

Morden Regeneration MPWRA Survey Results





Morden Town Centre Planning Brief

Timetable

Public Consultation to early November
Final Brief end January
Cabinet (adoption as SPD) March
Planning Applications 2015

Impact

“Make no mistake, this is a big project that will transform the look and feel of much of the Town Centre.”

MPWRA Response

Our own survey to promote participation . . . *NOW*



Within the development area, where should commercial uses be located?

	Per cent
Along London Road only (i.e. at the town centre end of the development)	68
Throughout the development	24





What type of facilities would you like to see in Morden?

Per cent

Restaurants / Cafes	87
Supermarkets	74
Department stores	63
Small independent shops	87
Cinema	61
Bars / Pubs	40

8 comments including:

- Health clubs
- Professional services
- Community centre

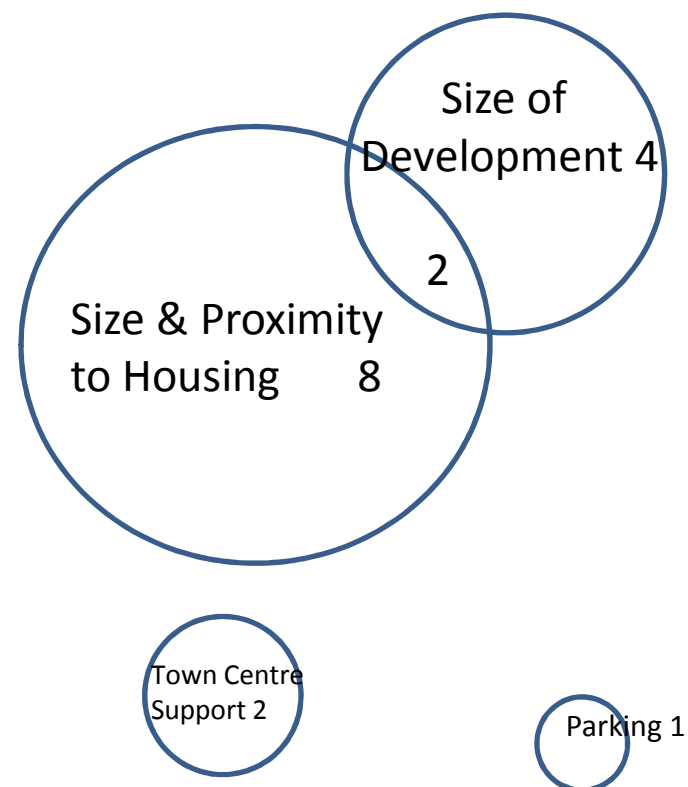
- . . . Waitrose



Overall Height and Size of the proposed development

	Per cent
Size and proposed layout of the overall development are appropriate to the site	25
Size is OK but development should be concentrated more towards the Town Centre end of the site	53
Minimum option is too small	7
Maximum option is too big	40

19 Comments including...





Height & Size along London Road (town centre)

Per cent

Buildings could rise to 8 storeys	14
Buildings could rise to 6 storeys	39
Buildings should be no higher than they are now	47



Development near Kendor Gardens, Windermere Ave and Kenley Road

Per cent

Nearby development could rise a little above the height of local housing	20
Nearby development should be of a height similar to local housing	80



What mix of housing units should there be?

	Per cent
Flats for first time buyers	72
High spec apartments for downsizers	64
Student housing	14
Dwellings for family living	74
Flats for households without children	56
Affordable housing	41

13 Comments including...





Public space

18 Comments including . . .

Per cent

Kendor Gardens should be extended southwards towards the middle of the site	89
Above-ground-level public space should be provided to the East of the railway tracks	53
Plans should take ideas from other developments in the UK or beyond <i>(Please describe in Other)</i>	26

'Centre Court'

