



‘Delivering the vision for Morden town centre’ consultation 30 Sep – 11 Nov 2015

www.merton.gov.uk/ldf



How we consulted

The consultation ran for 6 weeks (30 September – 11 November 2015)

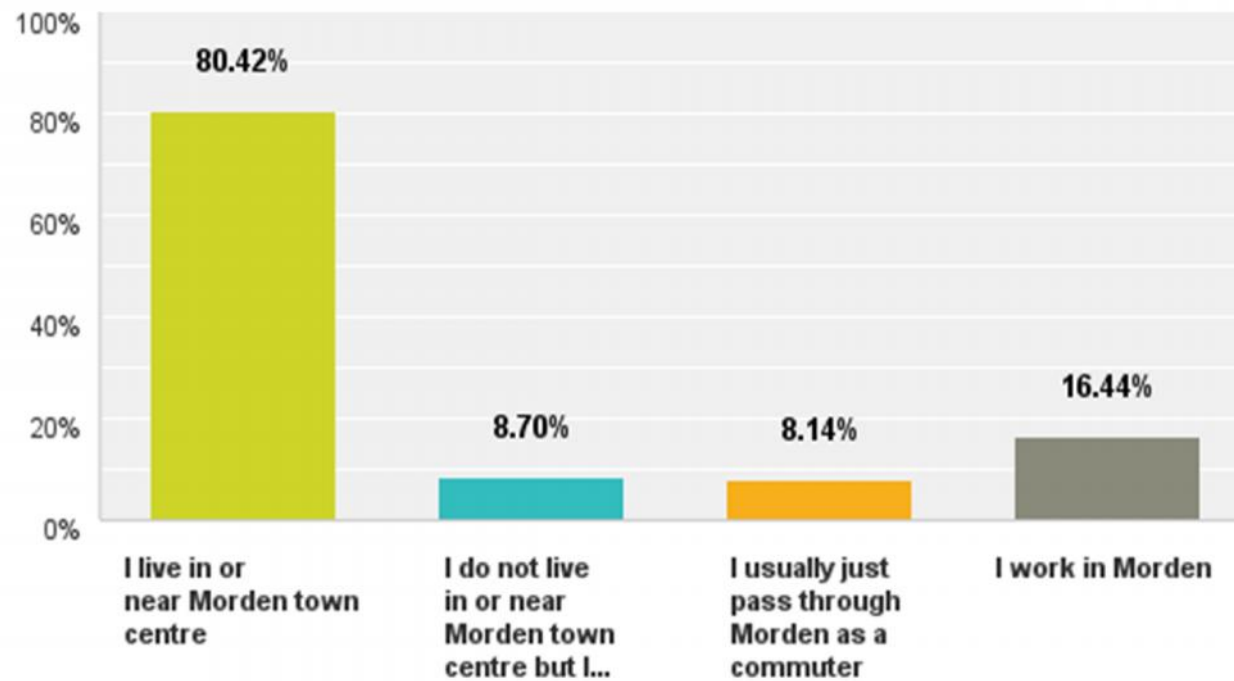
- Officers handed out postcards at Morden underground
- Posters at the station
- council's website
 - Facebook
 - Twitter
- Merton Voluntary Services newsletter & staff bulletin article
- Wimbledon Guardian advertisement
- Meetings with members of the Merton Park Ward Residents Association and other local ward councillors
- Presentation to the Merton Youth Parliament and Morden Community Forum.
- Invited local primary schools pupils to take part linking to Merton's Democracy Week.
- Display in Morden library



1,265 responses received

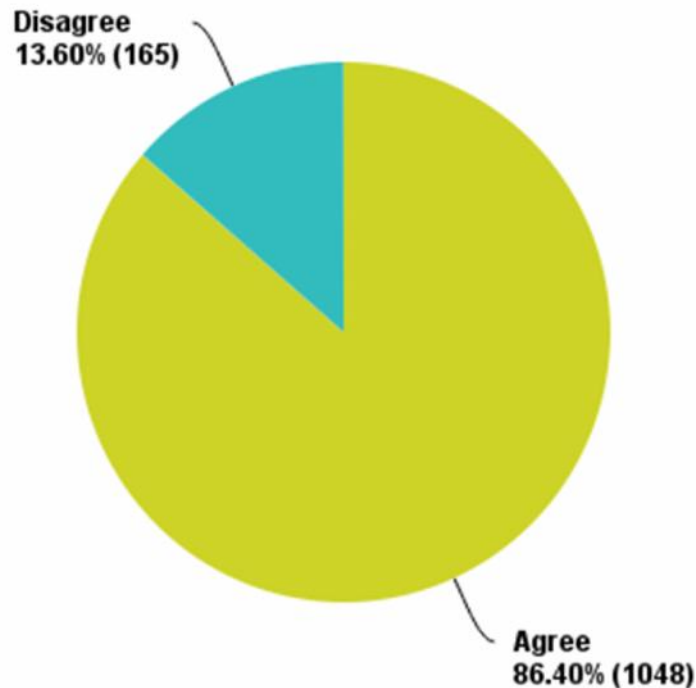
Q1: Live, work, passing through?

