

In 2018 Merton Council and Transport for London jointly appointed Hawkins Brown to develop a Strategic Development Framework (SDF) which sets out the vision, core objectives, and 'first principles' for the regeneration of Morden Town Centre.

The SDF was informed by consultation results, various technical studies and the inputs of officers from Merton Council and Transport for London.

Hawkins Brown were also required to test the development capacity of various sites within Morden town centre. The results of this part of the Hawkins Brown work will also inform the assessment of the forthcoming procurement for a development partner and can therefore not be published at this stage.

This document therefore consists of appropriate extracts from the Hawkins Brown 'Morden Town Centre Strategic Development Framework' report that was completed in July 2019.

About This Document

The Morden Strategic Development Framework is a document which sets out the vision, core objectives, and 'first principles' for the regeneration of Morden Town Centre. Informed by previous consultation with the local community, this document was produced jointly by the London Borough of Merton (LB Merton) and Transport for London (TfL), who are working together in partnership to bring forward this once-in-a-generation opportunity.

The Strategic Development Framework defines:

- Why the regeneration of Morden Town Centre is necessary and important (the 'Vision');
- What the project should seek to deliver (the 'Project Objectives');
- How the project should be delivered in terms of methods and approaches (the 'Delivery Principles'); and
- Where various elements of the regeneration scheme should be located and connected as part of a broader master plan (the 'Spatial Principles').

These elements are not meant to be prescriptive. Instead, they set out a framework for project delivery at a high strategic level in order to provide a clear but flexible way forward, and ensure that the regeneration is delivered in line with stakeholder expectations.

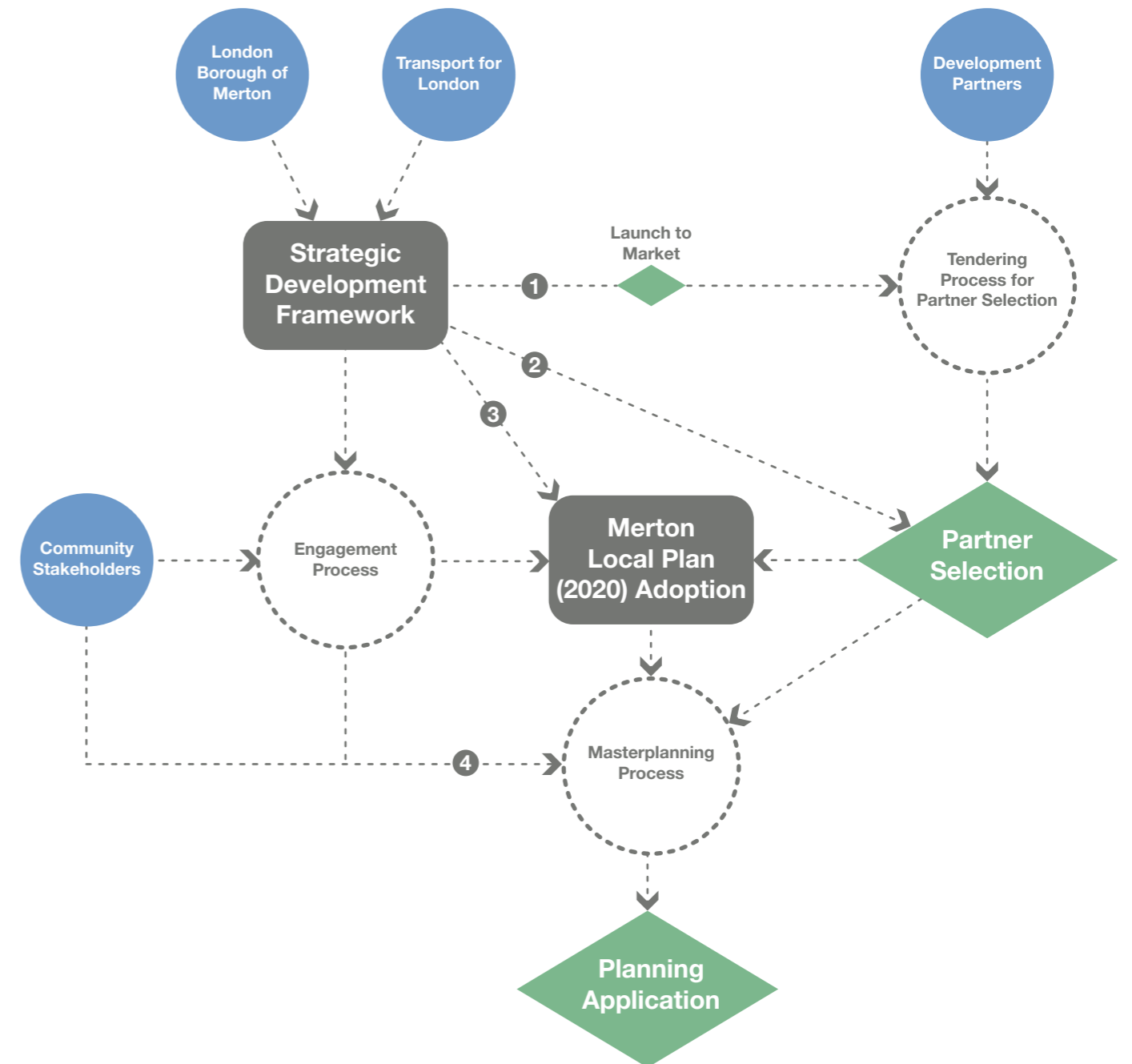
How To Use This Document

In the coming months, LB Merton and TfL will jointly launch the Morden town centre regeneration opportunity to market as part of a competitive bidding process, with the aim of securing a capable and visionary development partner to work alongside them in delivering the regeneration. This process will be guided by the Strategic Development Framework Document (1).

Bidders will need to demonstrate that they are fully committed to delivering the vision, objectives, and principles set out in this document. Bids will be evaluated based on the strength of this commitment and ability to deliver on it (2).

The Strategic Development Framework will inform LB Merton's new Local Plan (2020) and will be used as part of the public consultation to ensure that, along with the support of the development partner, the vision can be delivered and that the strategic objectives become adopted local policy.

All stakeholders can then work together through the master planning process (4) to ensure that the project is delivered in accordance with all parties' requirements and to the benefit of the local community.



Executive Summary

Executive Summary

More Morden Context

The London Borough of Merton has had a long-held aspiration to regenerate Morden town centre. The public consultation, which led to the 2009 Cabinet adoption of the vision, confirmed that Morden town centre has the potential to be much greater, by making more of what Morden already has to offer: excellent transport links, the civic heart of the borough, employment opportunities, retailing and leisure facilities, and the proximity of two large parks.

However, Morden town centre suffers from a very poor quality public realm, which is dominated by a prominent bus standing facility and vehicular through traffic, a poor quality retail offer and a relatively small number town centre homes.

The London Borough of Merton and Transport for London, who are the two major land owners within Morden town centre, are working together in partnership to redefine the next generation of suburban London living.

Morden is setting its sights on being the first in a new generation of re-invigorated town centres providing enhanced liveability, affordable housing, adaptable commercial and co-working environments, transformed transport infrastructure and highly accessible attractive public spaces.

Underpinning these proposals will be a commitment to developing sustainably and collaborating with the local community, to create a global benchmark that goes beyond best practice and positively asserts a confident new local identity.



Historical and Local Character

Morden was largely rural until the arrival of the tube in 1926, which proliferated large residential development. During the mid 20th Century the appeal of living in a 'garden suburb' grew, but population growth in London led to congestion in a street network which was already locked in, and as a result the district centre entered a period of decline.

The district centre and its surrounding context is divided into six character areas that consider the history, uses, community functions and building typologies.

Spatial Analysis

The report examines the spatial characteristics of the district centre and indicates a range of land uses set within the district centre, with predominantly retail surrounding the high street. Transport for London have the freehold along the Northern Line and the associated depot and car parks to the north and south of London Road. The London Borough of Merton own the site of the civic centre and parts of Abbotsbury triangle. The surrounding residential areas are in private ownership, with the predominant types being terraced or semi-detached houses.

Analysis of the built environment shows a general height of 2-3 storeys surrounding the district centre with the Civic Centre and Baitul Futuh Mosque serving as visual landmarks for the area. The high street of London Road is bisected by a TfL Red Route, which contributes negatively to the streetscape, with interrupted and sporadic pedestrian crossings, physical barriers and narrow pavements.

Functional Analysis

Morden generally represents an area of London that has been undervalued and underdeveloped and with current trends toward growth in Outer London, Morden is increasingly being sought out as the next place to invest. Over 65% of the housing stock in the Morden sub-area of the London Borough of Merton is 3+ bedroom homes, and LB Merton and TfL envisage that the regeneration of Morden town centre will deliver much needed new market and affordable housing, through the provision of predominantly 1-2 bedroom properties that will meet the local housing needs.

In addition to the residential function, the district centre hosts several commercial employers which collectively occupy 196,724 sqft of office space. Whilst an increase in quantum of space is not anticipated, there is a need for more flexible and affordable workspace in Morden, as the stock of commercial space is coming under increasing pressure as employers move towards new operating models such as smart working, remote working, and co-working.

The retail functions of the district centre consists of 65% independent business with a focus on Use Class A establishments such as A1 Shops (55%) and A3 Restaurants

and Cafés (20%). It is not anticipated that the retail provision will increase significantly with any new development, but that the retail provision needs to become more competitive with surrounding centres and provide an element of evening economy to increase hours of activity within the district centre..



Socio-Economic Analysis

Morden district centre is located across three wards (Ravensbury, St Helier and Merton Park) with the combined population of these wards set to grow from 30,782 in 2018 to 39,487 in 2030.

In this context, development of the district centre has the potential to impact on the current socio demographics, which sees a split between those in Grade AB employment to the north of the town centre and the more working class population to the south.

Opportunities and Constraints

The report highlights the opportunities for public realm improvements in relation to road and rail infrastructure, whilst recommending potential connections to promote active travel. Conversely these improvements are subject to the operational infrastructure requirements. The district centre does not have many significant heritage assets, although the proximity to Grade II Morden Hall Park will inform future development, alongside any adjacent residential properties.

Principles and Objectives

Based on input from the community and work by an interdisciplinary team of consultants, a series of principles and objectives which will guide the future of moreMorden have been agreed by Transport for London and the London Borough of Merton.

These principles are expected to evolve over time, and will be refined in coming months based on feedback obtained through the Local Plan consultation. LB Merton and TfL strongly encourage residents, businesses, and other stakeholders to participate in this process so we can ensure the scheme is delivered in accordance with the community's vision for the area. These fall into three categories; Project Objectives, Delivery Principles and Spatial Principles.

Conclusion

With its excellent transport links and nearby green spaces, Morden is well placed to become an exemplar of how Outer London growth can be integrated successfully into the existing (sub)urban fabric.

The Strategic Development Framework (SDF) has set out high level development and delivery principles which will be applicable to many district centres, but the key to the successful execution of these is to understand and appreciate what makes each district centre unique. This will be a key element of the masterplanning process as it looks to draw on the SDF, the Local Plan and community engagement.

The SDF provides a context for this discussion and it is now the gift of a future development partner to take this forward and deliver on the moreMorden Vision.



Project Objectives

These principles specify what the scheme should seek to deliver in terms of housing, commercial uses, retail offerings, and community amenities.

- Create a Diverse Residential Community
- Develop an Innovative Local Economy
- Establish a Next Generation Retail Experience
- Reinvigorate Community Focus
- Facilitate an Active and Engaging Public Realm
- Create a 21st Century Transport Hub



Delivery Principles

These principles underpin the entire moreMorden scheme, and guide how it should be delivered.

- Engagement and Collaboration
- Sustainability as a Foundation
- Bringing the Community Together
- Spirit of Innovation
- Exemplar Design and Quality
- Holistic Design
- Comprehensive Delivery



Spatial Principles

These principles help to guide the design of moreMorden, including where various functions should be located and linked together.

- Hinterland Connectivity
- Hierarchy
- Pedestrian and Vehicular Routes
- Transport Interchange
- Balance of Attractors
- Character Areas
- Legibility
- Urban Form
- Typology

1 The Future of Morden

- 1.1 More Morden Vision Statement
- 1.2 Principles Overview
- 1.3 Project Objectives
- 1.4 Delivery Principles
- 1.5 Spatial Principles

1 The Future of Morden

1.1 More Morden Vision Statement

Make More of Morden

London Borough of Merton and Transport for London are working together in partnership to redefine the next generation of suburban London living. The proposals for Morden will signal a step-change in design and quality not seen since the advent of the tube network in the early 20th Century.

Morden is setting its sights on being the first in a new generation of re-invigorated town centres providing enhanced liveability, affordable housing, adaptable commercial and coworking environments, transformed transport infrastructure and highly accessible attractive public spaces.

Underpinning these proposals will be a commitment to developing sustainably and collaborating with the local community. Together we will co-create a global benchmark that goes beyond best practice and positively asserts a confident new local identity. Morden is changing.



Figure 1-1
More Morden Vision
Aerial View

Figure 1-2
(Overleaf)
'A High Street of
Convenience and
Conviviality'



Doughnut
Cup
Bake

Kiosk

Shoe repair

FLAGSHIP STORE

1 The Future of Morden

1.2 Principles Overview

Based on input from the community and work by an interdisciplinary team of consultants, a series of principles which will guide the future of moreMorden have been agreed by Transport for London and the London Borough of Merton.

These principles are expected to evolve over time, and will be refined in coming months based on feedback obtained through the Local Plan consultation. LB Merton and TfL strongly encourage residents, businesses, and other stakeholders to participate in this process so we can ensure the scheme is delivered in accordance with the community's vision for the area.

These principles fall into three categories as shown to the right:

Project Objectives

Refer to Section 4

These principles specify what the scheme should seek to deliver in terms of housing, commercial uses, retail offerings, and community amenities.



Delivery Principles

Refer to Section 5

These principles underpin the entire moreMorden scheme, and guide how it should be delivered.



Spatial Principles

Refer to Section 6

These principles help to guide the design of moreMorden, including where various functions should be located and linked together.



Figure 1-3
(Overleaf)
'A 21st Century
Transport Interchange'



1 The Future of Morden

1.3 Project Objectives

These principles illustrate the basic elements that should make up moreMorden

Create a Diverse Residential Community

Provide an appropriate quantum of housing (c.2,000 units) to support both Merton and TfL's housing targets with a diverse mix of housing prices and tenures to promote socio-economic equality and inclusion.



Develop an Innovative Local Economy

Deliver a suitable quantum of non-residential uses and space that is positioned to encourage local business, entrepreneurship, innovation, and employment.



Establish a Next Generation Retail Experience

Provide a next-generation retail offer of 60,000-100,000 sf (including convenience, comparison and food/beverage) which is positioned for the future and caters to local residents, workers, commuters, and visitors.



Reinvigorated Community Focus

Create a new civic 'heart' within moreMorden by providing community amenities and promoting arts and culture.



Facilitate an Active and Engaging Public Realm

Promote activity within the town centre by offering an engaging public realm - one which is interactive, playful, unique, and attractive to a diverse range of citizens.



Create a 21st Century Transport Hub

Create a truly integrated, multi-modal transport hub which prioritises active travel, supports the use of public transport, and routes private vehicles around the periphery.



Figure 1-4
(Overleaf)
'A Green Network'



1 The Future of Morden

1.4 Delivery Principles

These key principles will underpin the moreMorden project, and the way in which it is planned and delivered.

Engagement and Collaboration

Engage thoroughly and collaborate meaningfully with residents, businesses, and landowners - both current and future - throughout moreMorden's planning and delivery.



Sustainability as a Foundation

From initial visioning to project completion, ensure that economic development, environmental stewardship, and social responsibility are at the heart of moreMorden.



Bringing the Community Together

Make moreMorden an exemplar for inclusivity and integration - a neighbourhood that works for all, and brings people together.



Spirit of Innovation

Establish a new model for quality suburban living by embedding innovation throughout moreMorden's design, planning, delivery, and operation.



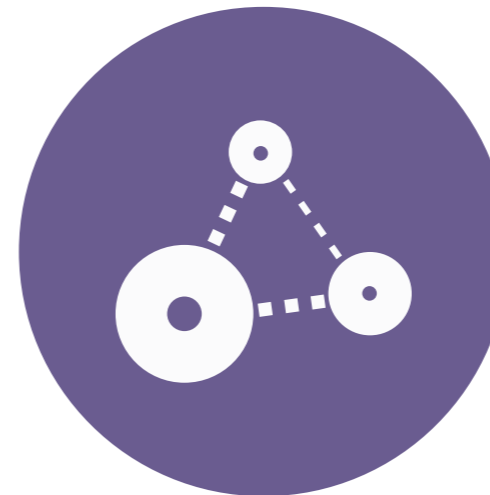
Exemplar Design and Quality

Embody excellence from concept to completion, so that moreMorden becomes an exemplary benchmark for the design and construction of sustainable communities.



Holistic Design

Design the moreMorden community holistically, so that its various functions are fully integrated and the master plan as a whole connects with surrounding communities.



Comprehensive Delivery

Sequence the project to ensure the comprehensive and timely delivery of the full moreMorden scheme.

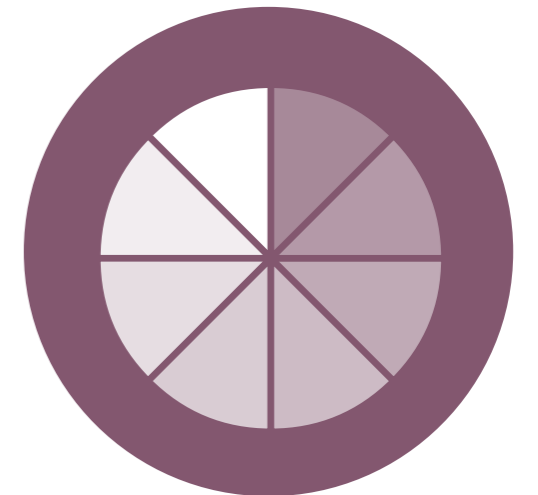


Figure 1-5
(Overleaf)
'Density in the suburbs'



1 The Future of Morden

1.5 Spatial Principles

These principles have been developed in collaboration with Merton Council and Transport for London to establish strategic spatial guidance for development to ensure successful integration within the existing context.

Further information on these principles can be found in Section 6.

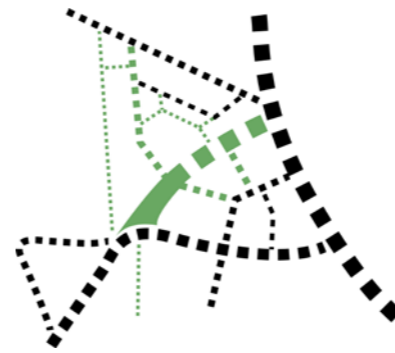
Hinterland Connectivity

Define links and the relationship between the district centre and its hinterland and establish routes for pedestrians, cyclists and short bus rides.



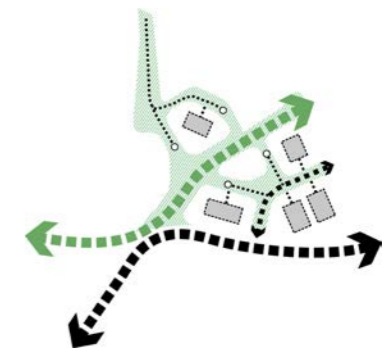
Hierarchy

Create a clear hierarchy of streets and public realm.



Pedestrian and Vehicular Routes

Create a pedestrian and active travel quarter separate from the main vehicular flow.



Transport Interchange

Utilise pedestrian priority area and high street as a key transport interchange zone and promote the activity that this brings.



Balance of Attractors

Distribute retail, civic and leisure functions across the district centre.



Character Areas

Create three distinct character areas.



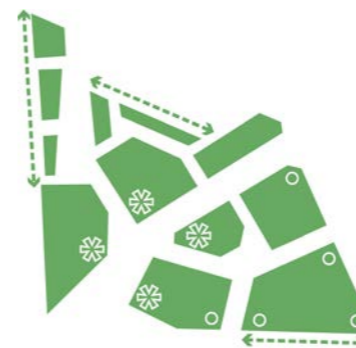
Legibility

Provide closed blocks with continuous frontages to aid in the legibility of the town centre.



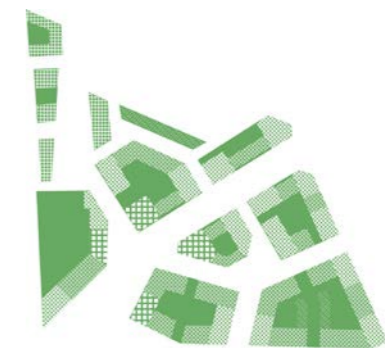
Urban Form

Distribute density and height to articulate and define public and private realm.



Typology

Distribute a range of building types throughout the district centre to support a diverse residential community.



2 Context

2.1 Overview

2.1.1 London Context

London is a city which is changing rapidly to meet the needs of its citizens. Housing affordability, public health, efficient transport, green space, clean air, economic opportunity, neighbourhood safety, and arts and culture are just some of the many things that Londoners want more of. To deliver these outcomes, London's neighbourhoods need to become more diverse, resilient, and inclusive. Its infrastructure needs to become more integrated, efficient, and sustainable.

In other words, a new approach is required. And that is where Morden comes in.

Morden Town Centre, has many challenges, but it also has many opportunities. With the right stakeholders working together in support of a shared vision, the regeneration can create a new template for suburban living in London. Morden can become the first of many schemes which exemplify the new London Plan.

The London Plan is ambitious in scope and challenges communities to become more economically vibrant, socially inclusive, and environmentally sustainable through 'Good Growth', particularly around transit nodes. This is supported by a suite of policy documents which set out a detailed road map for delivering the vision. These documents include:

- The Mayor's London Housing Strategy;
- The Mayor's Transport Strategy;
- Good Growth by Design;
- Healthy Streets for London;
- TfL Station Public Realm Design Guidance

These policies robustly encourage London's communities to reach their full potential and help make London a global exemplar for the 21st-century city. This will require a great deal of positive change that benefits local communities – and that change can be exemplified by the regeneration of Morden Town Centre.

Whilst these policies are reflective of the Mayor's current policies and draft London Plan, the principles included within them are applicable and desirable for the Morden Town Centre re-development project and therefore will remain as key project objectives should political change take place.



Figure 2-1
Draft New London Plan
Cover Graphic

2 Context

2.1 Overview

2.1.2 London Borough of Merton Context

Morden is a town centre within the London Borough of Merton, which is an Outer London borough, approximately 8 miles south of the centre of London. Morden is identified as a District Centre in the London Plan (2017) and the draft New London Plan (2018), which is described as follows:

District centres are distributed more widely than metropolitan and major centres, providing convenience goods and services for more local communities and accessible by public transport, walking and cycling. Typically, they contain 5,000-50,000 sqm of retail, leisure and service floorspace. Some district centres have developed specialist shopping functions.

The London Plan (2016) classifies other town centres within the proximity of Morden as follows:

Metropolitan Centre

Sutton (LB Sutton)

Major Centre

Wimbledon (LB Merton) and Tooting (LB Wandsworth)

District Centre

New Malden (RB Kingston-upon-Thames), Mitcham (LB Merton) and Balham (LB Wandsworth). Note that Colliers Wood is identified as a “potential future” District Centre.

Within both the London Plan (2017) and the draft New London Plan (2018), Morden is identified as having low commercial growth potential and high residential growth potential. Town centres with low commercial growth potential are described as follows:

Town centres that are encouraged to pursue a policy of consolidation by making the best use of existing capacity, either due to (a) physical, environmental or public transport accessibility constraints, or (b) low demand.

Although the London Plan 2017 is at examination stage (due to finish the hearings by July 2019) it is clear that the Mayor of London recognises the increasing significance of Morden in contributing to London’s growth. As part of the examination hearings, the Mayor has recommended to the Planning Inspectors that the Wimbledon / Colliers Wood / South Wimbledon Opportunity Area also references Morden town centre, due to its potential for deliverable residential growth in proximity to excellent current and future public transport.

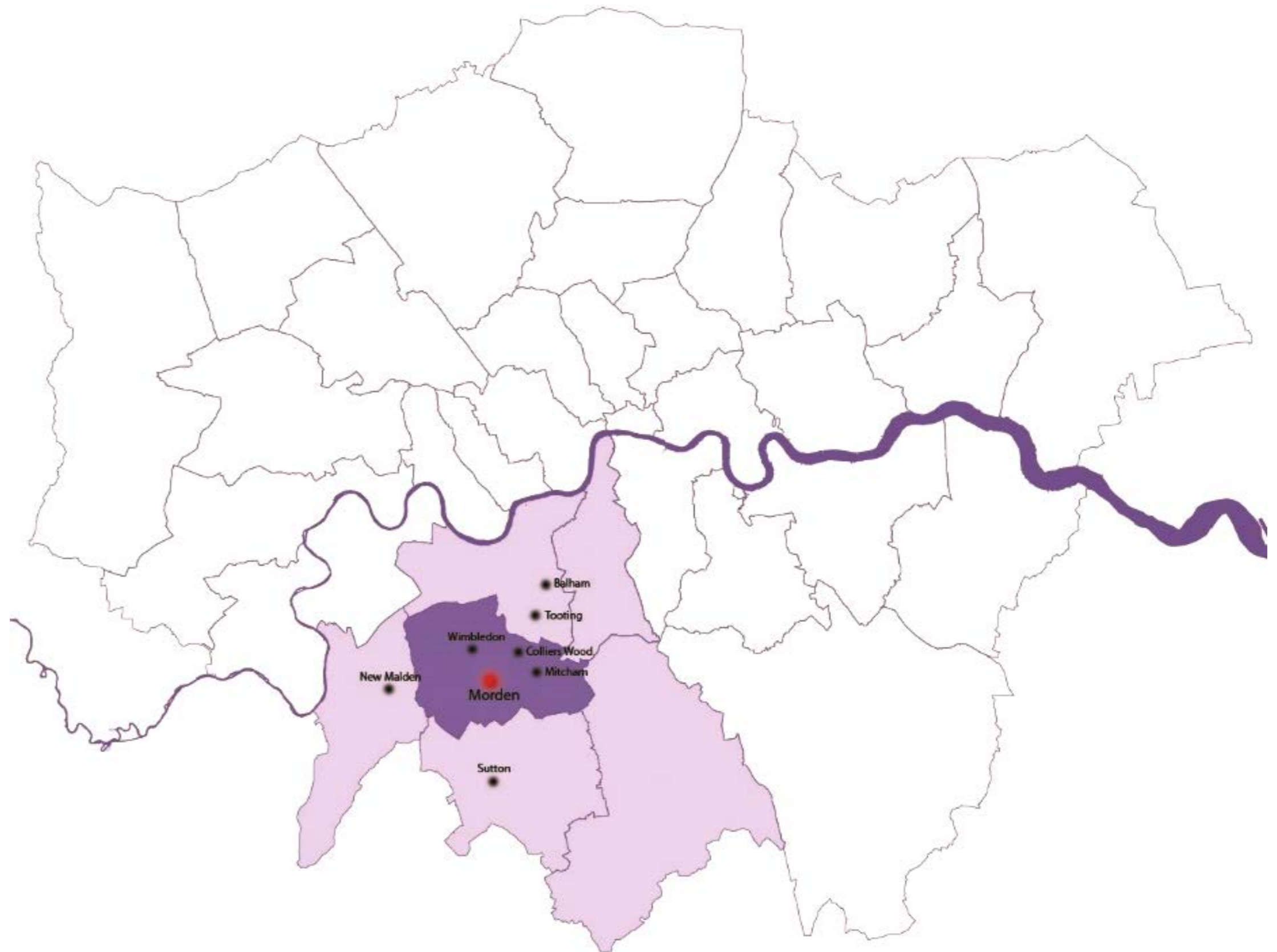


Figure 2-2
Morden and its
neighbouring centres

2 Context

2.1 Overview

2.1.2 London Borough of Merton Context

Strategic Connections

Located on the convergence on two TfL Red Routes (A24 & and A297), Morden is well connected for vehicular traffic and has excellent public transport links. The southern terminus of the Northern Line provides a direct route into the city (within 30min), alongside connections to the local train network at Morden South Station. Due to the rail connections and arterial road network, Morden is well located to serve a number of bus routes and the town centre might also benefit from the Sutton Link tram extension proposals.

