

Questionnaire
inside

MERTON COUNCIL

Rediscover Mitcham

Your space, your place, your future

Thank You All

Thanks to all of you who took the time to respond to the 'Rediscover Mitcham' consultation in late 2012

We have now had the opportunity to analyse the responses and to develop proposals which we believe meet your aspirations and help Mitcham become a better, more attractive and more successful place.

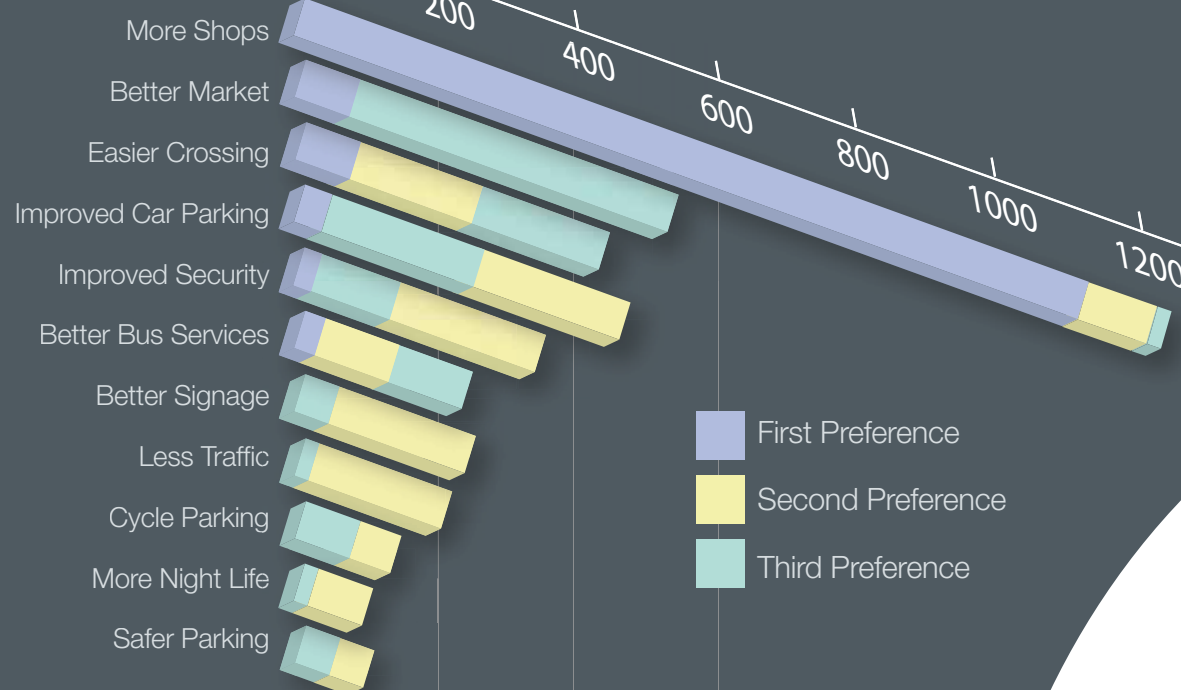
We received 1412 consultation responses and 350 of you visited our Road Show and took part in a series of workshops held in January. This is the largest ever response to a town centre regeneration consultation in Merton.

For background, in the consultation we asked people what would make them visit Mitcham more often.

The results clearly indicate that people's main priority for Mitcham is to ensure that the town centre has a good range of shops and services.



What would make you visit Mitcham more often



Your Priorities... Our Response

The council has already responded to your concerns by:

- Identifying parades that will benefit from shop front improvements like the one in the photo below which we will implement in Mitcham over the next few months.



- Appointing experts to carry out business support and market regeneration activities.
- Starting the process of revitalising the market by holding a series of events to raise its profile.

www.merton.gov.uk/rediscovermitcham



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1 & 2. Two recent “test events” to demonstrate the potential of Mitcham Market... ‘Make Mitcham Your Valentine’ and the ‘Spring Clean’.

An improved town centre is almost here

The good news is that following agreement by Transport for London to support the development of the scheme, **Rediscover Mitcham** has a budget of £6.2m and will be the largest town centre regeneration project in Merton so far. Therefore the decisions we make now will impact the town centre for future generations so please read this document and let us know if you support our proposals.

Inside you will find a survey form and a reply paid envelope. Please ensure that your voice is heard and send this survey back to us no later than Friday 26th July 2013. You can also fill out the survey online at www.merton.gov.uk/rediscovermitcham

FAQs and factsheets

There are answers to a number of ‘frequently asked questions’ about **Rediscover Mitcham** which can be found on our webpage www.merton.gov.uk/rediscovermitcham or alternatively write to us at the address below for a copy in the post.

Rediscover Mitcham
Future Merton
Civic Centre
London Road
Morden SM4 5DX

A vision for Mitcham

We all know that high streets across the country are under pressure due to competition from out of town shopping centres, the growth of internet retailing and from the overall economic climate. Mitcham also faces specific challenges such as low pedestrian numbers in some parts of the town, the lack of a busy ‘core’ area, little activity after dark and the negative impact of heavy traffic around the main shopping centre. Until recently the absence of a railway station had also reduced its attractiveness as a commuter town which has in

Rediscover Mitcham is a multi-million pound investment to achieve our vision of an attractive, prosperous, vibrant and accessible town centre

turn meant that investment and business has gone elsewhere. While Mitcham boasts some excellent local shops as well as national chains, the overall sense is that Mitcham has suffered in relation to nearby towns and this has been reflected in the gradual decline of the town centre. The recent opening of Eastfields Station and award winning new housing developments in and around Mitcham which attract a younger demographic, offer an opportunity to turn around these fortunes.

As such we need to give Mitcham every chance to succeed. This means increasing the use and vitality of the town in order to attract and sustain businesses and market stalls for people living, working and travelling through Mitcham.

A successful town needs a vibrant and attractive centre. The centre is the heart of the town and is the identity people think of when deciding about whether to visit, live or invest in the area.

There is no doubt that the Fair Green and its immediate surroundings are the centre of Mitcham and the key to its rejuvenation. **Rediscover Mitcham** is a partnership project to restore the heart of Mitcham. It aims to improve accessibility to the Fair Green and surrounding streets by making pedestrian movement around the area easier therefore contributing to a revival of the shops and market. While a key objective is to physically improve the town centre – the project is not just about that. Previous work to simply brighten up the area hasn’t delivered and the council is keen to commit to a longer term vision of Mitcham as a town that works well for residents and businesses. We ask you to think about the bigger picture and what is really going to bring people to Mitcham.

We also want to make the Fair Green an attractive, pleasant, safe and convenient place to be. This means improving the Fair Green itself and the routes to the Fair Green. To achieve our vision we want to make the Fair Green a simple and easy place to get to for people walking, cycling and travelling by bus and by car.



Getting the look of your town centre right

A theme for Mitcham

Whilst Rediscover Mitcham is much more than a 'tidying up' exercise, the look, feel and personality of the area is very important. We believe that the message from the consultation is that people want the town centre streets to be well lit, easy to navigate, safe, green and good to look at. We know from the consultation that providing space for relaxation, community events and activities is of great importance and any design must reflect this.

We have considered the history of Mitcham, its one time status as a Surrey village, and its current function as a suburban London town centre with local shops, services and transport facilities. We have also thought about the wide range of people who use the town centre, not just now but over the next 10 – 20 years, bearing in mind that the population of Mitcham is becoming younger and more diverse.

We have developed a palette of street furniture and finishes (paving, benches, lighting columns etc) which we believe best reflects good quality and achieves a balance between both the traditional and contemporary design, both favoured strongly in the last consultation. We have also paid careful attention to such matters as environmental sustainability through the reuse of some of the existing materials in the town such as paving and street lights. Where we are proposing new materials we will ensure that they are well designed, appropriate and robust to the 'wear and tear' that any busy town suffers.

Below are a number of material proposals which will characterise the **Rediscover Mitcham** scheme and create an improved and unified look to the town centre. Please let us know if you agree with these proposals.

- 1 & 2** New high quality paving in key areas.
- 3** Where possible reusing existing red paving on pavements.
- 4** New bonded gravel paths through the Fair Green.
- 5 & 6** Locally inspired plants and new turf.
- 7,8 & 9** Low walls and benches for seating.
- 10** Feature lighting for Clock Tower.
- 11** Example of gateway feature – to be decided by a competition.
- 12** Hedges to help define the green areas.
- 13** A water feature as a focus to the green area.
- 14** Reusing the existing lighting columns around the Fair Green.
- 15** An example of a 'lane way' which can be replicated on Majestic Way.

A new look for Mitcham



Turning a vision into reality

Before going on to the specific proposals within our plan we will discuss some other issues which impact the entire scheme.

