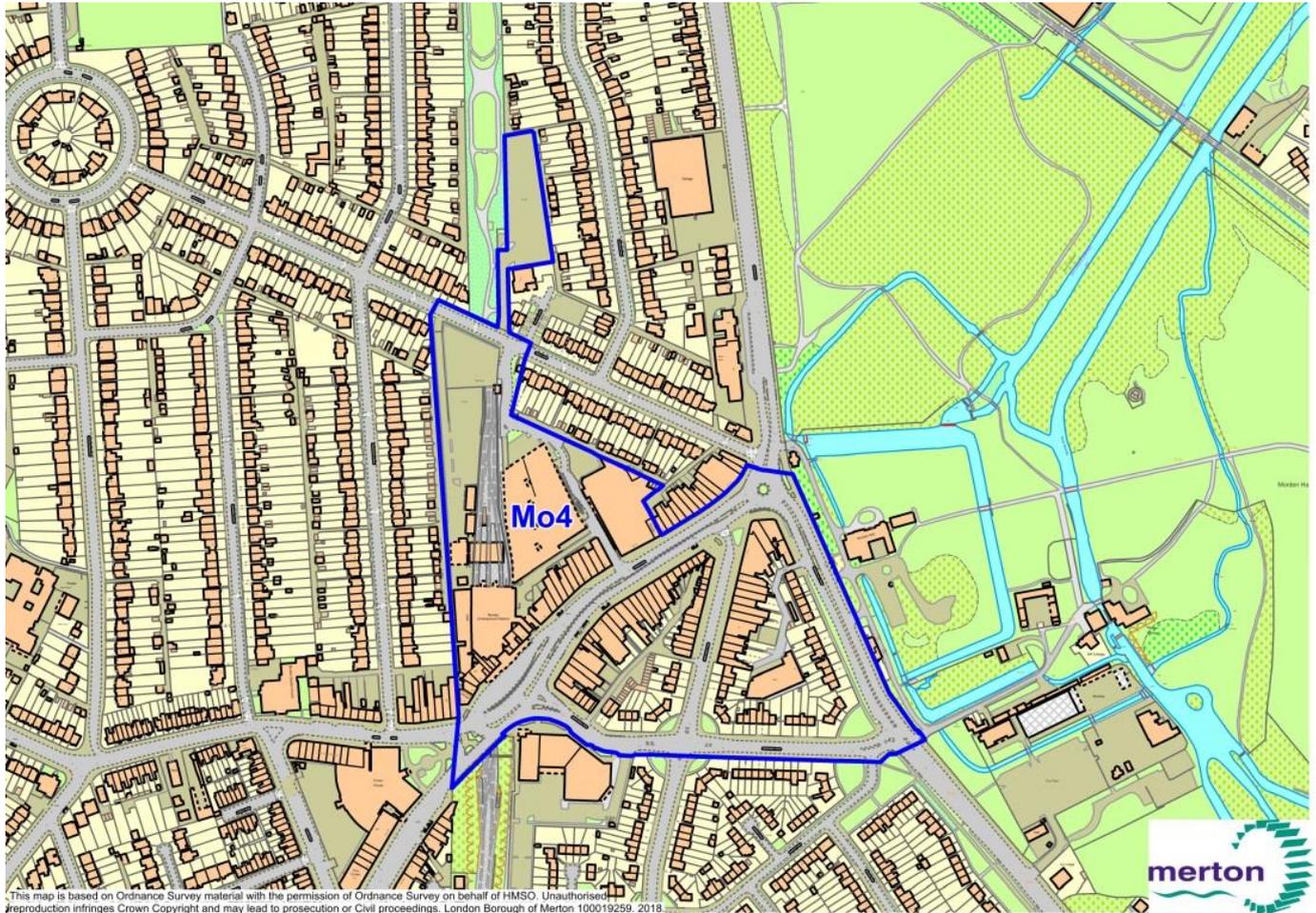
Site id	Mo3
Site name	Imperial Sports Ground
Site address	Bishopsford Road, Morden, SM4 6BF
Ward	Pollards Hill
Ownership	Tooting and Mitcham Sports and Leisure Ltd
Site area	0.47 hectares
Site description	<p>The site is a vacant, slightly raised field with road frontage to London Road A217. To the north east of the site lies the artificial grass pitches associated with Tooting and Mitcham Football Club and just beyond are other associated pitches and sports buildings</p> <p>To the south western boundary of the site are the rear gardens of dwellings on Hillfield Avenue in Sutton.</p> <p>Due south of the site is Poulter Park (within the London Borough of Sutton)</p>
Current use	Field (unmown)
Consultee's suggested use	Residential to provide capital funding for community sports development at Tooting and Mitcham Hub – suggested by Tooting and Mitcham Sports and Leisure Ltd.
Council's proposed site allocation	Intensification of sporting activity on the wider Tooting and Mitcham Hub site may be supported by enabling development on this site subject to meeting planning policy, evidence and consultation. Any enabling development would be expected to directly fund long-term capital investment in sporting facilities on Tooting and Mitcham Hub.
Strategic planning factors	<p>The site, along with its surrounds, is designated Metropolitan Open Land (MOL) in Merton's Sites and Policies Plan 2014. The land to the southwest is also designated as MOL in Sutton's Local Plan 2018.</p> <p>The site is designated as protected open space in Merton's Sites and Policies Plan 2014.</p> <p>The site is designated as a green corridor for biodiversity protection in Merton's Sites and Policies Plan 2014. There is evidence of protected species in the area (see Greenspace Information for Greater London.</p> <p>To be considered as enabling development for the Tooting and Mitcham Hub, any proposals for residential development would be expected to clearly demonstrate how and when they would directly deliver capital investment in Tooting and Mitcham Hub's sporting provision. This could be by considering both in a single planning application with a single legal agreement to secure the enabling investment.</p>