Local strategic connections are defined by two large parks to the east (Morden Hall Park) and to the south west (Morden Park), flanked by residential areas to the north and south of the district centre.

Local Plan Policies

Merton's adopted Core Planning Strategy (2011), incorporates regeneration (CS3) and housing target policies (CS9), which seek to regenerate Morden through, public realm improvements, an improved retail offer and the provision of 1450 – 1800 homes.

The Key Diagram in Merton's draft New Local Plan 2020 shows that Morden is within the Wimbledon / Colliers Wood / South Wimbledon Opportunity Area and the draft Local Plan policy for Morden seeks to enable the rejuvenation of the town centre through the delivery of a co-ordinated, well-designed series of incremental changes to the Wider Morden Town Centre Area, which includes intensification and comprehensive development of the Morden Regeneration Zone – refer to Figure 2.4.

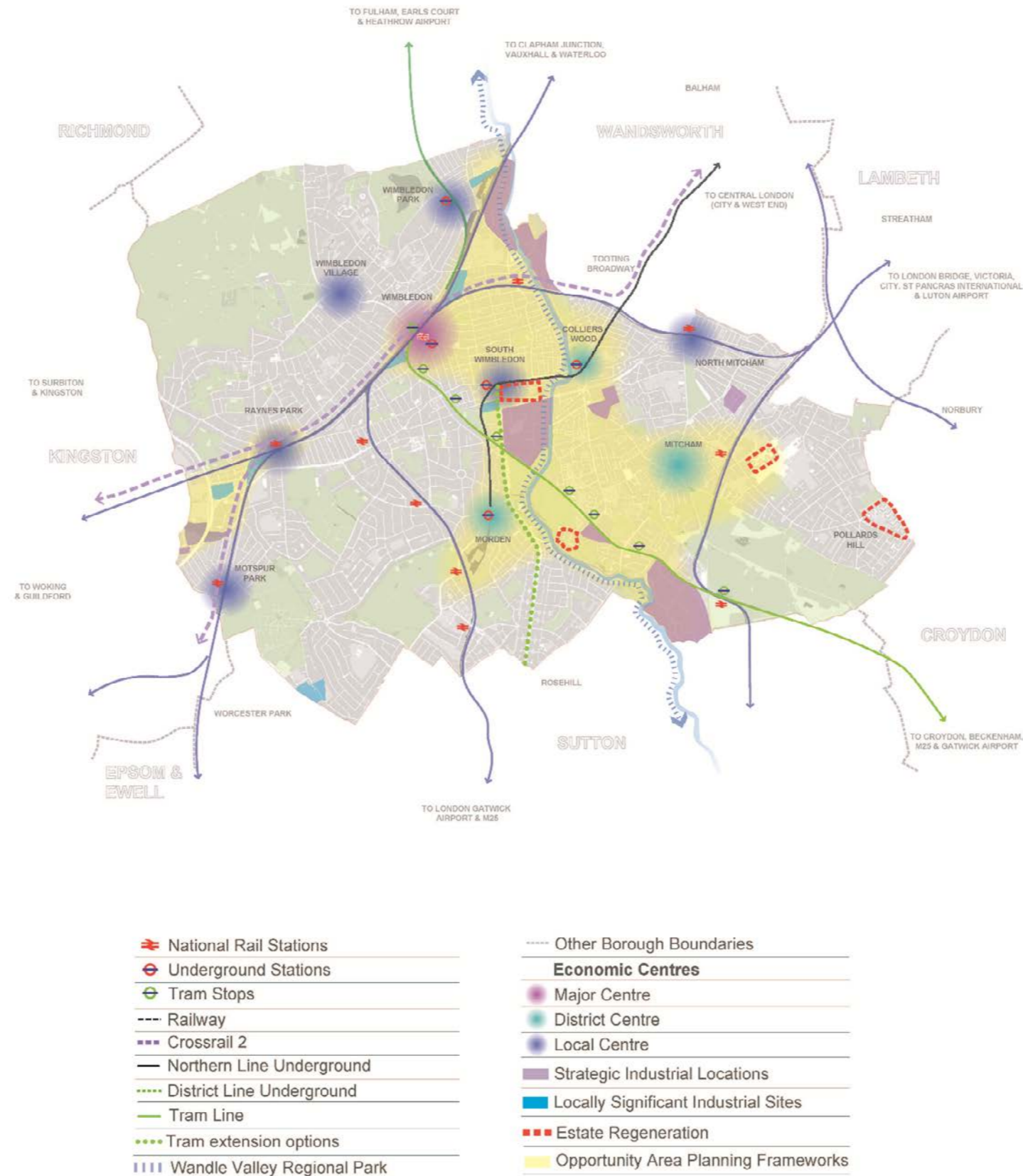
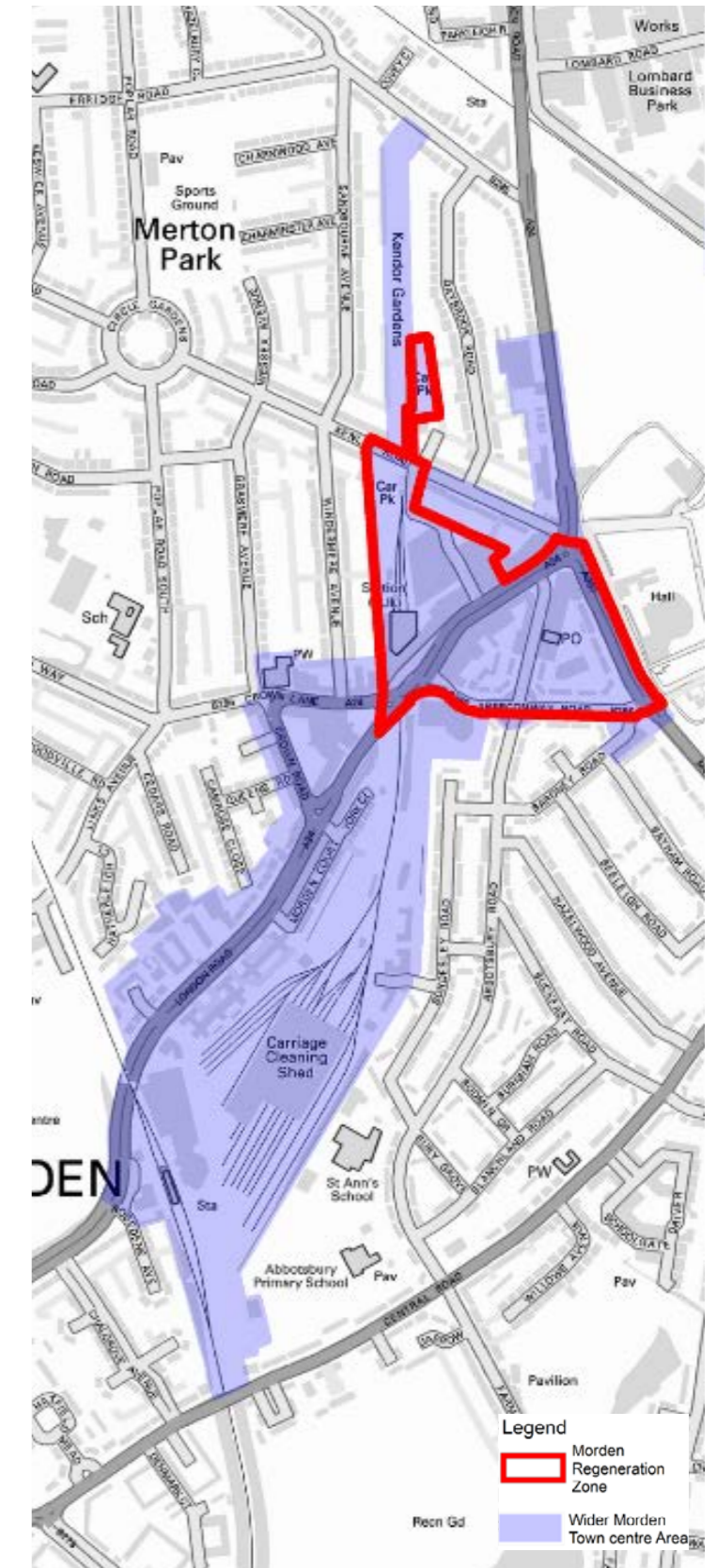


Figure 2-3
Merton draft Local Plan
2020 – Key Diagram

Figure 2-4
Merton draft Local Plan
2020 – Morden policy
regeneration areas



2 Context

2.2 History and Local Character

2.2.1 The Evolution of Morden



Figure 2-5 Photo Collage
Rural Morden

Prior to the arrival of the underground station in the 1920s, Morden was predominantly rural in nature, consisting of small groups of cottages and farm buildings, set alongside large estates formed around mansions such as Morden Hall and Morden Park. Set within the industrial context of the Wandle Valley, Morden Hall Park housed several watermills which ground tobacco into snuff, and a number of these historic buildings are present today.



Figure 2-6 Photo Collage
The Arrival of the Tube

Whilst there had been some development taking place in the neighbouring areas such as Merton Park, Morden remained largely a village until Morden Underground Station was opened in 1926. Large residential development soon followed, with the acquisition of the land by London County Council which would form the St Helier area, 322 acres of which are in Morden.

As further residential areas were developed, Morden was transformed from a village into a suburb, with the population increasing approximately tenfold between 1921 and 1931 according to census data. As the surrounding areas developed, the high street along London Road began to take shape with a small parades of shops along the northern edge, and a cinema was constructed adjacent to the underground line.

Whilst still a private estate in the possession of the Hatfeild family, Morden Hall Park hosted community events including summer parties for local children.



Figure 2-7 Photo Collage
Mid-Century Garden Suburb

The population of Morden continued to increase and by 1951, the population stood at 35,417 (compared with 12,618 in 1931) as the appeal of suburban living within London grew.

Glamour came to Morden with the Film Stars Garden Party which was held between 1947 and 1951 in Morden Hall Park, which was now in the possession of the National Trust following Gilliat Hatfeild's death in 1941. British and American film stars were present at these parties to meet up to 25,000 people.

In the early 1960s, a speculative office and supermarket development was built and named 'Crown House' after the public house that previously occupied the site. The high street had also taken shape with a two storey buildings with retail at ground floor.



Figure 2-8 Photo Collage
Decline at the End of the Line

Following this period of glamour and speculation, Morden saw little development. In the 1980s Merton Council acquired the building and refurbished the offices and replaced the supermarket with, lending and reference libraries and Council Chamber and an entrance to the new Civic Centre that opened in April 1985. The cinema was closed in the 1970s and was occupied for retail until its demolition in 1990 to be replaced with a supermarket development.

The street network, which had largely been present since its rural inception, was configured to cope with the large amount of vehicular traffic that now passed through Morden.

2 Context

2.2 History and Local Character

2.2.2 The Evolution of Morden

Growth of street network and built environment

These images indicate the rapid development that took place in Morden, primarily with the arrival of the tube in the late 1920s, and that the centre has largely been unchanged for the last half a century.

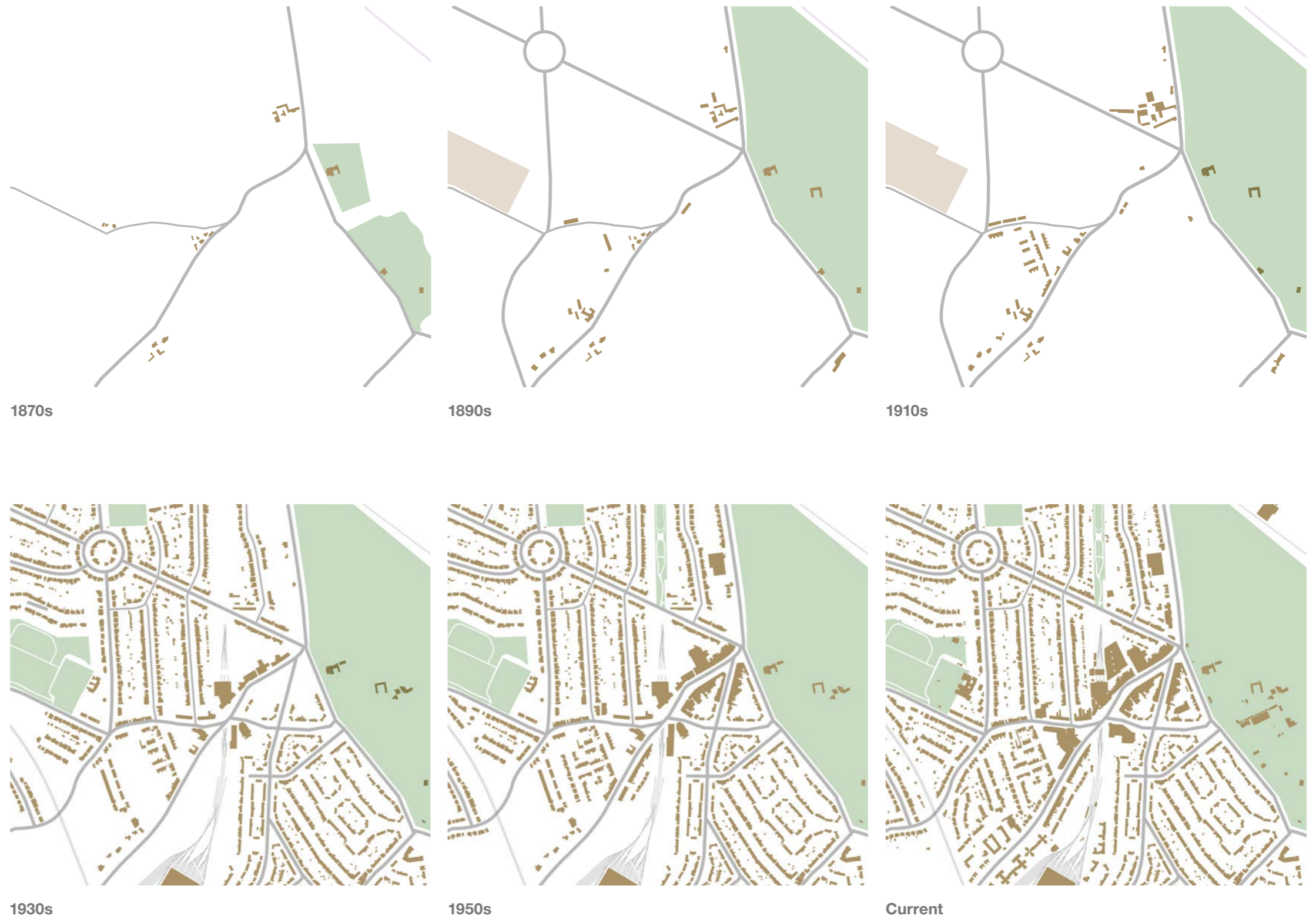


Figure 2-9
Growth of street
network and built
environment.

2 Context

2.2 History and Local Character

2.2.3 Surrounding Neighbourhoods



Figure 2-10 View from Windermere Avenue



Figure 2-11 View down Queens Road



Figure 2-12 Shop Frontages on London Road

Merton Park South

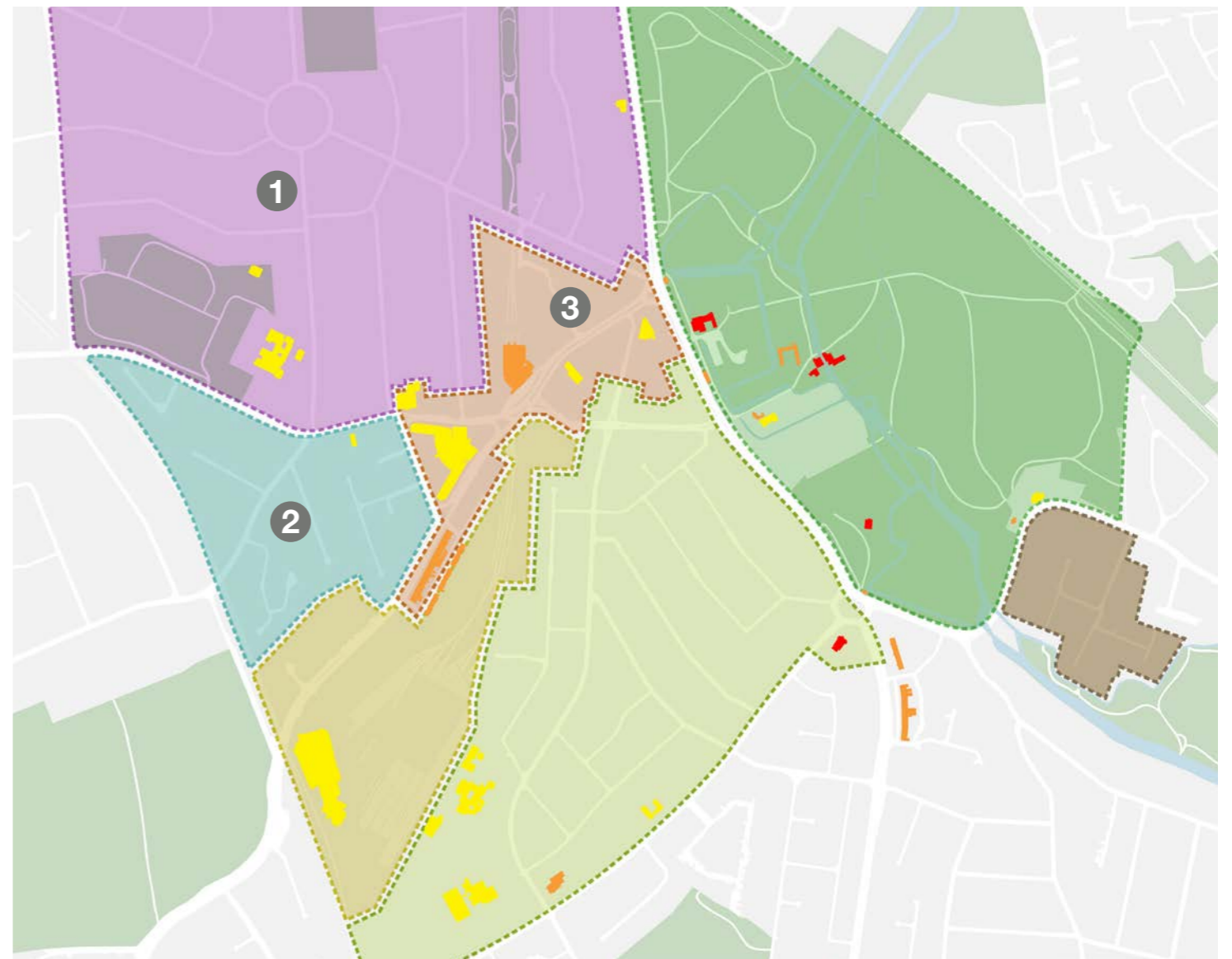
This residential area was built quickly after the arrival of the Underground Station and consists of semi-detached houses or small terraces, finished in a combination of render and brick, with private front gardens.

Links Avenue

Houses in this area were first built in the early 20th Century, prior to the Underground Station. Brick terraces front onto Crown Road, with larger mock-tudor semi-detached houses behind.

Crown Lane

This area is the town centre of Morden. Whilst there are a few notable buildings, such as the Underground Station and Civic Centre, the predominant development is two storey brick terraces, with retail at ground and with residential accommodation above.



- Statutory Listed Building
- Locally Listed Building
- Community Building - School, Religious Institute, Leisure

Figure 2-13
Character Area
Overview

2 Context

2.2 History and Local Character

2.2.4 Surrounding Neighbourhoods



Figure 2-14 View of London Underground Depot



Figure 2-15 View along Aberconway Road



Figure 2-16 The London Acorn School, Morden Hall Park

London Road

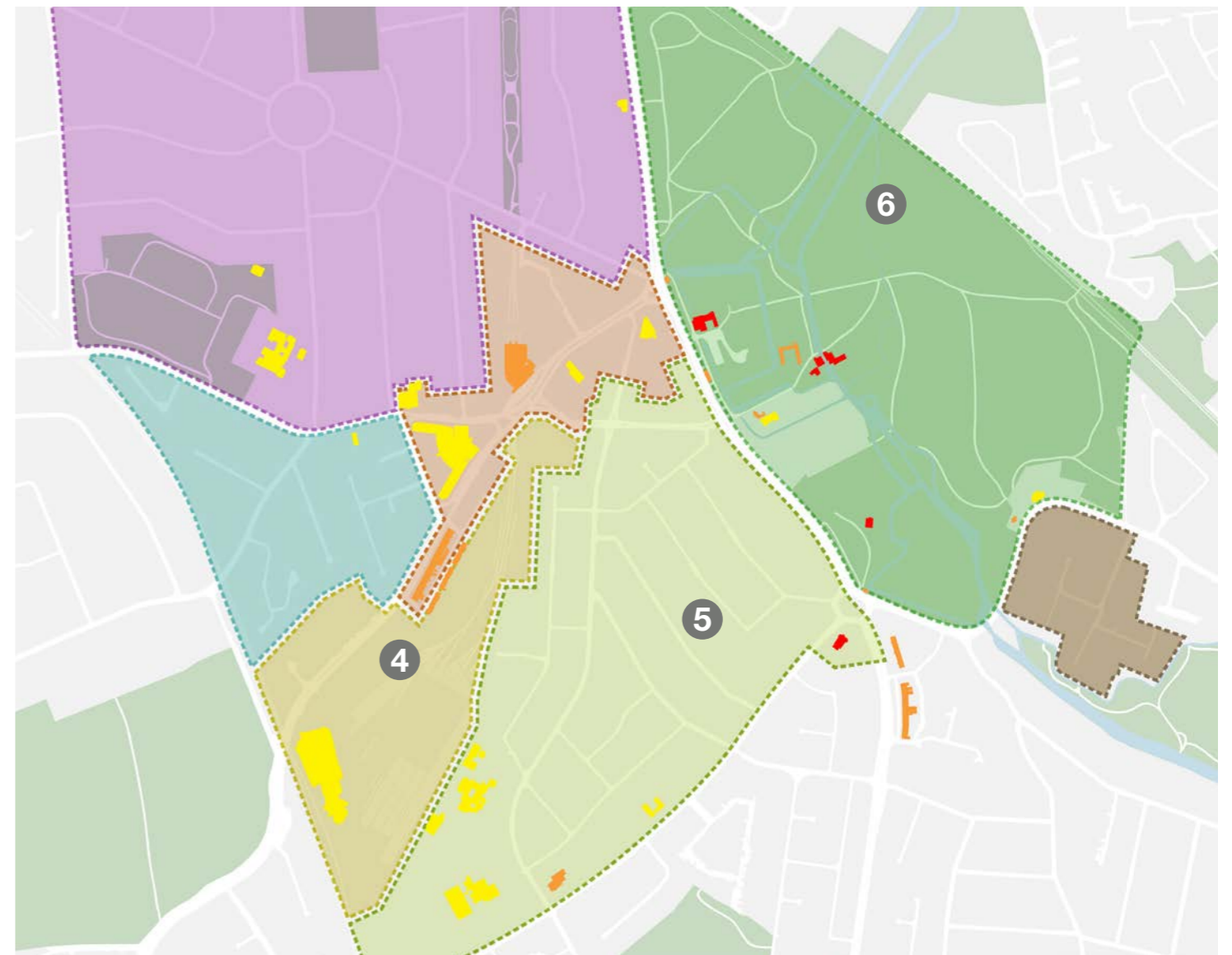
This area is dominated by the Underground depot with a sole pedestrian bridge being the only method to cross this area. Residential apartment blocks line London Road en route to the Baitul Futuh Mosque towards the south.

Abbotsbury

The Abbotsbury area developed rapidly after the arrival of the Underground and forms part of the St Helier area, which stretches all the way south to Sutton. Based on the 'garden city' principles, the area sought to promote open green spaces, set against a backdrop of two storey brick houses.

Morden Hall Park

Morden Hall dates back to the 18th Century and the estate contains several historical buildings used during the production of snuff. The hall and estate was left to the National Trust in 1941 and now provides recreational and educational activities, alongside the hire of Morden Hall as a wedding venue. The park itself is Grade II listed, along with the hall and other ancillary buildings.



- Statutory Listed Building
- Locally Listed Building
- Community Building - School, Religious Institute, Leisure

Figure 2-17
Character Area
Overview

2 Context

2.2 History and Local Character

2.2.5 Surrounding Neighbourhoods



Figure 2-18 1932 map showing development of Merton Park



Figure 2-19 Old Rutlishians Association



Figure 2-20 Housing constructed within 3 years of the station opening

Merton Park South

The area between Wimbledon and Morden, known as Merton Park was largely rural until the late 19th Century. The area was owned by a city merchant, John Innes, who developed his land for housing following the growth of Wimbledon to the north.

The area from Circle Gardens southwards was rapidly developed following the arrival of the underground station. However, the housing here was developed on a smaller scale, and unlike the area of Merton Park to the north, is not designated as conservation area.

The area can be characterised as 1930s housing with areas of open space dedicated to recreation grounds and playing fields.

Local sports organisations include:

- Old Rutlishians Association
- Cranleigh Lawn Tennis & Social Club
- Merton Cricket Club

There are also numerous schools in close proximity:

- Poplar Primary School
- Merton Park Primary School
- Park Community School
- Rutlish School

'Garden Suburb' layout ①

Semi-detached houses ②

Private front gardens ③

Sports and recreation grounds ④

Figure 2-21
Aerial Photo of Merton
Park South



2 Context

2.2 History and Local Character

2.2.6 Surrounding Neighbourhoods



Figure 2-22 1913 map showing development of Links Avenue



Figure 2-23 View down Queens Road



Figure 2-24 Brick terraces facing onto Crown Road

Links Avenue

The Links Avenue area is one of the first significant developments of housing in the early 20th Century.