Lighting Strategy

People wish to see more and better lighting throughout the town centre. In response we will install 'white' LED bulbs to improve the quality of the lighting and increase the number of lighting columns. We will reuse existing columns and also use lights fixed to buildings where possible. We will also use 'uplights' for feature trees and coloured lights in key locations. The Clock Tower will benefit from lighting to highlight its importance.

Signage and advertising

Signage will change to reflect the new layout of the town centre. We wish to eliminate clutter so will ensure that signs are situated in suitable locations. We will extend the pedestrian signage system that has already been installed in Mitcham. We recognise the importance of advertising boards to promote local shops but will ensure that the town is not overwhelmed with boards blocking pavements and obstructing pedestrians.

Trees and plants

We are very aware of the importance of minimising the loss of trees as part of this scheme, however the wider plan does require the removal of trees in some locations. On the map on page 5 we have outlined in brown where trees will be removed and in orange where they will be replaced by new trees.

Despite the removal of some trees, many more new trees will be planted to replace them. Consequently **Rediscover Mitcham** will increase the number of trees in the town centre and all trees will benefit from protection orders to ensure that they will be enjoyed by future generations.

Plants are attractive, can help reduce air pollution and the impact of traffic noise. There could be a role for community involvement in planting and tending certain beds. Mitcham, once famous for its lavender, will again become a town in bloom.

Toilets

Unfortunately it is not realistic to re-open the toilets in Sibthorpe Road car park nor to provide a new toilet facility on a similar scale. However we recognise that an additional facility, to compliment the existing community toilet scheme, will benefit the town centre and encourage people to stay longer. As such we are proposing a small coin operated toilet with urinal in a central location close to the Fair Green and Market.

Ongoing management of the town centre

The town centre must be kept in good condition after the end of the improvement works. The council will continue to keep the streets clean and tidy but we are also keen to increase the role of the local community in the future of the town centre. **OneMitcham**, in which local people and our team of architects, business advisors and market experts work together to promote the interests of the town centre is one example of how **Rediscover Mitcham** is helping to boost the town centre. Go to www.onemitcham.com for more details of how to get involved.

Public Art

Public art adds character and identity to a place. We want to work with the community and **OneMitcham** to commission two gateway art installations at both ends of the Fair Green. You will already have seen some new murals in the town, which is part of the Artportunities initiative to brighten up Mitcham.



1. This free standing coin operated facility can offer some toilet provision in the town centre



SUMMARY OF PUBLIC REALM PROPOSALS

SIBTHORP ROAD CAR PARK

1. Car park enlarged to approx. 90 spaces
2. Simpler, easy to use layout

HOLBORN WAY

1. Two lanes each way
2. Central planted island
3. Tree planting
4. Realigned to west
5. Consistent narrower width
6. New safer junction for car park

WESTERN ROAD JUNCTION

1. Significant reduction in road space
2. Negligible reduction in road capacity
3. Simpler, easier to use pedestrian crossings
4. Enlarged Fair Green by realigning Upper Green West
5. New single crossing from Raleigh Gardens to Fair Green
6. Single crossing from Lidl to Iceland
7. Enlarged footways all round
8. Gateway art at entrance to Fair Green

ST. MARK'S ROAD JUNCTION

1. Changes to accommodate bus route
2. New pedestrian crossing across Holborn Way
3. Widened island on London Road
4. Simplified crossings and narrowed carriageway on St. Mark's Road
5. New tree planting on London Road

NEW BUS STREET

1. London Road to be used by buses & cycles in both directions
2. Northbound stops at Fair Green & north end of London Road
3. Southbound stops by former McDonalds
4. All stops on carriageway with no additional lay-bys
5. Consistent minimum width of 6.5m
6. Low 50mm kerbs for pedestrian-friendly feel
7. Tarmac on London Road and raised table of granite setts across Fair Green
8. High quality bus shelters

MAJESTIC WAY

1. Decluttering
2. New paving to create 'laneway' feel with wider central 'carriageway'
3. Improved lighting including cleaning and lighting canopy on Morrisons side
4. Removal of canopy on Farmfoods
5. Shared use with cycles but with pedestrian priority retained
6. Raised table at St. Mark's Road

FAIR GREEN

1. New permanent market canopy
2. Improved cafe & seating area
3. New landscaped formal garden with high quality materials & seating around relocated & restored clock tower
4. Enlarged informal garden with new high quality landscaping, new trees, paths, focal point & ground fountain
5. Existing wall, arc of trees and events space largely retained
6. Bus route kept to minimum width and on raised table level with footway - only one bus stop on Fair Green
7. High quality materials & landscaping throughout
8. New 'perimeter street' providing short term parking, disabled parking & servicing
9. New segregated cycle route on south side avoiding gyratory
10. New self-cleaning public toilet by market WC

RALEIGH GARDENS

1. Relocation of 200 Route bus stand - possibly to St. Mark's Road
2. Bus stops relocated to Fair Green & London Road
3. 152 stop relocated to Lidl entrance on Western Road
4. Road space reduced without reduction in capacity
5. Provision of new cycle lane on gyratory
6. Retained car park entrance
7. Potential for increased grassed areas and planting

LONDON ROAD (SOUTH)

1. Contraflow bus & cycle lane
2. Reduced southbound lanes
3. Widened pavement by bus lane
4. Parking bays relocated to Upper Green West
5. Single stage pedestrian crossings onto Fair Green
6. New pedestrian crossing across Raleigh Gardens
7. Enlarged pedestrian islands
8. Bus stop moved slightly south & combined with Glebe Court stop, but all buses now stop here
9. Potential 'bus gate' to allow buses to access bus lane easily

UPPER GREEN EAST

1. Widened pavement on N.E. side
2. Improved landscaping on N.E. side
3. Reallocated pedestrian crossing to be closer to shops and allow cycles to access segregated cycle route
4. Re-positioned bus stops around relocated crossing
5. Narrowed carriageway around bus stops
6. Gateway art at entrance to Fair Green

Three Kings Pond Area

7. New pedestrian boardwalk across Three Kings Pond
8. Improved landscaping & pedestrian facilities on roundabout

1. This image shows an artists impression of how the Fair Green will look under the councils proposals. The green space has been redesigned to provide a garden area housing the Clock Tower close to the market with a larger area for relaxation and events. The area will benefit from new paths, trees and landscaping. A water feature in the Fair Green will provide a new community focal point and promote use of this space. The green spaces are bounded by new pavements and a one way street to allow for short term parking/serving close to the shops.

2. A relatively small change to Majestic Way by removing the canopy on one side can make the area brighter.

3. This image demonstrates our proposed design for Majestic Way. It becomes more of a 'lane way' with ample space for both pedestrians and cyclists.

Fair Green and Majestic Way – the heart of Mitcham

In the earlier consultation we offered you four broad ideas about how the Fair Green could look in the future and asked for each to be ranked according to preference.

What the consultation told us is that many people prefer a traditional green as their first option, although many other people also like a modern space. A contemplative space is also a popular second option and this also sits well with both a traditional and modern green concept.

Our Proposals

In picture 1 we show what the Fair Green will look like. It includes a simply designed garden with seats, lights with a defined perimeter. You will see a space which can be used for community events. We propose to include a real focal point to the green with a water feature with decorative lighting. Remember that a space which is traditionally laid out can also have a modern design.

The new Clock Tower is moved back to its original position, in a formal garden, and restored to its former glory. This will provide a landmark and gives this forgotten part of the green a purpose. The Clock is now in a more appropriate and calm setting, with seating located close by.

Along the edge of the Green (Upper Green East and West) we are proposing to restore a one way street to the north and east.

This street serves a number of purposes:

- It allows people to park for a short time close to the market and shops. This may encourage more “convenience” type shopping for which Mitcham is well suited.
- It improves the access to the market for traders and stops them driving over pedestrian areas, as is currently the case.
- It improves servicing and loading for local shops.
- It creates more activity in the area.
- It serves as a route for cyclists.

This street will have pedestrian priority and a 20mph speed limit.

Majestic Way

Majestic Way is an important shopping area in Mitcham. Currently there are significant problems with cyclists mixing freely with pedestrians. Although cycling is banned it still continues. To some extent this route is sensible for cyclists because it provides a direct link to Eastfields station. Cycling is at the heart of the Mayor of London's transport plans and some of the success of **Rediscover Mitcham** will be measured against the benefits that it brings to cycling in the area. However we do not wish to see pedestrian safety compromised. Therefore we propose to create a new 'lane way' feel to Majestic Way in which cyclists can safely proceed along a clearly marked cycle way, keeping separate from pedestrians. This will be accompanied by a range of improvements to Majestic Way itself such as the removal of street clutter, improved lighting and paving. We are also keen to remove one of the canopies in Majestic Way to allow for more light into the area and to increase the sense of openness. Finally where Majestic Way meets St Marks Road we will improve pedestrian priority to ensure that vehicles entering the health club car park are not endangering pedestrians.



