

# MORDEN TOWN CENTRE

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Townscape and Visual Assessment of the Hawkins\Brown  
Strategic Development Framework

MERTON COUNCIL  
FUTURE MERTON

12th November 2020

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## 1.0 Introduction

This document provides an assessment of the potential visual impacts that the regeneration of Morden town centre may have on the character of the local and wider townscape. As there is currently no detailed proposals for the regeneration, the Hawkins\Brown Strategic Development Framework is used for this assessment and should be seen as an indicative proposal that will continue to evolve.

The area that has been identified for regeneration is 8.1 hectares in size and is bounded by Morden Hall Road, Aberconway Road, Kenley Road and the public right of way at the rear of Windermere

Avenue. The site currently has a mixture of low density retail, commercial, residential, leisure and transport uses, including the Morden underground station.

The vision for Morden is to create a vibrant new town centre with c. 2,000 new homes, together with an expanded and improved retail offer, modern business spaces, new and expanded bus infrastructure and a significantly improved public realm for the benefit of existing residents, businesses, commuters and other town centre users.



Artists' impression of the vision for Morden town centre  
Source: Hawkins\Brown Morden Town Centre, Strategic Development Framework

## 1.1 Structure

Section 2 of this document provides a description of the methods used in the assessment. This is followed by a description of the relevant baseline conditions of the site and surrounding area, including the town centre setting in Section 3.

The visual assessment, which includes potential mitigation measures for future detailed proposals, is set out in Section 4. A summary of the assessments undertaken and the conclusion are contained in Section 5 and Section 6.

## 1.2 Notes

This document uses the 3D model of the Hawkins\Brown Strategic Development Framework as its subject. It is important to note that this development framework is indicative only and reflects the potential of the vision for the town centre. The Development Framework will continue to evolve and will be informed with feedback from professionals and the public.

Views have been generated using software, VuCity. Please note that the exported images provide a stark image of a development framework and does not represent the qualitative aspects of each view. Trees have also been omitted for clarity of the proposed views where needed.



Artists' impression of the vision for Morden town centre  
Source: Hawkins\Brown Morden Town Centre, Strategic Development Framework

## 2.0 Assessment Methodology

Using the Guidelines for Landscape and Visual Impact Assessment (GLVIA) Third Edition (2013), this assessment has taken into account the existing physical fabric of the area, the character and settings of conservation areas and listed buildings within the local and surrounding area in assessing the sensitivity to change of an existing townscape view. See table 1.

It is recognised that the character of Morden is one of contrasts, of historic and modern buildings. It is also recognised that modern buildings of high design quality do not necessarily harm the settings of historic assets.

The magnitude of possible significant effects have been assessed along two dimensions: the magnitude of potential future changes and the quality of the impact of potential future changes to the town centre. See tables 2 and 3.

Mitigation measures are identified where appropriate to avoid, reduce or offset any potential adverse impacts that could come forward through future development in the town centre, together with the nature and significance of any residual impacts.

<b>Table of Existing Townscape Sensitivity</b>		
<b>Value</b>	<b>Criteria</b>	<b>Sensitivity to change</b>
Exceptional	Strong townscape or landscape structure, distinctive features and buildings worthy of conservation, exhibiting unity, richness and harmony, no detracting features, and a strong sense of place. Likely to be internationally or nationally recognised, e.g. a World Heritage Site, a group of Grade I listed buildings or a Grade I registered historic park or garden.	Very high
High	Strong townscape structure, distinctive features and buildings worthy of conservation, strong sense of place, only occasional detracting features. The townscape is likely to be of importance at the county, borough or district level and contain features of national importance, e.g. a Grade II* or Grade II Registered historic park or garden, a conservation area containing a high proportion of listed buildings.	High
Good	Recognisable townscape structure, some features and buildings worthy of conservation, some detracting features, recognisable sense of place. May be a locally valued townscape, conservation area or contain groups of Grade II listed or locally listed buildings.	Medium
Ordinary	Distinguishable townscape structure, some features and buildings worthy of conservation, prominent detracting features.	Low
Poor	Weak or disjointed townscape structure, frequent discordant and detracting features.	Very low

Table 1  
Source: Developed by the Tavemor Consultancy based on GLVIA

The criteria for assessing townscape sensitivity have been based on a number of factors and attributes that are generally agreed to influence the existing character of the townscape as described in the GLVIA 2013.

An indicative 3d model by Hawkins Brown gives an impression of what massing and bulk is being tested to achieve c. 2000 homes for Morden Town Centre. This has been tested in 3D using VuCity, with a number of viewpoints selected to show what the height, massing and bulk could look like from both the local and surrounding areas.

## 2.1 Definitions and Concepts

**Character** is created by the interplay of different elements, including the physical or built elements that make up the place, the cultural, social and economic factors which have combined to create identity, and the people associated with it through memories, association and activity.

**Quality** in a townscape is exemplified in an arrangement of cohesive, well-defined and distinctive elements. It also reflects the state of repair of individual elements that make up a place.

Magnitude of impact	
None	No impact
Negligible	Imperceptible impact
Low	Slight impact
Medium	Clear impact
High	Major impact

Table 2  
Source: Developed by the Tavemor Consultancy based on GLVIA

Quality of impact	
Adverse	The quality of the environment is diminished or harmed
Neutral	The quality of the environment is preserved or sustained or there is an equal balance of benefit and harm
Beneficial	The quality of the environment is enhanced.

Table 3  
Source: Developed by the Tavemor Consultancy based on GLVIA

### 3.0 Built Heritage Assessment

The part of Morden Town Centre immediately around the underground station does not contain 'Designated Heritage Assets' such as listed buildings or conservations areas. There is however one 'Non-designated Heritage Asset' within the study area, namely the Locally Listed ground floor element of the Morden Underground Station. Adjacent to the study area, along its eastern boundary, there are the following Heritage Assets:

#### Non-designated Heritage Assets

- Morden Underground Station
- Morden Court
- Wall & Gate Piers adjacent to Morden Cottage, Morden
- Hall Road
- 'The Gardens', Morden Hall Road
- Ivy Lodge (Cottage), Morden Hall Road
- Lodges at Morden Road/St Helier roundabout
- Mill Cottage & The Bothy, Morden Hall Road
- Sadlers End & Red Cottage, Morden Hall Road
- The Stables, Morden Hall Park

#### Designated Heritage Assets

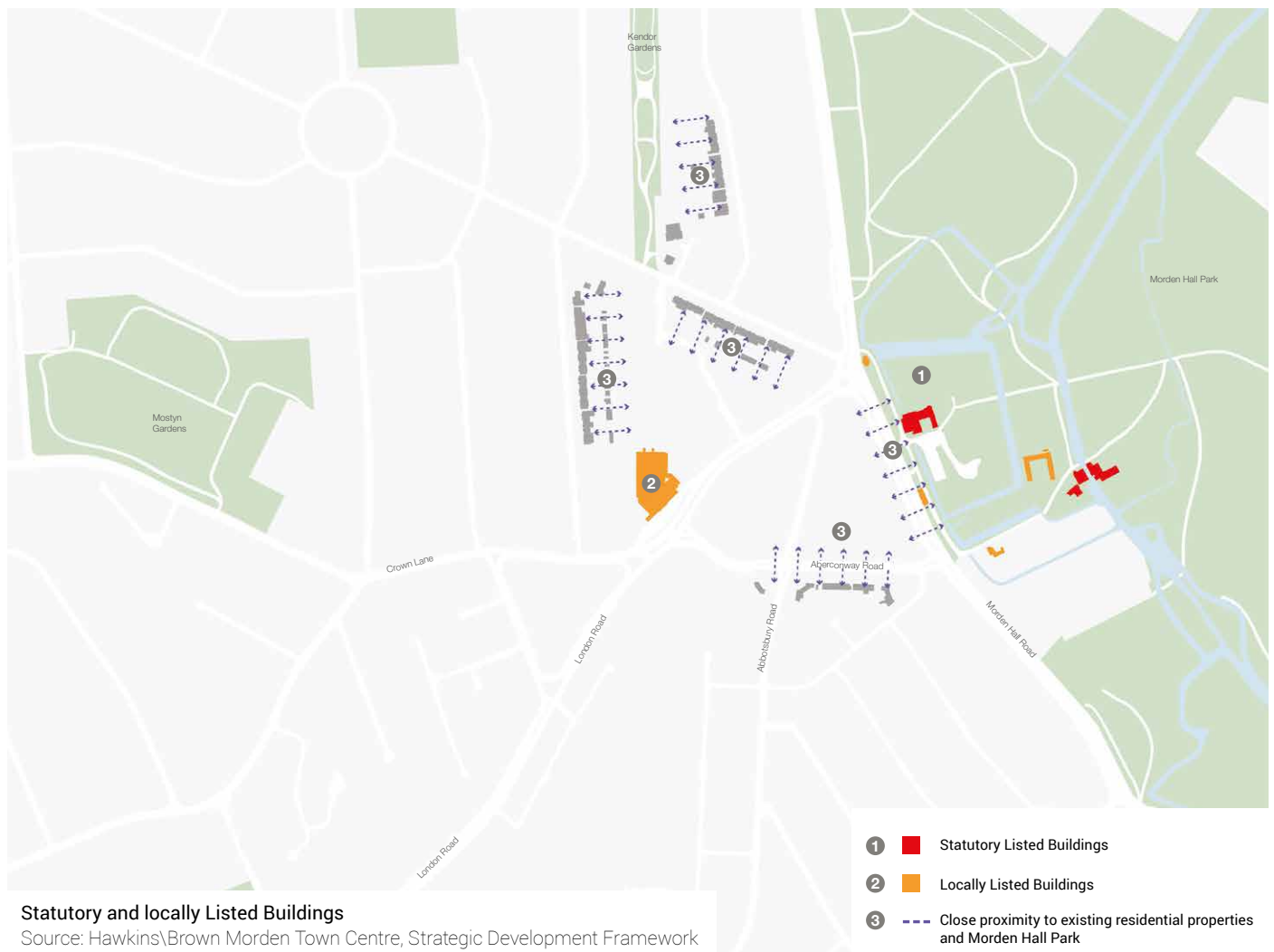
- Morden Hall Park – grade II listed park & Garden
- Morden Hall – Grade II
- Gates & gate piers to Main Entrance to East of Morden Hall (including attached wall to north) – Grade II
- A number of structures and features within Morden Hall Park, all Grade II, including:
  - Bridge to rear of Morden Hall;
  - Walls of Walled Garden;
  - Pedestal & Statue of Venus;
  - Snuff Mills (east & West); Morden Cottage;
  - Pedestal & Statue of Neptune
- Morden Lodge – Grade II
- The Grange, Morden – Grade II
- Milestone – Grade II
- Morden Hall Park and a part of Morden Hall Road also forms part of the Wandle Valley Conservation Area (Sub Area 5).

