



FUTURE WIMBLEDON MASTERPLAN

CONSULTATION DRAFT OCTOBER 2018

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.

I value your input to this consultation draft and look forward to finalising the final plan in 2019.



Cllr Stephen Alambritis
Leader of Merton Council

PLANNING FOR GROWTH

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.

I am proud that this plan sets out a vision for the future of Wimbledon that proactively considers how over-station development could help deliver the infrastructure needed to enhance Wimbledon town centre.



Cllr Martin Whelton
Cabinet Member for Regeneration, Housing & Transport

CONTENTS

SECTION 1 | INTRODUCTION
STORY SO FAR
MEET THE TEAM
MASTERPLAN AREA
PURPOSE AND
STATUS OF THE PLAN

SECTION 2 | LOOKING BACK
ORIGINS
HISTORIC DEVELOPMENT
20TH CENTURY WIMBLEDON

SECTION 3 | WIMBLEDON TODAY
LOCATION
CONNECTIVITY
FACTS
CHALLENGES

SECTION 4 | FUTURE WIMBLEDON

PLANNING FOR A
METROPOLITAN CENTRE
CROSSRAIL 2

SECTION 5 | CREATING THE PLAN
OUR MASTERPLANNING
JOURNEY
ENGAGEMENT
EMERGING PRIORITIES

SECTION 6 | THE MASTERPLAN
VISION
STRATEGIC FRAMEWORK
- PUBLIC SPACE
- BUILDINGS
NEIGHBOURHOODS
CROSSRAIL 2 GROWTH

SECTION 7 | DELIVERY
FOCUS ON COMMERCIAL
DELIVERY

SECTION 8 | OTHER GUIDANCE
NATIONAL PLANNING
POLICY FRAMEWORK
LONDON PLAN
MERTON'S LOCAL PLANS
NEIGHBOURHOOD PLANS

SECTION 9 | NEXT STEPS
ONGOING ENGAGEMENT
TIMELINE

SECTION 1

01 INTRODUCTION

The Future Wimbledon Masterplan has been prepared to create a long-term vision for the future of development of Wimbledon town centre, guiding investment and planning decisions

THE STORY SO FAR

MEET THE TEAM

MASTERPLAN AREA

PURPOSE AND STATUS OF THE PLAN

HELLO WIMBLEDON

INTRODUCTION

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.

Merton Council's Local Plan contains planning policies specific to Wimbledon. But views expressed from applicants and the community, say that the policies lack clarity for the purposes of the development control service and planning applications committee.

It is right and proper that there is a vision for the town centre, and that this is delivered by the series of planning applications and that the council as planning authority wants to encourage development and investment, but we have to ensure that it's the right quality.

The intention of this document is to amplify our existing planning policies, reacting to residents desire to see high quality development and to give developers and investors the certainty they require of the planning process.

The Future Wimbledon Masterplan has been prepared to create a long-term vision for the future of development of Wimbledon town centre.

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 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 and to position Wimbledon SW19 as the premier business location in south west London.

This masterplan supplements Merton's existing planning policies to provide guidance for development, public spaces and to attract investment in SW19.

THE STORY SO FAR

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

In 2015 Merton Council and Love Wimbledon Business Improvement District launched the Future Wimbledon Ideas Competition as part of Merton's Inward Investment and Business Growth Strategy to secure and attract jobs and investment into Wimbledon.

Over 50 different proposals were submitted to the competition, from local community groups to international architects. The key ideas emerging from the competition have fed into this masterplan.

The ideas competition also recognised the opportunities from the significant infrastructure investment presented by Crossrail 2.

In 2016, Crossrail 2 consulted on route options including how the train lines, depot requirements and station could be accommodated in central Wimbledon.

No decisions have been made regarding Crossrail 2 or the choice of options assessed for Wimbledon Station.

Regardless of Crossrail 2, Wimbledon remains a growing town centre that requires a structured, managed, growth strategy.

At this stage, the Future Wimbledon Masterplan provides the guiding principles for comprehensive approach to the town centre up to the 2040s. While the vision is not wholly dependent on planned transport investment (including Crossrail 2) coming forward, the vision set out in this document can only be fully realised through improvements to Wimbledon station and the wider transport network.

The ability to deliver the full development opportunities shown in this document will be explored further through the preparation of an Opportunity Area Planning Framework and Local Plan, taking account increasing certainty about the nature and timing of Crossrail 2 proposals and other transport investment.

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 masterplan utilising in-house expertise and talent in the respective professional fields noted above. We would also like to express our thanks and gratitude to Beatrix Young and Pablo Claramunt of Weston Williamson + Partners who provided assistance in creating the illustrations and mapping within in this document.

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 masterplan sets out a vision for Wimbledon town centre into the 2030s with a view to proactively 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.

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.

1

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MASTERPLAN AREA

The masterplan 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 masterplan document 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.

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



PURPOSE AND STATUS OF THE PLAN

The draft masterplan is based on the existing adopted planning policies in Merton's Local Plan. The masterplan 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.

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 crucially, how the quality of design – public realm and architectural design lie at the heart of successful places and underpin good growth.

This document is how the planning policies that already exist, will assist in the delivery of good growth; how they are exemplified and how we will hold developers and investors to account in making Wimbledon town centre an even more successful and attractive place.

The purpose of the Future Wimbledon Masterplan is to establish a common vision for the long-term development of Wimbledon town centre; well into the 2030s.

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.

The draft masterplan is based on the existing adopted planning policies in Merton's Local Plan. The masterplan 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.

Where sites are identified in the plan 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 market.

The masterplan helps 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.

The key planning policies which form the statutory planning basis for the draft masterplan are;

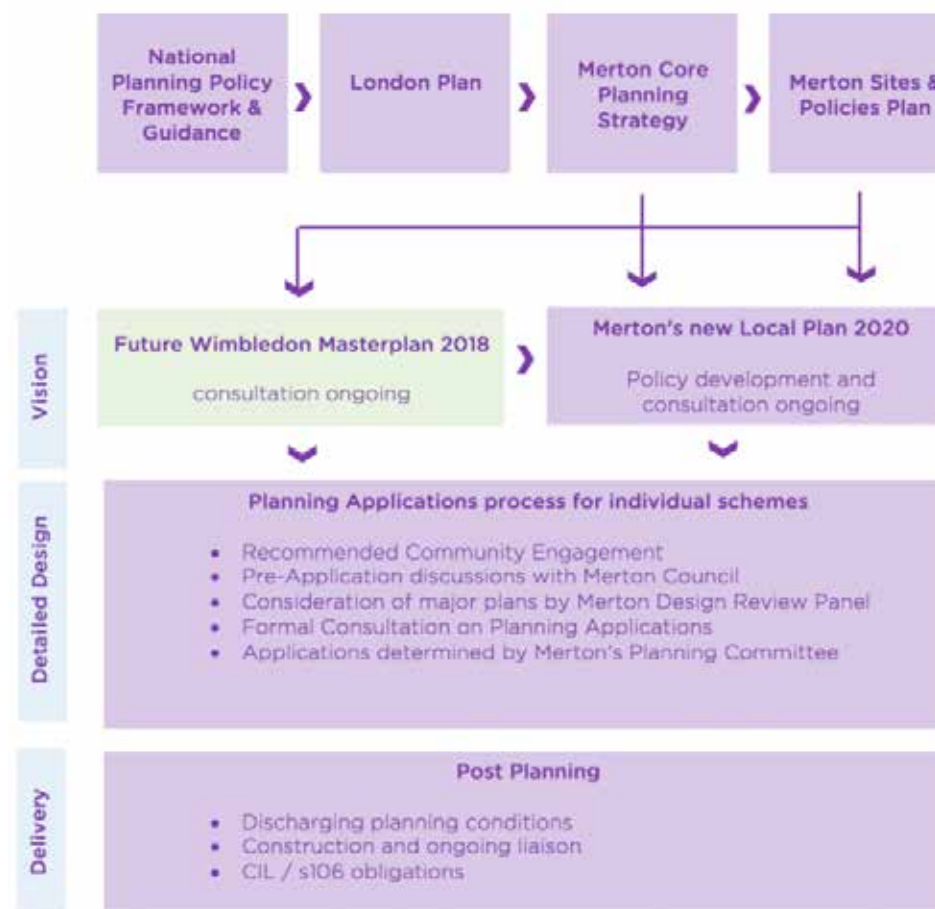
- **Merton's Core Planning Strategy (2011)**
(including policy CS.6 Wimbledon Town Centre and CS.7 Town Centres),
- **Merton's Sites and Policies Plan (2014)**

The masterplan 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).

As such, the plan 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.

The final Wimbledon Masterplan (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 2020.

The new Local Plan 2020 will replace Merton's Core Strategy (2011) and Sites and Policies Plan (2014) to create a single set of planning policies for the borough for use in decision making by Development Control and Planning Applications Committee.



SECTION 2

02 LOOKING BACK

A history of Wimbledon town centre's development and evolution

ORIGINS

HISTORIC DEVELOPMENT

20TH CENTURY WIMBLEDON



4

Wimbledon Station
1929

ORIGINS

EARLY DAYS

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.

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.

Wimbledon town centre, owes its existence to the arrival of the London and Southampton Railway (later the London and South Western Railway) in 1838.

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.

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.

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).



A SLOW START

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.

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.

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.

Hartfield Road was the first street to be built up, with The Broadway (Merton Road) linking the Village, the station and Merton High Street. Worple Road and Dundonald Road were cul-de-sacs ending in open countryside.



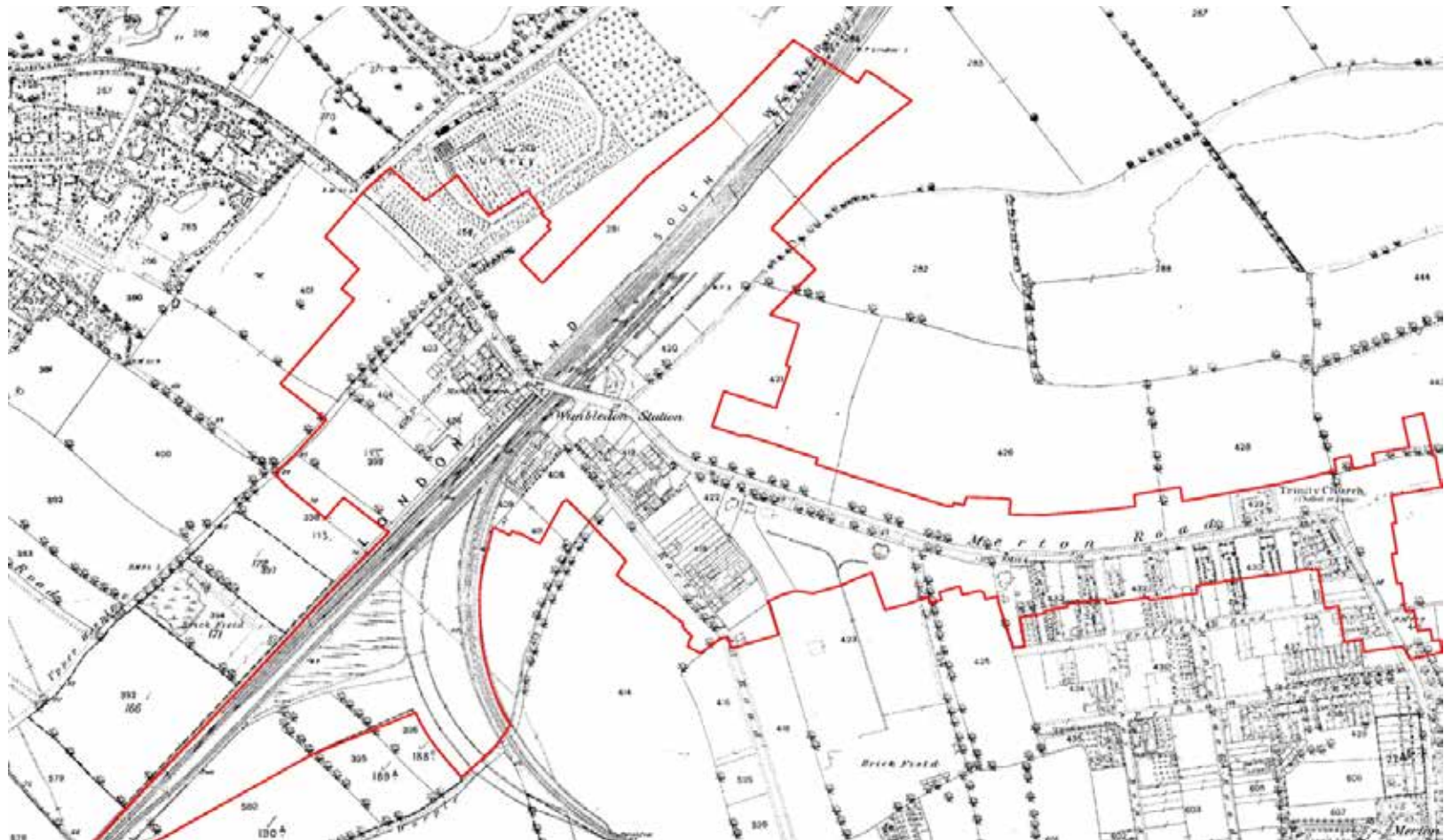
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Wimbledon Park House



7

Wimbledon Station
1899



DEVELOPMENT AND EXPANSION

The Ordnance Survey map of 1896 shows significant expansion of the railway network had taken place and the town had finally begun to develop in earnest.