The Market

The market itself will be redesigned and managed with some weather protection and lighting to allow for longer hours of operation and to provide it with more presence. We hope this will encourage more stall holders to set up in the market. We have employed a specialist in market regeneration to work with stall holders to consider what steps can be taken to improve the market.

Based on the analysis of the strengths, weaknesses and opportunities of the market we are proposing the introduction of a fixed canopy roof over the market square. This canopy would incorporate lighting and a power supply.

The advantages of this structure are that it provides a permanent presence for the market and could also be used for community events when not in use by stall holders. Stall holders would remove their stalls at the end of each day.

This canopy has been designed to reflect the history of Mitcham with its intricately detailed roof which alludes to the long gone Holborn Buildings.

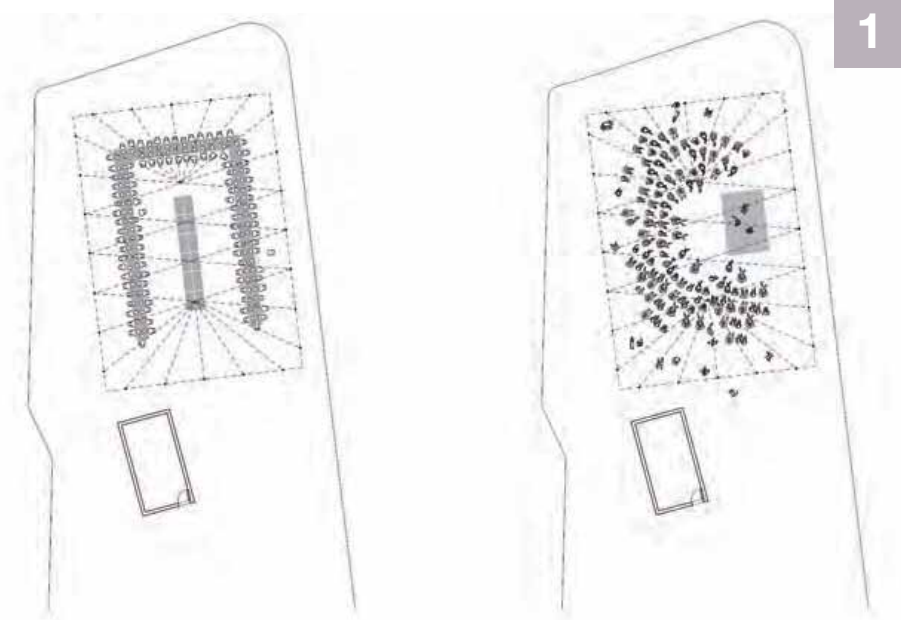
The canopy structure would be constructed of steel and glassfibre with a semi-transparent roof and would be designed to deal with the day-to-day wear and tear of market operation.

The market would be situated next to the new bus only street and we would expect that the area would be busy with people waiting for and travelling on buses throughout the day and evening. This will provide more business for the market but also ensure that even when the canopy is not in use, it will be well observed in order to discourage people from using it for anti social reasons.

Based on the 'test' events carried out so far in the market, and discussions with the stall holders, market managers and market experts, we propose that the market should be organised in two blocks with a central pedestrian route.

This will also allow people to see through the market to the Clock Tower offering an iconic view of Mitcham.

We would also like to provide a new seating area for the cafe building bounded by plants to provide a pleasant place to sit and enjoy your coffee.



1

1. These examples show how the canopy could be used for community events such as concerts.

2. This is an artist's impression of the design of the canopy.

3. This image shows how the design of the canopy could look when in place. The final design will depend on issues such as planning permission, costs and maintenance impacts.

4. This plan explains all of the proposed changes in and around the Fair Green. It shows how the new space will work and the scale of proposals such as the new streets and the market canopy.



2

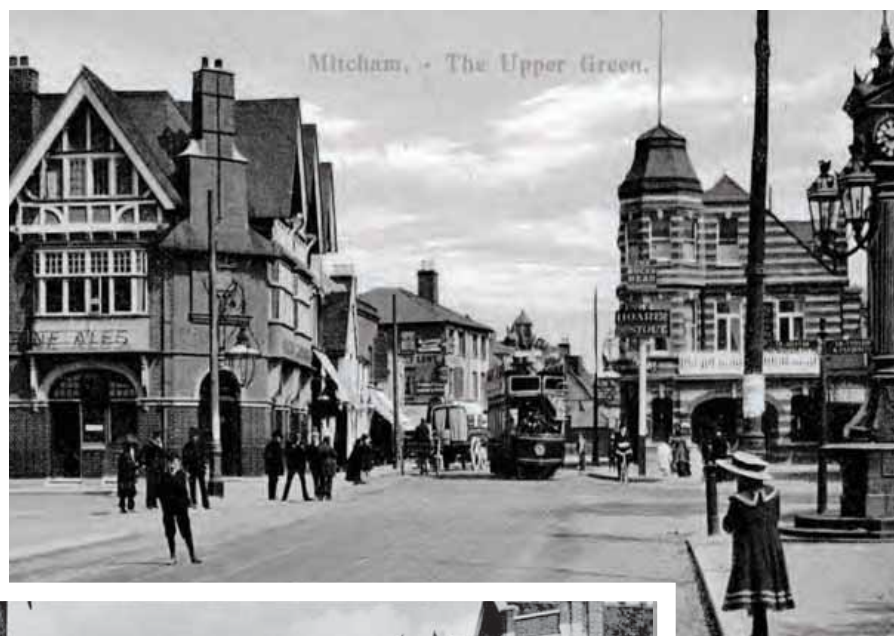


3



4

Fair Green has always been a crossroads reflecting Mitcham's position in the centre of South London. While the amount and type of traffic has changed dramatically since these photos were taken, the reintroduction of buses through the Fair Green does reflect the historical layout of London Road.



Our case for introducing a bus only street

When London Road was pedestrianised in 1993, it was in response to high volumes of traffic that were clogging up the town centre, and the previous Fair Green was surrounded on all sides by wide and busy roads. Holborn Way was built in response to this in order to remove this traffic from the heart of the town.

At this time pedestrianisation schemes were often seen as the 'cure all' solution for town centres. In fact while they do work well in many places where there is high pedestrian demand, in Mitcham the attraction of other shopping centres has proved too strong. The outcome is that the businesses and quality of the pedestrian area have suffered from decline and neglect.

Taking the stretch of road between the Kings Head pub and the junction of St Marks Road, 5,500 people use this area each day, this is less than 50% of the number 5 years ago. In Majestic Way over 10,000 people pass through the area each day. Both these figures are low compared, to, for example, Wimbledon where more than 20,000 people pass through the busiest footways during an average day. The area is particularly poorly used at night with a perception of crime and lack of personal safety. In this context it will be hard to persuade shops and market stalls to come to the area.

Using TfL bus survey data we estimated that by allowing buses into the London Road, around 5,000 to 6,000 extra pedestrian trips per day will be made into the Fair Green area. These people can provide custom and footfall for local shops and stalls as well as increase the amount of activity in the area which will improve the perception of safety, particularly at night time when the Fair Green is currently empty, isolated and feels intimidating.

Road safety is also a key concern, particularly as the area is used by many people including elderly people and children. A 20mph speed limit will be put in place and the overall design, including lighting, paving and street furniture, will help maximise pedestrian safety. There are many areas, often busier than Mitcham, where bus only streets run close to shops and there is no evidence that there is a significant impact on safety. Examples of successful bus only streets can be found locally in areas such as St Johns Hill in Clapham Junction, as well as in other parts of London such as East Ham, Barking and Peckham.

Of course there are also other advantages in bringing buses into the town centre. It means buses are integrated in one location, giving bus users more easy and convenient services to similar locations. It also allows for space currently being used by buses to be released for other uses, for example pedestrian space or future development opportunities. Removing outlying bus stops will also reduce congestion in the area. Another benefit is that it creates a through route for cyclists, separating them from general traffic and pedestrians.

Will Fair Green become smaller or larger?

Currently the grassed area known as Fair Green is made up of three types of land – highway land (from the pre pedestrianisation era), common land and town green. Although some of the grassed area will be used for the bus only street, most of this grassed area is currently highway land and has been for many years.

Rediscover Mitcham will in fact create a green space that is fully registered as town green rather than a mixture of different land types. Although this may sound very technical and irrelevant, this is particularly important because it means an enlarged green will be fully protected for future generations to enjoy.



The new design returns the green space back to two triangular greens.