Answered: 1,241 Skipped: 24



Q5: Are these still the best things about Morden

Answered: 1,213 Skipped: 52



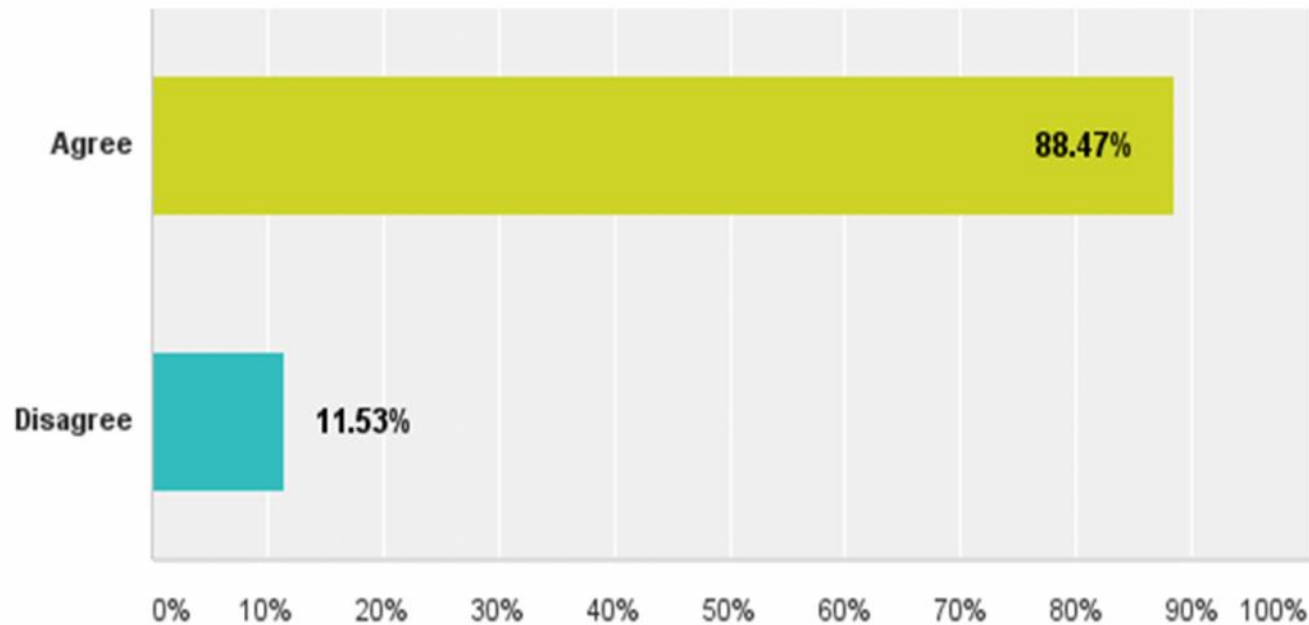
- Access to public transport,
- good quality housing and suburban character of surrounding areas
- Parks, green spaces and leisure

Other comments

- Town centre out of date
- Transport overcrowded – poor links to other parts of south London (e.g. Brixton, Streatham)
- Morden Hall Park: What part will it play?
- Retail offer poor – no variety
- The green spaces are good - one of the best things about Morden

Q6: What needs improving?

Answered: 1,197 Skipped: 68



- **Poor quality condition and range of shops**
- **Pedestrian overcrowding**
- **Bus standing area**

Other comment:

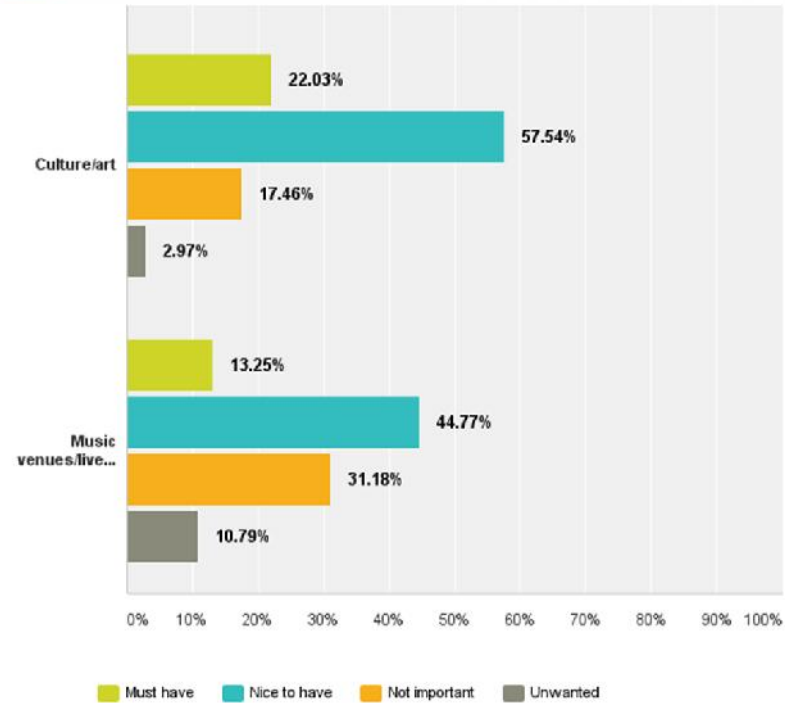
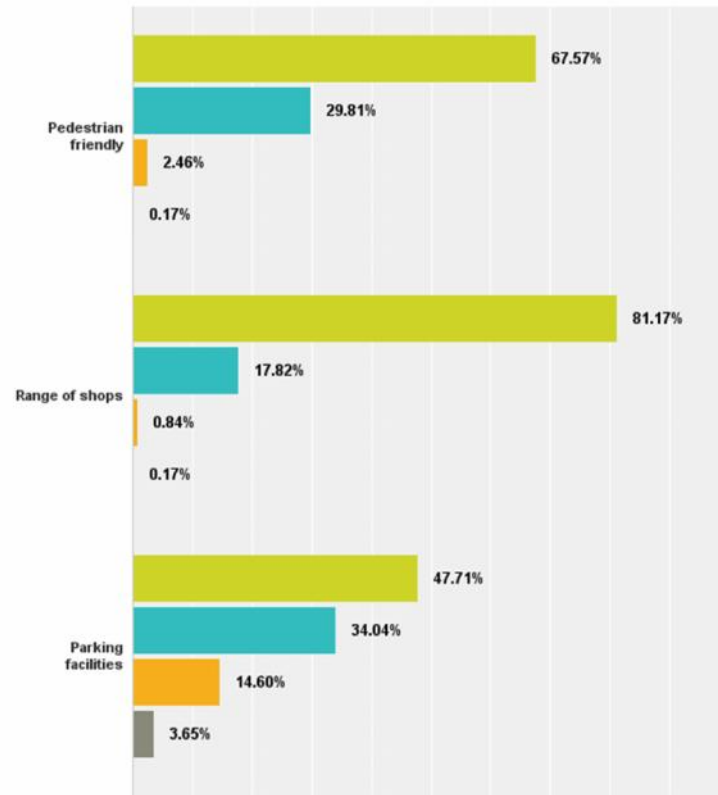
- Parking is a one of the worst things about Morden town centre
- Misuse of current parking is a concern
- Traffic congestion – heavy vehicles passing through the town centre

Q7: Please rank the positive elements in order of importance for Morden town centre?

Answered: 1,186 Skipped: 79

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Answered: 1,186 Skipped: 79



Other comment(s)