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

So, 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.

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.



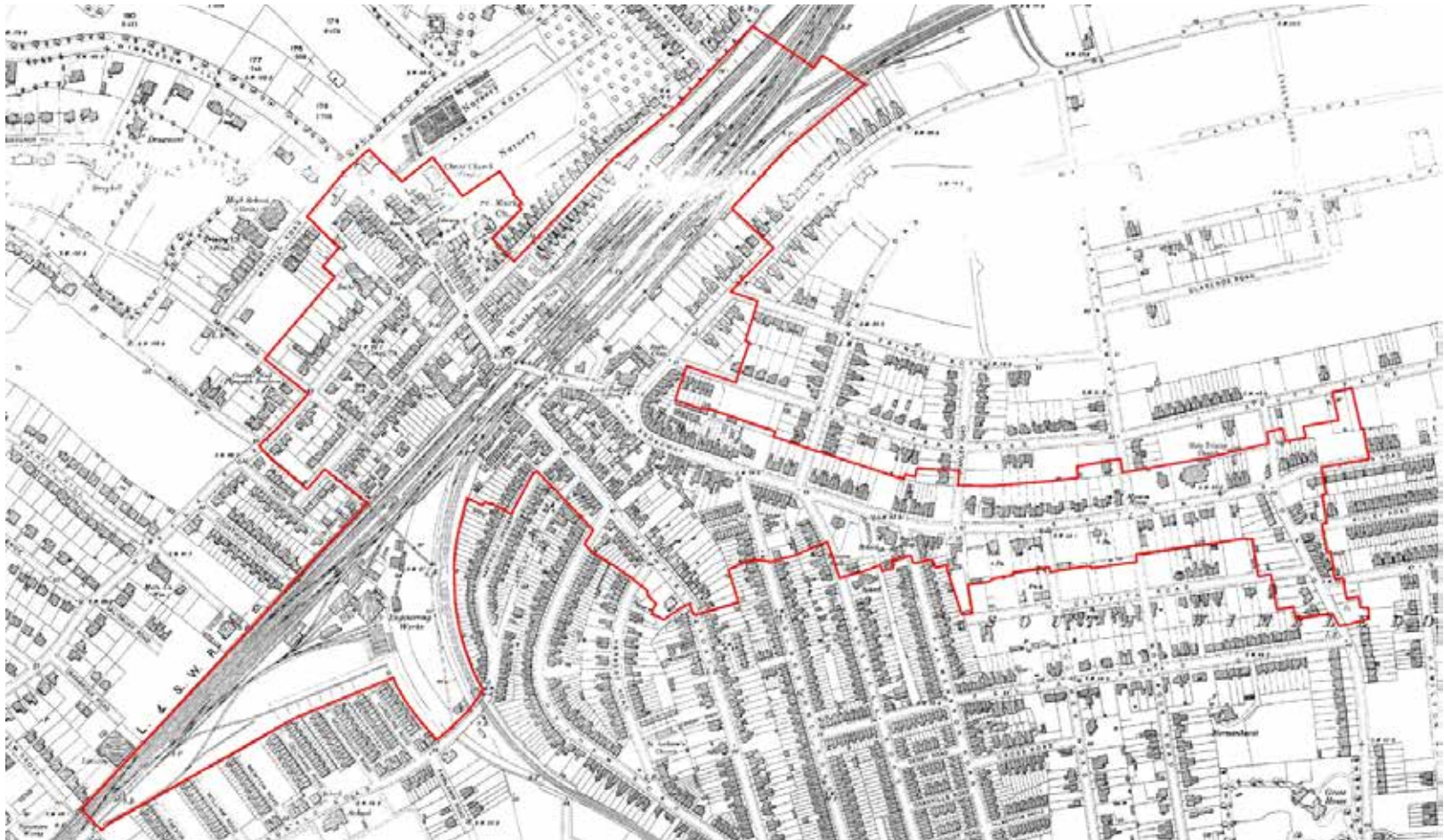
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Wimbledon Hill Road
1903



10

Wimbledon Hill Road
1903



DEVELOPMENT AND EXPANSION CONTINUED...

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.

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 shopfronts. 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.

Although the 'Wimbledon grid (The Minister's' and Battles) neighbourhood of streets started development from the Merton High Street end and 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.



12

Hartfield Road
1903



13

Wimbledon Bridge
c1907



14

The Broadway
corner of Gladstone Road (now TK Maxx)



15

The Broadway
looking towards Victoria Crescent
(now the Piazza)

20TH CENTURY WIMBLEDON CONSOLIDATION AND IMPROVEMENT

By the start of the First World War, Wimbledon was essentially complete as a town as seen on the 1916 Ordnance Survey Map, with a commercial core and surrounding residential development. It had 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.

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.

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.



- 16
Library 1906
- 17
Elys c1905
- 18
Theatre 1906







21

Wimbledon town centre 1938
Looking west (Town Hall and station)

PHASES OF DEVELOPMENT



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.

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.

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.

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.

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.

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.

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 (Evans Cycles) and Highlands House (Majestic).

Worple Road was significantly altered by a number of buildings in the 1960s, most significantly by the huge 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.

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.

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

After some years of stagnation, 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 links, connectivity between London and Surrey and a skilled population.

In the established Wimbledon tradition, the town has always reinvented itself as transport infrastructure is enhanced. From the railways, to the rise of the motor car, to the tram and now Crossrail 2.

Wimbledon's self-regeneration has been in the form of the redevelopment of individual sites which until now, has happened in a piecemeal fashion and never as part of a coherent plan.

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



RECENT HISTORY



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.

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 (the fridge on the bridge) development, including a number of smaller office buildings in the area.

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

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.

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.

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.

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

This is also where traffic is focussed, 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.

Wimbledon has a range of entertainment facilities and they are quite well spread out across the town centre. The most prominent and notable facilities are the New Wimbledon Theatre half way along The Broadway, The Odeon IMAX and HMV Curzon cinema in the Piazza.

The Polka Children's Theatre is also well known and located at the eastern end of The Broadway, though this area has a mixed character of its own and does not feel like it is part of the main core of the town centre.

Away from the central core of Centre Court and the Piazza, restaurants are well integrated with smaller shops, notably along The Broadway and Wimbledon Hill Road.

These occupy smaller, older buildings and this limits the provision of newer larger units, but meets a need for local, small scale and independent business. This acutely restricts the number of major high street names from establishing a presence in the town.

Despite this, there is still a tension between the desire for chains and independents, with the older buildings most suitable for independents often being taken by brands eager to open in Wimbledon.

This mix of building types and locations does however, have potential for a good mix of shop types, if larger, new units can be provided for the national retailers and international brands.

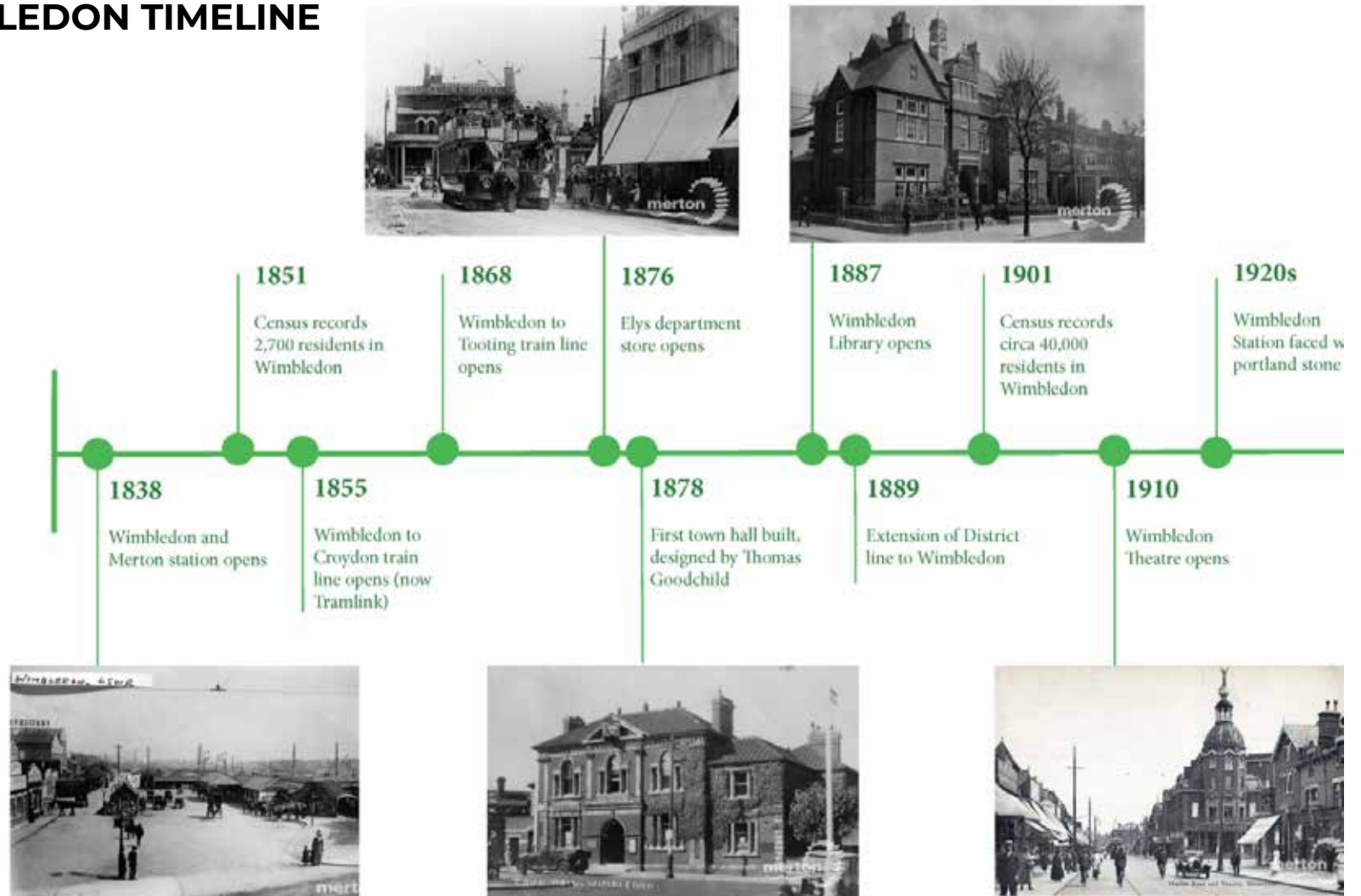
Although there is a good office presence in the town, there are no major hotels as yet in the town centre. Premier Inn is under construction and due to open soon. Whilst this is a positive move, the hotel offer is still for budget operators and Wimbledon still lacks interest for a mid or upper range hotel that would complement the growing business and leisure market.