The effects of the indicative proposal on nearby heritage assets will be assessed against their 'setting'. The setting of heritage assets include the special architectural and historic interest of the listed buildings and the character and appearance of the conservation area.

It is important to note that the analysis of 'setting' is different from landscape or townscape assessment. As Historic England's Good Practice Advice points out, landscape and townscape

assessments consider all the features within them, many of which may not contribute to the significance of a heritage asset. Similarly amenity values only contribute to setting if they contribute to the significance or allow appreciation of the significance of a heritage asset.

This report considers the visual impact on townscape. Potential impacts on the settings of heritage assets will be considered by others.





## 4.0 Townscape and Visual Assessment

### 4.1 The context of Morden within Merton

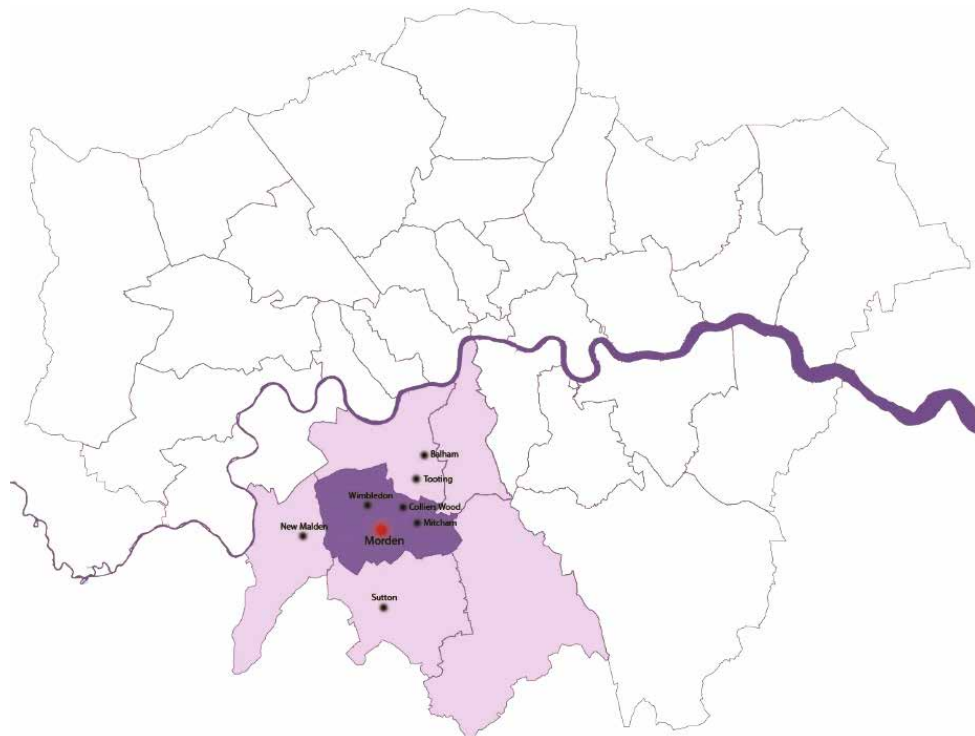
Morden town centre is a highly accessible District Centre located in the southern part of the London Borough of Merton, 2km south of Wimbledon town centre. Morden is at the confluence of two strategic roads; the A24 and A297, and is less than a 10 minute drive from the A3 trunk road.

The town centre has the highest public transport accessibility level (PTAL) of 6 and 6b, which is reflected in the high use of the tube and bus systems. In 2017, TfL reported 10.41 million journeys through Morden Underground Station. There are also two tram stops and two overground stations within a 10 minute walking distance of the Underground Station.

### 4.2 The evolution of Morden

Morden has evolved from a dominant rural setting with cottages and farm land to a small town centre with local shops providing for residents of the surrounding residential suburban areas.

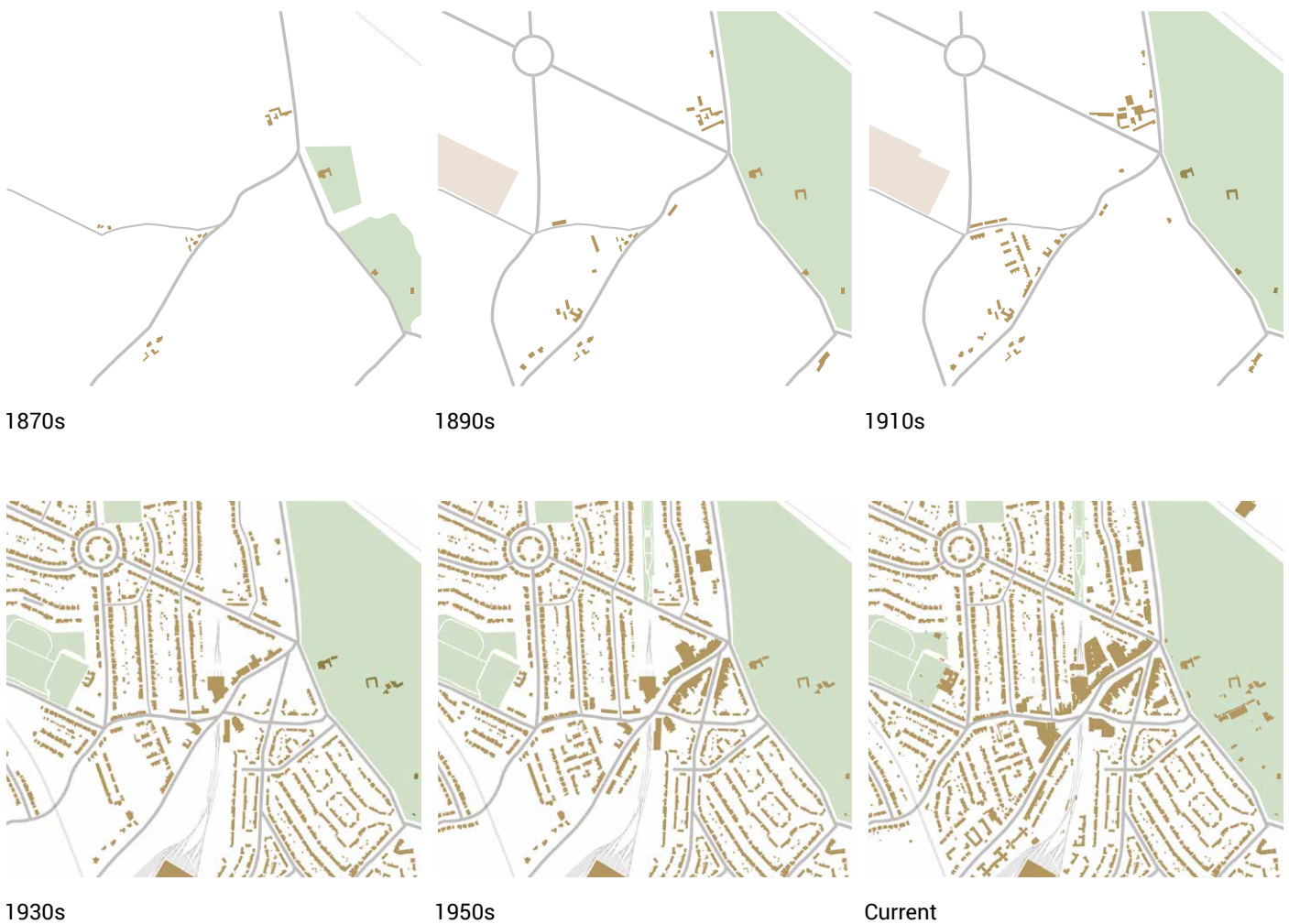
The area of Morden was estate property of Westminster Abbey until the 16th Century. Prior to the introduction of the Underground Station in 1926, Morden was a small farming village of rural character. Residential development soon followed and in the 1930's Morden was transformed from a village into a residential suburb, along with a high street of local shops and a cinema. Uniquely Morden is the only example of the 'Metroland' type of suburb in South London.



Borough map showing Morden in context

By the middle of the century the population had steadily increased, due to further transport improvements. The nearby Morden Hall Park was handed over to the National Trust as permanent open space. The Crown House site, now home to Merton's Civic Centre, was developed in the 1960's, bringing office space and an increased footfall to Morden. Little development has taken place since the cinema was replaced in the 1990's with a supermarket.

The town centre now acts primarily as a transport interchange for those travelling in and out of central London. While there are a variety of small scale retail amenities, Morden does not currently offer residents and visitors what they need. The vision for a new vibrant town centre will help turn Morden into a destination and a place people can enjoy.