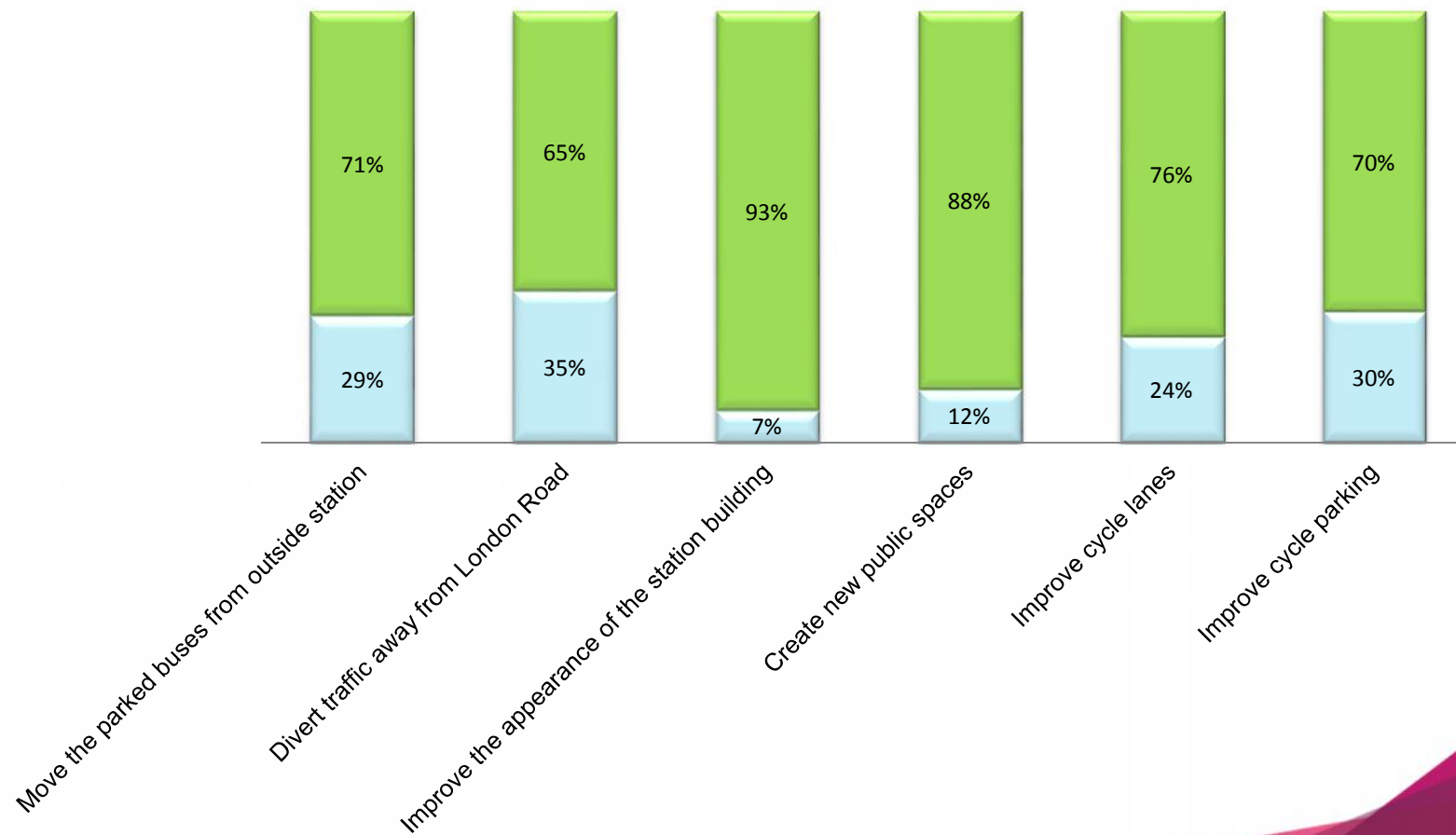
Morden Hall Park should be part of the regeneration of Morden town centre

There is a need to improve the range and variety of shops

Q9: Which of the following measures would be appropriate to make Morden town centre a more attractive and pedestrian and cycle friendly place?