25

The Broadway 1980s
Piazza 2000s
Polka Theatre 2000s

WIMBLEDON TIMELINE





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

1950s

Bomb sites redeveloped mostly into flats

1963

Wimbledon, Mitcham and Morden combined to create London Borough of Merton

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









28

Wimbledon Bridge
CentreCourt Shopping Centre and Town Hall



29

The Broadway
looking east towards Wimbledon Theatre

TOWARDS A NEW WIMBLEDON

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 – 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.

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.

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. The Future Wimbledon Masterplan is the first plan aimed at addressing the issue of proactively planning and managing good growth.

As Wimbledon has always evolved quickly with transport changes, Crossrail 2 (CR2) presents us with a 21st century version of how Wimbledon could again respond to change.

The advent of 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 proactively regardless of CR2.

SECTION 3

03 WIMBLEDON TODAY

A vibrant, connected and sought after location

LOCATION

CONNECTIVITY

ECONOMIC DEVELOPMENT

ENTERTAINMENT & CULTURE

LOCATION

Wimbledon SW19 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.

Located 9 miles south west of Central London. Its strategic location and excellent transport links attract a number of businesses and visitors.

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.



CONNECTIVITY

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.

Southwestern Railway

16 minutes to Waterloo with 18 trains per hour

Thameslink

Connections to Blackfriars and, St Pancras

Underground

District line providing a direct route to Central 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.

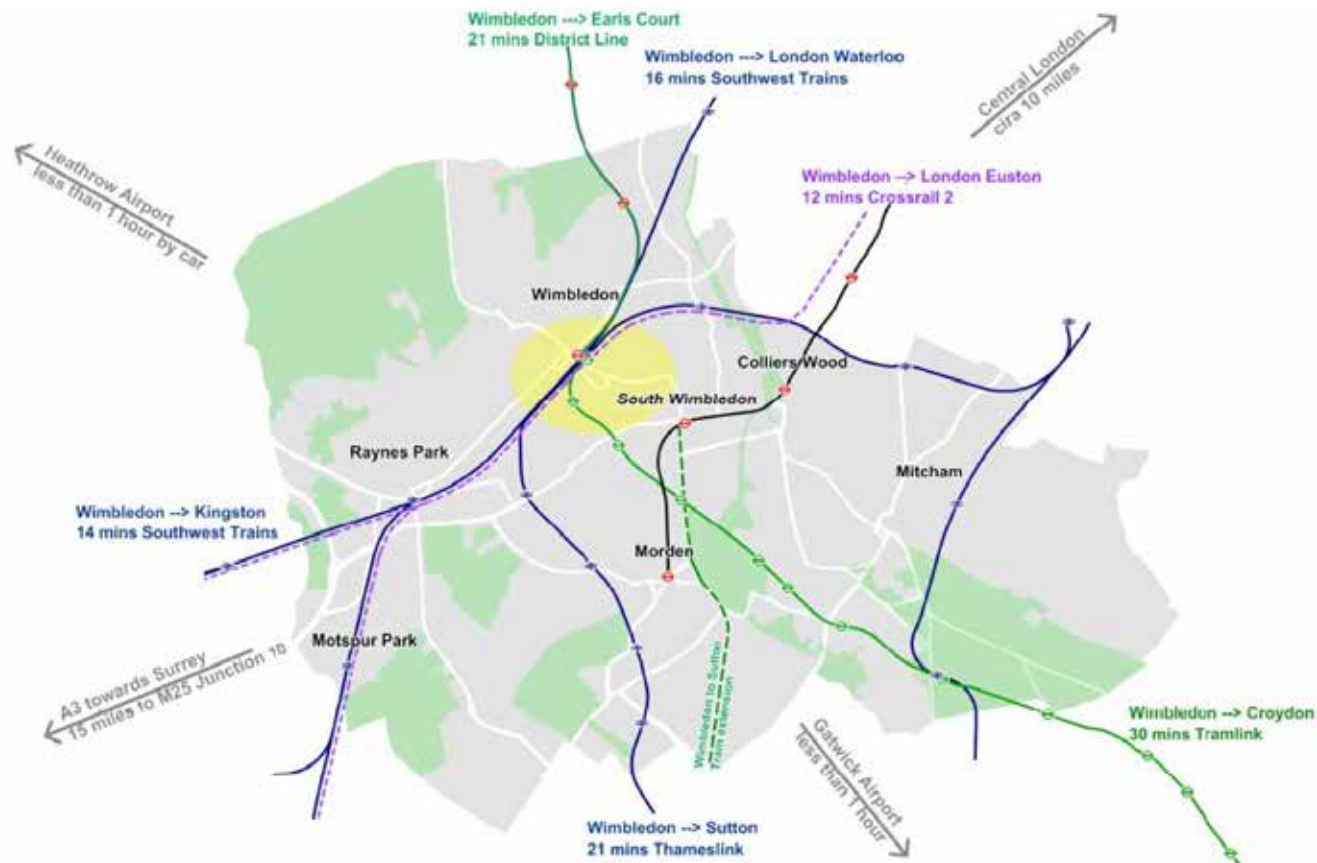
Wimbledon is unique, being the only station in the UK to have train, tram, underground, bus, taxi and cycle connections in one place. A truly multi-modal hub for the southwest London region.

Rail services run from Wimbledon to Waterloo in 16 minutes via Clapham Junction and Vauxhall. In addition, underground services are available via the District Line to Earls Court and the tram offers a swift and efficient link to Croydon, Beckenham and beyond.

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.

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.



Travelling to airports by car from Wimbledon

Heathrow Airport, Terminal 5 - 11.5 miles	32 mins
Gatwick Airport - 29.1 miles (via M25)	37 mins

Travelling to popular Central London venues by car from Wimbledon

Wimbledon Theatre - 1.9 miles	7 mins
Victoria and Albert Museum - 7.2 miles	22 mins
The Shard - 10.4 miles	31 mins
Royal Albert Hall - 7.3 miles	22 mins
Covent Garden - 9.4 miles	31 mins
The O2 Greenwich - 15.6 miles	47 mins

Transport around London from Wimbledon station

South Kensington	23 mins
Stoane Square	26 mins
Paddington	28 mins
Waterloo	17 mins
Oxford Circus	30 mins
Bank	30 mins
Canary Wharf	34 mins

ECONOMIC DEVELOPMENT

Economy

Wimbledon is a key contributor to the economic success of Merton as a borough. We celebrate the recognition and value of Wimbledon SW19 and the benefits that result from this. From an economic perspective, there is more potential to capitalise on these connections and networks.

A challenge for Wimbledon is that the level of commuting out of the borough is high, with many residents working and travelling to central London. The future of Wimbledon should be a place with more opportunities to work and shop locally.

Retaining existing business and attracting new businesses to Wimbledon town centre will be critically important in the future. The quality of the surrounding neighbourhood is a significant factor in location strategies for many major national and international businesses.

An attractive setting, access to quality shops restaurants, homes and a decent cultural offer are each important to businesses in attracting and retaining staff and, therefore, important for a town in attracting and retaining businesses.

Love Wimbledon Business Improvement District (BID) was set up in 2012 to be a strong voice for businesses and works in partnership with Merton Council to drive investment, jobs and add to the experience of Wimbledon Town Centre.

Wimbledon's offices

Wimbledon town centre is the largest office location in Merton. Demand is high, supply is low and rents and values rising.

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 development providing modern space with large floorplates is limited in the area. There is strong demand from occupiers for Wimbledon. Developer interest is increasing significantly.

Finding the right premises is a critical factor for a business and fast-moving businesses demand instant solutions with maximum flexibility for growth.

More office development is encouraged in central Wimbledon to support jobs and businesses and sustain the town centre's shopping, leisure and cultural offer.

Delivery of new and refurbished space in core locations to satisfy demand is critical in retaining and attracting inward investment.

Office market commentary

Wimbledon's strategic location, excellent transport links and international reputation have attracted a number of high profile office occupiers including Close Brothers, Capsticks, Unibet, Lidl, Orbis and Domestic & General. It is a major established office location within Greater London and the South East.

The supply of office space within Wimbledon is extremely limited, with availability of less than 2% being available. The majority of larger office buildings in Wimbledon are almost fully occupied including St George's House, Wimbledon Bridge House, Wimbledon Gate and the newly redeveloped Pinnacle House.

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. Merton Council has now adopted an Article 4 direction to remove 'prior-approval' rights and limit the loss of commercial space within the town centre boundary.

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.

Prime office rents now stand at £54.00 per sq ft, as evidenced by Unibet's pre-let of Pinnacle House in 2016. 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.

Within St George's House West, a refurbished 1980s office, 13,156 sq ft on the first floor comprising the last available space was let to Coty at £47.50 per sq ft in January 2016. Grade C offices within Wimbledon are achieving in excess of £30.00 per sq ft.





33

Premier Inn , The Broadway

Growth sectors

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.

People working in the town centre are also some of its best customers at lunchtime and after work and are the main footfall driver for retail and food & drink.

Jobs support the town centre offer during the week that residents enjoy at weekends. Wimbledon's residential population alone isn't enough to sustain a town centre of Wimbledon's size. There is, and will continue to be a symbiotic relationship between the residential and businesses communities that both support the town centre offer.

Wimbledon is well positioned to be south west London's premier business location.

Leisure and tourism

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.

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.

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.

Wimbledon Theatre is a high quality and popular venue attracting leading domestic and international productions. The Polka Theatre is focused on entertainment for children and also located in Wimbledon town centre.

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.

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.

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.





35

New Wimbledon Theatre

ENTERTAINMENT & CULTURE

The Polka Theatre

The UK's first children's theatre. Bringing exceptional performances and workshops to a national audience (and a fun kid's café). Planning permission has been granted for a significant investment in theatre facilities and active uses at street level on The Broadway.

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.

New Wimbledon Studio

The intimate New Wimbledon Studio, tucked below New Wimbledon Theatre, stages new and experimental shows and is renowned for comedy nights.

The Odeon IMAX Cinema

The twelve screen cinema with IMAX and 3D screen, top blockbusters and live cultural events.

HMV Curzon

This boutique cinema screens the best in international film and arthouse movies.

Wimbledon is also home to many residents. Attractive Victorian and Edwardian neighbourhoods sit cheek-by-jowl with the commercial town centre.

EVENTS

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.

The Library and Merton Arts Space

An architecturally significant building (with carved Shakespeare and Milton heads) offering workshops, activities, wifi and of course books – making it the most popular in the region. The new arts area at the back holds talks, theatre and music events throughout the year. There is also a newly opened café inside the Library.

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. The Championships, hosted in the first two weeks of July, bring half a million visitors and sporting fans to SW19 with many using our town centre transport links to get to the front gates. This famous and internationally loved tournament has been running since 1877 at the All England Club.

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. There are also joint artist and creative activities in the town centre.

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. During the festival there is an array of literary figures and personalities, activities as well as author and poetry readings.

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. The two week event is held in November.

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.



SECTION 4

04 FUTURE WIMBLEDON

TOWARDS A VISION FOR WIMBLEDON

Wimbledon is a strong and popular town centre. But this brings challenges and opportunities. A new vision for Wimbledon is centred on supporting economic growth and proactively managing change

PLANNING FOR A METROPOLITAN CENTRE

CROSSRAIL 2



37

Town Centre Hierarchy 2016 London Plan

PLANNING FOR A METROPOLITAN CENTRE

Wimbledon is already a successful town centre and is growing, economically and through an increasing number of passengers using Wimbledon Station.