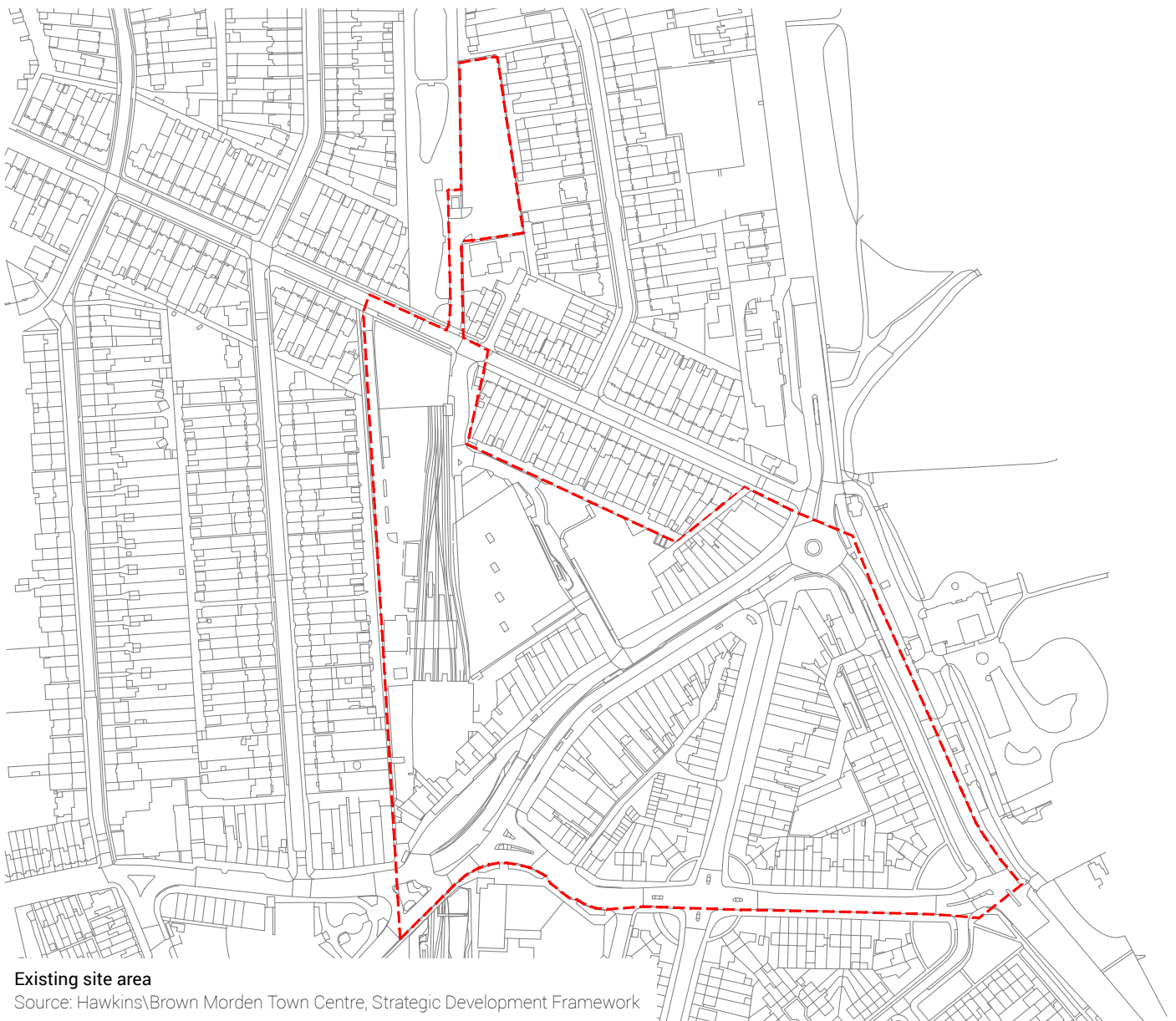


**Evolution of street network and built environment**

Source: Hawkins\Brown Morden Town Centre, Strategic Development Framework

### 4.3 Site Boundaries

The site that is identified for regeneration is irregular in shape and is broadly bound by Morden Hall Road to the east, Aberconway Road to the south, Kenley Road to the north and the public right of way to the west of the Underground Station. London Road runs through the middle of the site and Kenley Road car park to the north is also included.



Existing site area

Source: Hawkins\Brown Morden Town Centre, Strategic Development Framework

#### 4.4 Current Land Uses

The town centre has predominantly retail uses along London Road, Abbotsbury Road and the streets facing the Civic Centre, with residential and office space on the upper floors. Transport uses include the Underground Station, the adjacent bus standing area and a number of single and double storey car parks which accommodate commuter and retail parking.

There are a small number of community uses in the vicinity, including a medical centre, church and library and a number of heritage assets located within the nearby Morden Hall Park. The remaining areas on the outskirts of the town centre are residential, with two 3-storey blocks of flats fronting the park. There are also two-storey terrace houses fronting Aberconway Road and Morden Hall Road and extending further into the St Helier and Merton Park areas.



## 4.5 Current Built Form and Key Views

The built form of the current town centre ranges from 2 to 3 storeys, with the exception of the office blocks above the Art Deco style Underground Station building and Sainsbury's which are 4 storeys. These buildings are generally red brick or rendered modest horizontal blocks, some with Art Deco motifs.

The 15-storey Civic Centre sits to the south of the town centre, acting as a landmark building for the local area. The Baitul Futuh Mosque located 500m to the south along London Road is another prominent local landmark building and example of Islamic architecture.

The built form of Morden is punctuated by major movement corridors such as London Road, Morden Hall Road and Aberconway Road, which dominate the streetscape.

Key views are identified from the edges and entrances to the town centre and from within Morden Hall park.



## 4.6 Indicative Built Form

The indicative built form of the town centre shows the potential of creating a majority of perimeter blocks. These blocks incorporate a range of residential typologies including town houses, mansion blocks and tall buildings and introduce a finer urban grain that is more permeable and pedestrian focussed.

A six storey shoulder height is established across London Road. This decreases to four storeys

on Aberconway Road opposite existing houses, and increasing in height in places to articulate frontages. The development framework allows for new public places within the high street and local residential contexts.

For more details see the Hawkins/Brown Morden Strategic Development Framework document, which sets out the vision, core objectives, and 'first principles' for the regeneration of Morden



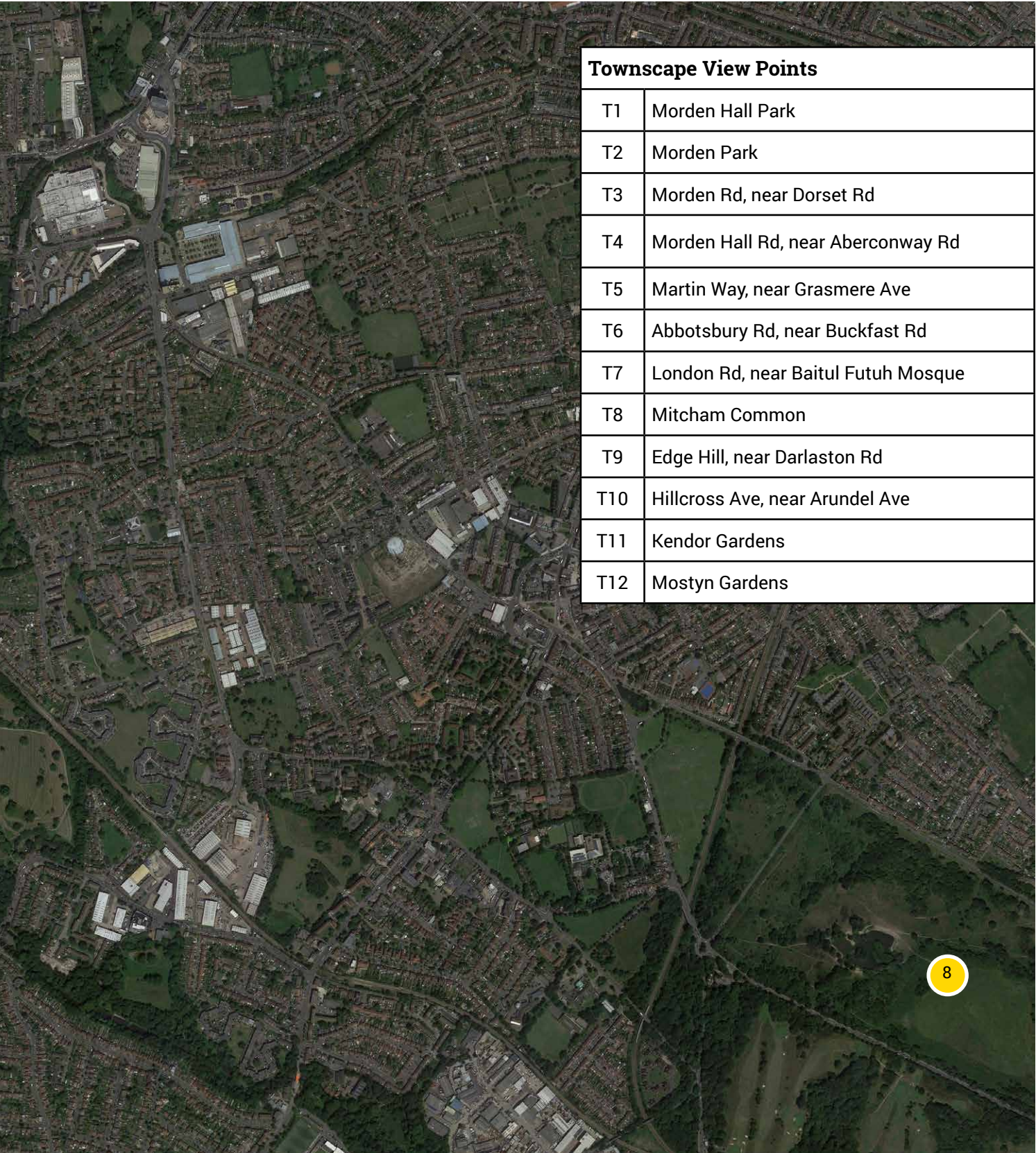
Artists' impression of Strategic Design Framework

Source: Hawkins\Brown Morden Town Centre, Strategic Development Framework

## 4.7 Townscape viewpoints



Locations of key views



<b>Townscape View Points</b>	
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T1	Morden Hall Park
T2	Morden Park
T3	Morden Rd, near Dorset Rd
T4	Morden Hall Rd, near Aberconway Rd
T5	Martin Way, near Grasmere Ave
T6	Abbotsbury Rd, near Buckfast Rd
T7	London Rd, near Baitul Futuh Mosque
T8	Mitcham Common
T9	Edge Hill, near Darlaston Rd
T10	Hillcross Ave, near Arundel Ave
T11	Kendor Gardens
T12	Mostyn Gardens



## View T1 - Morden Hall Park

### Existing

The view is taken from the east end of the white bridge over the river Wandle in Morden Hall Park. The park is a Grade II listed historic park and a good example of an English country estate. The park contains a number of designated assets within its curtilage including the Snuff Mills and Morden Cottage. The viewing position is to the eastern edge of the Abbotsbury Triangle. The foreground of the view is dominated by tall mature trees on either side of the path following on from the bridge. Much of the view beyond is obscured by the dense foliage of the trees along the path and those to either side of the river bank.