	<p>The site is designated as flood zone 3 for fluvial flooding and is within a critical drainage area.</p> <p>The site proposal is adjacent to the existing activities at Tooting and Mitcham Hub. Introducing newer sensitive land uses (such as residential) near existing noisy uses (such as sports and leisure) can give rise to complaints against the existing uses. It is the responsibility of the new sensitive uses to be designed and built so as to ensure that the established noise-generating venues remain viable and can continue or grow without unreasonable restrictions being placed on them.</p>
<p>Issues</p>	<p>The site has a significant number of existing planning designations including Metropolitan Open Land, designated open space and green corridor. It is adjacent to the London borough of Sutton's Metropolitan Open Land. The Mayor of London and the London borough of Sutton's views will be sought as part of this consultation.</p> <p>Any development proposals should be designed to minimise their impact on the openness of the adjacent Metropolitan Open Land and to enhance the nature conservation value of the adjacent green corridor.</p> <p>The responsibility for mitigating impacts from existing noise-generating activities on the proposed new noise-sensitive development. Enabling residential development proposals should themselves be designed to minimise the impact for new occupiers for potential noise and disturbance that may be caused by the successful operation of the existing sporting facilities at Tooting and Mitcham Hub.</p> <p>Mitigating potential parking, traffic and road safety impacts on neighbouring streets and local amenity.</p> <p>Protecting the residential amenity of those properties adjacent to the site.</p> <p>Development proposals must incorporate suitable mitigation measures to address the issues associated with the flood risk zone and the critical drainage area.</p>
<p>Opportunities</p>	<p>Opportunity for significant long-term investment in sporting facilities for community use at Tooting and Mitcham Hub as well as providing new homes.</p> <p>The portion of the site chosen for allocation fronts London Road and is contiguous with the existing homes on Hillfield Avenue and with the artificial sports pitches at Tooting and Mitcham Hub; as such it is the location that could provide the most benefits and least harm should enabling residential development be brought forward.</p> <p>Due to the nature of this site, a high quality design will be required to complement the sensitive setting.</p>