London is a growing city with the capital's population expected to rise to 10m in the 2030s. Growth and development is inevitable, however the Future Wimbledon Masterplan provides a framework for good growth and pitches this at the right level for Wimbledon's character and function.

Wimbledon is currently designated as a major town 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.

Major Centres – typically found in inner and some parts of outer London with a borough-wide catchment. They generally contain over 50,000 sq. 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.

Metropolitan Centres – serve wide catchments which can extend over several boroughs and into parts of the wider South East region. Typically they contain at least 100,000 sq. metres of retail, leisure and service floorspace with a significant

proportion of high-order comparison goods relative to convenience goods. These centres generally have very good accessibility and significant employment, service and leisure functions. Wimbledon is on the cusp between a major and Metropolitan Centre in terms of the London Plan hierarchy.

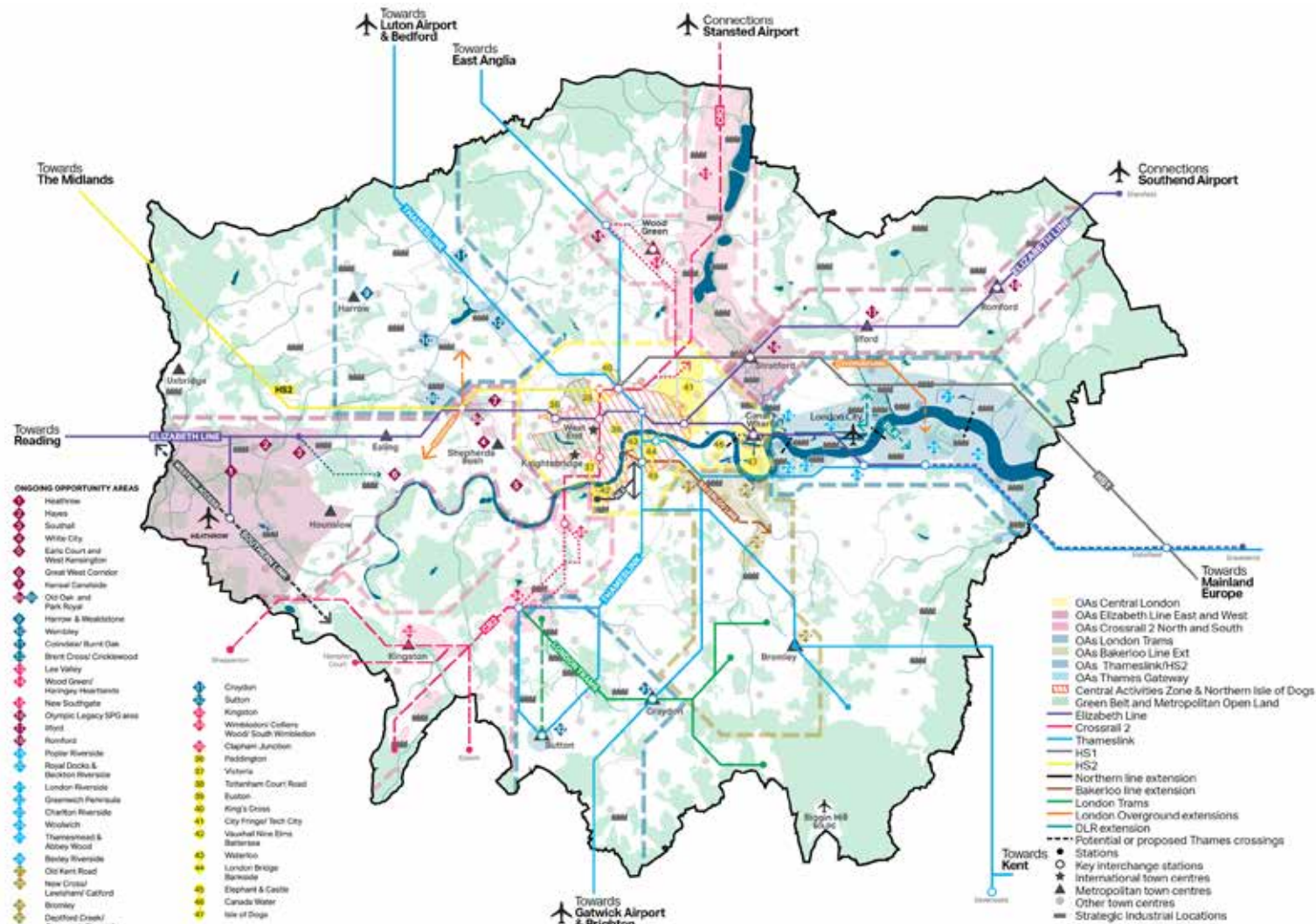
With planned growth, Merton Council is seeking for Wimbledon to be recognised as a Metropolitan Centre. Crossrail 2 could provide unparalleled connectivity and investment in the area. Learning from Crossrail 1, this plan sets out how Merton Council will proactively plan for growth and investment in advance of, during and after Crossrail 2.

In response to the draft London Plan, Merton Council proposes that Wimbledon is recognised as a Metropolitan Centre amongst London's hierarchy of town centres.

Wimbledon is a potential new Opportunity Area in the draft London Plan; and also within two proposed Growth Corridors; Crossrail 2 South and the Tram Triangle.

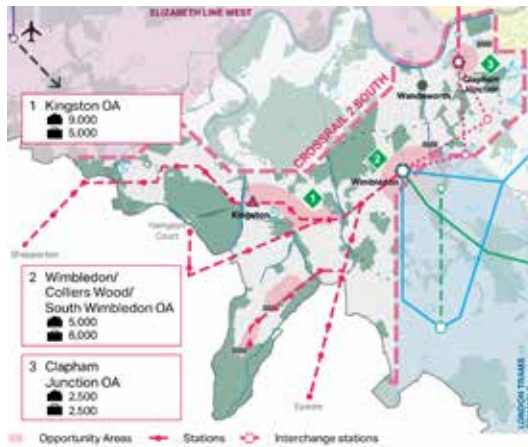
Merton Council will work with Greater London Authority to promote and prepare an Opportunity Area Planning Framework (OAPF) to supplement the London Plan policy. The Future Wimbledon Masterplan expresses a vision for Wimbledon which will provide the context for any future OAPFs.

DRAFT LONDON PLAN



Draft London Plan (2018)

Wimbledon (34) a key interchange and within the proposed CR2 South and London Trams Opportunity Areas.



CR2 South Opportunity Area
2018 Draft London Plan

DRAFT LONDON PLAN EXTRACT: CROSSRAIL 2 GROWTH CORRIDOR

Crossrail 2 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.

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.

It is anticipated that Crossrail 2 will be operational by 2033. The Mayor has submitted the Strategic Outline Business Case for the scheme to the Government. Crossrail 2 and associated investment will have a significant impact on the locations it serves and the wider catchments of stations and linked services.

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, as described below.

Planning frameworks for all areas affected by Crossrail 2 should respond to the significant development capacity unlocked by Crossrail 2. Frameworks should outline how this additional development capacity would be phased to reflect the transport connectivity and capacity improvements that Crossrail 2 enables.

Wimbledon Opportunity Area

The step change in transport capacity and connectivity offered by Crossrail 2 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.

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.

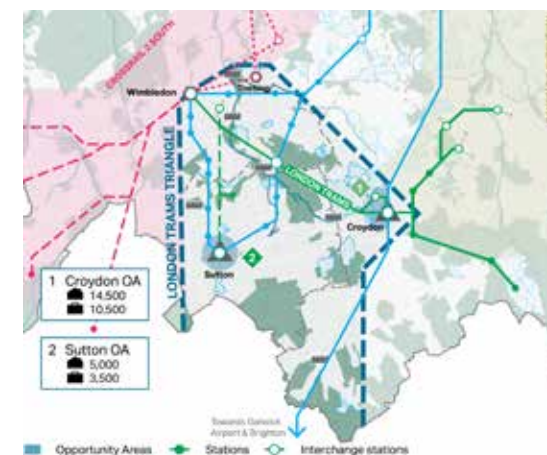
The planning framework should also explore and quantify the opportunities for development associated with Crossrail 2 in the surrounding area, and how the use of industrial land can be retained and intensified to make more efficient use of land.

DRAFT LONDON PLAN EXTRACT: TRAM GROWTH CORRIDOR

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.

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.

Transport for London and the Greater London Authority are working with the boroughs to produce a robust business case and funding package, demonstrating how housing and employment growth can be unlocked.



39

Tram Triangle Opportunity Area
2018 Draft London Plan



Crossrail 2
proposed route and stations

CROSSRAIL 2

Crossrail 2 (CR2) is a proposed new regional rail link from Surrey to Hertfordshire, with wider transport and economic benefits from the Solent to the Wash.

CR2 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.

The CR2 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.

In whichever format it takes, CR2 will require remodelling and investment in Wimbledon Station, not only to accommodate CR2 platforms but to address the capacity and passenger experience in and around Wimbledon station.

Merton Council supports CR2 and recognises the potential benefits. However, the support for CR2 is not at any cost, and we seek assurances that the plan for CR2 in Wimbledon ensures that disruption is minimised and the town centre remains open, vibrant and welcoming during the essential works.

Merton Council works closely with the Crossrail 2 team to understand the options, impacts and opportunities that CR2 will bring to Wimbledon.

We await the government announcement regarding the Crossrail 2 business case so that Merton Council and TfL Network Rail can move forward and proactively plan for the project.

Merton Council supports over-station development and recognises that CR2 could provide the essential infrastructure to deal with Wimbledon Bridge as a bottleneck and alleviate traffic issues for the longer term.

This masterplan 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.

Work on CR2 is ongoing and Merton Council is represented in the CR2 Cross Borough Planning Group which will help shape the proposals as CR2 approaches the parliamentary bill process.

This masterplan 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 Masterplan 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 CR2 solution for Wimbledon.

CROSSRAIL 2: CURRENT POSITION

A Crossrail (CR2) station at Wimbledon would provide an interchange with various National Rail services, London Trams and London Underground District line services. It would also reduce journey times and relieve pressure on central London rail termini, particularly Waterloo.

During CR2's 2015 consultation, respondents raised concerns about the impact of the current proposals on Wimbledon town centre. In particular, they were concerned about the potential number of buildings that CR2 might need to acquire in order to build the railway, the ability to access and enjoy the town centre during construction, including CentreCourt Shopping Centre, and the number of business and jobs that would be temporarily or permanently relocated.

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.

The CR2 team are carefully considering each of these ideas: while they might solve some of the issues, they may also create other problems, including for instance increasing the overall size of the area impacted; lengthening construction time by several years; and slowing down journey times and/or reducing train frequencies.

The CR2 team are continuing to analyse these and other 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 CR2.

The results of these investigations will inform a decision on a preferred proposal, which will then be subject to further public consultation.

Crossrail 2 is welcomed, but not at any cost, and any proposals will need to be seen in the light of this masterplan to ensure that Crossrail 2 also contributes to Wimbledon's good growth.

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



41

Crossrail 2: initial proposal
2015 Base scheme, subject to change

SECTION 5

05 CREATING THE PLAN

Working with our local community and key stakeholders

OUR MASTERPLANNING JOURNEY

ENGAGEMENT

FEEDBACK

EMERGING PRIORITIES

OUR MASTERPLANNING JOURNEY



Future Wimbledon

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.

In 2014-15, Merton Council launched the Future Wimbledon Ideas Competition in partnership with Love Wimbledon Business Improvement District, the Design Council and New London Architecture.

The competition was a pre-cursor to the masterplan and was an opportunity to generate ideas and interest in Wimbledon town centre.

