



FUTURE WIMBLEDON SUPPLEMENTARY PLANNING DOCUMENT

FINAL CONSULTATION DRAFT JANUARY 2020

merton.gov.uk/futurewimbledon

FW:

FOREWORD

HELLO WIMBLEDON

WELCOME TO A NEW PLAN FOR ECONOMIC GROWTH, DESIGN AND QUALITY OF WIMBLEDON TOWN CENTRE

Wimbledon is a fantastic place to live and do business. Merton Council's administration firmly believe that Wimbledon has a bright future ahead and one that will support economic growth, successfully manage change, and be a better place for residents, businesses and visitors to enjoy. This plan has been created to establish a common vision for the future development of our town.

A PLAN TO PROMOTE THE RIGHT OUTCOMES FOR WIMBLEDON TOWN CENTRE

Wimbledon has a history of reinvention, changing with economic demands and enhancements in transport accessibility. The purpose of this plan is to supplement Merton's planning policies to ensure greater clarity and confidence in the planning system, promote better quality design and encourage investment in our built environment.

I am proud that this plan sets out a vision for the future of Wimbledon that pro-actively considers how good growth can be achieved through design quality and investment in our public realm. This planning guidance will enhance Wimbledon town centre for decades to come.



Cllr Stephen Alambritis
Leader of Merton Council



Cllr Martin Whelton
Cabinet Member for Regeneration, Housing & Transport

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EXECUTIVE SUMMARY

Wimbledon is currently seeing a boom in planning applications for offices and hotels, as well as some residential development and general improvements to existing buildings.

This is due to a number of economic factors including the overheating of the central London office market, Wimbledon's excellent transport connectivity with and Surrey, and a skilled population.

The Future Wimbledon plan offers the opportunity to create and implement a more structured plan for the town centre, focused around the station area, and address some of the long-standing issues of development, renewal and transport whilst linking investment in public spaces to support the growth of the town centre.

Merton's Local Plan recognises Wimbledon as the largest town centre in Merton, with almost half the borough's jobs and a significant international reputation.

Wimbledon is a successful town centre with a strong business community and employment sector. The town centre also benefits from a good shopping, dining, leisure and cultural offer, enjoyed by residents, visitors and workers alike.

Wimbledon has a history of reinventing itself and the town centre now faces a number of new challenges as well as exciting opportunities that will benefit the town for the long term.

With an international renown thanks to the Wimbledon Tennis Championships, SW19 is a sought-after location and an increasingly popular place for people to live and for businesses to locate and invest. Wimbledon has the strongest global brand and greatest public transport connectivity in the south west London area.

Whilst other neighbouring centres such as Croydon, Wandsworth, Kingston and Nine Elms are expanding their residential and retail offer; we believe Wimbledon is in a unique position to amplify what is already successful here, and to position Wimbledon SW19 as the premier location for business, leisure, living and culture in south west London.

This Supplementary Planning Document (SPD) supplements Merton's existing planning policies to provide guidance for the design of development and public spaces, and to attract investment in SW19.

The council understands that good growth isn't solely established by planning policies. We need to be clear on the nature of the town centre; the uses that contribute towards a vibrant and successful commercial offer; how this integrates with the existing residential communities and how the quality of design – public realm and architectural design lie at the heart of successful places and underpin good growth.

MEET THE TEAM

Future Merton is Merton Council's regeneration team, responsible for the future development and growth of the borough.

The team's roles include; strategic planning, placemaking, urban design, economic development, transport planning, climate change, flooding, traffic and highways.

The Future Merton team has prepared this Supplementary Planning Document (SPD) utilising in-house expertise in the respective professional fields noted above.

The team has worked closely with Transport for London and Network Rail to understand the options and impacts around Wimbledon Station to accommodate Crossrail 2.

This SPD sets out a vision for Wimbledon town centre into the 2040s with a view to pro-actively shaping and influencing the emerging proposals for Crossrail 2 as well as illustrating a framework, which major planning applications will be assessed against.

Many of the ideas set out in this plan have emerged from; and been informed by valuable participation from local groups and societies representing both residents and businesses in and around the town centre.

Through this document the council is giving direction, encouragement and identifying ideas and proposals for the future of Wimbledon town centre.

The delivery of any long-term plan relies on a firm understanding of the aspirations and intentions of land owners. This plan has also been created in partnership with many key land-owners in the town centre.

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1 INTRODUCTION

1.1 HELLO WIMBLEDON

Introduction

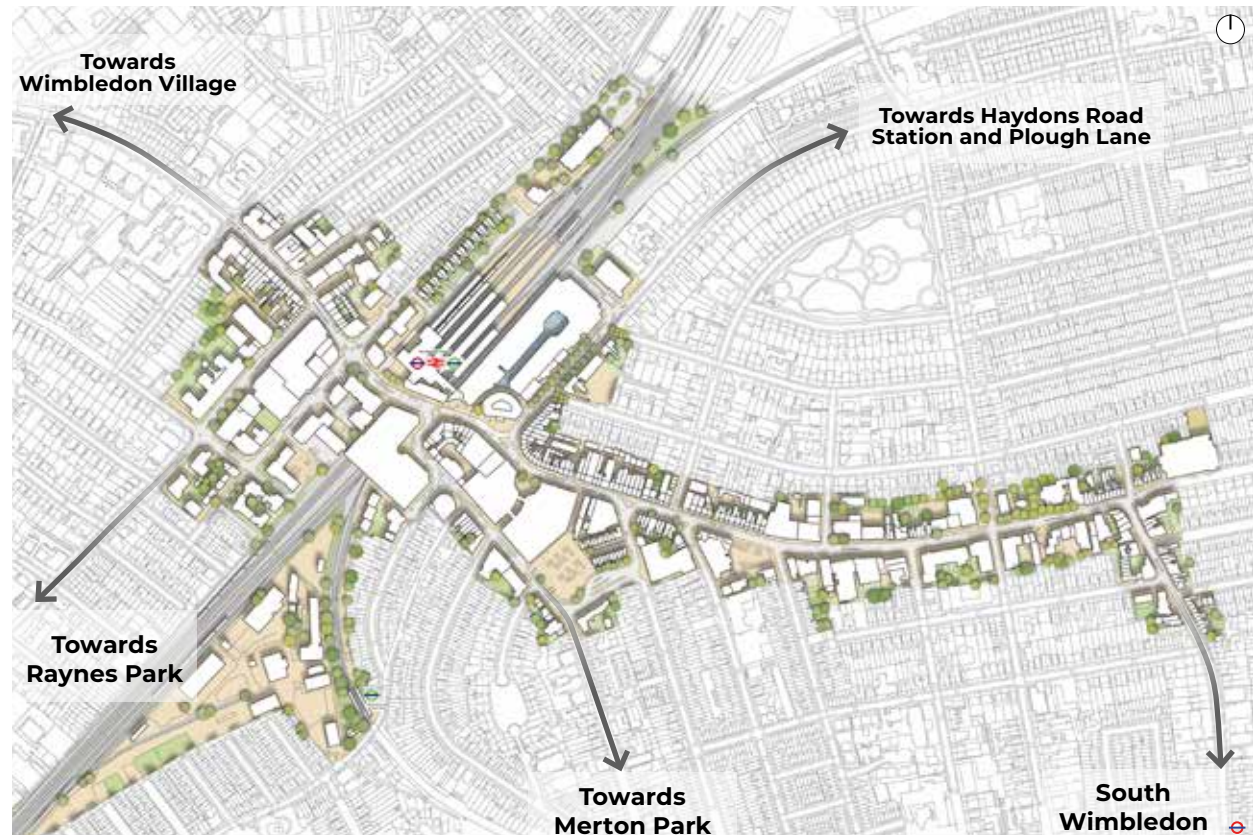
1.1.1 The Future Wimbledon Supplementary Planning Document (SPD) has been prepared to create a long-term vision for the future of development in Wimbledon town centre. Creating good places isn't just about the buildings and how they look, it's the streets and spaces between that matter; the human scale experience at street level promotes life, vitality and interest that give character to a place.

1.1.2 The intention of this document is to give further clarity and guidance our existing planning polices, to seek high quality development and to give developers and investors the certainty they require of the planning process.

Future Wimbledon SPD area

1.1.3 The SPD area encompasses the commercial heart of Wimbledon town centre, stretching along The Broadway from Wimbledon Hill Road in the west, to Merton Road in the east. The area broadly covers the town centre boundary, as set out in Merton's Core Planning Strategy. This SPD also covers areas adjacent to the formal town centre boundary such as Worple Road, Alexandra Road and the railway lines and sidings to provide a high level vision for how the railway lands could be developed in future.

1.1.4 The SPD covers an area of 40 hectares, that's almost 1,500 tennis courts!



1
Wimbledon town centre
Extent of the SPD area

1.2 PURPOSE AND STATUS OF THE PLAN

- 1.2.1 The purpose of the Future Wimbledon SPD is to illustrate our priorities for the long-term development of Wimbledon town centre; well into the 2040s.
- 1.2.2 The Future Wimbledon SPD will help to guide investment decisions and promote economic growth for the town centre; offering greater clarity to land owners and investors as well as the local community over the type, form and quality of development and public spaces the council would support for the town centre.
- 1.2.3 The key planning policies which form the statutory planning basis for the draft SPD are;
- **Merton’s Core Planning Strategy (2011) (including policy CS.6 Wimbledon Town Centre and CS.7 Town Centres)**
 - **Merton’s Sites and Policies Plan, and Policies Map (2014)**
- 1.2.4 This document has been prepared as a Supplementary Planning Document (SPD) to Merton’s Core Planning Strategy policies CS6 (Wimbledon) CS.7 (Centres) and CS.14 (design).

Core Strategy Policy CS.6 Wimbledon Town Centre

To ensure Wimbledon continues to develop and maintain its position as a diverse Major Centre offering excellent shopping, business and cultural facilities. We will do this by:

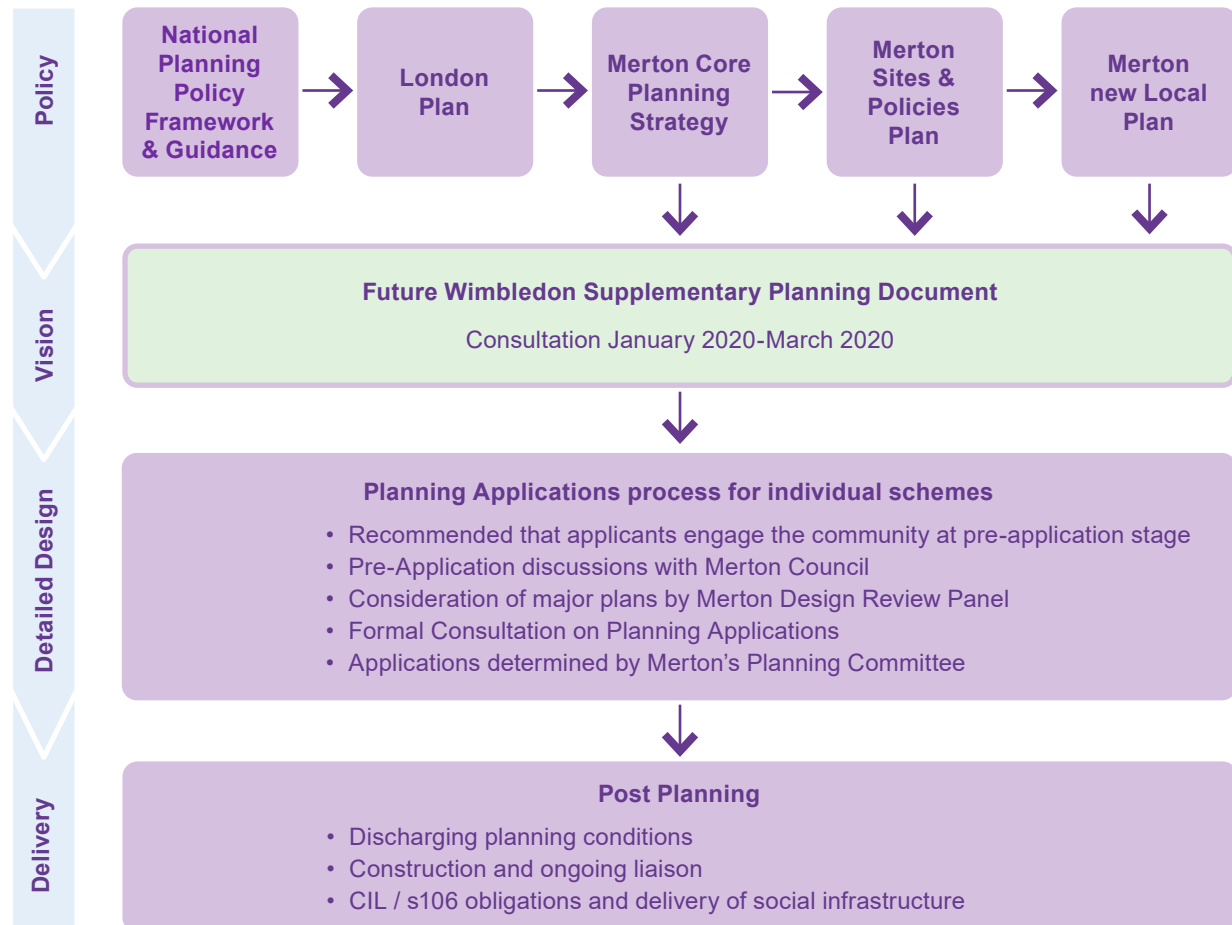
- a. Maintaining and enhancing the retail core of the centre, especially within the Primary Shopping Area;
- b. Encouraging the provision of office development (especially major development) above the Primary Shopping Area, and elsewhere in the centre to ground level where an active street frontage is provided;
- c. Supporting the provision of community and leisure facilities, especially around the existing hub at the eastern end of The Broadway;
- d. Encouraging development that attracts visitors to the area all year round, including high quality hotels, conference facilities and cultural activities;
- e. Strengthen the position of Wimbledon as a Major Centre through the redevelopment of key sites within the centre;
- f. Promote a balanced evening economy through a mix of uses;

g. Improving the public realm to make the centre more attractive, legible and easier to get around for both pedestrians, cyclists and traffic, promoting connections between The Broadway, Victoria Crescent, Queen’s Road and Wimbledon Bridge;

h. Supporting improvements to the public highway for all users, and to the public transport interchange, especially at Wimbledon Station.

- 1.2.5 This SPD is a material consideration in assessing planning applications and, once adopted, should be used to shape proposals at the pre-application stage and to support the determination of planning applications in Wimbledon town centre.
- 1.2.6 The final Future Wimbledon SPD (and the consultation that has fed into it) will be used in conjunction with other studies to support the preparation of new planning policies for Wimbledon town centre in Merton’s emerging new Local Plan (2021).
- 1.2.7 The new Local Plan will replace Merton’s Core Strategy (2011) and Sites and Policies Plan (2014) to create a single development planning document for the borough for use in decision making by the council’s Development Control team and Planning Applications Committee.

- 1.2.8 The SPD does not establish any new planning policies or allocate sites; it should be considered as guidance on how existing policies will be interpreted and applied to development proposals.
- 1.2.9 The content of the plan builds upon the range of suggestions gathered from the Future Wimbledon Ideas Competition, engagement with key land-owners and the priorities established through community masterplanning workshops held in 2017.
- 1.2.10 Where sites are identified in this SPD as having development potential; this does not necessarily mean that every site will come forward for development. This will be dependent on the will of land owners, and with commercial interests be dependent upon the expiry time-scale of leases and investor confidence in the economic market.
- 1.2.11 In section 7.6 of this document there is a list of current planning activity in Wimbledon.



1.3 PLANNING CONTEXT

- 1.3.1 The Future Wimbledon SPD will form part of Merton's suite of planning policies and will be used to guide development, and in making planning decisions. It will sit within the following framework of planning policies:

National Planning Policy Framework

- 1.3.2 The National Planning Policy Framework sets the government's planning policies for England and how these should be applied. It was first published in 2012 and revised in February 2019. [gov.uk/government/publications/national-planning-policy-framework--2](https://www.gov.uk/government/publications/national-planning-policy-framework--2)

London Plan

- 1.3.3 The Mayor of London sets out the spatial development strategy for the whole of London. The policies within the London Plan are a statutory part of the development plan in all 33 boroughs. The published Mayor's London Plan 2016 is now being replaced by a new London Plan which is expected to be adopted early 2020. [London.gov.uk/what-we-do/planning/london-plan/new-london-plan](https://www.london.gov.uk/what-we-do/planning/london-plan/new-london-plan)

Merton's Core Planning Strategy (2011)

- 1.3.4 Merton's Core Planning Strategy sets out the strategic policies to guide planning applications in Merton. Policy CS.6 is the strategic policy covering Wimbledon. It is part of the statutory development plan

for Merton. The Wimbledon Masterplan, provides additional guidance to help deliver Policy CS.6 and also other policies relevant to development in Wimbledon town centre, such as CS.7 Centres; Policy CS14: Design and policies CS18-20 on transport.

Merton's Sites & Policies Plan and Policies Map (2014)

- 1.3.5 This plan sets out the council's policies on detailed matters to be used in determining planning applications in Merton. It also contains specific sites for development and maps showing where planning policies in Merton apply (for example, town centre boundaries, conservation area boundaries, sites of importance for nature conservation etc.). Both the Sites and Policies Plan and the Policies Map are part of the statutory development plan for Merton, known as a Local Plan. [merton.gov.uk/localplan](https://www.merton.gov.uk/localplan)

Merton's new Local Plan

- 1.3.6 The council is preparing a new Local Plan to replace both the Sites and Policies Plan 2014 and Merton's Core Planning Strategy 2011. As well as revising planning policies, the draft new Local Plan will contain sites for potential allocation for new uses, and a new Policies Map. Consultation on the next draft new Local Plan is likely to take place in Autumn 2020 for at least six weeks. [merton.gov.uk/newlocalplan](https://www.merton.gov.uk/newlocalplan)

Merton's Shop front Design Guidance SPD (2017)

- 1.3.7 The shop front is the identity of a business, irrespective of the line of trade it pursues. It

is also the single most effective marketing tool for most high street business. Town centres like Wimbledon provide employment opportunities, entertainment, are sites for cultural engagement, offer a wide range of retail and services and give a recognizable identity to a neighbourhood.

- 1.3.8 Merton's shop front planning guidance is designed to be a useful guide for shop owners, developers and building owners. It provides practical information about how to assess a shop front, maintenance and how to make a planning application, useful for anyone wanting to undertake work to shop fronts and signs. [merton.gov.uk/shopfrontspd](https://www.merton.gov.uk/shopfrontspd)

Neighbourhood Plans

- 1.3.9 Neighbourhood planning is a right for communities introduced through the Localism Act 2011. Communities can shape development in their areas through the production of Neighbourhood Plans, Neighbourhood Development Orders and Community Right to Build Orders.
- 1.3.10 Neighbourhood Plans become part of the Local Plan and the policies contained within them are then used in the determination of planning applications. A neighbourhood plan should support the strategic development needs set out in the Local Plan and plan positively to support local development. [merton.gov.uk/guidance/neighbourhood-planning--2](https://www.merton.gov.uk/guidance/neighbourhood-planning--2)

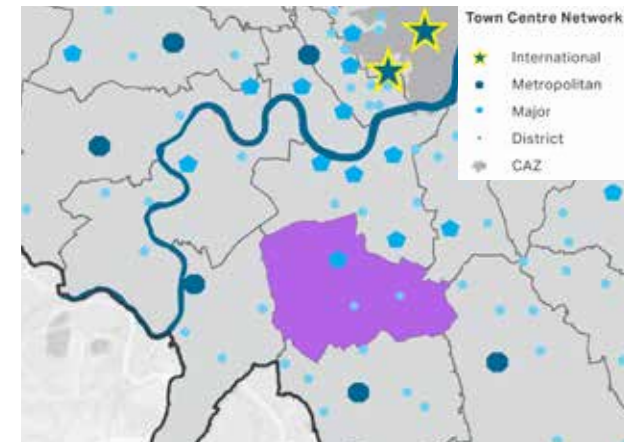
1.4 PLANNING FOR A MAJOR CENTRE

- 1.4.1 Wimbledon is already a successful town centre and is growing. London is a growing city with the capital's population expected to rise to 10 million in the 2030s. Growth and development is inevitable, however the Future Wimbledon SPD provides a framework for good growth pitched at the right level for Wimbledon's character and function.
- 1.4.2 Wimbledon town centre is designated as a Major Centre in the London Plan hierarchy. Centres are classified according to their existing role and function in light of health checks taking into account criteria which include scale, mix of uses, financial performance and accessibility. Wimbledon is also Merton's only Major Centre.
- 1.4.3 Major Centres are typically found in inner and some parts of outer London with a borough-wide catchment. They generally contain over 50,000 square metres of retail, leisure and service floorspace with a relatively high proportion of comparison goods relative to convenience goods. They may also have significant employment, leisure, service and civic functions.
- 1.4.4 Other nearby Major Centres include: Richmond, Putney, Wandsworth, Fulham, Clapham Junction
- 1.4.5 Wimbledon is an Opportunity Area with Colliers Wood and South Wimbledon in the emerging London Plan with the potential

to accommodate 5,000 homes and 6,000 jobs. It is also within two proposed Growth Corridors; Crossrail 2 South and the Tram Triangle.

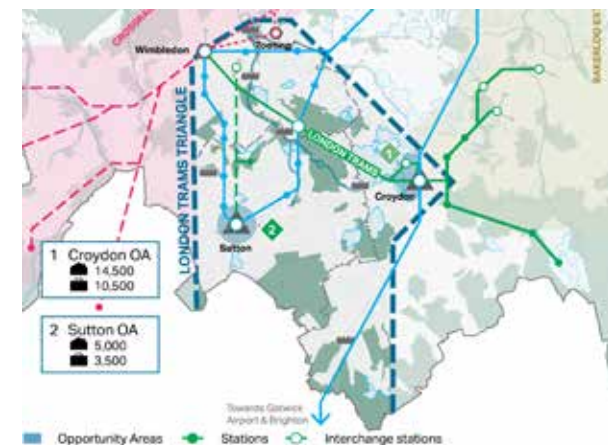
- 1.4.6 Merton Council will work with the Greater London Authority (GLA) to promote and prepare an Opportunity Area Planning Framework (OAPF) to supplement the London Plan policy. The Future Wimbledon SPD expresses a vision for Wimbledon town centre which will provide the context for any future OAPFs by the mayor.
- 1.4.7 This area of South London contains the key town centres of Croydon, Sutton and Wimbledon, with important links to central London, Gatwick and Brighton and in the future, Crossrail 2.
- 1.4.8 The tram has transformed travel opportunities in the area and provides the potential for further growth in homes and jobs. The proposal to extend the tram to Sutton Town Centre, and potentially beyond to the proposed Cancer Hub, would improve public transport accessibility to the town centre and St Helier Hospital, and support the delivery of at least 10,000 homes.
- 1.4.9 Transport for London and the GLA are working with the boroughs to produce a robust business case and funding package, demonstrating how housing and employment growth can be unlocked.