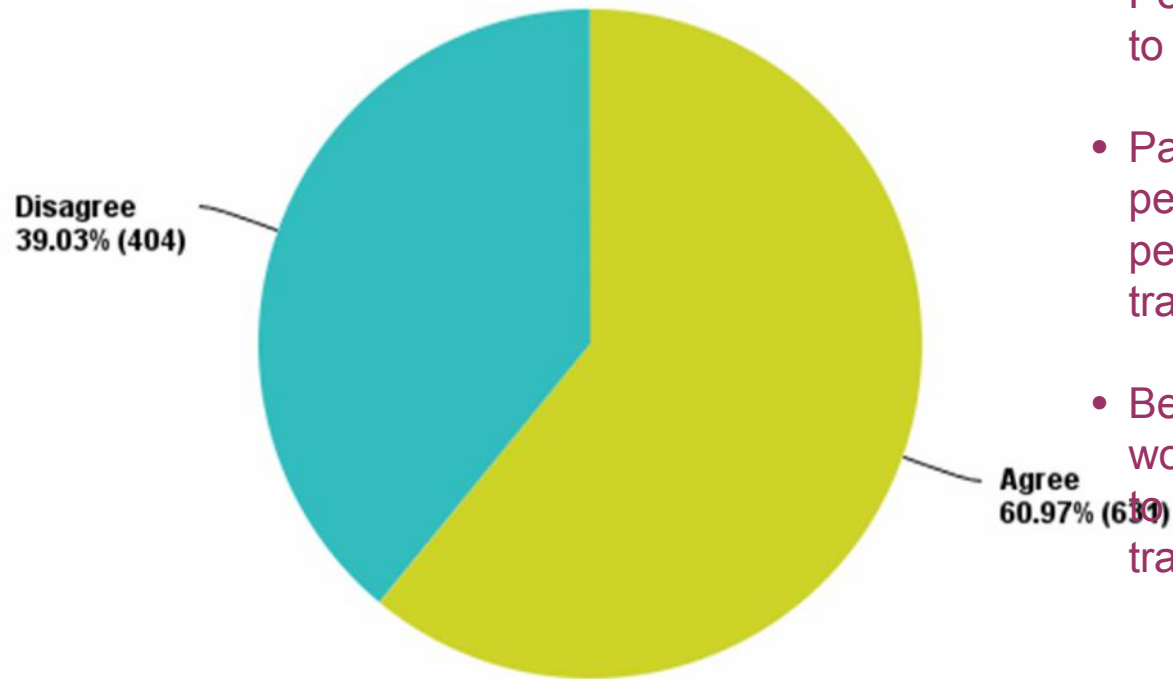
Answered: 1,070 Skipped: 195

Disagree Agree



Q10: Should existing parking for commuters become parking for local shopping needs, making shopping the top priority?

Answered: 1,035 Skipped: 230



Other comments

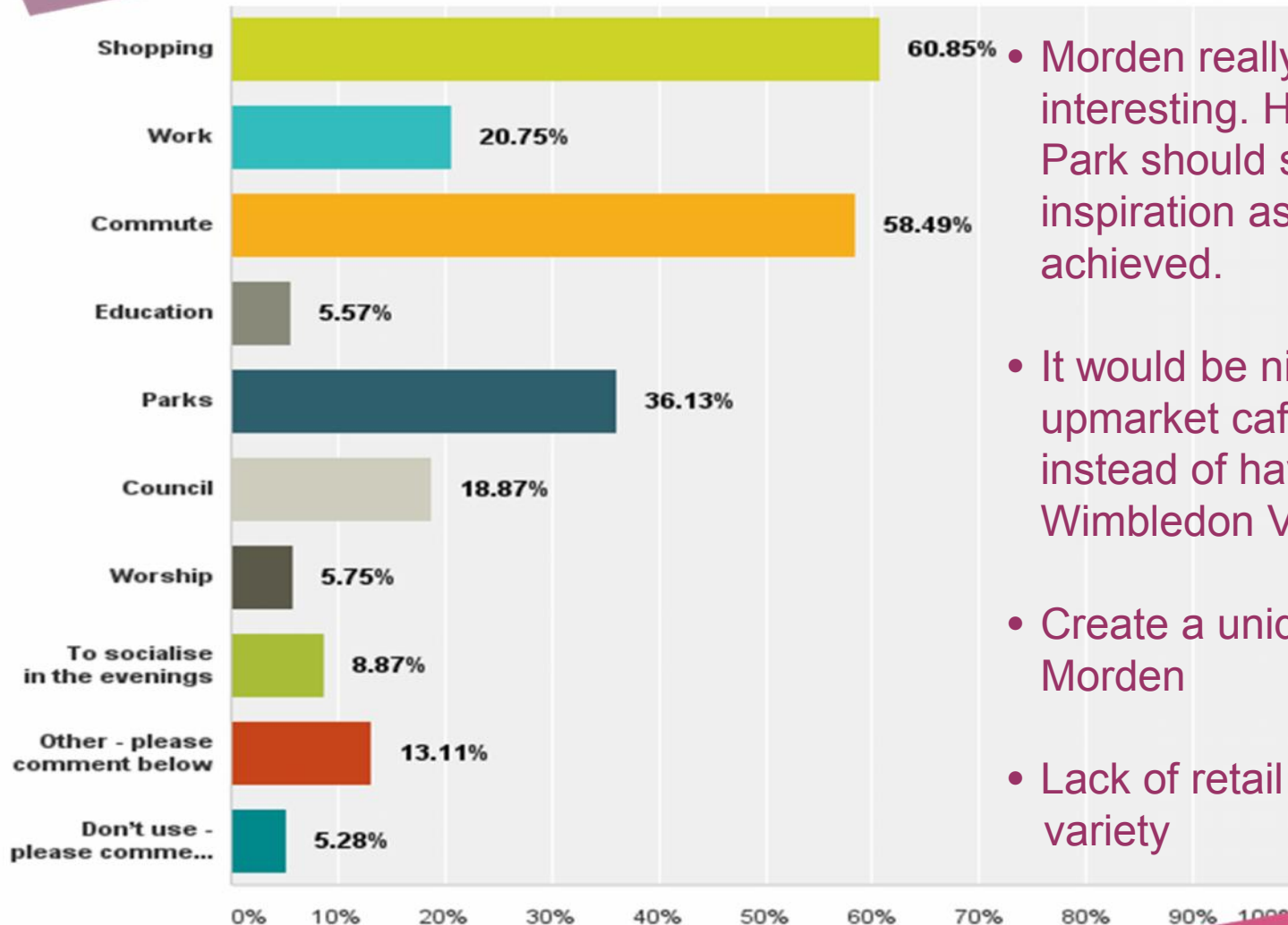
Generally supported however:

- People should still be encouraged to use other transport modes
- Parking should be a priority for people visiting Morden and not people simply using Morden as a transport hub.
- Better bus services/cycle routes would encourage commuters to get to Morden by other means of transport.

Q11: Why do you currently visit Morden town centre?

Answered: 1,060 Skipped: 205

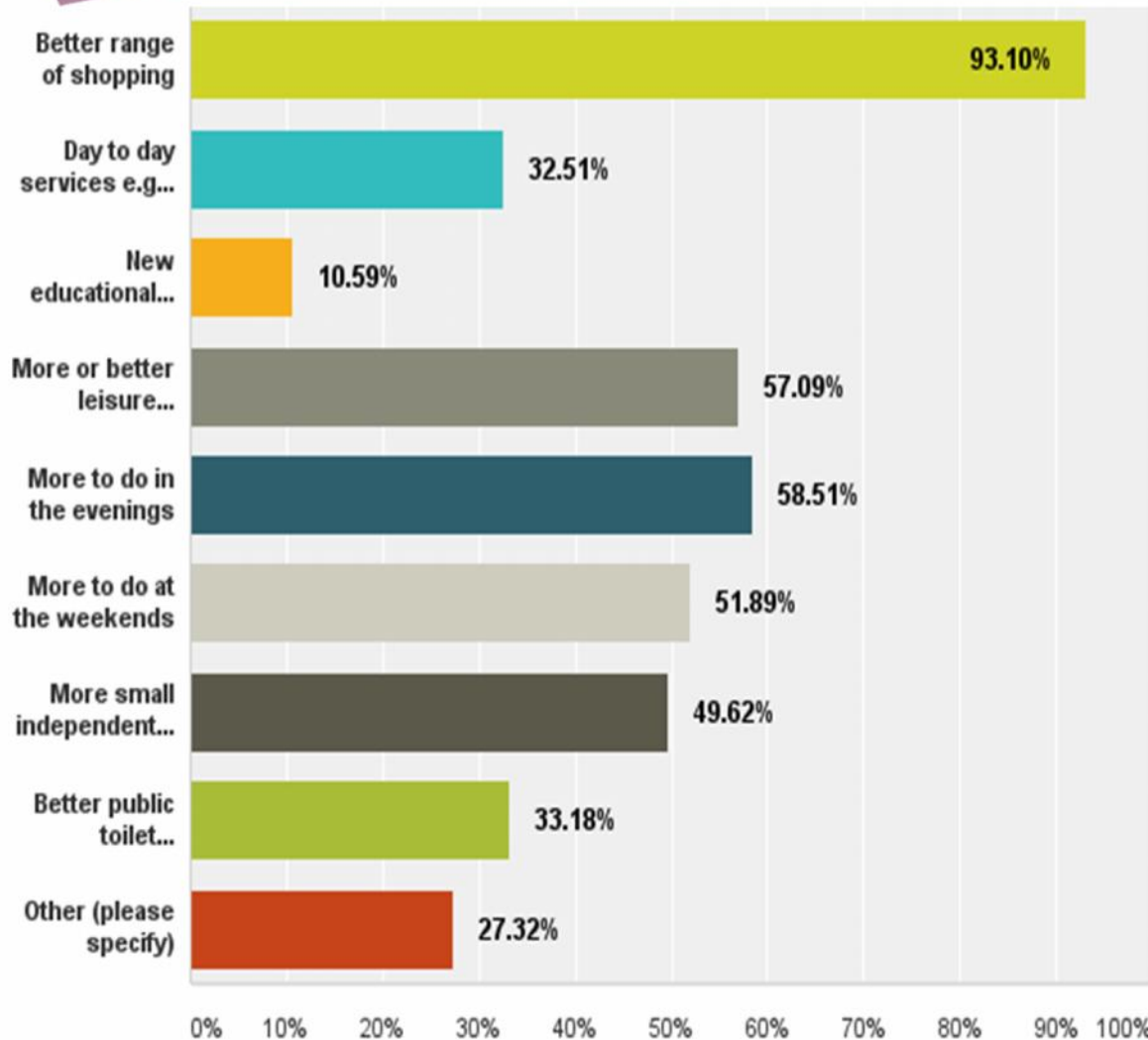
Other comment(s)