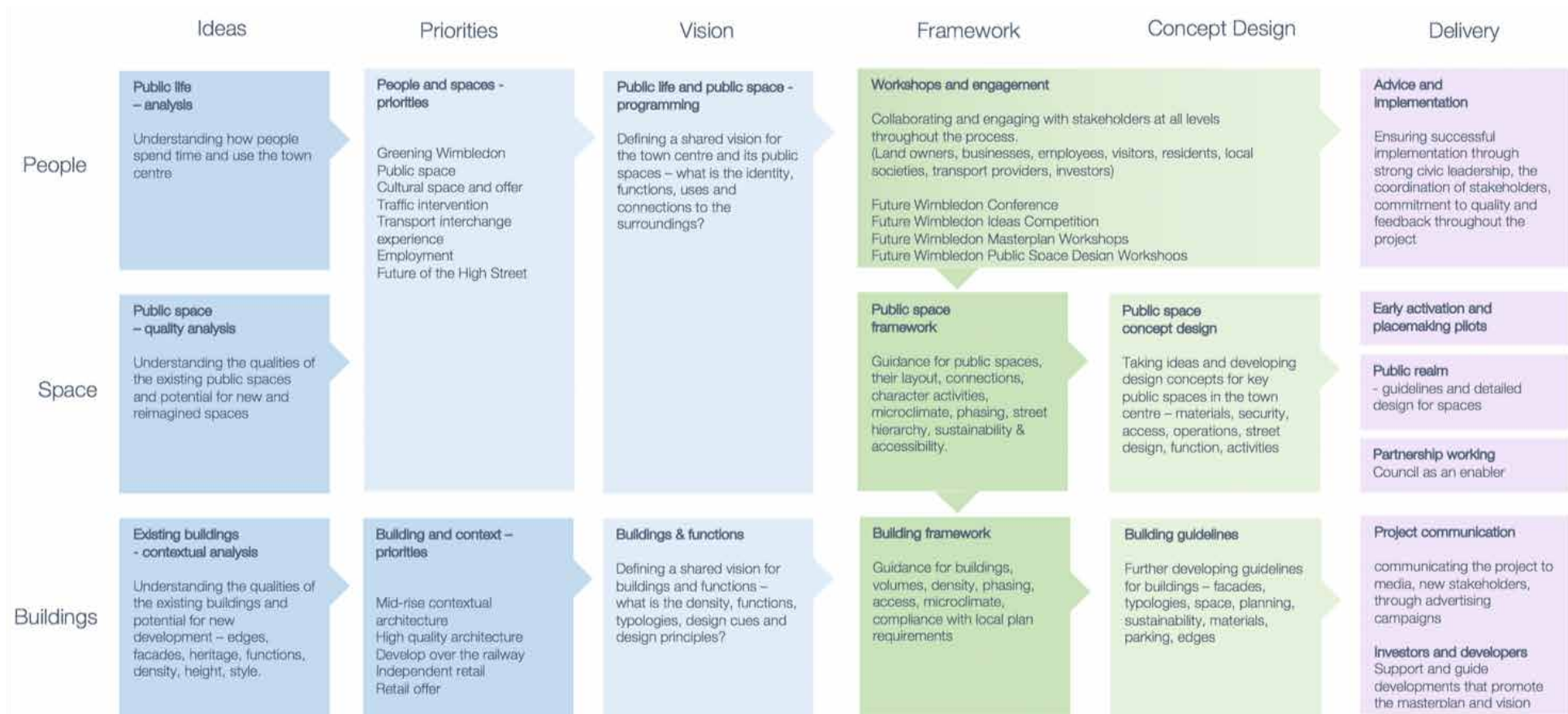
The competition attracted ideas from built environment professionals internationally and from local creative communities to imagineer Wimbledon town centre of 2030. The competition also attracted prize-winning entries from the local community including Wimbledon Civic Forum, Wimbledon Concert Hall Group and Wimbledon East Hillside Residents Association.

Many of the ideas emanating from the competition formed the basis of the masterplan priorities and themes such as people, public spaces and buildings.

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.

The diagram [43] on the opposite 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.

MASTERPLAN PROCESS





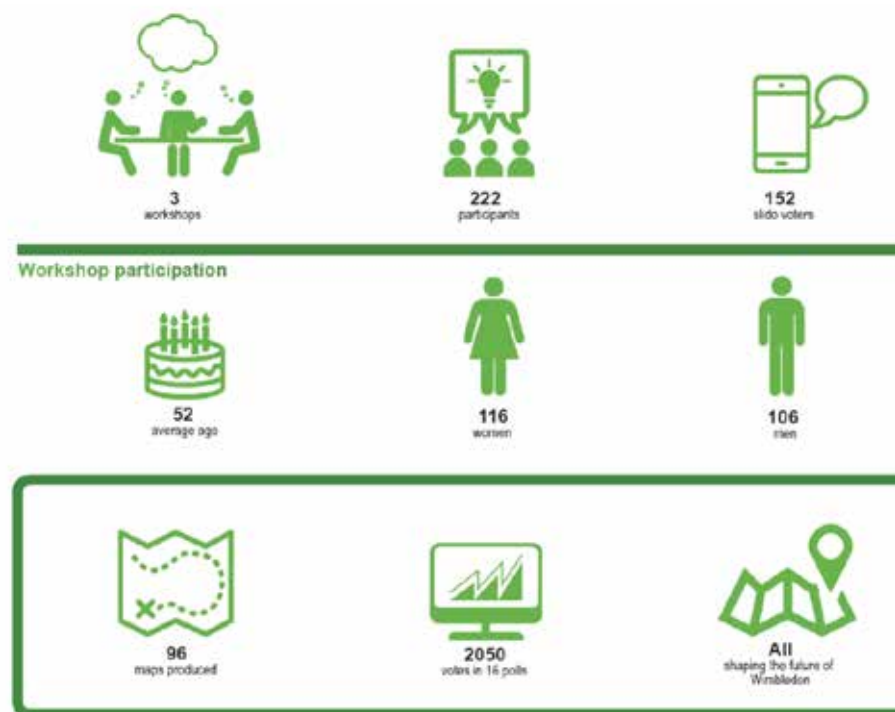
44

Community input

ENGAGEMENT WORKSHOPS

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



What Wimbledon means to you

The word cloud opposite illustrates phrases or words which participants in our workshops used to describe Wimbledon. The words in largest font size occur with a higher frequency. The cloud illustrates a large proportion of participants were residents who consider Wimbledon to be their home and therefore have a strong sense of ownership of the place.

There was also a strong emphasis on words such as tennis, community, business and shopping in conveying participant's perceptions of Wimbledon.

Also evident is strong associations Wimbledon town's connection with Wimbledon Village and the surrounding green spaces such as Wimbledon Common.



BUILDINGS AND PUBLIC SPACE FEEDBACK



In our 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 in the points below.

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.

Modern buildings of high quality design that respect local character were liked, for example CentreCourt Shopping Centre's rotunda and the CIPD building on The Broadway.

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.

There was sometimes a difference of opinion between a building's 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.

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.

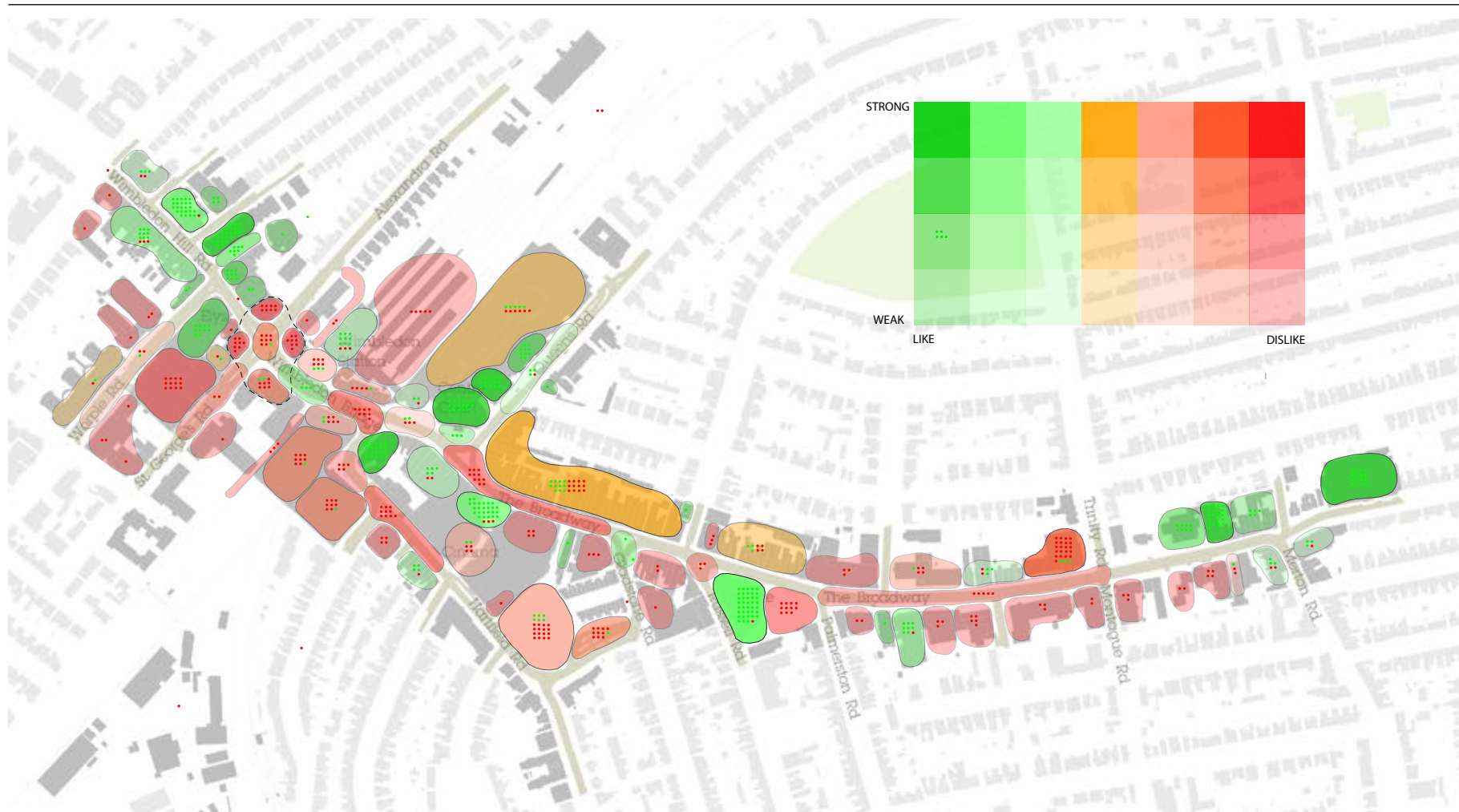
The junction of Alexandra Road and St. George's Road and the buildings around it were all strongly disliked, both for the architecture and traffic congestion.

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.

The following map summarises the positive and negative opinions on buildings and spaces in the town centre.

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.

BUILDINGS AND PUBLIC SPACES: LIKES AND DISLIKES



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**

2017 WORKSHOP FEEDBACK

Workshop attendees were also asked to come up with ideas for ways to improve Wimbledon and this was also mapped. The key issues arising in the workshops' feedback is summarised below.

Townscape & Character

Building heights were an issue and many people felt that the masterplan should set limits on building heights in the town. Many felt that Wimbledon was not suitable for tall buildings, though views differed on what was a suitable limit and what constituted a 'tall' building. The closest comparisons for what constituted 'tall buildings' were Croydon, Wandsworth and Vauxhall.

Regarding design quality, people felt that there was a wide variety of design styles and there needed to be more visual coherence to Wimbledon. Many of Wimbledon's post-war buildings were considered to be bland.

Shopfronts were considered to be poor and in need of better consistency. New buildings needed to be attractive and visually stimulating. New development needs to be inspired by good quality older buildings and Conservation Areas needed to be protected and enhanced.

People felt that the east end of The Broadway needed regeneration but there needed to be a balance between growth and character.