Tram growth corridor



3

Town Centre Hierarchy 2018 Draft London Plan



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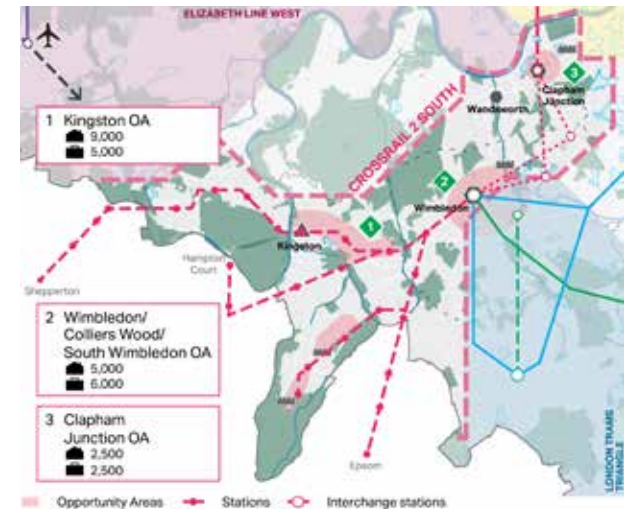
Tram Triangle Opportunity Area 2018 Draft London Plan

Crossrail 2 growth corridor

- 1.4.10 Crossrail 2 (CR2) is a proposed new railway serving London and the wider South East. To the south, it will connect the South West Mainline via new tunnels from Wimbledon, through central London to New Southgate and Tottenham Hale where it will connect with the West Anglia Mainline.
- 1.4.11 As well as reducing journey times, increasing capacity, and reducing crowding across London's transport network, it will transform connectivity to and from key growth areas across London and beyond. It will support up to 200,000 new homes and 200,000 new jobs, connecting some of London's major growth locations with potential strategic growth locations outside London.
- 1.4.12 It is anticipated that CR2 will be operational in the mid-2030s. The Mayor has submitted the Strategic Outline Business Case for the scheme to the Government. CR2 and associated investment will have a significant impact on the locations it serves and the wider catchments of stations and linked services.
- 1.4.13 This regeneration impact will help support the delivery of housing, mixed-use and commercial development across the corridor and the opportunity areas located within it.
- 1.4.14 The Future Wimbledon SPD is not a plan to deliver CR2 but sets out CR2 could fit into the urban fabric of Wimbledon and create new development sites above and around the rail infrastructure.

Crossrail 2 South Opportunity Area

- 1.4.15 The step change in transport capacity and connectivity offered by CR2 will transform Wimbledon into a major transport hub with opportunities for interchange with National Rail, trams and the Underground. The redevelopment required to deliver the Crossrail 2 tunnel offers the opportunity to plan for significant growth and intensification, with residential and commercial development.
- 1.4.16 Crossrail 2 will strengthen Wimbledon's role as a major town centre, and as a location with potential for speculative office development, helping to meet the Mayor's ambition to promote growth in employment in outer London centres.





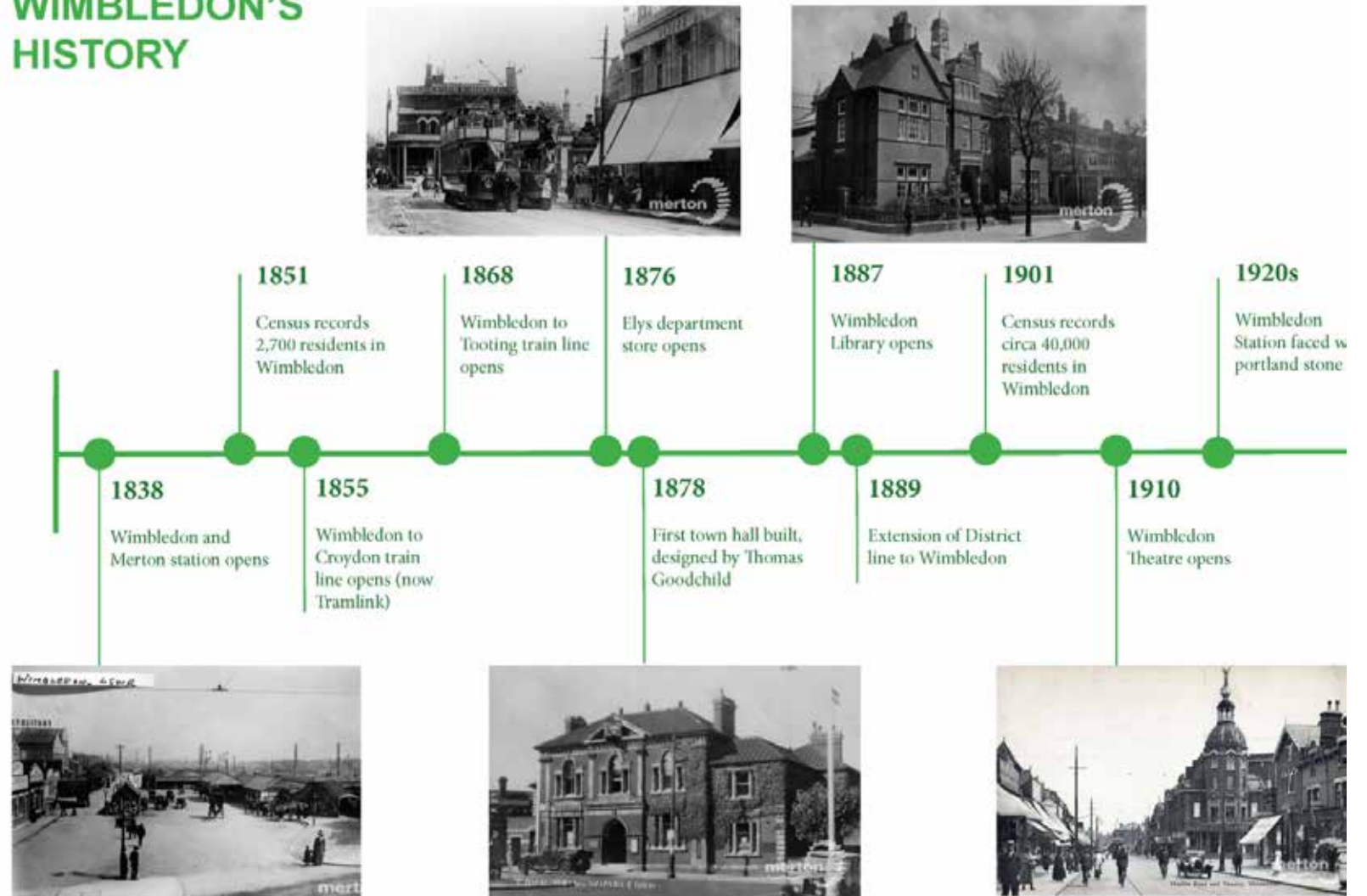
2 HISTORY OF WIMBLEDON

6

Wimbledon town centre 1938

2.1 WIMBLEDON TIMELINE

WIMBLEDON'S HISTORY





1931

New town hall completed and Wimbledon to Sutton train line opens



1979

Polka Theatre opens on The Broadway



1990s

New developments include Centre Court Shopping Centre, new retail and office space at 49-57 Wimbledon Hill Road and the gyratory

2010s

Wimbledon Business Improvement District formed, redevelopment of Pinnacle House, Wimbledon Bridge House, Premier Inn, Wellington House

1933

Two cinemas built on The Broadway, and in 1936 Odeon Cinema opens on Worple Road

1960s

Large offices constructed in the town centre: Lyon House, Collingham House, Highlands House and Telephone House

1970s

Wimbledon town centre struggles to compete with Kingston and Sutton because lack of space for large anchor stores

1980s

Large offices built on St George's Road and The Broadway office clusters, including Wimbledon Bridge House

2000s

Piazza development on The Broadway built
2001 census records circa 72,000 residents in Wimbledon



2.2 HISTORY OF WIMBLEDON

- 2.2.1 The history of Wimbledon before the railway is essentially the history of Wimbledon Village, which is not the subject of this masterplan. The first evidence of settlement is the Iron Age hill fort and Caesar's Camp on Wimbledon common. The village is mentioned in a charter of 967 as Wimbedounyng. The Domesday Book of 1087 records the village being in the manor of Mortlake.
- 2.2.2 The 17th Century saw the start of the village being gradually developed by wealthy London families, something that continued, with the local villagers living alongside the wealthy landowners, until the arrival of the railway.
- 2.2.3 Wimbledon town centre, owes its existence to the arrival of the London and Southampton Railway (later the London and South Western Railway) in 1838.
- 2.2.4 Prior to this the only local settlements were Merton Village (now part of Merton Park), Merton High Street (now South Wimbledon) and Wimbledon Village, at the top of Wimbledon Hill.
- 2.2.5 The railway was known for avoiding the centre of existing settlements like Kingston, Guildford and also Wimbledon, due to topography and local opposition at the time of building the lines.

- 2.2.6 The original station name in 1838 was Wimbledon and Merton. By the time of the First Edition Ordnance Survey map of 1865, the railway had barely changed from its original form, with the 1855 line to Croydon being the only addition (now the present day tram).
- 2.2.7 Wimbledon town was slow to develop as existing settlements along Merton High Street had already begun to expand, with the streets of the 'South Wimbledon grid' beginning to be laid out.
- 2.2.8 There were some large houses built along Wimbledon Hill Road. Wimbledon Park House and its grounds were still intact circa 1865, limiting development in what is now Hillside. The village therefore expanded along Ridgway and Southside Common.
- 2.2.9 Development along The Broadway had not begun, with only a few houses having been built at the bottom of Wimbledon Hill and some villas built on the newly laid out Hartfield Road.
- 2.2.10 Hartfield Road was the first street to be built up, with The Broadway (Merton) linking the Village, the station and Merton High Street. Worplesdon Road and Dundonald Road were cul-de-sacs ending in open countryside.



7

The Broadway
looking towards Victoria Crescent
(now the Piazza)



8

Wimbledon Hill Road
1903

- 2.2.11 Wimbledon was slow to develop as a town following the opening of the railway in 1838, and it was the later rapid addition of more lines, that spurred the real development of what we now consider to be Wimbledon town centre
- 2.2.12 After a period of about 30 years of little development following 1838, the town developed rapidly in the final 30 years of the 19th Century.
- 2.2.13 This remained an organic development along the existing through road (The Broadway, then called Merton Road) linking the village with Merton High Street. This organic expansion is responsible for the town's current linear form.
- 2.2.14 By the end of the 19th Century, the 1896 map shows that the town centre was quite compact, extending from Mansel Road in the north to Gladstone Road in the south.
- 2.2.15 Much of the later development was purpose-built commercial buildings, which survive today on The Broadway. However, some of the original villas built close to the station had their front gardens converted to shop fronts. There remains one striking example of this between Elys and the NatWest bank in Wimbledon Hill, where one half of a semi-detached villa sits between the two commercial buildings.
- 2.2.16 Although the Wimbledon grid (The Minister's' and Battles) neighbourhood of streets started development from the Merton High Street end the development of

the railway network spurred rapid housing growth closer to the station in the Graham Road and Russell Road areas. This was completed before the Montague Road area, which developed at a much slower pace. This is evident today in the different character of the streets.

- 2.2.17 By 1916 Ordnance Survey map shows a commercial core and surrounding residential development in Wimbledon. There were churches, institutions, halls, library, police station, Elys department store, theatre and picture houses and the range of services any town centre in the Victorian-Edwardian era needed.
- 2.2.18 This urban structure was consolidated during the inter-war period, with improvements to the existing infrastructure. The Baths were built in 1929, in a style reminiscent of the earlier era.
- 2.2.19 Other civic improvements were in a more modern style, such as the new Town Hall of 1931, two large cinemas and the Southern railway station building and its shops on Wimbledon Bridge being redeveloped in 1930 in a muted art-deco style.
- 2.2.20 The development of the town centre from 1865 to present day is shown in four stages by Ordnance Survey maps on the next page.



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Wimbledon Library

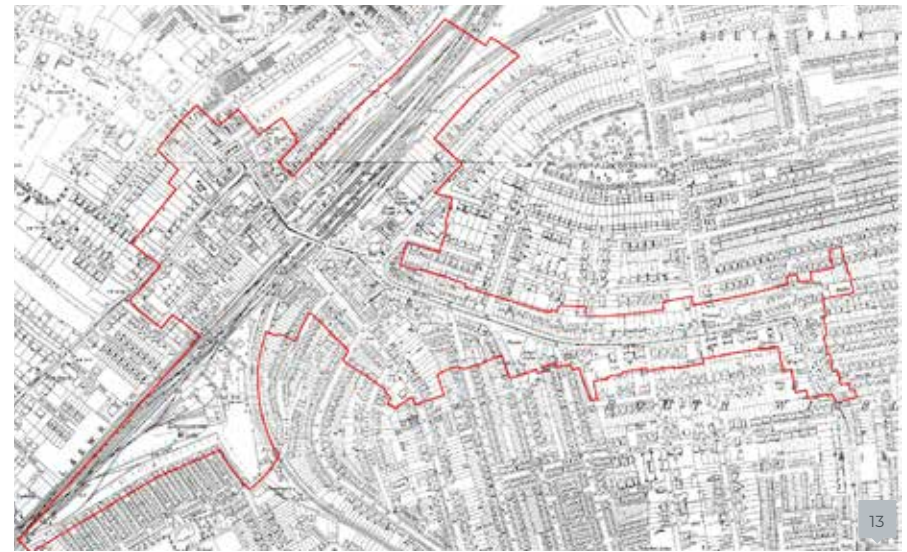


10

Elys



Wimbledon town centre 1865-1880 — Masterplan area



Wimbledon town centre 1916-1920 — Masterplan area



Wimbledon town centre 1896-1899 — Masterplan area



Wimbledon town centre 2018

2.3 PHASES OF DEVELOPMENT

- 2.3.1 There have been a number of distinct phases of development and renewal of the buildings in the town centre. This is in comparison to the surrounding residential areas which have remained relatively static, the main changes coming from redevelopment of Second World War bomb sites.
- 2.3.2 Most of these sites were redeveloped during the 1950s and 1960s, and usually by blocks of flats. The development of the built form of the town can be summarised in terms of time periods that relate to particular types of buildings.
- 2.3.3 During the late 19th Century (1865-1915) over a period of 50 years, the town grew from fields to an almost complete town. Firstly and primarily this comprised housing development, but a small, compact core of commercial uses developed, the first in converted houses and later in purpose-built commercial shops.
- 2.3.4 These later buildings survive today in the heart of the town centre along The Broadway and at the bottom of Wimbledon Hill. The first Town Hall was built in 1878 and The New Wimbledon Theatre in 1910. This development was consolidated in the inter-war period with new and improved buildings. This included the replacement town hall of 1931, the new railway station and new shops lining the bridge of 1930.
- 2.3.5 Elys department store also replaced their Edwardian building with a contemporary modern one as they expanded into adjoining vacant properties in the 1960s. Morleys Stores Group acquired Elys in 1996 and the store has undergone a major refurbishment and investment programme.
- 2.3.6 Two large art-deco cinemas were built, the Regal Cinema on the Broadway in 1933 and the Odeon Cinema on Worple Road in 1936. There was also a contemporary commercial building adjacent to the cinema on Worple Rd. Burton Menswear also had one of their iconic shop buildings in Wimbledon on the Broadway at the corner of Gladstone Road. This was demolished for road widening in association with the gyratory in 1991. The current swimming baths were opened in 1929.
- 2.3.7 The 1960s saw the first large-scale change to the organic form of Wimbledon with the construction of a number of large format office and retail buildings in the ubiquitous and unforgiving style of the time. These include Lyon House (demolished for Morrisons), Collingham House and Highlands House.
- 2.3.8 Worple Road was significantly altered by a number of buildings in the 1960s, most significantly by the BT Telephone House and another similar office building adjacent to it (replacing the Odeon Cinema, and only recently re-clad). On the opposite side of the street Elys was expanding in phases with larger and taller buildings and Barry House, a plain office building replaced an earlier church.



2.3.9 The 1980s saw the start of the next building boom, primarily for offices. This saw the transformation of St George's Road and parts of The Broadway, creating the two office clusters that are characteristic of the town today.

2.3.10 The 1990s saw the most significant expansion in terms of scale, form and land area involved. The traffic gyratory was introduced in 1991. Wimbledon Bridge House was constructed over the railway in the late 1980s. Re-development of the land behind the town hall into the Centre Court shopping centre took place in 1990 and finally the redevelopment of the Victoria Crescent part of The Broadway for the 'Piazza' development commenced in the late 1990s and opened in 2001

2.3.11 As noted, by the inter-war period, Wimbledon had all the facilities expected of a small town on the edge of London and this has mostly remained so to the present day. The original organic development of uses has gradually coalesced into loosely identifiable areas of similar uses.

2.3.12 From the 1960s through to the 1990s office development settled in two particular locations. Firstly around the railway station, notably along St George's Road and with the Wimbledon Bridge House development, including a number of smaller office buildings in the area.

2.3.13 This has remained the main office area of the town centre, though the large Telephone House has been re-faced, extended and redeveloped for predominantly residential use.

2.3.14 Until relatively recently, Wimbledon's retail provision was based entirely on

Edwardian commercial buildings of small shops and re-fronted residential villas along Wimbledon Hill and The Broadway. There were only a few larger purpose-built shops such as Woolworths and Elys. It was only in 1990 that the Centre Court shopping centre was built and the council services and staff moved to Morden where a new, purpose-built council chamber was provided.

2.3.15 A decade later, the 'Piazza' development was built on land between The Broadway and Hartfield Road. This saw the replacement of Lyon House, one of the standard 1960s office buildings and the removal of Victoria Crescent, to create a series of new shops fronting The Broadway focused on a semi-circular open space.

2.3.16 This also included a fitness centre and new multi-screen cinema, seeing the closure of the final remaining original cinema in the town. This was more of a qualitative improvement to retail provision, rather than quantitative, as it replaced many existing shop units in an established retail area with low-density, large-format retailing.

2.3.17 These retail developments are almost opposite each other and the retail offer of the town is focused around this small area and the relatively few other shops in the immediate vicinity.

2.3.18 This is also where traffic is focused, being the only crossing of the railway in the town. The result is a compact, vibrant but congested town centre where all modes of transport, and people, compete for limited space, and retail space is limited in supply.



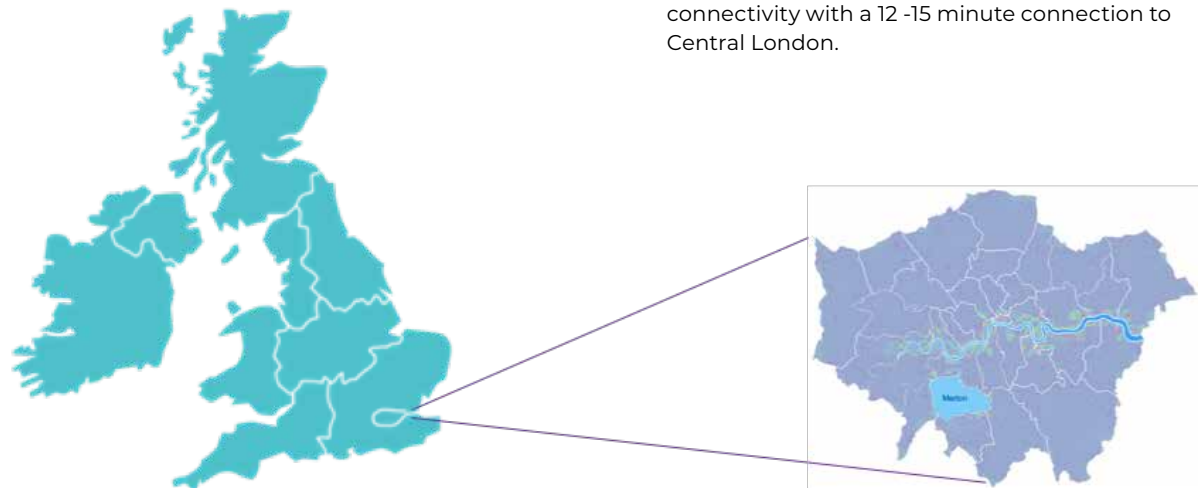


3 WIMBLEDON TODAY

3.1 LOCATION

- 3.1.1 Wimbledon is an internationally recognised, affluent and prosperous place. Wimbledon and the SW19 postcode is recognised globally due to the tennis Championships held annually at the All England Lawn Tennis Club. The Championships commands a global media audience reach of over 300 million people in 200 countries.
- 3.1.2 Located 9 miles south west of Central London. Its strategic location and excellent transport links attract a number of businesses and visitors.
- 3.1.3 The town centre’s popular leisure, cultural, retail and food & drink offer, together with Wimbledon Village’s boutiques, bars, restaurants and expansive green spaces make Wimbledon SW19 an exceptionally desirable London neighbourhood.
- 3.1.4 Wimbledon has excellent multi-modal transport connections by road, bus and rail links. The main road artery is the A219, which runs off the A3. The A3, 2 miles to the west provides quick access to Central London and the M25 .
- 3.1.5 Wimbledon is unique, being the only station in the UK to have train, tram, underground, bus, taxi and cycle connections in one place. A truly multi-modal hub for the southwest London region.

- 3.1.6 Crossrail 2 is a proposed new railway which will link Surrey to Hertfordshire via Central London destinations via new tunnels and stations between Wimbledon, Tottenham Hale and New Southgate linking in with London underground, London Overground, Crossrail 1, national and international rail services.
- 3.1.7 The Government has identified Crossrail 2 as a ‘priority’ and provided £80 million to develop the project. Crossrail 2 would further enhance Wimbledon’s excellent transport links. For example, a journey to London’s West End would be approximately 12 minutes.



Wimbledon’s connectivity:

Southwestern Railway: 16 minutes to Waterloo with 18 trains per hour

Thameslink: Connections to Blackfriars, St Pancras and Sutton

Underground: District line providing a direct route to Central, East and West London

London Trams: Providing links to Croydon, New Addington and Beckenham.

Bus: Major South London interchange providing services to Wandsworth, Clapham, and Kingston.

Proposed Crossrail 2: Further improves connectivity with a 12 -15 minute connection to Central London.

3.2 TOWN CENTRE OFFER

3.2.1 Wimbledon town centre is Merton's main shopping and entertainment centre, and office location. Wimbledon is a key contributor to the economic success of Merton as a borough.

Retail

3.2.2 Wimbledon is home to a variety of shops, from the big retailers such as Gap, H&M, Uni Qlo and TK Maxx to independent retailers like Fielders and Aubergine Art Gallery. The retail experience is a mix of Centre Court shopping centre with well-known brands, Elys department store with its wide range of concessions, to the streets of traditional parades on Wimbledon Hill Road, The Pavement and The Broadway. Regular markets are held in the town centre in the Piazza and St Mark's Place.

Retail status

3.2.3 The nature of high streets is evolving rapidly, there has been a shift comparison retail (fashion and clothing, music, games and household goods) towards convenience retail experiences (hairdressers, nail salons) and food and drink. The future of the high street will be in offering things that the internet cannot - services and experience.

3.2.4 Vacancy rates in the town centre have historically always been lower than the Greater London average. In 2019 the vacancy rate was 5%. Low vacancy rates are

good news for the town centre, although they do limit the ability for businesses looking to grow, relocate or set up in Wimbledon.

3.2.5 Wimbledon's retail offer faces increasing competition from Westfield London, Croydon, Kingston, and Wandsworth. Wimbledon's shopping catchment is hyper-local with low dwell times and provides an increasingly convenience-led offer. Wimbledon needs to differentiate its offer to set itself apart from the competition.

Food and drink

3.2.6 Wimbledon town centre has a growing number of bars and restaurants offering something for all palettes. There are over 80 places to eat, from the big chains like Pizza Express and Wagamama to the family run restaurant San Lorenzo. Wimbledon also has a number of cafés for visitors to grab a coffee or quick bite, or even an ice cream.