'Fulham Broadway'
3

Go as green as possible 5



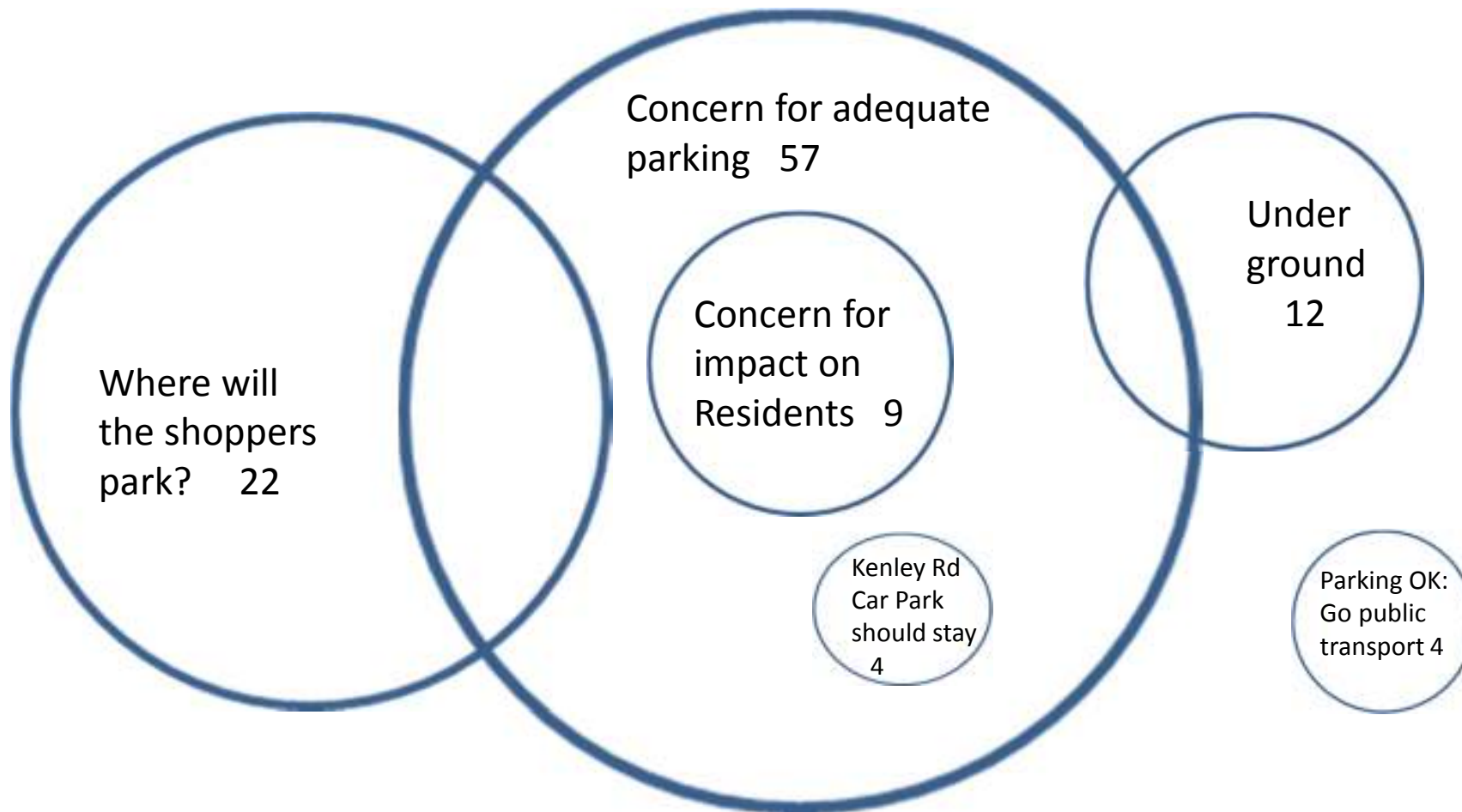
'Family feel' paramount

Olympic Park



Provision for car parking: (a) shoppers and visitors (b) dwellings

64 comments were received . . .





Any other comments on the Brief (including any thoughts on architectural styles)

55 comments were received . . .

Building on Kenley Road CP unacceptable 4

Against high-rise 7

Little confidence in parking prospects 3

Must consider commuter parking 3

Promote pedestrians & cycling 3

Art Deco / reflect station style 12

Complement the area 9

Not glass or modern 5

Go Modern 7

Exploit proximity to Morden Hall Park

Statue of Nelson

Make it stunning & integrated