The townscape character and scenic quality of the view are considered to be **high** and to have a **high sensitivity** to change.

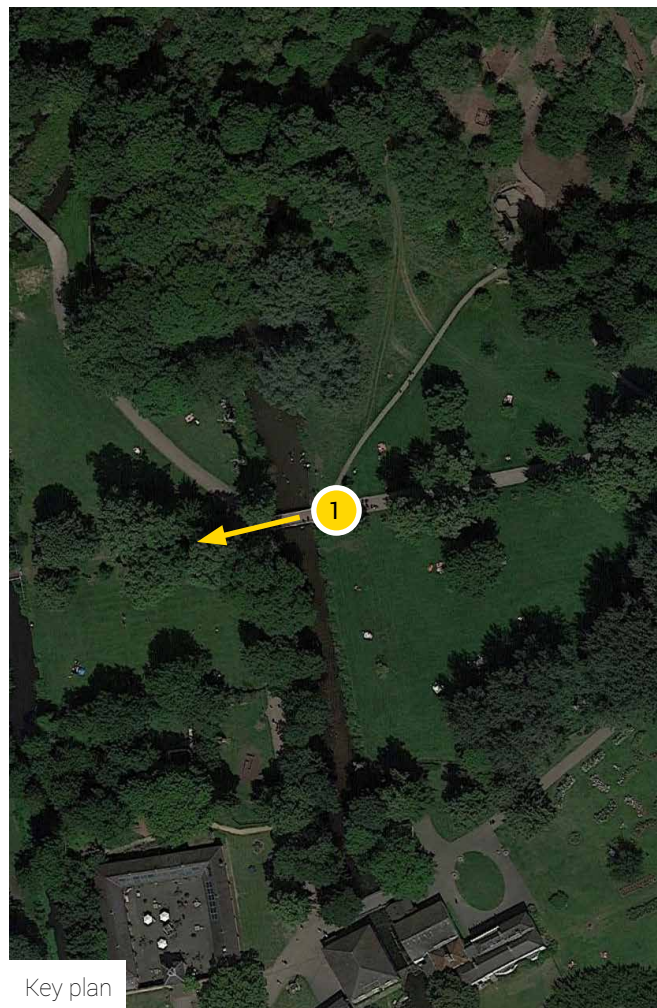
### Proposed

The indicative buildings in the framework would be largely obscured by the dense foliage of the tree cover. Pending further architectural detailing, the framework demonstrates that significant development within Morden town could be delivered without detracting from the existing quality of the view and setting of the park.

Significance of likely impact: **low, neutral**

### Recommendations

Further visual assessment should be carried out following selection of construction materials and in conjunction with the Council. Subsequent visual assessments should review the effect of the new massing during winter when the trees are bare.

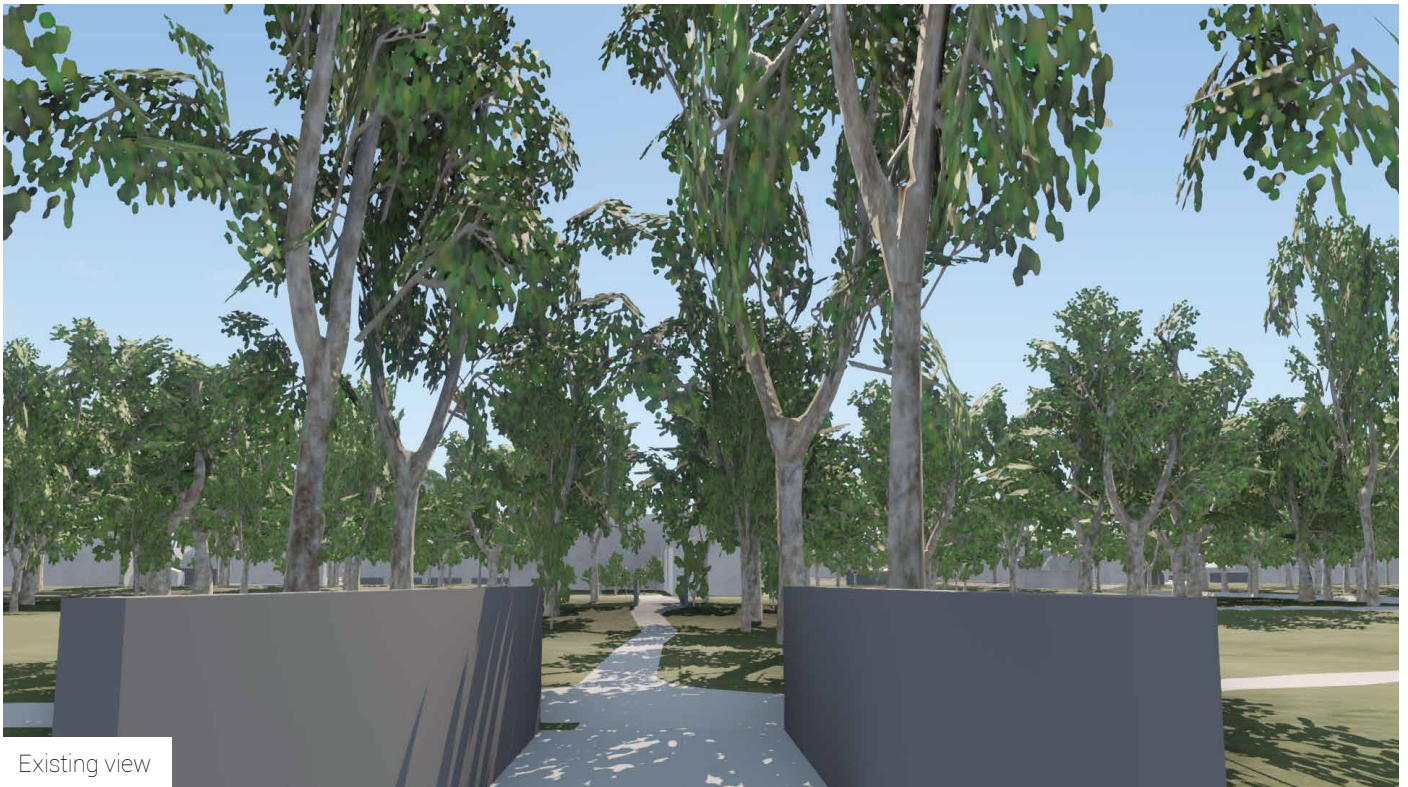


Co-ordinates: 526130, 168703

AOD: 17

Bearing: 260°

Focal: 35mm



Existing view



View with the indicative development framework model

## View T2 - Morden Park

### Existing

The view is taken from the east end of Morden Park. Morden Park mound, a scheduled monument, sits at the centre of the park. The park is a local nature reserve with a Grade I Site of Nature Conservation Interest listing. The viewing position is to the western edge of the town centre. The foreground of the view is characterised by open grassland with a line of mature trees straddling the eastern edge of the park. The rooftops of mansion blocks in Goodwood close are just visible beyond the tree line. The view beyond the tree line is dominated by the Crown House. However, the openness of the park setting is not significantly affected by the tower.

The townscape character and scenic quality of the view are considered to be **high** and to have a **high sensitivity** to change.

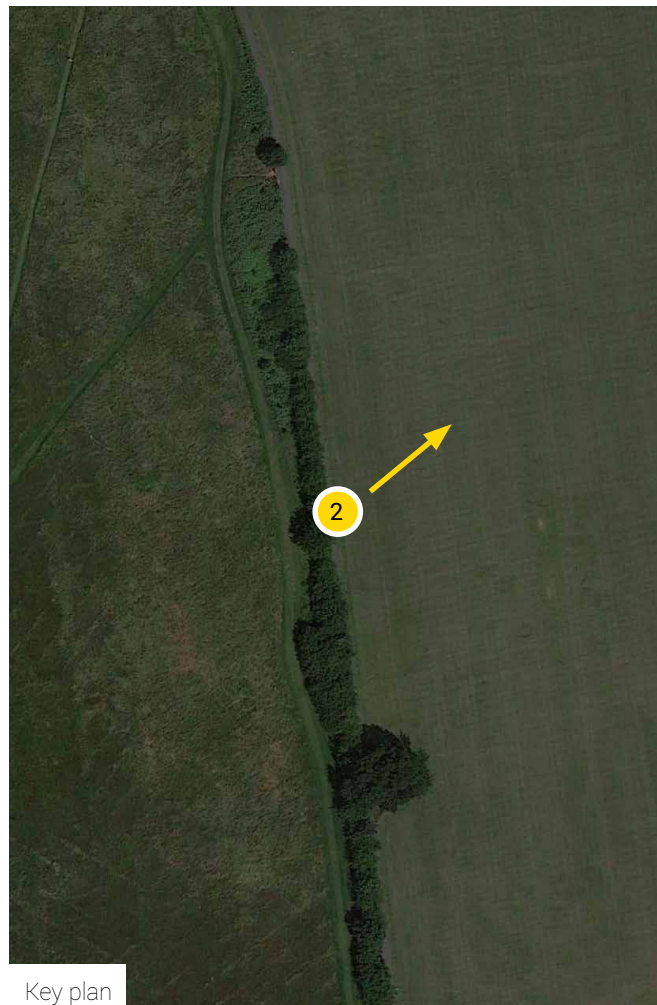
### Proposed

Parts of the indicative buildings in the framework would be visible beyond the tree line in the view. As the rendered image shows, the buildings in the framework will recede into the background. Crown House will remain the most dominant form in the skyline. It is considered that the framework will not detract from the existing quality of the view and setting of the park.

Significance of likely impact: **low, neutral**

### Recommendations

Further visual assessment is required as detailed design of the framework progresses.