London Road

(currently the pedestrianised area)

In the first consultation there was strong support for the bus only street with 71% of people agreeing and 21% disagreeing. In subsequent workshops that were held to discuss the Fair Green design in more detail, there were some objections to the bus only street mainly due to perceived concerns relating to safety and to splitting the Fair Green in two. However even today the Fair Green functions as two distinct spaces. Nevertheless we have sought to address these concerns in our proposals though the design of both the bus only street and the Fair Green.

Our proposals

A bus only street through the London Road does not have to be wide nor heavily trafficked. The street will be no more than 6.5 metres wide, less than the original road, closed in 1993. As mentioned we would put in place a speed limit of 20mph and there will be safe crossing points at key locations for people who prefer or need to use designated crossings. The bus only street will have lower kerbs than a regular road in order to create pedestrian friendly design. There will be three bus stops, one southbound and two northbound and they will be located at either end of the existing pedestrian area as indicated in the plan on page 5. Improved lighting and paving will improve the quality and brightness of the area.

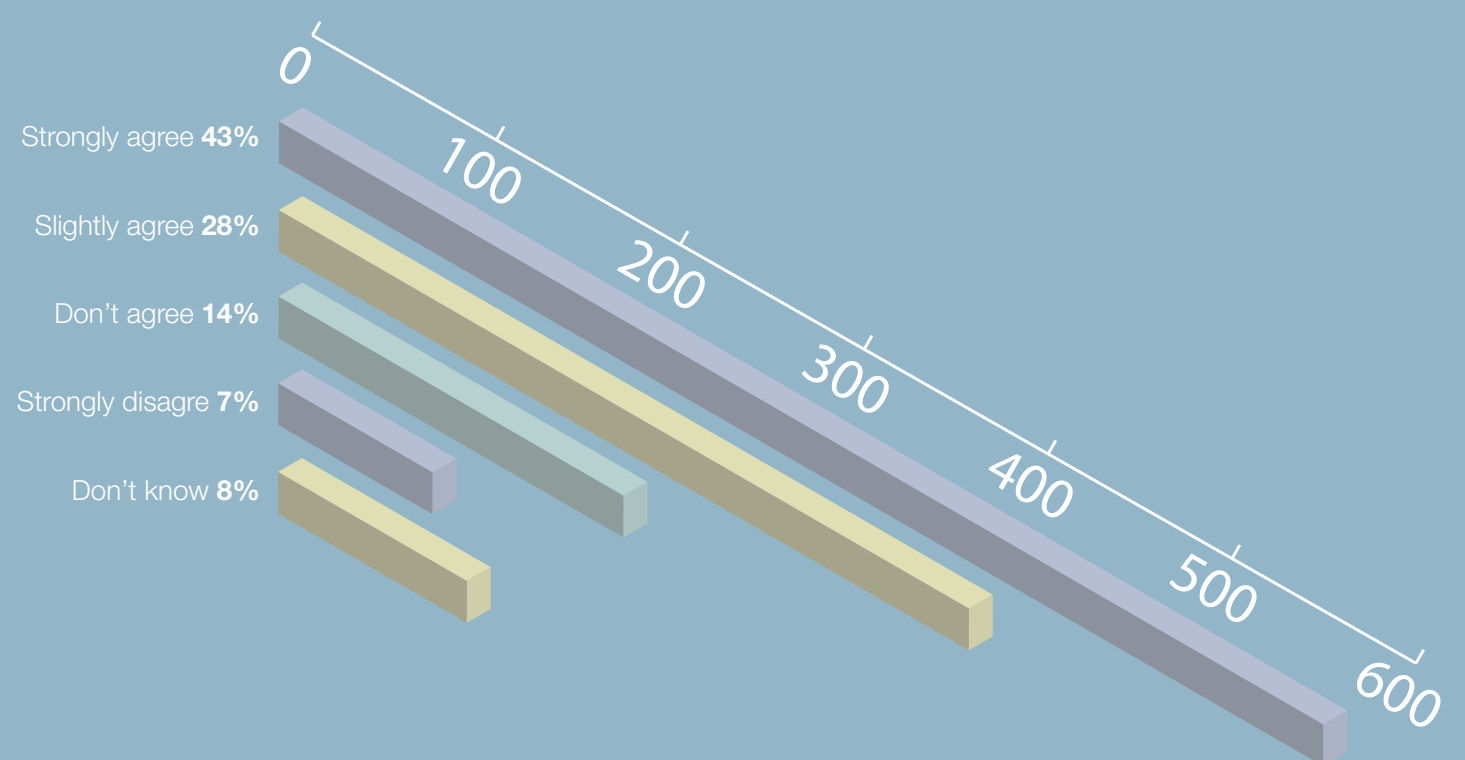
When considering the plan on Page 5 and the Fair Green layout plan on page 7 it is important to note the scale of the bus only street in relation to the surrounding area. The green space and footpaths still significantly dominate the Fair Green area. We have looked at public spaces

in other areas of London and it is clear from them that the design of the space itself is far more important for creating the sense of 'escapism' and calm than whether or not roads run immediately next to the space. As such we are keen to ensure that the boundaries of the Fair Green are clear and well defined something which it is currently lacking in places.

London Buses will also be consulting separately on the specific changes to bus routes as consequence of Rediscover Mitcham. You can find more details of these bus route impacts on our website www.merton.gov.uk/rediscovermitcham

1. Introducing a bus only street would encourage more activity in London Road throughout the day and into the night.

Introducing Bus Lane through Fair Green/ London Road



1. As this picture clearly shows, currently the Western Road junction is vast and creates a real barrier for pedestrians

2. The Western Road junction will see significant improvements for pedestrians.

We propose:

To make the junction much smaller.

To introduce more direct and shorter crossings for pedestrians.

To provide a direct crossing between the two sides of Upper Green West.

To relocate bus route 200 and create more space for pedestrians as well as improving the overall look of this junction. reducing the feeling of traffic dominance.

The red dashed line on the drawing shows the existing curb line and how much space will be gained for pedestrians.

Western Road Junction

Your response to the consultation

There was very strong support for the idea of making the Western Road junction more pedestrian friendly.

Our proposals

We would like to transform this busy traffic dominated junction into something more appropriate for a town centre location. A junction that invites people to cross and knits together the parts of Mitcham currently split by Holborn Way.

This would involve relocating the 200 bus stop thereby creating a significant amount of pavement space on the corner of Raleigh Gardens. In addition we have suggested removing the left hand turn lane from Western Road to Holborn Way and instead creating a left and straight ahead lane. This left turn lane is often inaccessible due to vehicles queuing to go straight