3.2.7 Wimbledon town centre is a regional night time economy cluster, and is the busiest in Merton. It is a lively and exciting place to socialise. There is a collection of traditional pubs like The Alexandra or Hand and Racquet, as well as the more modern bars of 601 Queen's Road and CYMK bar.

Offices

3.2.1 Wimbledon town centre is the largest office location in Merton. Office development providing modern space with large floor plates is limited in the area. Demand

is high, supply is limited and rents and values rising. There is strong demand from occupiers for office space in Wimbledon and developer interest is increasing.

3.2.2 Wimbledon achieves the highest commercial rents in the borough and is a popular alternative to central London for a range of domestic and international businesses including Domestic & General, Chartered Institute of Personnel and Development, Communication Workers Union, Lidl Head office, and Close Brothers.

Office market status

3.2.3 The supply of office space within Wimbledon is extremely limited, with availability of less than 2% available in September 2018. The majority of larger office buildings in Wimbledon are almost fully occupied including St George's House,



Wimbledon Bridge House, Wimbledon Gate and Pinnacle House. The recently redeveloped Wellington House and 24 Worple Road completed in 2019 for occupation in 2020.

- 3.2.4 The majority of available space is refurbished 1980s stock with very limited Grade A availability. Take up has played its part in the supply reduction but it has been further exacerbated by the quantum of secondary office space being removed from the market (adjacent to the town centre) for residential conversion.
- 3.2.5 Merton Council has adopted an Article 4 direction to remove 'prior-approval' rights and limit the loss of commercial space within the town centre boundary.
- 3.2.6 This supply/demand imbalance has led to rising rents. Prime office rents have grown by 27% since 2016. Given the lack of stock, the limited development pipeline, and the discount compared to Central London; rental growth is anticipated to continue its upward trend.
- 3.2.7 Prime office rents in 2019 were £55.00-£57.50 per sq ft, as evidenced by the asking let for Wellington House on Wimbledon Hill Road. This is the highest rent achieved in Wimbledon and highlights the level of rent occupiers are prepared to pay to secure Grade A space in tightly supplied markets.

Job growth

- 3.2.8 Key audiences for jobs growth will be in the following sectors: technology, creative, business head offices, back office services,

professional services, start-ups, retail and hospitality. Wimbletech, supported by Merton Council has helped start the process of developing a tech ecosystem in the area, and raising the profile of Wimbledon as a tech location with companies there attracting over £90m investment.

Leisure and tourism

- 3.2.9 Wimbledon is fortunate to have strong attractors: The All England Lawn Tennis Club and museum, Wimbledon Common, theatres and an independent hotel offer. We need to build on this with good quality hotel brands, meeting and conferencing space and more workspaces to support the local economy.
- 3.2.10 There is potential to grow the visitor economy (leisure and business visitor markets) in Merton. This can have strong multiplier effects as overnight stays contribute to economic value, plus provide excellent training, skills and job opportunities.
- 3.2.11 London requires more hotel rooms. Wimbledon has a strong story to offer in terms of its accessibility, business base, student, international worker and overall place brand recognition. A Premier Inn on The Broadway opened in 2018, and permission was granted in 2019 for another hotel on Hartfield Road.
- 3.2.12 Wimbledon is the home of tennis. The All England Lawn Tennis Club (AELTC), is a major asset for the borough, providing an unparalleled global profile for two weeks

every summer plus additional spending in the local area attracting over 500,000 visitors and employing 6,000 people.

- 3.2.13 The AELTC has undertaken a major redevelopment and modernisation over recent years and more is planned during the next decade. This investment has created a high quality corporate hospitality asset that could contribute to supporting business growth.
- 3.2.14 Tennis isn't the only game in town. A new 22,000 seater football stadium for AFC Wimbledon is under construction in Plough Lane. The stadium will also provide much needed conferencing and meeting spaces for the area, as well as adding to the footfall of Wimbledon town centre.



AFC Wimbledon Stadium, Plough Lane

Entertainment, Culture and Events

- 3.2.15 **The Polka Theatre:** The UK’s first children’s theatre that brings exceptional performances and workshops to a national audience (and a fun kid’s café). A significant investment, supported by Merton Council, is currently under construction. Plans include new theatre facilities and active uses at street level on The Broadway.
- 3.2.16 **New Wimbledon Theatre:** Since Edwardian times, the 1,600 seat New Wimbledon Theatre has brought West End shows to the heart of Wimbledon. The home of the classic pantomime, great performances and a great night out. The theatre are exploring opportunities to renovate the building and to improve the customer experience.
- 3.2.17 **New Wimbledon Studio:** The intimate New Wimbledon Studio, tucked below New Wimbledon Theatre, stages new and experimental shows and is renowned for comedy nights.
- 3.2.18 **Wimbledon International Music Festival:** Founded in 2009, WIMF inspires audiences young and old by bringing the finest musicians in the world to perform live in venues close to their doorsteps.
- 3.2.19 **The Odeon IMAX Cinema:** The twelve screen cinema with IMAX and 3D screen, blockbusters and live cultural events.
- 3.2.20 **HMV Curzon:** This boutique cinema screens the best in international film and arthouse movies.

- 3.2.21 **The Piazza:** Situated in the centre of town, the main hub of activities and events, curated by Love Wimbledon BID, from arts festivals and markets to pop ups and celebrations.
- 3.2.22 **Wimbledon Bookfest:** A 10 day event based on Wimbledon Common and celebrates all things literary, bringing literature to the heart of the community and the community to the heart of literature.
- 3.2.23 **The Library and Merton Arts Space:** An architecturally significant building (with carved Shakespeare and Milton heads) offering workshops, activities, Wi-Fi and of course books. The new arts area to the rear holds talks, theatre and music events throughout the year.
- 3.2.24 **The Championships, Wimbledon:** Commonly known as Wimbledon, it is the oldest tennis tournament in the world and the largest event in the Wimbledon annual calendar.
- 3.2.25 **Merton Arts Trail:** Held over two weekends in September, the heart of the festival is the Artists’ Open Houses and Studios tours along with exhibitions of local artists’ work in and around Wimbledon.
- 3.2.26 **Ride London:** The annual classic cycle race between Surrey and London attracts more than 100,000 cyclists and passes through Wimbledon attracting many spectators. Town centre streets are closed to traffic and create a unique festival atmosphere, activated by Love Wimbledon in partnership with Merton Council.



**Wimbledon Piazza in tennis mode
Ride London through Wimbledon**



4 ENGAGEMENT

4.1 ENGAGEMENT

Future Wimbledon

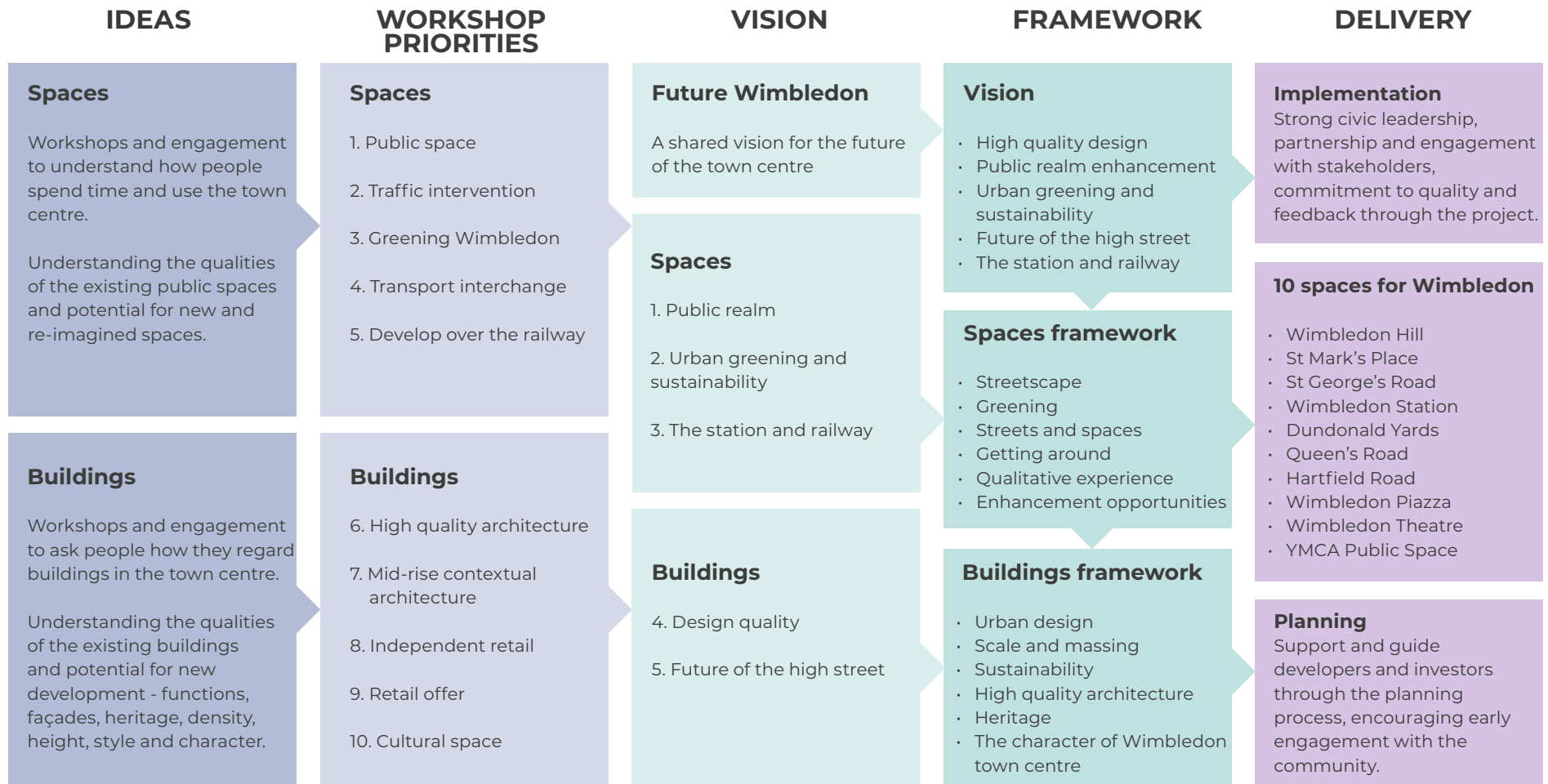
- 4.1.1 Future Wimbledon as a project was born out of the Future Wimbledon Conference in 2014. The conference brought together key land owners, developers, leading experts in the industry along with local community and business groups to kick-start the conversation about how Wimbledon town centre could evolve; exploring the development opportunities and economic growth potential of Wimbledon.
- 4.1.2 In 2015, Merton Council launched the Future Wimbledon Ideas Competition in partnership with Love Wimbledon Business Improvement District, the Design Council and New London Architecture.
- 4.1.3 The competition attracted ideas from built environment professionals internationally and from local creative communities to imagineer Wimbledon town centre of 2030. The competition also attracted prize-winning entries from the local community including Wimbledon Civic Forum, Wimbledon Concert Hall Group and Wimbledon East Hillside Residents Association.
- 4.1.4 Many of the ideas emanating from the competition formed the basis of the SPD priorities and themes such as people, public spaces and buildings.
- 4.1.5 In 2017 Merton Council held a series of workshops with the local community to shape the priorities for the masterplan. This

early form of engagement helped define the range of priorities and ideas in advance of writing the masterplan.

- 4.1.6 The community workshops held in 2017 produced an excellent response and a large body of material to inform the masterplan. A separate report has been produced detailing all the information produced, and the highlights are reproduced here. For full details of the workshop feedback, please visit merton.gov.uk/futurewimbledon
- 4.1.7 The diagram on the next page summarises the input and thought process that has gone into the masterplan; a process based on good practice and case studies to ensure that the plan isn't simply about planning buildings, but the wider quality of place and experience that Wimbledon could offer.



4.2 FUTURE WIMBLEDON SPD: THE PROCESS



4.3 BUILDINGS AND PUBLIC SPACE FEEDBACK

- 4.3.1 In the workshops, people were asked to identify the buildings and spaces they liked and disliked and this information was then mapped and collated from all three workshops. A number of themes emerged which are summarised below.
- 4.3.2 Older, historic buildings were strongly liked. These include the Bank Buildings, Library, Town Hall and Victorian terraced shops along The Broadway and Wimbledon Hill Road. Cultural venues such as Wimbledon Theatre and the Polka Theatre were very well liked, as well as Wimbledon Leisure Centre.
- 4.3.3 Modern buildings of high quality design that respect local character were liked, for example Centre Court shopping centre's rotunda and the Chartered Institute Personnel and Development building on The Broadway.
- 4.3.4 Larger spaces such as St Mark's Place and the Piazza were popular as places to interact and dwell, with opportunities to host markets or watch the tennis.
- 4.3.5 There was sometimes a difference of opinion between a buildings appearance and its use. For example, an unassuming building like Elys was well liked, but only because of its use. This shop was seen as epitomising Wimbledon's character and the appearance of the building seemed irrelevant. A similar feeling was expressed about the YMCA. Although the use was liked, the unattractiveness of the building was considered far more important, and the building was scored as strongly disliked. Modern office buildings, from the 1960/70s are least liked, some of them quite strongly for example Wimbledon Bridge House, Collingham House and Highlands House.
- 4.3.6 Most streets identified were disliked, mainly due to poor quality environment, clutter, traffic and lack of greenery. This included The Broadway, Wimbledon Bridge and the junction outside the Theatre. The exceptions were the recently enhanced streetscape outside the station, space outside the Town Hall, Queen's Road and the junction with Gladstone Road.
- 4.3.7 The junction of Alexandra Road and St, George's Road and the buildings around it were all strongly disliked, both for the architecture and traffic congestion.
- 4.3.8 Both Council car parks were given strong dislikes based on a perceived threat of their loss, and not because they were unattractive or not wanted.
- 4.3.9 The following map summarises the positive and negative opinions on buildings and spaces in the town centre.
- 4.3.10 The proportion of red to green dots indicates how well liked something is. The strength (opacity) of the colour indicates strength of opinion based on the total number of dots placed on buildings and spaces on the mapping exercise.



Good, Bad, Aspire Images from the 2017 workshops

4.4 BUILDINGS AND PUBLIC SPACES: LIKES AND DISLIKES

- 1. Bank Buildings
- 2. Wimbledon Library
- 3. Sainsbury's block
- 4. Elys
- 5. Wimbledon Bridge House
- 6. Prince of Wales pub
- 7. Town Hall
- 8. Piazza
- 9. Hartfield Road car park
- 10. Wimbledon Theatre
- 11. YMCA
- 12. Polka Theatre



Opinions and perception:

This map shows the number of red and green dots that were placed on the maps by participants in the consultation workshops to indicate positive and negative opinions of buildings and spaces in the town centre

4.5 2018-2019 CONSULTATION

- 4.5.1 An extensive engagement programme was carried out from September 2018 to January 2019. The activities are set out below, and were a blend of well attended community forums and public meetings organised by either residents / community groups or the council, sometimes with 50-100 people in attendance. There were also focused discussions with business groups, civil societies, landowners and others. The consultation report is available online at merton.gov.uk/futurewimbledon.
- 4.5.2 On social media the consultation reached over 40,000 people, demonstrating a wide awareness of the Future Wimbledon Masterplan consultation. Of the 40,000 reach, nearly 1,000 people engaged with the council's social media posts, resulting in over 760 formal responses to the plan. The majority of respondents lived in or near Wimbledon.
- 4.5.3 The masterplan vision was met with some concern by residents in/near Wimbledon town centre, who worried that it was too commercially focused. We recognise that Wimbledon is a place with a strong residential community, as well as having a commercial presence in the town centre itself. The masterplan area relates to the Major Centre designation in Merton's Core Strategy (2011), and is therefore more centred on commercial activity than residential.
- 4.5.4 The ambition to extend beyond the linear form of the town centre was generally well received. Developing above the railway line provides the opportunity for the town centre to grow whilst also protecting the quality and character of neighbouring residential areas.
- Design quality**
- 4.5.5 21.3% of respondents commented specifically on design quality. The majority agreed with the need for higher quality design to be sought from new developments in Wimbledon. In particular, the use of Portland stone, London stock brick and red brick in new schemes was popular. There was also a call for interesting and innovative design and character.
- 4.5.6 The preferred outcome of the design quality guidance in the masterplan is consistent, integrated planning that results in high quality architecture that complements the character of the area. In addition, buildings should create a sense of appeal at street level.
- 4.5.7 Comments were also received about the quality of shop fronts in the town centre. Merton Council already has a detailed Shop Front Design Guide (2017) that provides guidance to building owners and applicants.
- Heritage**
- 4.5.8 There were concerns raised about the level of protection awarded historic buildings in the town centre in the masterplan. Merton Council agrees that the heritage assets in Wimbledon town centre are an intrinsic part of its character that should be preserved and protected. The council is already investing in heritage assets in the town centre, with the recent refurbishment of the facade of Queen's Road curve.
- 4.5.9 There is already a strong policy framework in place to preserve and protect heritage assets in Wimbledon town centre, at both local and national policy levels.
- 4.5.10 It was acknowledged in the section on design that heritage assets in Wimbledon should inform new developments in the vicinity. One example is the recently completed refurbishment and extension of Wellington House on Wimbledon Hill Road, which complements the red brick architectural style of the Bank Buildings opposite.
- Mid-rise architecture**
- 4.5.11 Building heights was one of the most mentioned topics in the consultation with 64.9% making specific mentions. The main concerns of respondents included:
- The effect of taller buildings on the amenity of nearby residential neighbourhoods
 - Incongruity of taller buildings with existing historic buildings
 - A fundamental change in the character of the area with the development of taller buildings
 - The increase in traffic and congestion resulting from more intense development
 - The increase in pollution resulting from

- development of taller buildings
- Added pressure on social infrastructure resulting from the proposed level of development

- 4.5.12 The London Plan recognises that tall buildings have a role to play in helping accommodate expected growth. To ensure that tall buildings are sustainably developed in appropriate locations, and are of the required design quality it recommends a plan-led approach is taken. This SPD provides guidance on building heights and emphasises the importance of high quality design that minimises the impact on their surrounding context.
- 4.5.13 Increasing density in Wimbledon town centre will involve taller buildings. As a SPD the masterplan cannot limit building heights, only provide guidance of what, from an urban design point of view, is most suitable for the area. Each application will be judged on its individual merits in accordance with local, regional and national planning policy, but applicants that propose tall buildings in the town centre will need to demonstrate excellent quality design.
- 4.5.14 The masterplan recognises the Victorian and Edwardian buildings in Wimbledon town centre as intrinsic part of its character and heritage. Wimbledon's heritage is protected under existing planning policy CS 6 Wimbledon Sub-Area (Core Strategy 2011), which says that "Regard will need to be given to the Conservation Areas and the setting of Listed Buildings within and adjoining the centre where an individual design approach will be required to ensure that large scale development conserves

and enhances the historic character of these areas."

Greening

- 4.5.15 The majority of respondents strongly supported increasing the number of open and green spaces in the town centre for people to dwell, as well as greening up blank façades of buildings and bringing underused spaces back into use.
- 4.5.16 The council recognises the value of urban greening and is committed to providing more street trees and planting in Wimbledon town centre. Greening initiatives can also be delivered and funded through planning obligations (S106 and Community Infrastructure Levy). Merton Council will also work with landowners and the Business Improvement District (BID) to secure other funding opportunities.

Public Space

- 4.5.17 Some respondents liked the idea of a new public square opposite the station in the town centre. There were suggestions to use it for markets and street stalls, play areas for children, more of a central park with lots of greenery built into the design of the square, and an open air theatre.
- 4.5.18 There was also enthusiasm for smaller scale spaces dotted around the town centre, whether in the form of pocket parks or areas with seating or space for outdoor dining. The concept of the laneways connecting small open spaces was also well-received, making the town centre more pedestrian focused. De-cluttering

the streets, upgrading the paving, bins and improving maintenance of public space were popular.

- 4.5.19 The masterplan seeks to achieve more public space or the redesign of existing public spaces geared towards people and placemaking - streets for people and not cars. Merton Council will also work positively to promote more markets and street trading to activate public spaces and support economic development in Wimbledon town centre.

Culture

- 4.5.20 In general they supported the recognition of potential for Wimbledon to enhance the cultural offer. Some of the responses that mentioned culture also referred to the aspiration for a new concert/performance venue in Wimbledon town centre. The Council recognises the desire for a new performance venue in the town centre and continues to work collaboratively with the Wimbledon Concert Hall trust.

Retail

- 4.5.21 The main discussion points around retail were around the presence of independent retailers and large high street retailers in Wimbledon. There was also an aspiration to improve the flexibility of retail spaces to cater for smaller and larger retailers as well as temporary/pop-up uses in the town centre.
- 4.5.22 There were also reminders that the role of the high street is changing, and the aim of the masterplan is for Wimbledon town

centre to be resilient in the face of changing shopping habits.

Economic development

- 4.5.23 Growth in office space and the aspiration for Wimbledon to be a Metropolitan Centre was mentioned by 43% of respondents. Some thought the plan was too focused on commercial growth at the expense of existing residential neighbourhoods. The commercial element was stronger in the plan because it is guidance on an existing town centre policy. That is not to say that the commercial element of the town centre is more important than residential, the two complement one another. The council is no longer seeking Metropolitan Centre status for Wimbledon in the emerging London or new Local Plan.

Residential development

- 4.5.24 Comments were received on the potential for new residential development in Wimbledon town centre. Some respondents mentioned the lack of affordable housing and concern for their children being able to live in the area. Others were concerned about the pressure of new residential development on existing infrastructure.
- 4.5.25 The SPD recognises the value of a mixed use town centre and that Wimbledon has the potential to accommodate residential growth. New residential development will be plan-led as part of the new Local Plan. This SPD does not stop residential development on identified sites, but is a plan for the town centre, which is

predominantly commercial. Any new housing development will be required to meet local and national planning policies, which include the mix of unit sizes and affordable provision.

Infrastructure provision

- 4.5.26 3.8% of respondents voiced concern about the effect of residential and commercial growth on existing infrastructure, for example, schools, health facilities, roads and utilities.
- 4.5.27 With all large developments it is required that the application demonstrates that the capacity of the area's infrastructure (transport network, facilities, services etc.) is capable of accommodating the quantum of development proposed. As part of the Local Plan process the council is required to plan for the level of growth identified in the plan. Merton Council consults utilities, healthcare, schools and transport providers to ensure that there will be adequate infrastructure provision in areas of growth.

Roads and congestion

- 4.5.28 The section of the masterplan on traffic and transport featured in 31% of the responses received. The council recognises that congestion is an issue in Wimbledon town centre. The long term vision would be to secure additional road crossings over the railway. This is only achievable through significant investment in the station by Network Rail or Crossrail 2.
- 4.5.29 In the shorter to medium term there are

several initiatives from the council and the Mayor of London which aim to reduce road traffic by encouraging users to use more sustainable modes of transport (walking, cycling and public transport) and making our town centres more accessible for walking and cycling. The council plans to invest in better quality public spaces, which will improve the experience for walking and cycling around Wimbledon.

- 4.5.30 Merton's Third Local Implementation Plan (LIP3) is the council's main transport strategy. It contains an overview of the challenges and opportunities in delivering the Mayor's Transport Strategy within Merton.
- 4.5.31 Concerns were also raised about air quality in the town centre. Merton is required to have an Air Quality Action Plan, which covers a number of important measures to tackle toxic air in the borough.