Key plan



Existing character of view

**Co-ordinates: 525084, 167917**  
**AOD: 31**  
**Bearing: 50°**  
**Focal: 35mm**



Existing view



View with the indicative development framework model

## View T3 - Morden Rd, near Dorset Rd

### Existing

The view is taken from the northern edge of Morden Road and adjacent to the junction with Dorset Road. The area is characterised by a series of semi-detached houses on a loose grid, creating a highly legible townscape. To the left of the view is the western edge of Morden Hall Park. This section of the park's boundary is formed in an unassuming close-boarded timber. To the left of the view is a line of semi-detached houses from the 1930s. The rhythm of the houses is broken up by a car dealership and yard halfway along the road. In the distance is the northern corner of Abbotsbury triangle, which forms part of the strategic development framework.

The townscape character and scenic quality of the view are considered to be **ordinary** and to have a **low sensitivity** to change.

### Proposed

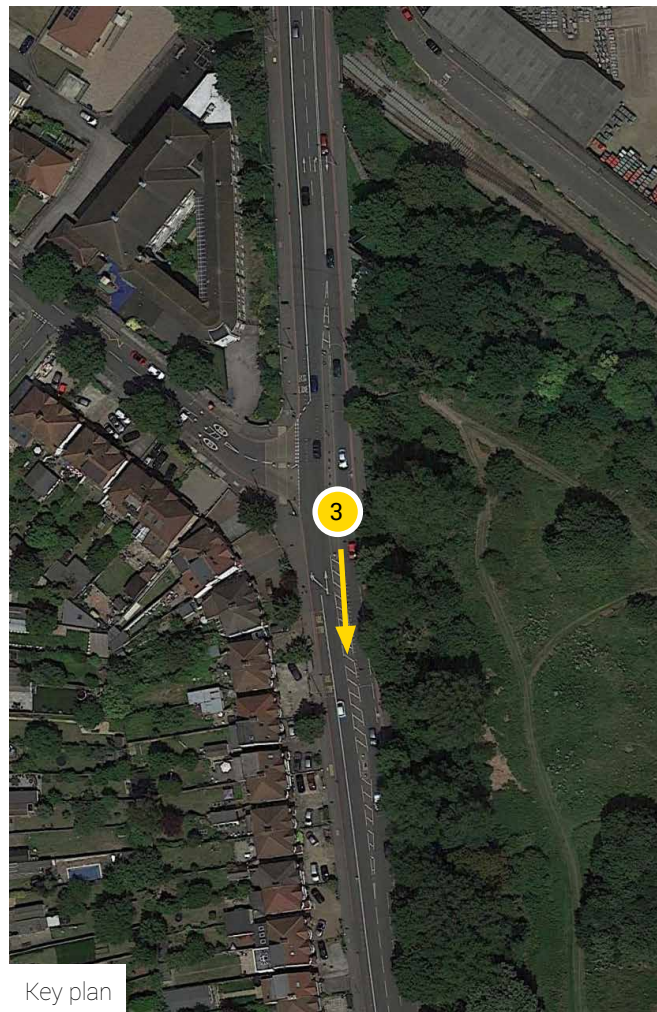
Parts of the indicative buildings in the framework would be visible over the rooftops of the houses along Morden Road. The mix of blocks will vary in height, creating a well articulated undulating skyline. The buildings in the framework would make a noticeable change to the composition of this view.

It is considered that the framework will not detract from the existing quality of the view and setting of Morden Road if the proposed design is of suitably high architectural quality.

Significance of likely impact: **medium, beneficial**

### Recommendations

Further visual assessment is required as detailed design of the framework progresses.

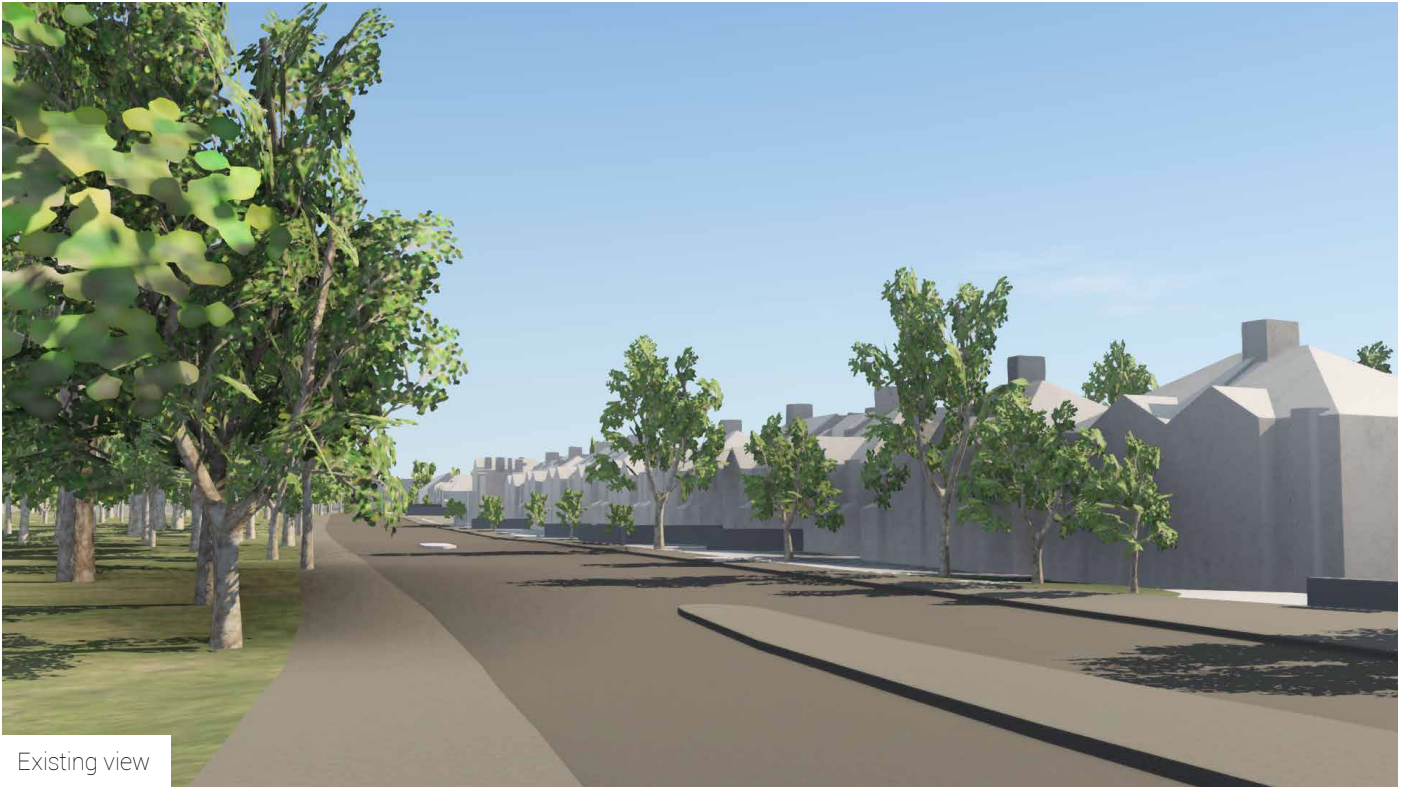


Key plan



Existing character of view

Co-ordinates: 525837, 169177  
AOD: 19  
Bearing: 188°  
Focal: 35mm



Existing view



View with the indicative development framework model

## View T4 - Morden Hall Rd, near Aberconway Rd

### Existing

The Abbotsbury area and the area south of Bardney Road were developed shortly after the arrival of the Underground. Its layout was based on the 'garden city' principles, with open green spaces set against a backdrop of two storey terrace blocks. The view is taken from Morden Hall Road and adjacent to the junction with Aberconway Road. The area has an open character with green spaces that presents a visual link to Morden Hall park. The area is dominated by the busy intersection of Morden Hall road and Aberconway road.

The townscape character and scenic quality of the view are considered to be **good** and to have a **medium** to change.

### Proposed

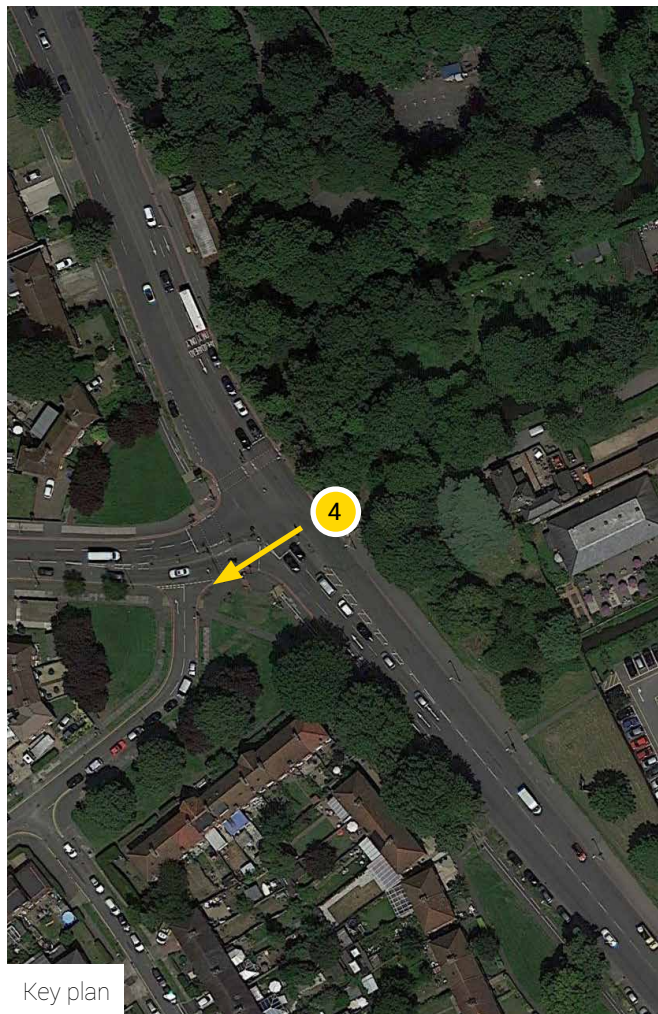
The indicative buildings in the framework would be visible to the right of Aberconway Road defining the corner of the junction with Morden Hall road. The mix of blocks will vary in height, creating good visual interest. The development would make a significant change to the composition of this close view and to its close surroundings.