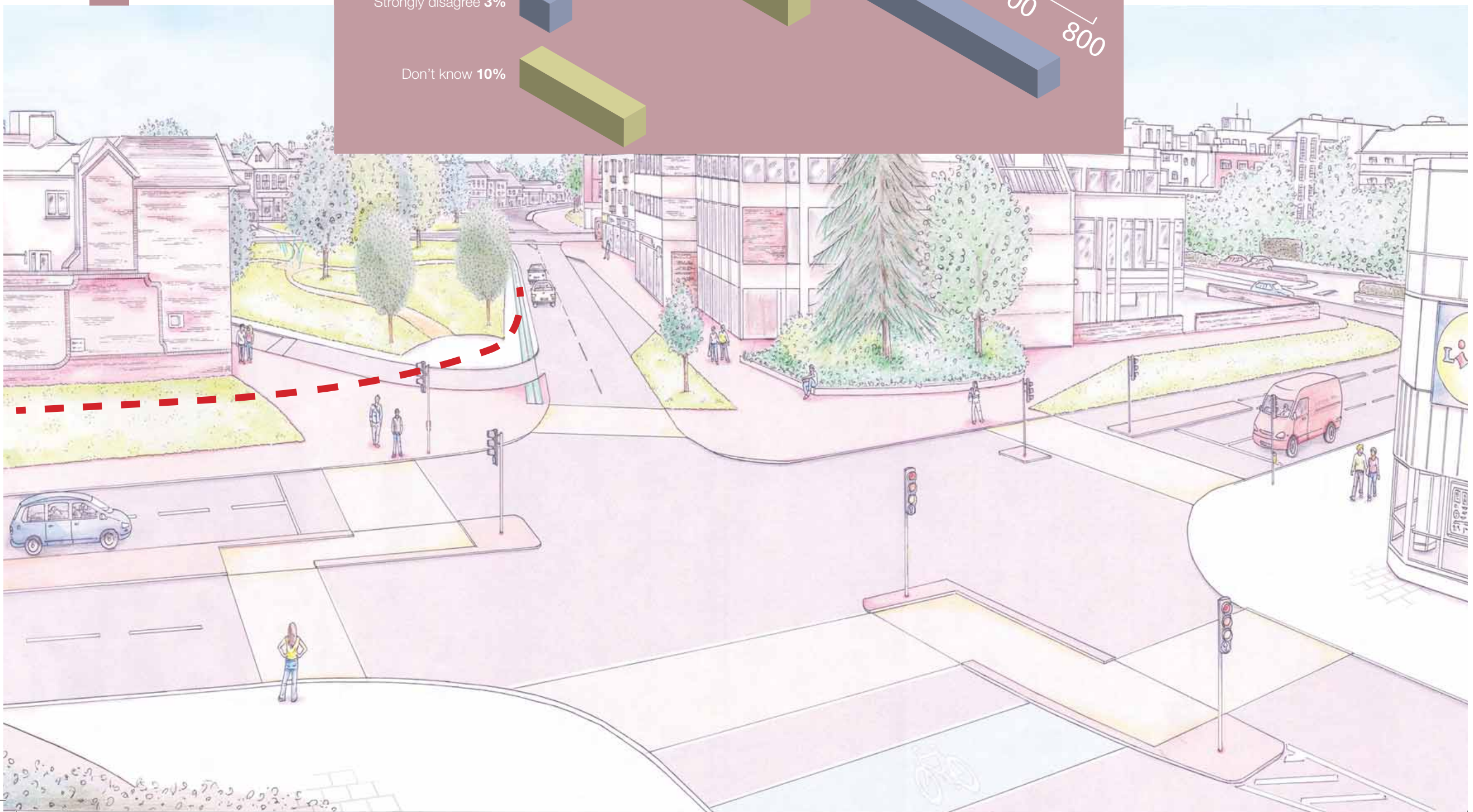
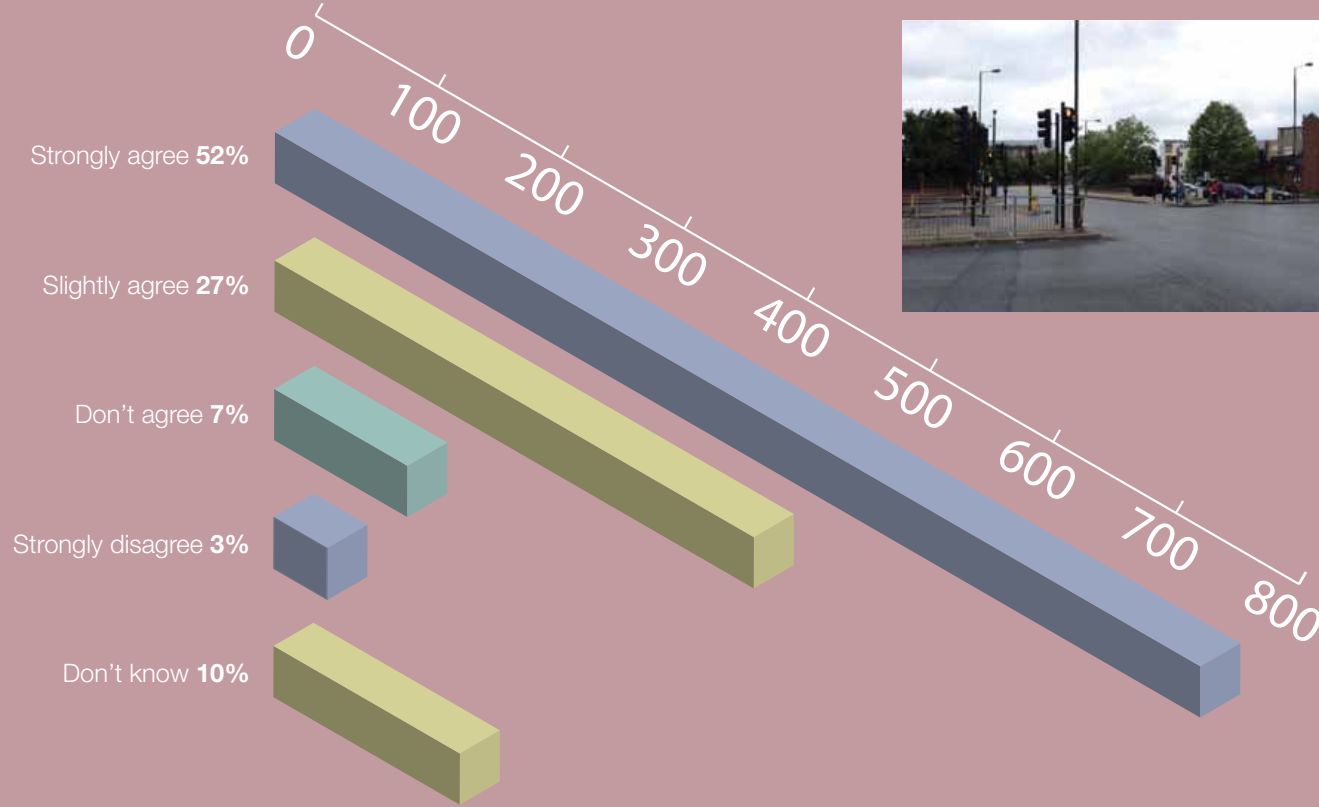
ahead so it is redundant and would be better used as footway space making the junction smaller.

The dedicated right turn lane from Holborn Way to Western Road will be removed and replaced with a shared ahead and right turn lane. The wide curve of the junction is tightened significantly to resemble a more conventional junction layout. This results in a significant increase in pedestrian space on the corner of Upper Green West which in turn creates in an enlarged Fair Green. We would intend to place an iconic 'gateway' feature on this corner.

We have simplified the crossings on every arm of the junction and also introduced a new crossing between Iceland and the Fair Green. Finally, we have catered for cyclists who wish to travel across the junction from Upper Green West to Western Road so they can cross safely at the same time as pedestrians.

Because buses would enter into the new bus only street in the Fair Green, this would allow the closure of the remote and poorly designed bus stops on the corner of Raleigh Gardens and the remaining service (152) will move to a new stop outside the entrance to Lidl in Western Road.

Making Western Road/Holborn Way easier to cross for pedestrians



Upper Green West

Fair Green is surrounded by wide and busy roads which do not give the opportunity for through traffic to stop. It will benefit the town centre to narrow these roads, to make them feel more part of the area and also provide some short term parking to support local shops. Upper Green West is currently a three lane road that is difficult to cross and feels like a through road rather than a town centre street.

Your response to the consultation

Support for short term parking closer to local shops is very high and this is a key part of the Upper Green West proposals.

Our proposals

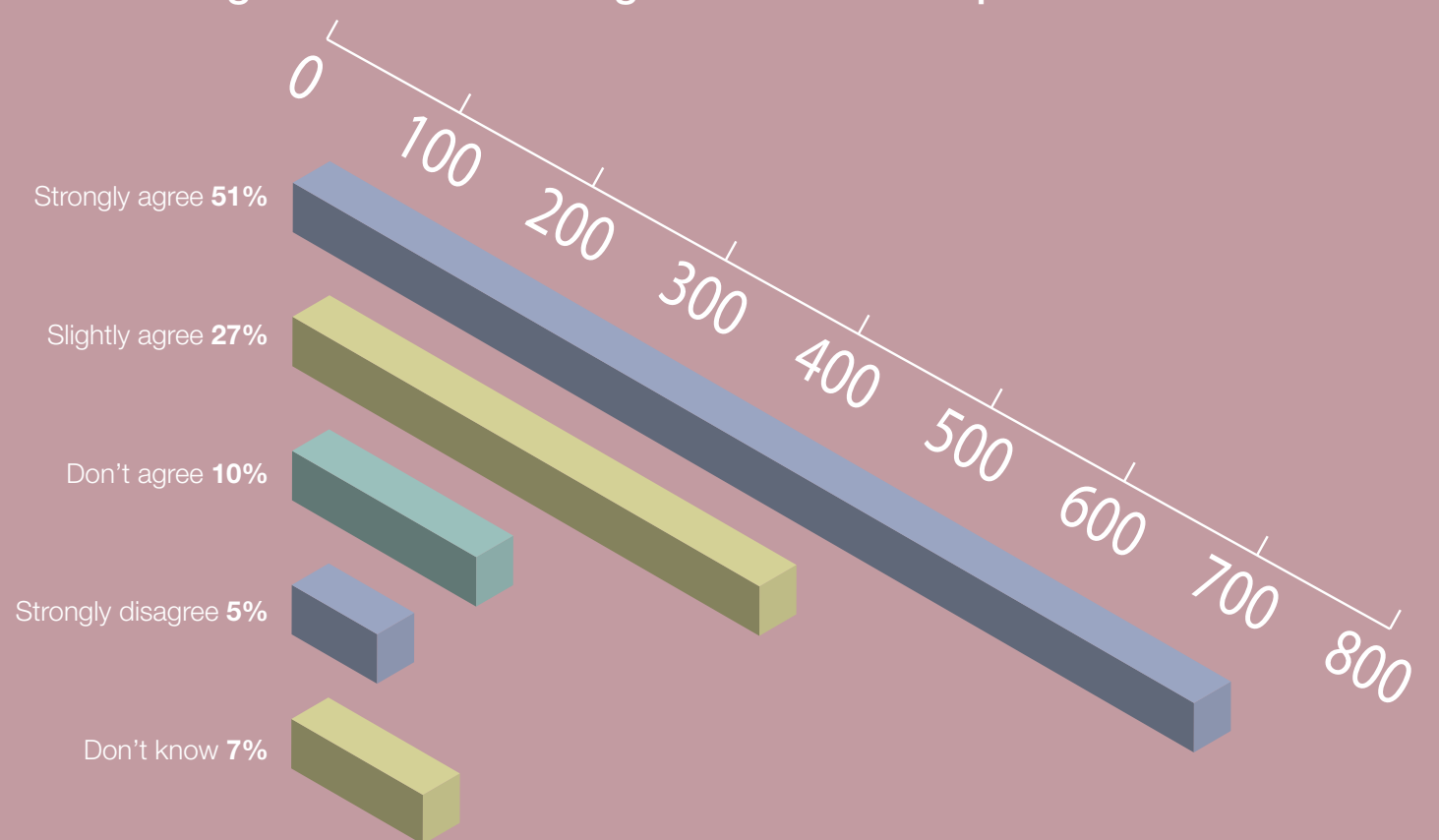
As part of the Western Road junction improvements we propose to create a new direct crossing between the Fair Green and the Iceland shopping parade. This will better link Upper Green West with the Fair Green.