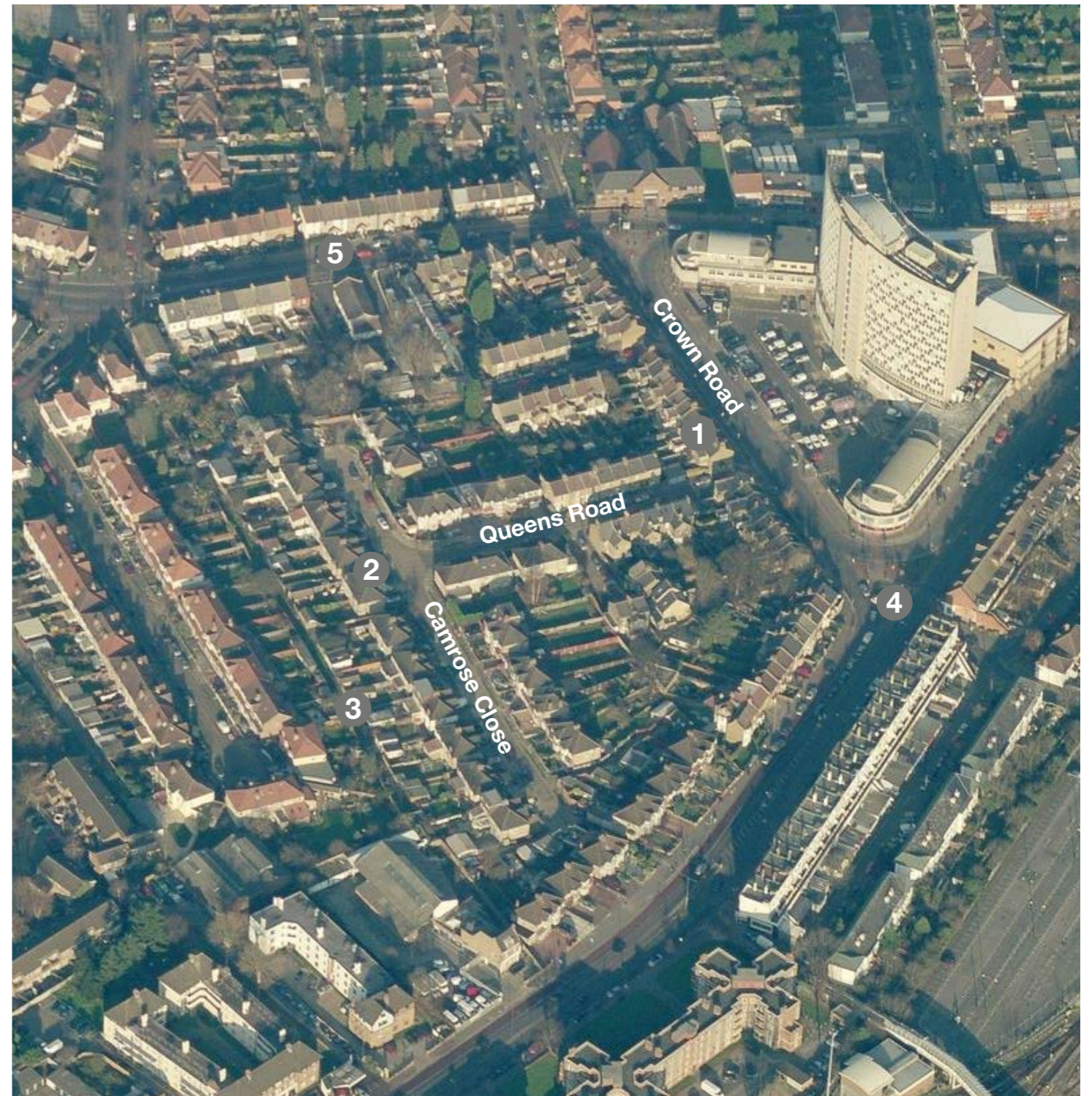
Victorian brick terraces were built along Crown Road, as evident in the 1913 map, with later, larger houses developed beyond in the 1930s.

There is minimal off-street parking on Queens road, resulting in parking on both sides, although the larger houses have private off street parking.

The density of development is higher and the streets are more compact compared to the 'Garden City' style to the north and south of Morden. There is also little open space, nor any discernible through route, and as a result is quite insular compared to the surrounding areas.

There are no social facilities within this area, although it is within close proximity to the centre. There is a small Salvation Army building on Crown Lane that provides drop-in advice services on issues such as debt and welfare.

Figure 2-25
Aerial Photo of Links
Avenue



- Terraced houses ①
- Mock Tudor semi-detached houses ②
- Finer grain of gardens and streets ③
- Edge defined by gyratory ④
- Salvation Army ⑤

2 Context

2.2 History and Local Character

2.2.7 Surrounding Neighbourhoods



Figure 2-26 Consistent 2-storey blocks to London Road/Crown Lane



Figure 2-27 Occasional art deco stone feature buildings



Figure 2-28 Construction of the underground station in 1929

Crown Lane

When the Underground Station was constructed in 1926, the surrounding area was still rural. However, once the station opened and housing development proliferated, the streets of Crown Lane and London Road naturally formed a district centre.

The two storey retail frontages from the 1930s are largely in existence today, alongside occasional more lavish stone buildings which contain art deco features.

Following this rapid development, and the rise in car ownership, Crown House was built in 1960 to house commercial office space and a new supermarket. In the 1980s, Merton council transferred the majority of its departments to Crown House and subsequently demolished the supermarket to make way for a new civic centre.

Recently the district centre has struggle to compete with its larger neighbours such as Wimbledon and Sutton, and the retail and leisure offer has become outdated.

Figure 2-29
Aerial Photo of Crown Lane



- Consistent two storey retail frontages ①
- Large retail units within centre ②
- Dominance of vehicular traffic ③
- Large areas dedicated to parking ④
- Art Deco feature buildings ⑤

2 Context

2.2 History and Local Character

2.2.8 Surrounding Neighbourhoods



Figure 2-30 London Road approach towards Civic Centre



Figure 2-31 London Underground Depot



Figure 2-32 Eastern approach to Baituh Futuh Mosque

London Road South

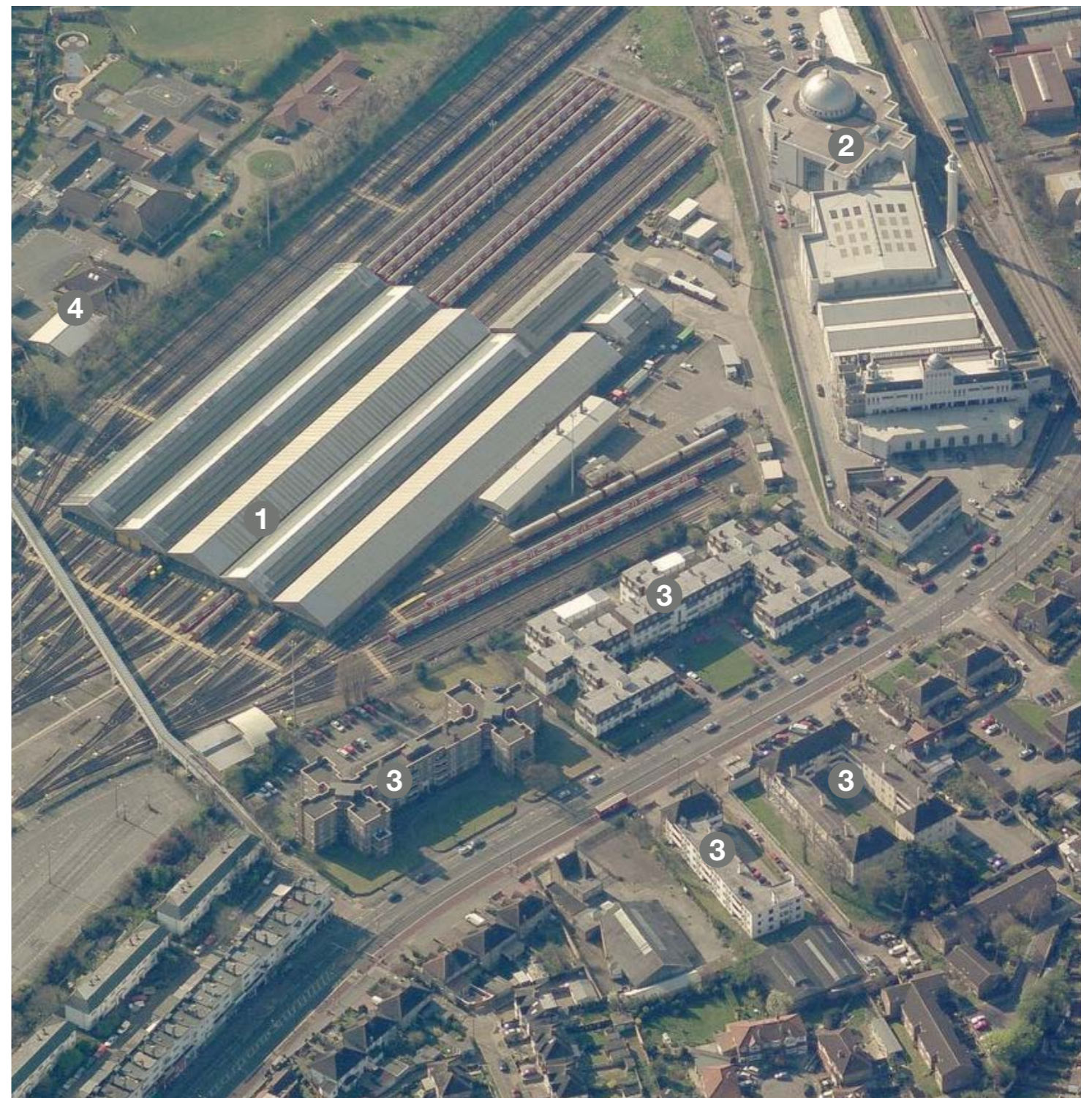
This area is the most miscellaneous in terms of use and building typologies.

It is largely dominated by both the underground station depot, which reduces permeability, and also the Baitul Futuh Mosque, which is the UK's largest mosque - it can accommodate up to 10,000 worshippers across the whole complex. Following a fire in 2015 it is now being reconstructed with an additional wing and more courtyard space.

Morden is still predominantly Christian according to the 2011 census data, and so it is assumed that the mosque has a wide catchment area.

Residential buildings tend to be 3-4 storey apartment blocks as can be seen in the image to the right.

Figure 2-33
Aerial Photo of
Underground Depot



- Underground Depot ①
- Baitul Futuh Mosque ②
- 3-4 storey Apartment Blocks ③
- Perseid Lower School ④

2 Context

2.2 History and Local Character

2.2.9 Surrounding Neighbourhoods



Figure 2-34 1932 map showing development of Abbotsbury



Figure 2-35 Typical brick gable housing



Figure 2-36 Residents Associations

St Helier

The Abbotsbury area developed rapidly after the arrival of the Underground and forms part of the St Helier area, which stretches all the way south to Sutton. It was built as an overspill for the people needing to be rehoused from the decaying inner London areas.

Designed as a garden city, green spaces were promoted, set against a backdrop of two storey brick houses.

The area contains a larger proportion of terraced houses than Merton Park (Refer to 1.6.7) and it is bookended by the open green space of Morden Hall Park to the north east and Morden Recreation ground to the south west.

There are small parades of shops along Central Road (A239) and a junior and primary school adjacent to the underground depot.

Figure 2-37
Aerial Photo of
Abbotsbury Road



- Open green space at junctions ①
- Short lengths of terraced brick houses ②
- Green pedestrian through routes ③
- Grain of streets/gardens akin to Merton Park ④

2 Context

2.2 History and Local Character

2.2.10 Surrounding Neighbourhoods



Figure 2-38 1871 map showing Morden Hall Estate



Figure 2-39 Industrial heritage: Snuff Mills



Figure 2-40 Morden Hall

Morden Hall Park

Morden Hall Park is a Grade II Listed park, owned by the National Trust, and is a fulcrum in the area's history.

Originally owned by Westminster Abbey, the area has an industrial past much like the rest of the Wandle Valley. During the 19th century, the area became a hub of tobacco and 'snuff' manufacture.

The estate was owned by the Garth family until it was bought by the Hatfield family in 1867, who had held the lease of the snuff mills. It was left to the National Trust by Gilliat Hatfield upon his death in 1941.

The perimeter is largely walled off to the busy Morden Hall Road (A24), but entrances are within close proximity to the district centre and should be considered one of the main assets that Morden has.

Alongside the recreational and leisure facility of the park, several of the former industrial buildings have been converted into educational facilities.

Morden Hall is also Grade II listed and is currently used as wedding venue.

Figure 2-41
Aerial Photo of Morden
Hall Park



Morden Hall 1

Industrial heritage assets 2

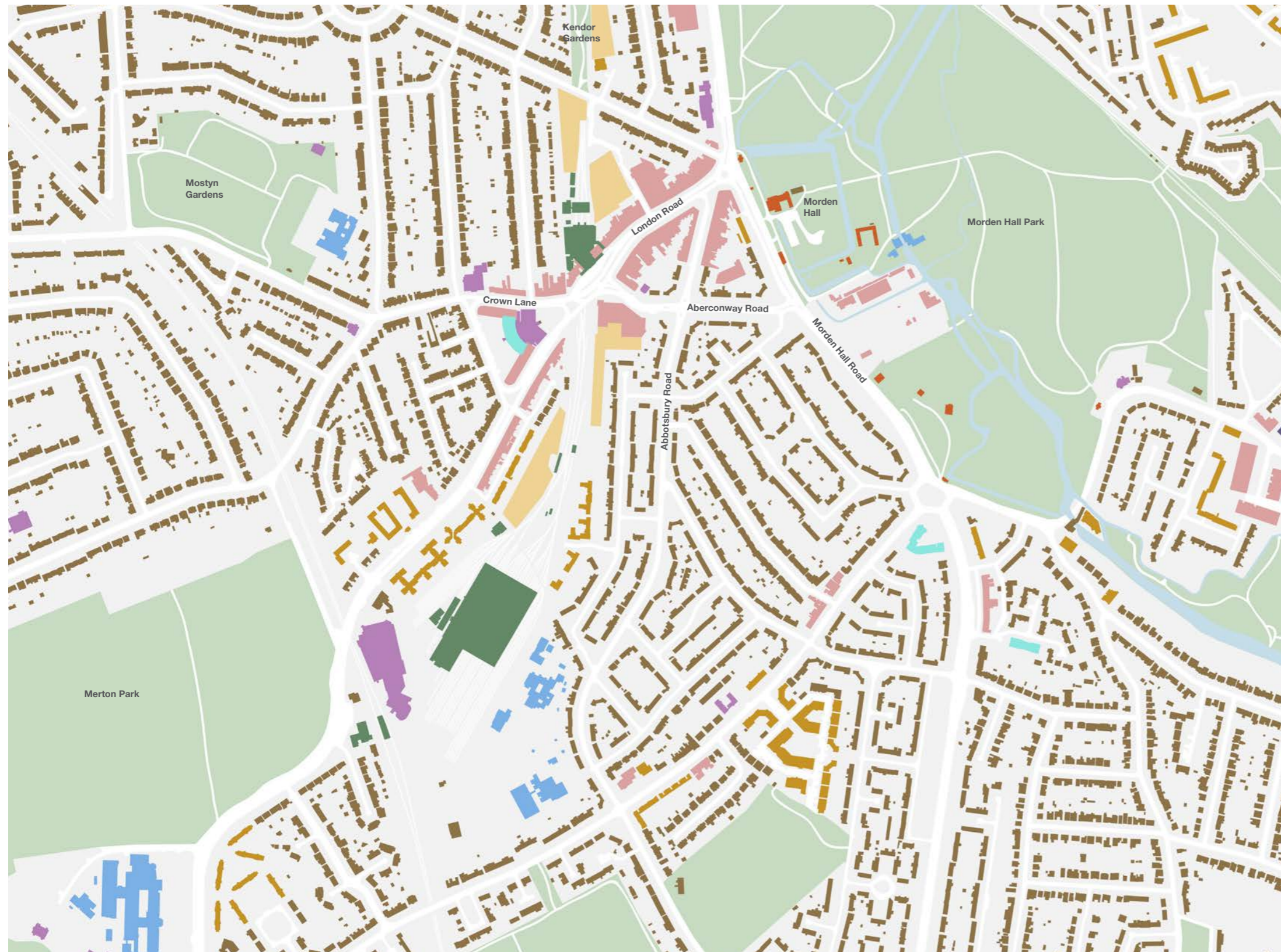
Garden centre and cafe 3

River Wandle 4

3 Analysis

- 3.1 Spatial Analysis
- 3.2 Functional Analysis
- 3.3 Socio-Economic Analysis
- 3.4 Opportunities
- 3.5 Constraints

3 Analysis
 3.1 Spatial Analysis
 3.1.1 Land Use



Ground Floor Level Uses

Figure 3-1
 This map indicates the range of land uses across the district centre, and highlights the predominant retail use along London Road in between two large residential areas.

- Residential - House
- Residential - Flats
- Retail
- Community Building
- Educational Building
- Transport for London
- Industrial
- Heritage
- Office
- Public Car Parking



Upper Floor Level Uses

3 Analysis
 3.1 Spatial Analysis
 3.1.2 Land Ownership

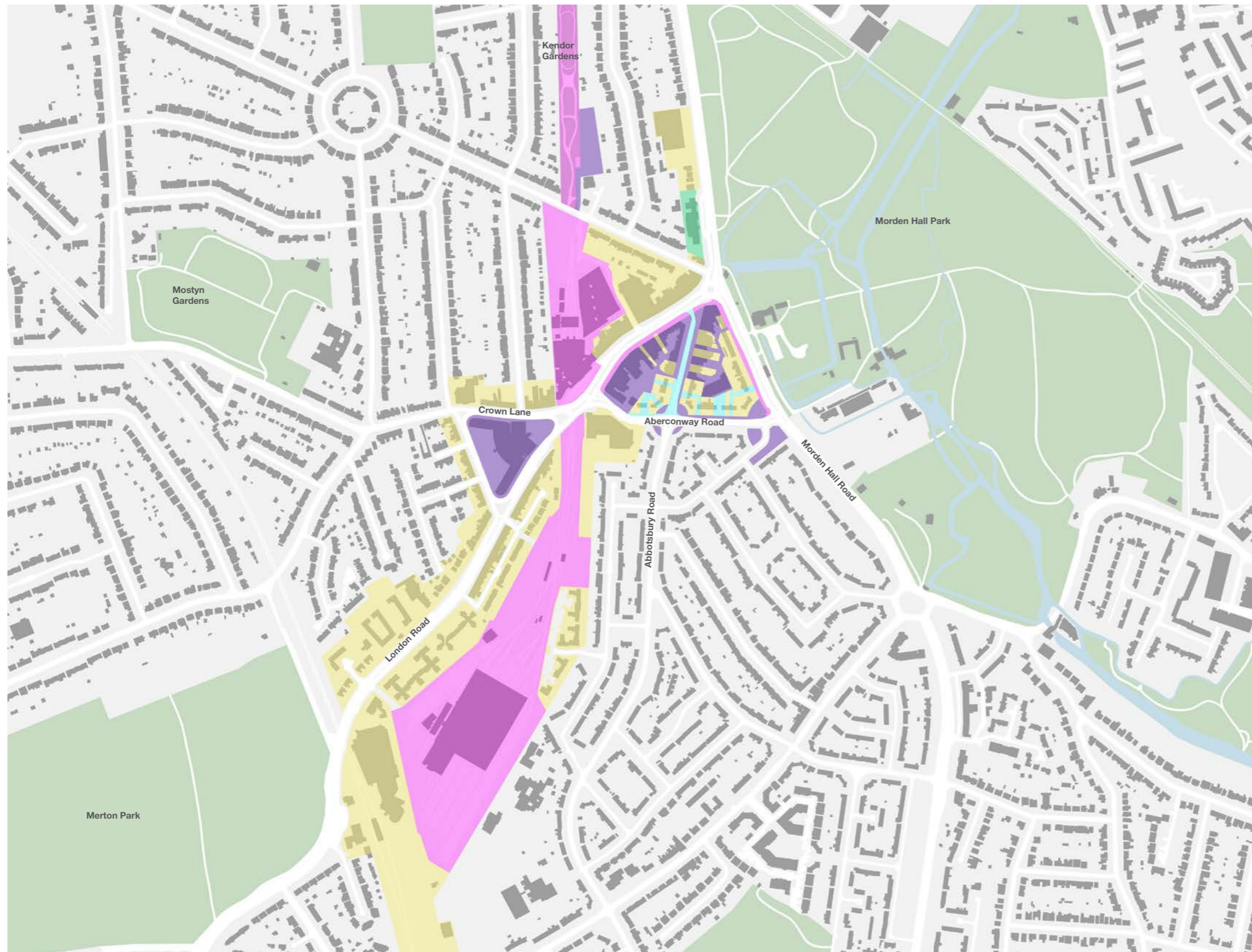


Figure 3-2

This map shows the freehold ownership within the district centre. Transport for London have the freehold along the Northern Line and the associated depot and car parks to the north and south of London Road. The London Borough of Merton own the site of the civic centre and parts of Abbotsbury triangle.

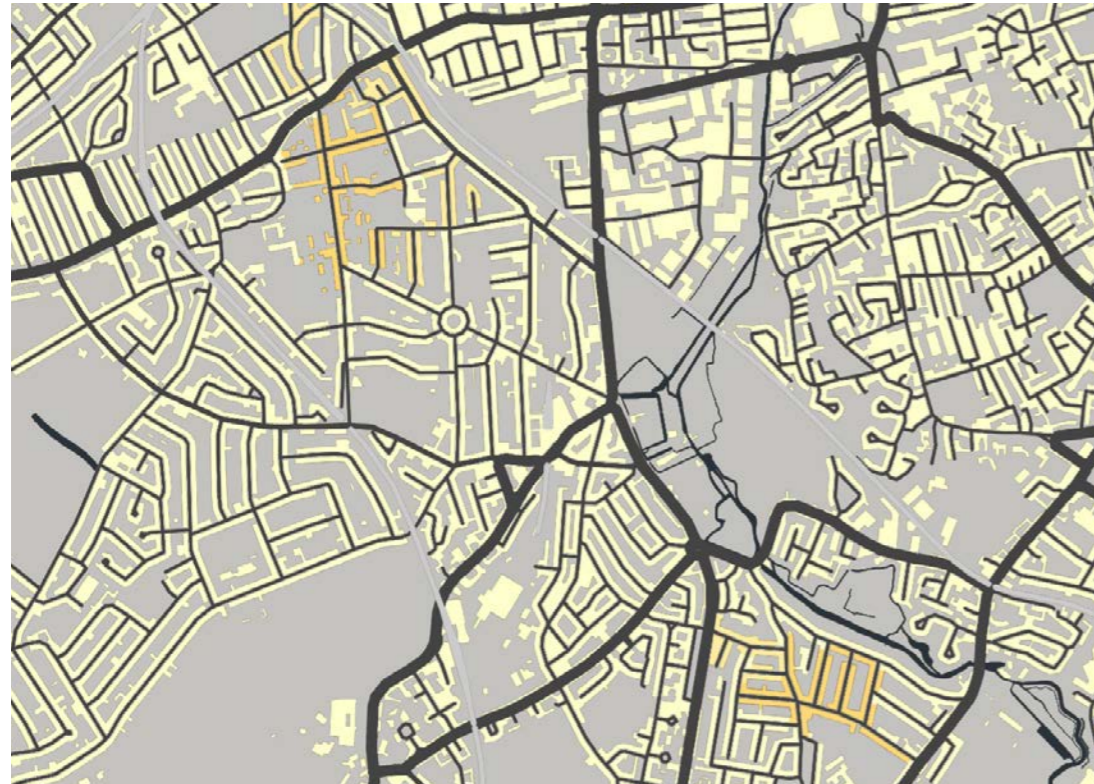
Source:

London Borough of Merton Ownership Maps
 2015 OS 100019259

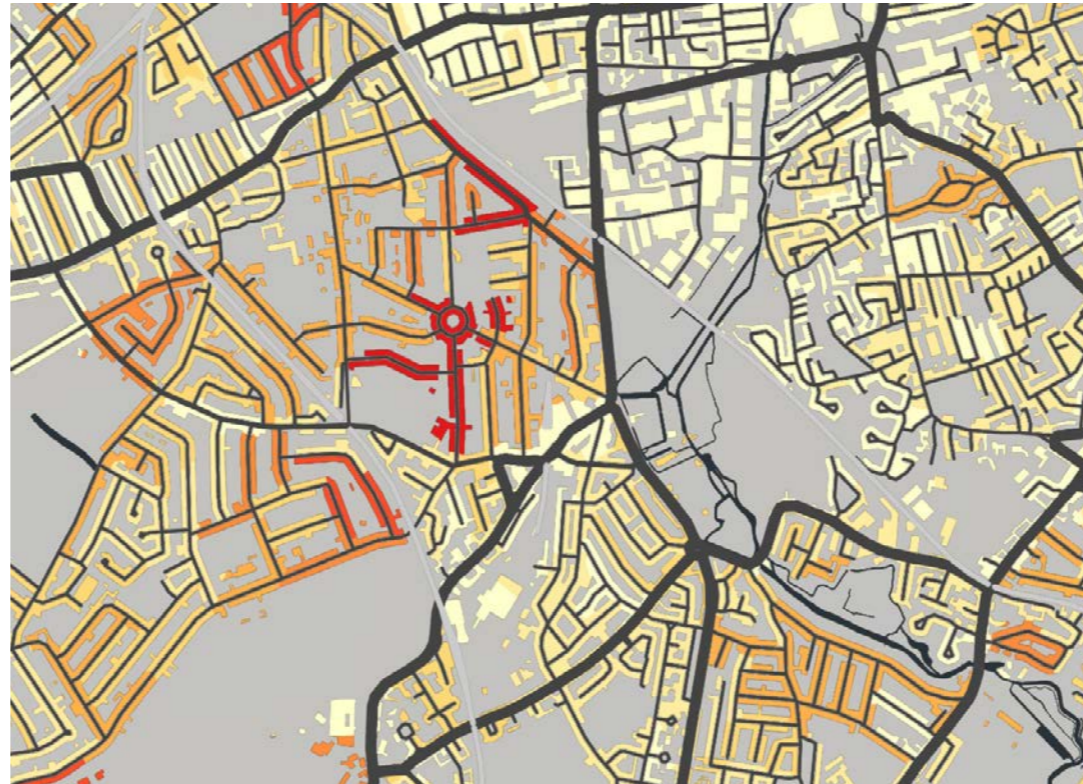


- Transport for London Freehold
- London Borough of Merton Freehold
- Individual Freehold
- Clarion Housing Group Freehold
- National Health Service Freehold

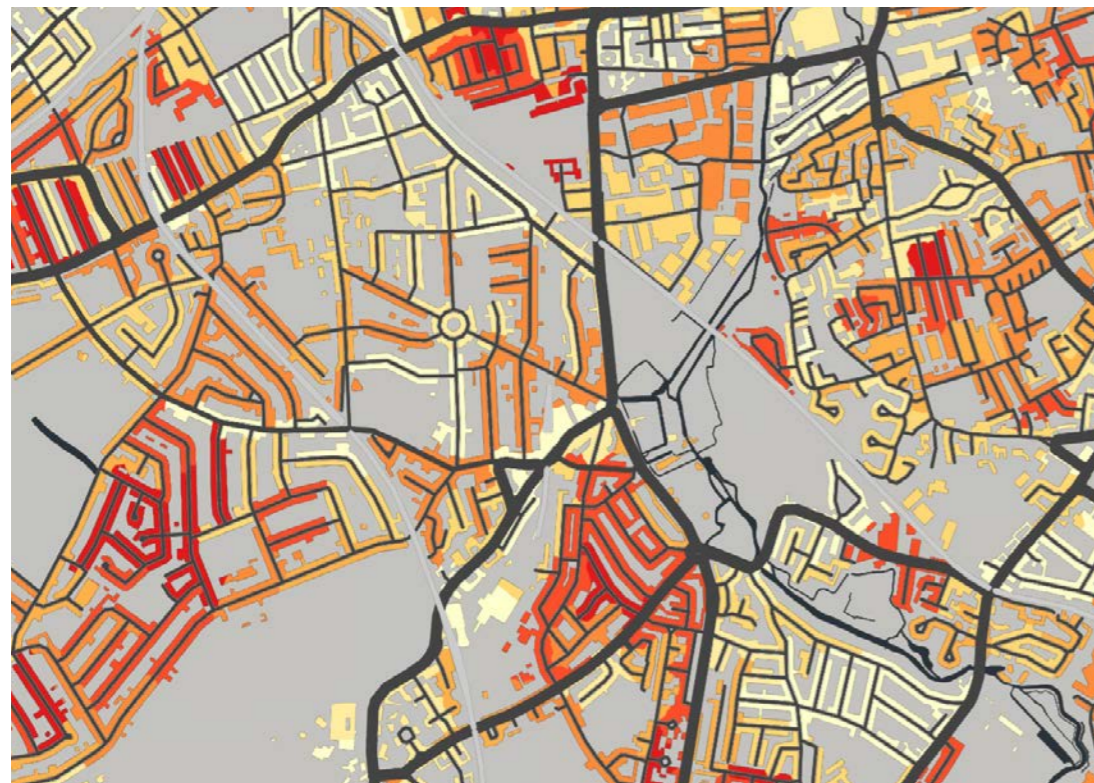
3 Analysis
 3.1 Spatial Analysis
 3.1.3 Built Form



Detached Houses



Semi-detached Houses



Terraced Houses



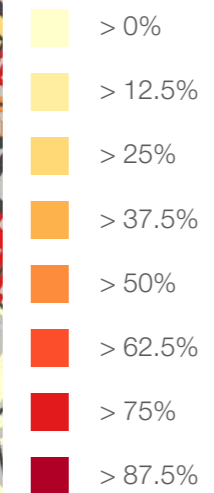
Flats or Maisonettes

Figure 3-3

These maps are based upon the 2011 Census data and show the distribution and proportion of residential unit types. It demonstrates that the predominant type is terraced or semi-detached units, which a cluster of flats or maisonettes along London Road.