It is considered that the framework would enhance the existing quality of the view and setting of Morden Hall Road if the proposed design is of suitably high landscaping and architectural quality.

Significance of likely impact: **high, beneficial**

### Recommendations

Detailed design should be of high architectural quality commensurate with the prominence of the corner location. Further visual assessment is required as detailed design of the framework progresses. The impact could be softened by planting at street level and a more permeable or set back corner.



Key plan



Existing character of view

Co-ordinates: 526017, 16846  
AOD: 18  
Bearing: 285°  
Focal: 35mm



Existing view



View with the indicative development framework model



## View T5 - Martin Way, near Grasmere Ave

### Existing

The channelled view is taken from Martin Way on the edge of the Town Centre Regeneration area. This is a view of recognised importance identified in the framework document produced by Hawkins\Brown. On the left and right are terraces of modest two-storey Victorian houses, with small front gardens, dating from the late 19th century. Beyond them at the eastern end of the street is Crown House, dominating the visual field. The character of the adjoining street, Crown Lane, is of a very mixed character with the Baptist Church marking the entrance to the town centre.

The townscape character and scenic quality of the view are considered to be **ordinary** and to have a **low sensitivity** to change.

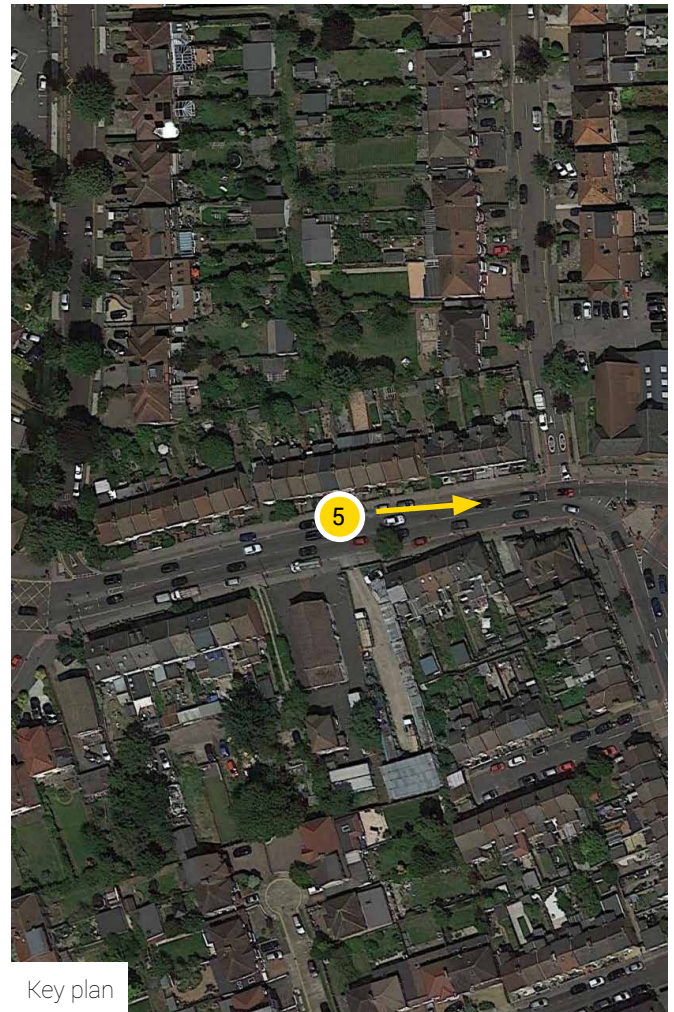
### Proposed

The indicative buildings in the framework would be visible in the middle distance. The visibility of the new buildings would increase the sense of enclosure to the street. The massing of the new blocks would be broken up by the undulation in shoulder height at the building frontage line, creating visual interest. It is considered that the framework would enhance the existing quality of the view and setting of Martin Way if the proposed design is of suitably high architectural quality. It is considered that the increased massing and height would improve the legibility of the town centre by acting as a visual marker.

Significance of likely impact: **high, beneficial**

### Recommendations

Detailed design to demonstrate suitably high architectural quality. Further visual assessment is required as detailed design of the framework progresses.



Co-ordinates: 525430, 168510  
AOD: 19  
Bearing: 88°  
Focal: 35mm



Existing view



View with the indicative development framework model

## View T6 - Abbotsbury Rd, near Buckfast Rd

### Existing

The channelled view is taken from Abbotsbury Road looking north towards the Abbotsbury Triangle area. This area is an extension of the Abbotsbury triangle area with a continuing theme of open green spaces set against a backdrop of two storey terrace blocks with small front gardens.

The townscape character and scenic quality of the view are considered to be **ordinary** and to have a **low sensitivity** to change.

### Proposed

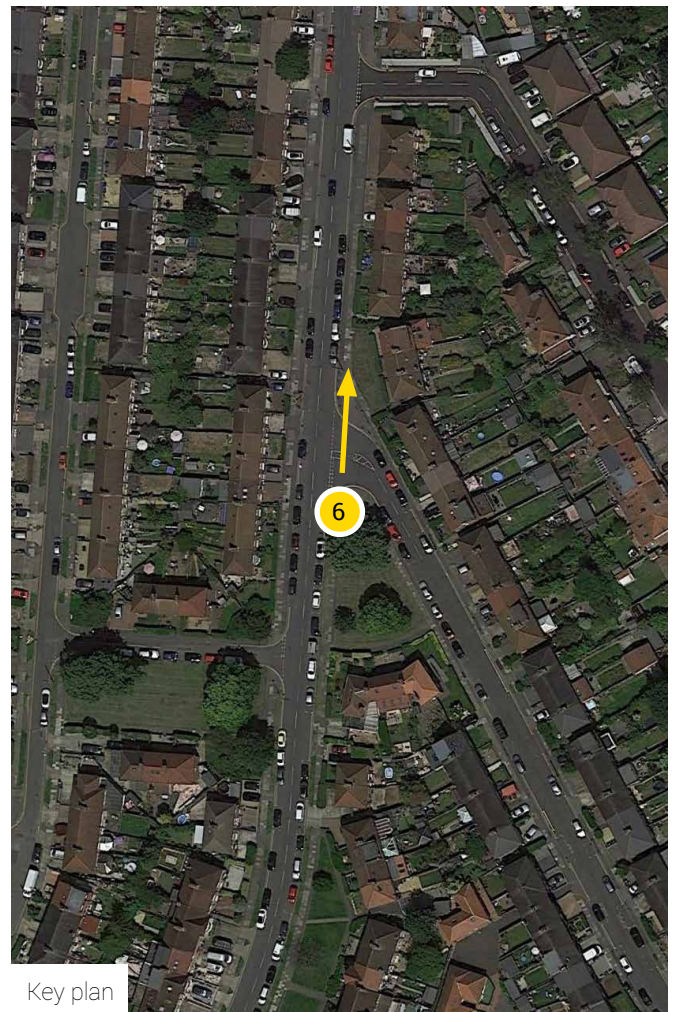
The indicative buildings in the framework would be visible beyond the terrace houses on Abbotsbury Road. The visibility of the new buildings would create visual enclosure to the northern end of the street and marking the location of the town centre. The mix of blocks will vary in height, creating a well articulated undulating skyline.

It is considered that the framework would enhance the existing quality of the view and setting of Abbotsbury Road if the proposed design is of suitably high architectural quality.

Significance of likely impact: **medium, beneficial**

### Recommendations

Further visual assessment required as detailed design of the framework progresses.



Key plan



Existing character of view

Co-ordinates: 525791, 168243  
AOD: 20  
Bearing: 3°  
Focal: 37mm



Existing view



View with the indicative development framework model

## View T7 - London Rd, near Baitul Futuh Mosque

### Existing

Though having an open character, the area is dominated by the busy London road. The view is taken from in front of the Baitul Futuh Mosque on London road. In the foreground and to the left and right of the view are a number of mansion blocks built in the 20th century up to recent times. The Art Deco Morden Court Parade is prominent in the background. Much of the background is dominated by a view of Crown House, which towers over the surrounding area.

The view, and the townscape character at the southern end of the town centre has little scenic or public realm quality and is judged to be **ordinary**. The scenic quality of the view is considered to have a **low sensitivity** to change.

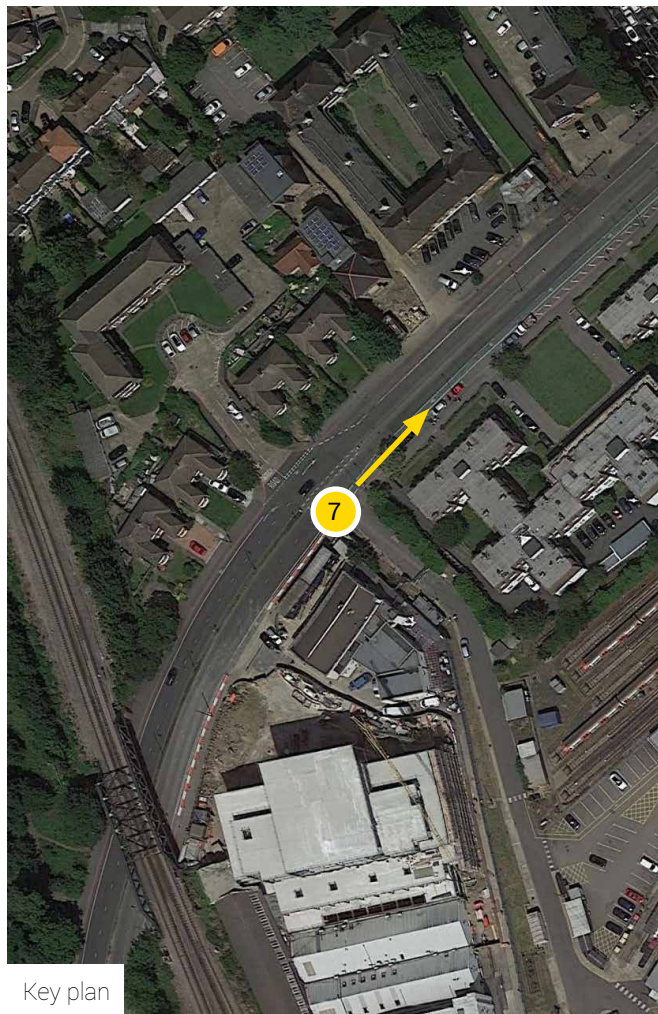
### Proposed

The indicative buildings in the framework would be visible to the right of Aberconway Road defining the corner of the junction with Morden Hall Road. The mix of blocks will vary in height, creating a well articulated undulating skyline and complementing Crown House. The buildings in the framework would make a small but noticeable change to the composition of this view and to its close surroundings. It is considered that the framework would enhance the existing quality of the view and setting of London road if the proposed design is of suitably high architectural quality.