In addition we propose removing one lane of traffic as analysis of traffic movements demonstrates that one of the lanes is rarely used. This allows the creation of a new parking and loading bay outside the shops for people to stop more conveniently. The bus stop currently on the corner of Upper Green West and the Fair Green would be closed and then moved to the bus only street in the Fair Green itself. This would improve traffic operation and safety as this bus stop currently causes traffic problems.

One of the advantages of narrowing Upper Green West is that it facilitates the provision of a two-way cycle lane along the edge of the Fair Green, without any loss of green space. This allows cyclists to safely proceed along Upper Green West in both directions. Also, with the junction improvements at Western Road and Upper Green East it also provides a missing link for cyclists who wish to travel in and out of Mitcham. Safe segregation of cyclists also benefits pedestrians as it reduces the likelihood of conflicts.

1. This picture shows a narrowed Upper Green West. This includes new parking and cycling facilities and an enlarged Fair Green.

Introducing Short Term Parking near to local shops



1



1. These artists impressions shows how the boardwalk could look. It would offer a significant improvement in the accessibility of the area around the pond as well as providing for benefits to cyclists. We are still looking into the engineering and design issues associated with running the boardwalk along the road edge or slightly away from the road over the pond.

2. These bespoke benches celebrate the natural environment by pond as well as providing a place to relax.

Upper Green East and Three Kings Piece

The main proposal for Upper Green East is to move the existing pedestrian crossing from outside Hartgate Motorcycles to opposite the Post Office improving access between the town centre area and the common. This will result in a minor relocation of bus stops but no major changes to the road layout. The new crossing will allow cyclists to safely proceed to the new cycle lane. We will also widen the pavement on the north side of the road and improve the landscaping.

Moving further down toward the Three Kings Piece pond, we are suggesting that a new boardwalk could be constructed along the edge of the pond providing a direct link for pedestrians between the town centre and Mitcham Common. This boardwalk would open up the part of the pond currently inaccessible to pedestrians and make it feel a more visible part of the town centre.



2

Additionally we can improve cycle safety past the pond and at the busy roundabout.

The area around the pond is a Conservation Area so we would be very careful to ensure that the final design of the boardwalk and any new benches is appropriate to the local environment and heritage.



London Road South

Bus only street options and impact on London Road/Junction with Upper Green East/West

As discussed earlier the council proposes the creation of a new bus only street through the old London Road which is currently pedestrianised.

We are currently using state of the art traffic modelling software to ensure that congestion does not increase around the area as a result of the Rediscover Mitcham proposal, but at time of going to press we are still evaluating the final traffic management options.

One option is the creation of a 'contra flow' bus/cycle only lane running from Raleigh Gardens to Fair Green. Should this be feasible it will require significant changes to the junction of Upper Green East, Upper Green West and London Road South. Primarily this involves making the junction slightly larger, but this is more than compensated by extending the Fair Green elsewhere. We will ensure that pedestrian links are in place across each part of the new junction.

The advantage of the contra flow bus/cycle lane is that it can offer greater benefit to buses and it creates a direct, short bus only link into the Fair Green. It also provides a safe through route for cyclists.

A further option is for north bound buses to enter the Fair Green using the existing gyratory (Raleigh Gardens and Upper Green West) before turning left into the new bus only street. This option would mean a slightly longer route for buses but has the advantage of being easier to achieve in terms of wider impact to traffic. This option would still provide for the contra flow cycle lane along London Road from Raleigh Gardens and would allow for pavement widening and planting outside the shops on London Road.

In both options it is possible to reduce the southbound traffic lanes from four to three to achieve pavement widening and reduce the impact of through traffic on this part of the town centre.

Our proposals

Picture 1 shows a bus/cycle lane running against the general flow of traffic. The area will be repaved and benefit from the high quality design that will be put in place throughout the town centre. Better crossing facilities are also put in place for pedestrians.

The bus only street will be separated from oncoming traffic by an island in order for buses to be able to safely reach the bus only street. The existing bus stop outside Tesco Metro would be moved a short distance back down London Road. This is to allow buses and cyclists to position themselves to get into the bus lane facility.

A new pedestrian crossing will be introduced across Raleigh Gardens to better link both sides of the road.

Both options would necessitate the removal of the existing parking and loading bay outside the shops between Raleigh Gardens and Upper Green West (see page 11). However the new extended parking and loading bay around the corner in Upper Green West can also be used for short term parking and servicing the shops on London Road.

1. This is a proposed new junction between London Road and Upper Green East and West. In this case the contra flow bus lane option is shown.

2. A redesigned London Road South with the 'contra flow' bus lane option. If, instead, buses use the Raleigh Gardens/ Upper Green West one way system to get into the Fair Green, then the red bus lane in this picture would become a wider pavement and north bound cycle lane.

You can see the overall plan on Page 5.

1



2



1. The north end of London Road and junction with St Mark's can become a more pleasant area for pedestrians. The area will have improved lighting and planting.

Raleigh Gardens

Raleigh Gardens is the main part of the gyratory that surrounds Mitcham. We are aware that the removal of this gyratory is a key priority. However it is not achievable within the constraints of **Rediscover Mitcham**. This is mainly due to fact that it would involve changes to the buildings in the area. This is neither affordable nor desirable unless an alternative for local businesses is being put in place through a major new commercial development, which is currently not the case.

The work involved with **Rediscover Mitcham** certainly does not make any changes which would prevent further work on gyratory removal in the future. In the meantime the changes to Raleigh Gardens are minor and are generally about supporting the main works on the Fair Green. One specific proposal is the introduction of a new cycle lane on Raleigh Gardens to improve cycle safety on this busy road.

St Marks Road junction with London Road and Holborn Way

Your response to the consultation

There was clear support for improving the pedestrian facilities at St Mark's Road junction. This reflects the current problems with this area. The design of the junction does not promote pedestrian crossing as it is a complicated and large junction surrounded by obstacles.