Source

www.datashine.org.uk
 Accessed 21.11.18
 (based on 2011 Census Data)



3 Analysis
 3.1 Spatial Analysis
 3.1.4 Built Form

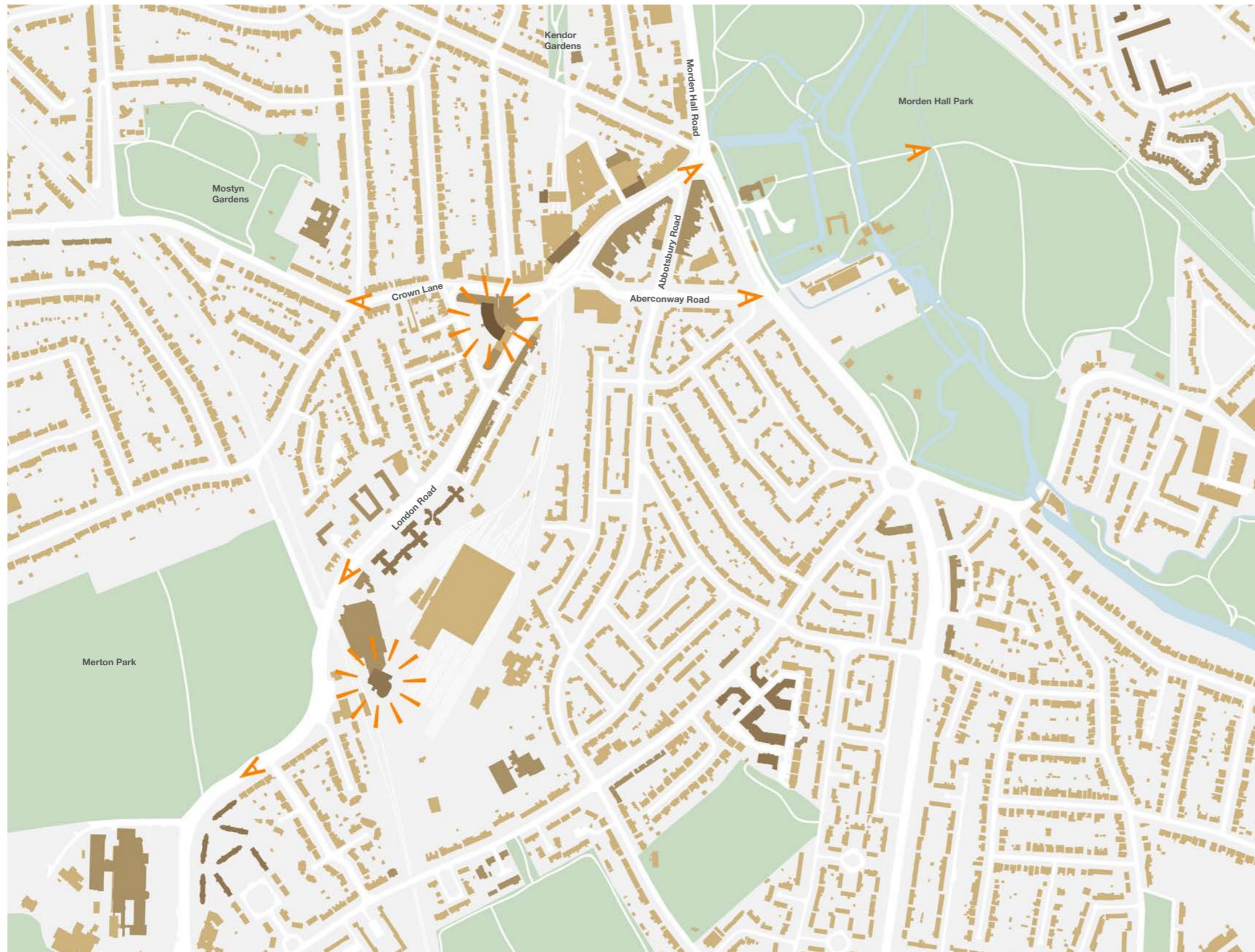


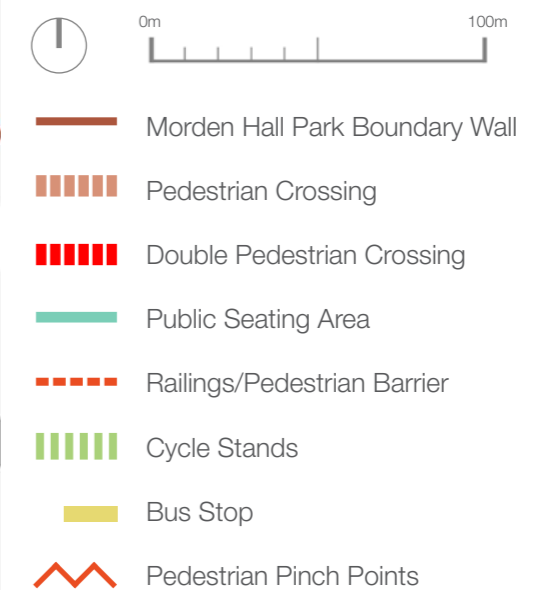
Figure 3-4
 This map indicates the heights of buildings and that the majority of development is predominantly 2 storeys in the areas surrounding the district centre. The council offices and the mosque are the tallest and most visually prominent buildings.



3 Analysis
 3.1 Spatial Analysis
 3.1.5 Streetscape and Place



Figure 3-5
 This diagram illustrates the various elements that contribute how the streets are navigated, from crossings and areas of seating to negative contributors such as railings or pedestrian pinch points.



3 Analysis
3.1 Spatial Analysis
3.1.5 Streetscape and Place



Figure 3-6 Incoherent street paving



Figure 3-7 Potential to improve outdoor seating



Figure 3-8 Low quality crossing points for pedestrians



Figure 3-9 Narrow and restricted pedestrian access



Figure 3-10 Approach to Civic Centre dominated by road crossing



Figure 3-11 Sporadic and obstructive cycle parking

3 Analysis
 3.1 Spatial Analysis
 3.1.5 Streetscape and Place

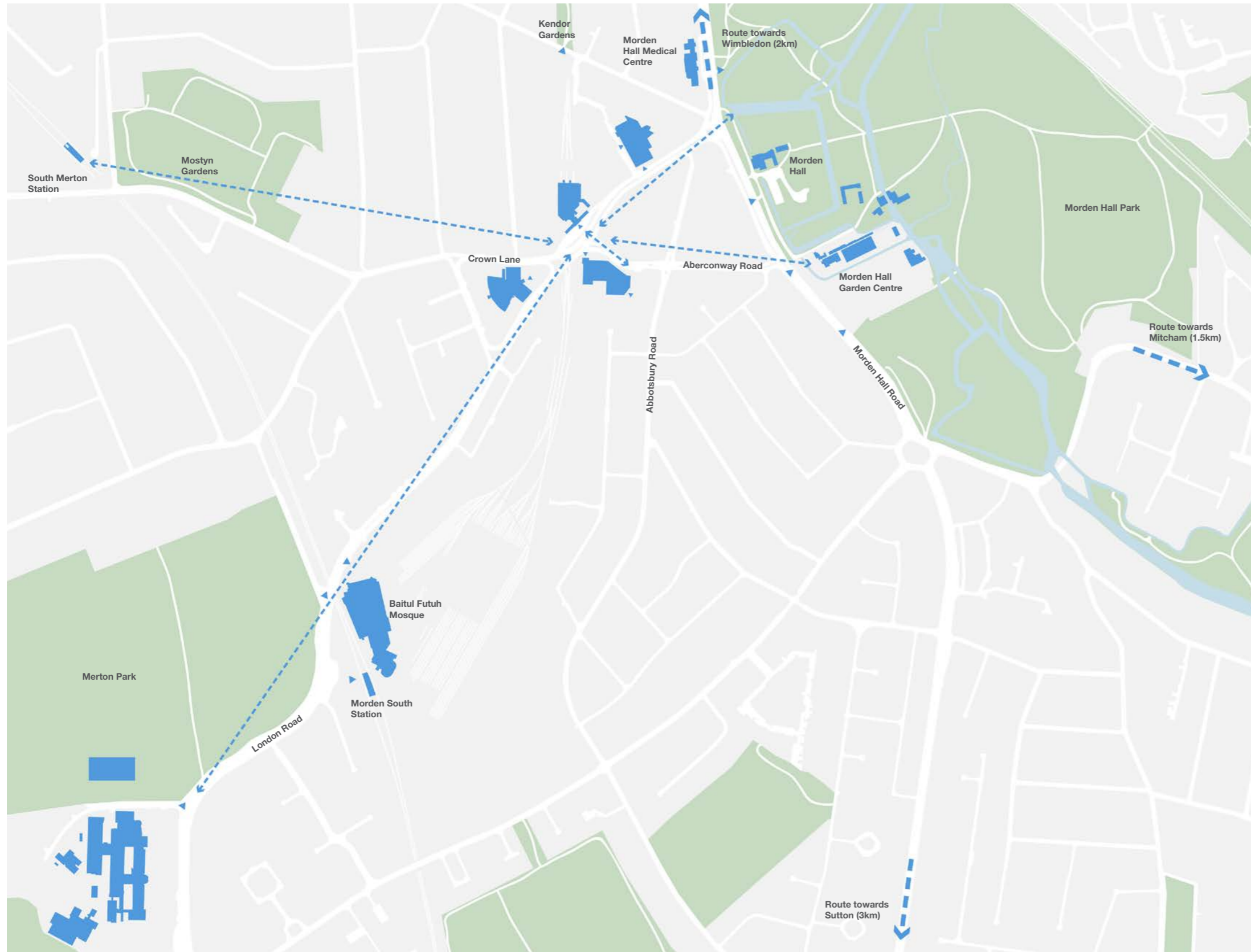


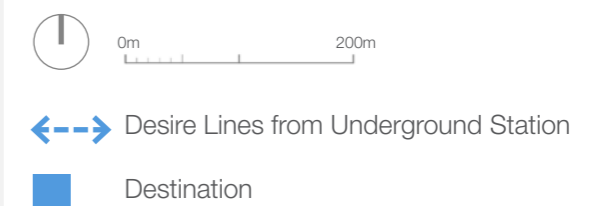
Figure 3-12
 This diagram shows the location of key attractors in and around Morden in relation to the Underground Station, and suggests desire lines that can be introduced or enhanced to form better connectivity.



Figure 3-13 Morden Hall Park



Figure 3-14 Baitul Futuh Mosque



3 Analysis
 3.1 Spatial Analysis
 3.1.6 Movement

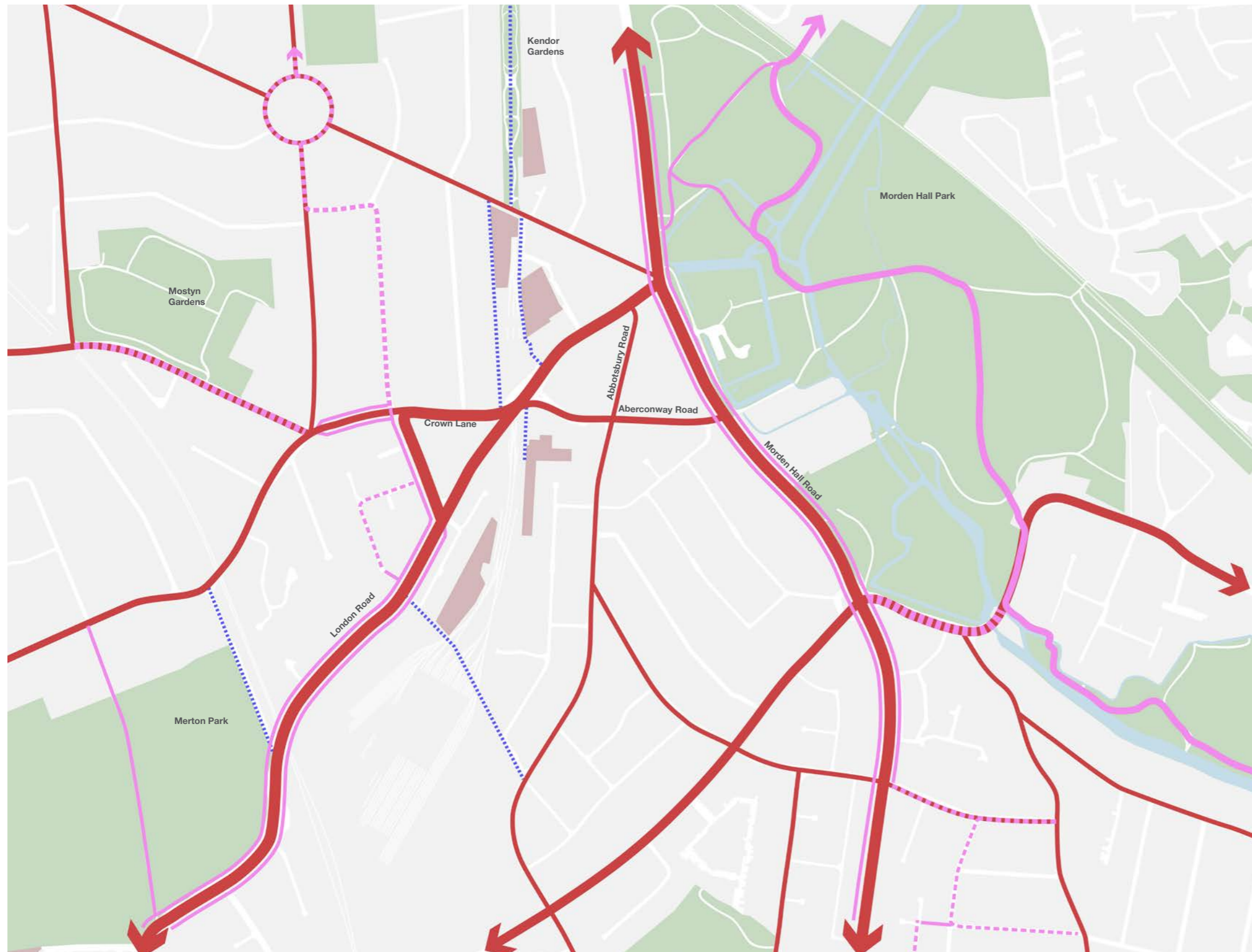


Figure 3-15
 This map indicates the hierarchy of vehicular and pedestrian movement through the district centre. Morden is located at the junction of two TfL Red Routes which leads to a significant volume of vehicular traffic.

There are a few pedestrian cut-throughs that link to the centre, although these are currently of poor quality.

3 Analysis

3.2 Functional Analysis

3.2.1 Residential

Dwelling Stock

The London Borough of Merton is predominantly a family borough with over half of its properties (53%) being 3+ bedrooms. The borough can be distinctly separated into five sub-areas; Morden, Mitcham, Raynes Park, South Wimbledon / Colliers Wood and Wimbledon, illustrated in Figure 3-17.

As at June 2018 the dwelling stock in the Morden sub-area exceeds the borough average, with 65% of its stock being 3+ bedrooms.

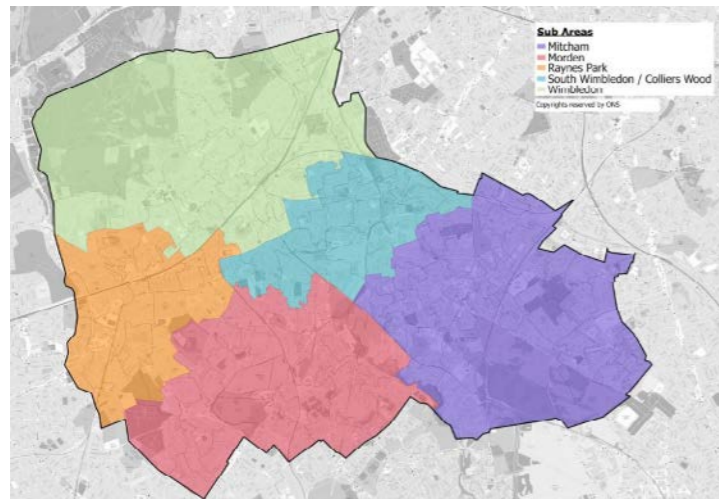


Figure 3-16
Merton Sub Areas

Property Prices in Morden

Morden town centre sits within the SM4 postcode boundary, including the ground floor retail frontages on both sides of London Road and the residential properties situated above these shops. The area to the north and west of the town centre sits within the SW19 postcode, which encompasses some of the land within the Morden Regeneration Zone boundary.

The housing stock in Morden is generally dominated by terraced and semi-detached housing. The town centre itself contains a variety of 1 and 2 bedroom flats above the high street shops, ideally located to take advantage of the excellent transport links and local green spaces.

The south of Morden is dominated by 2 and 3 bedroom 1930's houses and maisonettes, which are a popular purchase for growing families in the SM4 postcode.

To the north of the town centre is Merton Park, containing larger period properties which fetch higher prices due to their desirable SW19 postcode and the nearby conservation area status.

Morden generally represents an area of London that so far has been undervalued and underdeveloped, but ballooning Central London property prices and the general trend towards redeveloping outlying areas means that Morden is increasingly being sought out as the next place to invest.

Future Growth

Merton is forecast to see healthy population and economic growth over the next five years, albeit lower than the London and outer London averages. This will help to support the housing market throughout the borough. Longer term significant infrastructure improvements will boost demand for housing in Merton. Crossrail has been a major catalyst for growth in the locations it services across London and it will be similar with Crossrail 2, which is set to pass through Wimbledon in the north east of the borough. Other proposed improvements such as Sutton Link, connecting Wimbledon to Sutton, will also be positive for growth.

Market Signals

Morden has a median house price of £417,950, falling slightly below the median for the borough.

Sub Area	Median	Mean	Lower Quartile
Colliers Wood/ South Wimbledon	£457,250	£663,247	£346,075
Mitcham	£372,750	£391,311	£275,000
Morden	£417,950	£438,649	£345,000
Raynes Park	£570,000	£589,258	£381,250
Wimbledon	£853,750	£1,310,754	£508,750
LB Merton	£460,000	£680,757	£350,000

Figure 3-17
House Price by sub area 2017 (Source: Land Registry – edited by GL Hearn)

Morden has a median house price of £417,950, falling slightly below the median for the borough.

LB Merton and TfL envisage that the regeneration of Morden town centre will deliver much needed new market and affordable housing, through the provision of predominantly 1 and 2 bedroom properties that will meet the local housing needs.

3 Analysis

3.2 Functional Analysis

3.2.2 Non-Residential

While the Morden Town Centre boundary predominantly contains retail premises with residential units above, it is host to several commercial employers which collectively occupy 196,724 sqft of office space, spread across a number of key buildings.

These include:

- LB Merton Civic Centre – 155,689 sqft, 14 storey office building occupied by Merton Council, c. 2,000 employees;
- Peel Holdings – 19,202 sqft, occupied by TfL;
- Apollo and Athena House – 21,833 sqft, 3 storey office above Morden Underground Station; and
- Other smaller offices above ground floor retail throughout the town centre.

This stock of commercial space is coming under increasing pressure as employers move towards new operating models such as smart working, remote working, and co-working. There is a need for flexible and affordable workspace in Morden, which is not currently being met through the existing offer.

The relatively poor quality and dated format of Morden's office space (with the exception of the Civic Centre having undergone recent refurbishment), and the poor quality of the surrounding town centre public realm, means that existing occupiers are finding their facilities unable to cope with changing demands and struggling to attract new tenants. For Morden to become a vibrant town centre, change is needed. Whilst Morden is not placed to have a significantly greater amount of commercial floorspace, nor should it compete with other local areas, improvements to the wider town centre could lead to a place of choice for tenants who are currently priced out of Wimbledon and Colliers Wood.

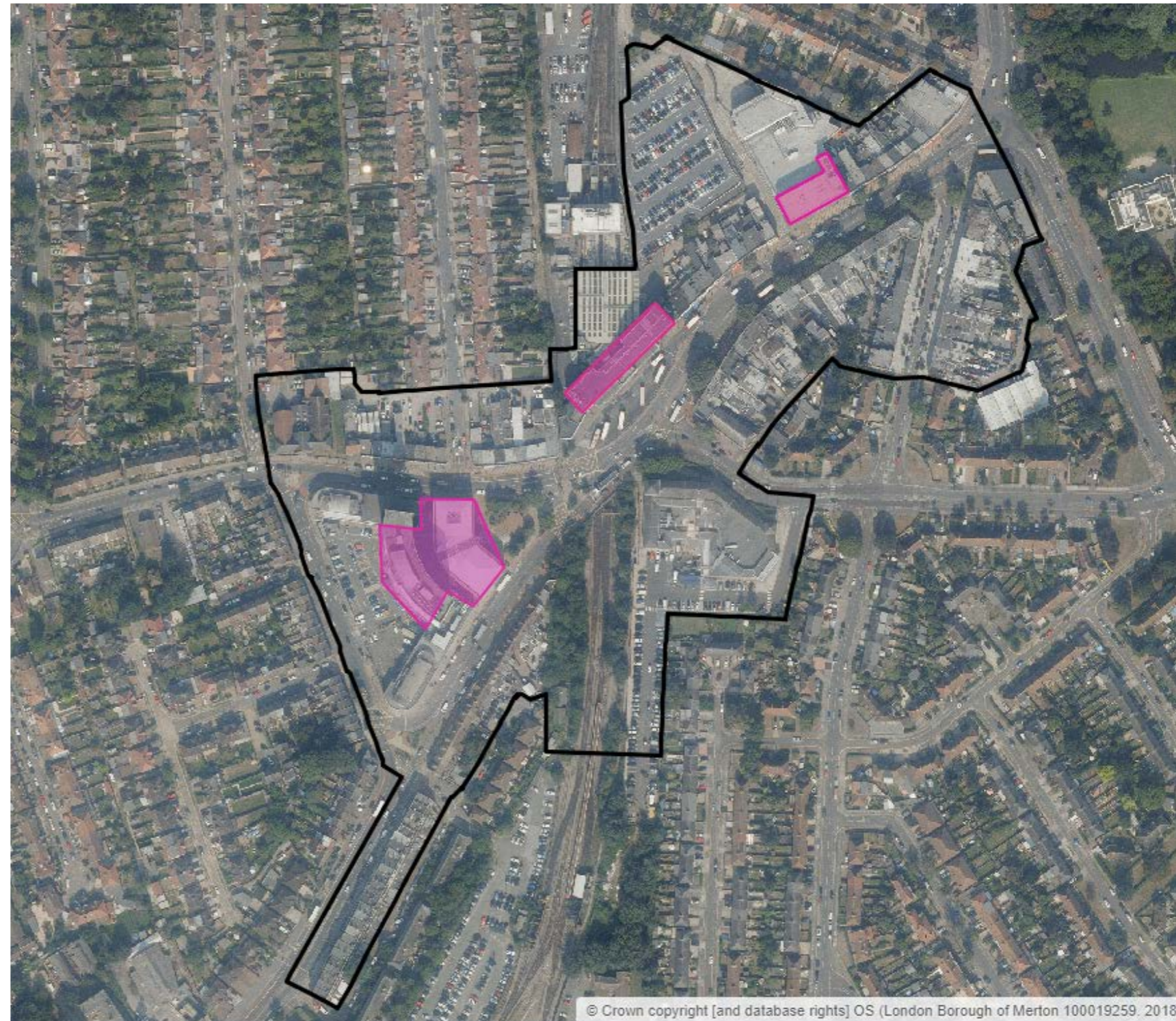


Figure 3-18
Non-Residential
Uses in Morden
District Town
Centre Boundary

3 Analysis

3.2 Functional Analysis

3.2.3 Retail

In order to gain an understanding of the current offer that the town centre provides, all active frontages were surveyed by Hawkins Brown in May 2018 and categorised according to the opposite criteria.

The extents of the survey were the active frontages with the district town centre boundary as per Merton's Sites and Policies Map, which forms part of the Local Plan.

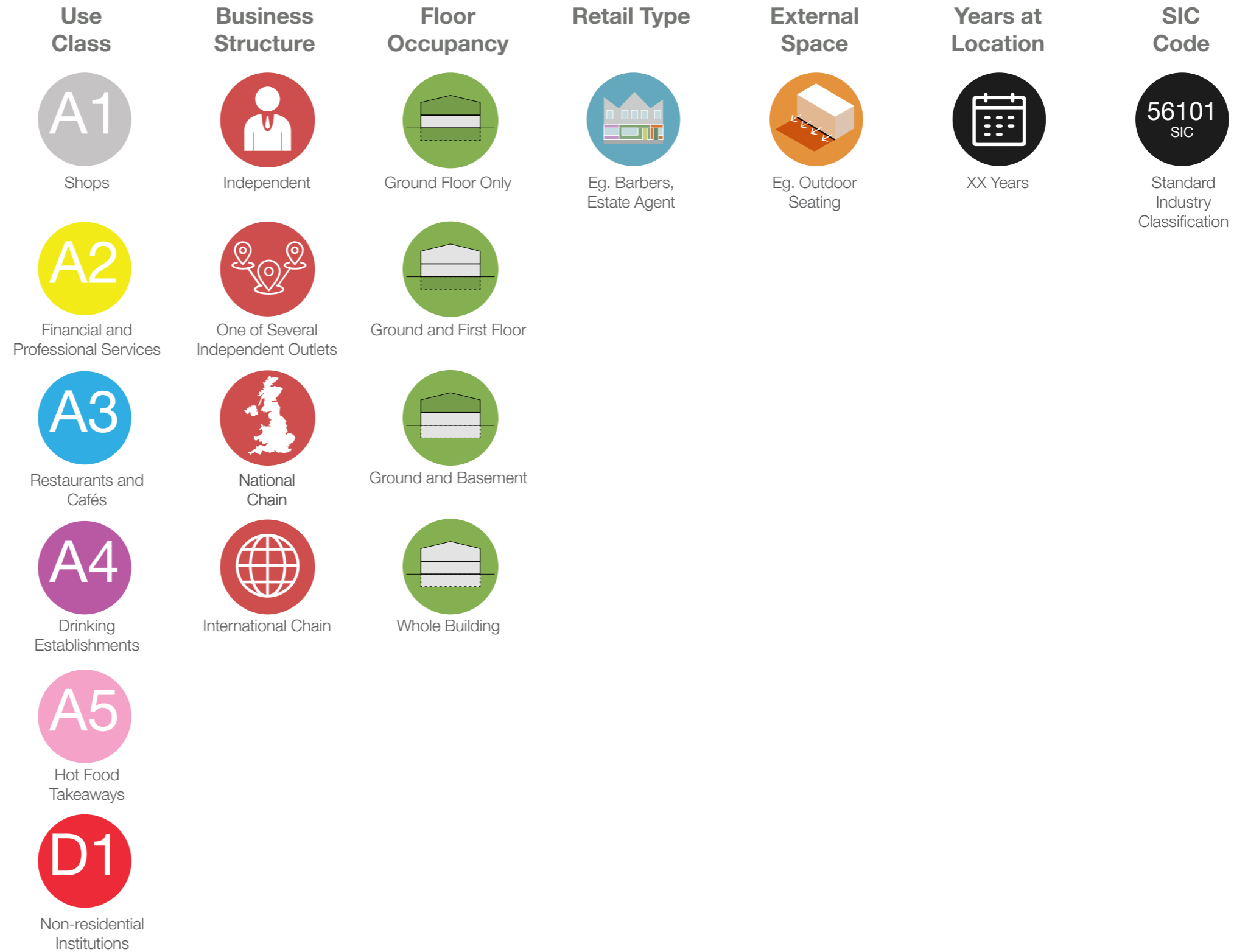


Figure 3-19
Survey Criteria

3 Analysis

3.2 Functional Analysis

3.2.3 Retail Functions



Figure 3-20
London Road Street
Elevation with Survey
Data

3 Analysis

3.2 Functional Analysis

3.2.3 Retail

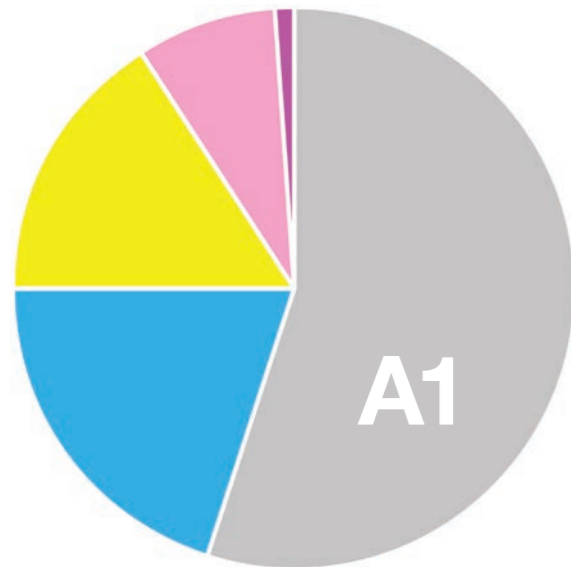


3 Analysis

3.2 Functional Analysis

3.2.3 Retail Functions

Figure 3-22
Use Class



55%

A1 shops

20%	A3 Restaurants and Cafés
16%	A2 Financial and Professional Services
8%	A5 Hot Food Takeaways
1%	A4 Drinking Establishments

Primarily Class A use within district centre

The mix is typical of what might be expected of a district centre with shops combined with a food and drink offer and a small amount of professional services. There are only two drinking establishments within the town centre which does not support an evening economy.