Significance of likely impact: **low, beneficial**

### Recommendations

Further visual assessment required as detailed design of the framework progresses.



Key plan



Existing character of view

Co-ordinates: 525399, 168127  
AOD: 23  
Bearing: 39°  
Focal: 35mm



Existing view



View with the indicative development framework model

## View T8 - Mitcham Common

### Existing

The view is taken from the middle of Mitcham Common near the Seven Island Pond. The Common is a 182 hectare site of Metropolitan Importance for Nature Conservation. It is also part of the Wandle Valley Country Park. The view is dominated by mature trees and open grassland. The wooded nature of the area obscures views beyond toward Morden town centre.

The townscape character and scenic quality of the view are considered to be **high** and to have a **high sensitivity** to change.

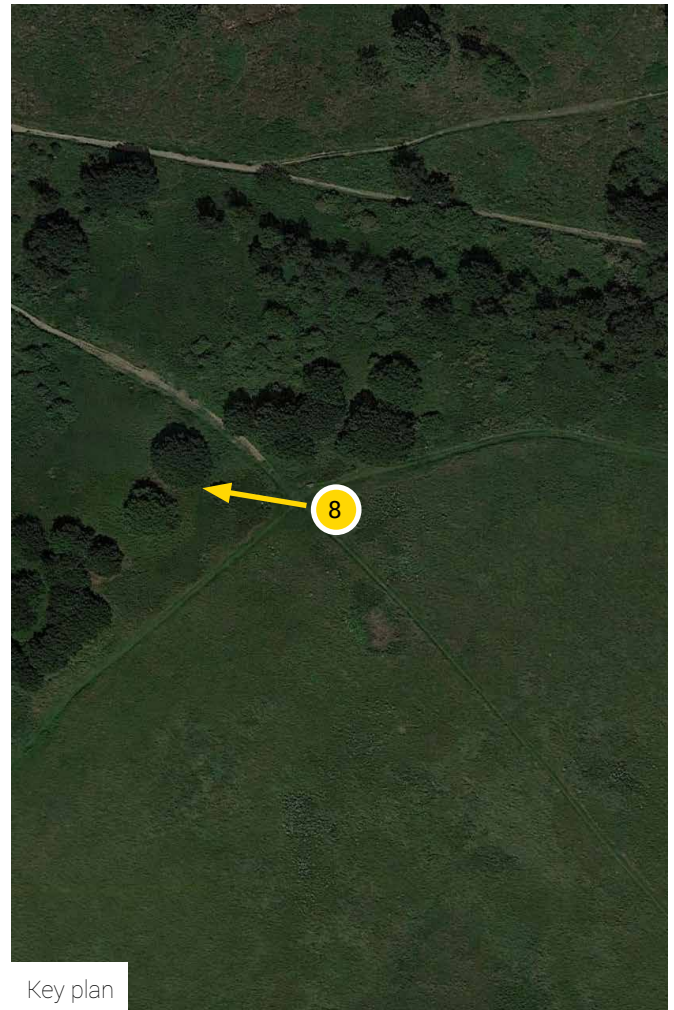
### Proposed

As the rendered image shows, no part of the indicative buildings in the framework would be visible beyond the tree line in the view. It is considered that the framework will not detract from the existing quality of the view and setting of the Common.

Significance of likely impact: **none, neutral**

### Recommendations

No further visual assessment required.



Key plan



Existing character of view

Co-ordinates: 528789, 168147

AOD: 38

Bearing: 297°

Focal: 35mm



Existing view



View with the indicative development framework model



## View T9 - Edge Hill, near Darlaston Rd

### Existing

The view is taken from Edge Hill adjacent to the junction of Darlaston Road. The area is located in the Wimbledon West Conservation area and in the Edge Hill South sub-area. The view looks down the tree-lined Edge Hill and towards Morden town centre. In the foreground and to the left and right of the view are homogeneous rows of Victorian houses. The view of Morden town centre is visible but indistinct in the background.

The view, and the townscape character in the Edge Hill South sub-area has significant scenic quality and is judged to be **good**. The scenic quality of the view is considered to have a **medium sensitivity** to change.

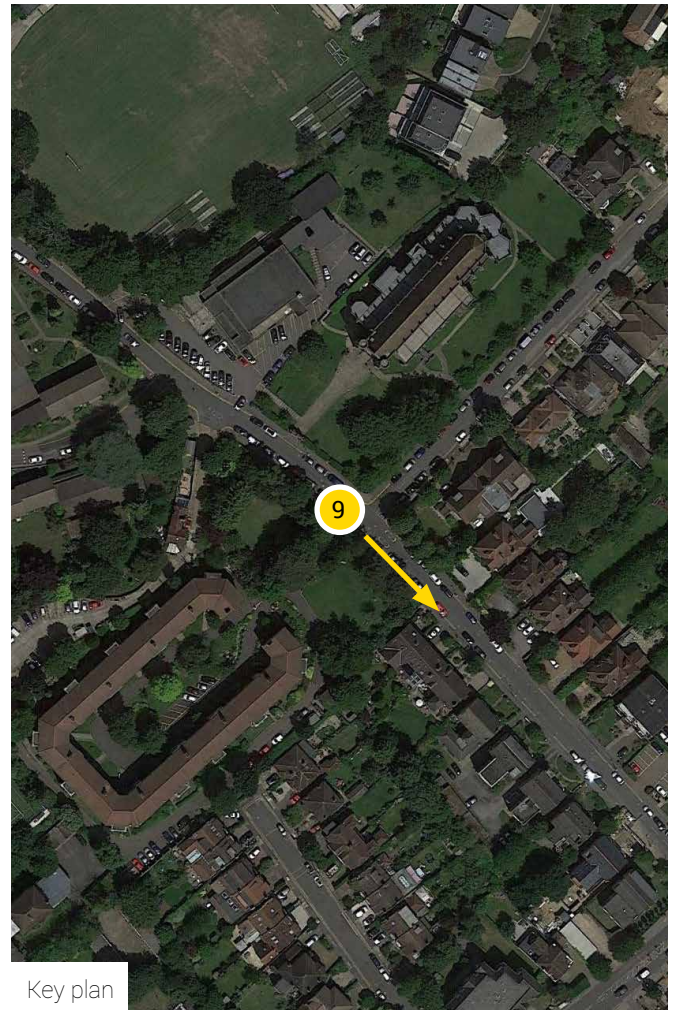
### Proposed

The indicative buildings in the framework would be visible in the skyline beyond the rooftops of houses on Worple Road. The development would make a small and insignificant change to the composition of this view and to its close surroundings.

Significance of likely impact: **low, neutral**

### Recommendations

No further visual assessment required.



Co-ordinates: 523866, 170199  
AOD: 40  
Bearing: 131°  
Focal: 37mm



Existing view



View with the indicative development framework model

## View T10 - Hillcross Ave, near Arundel Ave

### Existing

The view taken from Hillcross Avenue close to the junction with Arundel Avenue is lined with semi-detached houses dating from the second half of the 20th Century. The post-war houses have little in the way of architectural features or detailing that merit preservation. Much of the background is dominated by a view of Crown House, which towers over the surrounding area.

The townscape character and view from Hillcross Avenue has little scenic or public realm quality and is judged to be **ordinary**. The scenic quality of the view is considered to have a **low sensitivity** to change.

### Proposed

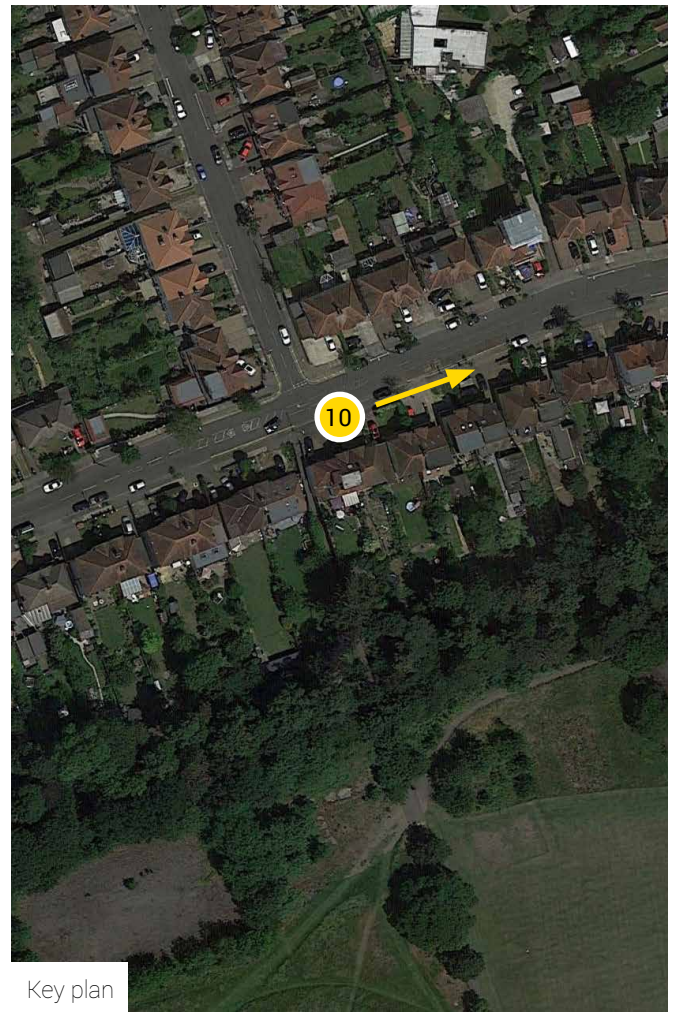
The indicative buildings in the framework would be visible in skyline beyond the rooftops of houses on Hillcross Avenue. The added forms on the skyline would complement Crown House in creating a well articulated undulating skyline. The development would make a noticeable change to the composition of this view and to its close surroundings.