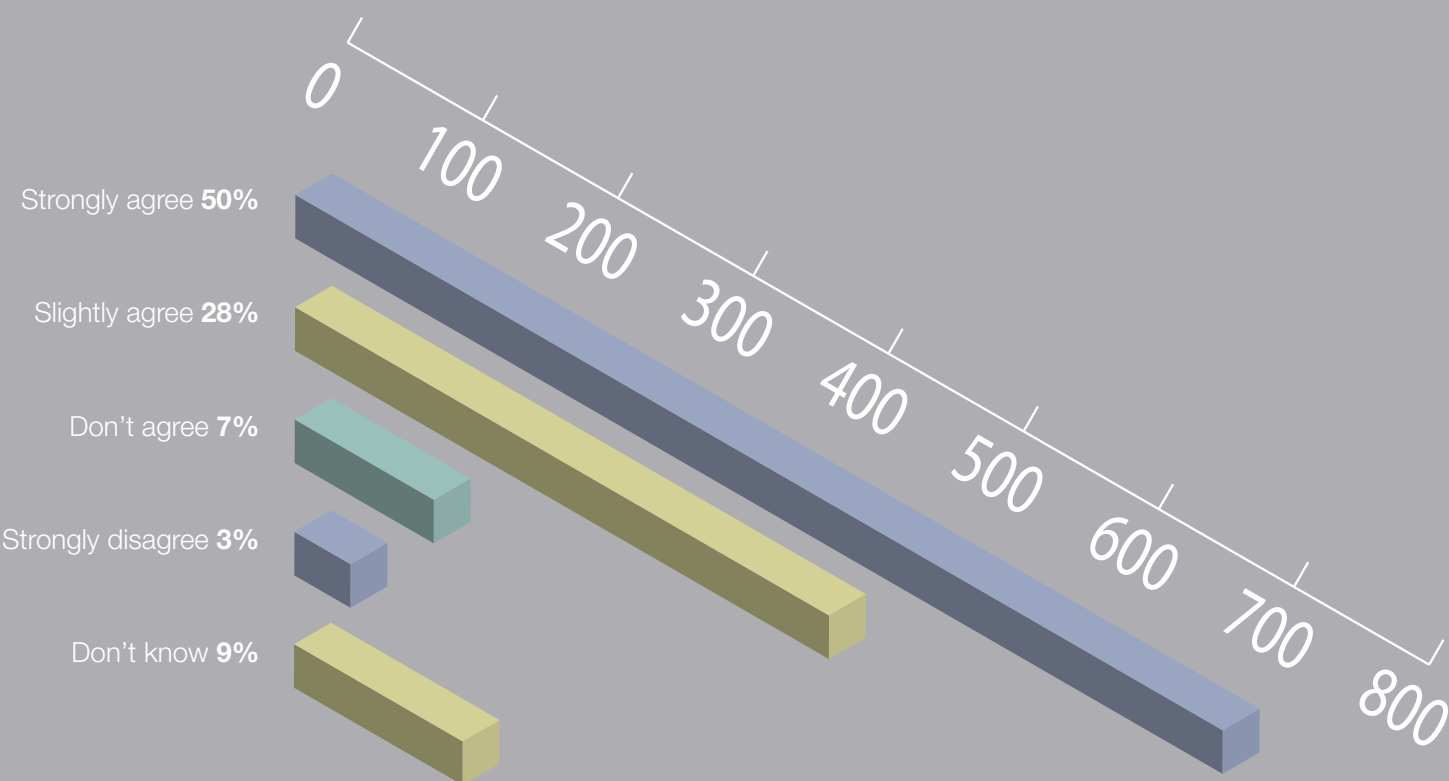
Our proposals

This area can be a well designed multi use junction that reflects its key role in moving pedestrians and vehicles both through the town centre and onto the Holborn Way bypass. By removing the guard railing and making the junction slightly smaller and simpler it is possible to make crossings shorter and quicker.

Buses and cycles can emerge and enter this junction through a new 'stage' of traffic that will be carefully designed to ensure that congestion for other road users is not increased.

The general appearance of the area can be improved so it becomes a more pleasant and welcoming place to be. This can include some additional seating, trees or green space.

Making St Mark's Road/ London Road easier to cross



1

Holborn Way

Consultation Response

The single greatest concern of people who responded to the consultation was the dominance of through traffic in Mitcham. Almost 90% of people who responded agreed that the council should try to do something about this.

Our proposals

We are proposing to slightly realign Holborn Way so it shifts to the north west. The main advantage of this proposal is that it allows the Sibthorpe Road car park to be extended therefore increasing car parking opportunities in the town centre. We estimate that approximately a 40% increase in parking spaces can be provided.

In addition a new junction could be added to allow for traffic to safely enter and exit the car park. The current arrangement which has 2 entry/exit points is not very safe and some people even use the car park to jump traffic queues on Holborn Way at busy times.

We are proposing to narrow Holborn Way to two lanes in both directions which allows pavements to be widened and the creation of a central reservation which can be planted with trees to create the feel of boulevard rather than a through road instead creating more of a town centre street that does not divide Mitcham into two parts.

In the future the car park site could be developed to create shops along the Holborn Way or other leisure uses.

1



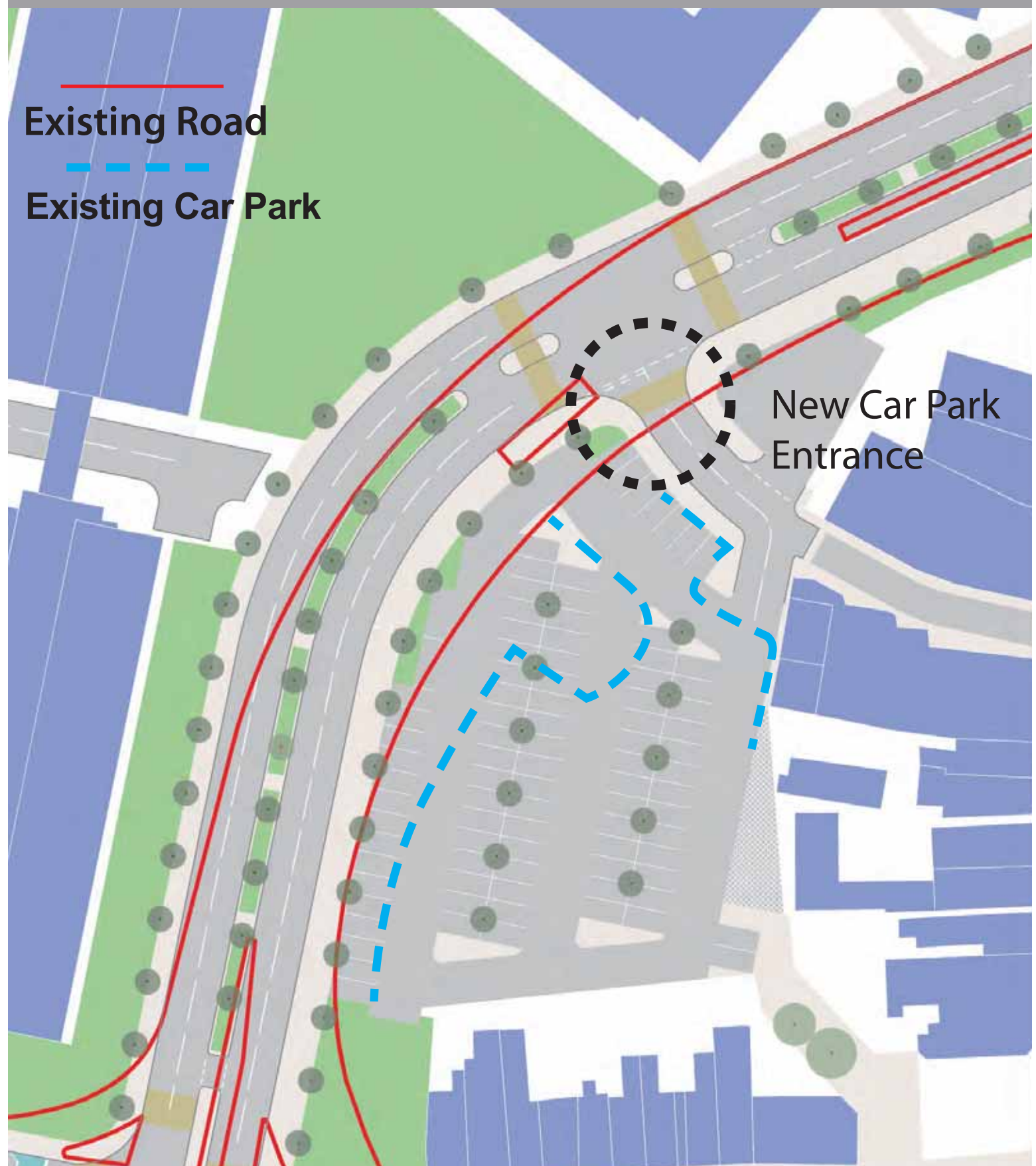
1. Holborn Way is currently a wide through route that does little to encourage people to cross and visit the town centre.

As the map shows the realignment of Holborn Way would involve a small change to the boundary of Sadler Close gardens. However this would be subject to specific discussion with residents of Sadler Close as well as Merton Priory Homes.