Greening Wimbledon

Many participants said that Wimbledon town centre lacks sufficient green spaces and needs new green spaces, pocket parks and more street trees. Green buildings and floral displays were advocated. Utilising rear alleys to create new green spaces was promoted. Improved greening was linked to improving air quality, visual appearance and reinforcing the perception of Wimbledon as a leafy place.

Public Spaces

Attendees suggested creating better gateways to the town, notably Wimbledon Hill Road and making the station a 'world class' station, including by enlarging and making better use of the forecourt.

There was support for creating a new town square in the centre of the town as a civic and community focus. A range of locations were suggested including demolishing the Wimbledon Bridge buildings, making a square linking Hartfield Road with The Broadway or one above the railway station.

It was felt that there was scope to create new green spaces and link them better with improved existing ones; providing a pedestrian route around the town centre. Improving the quality of the Piazza to make it a proper town square was also proposed. It was felt that a better pedestrian experience was needed, with better quality materials and new development giving land for new spaces or wider footways, including tree planting.

Streets, Traffic & Transport

There was a clear desire to remove the gyratory and return two-way traffic to Hartfield Road. Various ideas were suggested for re-routing traffic away from the town centre, including new bridges, new routes and using nearby streets. Lorry-bans were also supported.

The pedestrian environment was considered poor and in need of improvement. Various degrees of pedestrianisation were suggested for the town centre, though no details about how this would work were put forward in the workshops.

Issues still needed to be resolved at the station. Access for all types of vehicles – drop off/set down, taxis and disabled were all felt to be sub-standard and a more integrated layout for all modes was required. A second entrance and better interchange, as well as setting the station further back from the street was advocated.

The streetscape needed far better maintenance and repair, cleaning and de-cluttering. Facilities for cyclists needed improving, including more, better and safer routes, more parking and more opportunities to cross the railway line.

Parking in the town needed to be coordinated, by using better information and phone apps to help find spaces. Better, and in some cases more, parking was considered to be needed. Better disabled parking and more car clubs and electric vehicle charging points were suggested.

There was some opposition to Crossrail 2 because of its perceived destruction to the town centre. There was also some support for a single proper bus station and a new station integrating all modes.

Civic, Culture & Promotion

There was support for more community space, with the library being developed as a community hub, a desire also for a civic/arts/concert hall venue. More and better use also needed to be made of existing cultural and community assets and be better coordinated and advertised. Better publicity and promotion was a key theme with the development of a 'Wimbledon App' being a popular idea. Free wifi and a tourist information centre were suggested.

Buildings

New buildings should always use high quality materials and strive to use natural materials found in older buildings in Wimbledon, such as brick and stone.

New architecture should be based on good existing older buildings, but not necessarily copy them, and should use natural materials and detailing at ground floor to give them a human feel. Existing good buildings should be better protected, enhanced and improved – notably those on the north side of The Broadway.

Buildings in the town centre should always have active uses at the ground floor, and Hartfield Road car park should be redeveloped with parking relocated underground.

Land Uses

A range of sites were suggested for redevelopment and intensification, including above the station, various older office buildings and surface car parks, Dundonald Yards and the east end of The Broadway for a 'destination' use such as conference/spa facilities. A high quality hotel was considered to be needed.

There was a clear call for better quality retail facilities such as improving the offer in Centre Court, removing some supermarkets in the centre and bringing in better anchor stores such as John Lewis. More independent shops were also called for.

There are a number of underused alleys and mews that should be transformed into vibrant cultural, retail and business areas like the 'Lanes' in Brighton. Independent traders and café culture needs to be developed more. People also felt the town also needed a good quality market.

EMERGING PRIORITIES

Building on the results of the workshops in 2017, a number of themes have emerged that people consider should be explored in the masterplan.

Themes are cross cutting in that some, but not necessarily all, apply to different parts of the town centre.

These themes have been summarised into 10 Masterplan priorities, which are explored in this section in more detail, to give guidance for each relevant masterplan neighbourhoods.

Greening Wimbledon – more trees, planting, green walls, new green spaces, sustainable design

Mid-rise contextual architecture – mid-rise growth, contained in one place. Traditional urban blocks and active streets, tight grain (e.g. not podiums and towers)

High quality architecture – higher quality design. Great contemporary design and materials that reflects, respects and enhances the historic buildings

Public space – new town square, more, smaller public spaces to enjoy, relax, have events. Places for people

Cultural space – desire for a concert hall, new performance space

Traffic intervention – improve traffic management. Reduce traffic dominance

Transport interchange – a world class station with integration of all modes of transport

Develop over the railway – develop above the station and over the tracks. Stitch Wimbledon together

Independent retail – more independent retailers, niche destinations

Retail offer – better quality retail offer, more brands that suit Wimbledon



GREENING WIMBLEDON

Plenty of opportunities exist in Wimbledon town centre to transform the streets with poor environmental quality and give space back to pedestrians.

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.

Greening adds visual interest and contributes to things to see and do and it can benefit air quality. Attractive streets feel less dominated by traffic noise and perceived road danger.

Merton Council will encourage developers and existing businesses to plant suitable trees and vegetation, supplemented with imaginative lighting and street furniture.

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.



MID-RISE CONTEXTUAL ARCHITECTURE

We need growth in Wimbledon and we need to plan it to secure the best quality we can for our town centre. The townscape and topography is not suitable for high rise towers (in comparison to Nine Elms, Croydon and the City) but Wimbledon does need to become more dense and accept a moderate increase in heights to accommodate future growth.

The town centre needs active streets, tight grain, mid-rise urban blocks, not towers or podiums. New developments should contribute to creating great streets and spaces for the public. First and foremost, we experience cities at ground level. Street activation is key to a successful place.

The vision encourages dense mid-rise urban blocks similar to those of Kensington and Chelsea where heritage assets are complemented by new buildings of quality design.

Views through the town centre and beyond from Wimbledon Hill will be respected, with taller developments set away from the historic core, located at the station, St George's Road and Broadway East.

A number of 1970/80s buildings in the town centre are nearing the end of their useful life and offer the perfect opportunity for creating more space and better design.

Developers who look to build in Wimbledon must demonstrate a commitment to quality and design. Great contemporary design and materials that reflect, respect and enhance the historic buildings is encouraged.

Good growth can be achieved by occupying more of the site and adding floors. A mid-rise approach to urbanism is the council's aim. Interpreting Victorian detailing is important for shop fronts, like that proposed for Wellington House.



48

Wellington House
Wimbledon Hill Road



49

Aldwych
Lower Marsh

PUBLIC SPACE

Quality public spaces are essential to good placemaking and offer places to meet, relax, enjoy events and to activate the town centre.

Merton Council support 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 parklets.

More importantly with urban design, it is about how the place works and functions, as well as how buildings interact with the street and provide animation. Activity interest and variety in the public realm is key to creating successful places and human-scale experiences. 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.

We aim to create a hierarchy of spaces where everyone is welcome, which fosters a sense of belonging and community ownership.



CULTURAL SPACE

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.

Successful cultural quarters should build on the existing cultural character of an area and encourage a mix of uses, including cafés, restaurants and bars alongside cultural assets and facilities to attract visitors and generate interest.

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.



TRAFFIC INTERVENTION

Wimbledon town centre is fairly traffic dominated but there is little potential to alter the road layout without significant infrastructure investment to alleviate Wimbledon Bridge. Full pedestrianisation of the town centre may not be possible or desirable. Detailed traffic modelling and options appraisals will need to be developed in future.

Crossrail 2 may provide the opportunity to create additional railway crossings for both vehicles and pedestrians. External funding bids will be made for public realm and accessibility improvements for the town centre where appropriate.

A more compact town centre focussed around the station would keep the area walkable to reduce traffic dominance and open up potential for more traffic-free public spaces.

The public realm should be safe, accessible, 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.

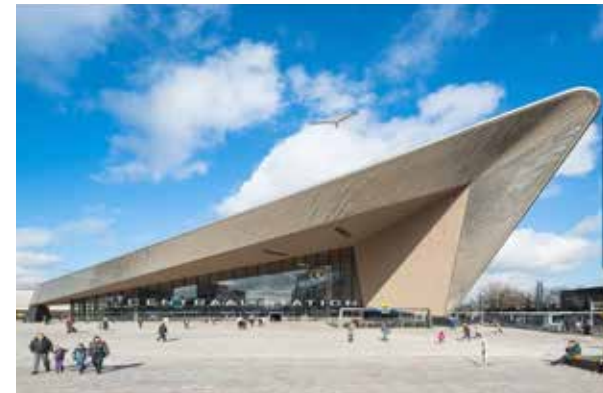


TRANSPORT INTERCHANGE

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

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

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



OVER-STATION DEVELOPMENT

Developing over the tracks is a way to accommodate growth and develop new neighbourhoods well into the 2040s.

Developing over the tracks overcomes the physical severance caused by the rail lines and stitches Wimbledon together.

Uncertainty about the government's Crossrail 2 timescale 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 without destroying the vibrancy and character of Wimbledon.

Over station and over track development could be possible with or without Crossrail 2 and has been an ambition in previous statutory plans.



RETAIL OFFER

Feedback from our workshops highlighted a mixed demand for retail. The desire for more high street brands that fit Wimbledon's demographic; currently under-represented in the town, went hand in hand with a desire for more small-scale independent retailers.

Wimbledon's retail offer faces increasing competition from Westfield London, Croydon, Kingston, Wandsworth and Nine Elms.

Wimbledon's shopping catchment is currently 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.

Policy SD6 Draft New London Plan

The adaptation and restructuring of town centres should be supported in response to the challenges and opportunities presented by multi-channel shopping and changes in technology and consumer behaviour, including improved management of servicing and deliveries.

These trends present significant challenges and opportunities for retailing in all town centres and associated high streets including adapting to new innovative forms of retailing, accommodating new space where there is identified demand, and managing the transition of surplus retail floorspace to other uses, such as leisure, business, and more intensive forms of mixed-use development.

Retail Formats

Wimbledon provides a dual opportunity to provide more larger format retailing in and around Wimbledon Station and the Piazza.

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.

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, workers and visitors.



55

Retail scale
Westgate Oxford
St Martin's Courtyard Covent Garden



SECTION 6

06 THE MASTERPLAN

A vision for Wimbledon town centre

VISION

STRATEGIC FRAMEWORK: SPACES / BUILDINGS

NEIGHBOURHOODS

CROSSRAIL 2 GROWTH

SPATIAL STRATEGY

As the historical analysis of Wimbledon's development shows; the town is predominantly a linear town centre, running east-west from Wimbledon Hill to The Broadway.

The town centre is surrounded by well established low density neighbourhoods, juxtaposed by the existing commercial centre.

The long-term spatial strategy is to promote economic development and growth initially in the St George's Road and Broadway East areas. This strategy is concurrent with Merton's Core Strategy (principally the economic development and tall buildings policies).

In the longer term, over-station development, air-rights development above the rail tracks and re-use of any potential Crossrail 2 work sites provides a further opportunity to the town to expand beyond the 2030s. This later phase of expansion would follow a north-south axis, reinforcing Wimbledon Bridge and a potential new public square as the heart of Wimbledon town centre.

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.



CURRENT DEVELOPMENT AND PLANNING ACTIVITY



-  Under Construction
-  Planning Applications
-  Formal Pre-application
-  Informal engagement with land owners



VISION

The Future Wimbledon Masterplan illustrates how existing planning policies for Wimbledon will be applied and interpreted. The plan proactively promotes good planning and placemaking to support economic growth.

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.

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

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 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.

STRATEGIC FRAMEWORK

The strategic framework for the masterplan is based around individual neighbourhoods within the town centre and corresponding priorities that were identified through community workshops.

These have been galvanised into a number of specific topic areas.

For the purpose of the masterplan, the town centre has been geographically divided up into mini-neighbourhoods, based on their general built character and function.