It is considered that the framework would enhance the existing quality of the view and setting of Hillcross Avenue.

Significance of likely impact: **medium, beneficial**

### Recommendations

Further visual assessment required as detailed design of the framework progresses.



Co-ordinates: 525001, 168178  
AOD: 29  
Bearing: 66°  
Focal: 35mm



Existing view



View with the indicative development framework model

## View T11 - Kendor Gardens

### Existing

The view is taken from Kendor Gardens, a linear park to the north of Morden Underground station. The area is sandwiched between the rear gardens of houses fronting Sandbourne Avenue and Daybrook Road to the east and west respectively. The view has an open character with rows of trees to its east and west boundaries. Crown House can be seen in the background over the tree line.

The townscape character and view from Kendor Gardens has some scenic and public realm quality and is judged to be **ordinary**. The scenic quality of the view is considered to have a **low sensitivity** to change.

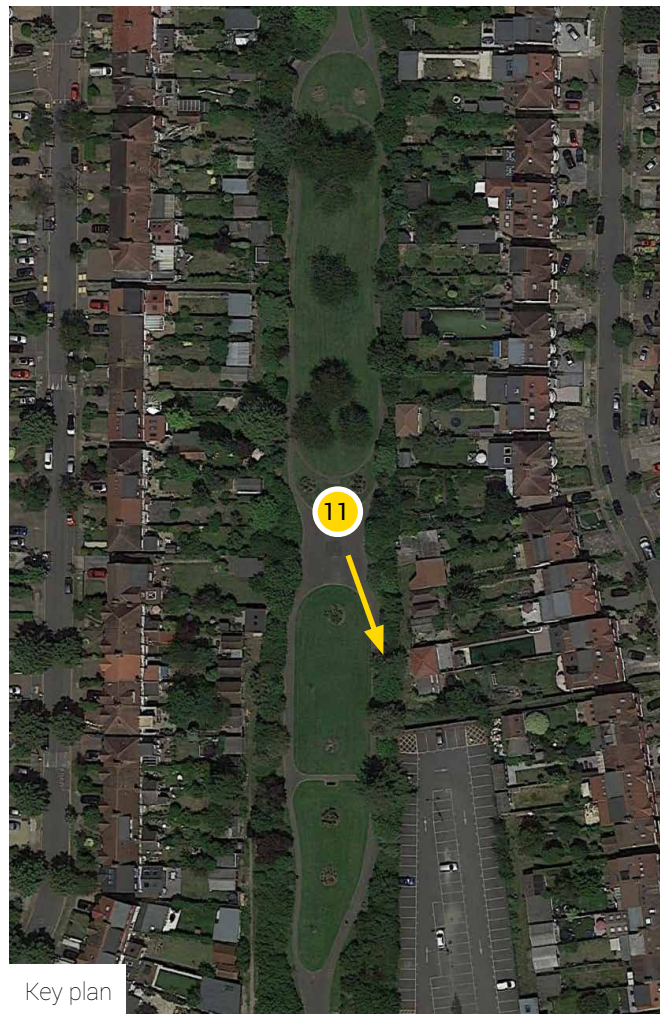
### Proposed

The indicative buildings in the framework would be visible in the skyline beyond the tree line in the middle distance. The added forms on the skyline would complement Crown House in creating a well articulated undulating skyline. The development would make a noticeable change to the composition of this view and to its close surroundings. It is considered that the framework would enhance the existing quality of the view and setting of Kendor Gardens.

Significance of likely impact: **medium, beneficial**

### Recommendations

Further visual assessment required as detailed design of the framework progresses.



Key plan



Existing character of view

Co-ordinates: 525659, 169044  
AOD: 18  
Bearing: 177°  
Focal: 37mm



Existing view



View with the indicative development framework model

## View T12 - Mostyn Gardens

### Existing

The view is taken from western edge of Mostyn Gardens, a 4 hectare park that was once part of Merton Common, and was later the site of a brickworks before being laid out as a park in the 1930s. The character of the view is open with grassland and a line of mature trees to the eastern boundary, which obscures the view of the town centre. Crown House can be seen in the background amongst the tree line, though not dominating the view.

The townscape character and view from Mostyn Gardens has some scenic and public realm quality and is judged to be **ordinary**. The scenic quality of the view is considered to have a **low sensitivity** to change.

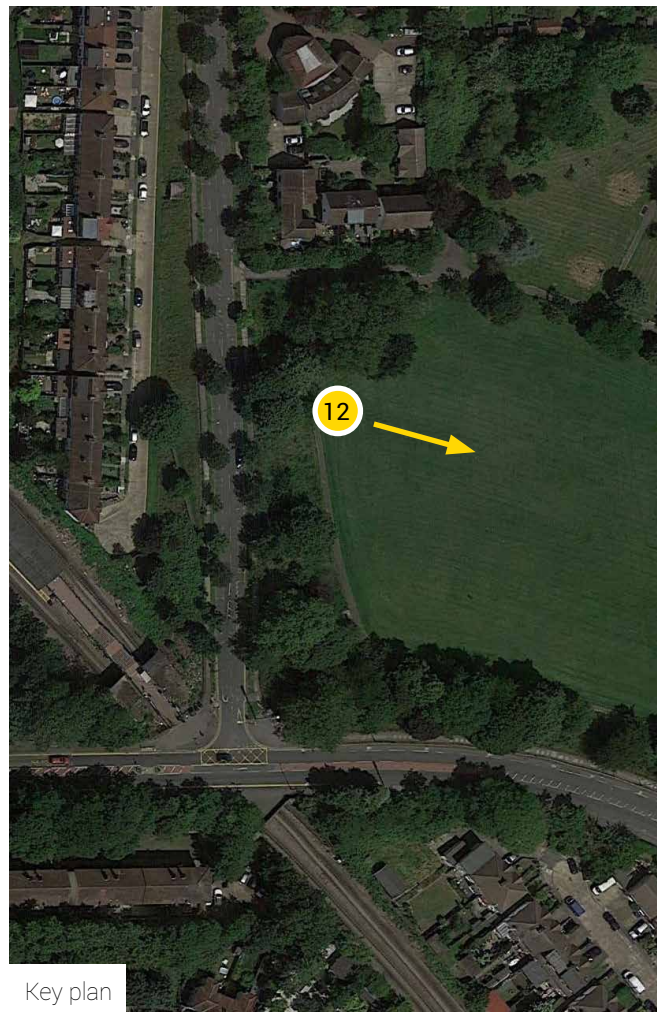
### Proposed

The indicative buildings in the framework would be visible in the skyline beyond the tree line in the middle distance. The added forms on the skyline would complement Crown House in creating a well articulated undulating skyline. The development would make a small but noticeable change to the composition of this view and to its close surroundings. It is considered that the framework would enhance the existing quality of the view and setting of Mostyn Gardens.

Significance of likely impact: **low, beneficial**

### Recommendations

Further visual assessment required as detailed design of the framework progresses.



Key plan



Existing character of view

Co-ordinates: 525000, 168679

AOD: 19

Bearing: 100°

Focal: 35mm



Existing view



View with the indicative development framework model



## 5.0 Conclusion

As discussed in this assessment, it is not anticipated that the indicative 3D model of the strategic development framework would result in any likely adverse townscape and visual effects. Therefore additional mitigation is not required and the likely significant residual effects of the framework on townscape and visual amenity would remain as identified in Section 5 of the assessment and summarised in Table 4 below.

The indicative framework provides an appropriate response to the existing architectural character of the area. A detailed assessment of the visual impact of the framework is pending detailed

design of an architectural scheme. Provided the detailed scheme is of a consistently high level of architectural and urban design quality it would significantly enhance the existing highway dominated and low quality townscape of the town centre and its surroundings.

The strategic development framework demonstrates that tall buildings that mark the location and arrival into the town centre and provide high quality public realm, could be accommodated within a regenerated Morden.

The 3D model of the indicative layout of buildings

<b>Summary table of residual effects</b>				
		<b>Geographical extent of likely significant effect</b>	<b>Sensitivity to change</b>	<b>Magnitude of likely significant effect</b>
<b>Townscape View Points</b>				
T1	Morden Hall Park	Local	High	Low, neutral
T2	Morden Park	Local	High	Low, neutral
T3	Morden Rd, near Dorset Rd	Local	Low	Medium, beneficial
T4	Morden Hall Rd, near Aberconway Rd	Local	Low	High, beneficial
T5	Martin Way, near Grasmere Ave	Local	Low	High, beneficial
T6	Abbotsbury Rd, near Buckfast Rd	Local	Low	Medium, beneficial
T7	London Rd, near Baitul Futuh Mosque	Local	Low	Low, beneficial
T8	Mitcham Common	District	High	None, neutral
T9	Edge Hill, near Darlaston Rd	District	Medium	Low, neutral
T10	Hillcross Ave, near Arundel Ave	Local	Low	Medium, beneficial
T11	Kendor Gardens	Local	Low	Medium, beneficial
T12	Mostyn Gardens	Local	Low	Low, beneficial

Table 4

shows that the quantum of development would have a noticeable impact on some views from within the existing townscape but that these impacts would in most instances be low or medium in magnitude and neutral or beneficial in all instances.



Artists' impression of the vision for Morden town centre  
Source: Hawkins\Brown Morden Town Centre, Strategic Development Framework

The image shows the Merton Civic Centre, a large, curved, multi-story building with a distinctive architectural style. The building features a series of curved balconies or window ledges, each with a row of windows. The facade is composed of light-colored panels and dark accents. In the foreground, a tall, narrow clock tower is visible, featuring a large clock face. The sky is a pale, overcast blue. The overall tone of the image is muted and professional.

**CONTACT**

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**MERTON COUNCIL  
FUTURE MERTON**