Figure 3-23
Business Structure



65%

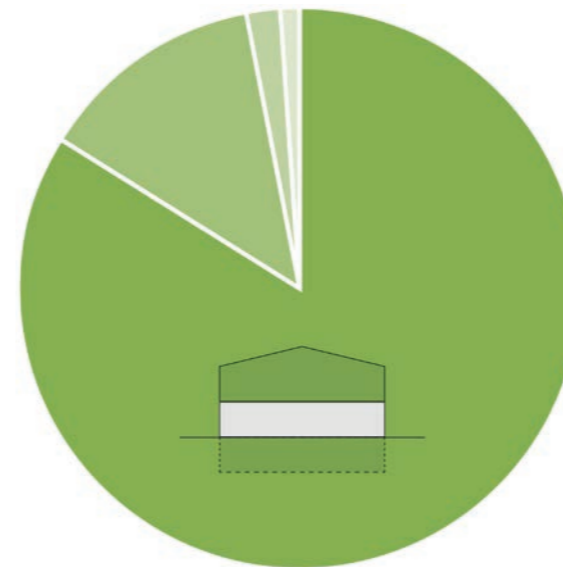
Independent Businesses

15%	National Chain
11%	Global Chain
9%	One of Several Independent Outlets

Local economy of small independents

Whilst there are a small amount of chain outlets, the majority of retail units are independent. The 2015 consultation showed a desire for more independent units, but the survey demonstrates a high proportion of independent outlets. It may be that the range and types of shops does not currently provide the offer that the respondents were envisaging.

Figure 3-24
Floor Occupancy



84%

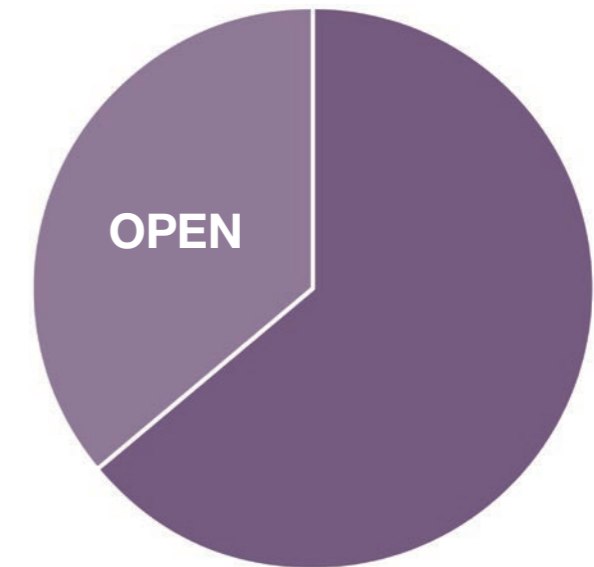
Ground Floor Occupancy Only

13%	Two Storeys
2%	Ground Floor and Basement
1%	Two Storeys and Basement

Capacity to densify and diversify town centre uses

The majority of units occupy the ground floor only. This demonstrates that there is capacity to densify usages within the centre without expanding into surrounding streets. For example, an increase in retail provision could result in double height units with mezzanines, or upper floors could be occupied by A2 (Financial and Professional Services) to free up street frontage for retail or food offers.

Figure 3-25
Evening Economy



36%

Outlets open after 20.00pm

Promote environments for evening activity

The majority of the district centre is closed during the evening hours and there is an opportunity to promote evening activity, and provide a food and drink offer that is attractive to locals and those that pass through Morden on the commute.

3 Analysis

3.2 Functional Analysis

3.2.4 Leisure and Community Functions



Figure 3-26
Civic Centre

Situated within the centre of Morden, the civic centre includes a library, local studies centre and coffee shop alongside general council resources.



Figure 3-27
Morden Hall Park

Towards the east of the district centre, the grade II listed Morden Hall Park is a National Trust Park that is open to the public. There is capacity for larger events such as open air cinema or theatre evenings.



Figure 3-28
Morden Park

Located to the south west of Morden, Morden Park is a large open park with pockets of woodland alongside community facilities such as Morden Leisure Centre and Merton College. Large scale events such as Eastern Electrics festival have been held in the park.



Figure 3-29
Morden Leisure Centre

Built in 2018, Morden Leisure Centre provides a new 25m swimming pool, a second pool for aqua aerobics, fitness suite, a studio/community room and a cafe, alongside state of the art disabled facilities to enable disabled swimmers to access the pool held in the park.



Figure 3-30
Baitul Futuh Mosque

One of the largest mosques in Western Europe, the full complex can accommodate upto 13,000 people. The mosque is notable for its work in serving the greater community and has featured in national news for its peace work and community cohesion efforts.



Figure 3-31
Merton and Morden Guild of Social Service

The guild is a registered charity that aims to offer activities for older members of the community, including lunches, days out and exercise classes.



Figure 3-32
Cassar Academy of Choi Kwang Do

The Cassar Academy is a martial arts school that focusses on the personal development aspect of martial arts, catering for students of all ages.

3 Analysis

3.2 Functional Analysis

3.2.5 Transport

Morden is a critical transport hub within Merton and serves users from a large catchment area. Combining an Underground station, extensive bus services, TfL highways, and pedestrian / cycle routes along London Road, in addition to nearby tram connections and railway stations, the neighbourhood is an important transport interchange, and influences the regional transport network across a range of nodes

However, Morden's constrained interchange function significantly compromises the vibrancy of the town centre and does not meet the standards of a 21st-century transport system. Critical to the regeneration will be considered improvements to the public realm, pedestrian and cyclist connectivity, and an expanded transport infrastructure to provide for future population growth.

Bus Services

Morden is an important interchange for bus services for the local area. Four routes run through the town centre (totalling 24 buses per hour), while eight bus routes terminate within Morden (34 buses per hour).

In order to accommodate bus services in the area, Morden contains a bus standing facility with capacity for nine buses immediately in front of Morden Station. Standing capacity for two additional bus stands is located on London Road. This capacity can become strained at times, and it is expected that as bus service requirements grow in coming years, the capacity of this stand will become insufficient.

The bus stand, as currently configured, has several negative impacts on Morden Town Centre's vibrancy and functionality.

The location of the bus stand is viewed by LB Merton and TfL as one of the most significant issues that are currently undermining the neighbourhood's potential. The regeneration scheme offers an opportunity to re-locate the bus stand to a more suitable place and generate significant operational and public benefits

London Underground

Morden Station is one of the first stations designed by Charles Holden, having opened in 1926, and is an important heritage asset in the area.

The station serves as the beginning of the Northern line, and consequently sees a significant volume of passengers, with 10.41 million entries and exits every year (TfL data 2017). Under a regeneration scenario, capacity at this station is anticipated to be sufficient going forward.

Overall, Morden Station is adequate in terms of its Underground function, but is highly lacking with respect to place-making, efficient interchange, and support for active travel. This makes the regeneration of Morden an important opportunity for reinvigorating the station and making it a focal point of a renewed town centre.

Transport for London Road Network (TLRN)

The TLRN in Morden is relatively efficient in terms of promoting vehicular movement, with the gyratory configuration helping to manage traffic flows in a variety of directions.

However, the TLRN creates a great deal of severance in Morden Town Centre. It is difficult for pedestrians to cross, street-level air quality frequently reaches dangerous levels, and significant noise is generated. Combined with the effects of the bus stand, Morden Town Centre can become an unpleasant place to pass through, and leads to most visitors using Morden as a transport interchange, rather than as a functioning town centre.

The regeneration represents a rare opportunity to reconfigure the TLRN to emphasise active travel, prioritise pedestrians and cyclists ahead of vehicles, and create a more welcoming town centre.

Further Transport Proposals

Two further transport proposals are currently undergoing consideration.

First, a quietway for cyclists is planned to pass through the town centre, running North to South. Decisions on the exact routing have been deferred so that it can be accommodated within the regeneration proposals, though broader alignment and entry points have been defined.

Secondly, a new Tram or Bus Rapid Transit (BRT) route is proposed between Sutton town centre and Merton. Three routes have been considered, terminating in the North at either South Wimbledon, Colliers Wood or Wimbledon. If chosen, the route to South Wimbledon runs past Morden town centre on the A297 Morden Hall Road and the A24 Morden Road, and would require changes to junctions at Aberconway and London Road. Following a public consultation between October 2018 and January 2019, and further option development work, confirmation of the preferred route and mode is expected in May 2019.

3 Analysis

3.3 Socio-economic Analysis

3.3.1 Demographics



Under 35 years old



35-54 years old



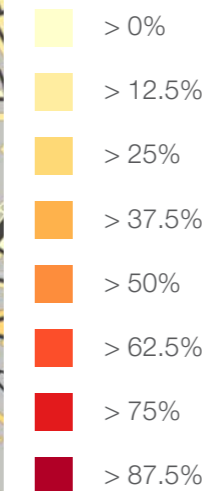
55-64 years old



Over 65 years old

Figure 3-33

These images indicate an overall strong presence of working-age population. There is a slightly higher proportion families/younger people in the Abbotsbury area, with an older population in Merton Park South.



3 Analysis

3.3 Socio-economic Analysis

3.3.1 Demographics

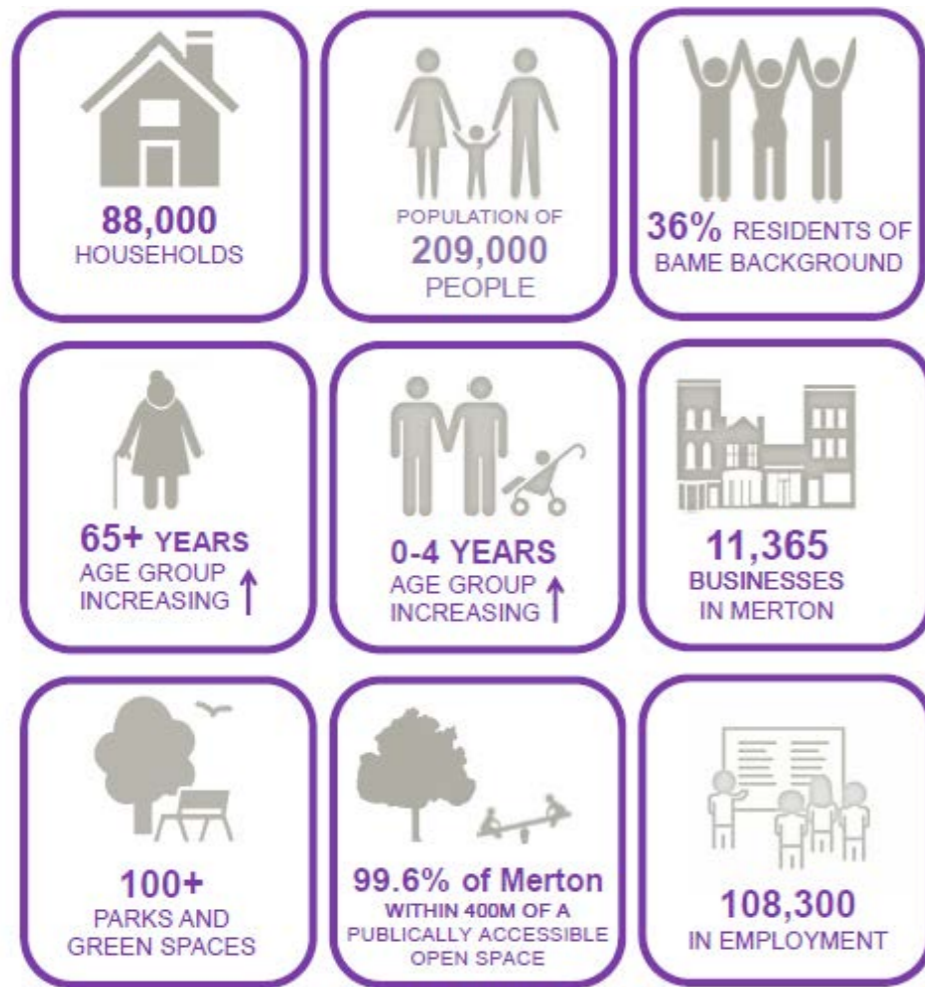


Figure 3-34
London Borough of Merton demographics (Source: London Borough of Merton Local Plan 2020 Stage 2 consultation)

Morden Town Centre is located across three wards; Ravensbury, St Helier and Merton Park (refer to Figure 3-35).

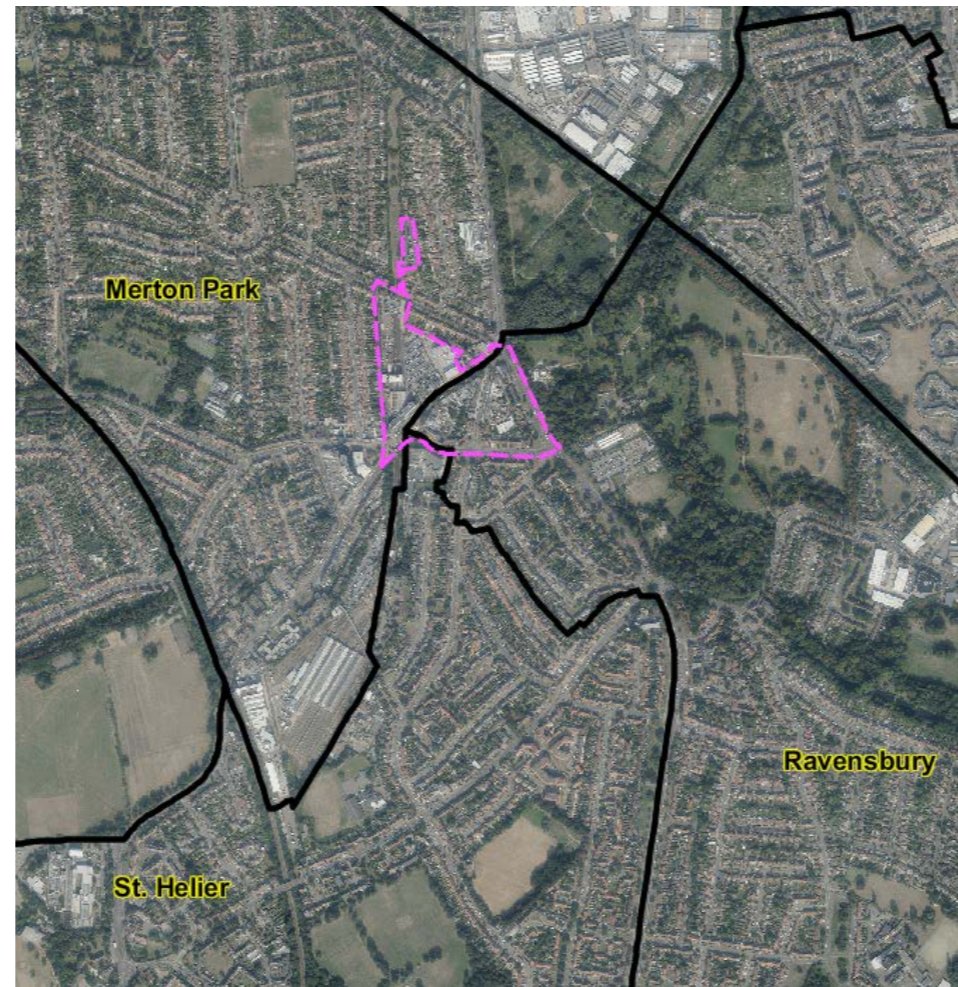


Figure 3-35
Morden Town Centre ward boundaries (Source: Crown copyright (and database rights) OS London Borough of Merton 100019259.2018)

	Ravensbury Ward	St Helier Ward	Merton Park Ward	LBM (All Wards)
Projected Population (2018)	10,070	11,093	9,619	209,421
Projected Population (2030)	13,808	12,497	13,182	232,473

Figure 3-36
Aggregated Demographics for Ravensbury, St Helier and Merton Park wards (Source: Merton Data www.data.merton.gov.uk)

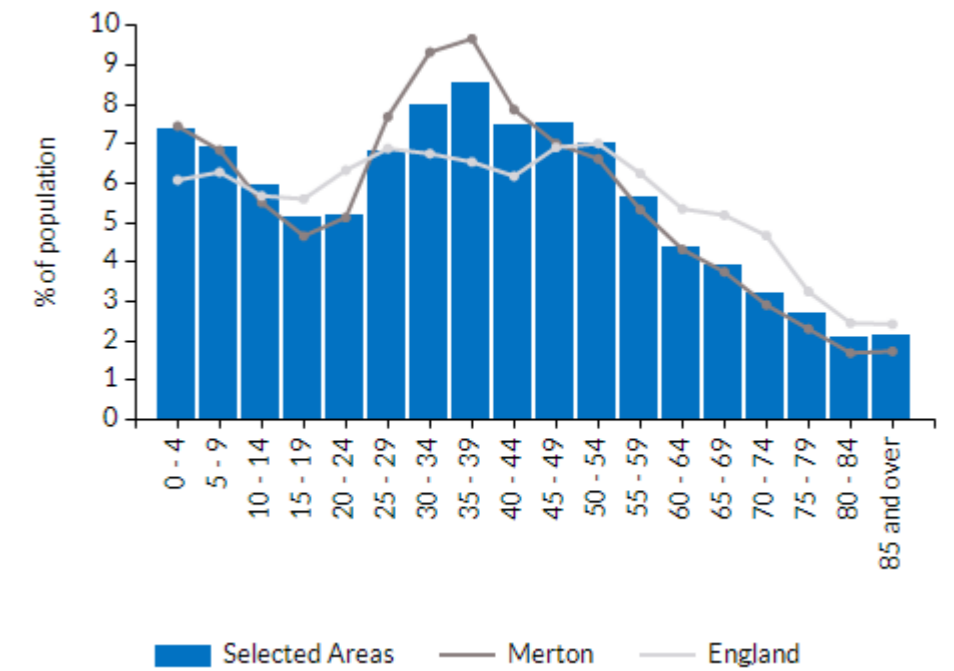


Figure 3-37
Age group breakdown estimates (2017)
(Source: ONS)

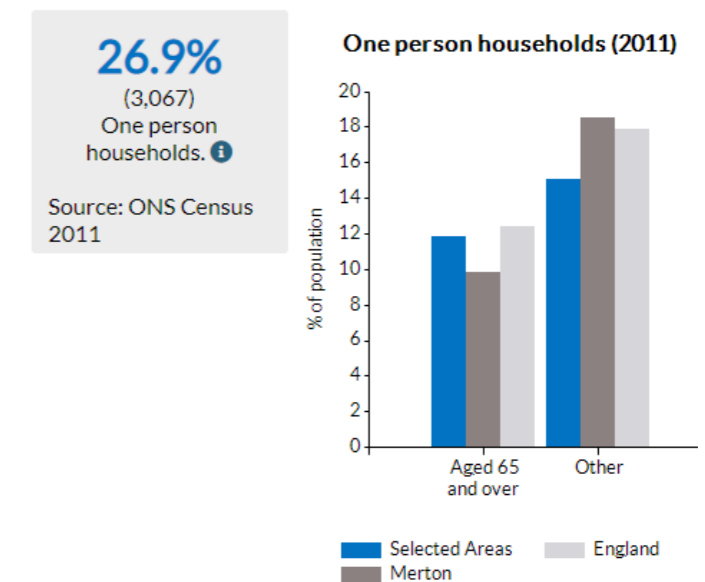


Figure 3-38
One Person Households (2017)
(Source: ONS Census 2011)

3 Analysis

3.3 Socio-economic Analysis

3.3.2 Employment



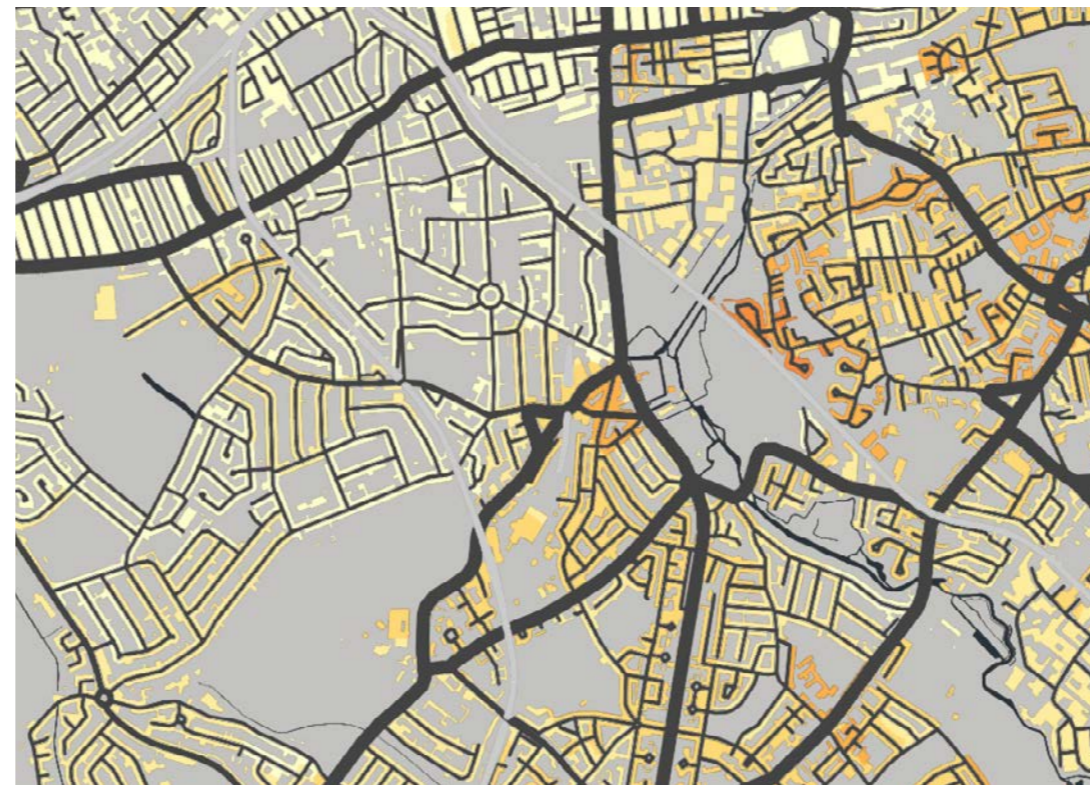
Social Grade AB



Social Grade C1



Social Grade C2



Social Grade DE

Figure 3-39

The images indicate the distribution of an approximate social grade, based upon the NRS social grade system:

Grade A - Upper Middle Class

Higher managerial/administrative or professional

Grade B - Middle Class

Intermediate managerial, administrative or professional

Grade C1 - Lower Middle Class

Supervisory or clerical and junior managerial, administrative or professional

Grade C2 - Skilled Working Class

Skilled manual workers

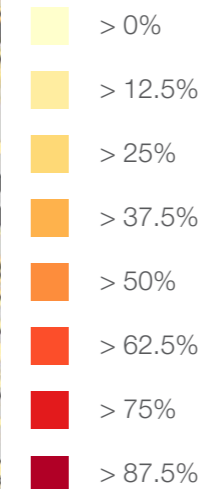
Grade D - Working Class

Semi-skilled and unskilled manual workers

Grade E - Non Working

State pensioners, casual and lowest grade workers, unemployed with state benefits only

Social Grade AB is more prevalent in the Merton Park South area and towards Wimbledon, whereas the areas to the South of the district centre tend to be a lower social grade.



3 Analysis
 3.4 Opportunities
 3.4.1 Infrastructure

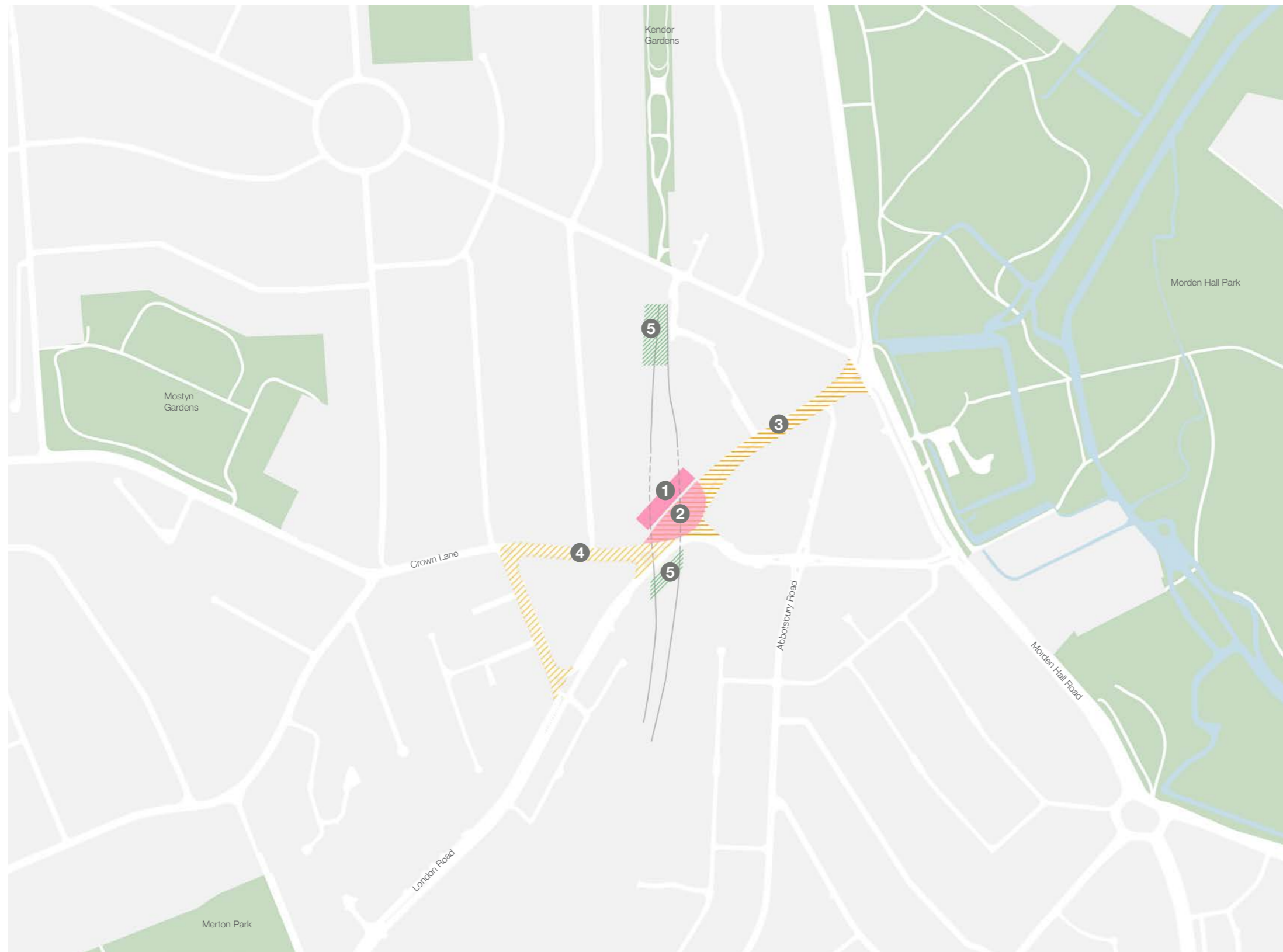


Figure 3-40
 This diagram highlights the opportunities to make improvements that are linked to the infrastructure of the district centre.