Within the mini-neighbourhoods, the priorities establish themselves into either distinct developments, enhancement projects or a more specific interpretation of existing Local Plan policies.

The plan has also been organised around the following frameworks;

Public Space Framework

Public Spaces

Open Spaces and new connections

Traffic & Transport

Built Form Framework

Urban Grain

Building Heights

Design Quality



PUBLIC SPACE FRAMEWORK

PUBLIC SPACE ENHANCEMENTS

Improvements to Wimbledon's public realm were made in 2012 which included reducing road widths, simplifying pedestrian crossings, pedestrianising the station forecourt and renewing paving and street furniture in the heart of the town centre. However the quality of the public realm remains poor in other places and the town is lacking in open space of all sizes. The masterplan proposes to improve existing streets with better quality surfacing/materials and wider footways in key places.

There is opportunity for improvement through planning obligations (s106/Community Infrastructure Levy) and the strategy is to develop a series of new and improved public spaces of a variety of sizes connected by a coherent network of new and existing pedestrian routes. This will form a 'green network' around the town and offer pleasant pedestrian routes, off The Broadway, away from main traffic routes.

Examples include:

- improvements to St Mark's Place
- making more of the rear of Barclays Bank
- redesigning the Piazza
- new public space in front of the station
- new office quarter open spaces
- making more of Broadway Place and other mews streets

Many of these potential improvements are dependent on partnership working and cooperation between landowners as site proposals come forward. Encouraging landowners to realise the potential benefits their site can contribute to the town centre's overall development.

The maps on the following pages show proposed improvements to the public realm and open space in the masterplan.

Public Space Enhancement Strategy

-  Footway widening
-  Street-tree planting zones
-  High-quality resurfacing zone
-  De-cluttering zone



PUBLIC SPACE FRAMEWORK

OPEN SPACES AND NEW CONNECTIONS

Long term growth areas:

There is significant scope for improvement or opportunity 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.

This will form a 'green network' around the town and offer pleasant pedestrian routes away from main traffic routes.

These improvements will help develop a unique selling point for Wimbledon which will broaden and strengthen the retail base, 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.

Improvements to existing streets and semi-pedestrianisation (shared space);

Spaces:

- The Broadway/King's Road
- Area outside Wimbledon Theatre
- Queen's Road between the Police Station and CentreCourt Shopping Centre
- Improved space outside the Town Hall
- The entrances for Woodside, Alwyne Road and Compton Road

Routes:

- The rear of buildings either side of Wimbledon Hill Road (Worple Road Mews connection through to Mansel Road)
- New routes across the railway line and station that link Alexandra Road to CentreCourt Shopping Centre.
- New routes connecting Worple Road and St George's Road
- Connecting new routes between office buildings on St George's Road across the railway line (to a new open space)

Open Space Enhancement Strategy

- Pedestrian network
- Primary open spaces
- Secondary open spaces
- Shared surface streets
- New parkland



PUBLIC SPACE FRAMEWORK

TRAFFIC AND TRANSPORT

Wimbledon is dominated by vehicles and through traffic. This has a severe detrimental effect on the quality of the town centre. The experience of the town centre is often poor, despite some recent improvements (Destination Wimbledon project 2012).

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.

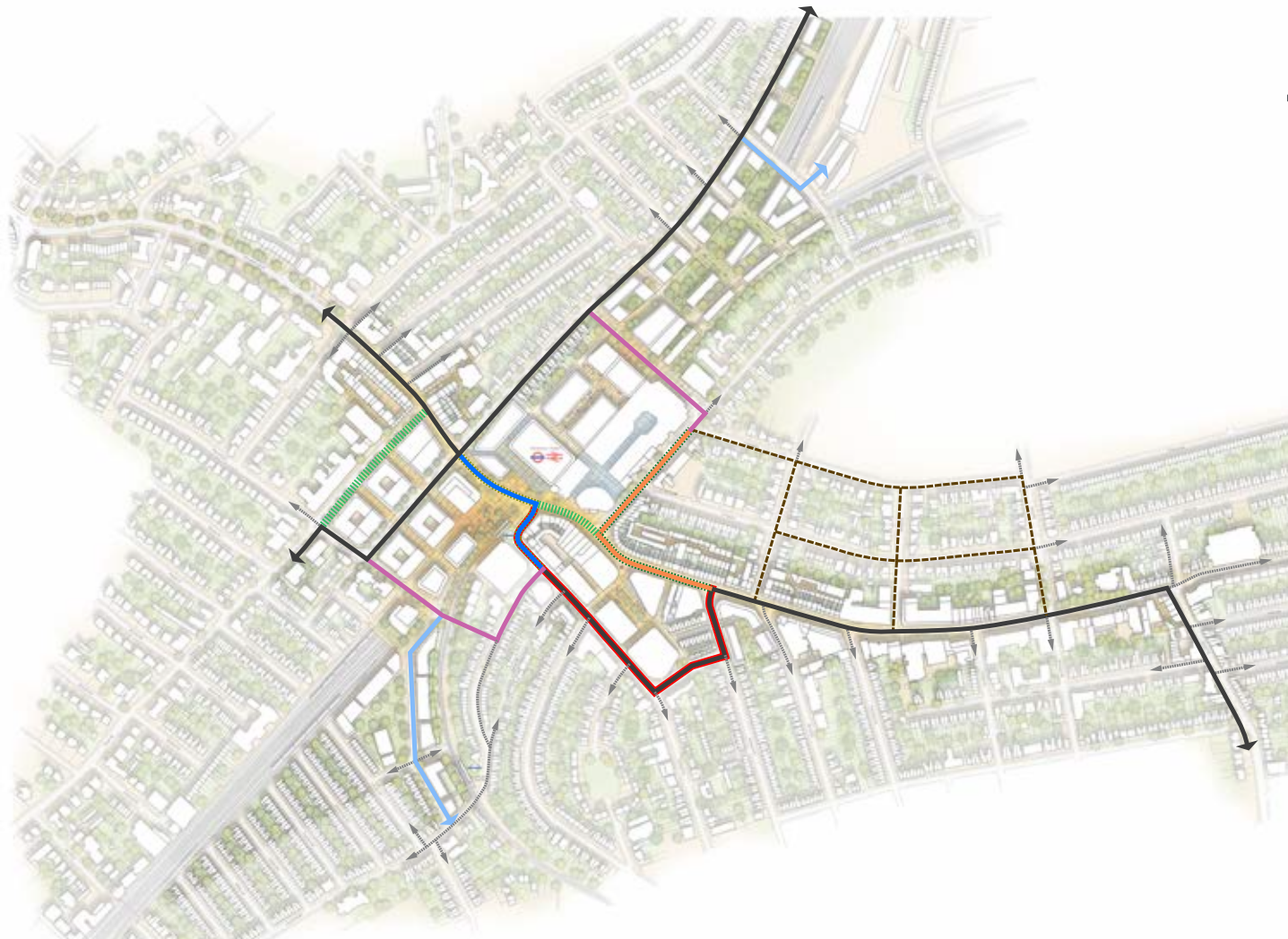
There is however, much opportunity to effect improvements despite this. The space outside the Town Hall and along Queen's Road can be calmed and redesigned in a similar manner to Exhibition Road. This will create physical and visual enhancement and calm traffic, whilst retaining the movement function.

Returning Hartfield Road to two way working will enable The Broadway to take on a more public transport oriented role and reduce general traffic on this important shopping street. However, access to the CentreCourt Shopping Centre car park will still be required via The Broadway.

A new bridge across the railway from Alexandra Road could address this but it is likely to be dependent on Crossrail 2 in terms of delivering major new rail infrastructure. Along with other options this could create complex and longer routes to and across the town centre.

Crossrail 2 presents a huge opportunity for addressing traffic issues in the town centre by potentially 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.

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 masterplan 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.



Street Movement Strategy

TRAFFIC MOVEMENT OPTIONS	SCENARIOS			
	ALL	NO CR2	CR2 ALL	CR2 + QR
Main vehicular routes				
Public transport routes				
New access routes				
Quayatory removal				
Local streets				

Note: CR2 - Crossrail 2
QR - Queen's Road



Laneway activation
Ashton Lane Glasgow
Degraives Lane, Melbourne

BUILT FORM FRAMEWORK

URBAN GRAIN, HERITAGE AND MEWS

The masterplan recognises Wimbledon's fine grain of streets and seeks to reinforce this by creating a network of pedestrian routes and laneways that address the severance caused by the railway and the linear nature of the town centre.

These new walking routes parallel to The Broadway and around St George's Road not only help permeability for pedestrians, but the small scale nature of these spaces creates an opportunity for independent businesses to occupy the ground floor, adding to the human scale experience and qualities of good streetscape.

There are a number of existing, but under-utilised mews streets which are home to a variety of uses, from residential to independent business space. These areas could be more active as public spaces and present an opportunity for small scale infill, intensification and a hidden opportunity to create unique and special streetscapes. This method of intensification is sensitive, sustainable and beneficial to the character of the town.

We will work with land owners to maximise the opportunity to enliven the lanes and mews spaces.

The frontages of the mews areas are occupied by Victorian and Edwardian buildings. These 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.

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. This work is supported by Merton's shopfront design guidance.

The plan adjacent highlights opportunities and potential to restore, respect and enhance the historic parades and mews. Not only will this improve the visual appearance and coherence of the town centre, it creates small-scale business opportunities to support a diversified retail and workspace offer.



Heritage and Mews Strategy

- Historic building enhancement
- Retained mews buildings
- New mews development
- Potential market buildings
- Residential amenity space

BUILDING HEIGHT GUIDANCE

The key to promoting good growth is ensuring that development is viable and deliverable. The masterplan identifies many sites in the town centre as having redevelopment potential. The plan also highlights where design quality can be improved through promoting redevelopment.

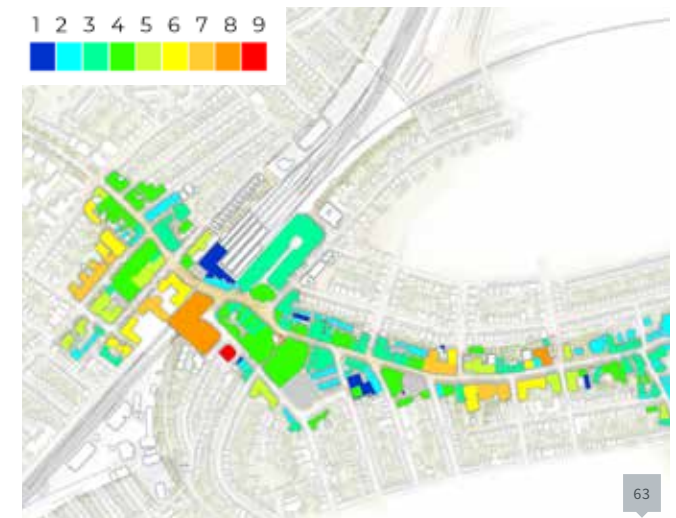
When dealing with existing places and existing buildings, there is an inherent cost to redeveloping and improving the architectural quality. This can range from refurbishment to full rebuild.

There is a current trend in Wimbledon where existing buildings are being re-purposed and being redesigned externally to a higher quality. It is more sustainable to reinvest in existing buildings which is to be commended. Examples include Mansel House, Wellington House, Pinnacle House and the retail units on Wimbledon Bridge.

This investment is a sign of confidence in Wimbledon. However, developers and investors need to make enough profit from schemes to justify the capital outlay on redevelopment. Inevitably, this means an increase in density or building heights. Developers need certainty through the planning system, therefore the Future Wimbledon Masterplan provides guidance on appropriate building heights; commensurate with Merton's tall buildings policy.

London is experiencing a vast growth in tall building planning applications, with over 500 buildings over 20 storeys already approved in the capital. Merton has no current proposals for tall buildings.

Merton's tall building policy advocates a mid-rise level of growth for Wimbledon, focussed on St George's Quarter and Broadway East. The plan opposite provides guidance on building heights for the future of Wimbledon.