Site Mo4

Morden Regeneration Zone

Morden



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Site id	Mo4
Site name	Morden Regeneration Zone (formerly Morden Housing Zone)
Site address	Land bounded by Morden Hall Road, Aberconway Road, London Road and Kenley Road carpark, Morden.
Wards	Merton Park, Ravensbury and St Helier.
Ownership	Merton Council, Transport for London and various private individual ownerships.
Site area	8.1 hectares
Site description	<p>The proposed site includes:</p> <ul style="list-style-type: none"> - Kenley Road carpark; - Morden underground station and bus interchange; - London Underground Limited (LUL) staff car park and operating facilities to the rear of the underground station; - Morden station car park; - Retail, office, commercial and community uses along London Road, Aberconway Road and Abbotsbury Road; - Residential flats and houses along London Road, Aberconway Road, Abbotsbury Road and Morden Hall Road; - Public and adopted highway; - Public realm, footways and public accessways; and - Light industrial uses off Morden Hall Road. <p>The ground floor of the Morden underground station is a locally listed heritage building.</p> <p>The proposed site is surrounded by the open spaces of Morden Hall Park to the east and Kendor Gardens to the north, 2 storey residential and commercial uses to the south, north and west and the 14 storey Merton Civic Centre to the south-west.</p>
Current use	A town centre with a mixture of retail, (A1, A2, A3, A4, A5), light industrial (B1c), transport infrastructure, public realm, residential (C3), assembly and leisure (D2) and sui generis.
Consultees suggested use	<p>In their response to the Call for Sites consultation, Transport for London suggested that the multiple site allocations within the former Morden Housing Zone be included as a single site allocation to enable the regeneration of the site as part of a wider comprehensive masterplanning exercise to provide a range of uses including residential, retail and community uses.</p> <p>These suggested uses as part of the regeneration are also supported by the GLA.</p>

Council's proposed site allocation	Mixed retail, office, commercial, community, transport infrastructure, public realm and residential uses (circa 2,000 units).
Strategic planning factors	<p>The site was identified by the GLA in 2015 and announced as a London Housing Zone.</p> <p>The Morden Regeneration Zone includes the following four Site Allocations identified in the 2011 Core Strategy:</p> <ul style="list-style-type: none"> - Kenley Road Car Park - Morden Station Offices and Retail Units - Sainsbury's Peel House Car Park - Morden Station Car Park <p>The sites that are owned by Transport for London within the site allocation boundary were submitted by Transport for London in response to Merton's Call for Sites consultation.</p> <p>The following strategic factors relate to the site and its immediate surrounds:</p> <ul style="list-style-type: none"> - An excellent level of access to public transport services (PTAL 6). - A portion of the site is within an archaeological priority area (Tier 2) and the Morden Hall Park archaeological priority zone. - A portion of the site is identified as a potential location for the Sutton Link Tram Corridor. - The eastern border of the site includes a Grade II listed gate and wall to Morden Hall Park. - A portion of the site to the east is identified as part of the Wandle Valley Conservation Area. - A green chain runs along the east and central part of the site. - The site is within the Brangwyn Crescent Wandle Valley Regional Park 400m Buffer. - A large portion of the site is identified as Morden District Town Centre, within a primary shopping area and includes both core and secondary shopping frontages. - The site adjoins the historic park and garden of Morden Hall Park to the east. - The site adjoins the Wandle Valley Regional Park to the east. - The site is nearby to the Morden Hall Park and Deen City Farm SINC (MeBI01). - The site adjoins Kendor Gardens Open Space to the north west and Morden Hall Park Open Space to the east. - The site adjoins the Wandle Valley Metropolitan Open Land to the east. - The site adjoins the Phipps Bridge and London Road Playing Fields to the east. - Sutton Link – potential tram extension between Wimbledon and Sutton along the eastern edge of the site.
Issues	Protecting the residential amenity of those properties adjacent to, or in the vicinity of the site.

Suitable solutions for moving the bus standing facilities to a new location to provide usable public realm outside the underground station. Other transport infrastructure related matters such pedestrian and cycle routes, cycle storage, car parking and traffic flow around the Civic Centre and through the town centre.

Land assembly to facilitate cohesive development at this site involving the possible use of CPO powers if considered necessary and appropriate.

Ensuring the town centre remains vibrant and functional as a District Centre during all phases of development.

Height and density is to be appropriate, design-led and of a high quality design throughout the site.

Part of the site is being considered by Transport for London as one of the potential new Sutton Link public transport routes between Sutton and Merton. Transport for London are due to consult on the Sutton Link proposal between October 2018 and January 2019.

Respecting the character and the views to and from the adjacent Wandle Valley conservation area and Morden Hall Park which is a Registered Park of Historic Interest (by Historic England) containing a range of grade II listed assets.

Improving air quality along London Road.

Please note this is not a definitive list of issues for this site.

Opportunities

There is a strong opportunity to enable large scale development in Morden town centre, which will secure economic, environmental, and social benefits in accordance with the London Plan.