- 0m 200m
- 1 Potential to replace or refurbish LU station OSD
 - 2 Relocation of bus stands will enable a new station forecourt that will improve the current poor public realm and pedestrian experience
 - 3 Redirecting private vehicular traffic away from London Road will priorities pedestrians, buses and cycles
 - 4 Removal of the gyrotory will support the current retail use along Crown Lane
 - 5 Potential for OSD above existing LU tracks

3 Analysis

3.4 Opportunities

3.4.2 Connectivity and Wayfinding

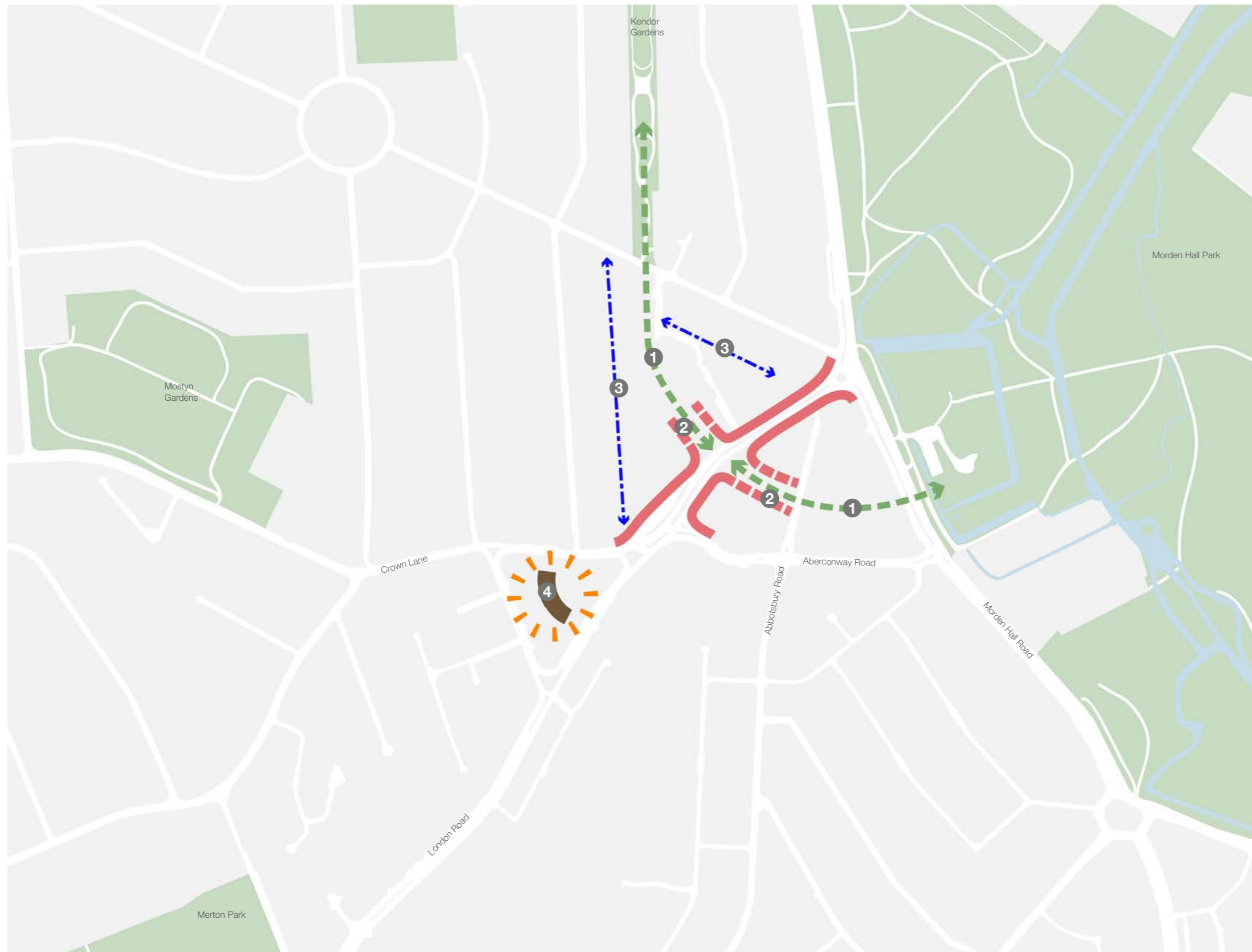


Figure 3-41

This diagram highlights the opportunities to make improvements that are linked to the connectivity and wayfinding.



0m 200m

- 1 Connect high street to local green spaces, cultural and leisure venues and improve connectivity between various transport modes
- 2 Locate secondary streets adjacent to high street to provide varied retail environments
- 3 Potential to create new mews style streets to form appropriate edges to existing properties
- 4 Potential for new development to mediate the difference in height between Crown House and its surroundings

3 Analysis
 3.5 Constraints
 3.5.1 Infrastructure

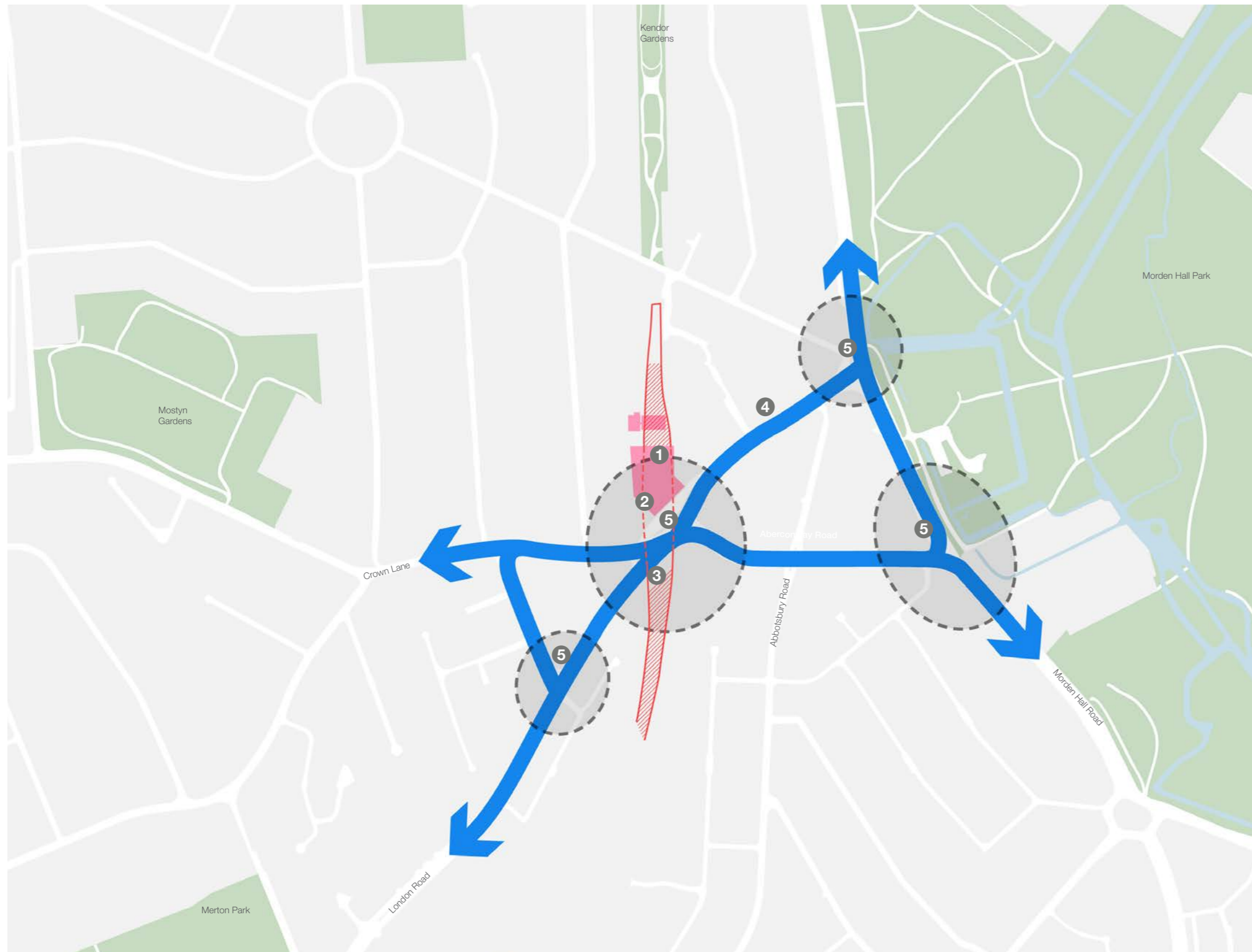


Figure 3-42

This diagram highlights the constraints that are linked to the improvements to the infrastructure.

For further information on the development in and around the underground station please refer to the following reports by Mott MacDonald:

- 'Morden Tamping and Gauge Requirements'
- 'Morden Decking Constraints and Solutions'
- 'Morden Existing Station Building'



0m 200m

- 1** Existing London Underground (LUL) buildings to remain operational.
- 2** Outline of LUL tracks, which continue under London Road
- 3** Restrictions on developing above tracks due to fire regulations.
- 4** High volume of vehicular traffic
- 5** Road junctions

3 Analysis

3.5 Constraints

3.5.1 Heritage and Sensitive Edges

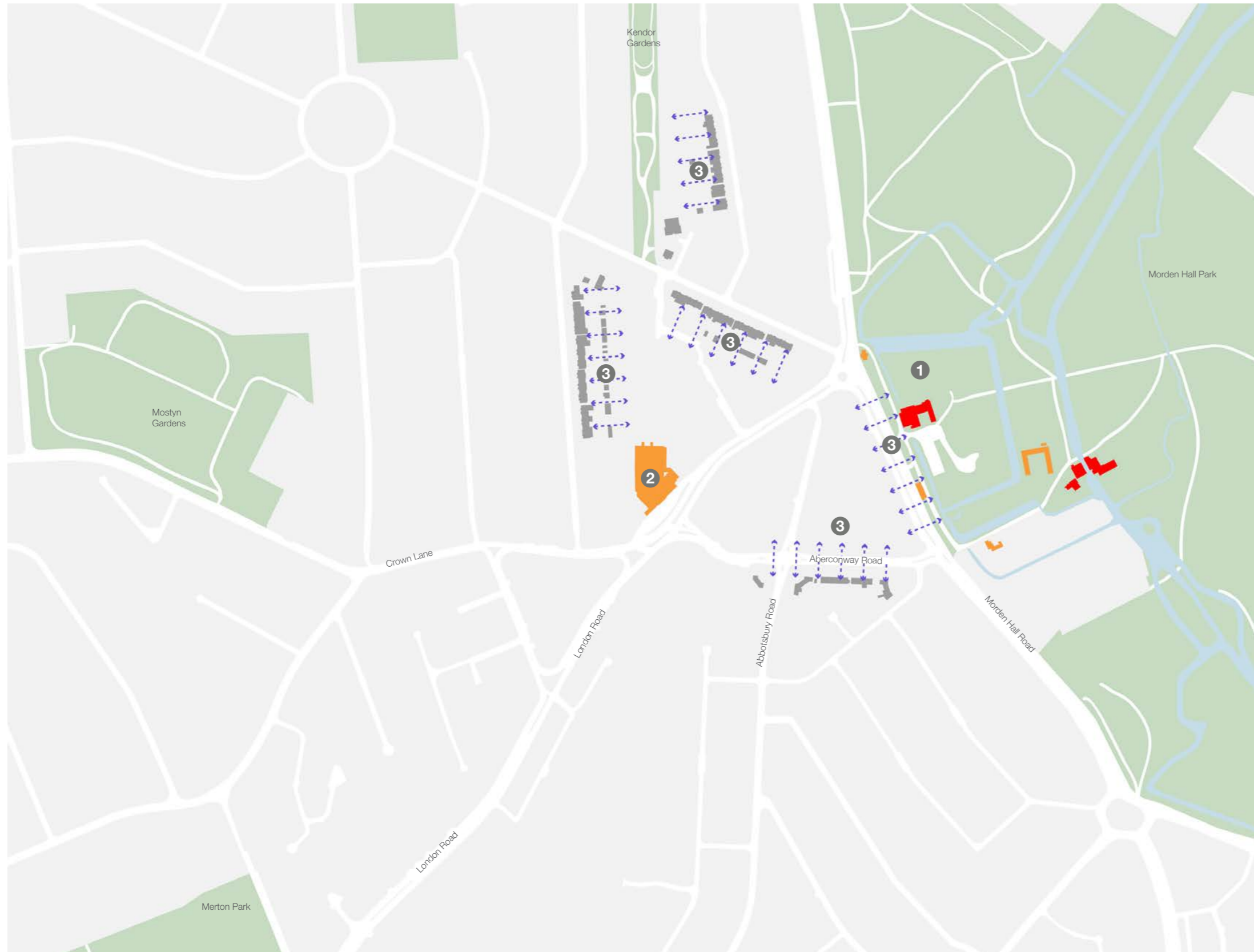


Figure 3-43

This diagram highlights the statutory and locally listed buildings alongside proximities to existing residential properties.



0m 200m

- 1 Statutory Listed Buildings
- 2 Locally Listed Buildings
- 3 Close proximity to existing residential properties and Morden Hall Park.

4 Project Objectives

- 4.1 Create a Diverse Residential Community
- 4.2 Develop an Innovative Local Economy
- 4.3 An Evolving Retail Experience
- 4.4 Reinvigorate Community Focus
- 4.5 Active and Engaging Public Realm
- 4.6 Create a 21st Century Transport Hub

4 Project Objectives

4.1 Create a Diverse Residential Community



Create a Diverse Residential Community

The scheme is to provide an appropriate quantum of housing (c.2,000 units) to support both Merton and TfL's housing targets with a diverse mix of housing prices and tenures to promote socio-economic equality and inclusion. All housing delivered through this scheme is to demonstrate excellence in design quality.

In accordance with LBM policy the following will be required:

Affordable Housing

The scheme is to deliver an appropriate quantum of affordable housing on site, with a minimum of 40% of all units provided on site being affordable tenures. The affordable housing tenure mix delivered should meet the tenure split requirements; 60% social rent and 40% intermediate.

Elements of PRS / Build-to Rent may be appropriate throughout the scheme.

Unit Sizes:

The scheme is to contribute to meeting local household needs by providing a mix of dwellings sizes as required by local evidence. Given the nature and location of the site as a town centre with excellent public transport access and connectivity, a higher proportion of one and two bed units is considered more appropriate. These residential requirements are subject to change to reflect updated local Merton housing requirements developed through the Local Plan (2020).

The scheme must also meet other appropriate residential standards set out in the London Plan.

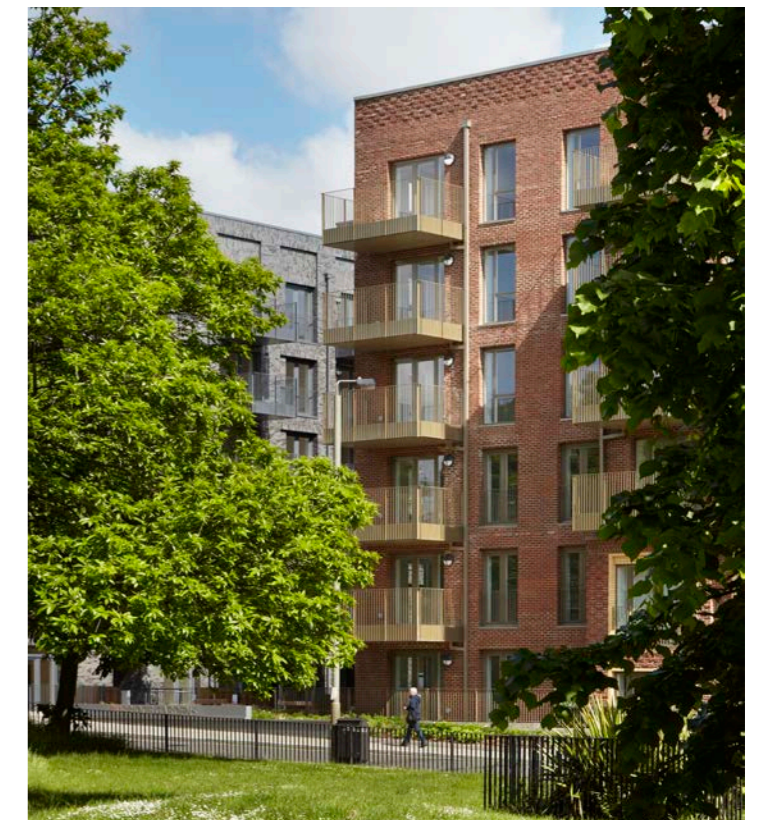


Fig 4-1 Top Left
Stacked Maisonettes

Fig 4-2 Top Right
Residential above
Retail Units

Fig 4-3 Bottom Right
5-6 Storey Apartment
Blocks

Fig 4-4 Bottom Left
4-8 Storeys Mansion
Blocks



4 Project Objectives

4.2 Develop an Innovative Local Economy



Develop an Innovative Local Economy

Delivering fresh economic opportunity is a key priority for the Morden Town Centre regeneration project. In order to thrive, local employers need facilities which are smart, fit-for-purpose, and resilient in the face of change. The delivery of next-generation commercial space as part of the regeneration will help local employers to become more agile, efficient, and able to face the demands of evolving working models. However, the impact of future-oriented commercial space is much wider than simply generating benefits for existing occupiers. Providing additional workspace that appeals to forward-thinking companies will set the stage for wider economic growth, and attract businesses to the area which are looking for affordable, flexible and diverse spaces in which to grow. Morden's excellent transport accessibility, quick connections into central London, close proximity to beautiful green spaces, and affordable rents mean it has the potential to appeal to entrepreneurs, innovators, and creatives, in addition to existing thriving businesses.

Reaching that potential, however, will require significant investment into the public realm, the creation of new amenities, the provision of a revitalised retail offer, and relocation of the bus standing facilities to make walking and cycling safe and enjoyable. The regeneration of Morden Town Centre aims to do exactly that. It will unlock the opportunity to establish a new hub of commercial and creative activity by leveraging Morden's strengths and tackling its shortcomings; the economic activity that flows in - including job opportunities, additional retail spending, and vibrancy throughout the day and evening - will help reinvigorate the town centre and make it a place worth spending time in and a destination of choice.

To achieve this, the regenerated Morden Town Centre should deliver an appropriate quantum of commercial space which is flexible, future-proofed, suitable for a wide range of commercial and creative enterprises, and accessible at a range of price points. Live-work spaces, co-working offices, creative collectives, and similar concepts that will attract small businesses are to be welcomed, with active management and tenant curation to play a key role in its long-term viability. This is all to be done with the ultimate aim of making Morden Town Centre a thriving town centre to the mutual benefit of the neighbourhood's residents and businesses, both existing and future.



Fig 4-5 Top Left
Creative Workspace

Fig 4-6 Top Right
Personal Service Business

Fig 4-7 Bottom Right
Flexible Co-workspace

Fig 4-8 Bottom Left
Cultural and Creative Enterprise Hub

4 Project Objectives

4.3 An Evolving Retail Experience



Establish a Next Generation Retail Experience

A renewed retail offer – one that meets the challenges, demands and opportunities of the future – is a key outcome desired by community residents, LB Merton, and TfL.

Morden's existing retail offer is consistently identified by users as being low-quality, lacking in diversity and lacking in the provision of an active evening economy. Given the challenges faced by brick-and-mortar retailers, and the increasing demands of modern consumers, the regeneration of Morden Town Centre needs to deliver a futureproofed retail offer which responds to residents needs and makes Morden a town centre worth spending time in.

To deliver this, the retail offer should:

- Be balanced – The tenant mix should seek to strike a balance between convenience, comparison, F&B, and entertainment categories. It should also offer a range of price-points, so it can appeal to a wide range of potential visitors.
- Be supportive of independent stores – Local residents are keen to see high-quality independent businesses and growing companies form the majority of Morden's retail offer.
- Be experiential - Brick-and-mortar retail will need to compete with online by incorporating real-life experiences that can't be bought through a screen. Food and beverage, entertainment, and lifestyle-driven comparison brands will be best placed to deliver these experiences.
- Analysis by Cushman and Wakefield suggests that a retail quantum of c.40,000 sqft would be appropriate for Morden Town Centre once complete, based on a 2,000 unit scheme.



Fig 4-9 Top Left
Pop-up Food and Beverage offers

Fig 4-10 Top Right
Emerging Night Time Economies

Fig 4-11 Bottom Right
Fulham Broadway Foodhall

Fig 4-12 Bottom Left
Victoria Station Market Hall

4 Project Objectives

4.4 Reinvigorate Community Focus



Reinvigorate Community Focus

Create a new civic 'heart' within moreMorden by providing community amenities and promoting arts and culture

Create public space(s) at the station forecourt and elsewhere, that are functional, stimulating and promotes interaction and opportunities for performance and entertainment.

Provide a range of suitable play spaces that appeal to a range of age groups .

Improve connectivity to existing to existing community facilities. e.g. Morden Hall Park.

A new GP surgery / wellbeing centre to replace the Morden Hall Medical Centre.

Review the ground floor of the Civic Centre, which currently accommodates a number of community facilities, e.g. a library, the Morden Islamic Community Centre, the Citizens Advice Bureau, public toilets and Merton Council's meeting and drop-in advice services.

Create flexible indoor spaces that could accommodate a leisure / entertainment hub (including good quality food and beverage services) and opportunities for seasonal events, indoor / outdoor markets and 'meanwhile' uses.



Fig 4-13 Top Left
Armed Forces Day,
London Road

Fig 4-14 Top Right
Pretty Muddy 5K
Event, Morden Hall
Park

**Fig 4-15 Bottom
Right**
Eastern Electrics
Festival

Fig 4-16 Bottom Left
Attic Theatre Company,
Morden Hall Park

4 Project Objectives

4.5 Active and Engaging Public Realm



Facilitate an Active and Engaging Public Realm

Promote activity within the town centre by offering an engaging public realm - one which is interactive, playful, unique, and attractive to a diverse range of citizens.

Successful public realm has direct and indirect benefits. Creating better spaces has a direct impact on the wellbeing of residents, from physical benefits such as improved air quality, wind mitigation, access to sunlight/daylight etc... to benefits to the mental wellbeing, such as perception of safety and sense of civic pride. Indirect benefits would include the potential positive impact on the local economy through an increase in footfall on the high street.

Morden benefits from wide streets which can accommodate a range of uses and activities, such as shop fronts, outdoor seating, bus stops, greenery etc.... and the challenge is to allow sufficient space for these to occur simultaneously without prohibiting each other.

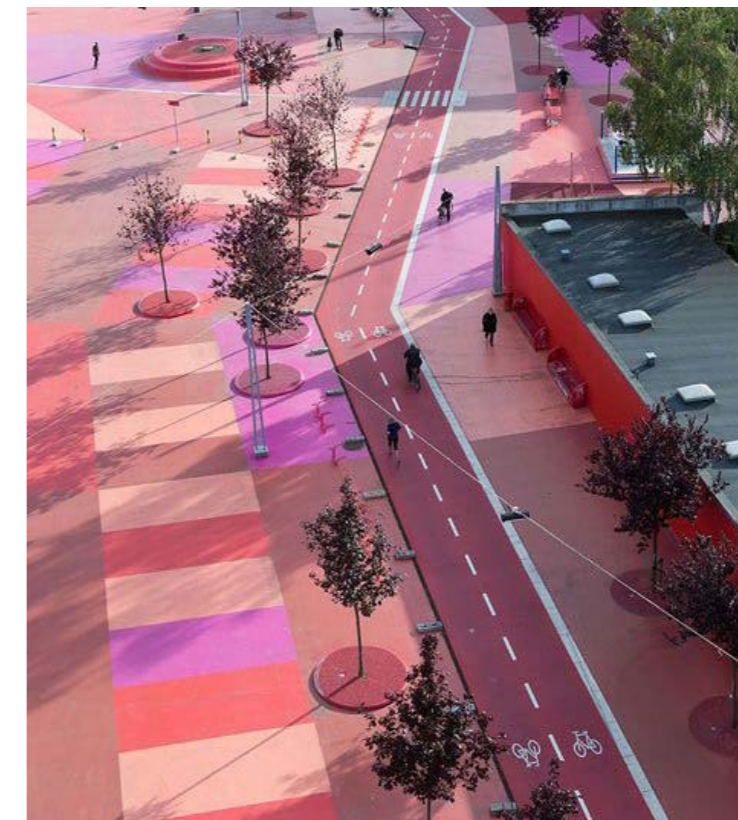
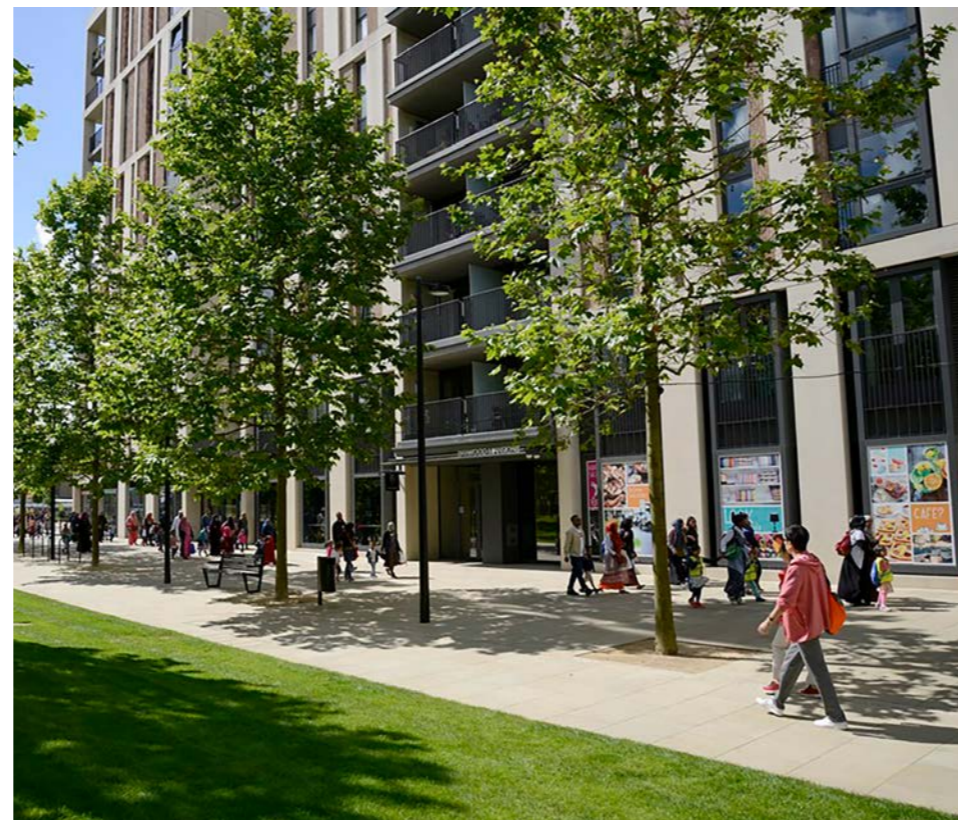


Fig 4-17 Top Left
Pedestrian priority
(Walthamstow High Street)

Fig 4-18 Top Right
Informal green seating spaces
(Houtan Park, Shanghai)

Fig 4-19 Bottom Right
Colour to enliven public spaces
(Superkilen, Copenhagen)

Fig 4-20 Bottom Left
Tree lined avenues
(East Village, London)

4 Project Objectives

4.6 Create a 21st Century Transport Hub



Create a 21st Century Transport Hub

The existing transport system in Morden is one of the fundamental issues which has, prevented it from becoming a vibrant town centre. The regeneration should seek to address this by reimagining the streetscape, resolving operational constraints, and prioritising pedestrians and cyclists.