Wimbledon station

- 4.5.32 A few respondents mentioned the future of the station, in particular the fact that there are currently issues with overcrowding at Wimbledon station. The council will continue to work closely with Network Rail and Crossrail 2 to determine economically viable options to improve Wimbledon station's capacity and passenger experience as well as opportunities to grow Wimbledon town centre over the tracks in the future. In the event Crossrail 2 doesn't go ahead or is delayed, the council will actively work with TfL and National Rail to enhance the station.

4.6 PLAY WIMBLEDON

4.6.1 One of the main ideas that came out of the Future Wimbledon competition in 2014 and from the consultation events in 2017 was the need for more small public spaces in the town centre to enjoy, relax and have events. St Mark's Place and the junction at the New Wimbledon Theatre were identified as places for creating new public spaces.

4.6.2 Future Merton team asked Lugadero, winners of the Future Wimbledon Competition in the Rising Stars category, to run a co-design process for these two new public spaces.

4.6.3 The co-design process for St Mark's Place and the junction in New Wimbledon Theatre took place between October 2018 and March 2019. From the ideas collected, Lugadero came out with these preliminary designs for St Mark's Place and the junction in New Wimbledon Theatre.

4.6.4 The design for St Mark's Place brought together proposals that had been mentioned in the co-design workshops, such as a permanent fruit stall, market pods, a stage for cultural events, play spaces for children and families, sitting areas and picnic tables, planters, trees and more vegetation, and leaving sufficient space for car-access to St Mark's Church's car park as well as for freight and emergency vehicles.

4.6.5 The proposal for the theatre aimed to close half of the junction between The Broadway and Russell Road that had been temporarily closed during the workshops, to protect the new public space with planters (which should not be too high so they do not cover the vistas of the theatre), and to provide new sitting spaces.

4.6.6 More information on Play Wimbledon can be found on the Future Wimbledon web page: merton.gov.uk/futurewimbledon





5 FUTURE WIMBLEDON

THE VISION

Wimbledon has the potential to be south west London's premier location for business, leisure, living and culture: an exemplar for good quality placemaking



5.1 TOWARDS FUTURE WIMBLEDON

- 5.1.1 The overriding characteristic of the town centre is its linear form and compact nature. This is a direct consequence of its rapid and complete development in the late 19th to early 20th Centuries. Although this was an organic, rather than planned growth, its speed was in contrast to older towns pre-dating the railway (e.g. Kingston, Croydon) which had longer time to expand organically and had other established reasons for their existence.
- 5.1.2 Wimbledon developed relatively quickly as, and essentially remains, a commuter town – defined more by investment and innovation in the railways than is immediately apparent. This, and its rapid creation of town and surrounding housing, set the boundaries between the two very early on. Although there is physical clarity between the two, this has constrained the expansion of the town outwards.
- 5.1.3 Wimbledon has therefore historically, had to renew itself instead of expanding; gradually, by replacing existing town centre buildings and this is what continues to happen today. This makes any attempt at comprehensive planning, improvement or expansion, challenging to achieve.
- 5.1.4 The advent of Crossrail 2 (CR2) provides an opportunity for a more planned approach for investment and renewal, to address long-standing infrastructural issues and
- secure the future of the town as a strong town centre for London and on the global stage, nonetheless Wimbledon town centre's good growth will be managed pro-actively regardless of CR2.
- 5.1.5 The Future Wimbledon SPD illustrates how existing planning policies for Wimbledon will be applied and interpreted. The plan pro-actively promotes good planning and placemaking to support economic growth.
- 5.1.6 Merton Council's priority for Wimbledon is to maintain and build on its current vitality and viability as one of London's major town centres, improving the transport interchange, with more business and professional services and quality shops, balanced with community, leisure, arts, culture and associated facilities including tourism, achieving a noticeable uplift in the quality of the centre for the benefit of Wimbledon's working and residential communities.
- 5.1.7 Wimbledon has the potential to be south west London's premier location for business, leisure, living and culture: an exemplar for good quality placemaking.
- 5.1.8 The 10 priorities from the 2017 workshops have been rationalised into 5 priorities that set out how the vision can be achieved.

1. Design quality

- 2017 workshop priorities:
- Mid-rise contextual architecture
 - High quality architecture

2. Public realm

- 2017 workshop priorities:
- Public space
 - Traffic intervention

3. Urban greening and sustainability

- 2017 workshop priority:
- Greening Wimbledon

4. Future of the high street

- 2017 workshop priorities:
- Independent retail
 - Retail offer
 - Cultural space

5. The station and railway

- 2017 workshop priorities:
- Transport interchange
 - Develop over the railway

BUILDING FRAMEWORK



5.1.9 Achieving the vision for the future of Wimbledon town centre will take a number of years as investment in buildings and public spaces take place over the 20 year period of this plan.

5.1.10 The images on this page give an indication of the scale and pace of change anticipated in the short, medium and long term in the town centre.

- Short term (2020-2025)
- Medium term (2025-2030)
- Long term (2030-2040+)

PUBLIC SPACE FRAMEWORK



- 5.1.11 The council recognises the importance of a high quality public realm and the benefits that well-designed public spaces offer to the vibrancy and character of a place.
- 5.1.12 Investment in the town centre provides an opportunity to enhance and create new public spaces for Wimbledon town centre's pedestrians.
- 5.1.13 This framework provides an indication of the range of potential public realm improvements that this plan seeks to delivery in tandem with new developments.

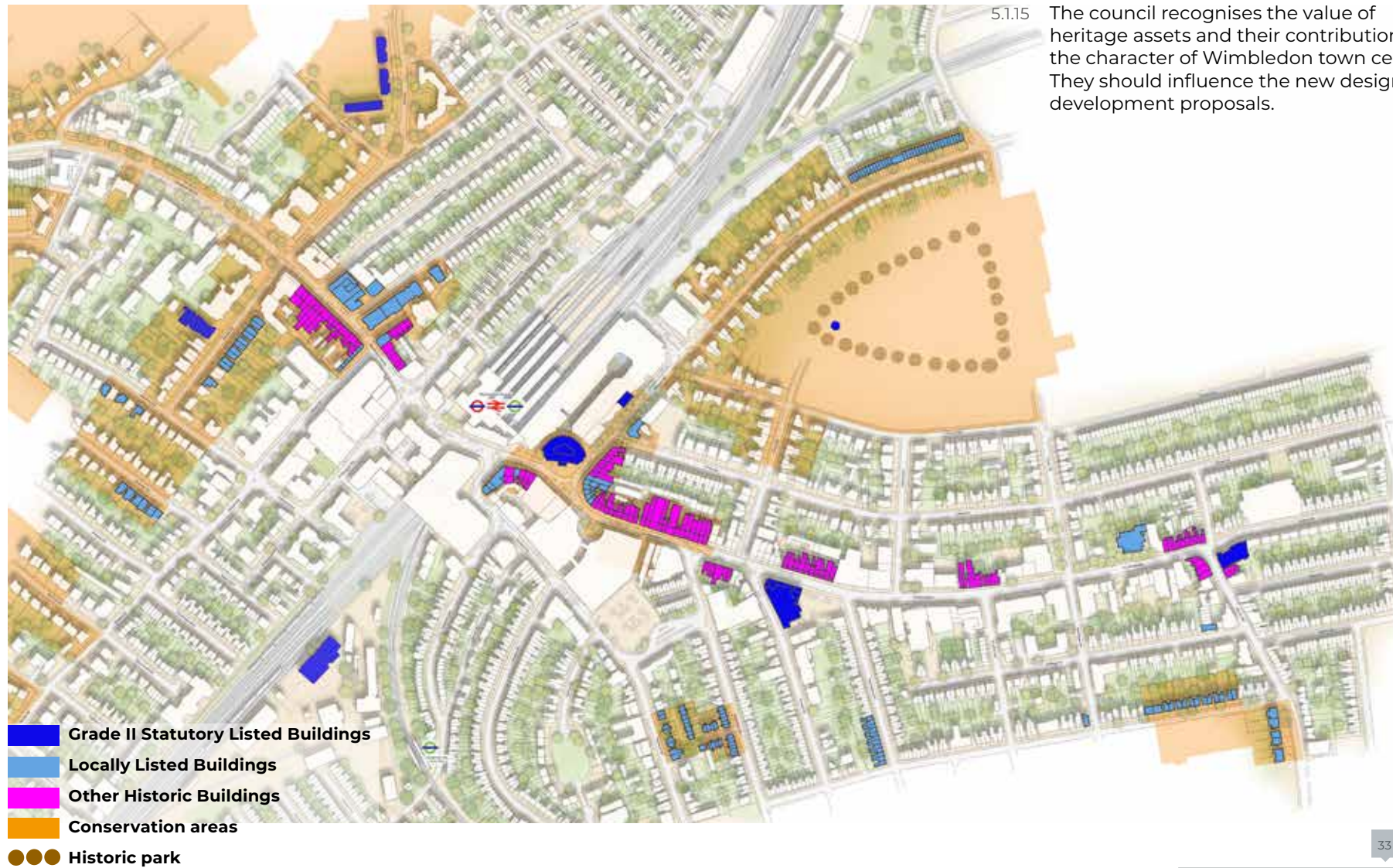
GREENING OPPORTUNITIES



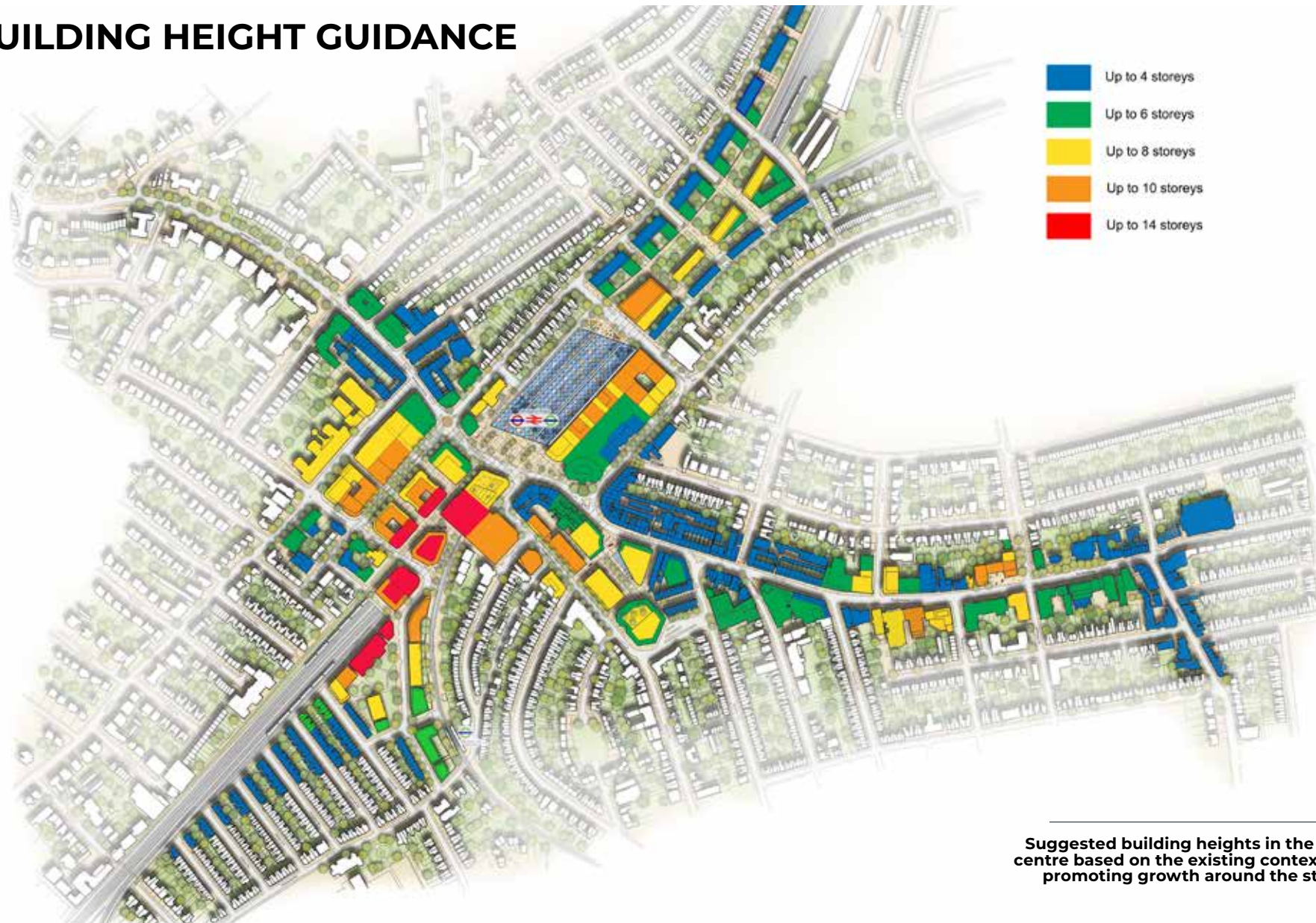
5.1.14 Investment in Wimbledon's public realm also provides an opportunity to promote urban greening in the town centre and increase the tree canopy as a climate change, surface water run-off and air quality mitigation measures.

1. Wimbledon Hill Road
2. St Mark's Place
3. St George's Road
4. Wimbledon Station square
5. Hartfield Road
6. Wimbledon Piazza
7. Wimbledon Theatre
8. YMCA

HERITAGE ASSETS IN THE TOWN CENTRE



BUILDING HEIGHT GUIDANCE



Suggested building heights in the town centre based on the existing context and promoting growth around the station



6 PRIORITIES FOR FUTURE WIMBLEDON

6.1 SUSTAINABLE DEVELOPMENT IN WIMBLEDON

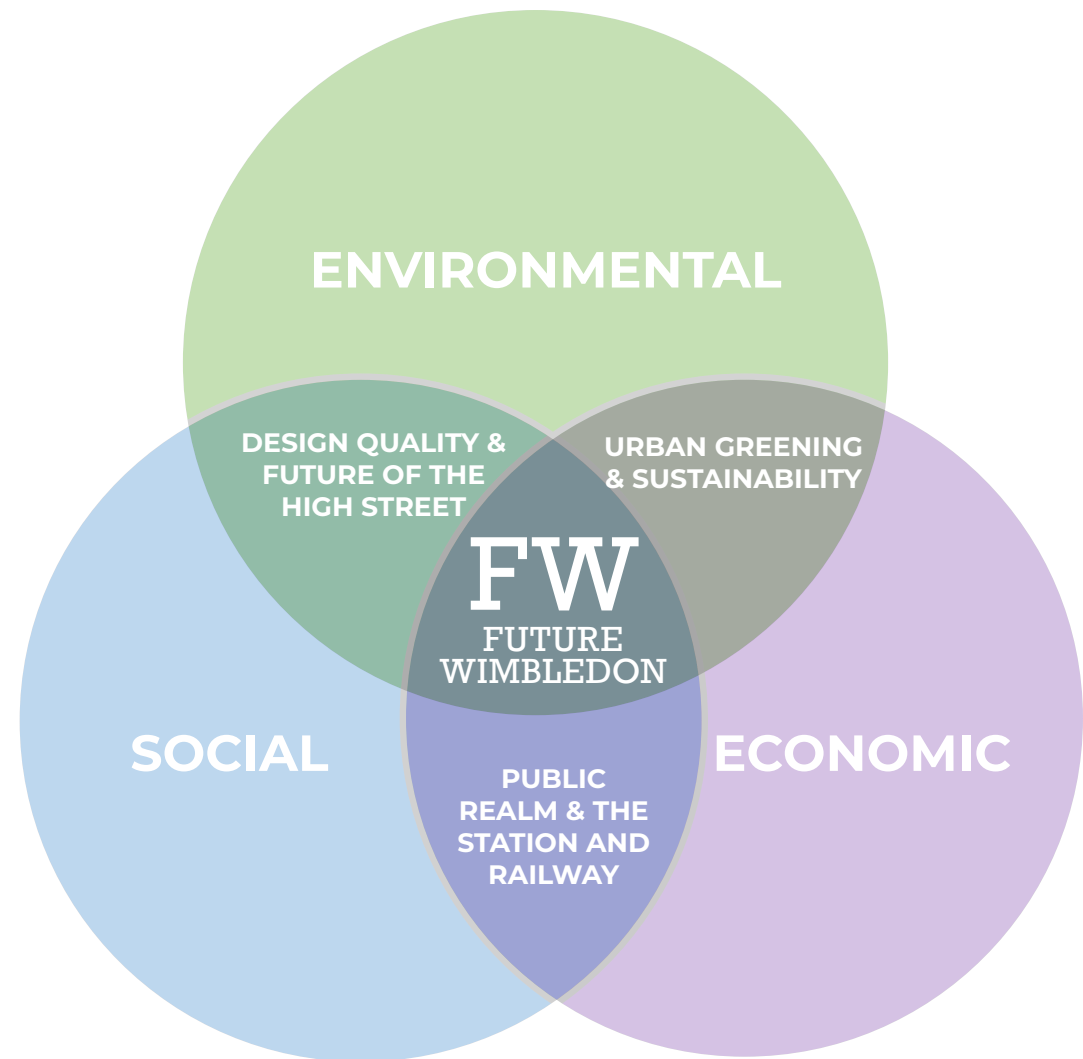
6.1.1 The Future Wimbledon SPD seeks sustainable development in Wimbledon town centre through improvements to the buildings and public realm.

6.1.2 The NPPF 2019 has three objectives to help build strong, vibrant and healthy places:

- **Social:** well-designed and safe built environment with accessible services and open spaces to support communities' health, social and cultural wellbeing.
- **Environmental:** enhance the natural, built and historic environment, making effective use of land, minimising waste and pollution, and mitigating against climate change.
- **Economic:** support growth, innovation, and infrastructure for places to be strong, responsive and competitive.

6.1.3 The 5 priorities of Future Wimbledon will guide development in the town centre to meet the vision of being south west London's premier location for business, leisure, living and culture: an exemplar for good quality placemaking.

6.1.4 The diagram opposite shows how each of the Future Wimbledon priorities fits within the NPPF framework for sustainable development.



PRIORITIES FOR FUTURE WIMBLEDON



1. Design Quality

Design quality underpins good growth. The future of Wimbledon should draw inspiration from its past. With many existing high quality listed buildings, future development should enhance their character and setting.

Buildings should respond to the principles and materials from their context. Careful consideration to building heights and scale must be given, in particular when relating with heritage assets and views from neighbouring conservation areas.



2. Public Realm

Spaces to dwell, socialise and relax are vital for the life of a town centre and the wellbeing of people.

Wimbledon does not currently have many public spaces. The piazza is the main focus for outdoor events and markets.

Feedback from the public suggested spaces such as a new town square and multiple smaller spaces are desirable.



3. Urban greening and sustainability

Creating a sustainable and environmentally focused town centre was highlighted as a key priority during consultation.

The redevelopment of the town centre gives Wimbledon the opportunity to be a leader in sustainable design.

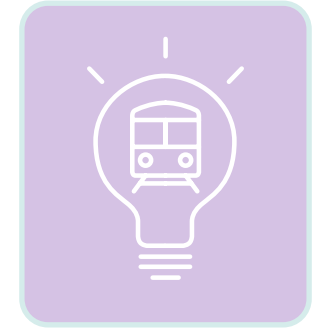
Sustainable drainage systems should be used where possible and planting species that improve air quality and biodiversity should be integrated into the design of the public realm.



4. Future of the high street

Wimbledon already has a variety of uses spread across the town centre. However, feedback from the consultation suggested that the public would welcome more uses that compliment what is already existing.

Suggestions such as spaces that provide opportunities for independent shops and affordable workspaces were mentioned as uses that would add to the vibrancy and vitality of the town centre.



5. The station and railway

There are long term ambitions to overcome the severance caused by the railway tracks, therefore creating a more accessible and connected town centre.

Many comments highlighted the need to reduce traffic dominance throughout the town centre and to humanise the public realm. A world class station that has a sense of arrival with access to rail, underground, tram and buses was desired.



FW PRIORITY 1: DESIGN QUALITY

6.2 FW PRIORITY 1: DESIGN QUALITY



Objectives

- 6.2.1 Developers who look to build in Wimbledon must demonstrate a commitment to quality design. Great contemporary design and materials that reflect, respect and enhance the historic buildings are encouraged.
- 6.2.2 It is not the intention of this document to design future buildings, but to provide applicants with a guide to the character and context of Wimbledon town centre to inform their design process.
- 6.2.3 Design quality will be achieved by ensuring new development meets the following objectives:

High quality architecture: New buildings will be of high architectural quality, positively informed by the local context. Materials will be of high quality, contextual and long-lasting.

Heritage: Development will protect and enhance heritage assets and ensure their continued long-term relevance and viability.

The character of Wimbledon town centre: The design of new buildings will be informed by the hierarchy of high quality existing buildings in Wimbledon town centre. They must contribute to the strengthening of this over time.

Urban design: Development will adhere to well-established principles of good urban design, based on urban grain, site layout, building massing and interface with the public realm.



36

Wellington House, Wimbledon Hill Road
The design responds to the character of the local area

High quality architecture

6.2.68 Wimbledon has many buildings of high quality, but also has many of poor quality. New buildings will be expected to strengthen the positive character of the town centre and aspire to be embraced by the local community as much as existing highly regarded buildings and heritage assets. The aim should be to produce the listed buildings of the future.

Architectural Style

6.2.69 It is not appropriate for any one stakeholder to dictate a preferred architectural style. However, that style must be appropriate to the setting and of high quality.

Context

6.2.70 Architecture that is appropriate to its setting will be informed by a thorough analysis and understanding of its immediate and wider context and must be clearly justified in this respect. An analysis of the 'Wimbledon DNA' can help with this.

Quality

6.2.71 Quality and style are linked, but not the same thing. Irrespective of style, architecture must be of high quality and will be assessed accordingly. The council will expect proposals to include a narrative on the architecture and how it has been arrived at in their Design and Access Statements. The composition of the building in general and more particular how its constituent parts are assembled

and relate to each other will be relevant, as will the human scale elements of detailing and their relevance to the context and architectural approach.

6.2.72 Architectural quality and materials should be of an exemplary standard to ensure the appearance and architectural integrity of the building is maintained through its lifespan.

6.2.73 Good quality buildings provide an attractive and meaningful setting for activity in the public realm. Buildings that are able to adapt to changing needs are more likely to ensure their uses continually support activity in the streets and spaces of the town centre.

6.2.74 Attractive and well regarded buildings that are also adaptable help ensure the high street remains vibrant and meaningful to users. Quality of experience and visual quality are becoming a more important factor in the success of town centres.

6.2.75 High quality, adaptable buildings and urban forms are inherently sustainable. Large scale interventions are less likely to be needed and cycles of success and decline avoided if buildings and blocks can be gradually changed to meet changing needs.