The following are opportunities that could be brought forward for the site through comprehensive regeneration:

1. The delivery of mixed retail, office, commercial, community, transport infrastructure, public realm and residential development (circa 2,000 units);
2. Comprehensive regeneration of the whole site to optimise the delivery of new homes, improve the streetscene and public realm, make it easier to get around, and support businesses and other appropriate uses;
3. Transforming the look and feel of Morden, through collaboration with Transport for London, to relocate the bus stands away from their current location and create healthier streets and a welcoming public space outside the Morden underground station entrance;

4. A range of appropriate public spaces and streets that enhance accessibility through the Wider Morden Town Centre Area with pedestrians and cyclists as the priority;
5. The use of taller buildings to facilitate intensified development that relate well to the surrounding context and public realm, particularly at street level;
6. An appropriate mix of retail, office, community and leisure uses, including night time uses, mainly on the ground floors;
7. The potential for Combined Heat and Power (CHP) and district heating;
8. Incorporating green infrastructure and where appropriate, contribute to the creation of green links through the Wider Morden Town Centre Area and its surrounding open spaces.

While the Morden Regeneration Zone is an individual site allocation, there are also a number of opportunities in the Wider Morden Town Centre Area including the following site allocations:

- Morden Road Clinic (Mo5)
- York Close Car Park (Mo6)

This site could be considered for redevelopment in conjunction with other sites in Morden.

Site Mo5

Morden Road Clinic and Morden Hall Medical Centre

Morden Road, Morden, SW19 3DA



Site id	Mo5
Site name	Morden Road Clinic and Morden Hall Medical Centre
Site address	265 Morden Road, Morden, SW19 3DA
Ward	Merton Park
Ownership	NHS Property Services and
Site area	0.24 hectares
Site description	<p>The site, occupied by a GP practice and pharmacy consists of a part single and part two-storey building fronting Morden Road and is surrounded to the north, south and west by single and two storey houses.</p> <p>On the opposite side of Morden Road to the east of the site is Morden Hall Park.</p>
Current use	Primary NHS healthcare including pharmacy
Consultee's suggested use	Healthcare and residential – NHS Clinical Commissioning Group
Council's proposed site allocation	A healthcare (D1 Use Class) led mixed use scheme with some residential (C3 Use Class) or solely residential if an NHS primary healthcare facility with similar or greater capacity is provided within Morden town centre.
Strategic planning factors	<p>The expansion of this site to provide additional healthcare capacity would depend on the additional needs assessed and funding provided from redevelopment of other sites within Morden town centre Therefore expansion is a long term project in conjunction with the regeneration of Morden town centre</p> <p>The site is within an archaeological priority zone and an area with excellent access to public transport (PTAL 6a and 5).</p> <p>Morden Hall Park to the east of the site is a registered Historic Park which is within the Wandle Valley conservation area and the Wandle Valley Regional Park. The park is also designated as Metropolitan Open Land, green corridor, green chain and a site of importance for nature conservation.</p>
Issues	<p>Protecting the residential amenity of those properties adjacent to, or in the vicinity of the site.</p> <p>Respecting the character and the views to and from the adjacent Wandle Valley conservation area and Morden Hall Park which is a Registered Park of Historic Interest (by Historic England) containing a range of grade II listed assets.</p> <p>To mitigate potential parking, traffic and road safety impacts on neighbouring streets and local amenity.</p>

Investigating the potential impact of any proposed development on archaeological heritage.

Opportunities

Opportunity to meet primary healthcare needs arising from the regeneration of Morden; such needs would be funded by the regeneration of Morden town centre.