Healthy Streets

The Healthy Streets Approach should be comprehensively implemented throughout the Morden Town Centre regeneration scheme with a view to include the closure of London Road to private vehicles, creating a zone which fully prioritises pedestrians, cyclists, and public transport.

Bus Services

The existing bus standing facilities should be relocated away from the heart of the town centre, and expanded to allow for future capacity requirements. This will mitigate against pollution/noise, enhance safety, address operational challenges, and allow for the creation of new public space

London Underground

The interchange between bus services and the Underground entrance should be improved, with clear lines of visibility and good connections to pedestrian/cycling infrastructure. The delivery of an adjacent cycle hub to accommodate current and future cycle parking demand will be a key requirement.

TLRN

The TLRN gyratory should be modified or removed to mitigate against the severance it causes in the town centre. A range of potential options should be evaluated for their impacts on bus and vehicular traffic throughout the regional network.

Car Parking

To promote active travel, car parks should be consolidated and capacity reduced, insofar as possible without having significantly adverse impacts on commercial businesses and civic functions. Any development within Morden Town Centre should be car free in line with the London Plan standards, with the exception of disabled parking

Future Integration

The regeneration scheme should be designed to provide for and enable the delivery of a new quietway. It should also maintain sufficient flexibility to accommodate the Sutton Link proposal, should the plans come to fruition and be routed through Morden Town Centre



Fig 4-21 Top Left
Healthy Streets Indicator

Fig 4-22 Top Right
Integration of Public Art

Fig 4-23 Middle Right
Integration of transport infrastructure

Fig 4-24 Bottom Left
Emerging technology to promote active travel ie. dockless bikes

5 Delivery Principles

- 5.1 Engagement and Collaboration
- 5.2 Sustainability as a Foundation
- 5.3 Bringing the Community Together
- 5.4 Spirit of Innovation
- 5.5 Exemplar Design and Quality
- 5.6 Holistic Design
- 5.7 Comprehensive Delivery

5 Delivery Principles

5.1 Engagement and Collaboration



Engagement and Collaboration

The public bodies, in collaboration with the development partner, are to work together to transform the heart of Morden, delivering a sustainable, attractive and vibrant town centre destination. The delivery partners will be focused on promoting the economic, social and environmental well-being of the area to create places where the established community and growing population can live, work, shop and socialise. This vision will include the comprehensive regeneration of the town centre that will be led by an open and adaptive consultation with residents and stakeholders.

The delivery partners need to develop strategies and protocols to ensure the continued delivery of this open and adaptive consultation, through:

- a program of appropriate events that ensure meaningful collaborative engagement with all sectors of the community, including traditionally hard-to-reach groups
- easy access to information and regular updates,
- the use of clear and simple language, and
- ensuring the delivery of consistent messaging from all the delivery partners,



Fig 5-1 All
Photos of pop-up engagement exercises in Morden

5 Delivery Principles

5.2 Sustainability as a Foundation



Sustainability as a Foundation

Morden Town Centre has the potential to be an exemplar for sustainable neighbourhood regeneration.

This is more than just being 'green'. It is about being genuinely sustainable across the entire triple bottom line; economic opportunity, social responsibility, and environmental stewardship must all be at the core of Morden's identity as a regeneration project.

Economic Opportunity

The regeneration of Morden Town Centre must seek to generate economic opportunity for all. As partners in the regeneration scheme, community members, local businesses, and LB Merton / TfL must benefit alongside the private sector through the creation of new jobs, apprenticeships, tax revenues, infrastructure delivery, and participation in the regeneration uplift. All stakeholders should have the opportunity to benefit economically from the scheme.

Social Responsibility

The regeneration of Morden Town Centre needs to recognise the importance of diversity, equality, and inclusion in creating a strong community. The regenerated town centre should be accessible and affordable to the local community, including people of diverse backgrounds and incomes; create spaces for the entire community to come together; deliver new civic amenities; support arts and culture. This will ensure that Morden Town Centre avoids the effects of gentrification, and instead becomes a new model for equitable regeneration.

Environmental Stewardship

The regeneration of Morden Town Centre must demonstrate industry-leading environmental performance. Responsible sourcing of energy and building materials, the delivery of new green / blue infrastructure networks, high-performance specification of buildings, a Healthy Streets focused transport approach, and the efficient management of waste will each contribute to making Morden a global exemplar for environmentally sustainable development.



Fig 5-2 Top Generating economic opportunities for local businesses

Fig 5-3 Top Right Support the delivery of green infrastructure networks

Fig 5-4 Bottom Right Support emerging technology

Fig 5-5 Bottom Left Inclusive public spaces to create a strong community.

5 Delivery Principles

5.3 Bringing the Community Together



Bringing the Community Together

Create safe routes and public spaces that are accessible and welcoming for all users.

Create public spaces that vary in character and scale, in appropriate locations, and that are flexible and welcome user interaction, e.g. play space, public seating areas, open squares that are suitable for temporary events such as food markets or performances.

Designing the public realm with appropriate materials and planting to ensure environments that area pleasant, easily accessible and durable.



Fig 5-6 Top Left
Embracing a multicultural society

Fig 5-7 Top Right
Supporting the older community

Fig 5-8 Bottom Right
Community focussed cultural events

Fig 5-9 Bottom Left
Encouraging an active community



5 Delivery Principles

5.4 Spirit of Innovation



Spirit of Innovation

Design and construction that is 'typical' or 'standard' will not deliver the bold identity that Morden Town Centre needs in order to reach its potential and generate the kind of uplift required by public, private, and community stakeholders.

Embedding innovation throughout the design and construction process will therefore be critical to differentiating Morden Town Centre from competing developments. It will also help to create distinctive points of difference that attract new residents, businesses, and visitors to the area.

Some areas where innovations can be applied include:

- Design of public realm spaces, such as the integration of interactive public art;
- Models for residential living, such as co-living and student/ advanced age co-housing;
- Models for working, such as circular economy entrepreneurship hubs;
- Alternative building typologies, such as podium / tower structures;
- Novel integration of green infrastructure into buildings, such as 'climbing ivy screens';
- Use of new construction methods, such as panellised building systems;
- Use of new building materials, such as carbon-capturing concrete and photovoltaic windows; and
- Approaches to transport, such as the Healthy Streets Approach.

Innovation does not necessarily need to be risky, and can often be based on precedents (locally or abroad) which represent a logical next step in London's progression. For example, modern methods of construction are a relatively new concept to the UK and currently represent innovation in London's building sector, but some types (such as cross-laminated timber) have been used successfully and extensively in other countries for decades.

To enable innovation throughout the design and construction process without creating additional financial risk, the scheme should look to draw extensively on innovations and best practices which have been successfully trialled elsewhere as part of the design and delivery of Morden Town Centre.

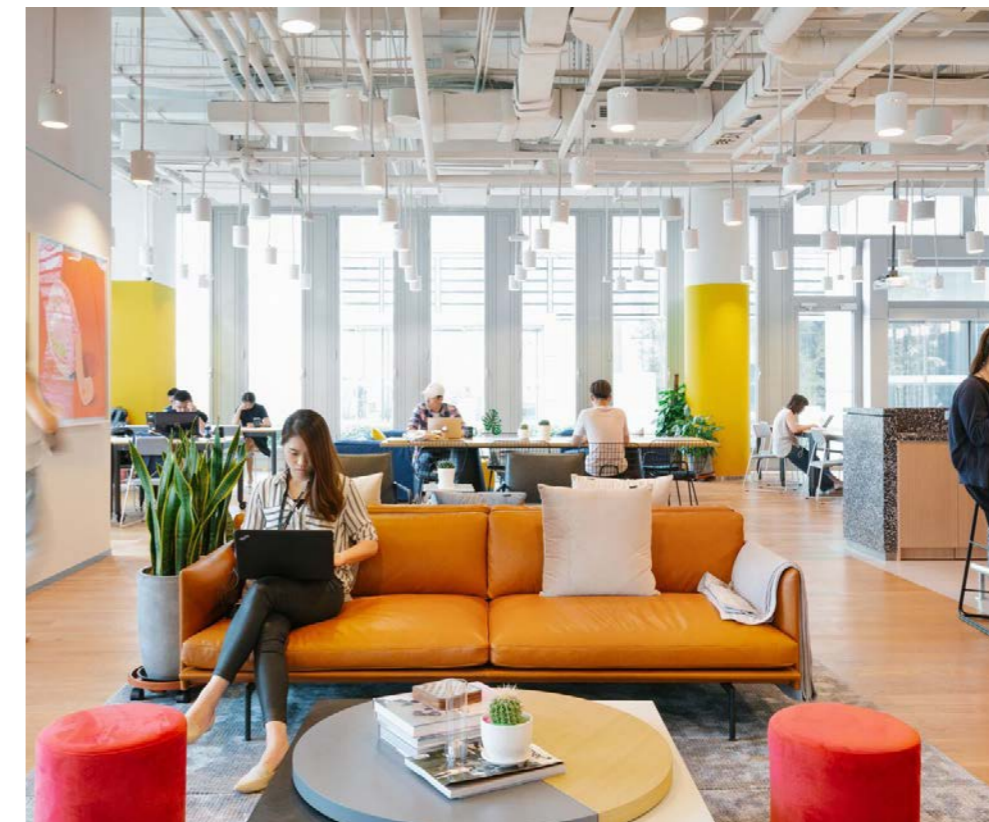


Fig 5-10 Top Left
Generating economic opportunities for local businesses

Fig 5-11 Top Right
Support the delivery of green infrastructure networks

Fig 5-12 Bottom Right
Identify innovative methods to construct and deliver efficient buildings

Fig 5-13 Bottom Left
Inclusive public spaces to create a strong community.

5 Delivery Principles

5.5 Exemplar Design and Quality



Exemplar Design and Quality

The large scale redevelopment of an existing town centre is a sensitive challenge. Building out of the existing character, culture and community with design expertise that is able to identify what makes Morden Morden, is fundamental to success here. In a climate of wide spread change across London, the most pressing question is; how can new town centres remain varied, local and truly reflective of their individual histories? As an early example of this kind of development there is a responsibility to be an exemplar.

From the start this will require a wide design team that takes a landscape and masterplan approach, led by an overarching vision developed from meaningful engagement with local communities. Underpinning this will be a deep expertise in the existing condition of the town centre - not only its problems, but its qualities and very specific character. Bidders will be expected to define key principles around urban realm, characterful public places, active ground and first floors, and distinctive street moments.

The development of the work to date has been supported by reviews with Mayoral Design Advocates (MDA) focusing on the widest principles through to the principles behind community engagement. These are supported by the Mayor's Good Growth Agenda which set out pragmatic recommendations and guidance on how to deliver a high-quality and socially inclusive environment. This is underpinned by six pillars that bidders will be subject to:

- Setting Standards - Using design inquiries to investigate key issues for architecture, urban design and place-shaping, in order to set clear policies and standards.
- Apply the Standards - Ensuring effective design review across London, including a London Design Review Panel.
- Building Capacity - Enhancing the GLA Group's and boroughs' ability to shape new development to deliver good growth.
- Supporting Diversity - Working towards a more representative sector and striving for best practice while designing for diversity.
- Commissioning Quality - Ensuring excellence in how the Mayor and other public sector clients appoint and manage architects and other built environment professionals
- Championing Good Growth by Design - Advocating best practice to support success across the sector.



Fig 5-14 Top Left
Good Growth by Design

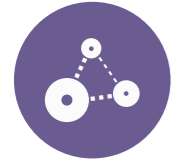
Fig 5-15 Top Middle
London Quality Review Charter

Fig 5-16 Top Right
Local Authority Design Reviews

Fig 5-17 Bottom Left
MDA Design Review Panels

5 Delivery Principles

5.6 Holistic Design



Holistic Design

The proposed development must meet a variety of needs in order for the successful regeneration of the town centre, from reducing vehicular impact and promoting a smooth transport interchange to ensuring that sufficient space and connections are afforded for retail, commercial, residential and community functions. These functions must not be considered in isolation and instead the focus must be on the benefits that they can afford to each other.

For example, the current location of the bus stops adjacent to the station has an operational logic to it, and yet impacts on the general comfort and accessibility of passengers and passers-by. By spreading the bus interchange along London Road, the additional footfall and activity along retail frontages can help support local businesses.

Similarly, creating new residential frontages along connections between the high street and Kendor Gardens can provide a communal benefit through increased passive surveillance and an enhanced perception of safety.

However, a balance must be identified - if the bus interchange is spread too far, then this becomes an inconvenience for passengers from the underground station, or if a connection is constricted by residential frontages it may lose its sense of openness and greenery.

The successful regeneration relies on the sweet spot of mutual benefits between town centre functionality.



Fig 5-18 Top Left
Passive Surveillance of Green Spaces

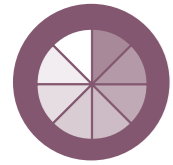
Fig 5-19 Top Right
Existing isolation within Kendor Gardens

Fig 5-20 Bottom Left
Differentiation of retail frontages, places to sit and routes through

Fig 5-21 Bottom Right
Existing conflict between bus passengers, shoppers and passers-by

5 Delivery Principles

5.7 Comprehensive Delivery



Comprehensive Delivery

The vision for the regeneration of Merton town centre has always been for comprehensive redevelopment. Merton's adopted Core Planning Strategy (2011) refers to 'transformational change'.

Merton's draft Local Plan proposes the designation of the whole town centre site as a singular site allocation and seeks the comprehensive regeneration of the whole site to optimise the delivery of new homes (circa 2,000 units), improve the streetscene and public realm, make it easier to get around and support businesses and other appropriate uses. The draft policy N3.3 states that within the Morden Regeneration Zone: "Any proposal that hinders the delivery of comprehensive regeneration will be resisted".

Merton Council and TfL own a significant portion of land within the town centre but due to the number of other land owners, a land assembly strategy will be required to ensure that the site can be developed in a comprehensive manner; to avoid fragmented development.

A plan-led approach is therefore required, to enable the delivery of circa 2,000 homes and to ensure that the site provides all its potential economic, environmental and social benefits for the local community.

The comprehensive development of such a large complex site, will occur over a number of phases. It will be very important to ensure that all the town centre functions are not unduly disrupted during the delivery of each phase.

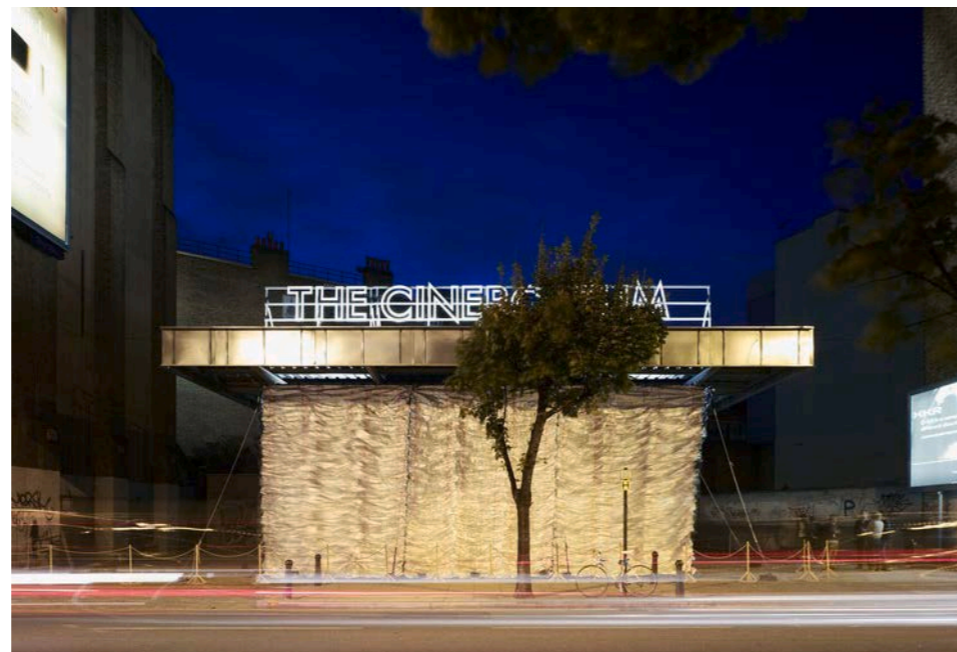
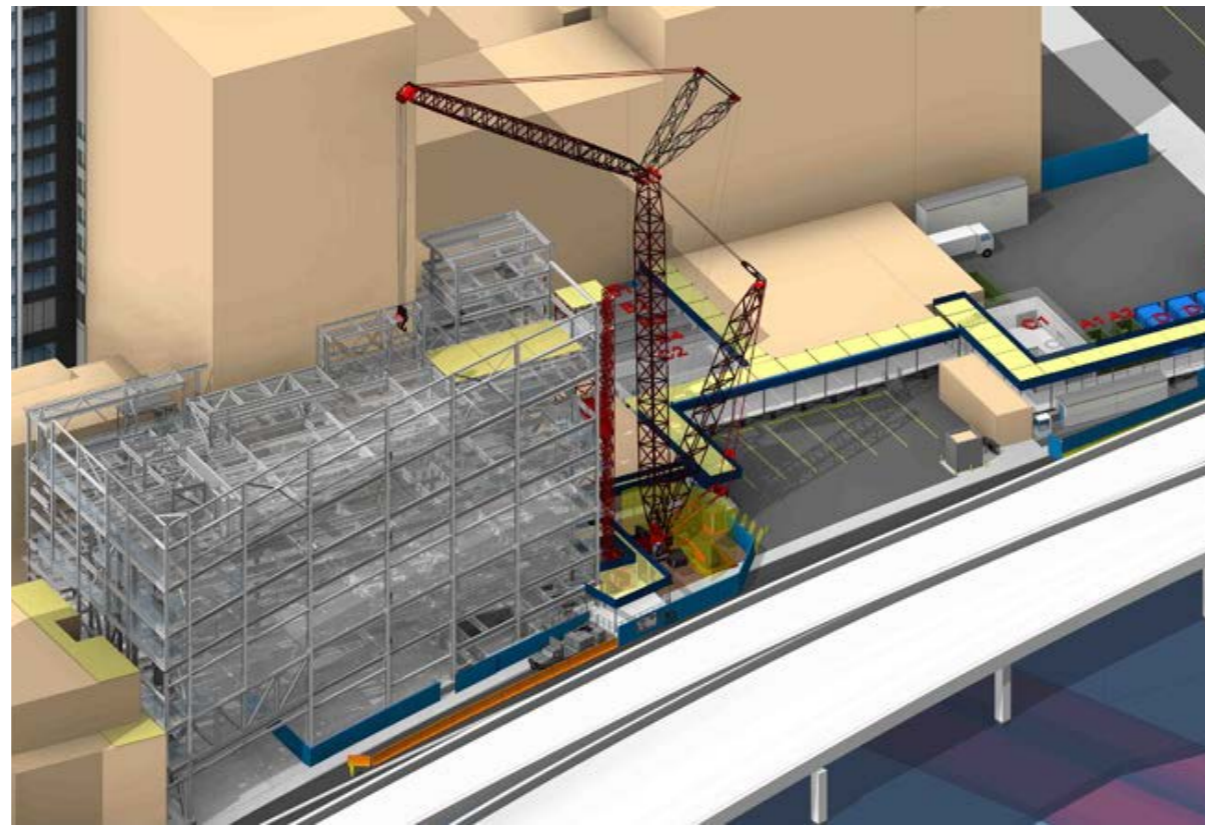


Fig 5-22 Top Left
BIM Processes to improve construction safety and sequencing

Fig 5-23 Top Right
Prefabricated modular construction

Fig 5-24 Bottom Right
More Morden Vision Aerial View

Fig 5-25 Bottom Left
Temporary uses such as pop-up cinemas.

6 Spatial Principles

- 6.1 Hinterland Connectivity
- 6.2 Hierarchy
- 6.3 Pedestrian and Vehicular Routes
- 6.4 Transport Interchange
- 6.5 Balance of Attractors
- 6.6 Character Areas
- 6.7 Legibility
- 6.8 Urban Form
- 6.9 Typology

6 Spatial Principles

6.1 Hinterland Connectivity

Define links and the relationship between the district centre and its hinterland and establish routes for pedestrians, cyclists and short bus rides

Healthy Streets for London (Mayor of London)

Connectivity between the district centre relies on streets and spaces where the community feel safe at all times. In emphasising active travel connections through building frontages, people should feel more secure.

Community Engagement

Community believed that the North/South connectivity through the town centre was poor and unpleasant, resulting in many people choosing to go to Wimbledon rather than Morden.

Community would like to see the North/South routes through the site improve.

The community would like to see side and back streets well-lit at night to improve pedestrian safety.



Fig 6-1
'Hinterland Connectivity'
Spatial Principle

6 Spatial Principles

6.2 Hierarchy

Create a clear hierarchy of streets and public realm

Community Engagement

The community raised issues surrounding pedestrian accessibility along London Road and that under the new development they would like to see greater priority given to pedestrians over vehicles.

The community felt that it was appropriate that London Road should remain the primary focus for visitors to the area.



Fig 6-2
'Hierarchy'
Spatial Principle

6 Spatial Principles

6.3 Pedestrian and Vehicular Routes

Create a pedestrian and active travel quarter separate from the main vehicular flow

Healthy Streets for London (Mayor of London)

The separation of primary pedestrian and vehicular routes will improve air quality and noise pollution in public spaces, whilst promoting links between active travel and public transport.

It will ensure that the High Street is easier to cross through the removal of physical barriers and heavy traffic

Good Growth by Design (Mayor of London)

'Good Growth helps the city to work more efficiently by reducing car dominance. This helps make the best use of public space and ensures that essential freight traffic can help London's businesses to thrive.'

Community Engagement

The community thought that London Road was highly congested, and they would like to see a reduction in traffic along the road.

They stated that there was poor North/South permeability along London Road due to the high levels of congestion.

They expressed a preference to see London Road pedestrianised or reduced to Buses and Taxis only.

They stated that pedestrian experience along London Road was poor and that they would like to see this improved under the new development.

The community expressed a preference for moving private vehicles off London Road and onto other routes such as along Aberconway road.

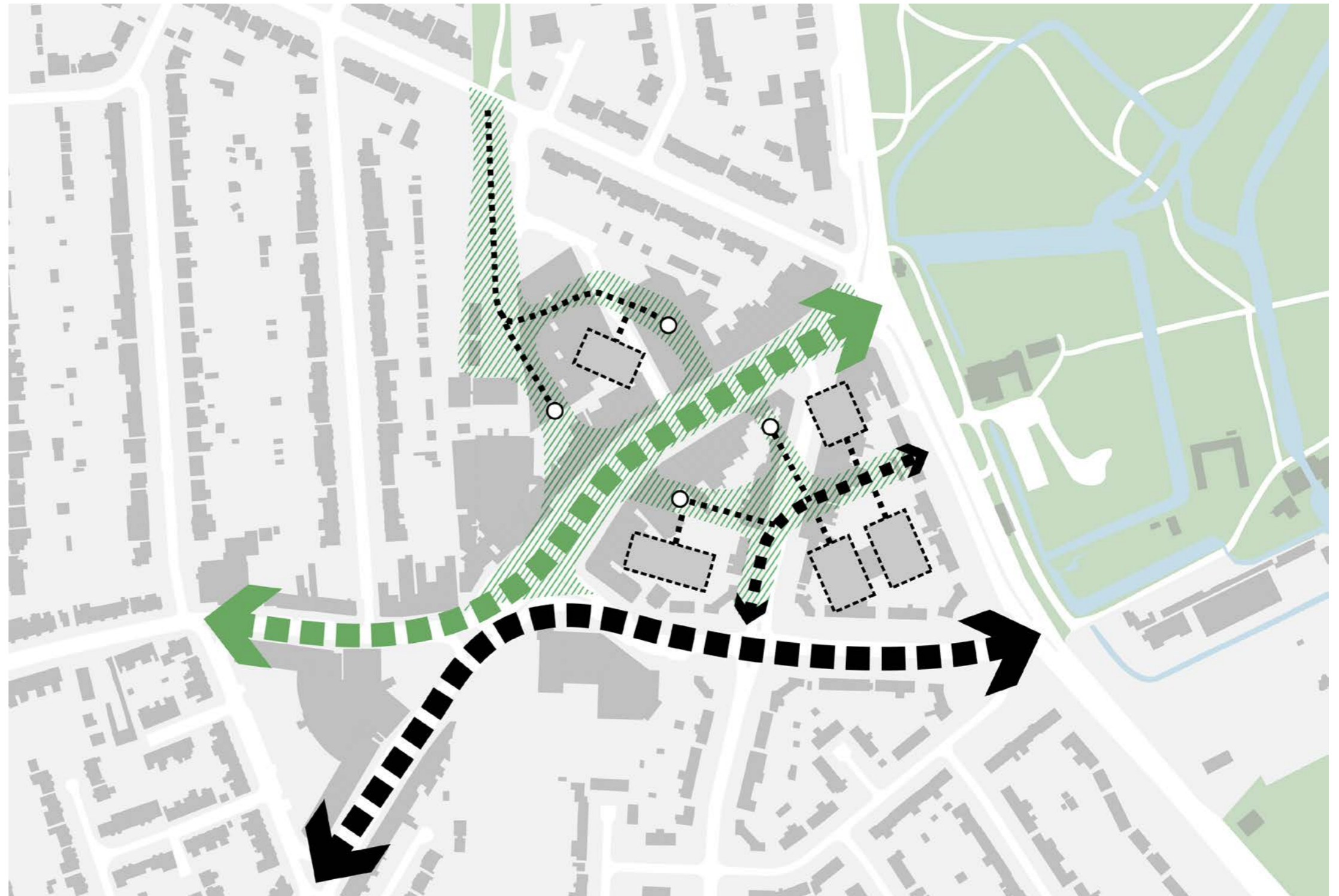


Fig 6-3
'Pedestrian and Vehicle Routes'
Spatial Principle

6 Spatial Principles

6.4 Transport Interchange

Utilise pedestrian priority area and high street as a key transport interchange zone and promote the activity that this brings

Community Engagement

The community stated that the current station forecourt was highly congested due to the bus stops located directly outside the underground exit.

The community stated that the current forecourt was not very accessible for disabled users due to the high levels of congestion.

The community suggested relocating the station forecourt and dispersing bus stops along London Road and away from the station entrance.