6.2.76 Good urban design supports a human scale urban form that supports sustainable modes of travel.



Heritage

- 6.2.6 The built heritage of Wimbledon town centre offers important clues to achieving a sense of place. Heritage buildings will be retained as an asset, and future development should complement and enhance them.
- 6.2.7 It is important that heritage assets are protected in a viable way for the future. Policy HC1 in the emerging London Plan sets the context for the council's policies in this regard.
- 6.2.8 The Victorian and Edwardian buildings along The Broadway are a strong part of Wimbledon's character and heritage. However, they have suffered over the years from lack of maintenance and poor quality shop fronts.
- 6.2.9 Merton Council recognises that these parades are intrinsic to Wimbledon's character and heritage and the council has already led a restoration programme on the Queen's Road curve. We will continue to work in partnership with landowners and applicants to restore and refurbish historic frontages.
- 6.2.10 The restoration of historic parades and mews will improve the visual appearance and coherence of the town centre and create small-scale business opportunities to support a diversified retail and workspace offer.
- 6.2.11 More advice on designing a quality shop front can be found in Merton's shop front design guide 2017. New developments will be expected to comply with this guidance.
- 6.2.12 The map on the next page shows the heritage assets in and around Wimbledon town centre. The full Local List can be found on the council's website, and the Statutory List is available from Historic England.



6.2.13 Grade II Statutory Listed Buildings in the Future Wimbledon SPD area:

- Wimbledon Town Hall
- Former Fire Station, Queen's Road
- Wimbledon Theatre
- Former World War I seaplane shed, Wimbledon depot
- Church of St Winefride and War Memorial, Merton Road

6.2.14 Locally Listed Buildings in the Future Wimbledon SPD area:

- Bank Buildings, Wimbledon Hill Road
- Former Telephone Exchange, Compton Road
- Former Post Office, Compton Road
- Wimbledon Library
- Alexandra Public House
- 28 Wimbledon Hill Road
- Wimbledon Police Station, Queen's Road
- Former Wimbledon Post Office, Compton Road
- Queen's Road Curve
- 1-8 The Pavement, Worple Road
- Prince of Wales Public House, 2, 4 and 6 Hartfield Road
- 11 The Broadway
- Former Methodist Church, 1B Griffiths Road
- Holy Trinity Church, The Broadway



- Grade II Statutory Listed Buildings**
- Locally Listed Buildings**
- Other Historic Buildings**
- Conservation areas**
- Historic park**

The character of Wimbledon town centre

- 6.2.15 What is the 'Wimbledon' character, or the town's DNA? Looking at good quality older buildings in Wimbledon – as well as some newer ones, enables a picture to be built of what defines Wimbledon in terms of its visual and architectural appearance. There are pockets of similar buildings in the town centre, but their continuity and thematic presence has been eroded and fragmented over time by post-war redevelopments.
- 6.2.16 Merton's design policies call for an appreciation of context and character and the following guidance is to help inform applicants of the context and character within which new proposals should be based. Generally, Wimbledon's DNA can be divided into three groups: Portland stone, Red brick/terracotta and London stock brick.

Group 1: Portland stone

- 6.2.17 The highest level group is reserved for the most important and prominent buildings. This includes the Town Hall, railway station and the former church on Queen's Road.
- 6.2.18 The architectural characteristics of this group of buildings is use of Portland stone or limestone, restrained but evident and stylish detailing, good window design and detail and a range of proportions covering classical, art-deco and gothic.



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**Wimbledon Station
Wimbledon Town Hall and buildings on
Queen's Road**

41

Examples of new Portland Stone buildings

Group 2: Red brick / terracotta

- 6.2.19 The middle level group is represented by other public, institutional and key commercial buildings. This includes the library, former fire station, former post office, the police station, New Wimbledon Theatre, Wimbledon Leisure Centre, the Wimbledon Guild building, former Telephone Exchange, the Bank Buildings and the Alexandra pub.
- 6.2.20 The architectural characteristics of the Group 2 buildings are usually warm red/orange brick, terracotta, light sandstone dressings, sills and banding, detailing in terracotta and brick 'specials' and Victorian and Edwardian proportions.



**Wimbledon Library
Bank Buildings**

**Examples of new red brick/terraccotta
buildings**

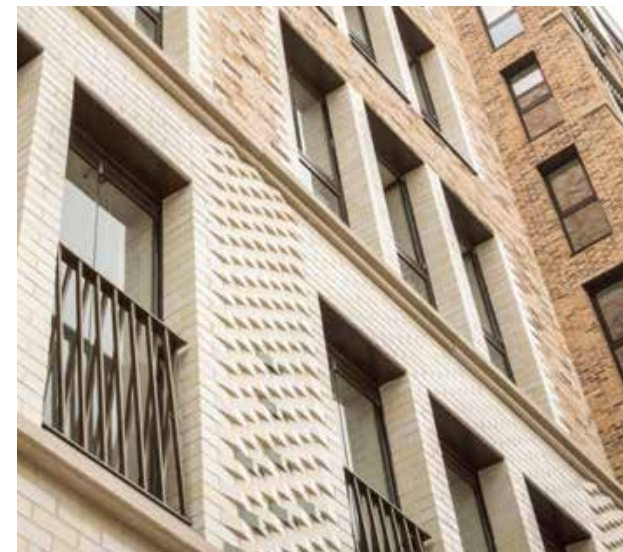
Group 3: London stock brick

- 6.2.21 The third level group can be applied to other commercial and retail buildings where there is more of a repetitive and thematic element to the architecture. This includes the purpose-built Victorian and Edwardian shopping parades, notably on the north side of The Broadway, Queen's Road curve and the south side of Wimbledon Hill Road.
- 6.2.22 The architectural characteristics of these buildings are usually predominantly yellow London stock brick (with some red brick), light sandstone dressings, brick and occasional tile detailing and banding, including around windows, and detailing on banding and cornices. The buildings usually adhere to a simple base of classical influenced proportions.
- 6.2.23 Later repairs and alterations have seen some removal of details and application of render, which is not appropriate to the original character. This includes the parade on Queen's Road and the stepped row of buildings opposite the Town Hall.



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The Broadway
Wimbledon Hill Road



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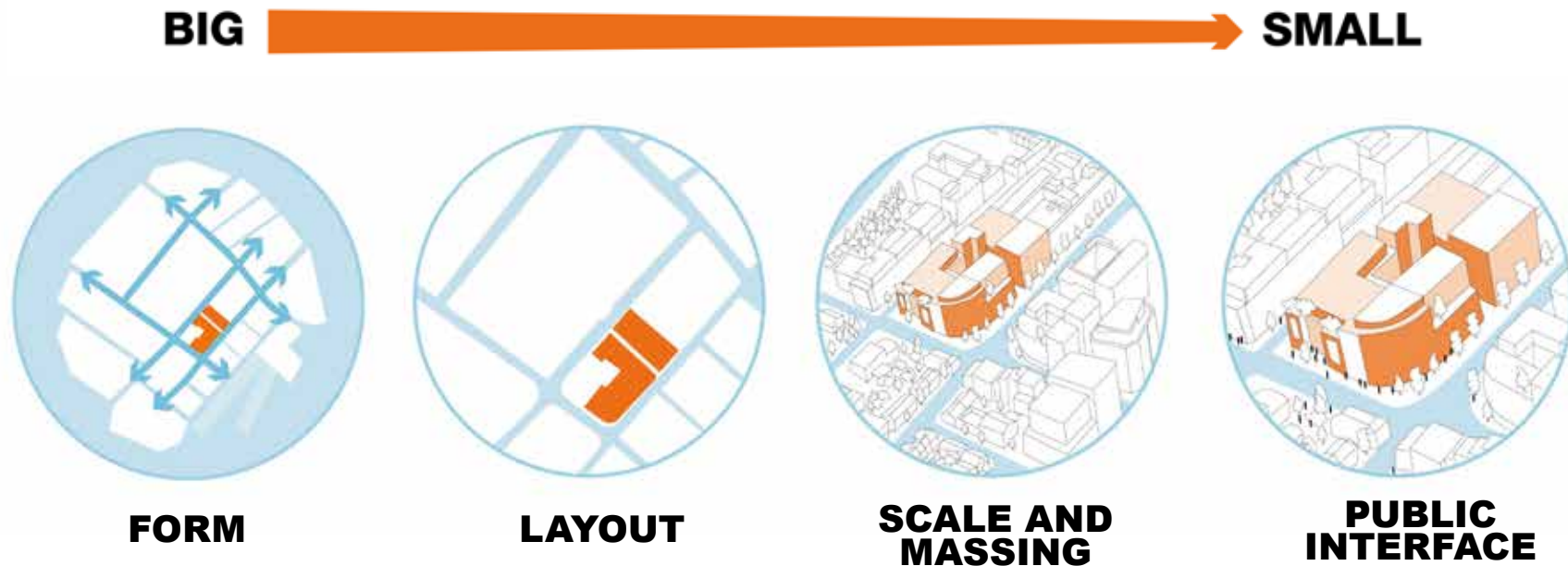
Examples of new London stock brick
buildings

Urban Design

6.2.4 Urban design is about the form, layout, scale, massing and general arrangement of the buildings and spaces within our towns and cities. It is about the relationship between buildings and spaces, in short, about how these places function successfully. This covers a range of practical and functional issues, and also includes the aesthetics of a place.

6.2.5 This section has been structured into the following way from the wider scale of the town to the detail of the human experience.

- **Form**
- **Layout**
- **Scale and massing**
- **Public interface**



Form

- 6.2.24 Urban form relates to the network of main streets, streets, laneways, and open spaces which define the size and shape of urban blocks. Urban blocks are the areas of land defined by streets, often containing several individual buildings and uses.
- 6.2.25 The urban structure of Wimbledon town centre should be loosely based on perimeter blocks. This is where the public fronts of buildings face and define streets, and the more private and service areas are securely located within the blocks. This has a range of benefits that support an active public realm, natural surveillance, security and the definition of streets.
- 6.2.26 Streets are an essential part of how we experience towns and move through them. They define what is public and private. New development must be street-based. It should create new streets and reinforce the form and character of existing streets.
- 6.2.27 New development in Wimbledon must maintain and reinforce existing streets and pedestrian connections. Development must also realise opportunities for providing new direct and convenient routes aligned with existing routes. This is in order to allow the development of a true network of pedestrian friendly routes around the town centre.
- 6.2.28 This form of development is found in many successful mid-rise, high-density neighbourhoods in London, such as Kensington and Chelsea, and is the most

appropriate scale and form for Wimbledon town centre. New development should be based on this urban structure.

- 6.2.29 Mid-rise, high-density, street-based development creates a fine-grain figure-ground pattern, which is by definition able to adapt to changing needs and uses over time. New buildings must be designed for long term flexibility, to support sustainable development.



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Form



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The Broadway looking east towards Wimbledon Theatre

Site Layout

- 6.2.30 Site layout refers to the arrangement of buildings and spaces, including the position of entrances, servicing, refuse, parking and circulation, and how these elements come together to create an efficient and workable building that supports other urban design objectives.

- 6.2.31 The site layout should support the creation of streets. The internal arrangement of the ground floor of buildings should support the creation of active street frontages. This means locating the public elements such as entrances and shop-fronts at the front of the building.

- 6.2.32 Similarly, the more private parts that require more security and are less active should be located to the rear where possible. This includes uses such as refuse, cycle parking and other ancillary uses.

- 6.2.33 Development should maintain the continuity of the streetscape through the regular alignment of built form frontages. New buildings should align to the street at ground level, without setback, unless the design involves the creation of a new publicly accessible open space or pavement widening.

- 6.2.34 The amount of public use should be maximised in any frontage. Where service access is from the street, the amount of frontage required to access ancillary uses should be minimised.

6.2.35 In line with the emerging draft London Plan guidelines, new developments in Wimbledon town centre should be serviced, maintained and managed in a manner that will preserve their safety and quality, and not cause disturbance or inconvenience to surrounding public realm.



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**Variety of façades with active frontages
Lower Marsh**



49

Site layout: maintain active frontages at street level



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Site layout

Scale and massing

6.2.36 Scale and massing is about more than just building heights. It comprises the three dimensional form of a building, including its scale, height, proportions and composition. These elements are all closely interrelated.

Scale

6.2.37 Building scale is about the visual impact and perceived presence of a building in its setting. There are a range of design tools that can be used to influence this.

6.2.38 The scale of a building can be influenced by its horizontal and vertical proportions. Development should utilise this tool to ensure that new buildings are appropriate for their context. A detailed character assessment should be undertaken as part of the design process.

6.2.39 The scale of buildings can also be influenced by apparent height. This can be done through:

- use of a cornice to give the impression of the top of a building;
- use of setbacks for upper storeys;
- pairing two floors to appear as one, using notable design at ground and first floor;
- breaking down the building mass into smaller parts ranging in height.

Visual impact

6.2.40 Buildings must demonstrate a positive contribution to the skyline, local townscape and character and vitality of the street. This is particularly important for taller buildings.

6.2.41 Applicants will be required to provide 3D modelling at application stage to show the visual impact of the proposed development on the immediate, middle and long-range context as defined in the emerging London Plan Policy D8.

Micro-climate

6.2.42 Wind, daylight, sunlight penetration and temperature conditions around the building and surrounding area must be carefully considered to not adversely affect the enjoyment of spaces around the building.

6.2.43 Comfort for pedestrians, maximising sunlight and minimising overshadowing in public spaces are key factors in determining the appropriateness of a development. Taller buildings can utilise setbacks and plinths to minimise the impact at street level. New buildings must demonstrate that they will not create poor quality micro-climates.



Building composition

6.2.44 A building can be considered as being made up of three main parts: a top, middle and base.

6.2.45 Buildings in Wimbledon should demonstrate that they have been designed with regard to this. This approach is particularly relevant for taller buildings. Here are the guidelines for building design in the emerging London Plan:

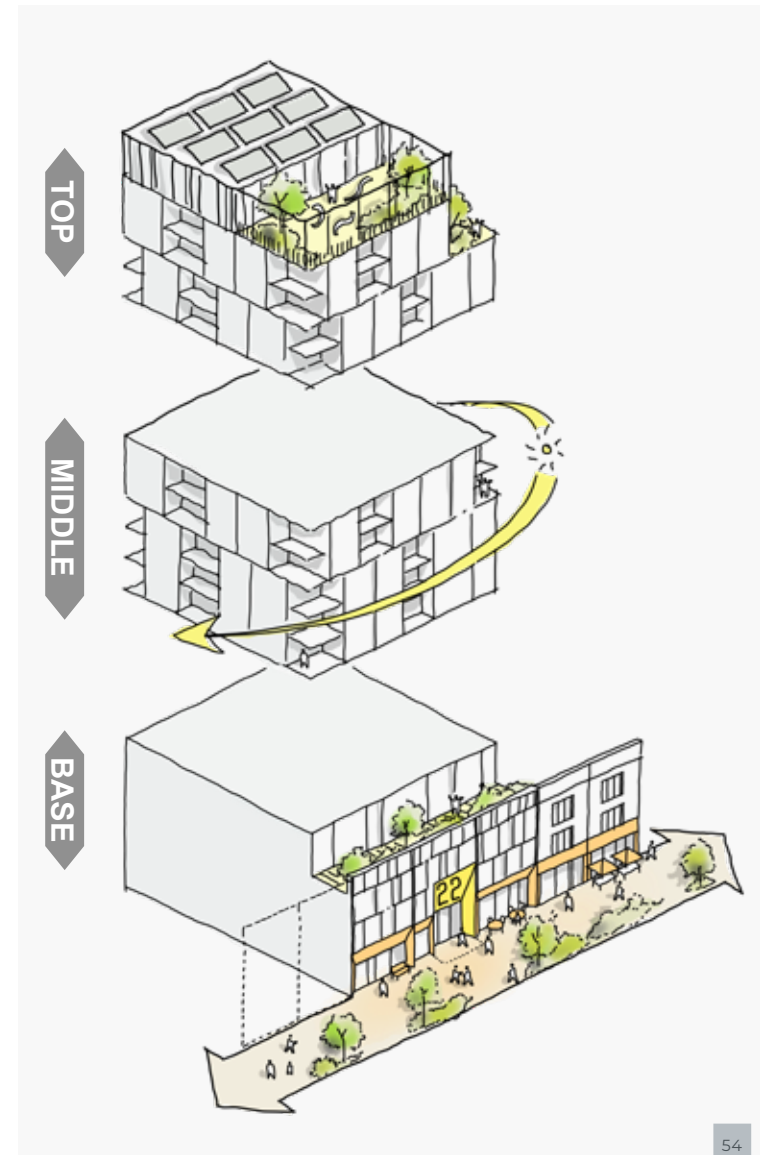
6.2.46 **Top:** The upper floors and roof-top include mechanical or telecommunications equipment and amenity space. The top should be designed to make a positive contribution to the quality and character of the skyline, and any plant equipment must be integrated in the total building design.

6.2.47 **Middle:** The middle of a building has an important effect on how much sky is visible from surrounding streets and buildings, as well as on wind flow, privacy and the amount of sunlight and shadowing there is in the public realm and by surrounding properties.

6.2.48 **Base:** The base of the building is its lower storeys. The function of the base should be to frame the public realm and streetscape, articulate entrances, and help create an attractive and lively public realm which provides a safe, inclusive, interesting, and comfortable pedestrian experience. The base should integrate with the street frontage of adjacent buildings, and where appropriate enable the building to transition down in height.



Scale and massing

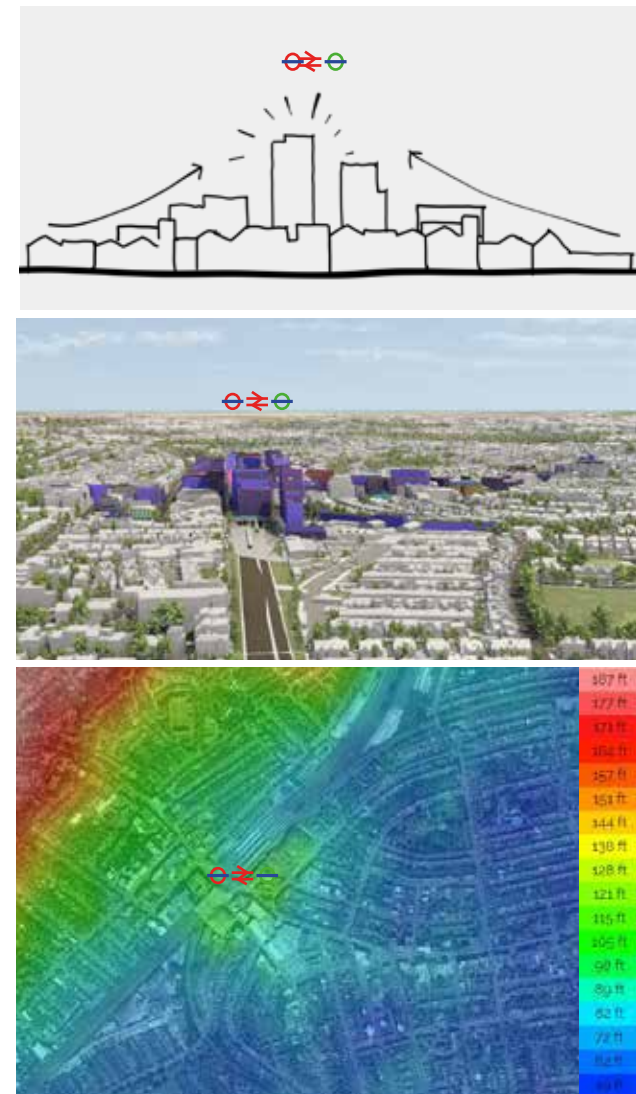


Building composition: top, middle, base

Building heights

- 6.2.49 There are many development opportunities in Wimbledon and the desire to realise them by owners and developers (see planning activity section in chapter 6 of this document). Therefore, there is a great opportunity to remove poor quality buildings. However, to do this, new buildings must not just be well designed and right for the context, but must also be commercially viable.
- 6.2.50 This requires an uplift in floorspace that is complementary to the need to intensify development density, for example, to keep the town centre active and successful and to meet other policy requirements of sustainable development and good growth.
- 6.2.51 The council has undertaken analysis of the town centre's topography, existing building heights, heritage assets and townscape to determine the most appropriate approach to accommodate growth in the town centre. A modest increase in building heights to create mid-rise urban blocks similar to those of Kensington and Chelsea, where heritage assets are complemented by new buildings of quality design is appropriate for Wimbledon town centre.
- 6.2.52 Due to the town's topography, there are sensitive middle distance views from Wimbledon Hill and the Ridgway. However, mid-rise development can achieve densities required for viability as well as meeting policy requirements.

- 6.2.53 Taller buildings should contribute to creating a consistent scale of development based on a range of similar but not uniform building heights that are determined by reference to the surrounding building heights and townscape characteristics. This approach is shown in Figure 55.
- 6.2.54 The general building height approach is to locate taller buildings around the station. The areas around the station (St George's Road, Worple Road and the area over the railway tracks) are the most suitable for taller buildings for a number of reasons.
- 6.2.55 Wimbledon town centre is relatively small and physically constrained by surrounding low-rise residential neighbourhoods. Proposals adjacent to existing residential areas will have to demonstrate that they will not have a negative effect on surrounding residential amenity, rights of light etc. This has not been considered in the building heights guidance map because the design of buildings can mitigate these factors without affecting the overall height.
- 6.2.56 Towards the eastern end of The Broadway around the CIPD building and YMCA there are already a number of taller buildings of residential, office and community use. This area would also be appropriate for some increase in height, where the context allows. Proposals must demonstrate that they will not negatively impact surrounding character, residential amenity and rights of light etc.



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Principle: position taller buildings around the station
3D analysis of scale and massing
Topography of Wimbledon town centre

- 6.2.57 There are a number of heritage assets in the town centre, which will have to be sensitively considered by proposals for taller buildings. Proposed tall buildings in Wimbledon must avoid harm to the significance of heritage assets and their settings and contribute positively to the character of the area.
- 6.2.58 Proposals should have consideration of the London Plan Policy D8 states that the design of taller buildings should be based on local context. More detail on design quality and heritage is included later in this document.
- 6.2.59 The building height guidance in Figure 56 is consistent, and in accordance with Merton's tall buildings policy for Wimbledon (CS6), which advocates a mid-rise level of growth for Wimbledon.
- 6.2.60 The guidance has been provided in storey heights that are based on the existing building heights in the town centre. We recognise that redevelopment may lead to a change in floor to ceiling heights that would make the building height guidance in isolation of context inappropriate.
- 6.2.61 Therefore, the building height guidance should not be taken as writ, but be used to inform what level of uplift in height would be appropriate for the context of each site.
- 6.2.62 Building heights have not been provided in Above Ordnance Datum because of the complex topography of the town centre and the desire not to be over-prescriptive in this guidance document.



Public interface

- 6.2.63 The public interface is the boundary between the internal use of a building and the public realm of streets and spaces. They are key to defining the relationship between internal and external areas.
- 6.2.64 First and foremost, we experience cities at ground level. Street activation is key to a successful place. Uses must create and support jobs, culture and quality of life. The evolving nature of high streets and retails means that successful places are those with activity and culture. Key to achieving this is ensuring that there is a good mix of uses within buildings that can respond to changing needs.
- 6.2.65 New development must maximise the amount of active frontage, particularly at ground floor level. This should be done by maximising the number of entrances and ensuring visual links/permeability between internal and external spaces. Obscuring windows and shop fronts for example, with advertising and shutters, will not be permitted, in accordance with the Shopfront Design SPD.
- 6.2.66 Visual permeability ensures there is natural surveillance. These principles should be applied to upper floors as well as ground floor level. Natural surveillance helps give a sense of safety and security to users of the public realm, and to building occupiers.

- 6.2.67 The ground and lower floors of a building are where the provision of detailing and human scale building elements are most important. New buildings should ensure that they have appropriate richness of detail based on thorough contextual analysis.