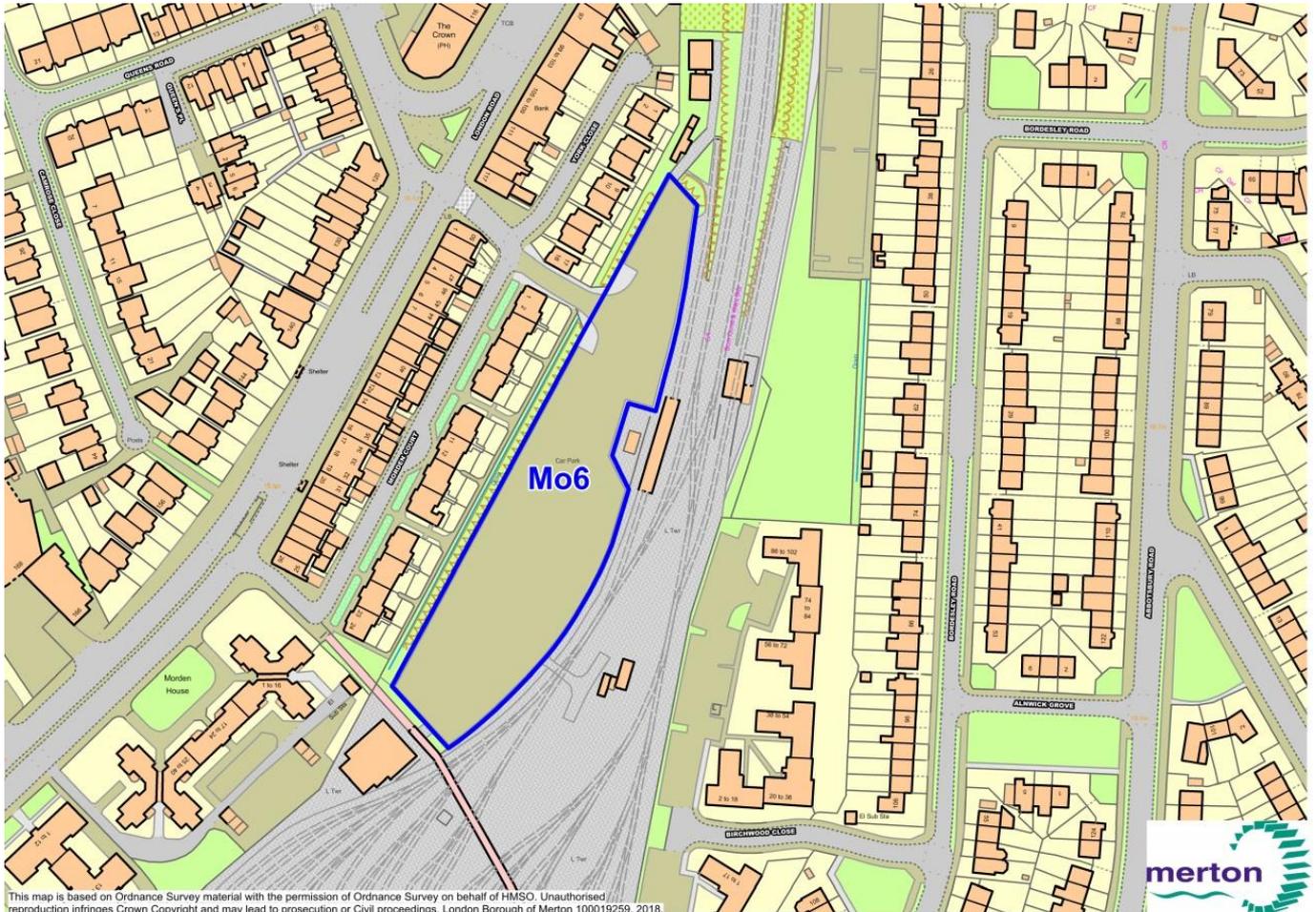
A mix of uses on this site that include residential will ensure a more effective use of this property which has an excellent level of access to public transport (PTAL 6a).

In a mixed use development, residential uses should be on upper floors.

Site Mo6

York Close Car Park

Morden, SM4



Site id	Mo6
Site name	York Close Car Park
Site address	York Close, Morden, SM4
Ward	Merton Park
Ownership	Transport for London (London Borough of Merton Leasehold)
Site area	0.66 hectares
Site description	<p>This site is a pay and display car park which is predominately used by London Borough of Merton staff.</p> <p>Adjoining the west of the site is York Close and Morden Court which are characterised by residential two storey semi-detached and terraced housing. The Morden underground railway depot adjoins the east of the site.</p>
Current use	Car park
Consultees suggested use	Residential (C3)
Council's proposed site allocation	Residential (C3) if not needed for car parking
Strategic planning factors	<p>Submitted by Transport for London in Merton's Call for Sites</p> <p>The site was allocated for residential use in the Sites and Policies Plan (2014) and is within an area with a good level of access to public transport accessibility (PTAL 5). A small part of the site, at the north-eastern boundary, is within a Critical Drainage Area.</p>
Issues	<p>Potential impacts of displaced commuter parking on neighbouring streets and local amenity needs to be carefully managed.</p> <p>Protecting the residential amenity of those properties adjacent to, or in the vicinity of the site.</p> <p>Developing a facility which could make heat and/or power available to local users.</p> <p>Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the Critical Drainage Area.</p>
Opportunities	<p>The redevelopment of this site will be part of the proposed moreMorden regeneration proposals, which include developing the public realm.</p> <p>This site could be considered for redevelopment in conjunction with other sites.</p>