- Morden really isn't very interesting. However Morden Hall Park should serve as an inspiration as to what can be achieved.
- It would be nice to have some upmarket cafes in Morden - instead of having to trail up to Wimbledon Village
- Create a unique identity for Morden
- Lack of retail offer and variety

Q12: What would make you use Morden town centre more?

Answered: 1,058 Skipped: 207

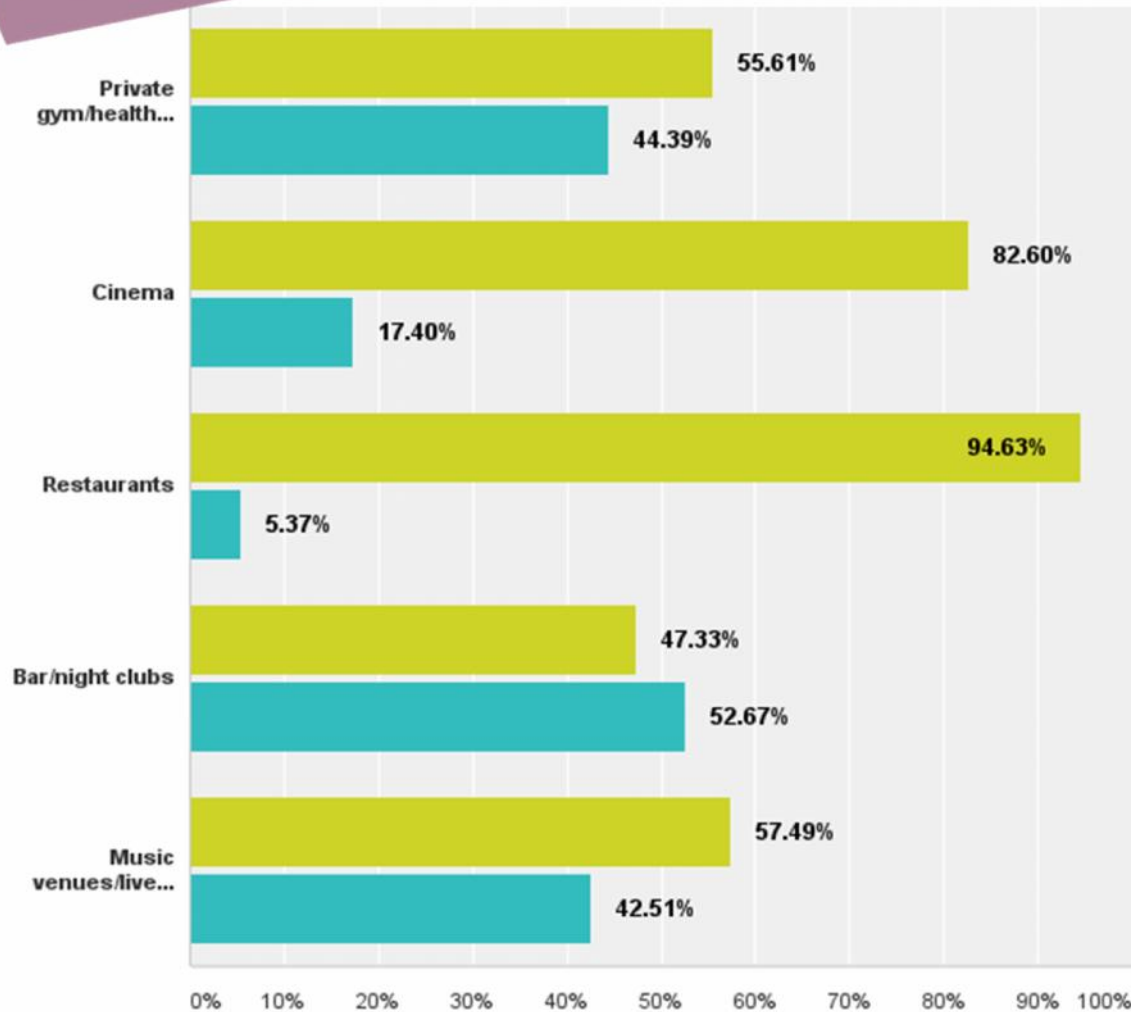


Other comments:

- Get rid of the betting shops, pubs, charity shops, fast food shops.
- Rarely socialise in Morden in the evening - there's not much on offer.
- The town centre is not very pleasant so I don't use it at all.
- Proper restaurants, coffee shops and retail offer, like in Wimbledon and other nearby town centres (Sutton, Kingston etc)
- Better links to the neighbouring parks

Q13: Which of the following type(s) of facility would you like to see most within Morden town centre?