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Public interface



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Street activation is key for a successful places



FW PRIORITY 2: PUBLIC REALM

6.3 FW PRIORITY 2: PUBLIC REALM



Objectives

- 6.3.1 New developments in Wimbledon must demonstrate a commitment to a step-change in the quality of the public realm. The council will engage landowners to improve the public realm and create new and improved spaces as part of proposals, particularly for larger developments.
- 6.3.2 Smaller developments will be expected to contribute to a programme of public realm enhancements. This will be done through the planning mechanisms of S106, S278 and CIL financial contributions.
- 6.3.3 The council will implement a range of enhancements to improve the public realm as ongoing programmes or individual projects. High quality public realm will be achieved by ensuring new development meets the following objectives:

Streetscape: The streetscape will be gradually enhanced through a range of initiatives that will employ high quality, natural, durable materials, and street furniture with a clear role and need.

Greening: Greening will be based on street trees and (where suitable) Sustainable urban Drainage Systems (SuDS), swales and green walls. Planters will be removed in favour of this approach. New development will contribute to a high quality street tree planting programme.

Streets and Spaces: Elements of the public realm will be designed to reinforce the street as the primary means of experiencing and moving through the town centre. Existing public open spaces will be retained and enhanced, and new ones created of appropriate size and location.

Getting around: The public realm will be designed to give highest priority to pedestrians of all abilities, both qualitatively and quantitatively. Improved facilities for cyclists will be provided in the public realm and within buildings, including a cycle hub.

Qualitative Experience: All aspects of the design of streets and spaces will be underpinned by the objective of enhancing the quality and pleasantness of experience in the town centre.

Enhancement opportunities: Specific locations identified for enhancement will be prioritised and secured for completion by the council through its own programmes and planning tools.



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A vision for Wimbledon's streets



- 1. Wimbledon Hill Road
- 2. St Mark's Place
- 3. St George's Road
- 4. Wimbledon Station square
- 5. Hartfield Road
- 6. Wimbledon Piazza
- 7. Wimbledon Theatre
- 8. YMCA

Streetscape

- 6.3.4 The streetscape is made up of the surface materials and the various items of street furniture found in the street, from highway infrastructure such as traffic lights, places to sit, and public art.
- 6.3.5 The public realm should be safe, accessible for all, inclusive and attractive by incorporating high quality design, landscaping, planting, street furniture and surfaces that create a sense of place during different times of day, night, days of the week and times of the year.
- 6.3.6 These improvements will help develop a unique selling point for Wimbledon which will broaden and strengthen the retail base and other town centre uses to the economic benefit of the town centre. This will help make Wimbledon town centre a more pleasant environment for residents and visitors.

Street furniture

- 6.3.7 Street furniture and signing should be an integral part of the public realm in style, colour and location. All too often, these items are randomly distributed along the street with little attention being paid to their overall function, resulting in a “cluttered” environment.
 - Streets and spaces should be designed to incorporate the minimum of street furniture and signs;
 - Items of street furniture including signs and shelters should be integrated and

combined wherever possible into one unit;

- All superfluous pieces of street furniture and signing should be removed from the town centre streets and spaces;
- Street furniture should be considered as a family of items, in keeping with the quality of the environment and assisting in the unifying of the town centre to provide a sense of identity and coherence in the public realm;
- The position of street furniture should be used to help create and delineate space;
- Items of street furniture should be located within passive pedestrian spaces, reducing potential hazards.

Street art and lighting

- 6.3.8 Art and lighting in the public realm help make a street more identifiable, and at night encourage better pedestrian use. Public spaces should be secure and well-lit to support activities at different times of day.



Greening

- 6.3.9 Greening will be based on street trees and (where suitable) SUDS, swales and green walls. Trees can create attractive soft relief in extensive built up areas and add a dimension of human scale. The use of planters, hanging baskets or window boxes can be successful in highlighting significant buildings and providing seasonal colour. If well-maintained they also suggest a degree of ownership and a sense of civic pride.
- 6.3.10 Where trees are to be introduced, cues should be taken from the surrounding urban form, a tree should be placed in a strategic position to provide an important point of interest and help soften the possibly harsh outline of a building or emphasise the importance of a space by becoming the focal point.
- 6.3.11 Greening adds visual interest and adds amenity value, contributes to things to see, improves air quality and also reduces surface water runoff. Attractive streets feel less dominated by traffic noise and perceived road danger.
- 6.3.12 Street greening can provide shade and shelter and incorporate places to stop, sit and rest, it can help people feel relaxed and add to a more pleasant ambience in the town.
- 6.3.13 Street trees and planting add to the experience of walking along streets. They protect pedestrians from the elements and add significantly to the character of an area. Dependent on design, they can also reduce

hard-surfaced areas, and thereby reduce run-off.

- 6.3.14 The council may require semi-mature trees when, for example, the trees have an important landscape or screening function. Merton Council will encourage developers and existing businesses to plant suitable trees and vegetation, supplemented with imaginative lighting and street furniture.
- 6.3.15 Where street greening is not feasible because of lack of space or utilities under the pavement, other interventions such as green walls and planters may be another option. In addition, green roofs and walls can bring environmental and ecological benefits to the built environment promoting biodiversity, reducing flooding and the urban heat island effect.
- 6.3.16 The council will seek to retain trees where possible, but where tree removal is needed a replacement approach will be taken that reflects the maturity, volume, size, value and condition of the trees to be felled. The council uses the nationally recognised Capital Asset Valuation of Amenity Trees or CAVAT system for this process or as subsequently updated.
- 6.3.17 The council will also look to trial the use of roadside planting/hedging to help filter out particulates from the air or to mitigate noise impacts. The council will also promote green infrastructure and increased tree planting on private land through the planning process.



Streets and Spaces

- 6.3.18 Elements of the public realm will be designed to reinforce the street as the primary means of experiencing and moving through Wimbledon. Existing public open spaces will be retained and enhanced and new ones created of appropriate size and location.

Street Character and Spaces

- 6.3.19 Streets are the basis of the town centre, and how it is experienced. They are given shape and form by the buildings that line them. Both the buildings and the street alignments have historic value and meaning.
- 6.3.20 Quality public spaces are essential to good placemaking and offer places to meet, relax, enjoy events and to activate the town centre. They can also provide places that support mental health.
- 6.3.21 Merton Council supports creating more places for people and a counterbalance to urban growth. Public space can take many forms; from a grand town square, to pedestrian laneways, pocket parks and pop-up park-lets.
- 6.3.22 Streets should function as public spaces that people want to occupy, with an environment that allows people to move comfortably through the town centre. The public realm of Wimbledon town centre can be improved through a strategy of foot-way widening, de-cluttering,

visual improvements (including trees, planters and seating) and surface material improvements.

- 6.3.23 Street furniture, in particular seating and benches, can contribute to changes in space use, encouraging perceived ownership. Particular care has to be taken to make sure that it does not negatively impact on mobility and visually impaired pedestrians. Planters are also an effective way of adding more greenery to the street.
- 6.3.24 **A new town square:** A new large public space in the town centre would create a new focal point for events and activities. This can include town centre related events but also national and international events, including Wimbledon Tennis and Ride London.
- 6.3.25 **Spaces between buildings:** The potential for new public spaces in the town centre is restricted by the space available. However, as developments come forward there is the opportunity to create new public spaces between buildings.
- 6.3.26 **Building frontages:** The shape, position and upkeep of buildings which define the street have a great impact on the character of the town centre. The design of architectural details, façades, doors, windows and signs should encourage overlooking and pedestrian activity.
- 6.3.27 **Active frontages:** Public spaces should be supported by active frontages including cafés, restaurants and retail. Retail forecourts are the privately owned area

outside a shop which can be used for selling, seating, entertainment, displaying goods, etc. If these areas are active and well managed they can reduce the perception of vehicle dominance as well as bringing life to the street.

- 6.3.28 **Flexible space use:** Public spaces should be designed to perform multiple functions. These can include temporary markets on weekends, bank holidays, festive periods or other events.



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Places for people
St Mark's Place, Wimbledon

Getting Around

- 6.3.29 The public realm will be designed to give highest priority to all pedestrians both qualitatively and quantitatively. Improved facilities for cyclists will be provided in the public realm and within buildings, including a cycle hub.
- 6.3.30 Wimbledon is dominated by vehicles and through traffic. The experience of the town centre is often poor, despite some recent improvements (Destination Wimbledon project 2012).
- 6.3.31 The linear form of the town centre and the barrier created by the railway, place real limits on what can be practically achieved to reduce through traffic. Traffic management and reduction is the key, rather than full pedestrianisation, which can also take the life out of a town centre.
- 6.3.32 Crossrail 2 may provide the opportunity to create additional railway crossings for all modes. In its discussions with Crossrail, the council will seek to secure new crossings over the railway, both to the north and south. However, many public realm and transport improvements can be achieved without the need for Crossrail and the council will continue to pursue these.
- 6.3.33 It is important for places and streets to be designed with an identifiable character that will have a positive influence on driver, cyclist and pedestrian behaviour. The council will support and promote good urban design to make the environment more liveable and attractive.

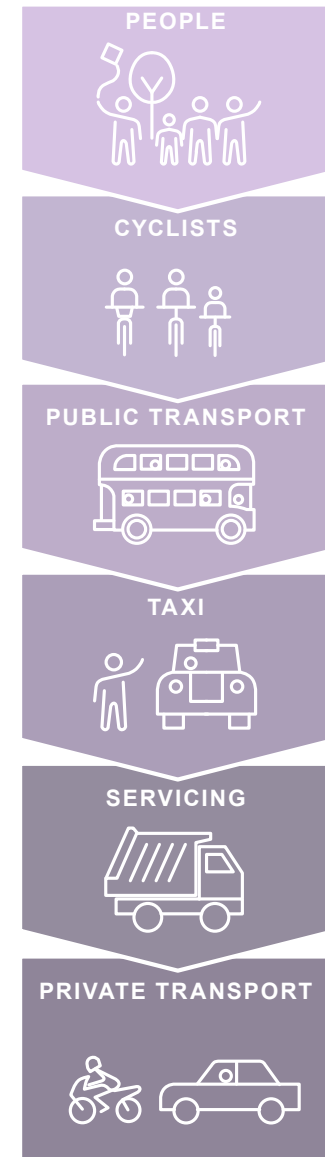
6.3.34 The Healthy Streets Approach is a system of policies and strategies to deliver a healthier, more inclusive city where people choose to walk, cycle and use public transport. The 10 Indicators are the essential ingredients for a healthy street environment.

1. Pedestrians from all walks of life
2. Easy to cross
3. Shade and shelter
4. Places to stop and rest
5. Not too noisy
6. People choose to walk, cycle and use public transport
7. People feel safe
8. Things to see and do
9. People feel relaxed
10. Clean air

6.3.35 Merton’s transport vision embodies TfL’s Healthy Streets and Vision Zero commitments. Proposals for improvements to Wimbledon’s streets and spaces will focus on achieving these policy requirements.

6.3.36 Merton supports good growth and the associated quality-of-life benefits that walking and cycling can bring. The vision for Wimbledon town centre is to create safe, comfortable and active environments for pedestrians and cyclists, while allowing efficient movement of public transport and vehicular traffic.

6.3.37 There are many opportunities to realise improvements. For example, the space outside the Town Hall and along Queen’s Road can be calmed and redesigned as town centre spaces and places, in a similar manner to Exhibition Road, whilst still being



identifiable and operating as streets. This will create physical and visual enhancement and calm traffic, whilst retaining the movement function.

- 6.3.38 Exploring the option of returning two-way traffic to Hartfield Road is an aim of the Masterplan. This will enable The Broadway to take on a more public transport oriented role and reduce general traffic on this important shopping street. A new bridge across the railway from Alexandra Road could address this but is likely to be dependent on Crossrail 2 for delivery.
- 6.3.39 Wimbledon will need to maintain adequate parking for different users to support the health and vitality of the city centre. This will be part of a wider transport strategy to encourage sustainable travel and to minimise congestion in the town centre during peak periods.
- 6.3.40 The need to maintain activity and vibrancy throughout the day, avoid dead areas at night time, and the lack of railway crossings, means that a flexible and balanced approach is needed towards different modes. Full pedestrianisation of any street is unlikely to be appropriate or possible.

Cycling

- 6.3.41 Increasing cycling for all abilities in Wimbledon town centre is a key element of encouraging more people to travel sustainably. Cycling infrastructure can be improved in the town.

6.3.42 Wimbledon is a busy town centre with an important public transport hub, it is appropriate to seek a cycle parking hub consisting of a secure cycle parking garage, maintenance facilities and showers. This, or contributions to it, will be sought through S106 and CIL from redevelopment proposals. Where cycling infrastructure is provided in the workplace, it should adhere to Transport for London's Workplace Cycle Parking Guide.

6.3.43 On main roads, safety is paramount, so cycle lanes should preferably be wholly segregated and two-way. Where this is not possible, a hybrid design sitting between footway and carriageway level for one-way flow is recommended. On side streets with less traffic, cycling on the carriageway should be made easy through a range of 'light touch' measures.

6.3.44 Purpose designed cycle parking is important, It must be conveniently located at key activity generators, but also located around the edge of the town centre to encourage cyclists to walk when they arrive.

6.3.45 Cycle parking in the street is convenient and is required, but this needs to be balanced against them becoming clutter in the public realm and narrowing the effective width of footways. Where they are provided on the footway, the effective width of the footway must be appropriate to the actual or anticipated footfall and not present barriers to movement.

6.3.46 In other areas cycle parking should accommodate other types of cycles such



**Current bicycle parking facilities at Wimbledon station
Example of on-street cycle parking**

as inclusive cycles, for example cargo bikes, trailers, buggies and tandems, and handcycles. Cycle storage should also consider the accessibility needs of users with non-standard cycles. Guidance is available from Wheels for Wellbeing via wheelsforwellbeing.org.uk.

- 6.3.47 Driving will always remain a necessity for a range of reasons and must be reasonably planned for. Whilst the first priority in the town centre is to encourage walking, cycling and public transport, vehicles should be as sustainable as possible. This means that car clubs and electric vehicles will be prioritised wherever possible.
- 6.3.48 The council will encourage developers to look beyond their site boundaries when seeking to mitigate the impacts of their proposals. In particular, footway widening and contributions to a range of sustainable transport measures will be sought.

Servicing

- 6.3.49 Wimbledon is a high density town centre and is to become more intensively used. Not all uses and buildings can have their own service yards not can they have dedicated on-street servicing bays outside their premises. The competing demands for street-space makes this impractical.
- 6.3.50 New, larger buildings should provide on site servicing where possible. Improved and more flexible management of the road space and more flexibility in delivery times and vehicle sizes will be expected, in order to successfully deliver good growth.

Qualitative Experience

- 6.3.51 The future of Wimbledon will be as much about creating streets and spaces for people to enjoy as well as it will be about the architecture of the buildings. Activity, interest and variety in the public realm is key to creating successful places and human-scale experiences.
- 6.3.52 With urban design, it is about how the place works and functions, as well as how buildings interact with the street and provide animation. Places should be designed with people of all ages in mind. For example, with places for children to play as well as seating.
- 6.3.53 **Inclusive design:** Good design can be achieved only if the environment created meets as many people's needs as possible. Inclusive design celebrates the diversity of people and should not impose disabling barriers. While the needs of wheelchair users and mobility impaired people are important it is also necessary to understand the barriers experienced by people with learning difficulties, mental ill health, visual impairments and hearing impairments.
- 6.3.54 **Sense of ownership:** Public spaces should encourage direct interaction amongst local residents, businesses and visitors to the town centre of all ages and abilities.



Enhancement Opportunities

- 6.3.55 Specific locations identified for enhancement will be prioritised and secured for completion by the council through its own programmes, planning tools and working with key landowners.
- 6.3.56 There is significant scope for improvement, and the strategy is to develop a series of new and improved public spaces of a variety of sizes connected by a network of new and existing pedestrian routes.
- 6.3.57 Many of these spaces can be realised as stand alone proposals and some of these are in progress. Others will need to be realised by larger scale development from key landowners.
- 6.3.58 All these proposals must bring about significant improvements to the public realm of Wimbledon. Key opportunities are shown here, but others will arise during the timescale of the Masterplan.
- 6.3.59 **Wimbledon Hill** has a funded public realm scheme in development to improve biodiversity, street furniture and urban greening along the hill.
- 6.3.60 **St Mark's Place** has the potential to be a hub for social and cultural interaction through improvements to the public realm.
- 6.3.61 **St George's Road** can be transformed from a traffic-dominated street to a tree-lined street with new pedestrian connections.

- 6.3.62 **Wimbledon station** is the natural location for a new town square as part of a new world-class station design.
- 6.3.63 **Dundonald Yards** could be a new mixed-use neighbourhood as an urban extension from of the town centre with a new open space at its heart.
- 6.3.64 **Queen's Road** can become a more animated town centre street with cafés, bars and outdoor seating.
- 6.3.65 **Wimbledon Piazza** can be the heart of an enhanced and intensified mixed-use quarter with high quality public space.

- 6.3.66 **Hartfield Road** suffers from dead frontages, and can be improved by enhancing and greening the public realm and activating the street with new buildings.
- 6.3.67 **Wimbledon Theatre** will have a new public space created by altering the junction of Russell Road to create a high quality setting for the renowned venue.
- 6.3.68 **The YMCA** public space as part of the redevelopment will provide a new space for the local community and those using the building.





FW PRIORITY 3: URBAN GREENING AND SUSTAINABILITY

6.4 FW PRIORITY 3: URBAN GREENING AND SUSTAINABILITY



Objectives

- 6.4.1 Merton Council will require all development proposals in Wimbledon town centre to be designed to deliver holistic and multi-functional sustainability benefits, inclusive of biodiversity, flood prevention, water quality, improved air quality, micro-climate and amenity value.
- 6.4.2 This is to ensure that the next generation of buildings in Wimbledon serve the town well for its long term success. This means that buildings must be long-lasting, adaptable, fit for purpose, sustainable and loved.
- 6.4.3 The council will encourage all developments in Wimbledon to optimise the greening of their site, including the removal of hardstanding and the creation of parklets and other human-scale spaces for people to enjoy.
- 6.4.4 We will support measures outside the planning system that help make Wimbledon more attractive and foster a sense of community ownership, such as the re-use of planters, the implementation of rain gardens and community planting of street trees. Information on greening the public realm is outlined in Future Wimbledon Priority 2, including public realm proposals for different areas of the town centre.

Climate change resilience

- 6.4.5 Merton Council has declared a Climate Emergency and is committed to making Merton a more environmentally sustainable place, taking the lead in tackling climate change, acting to reduce resource use, and increasing local resilience to the impacts of a changing climate. We are preparing a Climate Action Plan, more information on which can be found at: merton.gov.uk/planning-and-buildings/sustainability-and-climate-change/climate-emergency
- 6.4.6 There are opportunities to be proactive in exploring innovative ways of reducing dependence on fossil fuels, emissions of greenhouse gases and attracting and nurturing businesses and other organisations dedicated to innovative approaches to climate adaptation and mitigation.

Low-carbon design

- 6.4.7 The council aspires to de-carbonise Merton by 2050. Some 60-65% of carbon emissions within the borough are generated from building stock. Therefore, the design of new buildings, and refurbishment of existing buildings must be capable of being carbon free over this time period, and not result in a legacy of poor performance that will require remedial action in the future.
- 6.4.8 The re-use, adaptation and extension of existing building stock in Wimbledon is a sustainable way of achieving good growth, as demonstrated at Wellington House, 24 Worple Road, Pinnacle House and 120 The Broadway.

- 6.4.9 For new developments in Wimbledon town centre the council will require a demonstration that they have made the fullest contribution to minimising energy use and carbon dioxide emissions from construction and operation, and be in accordance with the Mayor of London's Energy Hierarchy.
- 6.4.10 This may be through a high standard of fabric efficiency, a progressive decrease in the use of gas in favour of low carbon alternatives and district heating, and maximising low carbon micro-generation technologies (e.g. solar photovoltaic panels, solar thermal and air source heat pumps).



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Green roofs improve biodiversity, overheating, reducing surface water runoff and water quality

Overheating

- 6.4.11 Development proposals should also demonstrate adaptations towards the changing climate in their design by minimising the risk of overheating and reducing the demand for active cooling. Design should prioritise passive measures to promote cooling to limit intensive energy use and waste heat production.
- 6.4.12 Materials with a high albedo, such as a light-coloured or polished surface, and reflect radiant heat should be reduced to avoid overheating. Low albedo materials which absorb heat and have a cooling effect, such as green roofs and landscaping.

Circular economy

- 6.4.13 A circular economy is one that seeks to promote waste minimisation by moving from a more traditional linear model of resource use, consumption and disposal to one that promotes long-term sustained use, reuse and recycling.
- 6.4.14 The council will require all new developments in Wimbledon town centre to reduce waste and support the principles of the circular economy in promoting a sustainable approach to new development and minimising residual waste.
- 6.4.15 Proposals should, where relevant, consider the new London Plan Policy S17 Reducing waste and supporting the circular economy, the objectives of which are to:
 - Create buildings that are high quality, flexible and pay attention to the building lifespan, through appropriate

construction methods and the use of attractive, robust materials which weather and mature well;

- Improve resource efficiency to keep products and materials at their highest value use for as long as possible;
- Promote waste avoidance and minimisation and ensure that there is zero biodegradable or recyclable waste to landfill by 2026.

Flood resilience

- 6.4.16 Flood events are expected to become more frequent and more significant in the future as the UK's climate changes. The installation of Sustainable urban Drainage Systems (SuDS), such as green and blue roofs, can have several benefits in addition to reducing flood risk. These include increasing biodiversity, urban cooling, providing additional green space in built-up areas and improvements to water quality.
- 6.4.17 Development sites offer the potential to enhance the public realm and streetscape environment through implementing SuDS in accordance with the Mayor's Health Streets initiative to reduce surface water runoff in the town centre. New developments can also consider water efficiency measures to minimise water consumption such as rainwater harvesting or grey water recycling.
- 6.4.18 To reduce the volume and rate of run-off from sites, the council will expect developments to utilise water efficiency measures and SuDS, such as green and

blue roofs, rain gardens, bio-retention planters, permeable paving and all other forms of green and blue infrastructure in line with Merton's emerging SuDS SPD, the London Plan drainage hierarchy and National SuDS Standards.

- 6.4.19 **Swales:** Swales are qualitative and performative. They manage water runoff, increase storm water infiltration and filter pollutants while adding to the visual appeal of streets.
- 6.4.20 **Rainwater harvesting in buildings:** Rainwater harvesting in buildings can reduce the impact of heavy rain by re-using stored water, which in turn reduces the demand on water resources, which will become more scarce with the impacts of climate change. Stored water can be utilised for on-site irrigation.



- 6.4.21 Developers must demonstrate the maintenance, operation and long-term management and adoption of SuDS through a SuDS Management Plan that must be submitted as part of their drainage strategy
- 6.4.22 Green roofs, which are suitable for a wide variety of roofs and also for retrofitting, are generally considered to be low maintenance and often have no requirement for irrigation once established, are particularly encouraged. All green, blue and brown roof systems should use a high percentage of recycled products.

