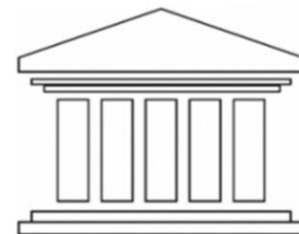


IMPORTANT COMMUNICATION FROM MERTON PARK WARD RESIDENTS' ASSOCIATION



Dear Resident of Windermere Avenue,

We remain ever vigilant and engaged with the ongoing Morden regeneration scheme, in whatever form it eventually takes. The official line of the MPWRA on this topic is that we are *in favour* of a regeneration that is appropriate to the existing character, heritage and townscape of our local garden suburb.

When proposals are made in either the form of Planning Permissions, Local Plans or GLA Strategies, our volunteer committee takes much time to scrutinise and offer an opinion. All of this dedicated and meticulous work is on behalf of those residents represented by the ward's independent councillors.

Given the proximity you have to the town centre, we feel it necessary to ensure you are aware of the following 2 matters:

1. The proposed **7-storey hotel to be built on 18-22 Crown Lane** (where Banes opticians sits up to Ellisons estate agency). Application number: **23/P2711** - full details available at www.merton.gov.uk/planning-and-buildings/planning/planningexplorer The decision taken on this development will be crucial for establishing a precedent for other buildings in the immediate vicinity.
2. Modifications to the proposed final wording of the Merton Local Plan, that amongst other implications, would make possible the erection of **22-storey buildings in Morden** - available at www.merton.gov.uk/planning-and-buildings/planning/local-plan/newlocalplan/morden

Official responses to both matters have already been submitted to London Borough of Merton, but we feel that engagement from those living in very close vicinity to the schemes would help strengthen the case for fair and constructive feedback. It is widely felt amongst the Committee that should these matters go ahead in their current form, it sets an unnecessary and dangerous precedent for the future development of Morden, as well detriment to the local scene.

If you could find a small window of time to gain an appreciation of what exactly is being proposed for a Crown Lane hotel as well as the consequences, then submitting a personal letter to [**planning.representation@merton.gov.uk**](mailto:planning.representation@merton.gov.uk) may well be something that tips the balance of decisions in favour of a sustainable and superior version of the future Morden and to keep Windermere Avenue a low-rise pleasant street.

Headline critiques relate to: A) The **180% increase** in height from your homes (250% immediate increase on the existing shops) which will overlook many gardens. B) The '**wind tunnel**' effect. C) Further demands on the peak **traffic flow**. Should this be permitted, it will make it easier for developers to go higher and higher on residential developments in the town centre, where infrastructure and some facilities are insufficient. Development in your local area needs to be the right kind of improvement.

For context, the Civic Centre is 15 storeys, the Morden Library opposite is a generous 3 storeys and your houses are 2.5 storeys (accounting for loft extensions).

Whilst there is no real way of measuring it, we suspect that the effect of you as residents writing to in response to the Boundary Commission in 2022 most certainly helped protect the ward from further adaptations to its size and overall place in the borough and constituency. For those of you who did, we wish to thank you for your engagement.

Please see other side

If you do choose to take the time to write to Merton Council - whatever your opinion - do please feel free to let us know at www.mertonpark.org.uk/contact that you've taken action. This would be solely to give the MPWRA an impression of the community's engagement level on the matter.

The MPWRA has been working for Merton Park since 1989 and intends to continue being a voice for residents for many years to come. Monthly meetings still take place on the first Tuesday of each month (except January and August) and are open to all. Your elected Ward Councillors Ed Foley & Stephen Mercer remain ever accessible and willing to help you.

Planning Applications Committee sits on Thursday 25th April 2024

Comments must be submitted to the Council by Friday 19th April which is THIS WEEK

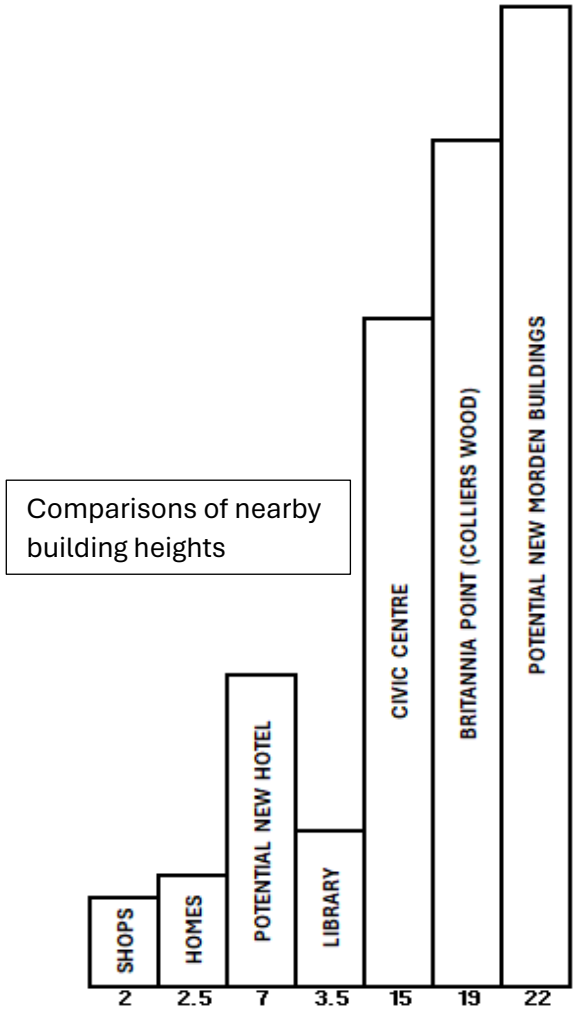
23/P2711 is the application number, planning.representation@merton.gov.uk is the email address



Current street scene of Crown Lane / Windermere Avenue



Renders produced by the applicant Capital Homes (Morden Regeneration) Ltd. with a related company - Mantra Planning Ltd. - acting as agent



Comparisons of nearby building heights