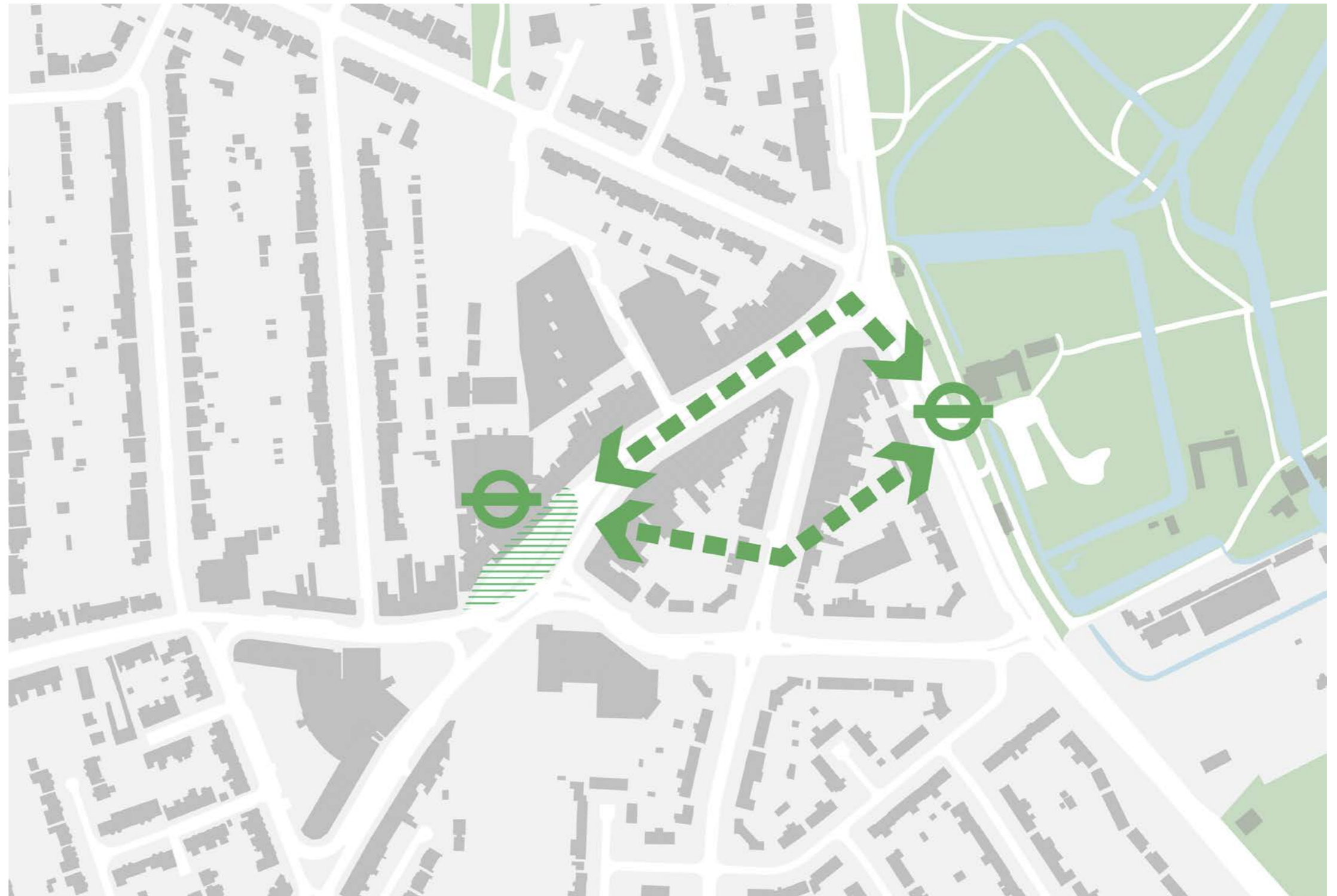


Fig 6-4
'Transport Interchange'
Spatial Principle

6 Spatial Principles

6.5 Balance of Attractors

Distribute retail, civic and leisure functions across the district centre

Healthy Streets for London (Mayor of London)

The linear nature of the district centre allows shops and services to be distributed throughout, whilst remaining within short distances of each other. Not only will this make the centre more resilient as a whole, it will also ensure a more interesting and stimulating journey through the centre.

Community Engagement

Many respondents stated that the current makeup of the High Street provided appropriate retail for existing local communities.

There was a general feeling that the existing retail units felt run down and many were not configured correctly to attract new business.

The community reported that they would like to see more active frontages in the Town Centre to encourage members of the public to utilise the High Street more.

They also stated that they would like to see Morden develop its own night-time economy. As such they would like to see more pubs/bars and late opening cafés as part of the plans to regenerate the Town Centre, with outside seating, to encourage members of the public to enjoy the area in the evening.

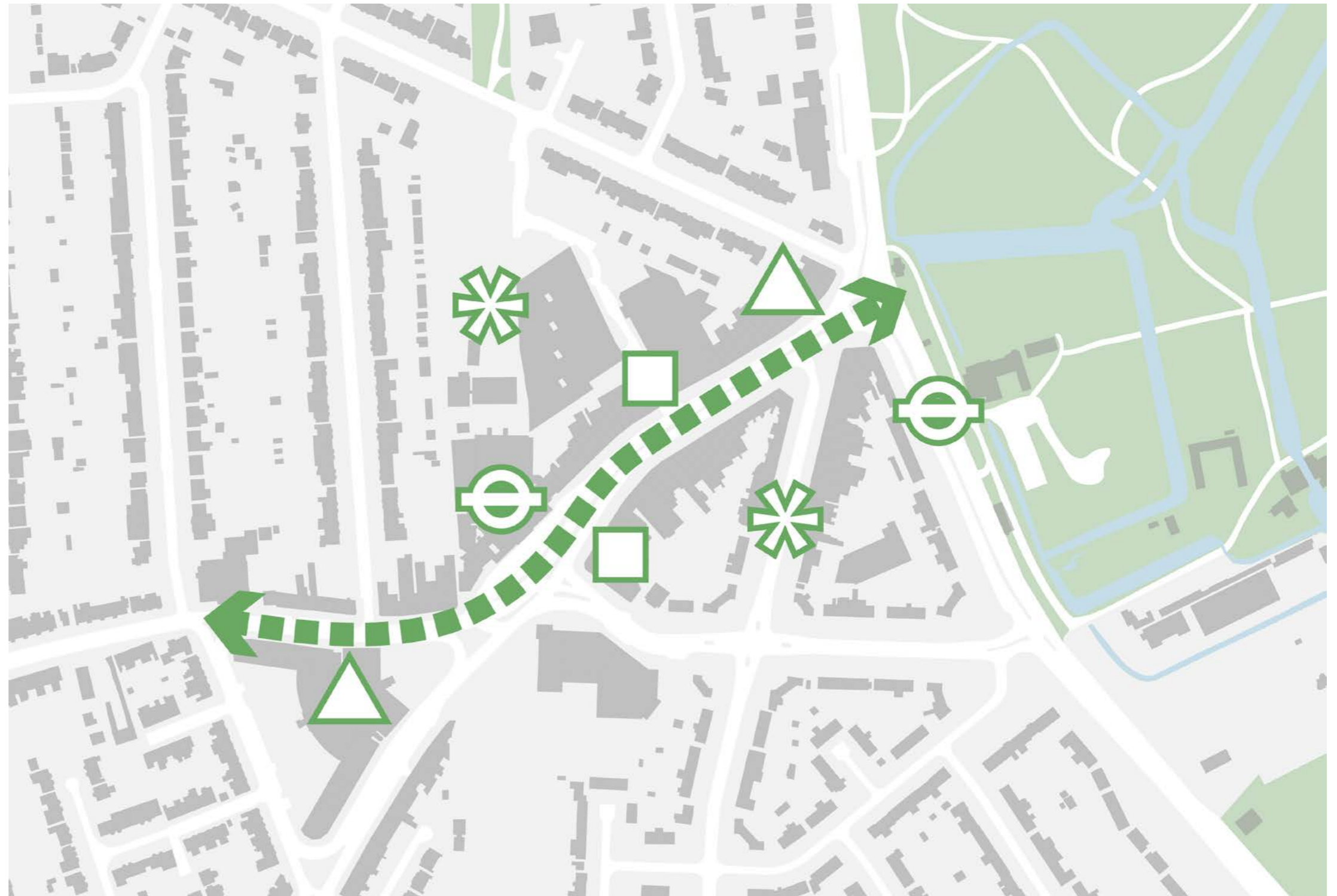


Fig 6-5
'Balance of Attractors'
Spatial Principle

6 Spatial Principles

6.6 Character Areas

Create three distinct character areas

Healthy Streets for London (Mayor of London)

With the introduction of distinct character areas, an opportunity presents to provide varied places for people to stop and rest, sheltered from the weather to ensure use whatever the weather.

Good Growth by Design (Mayor of London)

Good Growth supports and enriches a city's public and civic spaces along with the streets and routes that connect them. It takes a contextual approach. This allows for vitality and change whilst sustaining and strengthening the character of London's existing neighbourhoods.

Community Engagement

The community were supportive of the concept of creating distinct character areas.

Members of the public who stated that they would like to see the area develop a greater night time economy stated that they would like to see London road remain as retail and the Aberconway triangle become a 'café district'



Fig 6-6
'Character Areas'
Spatial Principle

6 Spatial Principles

6.7 Legibility

Provide closed blocks with continuous frontages to aid in the legibility of the town centre

Community Engagement

The community stated that under the new development they would like to see clear lines of sight from the station towards Morden Hall Park along London Road and along Aberconway Road.

The community also stated that they would like to see better pedestrian routes along London Road, as the current routes are congested and have poor accessibility.

The community stated that they would like to see clearer wayfinding routes through the town centre to make it more accessible to the regular users and to visitors to the area.

The community stated that the current layout of London Road provides for poor North-South accessibility and under the new development they would like to see greater permeability for pedestrians along London Road.

The community stated that although the area was well served by green spaces, the areas were not linked well, as such under the redevelopment they would like to see clear linkages between and routes between the green spaces.



Fig 6-7
‘Legibility’
Spatial Principle

6 Spatial Principles

6.8 Urban Form

Distribute density and height to articulate and define public and private realm.

Good Growth by Design (Mayor of London)

Good Growth prioritises high-density, mixed-use developments to create a compact city in which communities are well connected.



Fig 6-8
'Character Areas'
Spatial Principle

6 Spatial Principles

6.9 Typology

Distribute a range of building types throughout the district centre to support a diverse residential community.

Good Growth by Design (Mayor of London)

'Good growth plans for a balanced mix of young and old, of people from different cultures and backgrounds, of housing tenures and workplaces.'

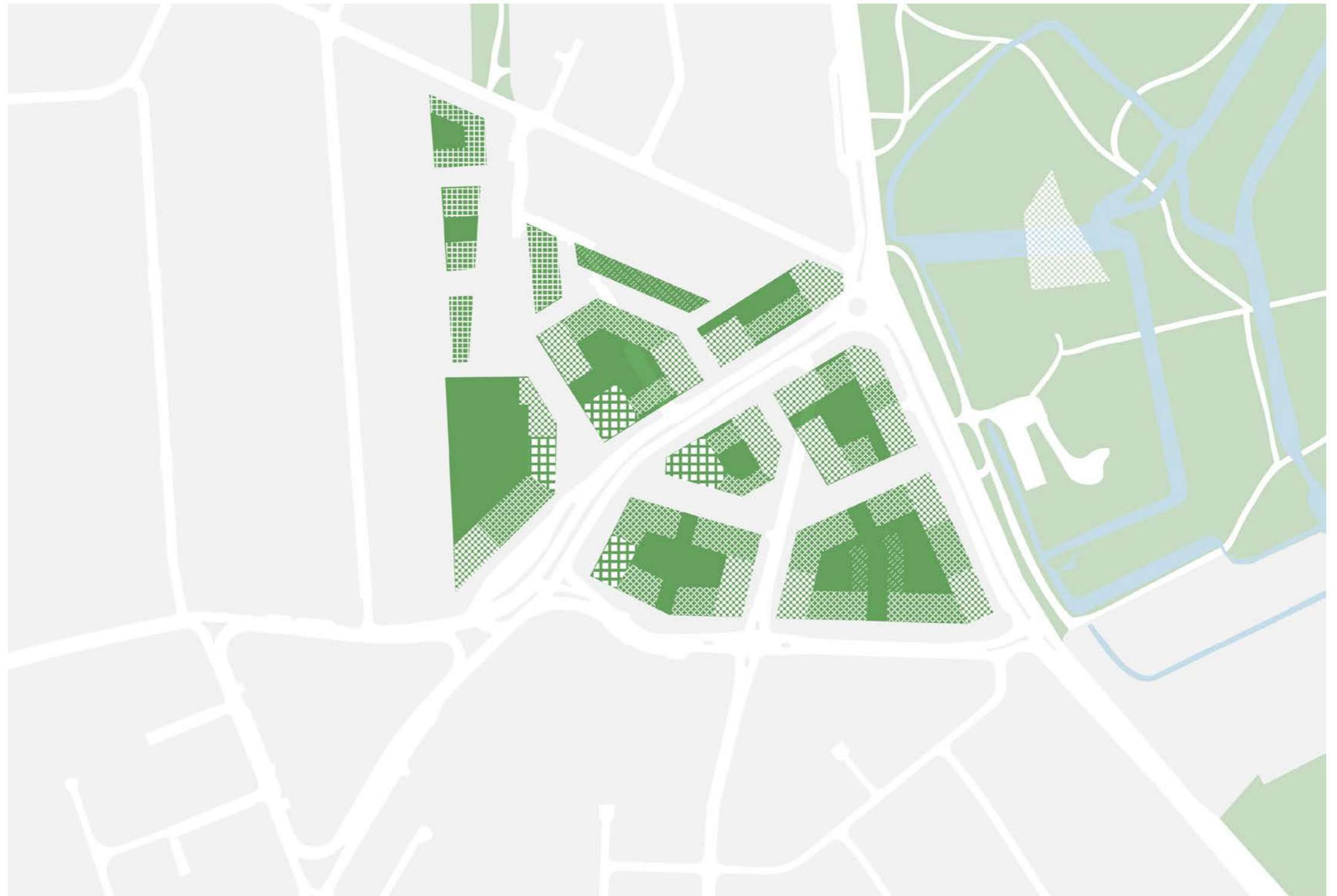


Fig 6-9
'Typology'
Spatial Principle

Appendices

A Streetscape Design

A.1 Overview

A.2 Street Sections

A Streetscape Design

A.1 Overview



In establishing a hierarchy of streetscapes within the town centre, five types of streetscape have been described in further detail to establish the parameters such as the width of carriageways, cycle lanes and pavements, but also to describe the types of spaces and activities that these will promote.

- 1 London Road High Street
- 2 Morden Hall Road
- 3 Main Residential Street
- 4 Park Residential Streets
- 5 Mews Style Streets

These street sections should be viewed as indicative descriptions of potential street characters and are subject to further detailed design in determining the operational requirements.

A Streetscape Design
 A.2 Street Sections
 A.2.1 London Road High Street

The high street is to support retail, community and residential functions whilst accommodating pedestrians, cyclists and buses.

Small pockets of greenery can promote areas to sit away from many pedestrian flow



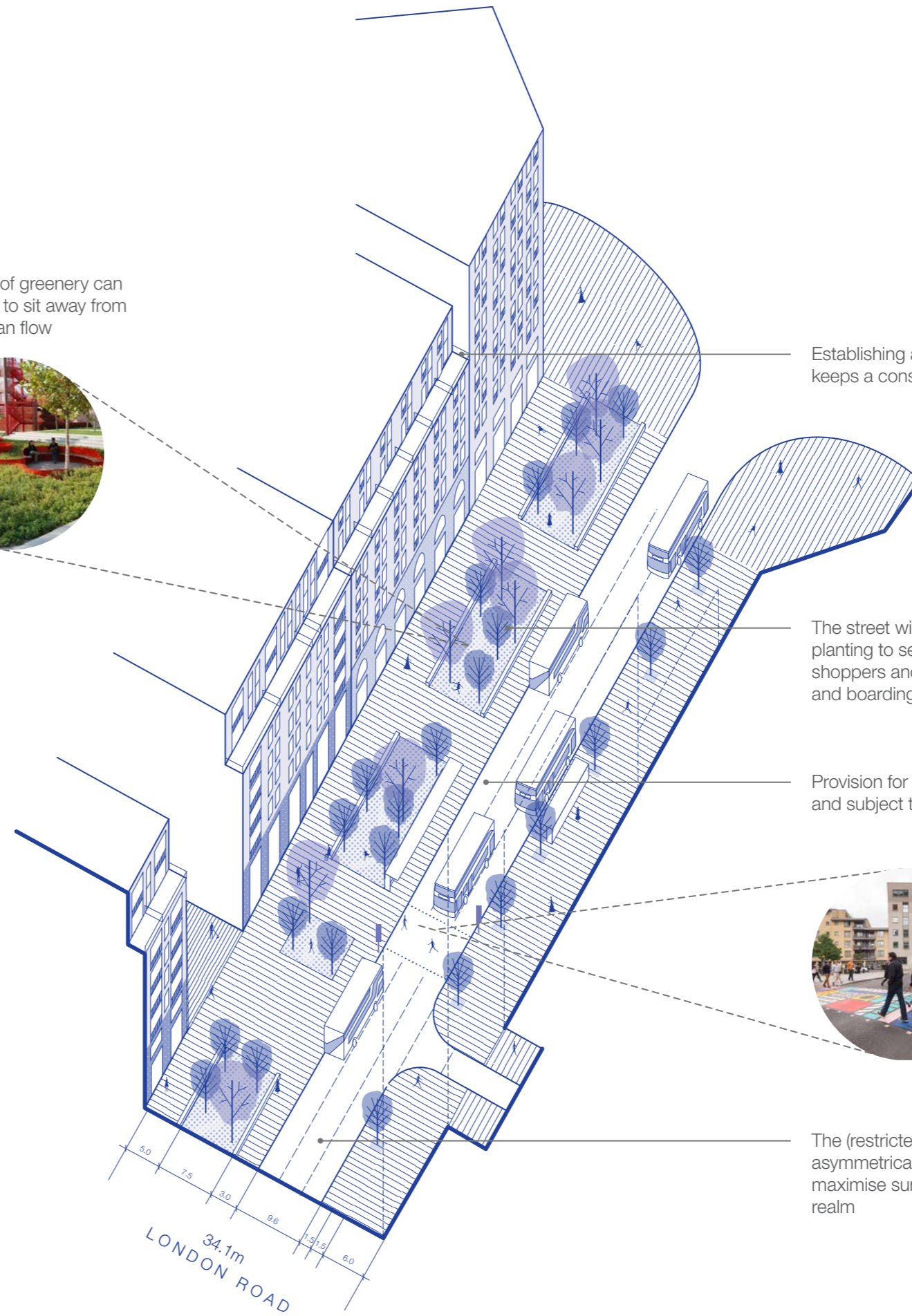
Establishing a six storey shoulder height keeps a consistent scale to the high street.

The street width can accommodate areas of planting to separate the pedestrian flow of shoppers and of those waiting for, alighting and boarding buses

Provision for cyclists is under consideration and subject to operational requirements

Distinctive pedestrian crossings
 Can enliven the public realm and enhance pedestrian environment

The (restricted) vehicular route is located asymmetrically towards the south to maximise sunlight hours onto areas of public realm



A Streetscape Design

A.2 Street Sections

A.2.2 Morden Hall Road

Morden Hall Road is to define the edge of the district centre and serve as a major arterial route into the city.

Rows of trees can provide visual separation from the road.



Subject to the alignment of the junction into London Road, there is an opportunity to widen the space for pedestrians and cycles

Direct crossing should be provided to Morden Hall Park to allow for easy access for pedestrians.



Public art can articulate junction with the high street

Access to Morden Hall Park is to be retained in existing locations, with a consistent 5m pavement width along the boundary wall.

The future Sutton Link route and operation is currently under review and the tram here is shown only as indicative

MORDEN HALL ROAD
26.5
3.1 3.1 3.2 3.2 2.2 3.2 3.2 5.0



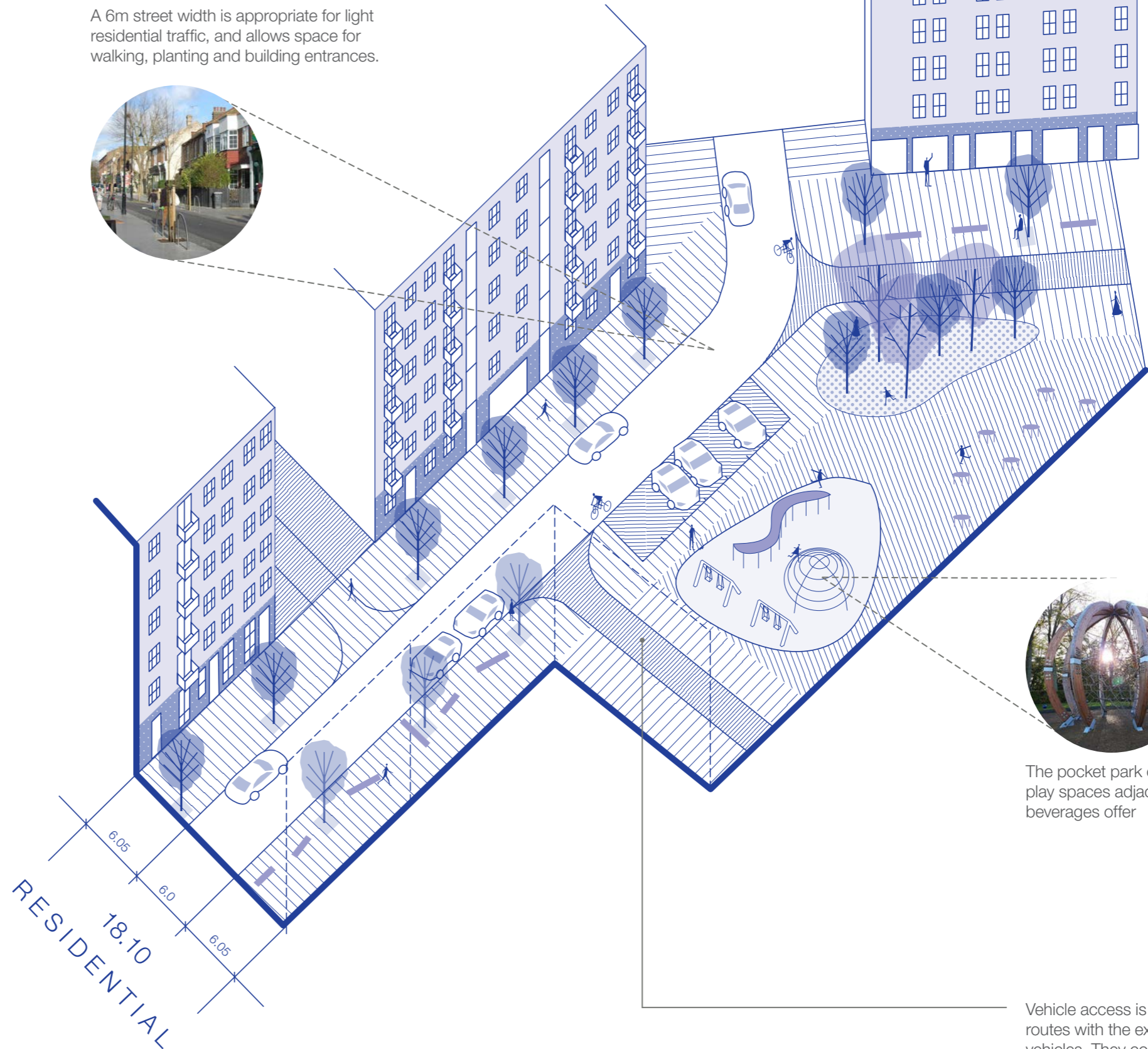
A Streetscape Design

A.2 Street Sections

A.2.3 Neighbourhood Street

Neighbourhood streets are the heart of residential areas, providing communal open spaces whilst accommodating vehicular traffic at low speeds.

A 6m street width is appropriate for light residential traffic, and allows space for walking, planting and building entrances.



The pocket park can incorporate small play spaces adjacent to cafés/ food and beverages offer

Vehicle access is prohibited on these routes with the exception of emergency vehicles. They could potentially be used as links for cycle routes.

A Streetscape Design

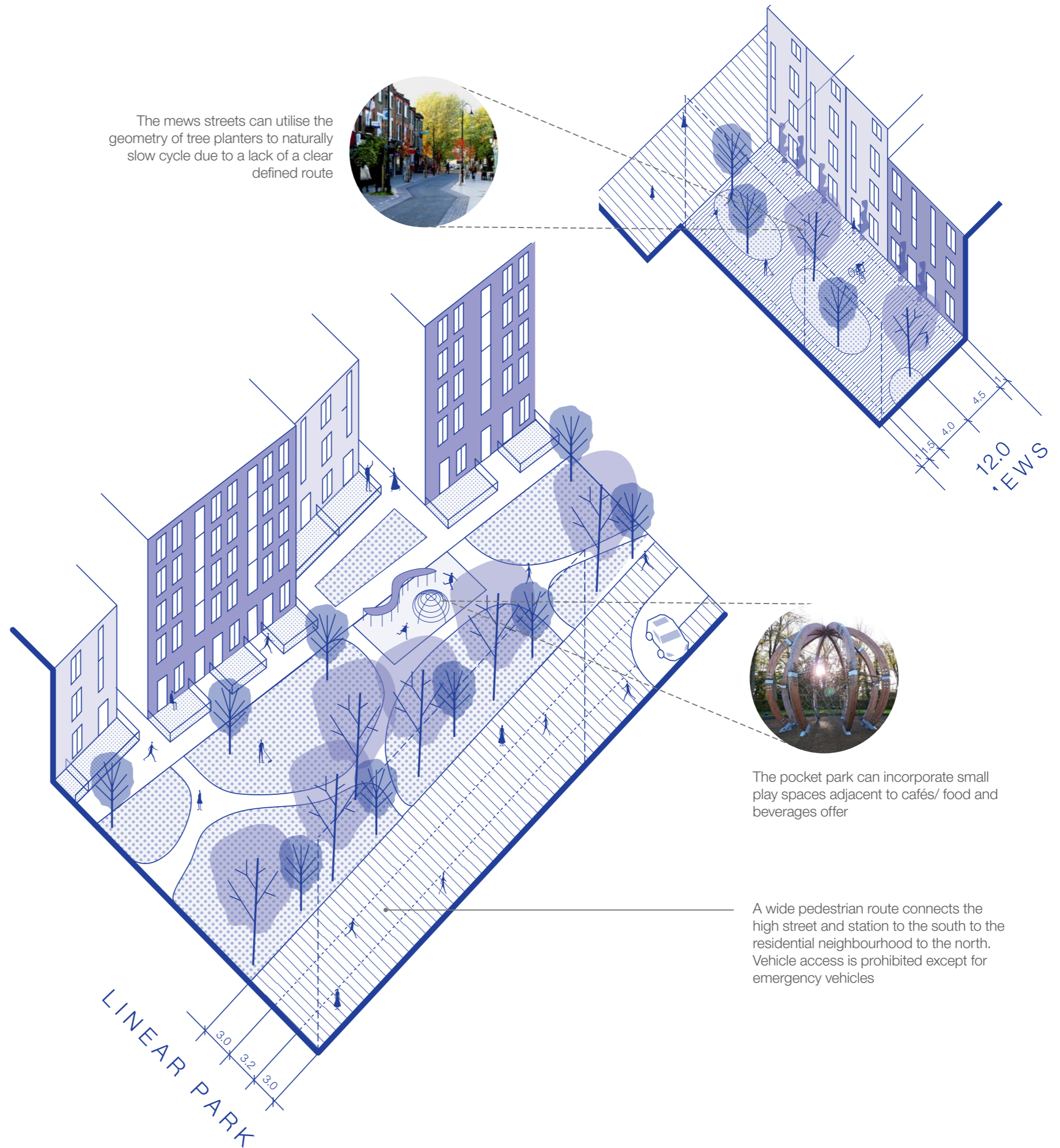
A.2 Street Sections

A.2.4 Park and Mews Streets

Park and mews streets define more private residential areas whilst accommodating emergency vehicles only.



The mews streets can utilise the geometry of tree planters to naturally slow cycle due to a lack of a clear defined route



The pocket park can incorporate small play spaces adjacent to cafés/ food and beverages offer

A wide pedestrian route connects the high street and station to the south to the residential neighbourhood to the north. Vehicle access is prohibited except for emergency vehicles

Credits

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