Air quality

- 6.4.23 The council is delivering improvements to air quality through its Air Quality Action Plan and through a wide range of measures set out in the Local Plan, from the promotion of walking and cycling, efforts to minimise single occupancy vehicle journeys, encouraging electric vehicles and supporting landscaping and planting. The action plan is firmly linked to the Merton Council Sustainable Transport Strategy and the aspirations within the Local Implementation Plan (LIP3).
- 6.4.24 Policy P.8.9. in Merton's emerging Local Plan focuses on the requirements for assessing air quality at the planning application stage. To meet the aims of the National Air Quality Objectives and the Mayor of London's Air Quality Strategy, the council has designated the entire borough as an Air Quality Management Area.
- 6.4.25 Therefore, development that may result in an adverse impact on air quality including during construction, may require an Air Quality Impact Assessment in order for the council to consider any possible pollution impact linked to development proposals.
- 6.4.26 Operations that are likely to give rise to noise, dust, vibration, odour or other pollutants are controlled by the licensing regulations implemented by the council's Environmental Health Team and the Environment Agency
- 6.4.27 Merton Council will seek to ensure that all new developments subject to an Environmental Impact Assessment should aim to achieve Air Quality Positive and all other developments achieve "Air Quality Neutral" in line with the emerging London Plan policy S11.
- 6.4.28 The council will explore opportunities to limit engine idling through driver education and health and air quality initiatives. This might include making anti-idling traffic management orders supplemented by enforcement action days.
- 6.4.29 As development proposal come forward close to transport interchanges the council will use the planning process to bring forward enhanced taxi facilities so that they better serve the needs of users and are fully accessible. The council will work with TfL to identify future needs and where transport proposal come forward seek to include improved facilities for drivers as part of its wider aim of improving the whole journey experience for users.





FW PRIORITY 4: FUTURE OF THE HIGH STREET

6.5 FW PRIORITY 4: FUTURE OF THE HIGH STREET



Objectives

- 6.5.1 Attractive to residents, tourists, businesses and their staff, Wimbledon has a large variety of shops, services, cafés, restaurants, cinemas, theatres and offices. By capitalising on Wimbledon's international and national reputation for quality, the council hopes to further enhance the character and vibrancy of the area to create a sense of place for residents, workers and visitors whilst protecting its heritage assets.
- 6.5.2 While there is a good retail offer in Wimbledon town centre, much of it is made up of franchises and retail chains which may have an impact on the competitiveness of the centre.
- 6.5.3 Wimbledon should continue to grow as a mixed use town centre with new developments maximising active street frontage and flexibility to allow easy adaptation between different uses.
- 6.5.4 In accordance with Chapter 17 'Centres - Policy 7', we will encourage the provision of a range of unit sizes, including smaller units in Wimbledon town centre to promote a range of retail, including smaller local businesses that can enhance the character and local distinctiveness of the area.
- 6.5.5 In the future Wimbledon needs to harness the unique opportunities that can be provided by high streets within our changing world. As online shopping challenges their retail function we need to reimagine the role of the high street to emphasise the personal experiences that they can offer to draw communities together and enrich lives.
- ### Culture, art and entertainment
- 6.5.6 Culture, arts and tourism development creates economic and social benefits by attracting residents, business visitors and tourists. These uses provide employment and complement the retail and services, cafés, restaurants, public houses and leisure and entertainment facilities in Merton's town centres, contributing towards their overall vibrancy.
- 6.5.7 Wimbledon has a strong cultural offer with existing theatres, cinemas, Merton Arts Space and many events and festivals. The management of vibrant daytime, evening and night time activities is essential to enhance town centre vitality and viability.
- 6.5.8 There has been a long-held ambition for a new performance venue / concert hall which was a common theme in our workshops. Merton Council is working collaboratively with the Wimbledon Concert Hall Group to determine whether there is an available site, and more fundamentally; a credible, sustainable and viable business case for a multi-purpose cultural venue in Wimbledon.

Temporary street life

- 6.5.9 Simple, inexpensive and temporary interventions can have high impacts. For example; painting a crossing, adding some summer seating or using unused space for temporary play or cultural activities can change attitudes to a place and lead to long term improvements. The markets, tennis screens and proposed seating outside Wimbledon Theatre are all examples of interventions that enliven public spaces in Wimbledon.



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Market Hall Fulham
The high street should maximise activity and support temporary and pop-up experiences

Retail offer

- 6.5.10 Wimbledon offers a range of shop types and sizes that enhance its character and distinctiveness, from smaller shop fronts that are part of South Park Gardens conservation area fronting the Broadway to purpose built spaces such as Centre Court and Victoria Crescent. Having a range of different sized and types of premises helps to support a greater variety of town centre offers.
- 6.5.11 We will maintain and enhance the retail core of the centre, especially within the Primary Shopping Area around Wimbledon Station and Centre Court shopping centre to ensure that the centre remains competitive and meet the needs of visitors. Elys should be retained and enhanced as a key retail anchor for the town centre.
- 6.5.12 However, we recognise that consumer behaviour is changing rapidly. While this is having a seismic impact on the traditional high street retailers, improvements in the speed and management of servicing and deliveries are increasing the viability of niche stores and smaller restaurants.

Flexibility of Retail Formats

- 6.5.13 Wimbledon provides a dual opportunity to provide more larger format retailing in and around Wimbledon Station and the Piazza. Whilst the Victorian properties on Wimbledon Hill Road, The Broadway and in potential new laneways, mews and small public spaces can accommodate more independent retailers, and niche destinations for brands.

- 6.5.14 St Mark's Place, the Piazza and new public spaces can provide ideal places for street markets, farmers markets and other specialist markets, enhancing the town centre's vitality for residents and workers, and attracting more visitors to the town centre.
- 6.5.15 To ensure Wimbledon remains competitive and is resilient in this challenging environment, we will continue to support development that enhances Wimbledon's shopping offer and retail experience while working with landowners to ensure that spaces can support a range of different activities inside the premises, whether it be shops, restaurants, leisure, cultural or a mix of all of the above.
- 6.5.16 This approach will be more cost effective in the long run for the landowner and will create viable space for start-ups and other businesses to grow, flex and change with changing demands and consumer behaviour.
- 6.5.17 As set out in the emerging Local Plan transport policies, we will also plan for the changes to pick-up, delivery and servicing that has come with multi-channel shopping, such as motorbike collection and drop off space.

Meanwhile use

- 6.5.18 To create a resilient, safe, diverse and vibrant town centres, high streets and other areas in Merton, we will support opportunities to use vacant buildings and land for flexible and temporary meanwhile uses or pop ups.



- 6.5.19 The use of temporary buildings and spaces can help simulate vibrancy, vitality and viability and security by creating social and economic value from vacant properties.
- 6.5.20 The benefits of meanwhile use also include short-term affordable accommodation for SMEs and individuals, generating a short-term source of revenue for the local economy and providing new and interesting shops, cultural and other events and spaces, which can attract longer-term business investment.

Offices

- 6.5.21 Wimbledon has emerged as an active office market in recent years, and accommodates the majority of major office development in the borough. It is an attractive location for investment in south-west London. There are two distinct clusters of office development around Wimbledon Bridge and Worple Road, and a developing cluster east of the station along The Broadway. We will continue to support the development of major offices in these locations.
- 6.5.22 There will be ongoing demand for modern office floorspace in Wimbledon town centre commensurate with its international reputation, excellent public transport access and high quality surrounds. Smaller offices will be supported in other town centres commensurate with their scale and function.

- 6.5.23 The rise in home working and flexible working for office based employees has not led to a downturn in demand for new purpose built office floorspace in Wimbledon; there has been a rise in speculative office development since 2013. The town centre offer can also be enhanced with new co-working, meeting and conference space.

Hotels

- 6.5.24 With its proximity to central London, the tennis championships and its significant leisure and cultural pursuits and associated valued status Wimbledon has potential for more hotel accommodation. Quality hotel and conference space is encouraged as a means to boost the business and tourist trade in the area and attract visitors to Wimbledon all year round.

Night-time economy

- 6.5.25 Evening and night-time activity, including leisure, entertainment and cultural activities can play an important role in supporting the local economy in Wimbledon and ensuring that the centre serves a wide range of users.
- 6.5.26 A balanced approach is however needed to ensure that the competitive advantage that the night-time economy offers the centre is recognised, as well as ensuring that the potential negative impacts in relation to noise, disturbance and anti-social behaviour are addressed.



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Pinnacle House, Hartfield Road



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Night time economy



FW PRIORITY 5: THE STATION AND RAILWAY

6.6 FW PRIORITY 5: THE STATION AND RAILWAY



Objectives

6.6.1 Our strategy for growth, intensifying existing commercial blocks and planning for long term growth above the railway; ensures that the quality and character of neighbouring residential areas is protected.

Station design

6.6.2 We can't design the station for Crossrail 2 but the SPD can identify some key principles on how the station has to change to fit in with the urban grain of Wimbledon. The SPD will be a key influence when working with Crossrail 2 and Network Rail in considering future plans for the station.

6.6.3 Many station redevelopments like St Pancras, Kings Cross and Birmingham New Street are not just places to catch a train, but are part of the public realm and contain a mix of uses and spaces.

6.6.4 The 2017 workshops revealed a strong preference for an integrated transport interchange and a complete, world-class overhaul of Wimbledon Station.

6.6.5 An intended outcome of redevelopment around Wimbledon Station is to increase capacity, accessibility and the interchange opportunity between different modes of transport.

6.6.6 A station of multiple entrances will provide resilience and capacity for future growth. The station should be easily and logically navigated using line of sight, visual transparency and architecture to make wayfinding simple and clear.

6.6.7 The SPD illustrates a network of streets and buildings that would 'stitch' Wimbledon's urban fabric together. These routes will new movement patterns, across the railway and through the station to integrate with Centre Court shopping centre and the existing street grid.

6.6.8 There are opportunities to enhance the main entrance to the station to incorporate a high quality space, giving a great first impression and places to dwell and interact. There is potential to create a clear and lively relationship between indoor and outdoor uses through vibrant, well-activated, well-lit and safe external spaces.



Spatial diagram
Linear to nodal town centre through developing over the railway

Crossings over the railway

- 6.6.9 Crossrail 2 presents a huge opportunity to address the traffic issues in the town centre by creating new vehicular crossings over the railway. This would be the only way to take through traffic away from Wimbledon Bridge, and the council will pursue these improvements with the Crossrail 2 team. However, even new bridges will not release the commercial end of Queen’s Road from general through traffic.
- 6.6.10 The only way to achieve this is to either route all traffic around a new southern crossing of the railway, or route traffic through the residential areas to the north. The SPD is not advocating this and the council would only pursue this if it had strong local support, a credible evidence base and funding ability. This option is only noted for completeness when considering all the traffic options raised in the workshops.

Over-railway development

- 6.6.11 Developing over the tracks overcomes the physical severance caused by the rail lines and stitches Wimbledon together. In the longer term, over-station development, air-rights development above the railway tracks and re-use of any potential Crossrail 2 work sites provides a further opportunity to the town to expand its north-south axis beyond the 2040s.
- 6.6.12 Developing over the tracks is a way to accommodate growth and develop new neighbourhoods with residential, workspace, retail , leisure, cultural uses

and new open space well into the 2040s. Detailed planning of these areas will be the subject of future Local Plans as well as any Opportunity Area Planning Frameworks created to support the delivery of the associated London Plan policies.

- 6.6.13 Over station and over track development could be possible with or without Crossrail 2 and has been an ambition in previous statutory plans.
- 6.6.14 Uncertainty about the government’s Crossrail 2 time scale and how it fits into Wimbledon is a concern. Merton Council has a key role as strategic planning authority and we’ll be setting out our proposals for how Crossrail 2 can provide long-term benefits to the town whilst maintaining the vibrancy and character of Wimbledon.
- 6.6.15 The vision shown in this plan is indicative and dependent on Crossrail 2 progressing and a conclusion being reached on how Wimbledon Station would be reconfigured to accommodate new platforms. This work is ongoing and will ultimately conclude with Crossrail 2’s parliamentary bill, planned for 2021-22.
- 6.6.16 Further design, feasibility and viability work will need to be undertaken to fully realise this potential of these sites and to determine the quantum and mix of uses.



Crossrail 2

- 6.6.17 Crossrail 2 is a proposed new regional rail link from Surrey to Hertfordshire, with wider transport and economic benefits from the Solent to the Wash. It is an essential part of London’s future infrastructure and intrinsic to supporting growth as well as tackling capacity and congestion issues on the Wessex Waterloo mainline.
- 6.6.18 The Crossrail 2 2015 consultation clarified that Wimbledon will be a key regional transport interchange and will be a key development area for the tunnel portals and train stabling depot. Most of this infrastructure is proposed to be outside the town centre.
- 6.6.19 In whichever format it takes, Crossrail 2 will require remodelling and investment in Wimbledon Station, not only to accommodate Crossrail 2 platforms but to address the capacity and passenger experience in and around Wimbledon station.
- 6.6.20 Alternative suggestions were put forward, in response to the 2015 consultation, including tunnelling the South West Main Line’s non-stopping services, reconfiguring the existing station layout and considering continuing a deep tunnel under Wimbledon.
- 6.6.21 The Crossrail 2 team are continuing to analyse alternative ideas in order to develop a design that minimises disruption for people that live, work and travel through Wimbledon town centre, while allowing the delivery and operation of Crossrail 2

2. Alternative solutions for Wimbledon station are pending the outcome of the government’s review of the Crossrail 2’s strategic outline business case.

- 6.6.22 Merton Council supports Crossrail 2 and recognises the potential benefits. Crossrail 2 is welcomed, but not at any cost, and any proposals will need to be seen in the light of this SPD to ensure that Crossrail 2 also contributes to Wimbledon’s good growth.
- 6.6.23 Merton Council works closely with the Crossrail 2 team to understand the options, impacts and opportunities that Crossrail 2 will bring to Wimbledon.
- 6.6.24 We await the government announcement regarding the Crossrail 2 business case so that Merton Council and TfL Network Rail can move forward and pro-actively plan for the project.
- 6.6.25 Merton Council supports over-station development and recognises that Crossrail 2 could provide the essential infrastructure to deal with Wimbledon Bridge as a bottleneck and alleviate traffic issues for the longer term.
- 6.6.26 This SPD does not seek to design the station or pre-empt any Crossrail 2 designs. However the plan does set out some key principles in which Wimbledon Station could be improved and integrated better with the town centre’s urban grain.
- 6.6.27 This SPD is not reliant on Crossrail 2, but sets out a vision for how Crossrail 2 could integrate with the town centre and deliver

new infrastructure, vital to support growth. The Future Wimbledon SPD will be part of the Council’s input to the parliamentary bill process and key to the borough’s lobbying position to secure the best Crossrail 2 solution for Wimbledon.

6.6.28 Further information is available at www.crossrail2.co.uk/stations/Wimbledon



Crossrail 2 proposed route and stations



7 DELIVERY

7.1 DELIVERING FUTURE WIMBLEDON

Long-term planning

- 7.1.1 The plan sets the tone for future development and growth in Wimbledon town centre. It expands upon the adopted policies relevant to the town centre in Merton's Local Plan.
- 7.1.2 The Future Wimbledon SPD will involve collaboration and investment from landowners, businesses, residents and public bodies such as the council and Crossrail 2/Network Rail.
- 7.1.3 It will be delivered gradually over many years, particularly any development over the rail station and tracks, which could be delivered in conjunction with Crossrail 2 beyond 2030.
- 7.1.4 Much of the masterplan's delivery will involve investment on specific sites from individual landowners. This investment could involve physical changes, such as redeveloping the site or significant refurbishment. It could also involve leasing the premises to different organisations or businesses.
- 7.1.5 Wimbledon may be an internationally recognised name but it is the energy and investment from local groups and individuals that support Wimbledon day-to-day. Residents and community groups in Wimbledon dedicate their time over

many years to long-term improvements for Wimbledon and the surrounding area.

- 7.1.6 Investment in the streets and public spaces will be actioned by the council (on the public highway) and other landowners (within their site ownership or via planning contributions to the surrounding area).
- 7.1.7 The businesses in the Business Improvement District (BID) are crucial to the masterplan's success. Their staff support the town centre's economy during the working week and business investment in shop fronts and services create the environment that we all enjoy.

What does "yes" look like?

- 7.1.8 Development will happen in Wimbledon whether a SPD exists or not. The advantage of a SPD is it can help to co-ordinate disparate sites and bring together what is important for Wimbledon over a number of years.
- 7.1.9 Much of this ongoing investment will only happen if the final SPD is clear enough about what we want to see in Wimbledon and what would not be supported.
- 7.1.10 Factors that influence a successful development coming forward include:
 - The financial viability of a scheme. If it isn't financially worthwhile to invest in a site then development won't happen.

- Clarity at the planning stage. Uncertainty or mixed messages as to what might be acceptable and what wouldn't will result in a compromised development that no-one is really happy with.
- Business and local support. Once the development, whether shop, office, cultural venue or home, is built then it will be the users of that building that will have the greatest influence in its long-term success or otherwise.

Incremental improvements

- 7.1.11 We are taking forward ideas created by community groups and the business community to provide incremental improvements in the look and feel of Wimbledon.
- 7.1.12 These ideas include planning events for the public spaces in the town centre and designing a new landscape for the important green link, Wimbledon Hill and implementing new public space at Wimbledon Theatre.
- 7.1.13 Over the next two years we will be working towards delivering these community-led ideas using the council's Neighbourhood Community Infrastructure Levy to support it.

7.2 FIRST 5 YEARS: 2020-2025

- 7.2.1 There are multiple sites that are undergoing design work or have recently been approved. These sites are generally concentrated around the Broadway and will enhance the character of the high street.
- 7.2.2 Developments illustrated here are either under construction or have received planning permission and are expected to complete by 2025.



7.3 5-10 YEARS: 2025-2030

- 7.3.1 Projects nearer Wimbledon Station begin to focus the town centre and add depth to the station area. The transformation of the gyratory from a vehicle dominated environment to a potential cultural cluster humanises what was once the forgotten space of the town centre.
- 7.3.2 Potential interchange bridges within the station could alleviate congestion and enhance capacity in advance of Crossrail 2. This plan illustrates how these could link up with Centre Court and improve footfall and connectivity across the site.



7.4 10 YEARS AND BEYOND: 2030-2040+

- 7.4.1 The longer term vision illustrates how development is focused in and around the station, including the provision of a new town square.
- 7.4.2 Over track development provides ample opportunity for future development subject to stakeholder support and viability. Long term development opportunities, are linked to Network Rail/ Crossrail 2.



7.5 PUBLIC REALM ENHANCEMENT OPPORTUNITIES

Wimbledon Hill

- 7.5.1 Wimbledon Hill Road is the gateway to the town centre from Wimbledon Village and is a key pedestrian route for people visiting Wimbledon Village, the Common and The Championships.
- 7.5.2 The street is very distinctive, with a gentle curve, steep hill and wide grass verge with mature trees on one side. However, this space is somewhat neglected and is in need of enhancement to make the most of its unique character.
- 7.5.3 A funded public realm scheme is in development for this area. Design guidelines for this area should aim to achieve:
 - 7.5.4 Re-planting and greening of the hill to improve biodiversity and drainage, including repairing the existing walls.
 - 7.5.5 Replacement and rationalisation of street furniture, including bins, seating and signage to provide a consistent and high quality approach.
 - 7.5.6 New lighting of the area to improve the look and feel of the area at night time.



St Mark's Place

7.5.7 Building on its past use for temporary events, St Mark's Place has the potential to be a hub for social and cultural interaction close to the Library, the Alexandra pub and St Mark's Church. Improvements to the public realm and new connections through to Alexandra Road would make this space more usable and enjoyable for passers-through.

7.5.8 It also has the opportunity to be extended as a second, purpose-built space behind Barclays Bank. Redevelopment of this building and general backland area could create an exciting new space to complement St Mark's Place, which already has enhancement proposals.

7.5.9 **Design guidelines for this area should aim to achieve:**

7.5.10 Implement proposals by Lugadero for St Mark's Place to create a unified and coherent space with high quality paving and active uses fronting the internal courtyards whilst maintaining a mix of uses at upper levels adding to surveillance and vitality

7.5.11 Create high quality landscaping, tree planting and seating in courtyards facilitating café culture and relaxation away from the busy traffic.

7.5.12 Encourage a sensitively intensified development of the Barclays and Argos buildings to create a new separate public space linking through to, and complementing St Mark's Place.

7.5.13 Create additional library and arts space entrances fronting St Mark's Place to add increased activity and surveillance to the space and improve the pedestrian route to Compton Road past St Mark's Church Hall.

7.5.14 Design the space size and shape to support small retail units and independent traders, outdoor seating and high quality landscaping with tree planting.



St George's Road

- 7.5.15 Our vision is to transform a hostile, traffic-dominated street lined with much dead and unattractive frontage into a high quality boulevard with active uses, tree planting and new pedestrian connections.
- 7.5.16 St George's Road has the potential to play a key role in the sustainable intensification of the town centre and accommodate extension of the retail zone into the ground and lower floor areas of enhanced and new office developments.
- 7.5.17 Key to making this work as a connected and attractive part of the town centre is turning the street into a pedestrian friendly space with high quality public realm and creating new pedestrian linkages to both Worple Road and to the railway path. Rationalisation of the use of space on Worple Road is also needed to bring improvements to this under utilised town centre street.
- 7.5.18 **Design guidelines for this area should aim to achieve:**
- 7.5.19 Develop active uses at ground level with interface with street based on visual permeability, natural surveillance and a visual interface between the inside and outside of buildings.
- 7.5.20 Realise more efficient building and use layouts in blocks and for example, the use ground floors (and possibly first floors) of office buildings for active uses to support creative workspace, retail, leisure, food and drink.

- 7.5.21 New development must realise the opportunity to improve pedestrian connectivity by opening up new routes between the blocks between Worple Road and St George's Road and through to the railway footpath.
- 7.5.22 Between office buildings to the railway footpath open laneways are most appropriate, between St George's Road and Worple Road, covered arcades are most appropriate.
- 7.5.23 Create consistent street width, with wide footways and tree planting. Create a boulevard feel with a central reservation in the centre of a single carriageway.
- 7.5.24 Rationalise proliferation of service yards and share between uses and Rationalise but improve quality of public car parking.



Wimbledon Station square

- 7.5.25 Our vision is to create a new town square are part of the overall enhancements to the station. With or without Crossrail 2, this is an aspiration for a world-class interchange station with connections to a new bridge to the north and into a re-purposed Centre Court shopping centre.
- 7.5.26 Wimbledon Station is cramped and overcrowded and not fit for purpose. With or without Crossrail 2, it requires enhancements to its appearance and capacity. Appropriate over-station development either enabled by Crossrail 2 or delivered in partnership with Network Rail will be sought by the council.
- 7.5.27 The area to the north of the station is a long term opportunity to link Hillside and Trinity wards with a new crossing over the railway between Alexandra Road and Queen's Road.
- 7.5.28 **Design guidelines for this area should aim to achieve:**
- 7.5.29 Creation of a new town square as part of a new station development to provide a high quality gateway to the town centre and focus for the town centre
- 7.5.30 Ensure a high quality passenger experience within the station at all levels
- 7.5.31 The creation of new pedestrian and vehicular connections between Alexandra Road and Queen's Road to alleviate pressure on traffic passing across Wimbledon Bridge.

- 7.5.32 Additional station exits on Alexandra Road and through towards Queen's Road would be encouraged to improve accessibility and also station capacity.
- 7.5.33 A mix of uses, including commercial employment-led development, extension to the shopping centre and new public realm and open spaces.
- 7.5.34 Potential to create a new neighbourhood to provide much needed residential development and new open spaces close to the town centre.
- 7.5.35 Merton council will continue to work with Network Rail and Crossrail 2 to develop long term plans for the enhancement of the station and its environs to solve overcrowding issues.