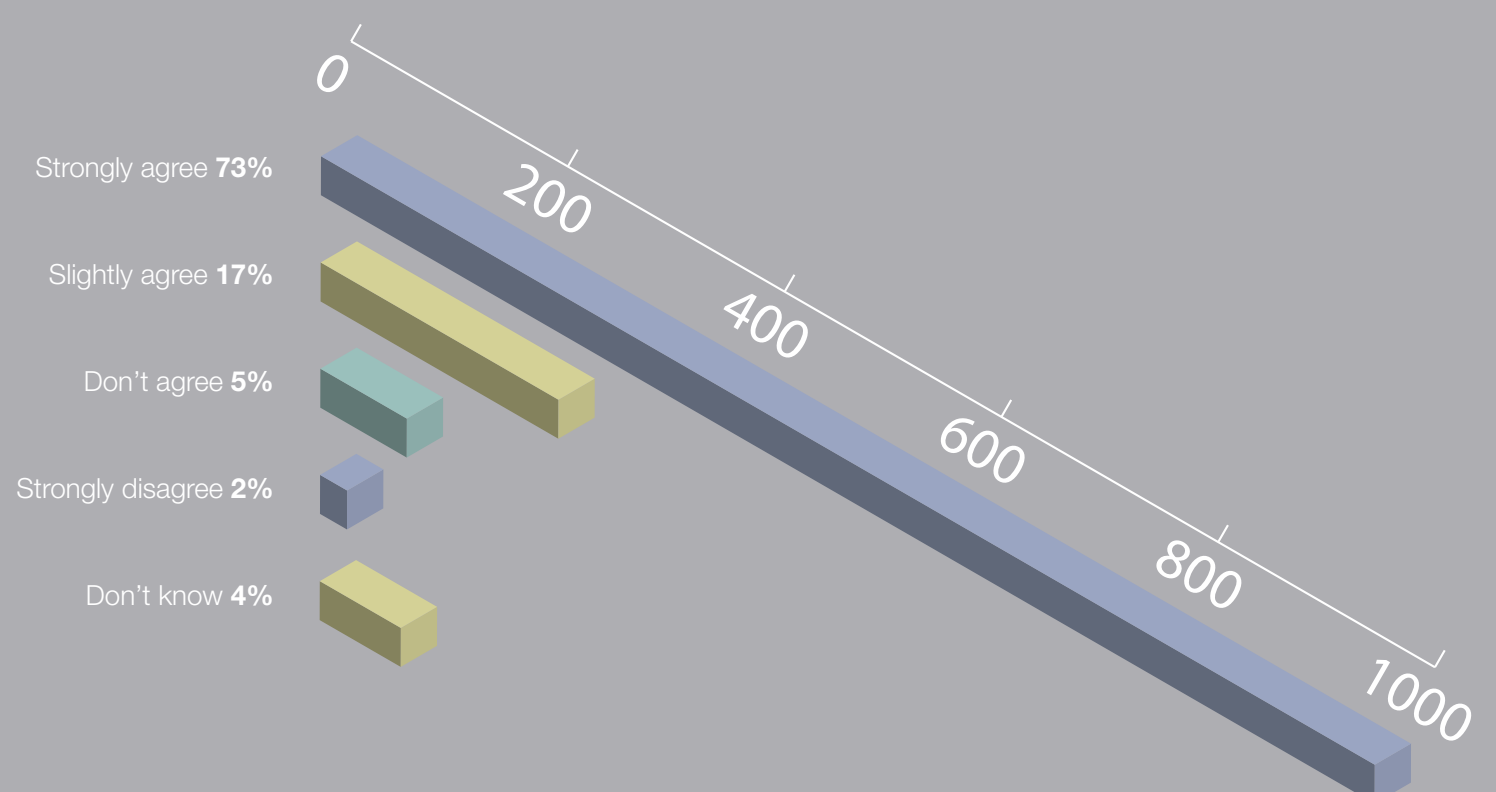
2. This map shows how Holborn Way would be slightly realigned to increase car parking and pedestrian space. (The red lines on the map is the current alignment of Holborn Way).

2

Making the bypass benefit the town centre



Should Mitcham feel less of a through route?



Rediscover Mitcham

Your space, your place, your future

What happens next?

Once we have your views we can start the process of gearing up to deliver the scheme. In some cases the proposals will require changes to traffic arrangements which will require a 'Traffic Order' to be consulted on which will allow people to comment on the final scheme design.

We will also form the artists impression contained in this document into a detailed visual plan of the scheme and ensure that this is well publicised in and around Mitcham as well as on the webpage

www.merton.gov.uk/rediscovermitcham

Project phasing plan

The following diagram sets out the construction programme over the next 2 to 3 years.



- 1, 2, 3 Upper Green East, Fair Green Garden, Market Square to March 2014
- 4 & 5 Upper Green West and main Fair Green to July 2014
- 6, 7 & 8 Majestic Way, Western Road and Upper Green West to December 2014
- 9 London Road to May 2015
- 10 & 11 London Road South and St Marks Road to October 2015
- 12 Upper Green East to December 2015
- 13 Holborn Way - Post December 2015

Don't forget to complete your questionnaire and return to us by 26 July 2013



Be a part of OneMitcham!
A town centre project to rejuvenate the market, shops & public space: making the most of what's happening in Mitcham.



Upcoming events - come along!

- Summer Solstice Market - 21st June
- September Food Festival - 14th Sept
- Christmas Winter Warmer - 7th Dec

Many more events to come!
Visit www.onemitcham.com for details

* All our events take place at Mitcham Market, near the Clock Tower and the old McDonald's building

Free Business Support!

If you own or work for a business in Mitcham come on down to the Mitch Pitch; our very own pop up business centre located right in the heart of the market.

Every Tuesday and Thursday through the summer we will be offering free business advice, support, training and inspiration.

Drop in during July to pick up the Mitcham formula - one technique that will earn you more money immediately - whatever your business!

Contact us ...
e. team@onemitcham.com
t. www.twitter.com/OneMitcham
f. www.facebook.com/OneMitcham
w. www.onemitcham.com

Write to: Ross Mitchell, Future Merton,
London Borough of Merton Civic Centre,
London Road, Morden, SM4 5DX
Call: 020 8545 3837 - be sure to mention the OneMitcham project

The OneMitcham team is working to create an improved Town Centre, events and activities taking place in the area, offering free business support and opportunities for community projects.

SUPPORTED BY
MAYOR OF LONDON

Studio Weave

LSX
London Sustainable Exchange

Retail
Revival

merton

This project is supported by the Mayor's Outer London Fund, which is helping increase the vibrancy and growth of high street places across London.

OneMitcham

OneMitcham is working in conjunction with Rediscover Mitcham running a whole host of events and activities to promote better business support and opportunities for community projects. To find out about public art projects, shop front improvements and upcoming events visit:

www.onemitcham.com

twitter: @onemitcham @futuremerton

Request for document translation

If you need any part of this document explained in your language, please tick box and contact us either by writing or by phone using our contact details below.

Your contact:

Name.....
Address.....
Telephone.....

- Albanian Nëse ju nevojitet ndonjë pjesë e këtij dokumenti e shpjeguar në gjuhën amtare ju lutemi shënojeni kutinë dhe na kontaktoni duke na shkruar ose telefononi duke përdorur detajet e mëposhtme.
- Bengali এই ডকুমেন্টের কোন কোন অংশের ব্যাখ্যা প্রয়োজন হলে, দয়া করে বাংলায় (বা অন্য কোন ভাষায়) আমাদের সাথে যোগাযোগ করুন। আমাদের সাথে যোগাযোগ করতে আমাদের যোগাযোগের বিবরণ নিচে দেওয়া হল।
- French Si vous avez besoin que l'on vous explique une partie de ce document dans votre langue, cochez la case et contactez-nous par courrier ou par téléphone à nos coordonnées figurant ci-dessous.
- Korean 만일 본 서류의 어떤 부분이라도 귀하의 모국어로 설명된 것이 필요하다면, 상자속에 표시를 하고 우리에게 전화나 서신으로 연락하십시오.
- Polish Aby otrzymać część tego dokumentu w polskiej wersji językowej proszę zaznaczyć kwadrat i skontaktować się z nami drogą pisemną lub telefoniczną pod poniżej podanym adresem lub numerem telefonu.
- Portuguese Caso você necessite qualquer parte deste documento explicada em seu idioma, favor assinalar a quadricula respectiva e contatar-nos por escrito ou por telefone usando as informações para contato aqui fornecidas.
- Somali Haddii aad u baahan tahay in qayb dukaumentigaan ka mid ah laguugu sharxo luqadaha, fidan sax ku calaamadee sanduuga oo nagaala soo xiriir warqad ama telefoon adigoo isticmaalaya macluumaadka halkaan hoose ku yaalla.
- Spanish Si desea que alguna parte de este documento se traduzca en su idioma, le rogamos marque la casilla correspondiente y que nos contacte bien por escrito o telefónicamente utilizando nuestra información de contacto que encontrará más abajo.
- Tamil இந்த ஆவணத்தின் எந்த எந்த பகுதியை உங்களின் மொழியில் உடனடி விளக்கம், விவரம் மற்றும் கேள்விகளுக்கு பதிலளிப்பதற்காக, கீழ்க்கண்ட விவரங்களைப் பின்பற்றி தொடர்பு கொள்ளவும்.
- Urdu اگر آپ کو اس دستاویز کے کسی حصے کی وضاحت چاہیے تو براہ کرم اس دستاویز کے نیچے دیئے گئے معلومات کو استعمال کرتے ہوئے ہمیں لکری یا فون پر رابطہ کریں۔
- Large print Braille Audiotape