Answered: 1,045 Skipped: 220



Yes No

Q13: Other comment (s)

Shops are also viewed as 'leisure' with suggestions for coffee shops, crafts shops and a wider/better range in independent shops.

Private gym/health clubs

~50/50 split on preference for private or council run gyms

Cinema

Preference for an independent cinema (with Odeon being in Wimbledon)

Restaurants

Improvements in "quality" of current provision

Bar/night clubs

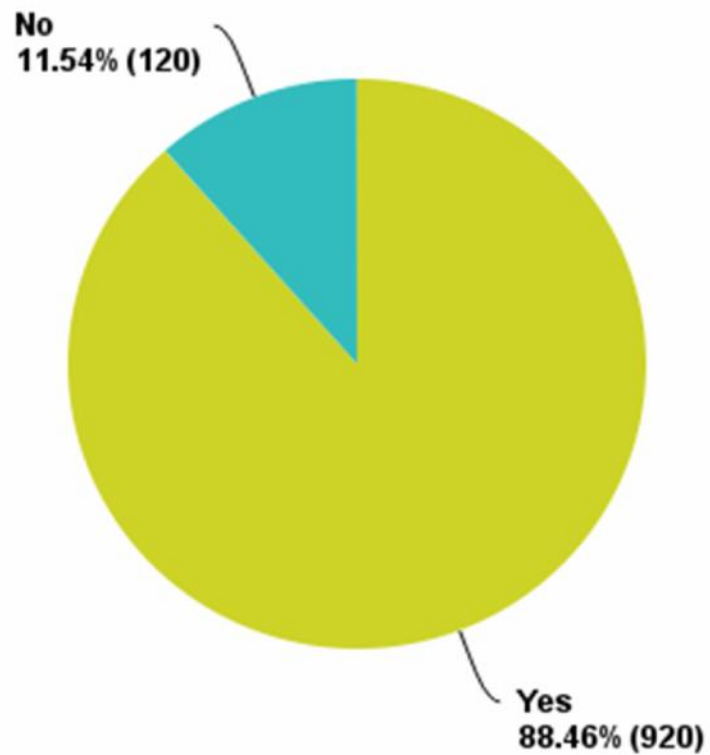
Bars are supported but strong resistance to nightclubs

Music venues/live music

Support for a modestly sized music venue that would ideally be adaptable for other uses too.

Q14: Do you agree that public toilets should be reinstated in Morden underground station?

Answered: 1,040 Skipped: 225



- Strong support subject to cleanliness and maintenance

Q15: Other comments

Answered: 353 Skipped: 912

- Shopping offer to be improved – wider range of shops and a mix of national and independent retail and service shops to be provided.
- Reduce traffic volumes – creating a more pedestrian friendly environment
- Ensure appropriate parking provision (shoppers and commuters)
- Improve links with parks

10 respondents were concerned about the provision of school places

Wide variety of other matters raised by less than 10 respondents

Four workstreams underway



Visualisation of the front of Morden Court Parade after works

Front

Morden Court Parade is a unique building which has been unsympathetically altered. We found an archive picture and think that the most dramatic visual improvement can be achieved by re-instating the original architecture of the facade. Concealed lights installed on the shop roofs can dramatically accentuate the elevation at night. Shop signs need to be aligned with fascias, awnings integrated and where possible external roller shutters re-located. The historic

picture shows a lively street scene. Encouraging shops to use forecourts for seating or (orderly and managed) display of merchandise will lift the visual perception of the parade.



Historic postcard of Morden Court Parade

- Morden retail gateway (New Homes Bonus)
- TfL Morden Major schemes bid
- LEP Masterplan
- Morden Housing Zone

Next steps

Spring 2016:

- consultation feedback to residents
- GLA Merton Council Housing Zone agreement
- brief for selecting a developer (TfL framework)

Summer / autumn 2016:

- work on Major Scheme
- select development partner
- engage resident / businesses