Dundonald Yards

- 7.5.36 Should Dundonald Yards be required as a work site for Crossrail 2 or be considered for development by Network Rail we recognise the opportunity to create a new mixed-use neighbourhood that utilised the tram accessibility and easy walking and cycling to the town centre.
- 7.5.37 The area is a large under-used site that has potential to deliver a sustainable extension to the town centre and strengthen nearby residential neighbourhoods. It site also has the potential to deliver a new southern crossing of the railway and develop an enhanced network of pedestrian and cycle routes.
- 7.5.38 **Design guidelines for this area should aim to achieve:**
- 7.5.39 A new neighbourhood with it's own character, with the northern part forming an extension to the town centre and the southern part adding to the adjacent residential neighbourhood.
- 7.5.40 Improvements to traffic conditions, relieving local roads from through traffic where possible.
- 7.5.41 Significant improvements to pedestrian and cycle opportunities to access and bypass the town centre and contribute to sustainable travel.
- 7.5.42 Provision of a new green public open space at the heart of the new neighbourhood.

7.5.43 Provision of a new southern vehicular crossing of the railway line.

7.5.44 Working with Network Rail and Crossrail 2 to develop long term plans for the redevelopment of the area, with or without Crossrail 2.



Queen's Road

7.5.45 Our vision is to transform an over-engineered road burdened with clutter and lined with inactive heritage building frontages. Queen's Road has the potential to be a vibrant town centre street with cafés, restaurants and outdoor seating, whilst still achieving its traffic functions.

7.5.46 Queen's Road is within the heart of the town centre. It holds many of the town's historic architectural assets including the former Fire Station, Police Station, Queen's Road Church and the former town Hall. However it is an essentially dead street with few active frontages. The street has enormous potential to contribute to the sensitive intensification of uses and activities the town needs.

7.5.47 **Design guidelines for this area should aim to achieve:**

7.5.48 Working with Centre Court to provide active frontages to the heritage buildings facing the street and changing their uses to create a vibrant and active street, based on a high quality food & drink offer similar to that of the Duke of York Square off the King's Road in Chelsea.

7.5.49 Protection and enhancement of the Listed and protected façades as part of any redevelopment of Centre Court. Narrowing of the carriageway to a consistent width to maximise the wide footway facing Centre Court and creating an avenue of trees between the footway and carriageway to define the main pedestrian space and

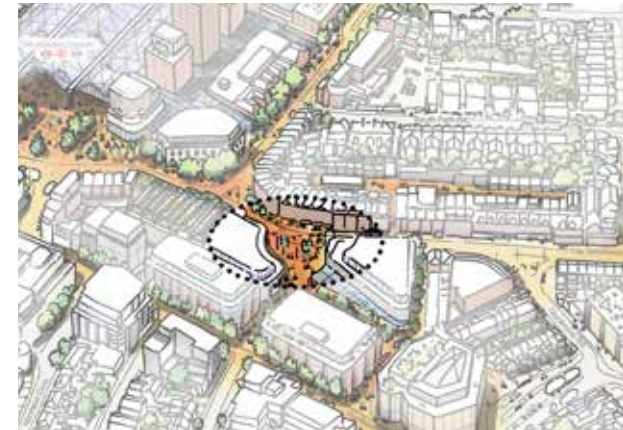
redesign this to support outdoor seating with minimal use of street furniture, whilst retaining essential items such as public seating and cycle parking.

7.5.50 Introduce a consistent bespoke paving design across the whole street, inclusive of the vehicle carriageway to ensure the street feels like a place and vehicles are calmed, lowering or removing kerb upstands to achieve this as appropriate. Shorten the bus lane into the residential Queen's Road and use ANPR technology to simplify the car park entrance.



Wimbledon Piazza

- 7.5.51 Wimbledon Piazza can be enhanced and intensified as a retail and leisure-led quarter with high quality buildings, expanded public realm and pedestrian connections.
- 7.5.52 This area covers the retail development that was built around 2000 containing the Odeon Cinema, and Morrisons supermarket, and the council-owned Hartfield Road car park.
- 7.5.53 When built this created much needed additional quality retail space. It now has the potential to be re-purposed and intensified to create additional and more efficiently designed retail and mixed-use floorspace.
- 7.5.54 **Design guidelines for this area should aim to achieve:**
- 7.5.55 Secure new development that achieves a significant uplift in the quality and quantity of retail uses and maintains and enhances the significant leisure and cultural offer of the area.
- 7.5.56 Adding to the town centre network of high quality pedestrian routes away from the busy main streets.
- 7.5.57 Enhance the quality of the Piazza as an entrance to the quarter and create a new public open space within its heart as a key focal point.
- 7.5.58 The creation of high quality buildings that fits with the mid-rise high density urban form required by the masterplan.



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Vision for Wimbledon Piazza
High quality public realm

Hartfield Road

7.5.59 *Enhancement of a traffic dominated one-way street with disparate uses and dead frontages into a mixed-purpose town centre street, with reduced highway dominance and an eventual return to two-way traffic.*

7.5.60 This street suffers from its peripheral location and from being part of the gyratory. It is a hostile and unattractive yet has potential to accommodate sustainable expansion of town centre retail, office and hotel uses.

7.5.61 Potential exists to visually enhance the street to dramatically improve its appearance through minimal and gradual intervention. A rationalisation of infrastructure, tree planting, footway widening and junction size reductions combined with resurfacing in high quality materials are key to achieving this.

7.5.62 **Design guidelines for this area should aim to achieve:**

7.5.63 The creation of a consistent width 2-lane carriageway with one lane a bus lane, whilst future-proofing the design to accommodate two-way traffic.

7.5.64 Reduce street clutter and improve side street entry treatments, and introduce street lighting onto buildings where possible.

7.5.65 Widen footways on both sides of the road, though giving priority to the sunnier north-east side.

7.5.66 Introduce consistent line of tree planting on northeast sunny side and southwest side if there is sufficient space. Use tree species suitable for narrow streets, under-canopy uses and building screening.

7.5.67 Improve Hartfield Crescent pedestrian access into town centre by reducing highway space at junction and simplifying entrance to car parks.

7.5.68 Removal of the 'wrong-side' bus stop on the street and finding an alternative provision for affected bus services.

7.5.69 Reduce street clutter and improve side street entry treatments, turning them into gateways with tree planting.

7.5.70 Implement high quality natural paving materials.

7.5.71 New development contributing to a programme of quality tree planting by means of repositioning of underground services if required.

7.5.72 New development creating active frontages to the street and keeping servicing requirements either to the rear of buildings or underground, with no on-street servicing.

7.5.73 Generally, the creation of a public realm more conducive to active retail uses with high quality materials.

7.5.74 Reduced pedestrian severance of the street through junction redesign and pedestrian crossing facilities at logical positions.



Wimbledon Theatre

- 7.5.75 We are creating a new public space out of an unused road junction to provide a high quality setting for a nationally renowned theatre venue, and extending this to reduce vehicle dominance by allocating more road space to pedestrians.
- 7.5.76 The New Wimbledon theatre is a listed building on a busy main road with a poor setting. The road layout allows for a small public space to be created to dramatically improve its setting.
- 7.5.77 The wider junction includes a one-way exit from King's Road which also has the opportunity to be enhanced in a similar way, and the two linked across The Broadway to create a high quality entrance into the retail area of the town centre.
- 7.5.78 **Design guidelines for this area should aim to achieve:**
- 7.5.79 Implementation of proposed Lugadero proposals for outside the Theatre, Nandos and Wetherspoons to create a high quality public space whilst still allowing appropriate vehicle movement.
- 7.5.80 Development and implementation of similar proposals for a new high quality public space at King's Road in front of Al Forno, with tree planting, seating and potential for market stalls (e.g. Venn Street, Clapham) and events.
- 7.5.81 The investigation of creating a raised table on The Broadway to link the Theatre space and King's Road space to calm the traffic,

make pedestrian movement easier and create a high quality gateway into the town centre.

- 7.5.82 A reallocation of road space on the Broadway to introduce dedicated cycle lanes and widen the footway on the north side and introduce tree planting.
- 7.5.83 A refreshed design to the left over space at the side of Mai-Thai, by introducing a green wall and re-landscaping the space to remove the planter and introduce tree planting.



YMCA Public Space

7.5.84 Proposals being developed by the YMCA will create a new public space as a setting for the new YMCA buildings, proving a new local amenity and gateway to the town centre from the east.

7.5.85 The YMCA site is a major gateway site into the town from the east and at a crossroads giving access to residential areas. It is also in a transition zone between the town centre and the more intimate and focused area around the Polka Theatre.

7.5.86 Both a new development on the site and the local area would benefit from the focus, setting and amenity benefits of a new public space on this important corner.

7.5.87 **Design guidelines for this area should aim to achieve:**

7.5.88 A new public space on the YMCA site as part of the redevelopment of that site.

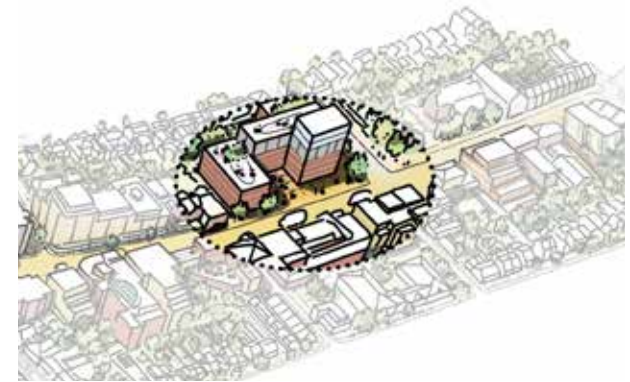
7.5.89 A space that provides an asset and usable space for the local community and those using the new building.

7.5.90 A space that is integral to the building design and is of appropriate shape and size to create a positive setting for the building.

7.5.91 A space and building design that works as a landmark feature to mark the transition away from the Broadway Corner area towards the main town centre.

7.5.92 A landscape design that uses high quality materials and landscaping inspired by the local context.

7.5.93 A building design that fits in with the Wimbledon DNA in terms of materials and mid-rise urban form.



7.6 CURRENT PLANNING ACTIVITY

- 7.6.1 The vision for Wimbledon town centre will be delivered by a series of planning applications. The table below lists the sites that we know are coming forward over the short (2020-2025), medium (2025-2030) and long term (2030-2040+).
- 7.6.2 The council has been, and will continue to, work collaboratively with landowners, developers and applicants to realise the shared objectives and aspirations for quality for each scheme. This includes encouraging applicants to take schemes to Merton’s Design Review Panel and to engage at an early stage with the community.



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Proposed scheme 1-4 Francis Grove

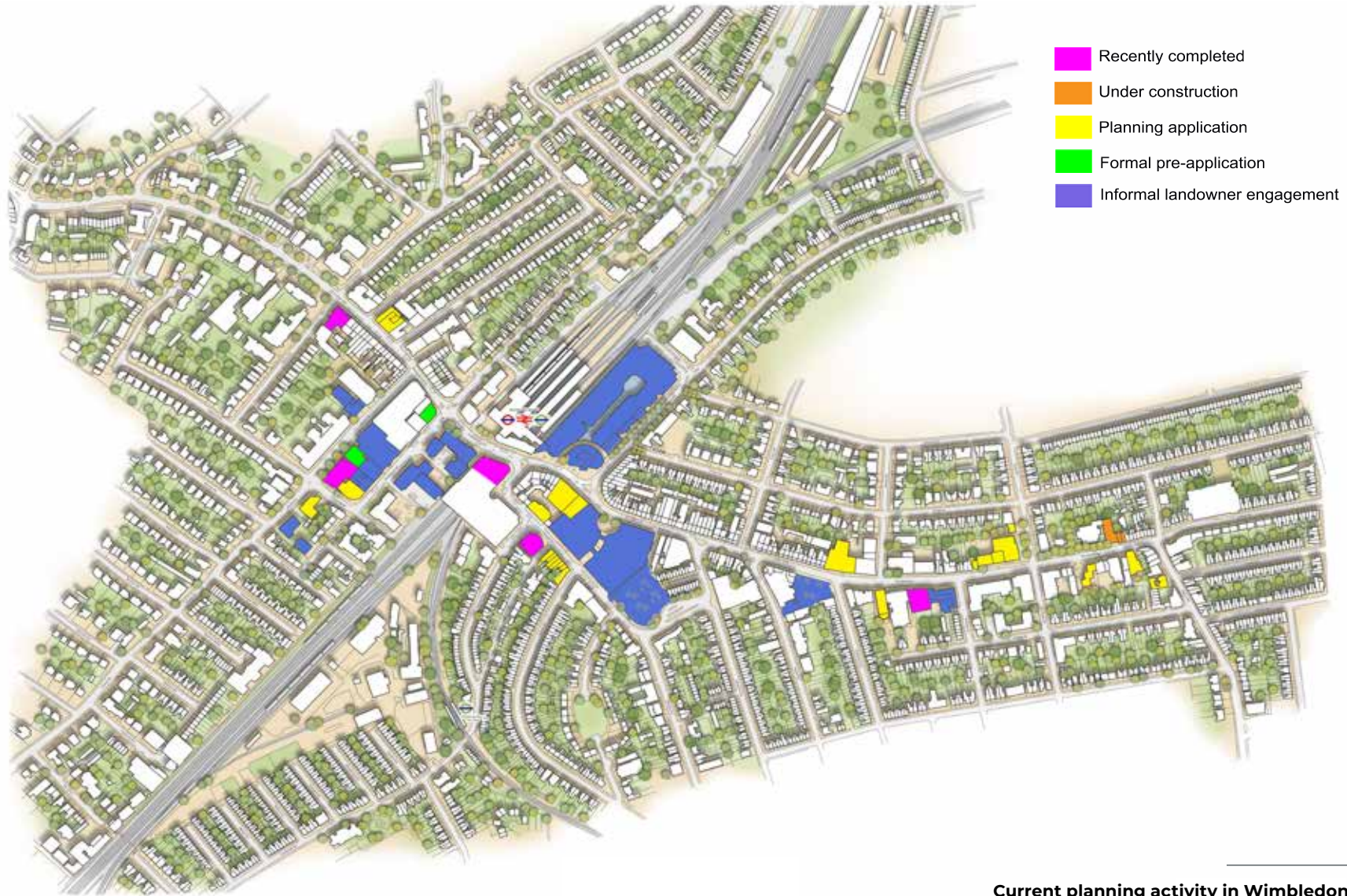


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Approved scheme 12 Hartfield Road, 9 Broadway Place and 17-27 The Broadway

ID	Planning status	Site address	Ownership	Proposal	Phase
1	Recently completed	Wellington House	Private	Office refurbishment and upward extension	Completed
2	Recently completed	Wimbledon Bridge House	Private	Refurbishment with alterations to building frontage	Completed
3	Recently completed	22-24 Worple Road	Private	Office refurbishment, alterations and upward extension	Completed
4	Recently completed	153-161 The Broadway	Private	Redevelopment of site to provide hotel (Premier Inn)	Completed
5	Under construction	Polka Theatre	Private	Redevelopment of theatre	2020-2025
6	18/P1947	41 - 47 Wimbledon Hill Road	Private	Redevelopment for hotel with commercial units on ground floor	2020-2025
7	18/P4447	27-39 Hartfield Road	Private	Redevelopment for hotel with commercial units on ground floor	2020-2025
8	19/P0825	12 Hartfield Road 9 Broadway Place 17-27 The Broadway	Private	Redevelopment for offices with commercial units at ground floor	2020-2025

9	19/P1196	17-27 The Broadway	Private	Refurbishment and upward extension to create flexible restaurant/bar/cinema space	2020-2025
10	17/P0296	141 The Broadway	Private	Redevelopment for 20 residential units and new ground floor commercial unit	2020-2025
11	18/P2918 (refused)	188 - 194 The Broadway	Private	Redevelopment for offices	2020-2025
12	18/P3787	271 - 273 The Broadway	Private	Redevelopment for 14 residential units and commercial unit at ground floor	2020-2025
13	19/P2523	120 The Broadway	Private	Alterations and extensions to office building	2020-2025
14	17/P3551	The Phoenix Hotel, 123-125 Merton Road	Private	Demolition of existing hotel and development of 21 flats	2020-2025
15	19/P3814	1- 4 Francis Grove	Private	Redevelopment of office building	2020-2025
16	Pre-app	YMCA, 196 The Broadway	Private	Redevelopment to provide residential flats, YMCA accommodation, and ancillary uses	2020-2025
17	Pre-app	Barry House, 20-22 Worple Road	Private	Redevelopment of office building	2020-2025
18	Pre-app	Beacon House, 26-28 Worple Road	Private	Redevelopment of office building	2020-2025
19	Pre-app	Lidl, 19 Worple Road	Private	Local Plan engagement	2020-2025
20	Informal engagement (Wi9)	28 St George's Road	LBM	Site allocation in 2014 Sites and Policies Plan, and in new Local Plan for a mix of town centre type uses	2020-2025
21	Informal engagement (Wi10)	Prospect House, 30 St George's Road	Private	Site allocation in new Local Plan for offices or hotel	2020-2025
22	Pre-app	16-18 Wimbledon Hill Road	Private	Mixed use development	2025-2030
23	Design Review Panel	Guild House, 30-32 Worple Road	Private	Redevelopment for new Wimbledon Guild building	2025-2030
24	Informal engagement	St George's East, 3 St George's Road	Private	Redevelopment of office building	2025-2030
25	Informal engagement	St George's West, 5 St George's Road	Private	Redevelopment of office building	2025-2030
26	Informal engagement (Wi13)	8-20 Worple Road and 20-26 St George's Road	Private	Site allocation in new Local Plan for a mix of town centre type uses	2025-2030
27	Informal engagement (Wi5)	Hartfield Road Car Park, 42-64 Hartfield Road	LBM	Site allocation in 2014 Sites and Policies Plan, and in new Local Plan for a mix of town centre type uses	2025-2030
28	Informal engagement (Wi11)	Victoria Crescent, 39-59 The Broadway, 1-11 Victoria Crescent	Private	Site allocation in new Local Plan for a mix of town centre type uses	2025-2030
29	Informal engagement (Wi2)	Broadway car park, 111-127 The Broadway	LBM	Site allocation in 2014 Sites and Policies Plan, and in new Local Plan for a mix of town centre type uses	2025-2030
30	Informal engagement	Centre Court shopping centre	Private	Local Plan engagement	2025-2030
31	Informal engagement (Wi6)	Highlands House, 165-171 The Broadway	Private	Site allocation in 2014 Sites and Policies Plan, and in new Local Plan for a mix of town centre type uses and residential	2025-2030



7.7 IMPLEMENTATION PLAN

Ref	Strategic Objective	Activity	Actions	Who	Cost (Low, medium, high)	Funding source (CIL, S106, partnership working)	When (Short, medium, long term and ongoing)
1	Design Quality	Encourage exemplary architecture that is fully integrated within its setting and context and respects important views	Landowners and developers to ensure that their design team are fully appraised of this guidance. Once in pre-app we would expect applicants to adhere to the guidance, take schemes to design review panel and engage the community at an early stage, with the results presented in the design and access statement.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Low	n/a	Short term and ongoing
2	Design Quality	Respect the recognised heritage assets in the town centre through the design and use of materials appropriate to their setting	Planning applications will be required to make reference to this SPD in their Design and Access Statement, and illustrate how schemes respect and respond to local heritage assets and illustrate how heritage has influenced the design of new development.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Low	n/a	Short term and ongoing
3	Design Quality	Applicants will demonstrate in their design and access statements how new buildings to be of high quality materials that will ensure the appearance and architectural integrity of the building is maintained through its lifespan	Planning applications will be required to make reference to this SPD in their Design and Access Statement, and illustrate how the materials of new schemes are of high quality and have longevity.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Low	n/a	Short term and ongoing
4	Design Quality	New buildings to have active frontages to help create an attractive and lively public realm	Planning applicants will be required to demonstrate how proposals encourage active frontages, and where appropriate reference Merton's Shopfront Design SPD.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Low	n/a	Short term and ongoing
5	Public Realm	Create new public spaces for people to meet, relax and enjoy events	Deliver the public space enhancements proposed for St Mark's Place, Wimbledon Hill and outside Wimbledon Theatre by 2022. Explore delivery options and funding for the other proposed public space enhancement opportunities identified in this plan.	Future Merton	Medium	CIL, S106	Short term
6	Public Realm	Create a more attractive public realm through street art and lighting	Support opportunities for art and creative lighting as and when they arise through engaging landowners and Love Wimbledon BID.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Low	Private/CIL/S106	Short term and ongoing
7	Public Realm	Ensure new public spaces are designed to mitigate the impacts of climate change	Design spaces for shade, incorporate Sustainable Urban Drainage Systems and planting etc. where possible	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Medium	Private/CIL/S106	Short term and ongoing

Ref	Strategic Objective	Activity	Actions	Who	Cost (Low, medium, high)	Funding source (CIL, S106, partnership working)	When (Short, medium, long term and ongoing)
8	Public Realm	Increase the connectivity of the town centre for sustainable transport modes	Explore opportunities to improve cycling infrastructure using the TfL LIP3 strategy. Priorities pedestrians in the design of the public realm and buildings	Future Merton, Transport for London and Landowners/developers/applicants	Medium	TfL/CIL/S106	Medium-long term
9	Public Realm	Provide a safe and inclusive public realm environment in the town centre	Incorporate/embed Secured by Design principles into public realm projects	Future Merton, Safer Merton, Metropolitan Police Service's Designing Out Crime Officer, Landowners/developers/applicants	Low	TfL/Private/CIL/S106	Short term and ongoing
10	Urban Greening and sustainability	More street trees and canopy cover around the town centre. Introduce planting and SuDs to enhance biodiversity	Encourage developers to provide more trees on site and utilise CIL to provide more trees on the public highway. Explore opportunities for planting schemes to improve biodiversity.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Medium	CIL/S106/LBM Capital/Private	Medium term and ongoing
11	Urban Greening and sustainability	Sustainable design standards	Applicants will be encouraged to meet and where possible exceed sustainability requirements.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Medium	Private	Ongoing
12	Urban Greening and sustainability	Design buildings and the public realm to mitigate potential climate issues including overheating and flooding, and increase biodiversity	Require applicants to demonstrate that they have considered climate mitigation in the design of their scheme. This can include the use of green/blue roofs, planting and trees in their scheme.	Landowners, developers and applicants with Future Merton and Merton's Development Control team	Medium	Private	Ongoing
13	Future of the High Street	Promote a greater range of events, arts and cultural installations to diversify the town centre experience.	The council will support and encourage partners in delivering a range of cultural experiences.	Future Merton, Love Wimbledon BID, local groups and creatives	Low	Private	Ongoing
14	Future of the High Street	Support greater flexibility of buildings so that they can adapt over time to the changing nature of the high street.	Encourage adaptability from the outset for new development proposals. The council will support meanwhile uses and pop-up experiences in the town centre.	Landowners, applicants and Future Merton	Medium	Private	Ongoing
15	The station and railway	Principles for a connected station	Alignment between Crossrail 2 and plans for Centre Court shopping centre	Future Merton, Network Rail, Transport for London and Centre Court shopping centre stakeholders.	Medium	Private/TfL/Network Rail	Medium-Long term



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HAVE YOUR SAY

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