Existing building heights

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18



Building Height Guide

DESIGN QUALITY: WIMBLEDON'S DNA

What is the 'Wimbledon' character, or the town's DNA? Looking at good quality older buildings in Wimbledon – as well as some newer ones and some 'lost' 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.

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 on.

Generally, Wimbledon's DNA can be divided into three groups.

Group 1

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, as well as churches in general. It can also include the two 1930s 'grand art deco' cinemas on The Broadway and Worple Road, now demolished.

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.



Group 2

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.

The architectural characteristics of the group 2 buildings is usually warm red/orange brick, terracotta, light sandstone dressings, sills and banding, detailing in terracotta and brick 'specials' and Victorian and Edwardian proportions.



Group 3

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.

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.

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.



DESIGN QUALITY

WIMBLEDON'S DNA: TYPOLOGY AND MATERIALS

Group 1: Portland Stone



Group 2: Red brick / terracotta



Group 3: London stock brick



DESIGN QUALITY WIMBLEDON'S DNA IN A NEW WAY

Group 1



Group 2



Group 3





MASTERPLAN NEIGHBOURHOODS

For the purpose of the masterplan, the town centre has been geographically divided up into mini-neighbourhoods, based on their general built character and function

PRIORITIES AND PLACES

THE NEIGHBOURHOODS

MASTERPLAN NEIGHBOURHOODS



KEY

1. Wimbledon Hill
2. St Mark's Quarter
3. St George's Quarter
4. Dundonald Yards
5. Station South
6. Station Central
7. Station North
8. Queen's Road
9. Hartfield & Victoria
10. Broadway North
11. Broadway South
12. Broadway East
13. Broadway Corner

NEIGHBOURHOOD 1

WIMBLEDON HILL

Green gateway to the town centre and landscape link to Wimbledon Village. Retain, enhance and protect the conservation area



GREENING WIMBLEDON
INDEPENDENT RETAIL
RETAIL OFFER



WIMBLEDON HILL

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.

The area is characterised by fine Victorian parades and sensitive infill developments which respect the conservation area setting.

Masterplan priorities for the Wimbledon Hill neighbourhood include;

- Enhancing the landscape quality and green verges of Wimbledon Hill
- Retain and enhance the strong Victorian character of the area with new, high quality architecture that respects the rhythm, scale and materials of the existing buildings
- Maintain existing commercial and residential uses
- Potential to intensify the use of rear laneways, for example to the rear of Bank Buildings or Worple Road Mews, to make more of these streets as places in their own right
- Public realm improvements, including new paving, lighting and greening



NEIGHBOURHOOD 2

ST MARK'S QUARTER

The focus of civic and cultural life with Wimbledon Library, Merton Arts Space and a refreshed public realm to encourage outdoor activity



GREENING WIMBLEDON
PUBLIC SPACE
HIGH QUALITY ARCHITECTURE
CULTURAL SPACE
INDEPENDENT RETAIL
RETAIL OFFER



ST MARK'S QUARTER

St Mark's Quarter 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.

Masterplan priorities for the St Mark's Quarter neighbourhood include;

- A unified and coherent space with high quality paving and active uses fronting the internal courtyards
- Landscaping, tree planting and seating in courtyards facilitating café culture and relaxation away from the traffic
- A new space created behind the Barclays building and improved route through onto Compton Road
- Additional library and arts space entrances fronting St Mark's Place with potential of creating outside amphitheatre
- Intensified Barclays and Argos buildings as well as new buildings fronting the courtyards
- Maintain a mix of uses at upper levels adding to surveillance and vitality



NEIGHBOURHOOD 3

ST GEORGE'S QUARTER

The main focus for commercial growth and creating new laneways and small-scale public spaces



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
DEVELOP OVER THE RAILWAY
RETAIL OFFER



ST GEORGE'S QUARTER

St George's Quarter is an area suitable for employment led intensification for developments.

Masterplan priorities for the St George's Quarter neighbourhood include;

- Existing uses should be maintained and new uses such as hotels and co-working to enhance the town centre offer with good quality meeting and conference space
- Elys should be retained and enhanced as a key retail anchor for the town centre.
- New development would provide an opportunity to improve pedestrian connectivity by opening up new routes between blocks.
- There is potential for building heights to step up to 12-14 storeys in areas on the east side where is less sensitive to existing development, especially residential.
- Public realm changes to be delivered as part of planning proposals received



NEIGHBOURHOOD 4

DUNDONALD YARDS

A new mixed use, residential led neighbourhood for the 2030s. Drawing on the site's industrial heritage



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
DEVELOP OVER THE RAILWAY



DUNDONALD YARDS

Dundonald Yards is proposed to be a new mixed-use neighbourhood once Crossrail 2 have made use of the site. It would be an urban extension from the heart of the town centre that utilises the tram accessibility.

Masterplan priorities for the Dundonald Yards neighbourhood include;

- Provide new green spaces adjacent to the town centre
- Employment led development that references the industrial heritage of the area
- Residential development that continues the existing Victorian residential streets off Dundonald Road
- Crossrail 2 dependent / enabled



NEIGHBOURHOOD 5

STATION SOUTH

A key component of delivering Crossrail 2 or any over-track development.

This area provides potential for a major new public space in the heart of Wimbledon and new commercial growth



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
TRAFFIC INTERVENTION
TRANSPORT INTERCHANGE
DEVELOP OVER THE RAILWAY
RETAIL OFFER



STATION SOUTH

The Station South area is subject to redevelopment for the delivery of Crossrail 2. Current proposals, based on Crossrail 2's 2015 consultation suggest the need to demolish part of Wimbledon Bridge's retail. This creates potential for a major new new public space at the heart of the town centre.

Masterplan priorities for the Station South neighbourhood include;

- Opportunity to create a new public space opposite the station that also opens up access to Dundonald Yards and the tram
- Potential for building heights to reach 14-16 storeys adjacent to offices in St George's Quarter, away from existing residential streets
- New office developments should have active frontages on Wimbledon Bridge and St George's Road to contribute positively to the public realm
- Pedestrian accessibility should continue through from St George's Quarter, connecting Worple Road through to the new public space and on towards The Broadway.
- This is a long term vision and details will emerge as proposals for Crossrail 2 are firmed up



NEIGHBOURHOOD 6

STATION CENTRAL

A world class station complex for a world-class town



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
TRAFFIC INTERVENTION
TRANSPORT INTERCHANGE
DEVELOP OVER THE RAILWAY
RETAIL OFFER

STATION CENTRAL

Station Central is the area where over-station development either enabled by Crossrail 2 or potentially delivered in partnership with Network Rail could take place.

Masterplan priorities for the Station Central neighbourhood include;

- Development over the station and railway tracks would bridge the existing severance between Alexandra Road and Queen's Road
- The creation of new pedestrian and vehicular connections between Alexandra Road and Queen's Road would alleviate pressure on traffic passing across Wimbledon Bridge
- Additional station exits on Alexandra Road and through towards Queen's Road would be encouraged to improve accessibility and also station capacity
- This area would be suitable for commercial employment-led development, extension to the shopping centre and/or new public realm and open spaces
- Long term vision, all subject to consultation with Crossrail 2 and Network Rail



NEIGHBOURHOOD 7

STATION NORTH

Over-track development can help stitch Wimbledon's existing neighbourhoods together, creating a new residential led neighbourhood for the long-term



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
TRANSPORT INTERCHANGE
DEVELOP OVER THE RAILWAY



STATION NORTH

Station North is a long term Crossrail 2 opportunity to link Hillside and Trinity wards with new crossings over the railway tracks and potentially to Gap Road site (former Dairy Crest).

Masterplan priorities for the Station North neighbourhood include;

- A new neighbourhood to provide much needed residential development close to the town centre.
- New open spaces that are accessible from the town centre
- Long term and dependent on Crossrail 2



NEIGHBOURHOOD 8

QUEEN'S ROAD

The buildings lining Queen's Road were protected in the past and will remain protected and enhanced for future generations. The public space has scope to be improved



GREENING WIMBLEDON
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
TRAFFIC INTERVENTION
INDEPENDENT RETAIL
RETAIL OFFER



QUEEN'S ROAD

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.

The masterplan priorities for the Queen's Road neighbourhood are;

- Redevelopment in the area should provide an opportunity to build an active frontage at street level along Queen's Road on the side that is currently CentreCourt Shopping Centre
- Development proposals in Queen's Road should seek to protect and enhance the Listed and protected façades as well as enhance the Victorian terrace on the Queen's Road curve
- Public realm enhancements to calm traffic with street trees, planters and seating would create an environment conducive to a new food and drink offer similar to that of the Duke of York Square off the King's Road in Chelsea



NEIGHBOURHOOD 9

HARTFIELD & VICTORIA

A focus for commercial, retail, leisure and cultural development. Intensified development to deliver a new range of public spaces



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
CULTURAL SPACE
TRAFFIC INTERVENTION
INDEPENDENT RETAIL
RETAIL OFFER



HARTFIELD & VICTORIA

Hartfield and Victoria is the area in which the larger retail stores of the town centre and office buildings are located.

Largely known as 'The Piazza' the masterplan priorities for the Hartfield and Victoria neighbourhood are;

- This area is suitable for commercial and leisure led intensification
- New buildings should open up frontages along Hartfield Road to reduce the existing severance and create small, intimate, human-scale spaces
- High quality design, open space, urban greening (including green walls on building façades) and an inclusive public realm should be a core consideration
- New leisure, entertainment or cultural spaces should be accessible as part of a wider public realm approach to large sites



NEIGHBOURHOOD 10

BROADWAY NORTH

Restore and enhance the Victorian terraces and make better use of the hidden laneways



GREENING WIMBLEDON
PUBLIC SPACE
TRAFFIC INTERVENTION
INDEPENDENT RETAIL
RETAIL OFFER



BROADWAY NORTH

Broadway North contains the row of Victorian shopping parades, which are some of the smaller units in the town centre. There is a good mix of high street chains and independent stores offering retail and food and drink, and whose active frontages give a lively feeling to the street.

Masterplan priorities for the Broadway North neighbourhood include;

- Celebrate the physical heritage assets to develop a stronger identity for the area through public realm and shop frontage improvements
- Opportunity to develop the mews courtyards for retail/small business use, similar to Paved Court in Richmond town centre
- Improve and expand residential use above shops, their entrances and outdoor amenity



NEIGHBOURHOOD 11

BROADWAY SOUTH

Opportunity to re-establish character on The Broadway



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE
PUBLIC SPACE
CULTURAL SPACE
TRAFFIC INTERVENTION
INDEPENDENT RETAIL
RETAIL OFFER



BROADWAY SOUTH

Broadway South is home to Wimbledon Theatre as well as commercial uses including some retail, but mostly a food and drink offer.

Masterplan priorities for the Broadway South neighbourhood include;

- Improvements to the street scene and the creation of a new public space outside Wimbledon Theatre, Wetherspoons and Nandos, whilst maintaining two-way traffic access to Russell Road
- Greening of the blank façade of Mai Thai restaurant facing Gladstone Road, and greening of the public space with seating here



NEIGHBOURHOOD 12

BROADWAY EAST

Establish a new character and mixed use function for the east end of The Broadway



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE



BROADWAY EAST

Broadway East contains a number of taller office and residential developments, notably the CIPD and Communication Workers Union offices, Highlands House and YMCA.

There is no dominant character for this area so developments need to create a contemporary character that draws upon Wimbledon's DNA.

Masterplan priorities for the Broadway East neighbourhood include;

- Development should be mixed-use, but with less retail focus. It is important that active frontages are maintained
- Building heights should respond to schemes already granted permission and cluster around the proposed YMCA development
- Creation of new public space and investment in the public realm to be funded by new developments



78

St Michael's Manchester

NEIGHBOURHOOD 13

BROADWAY CORNER

Small scale infill and enhancement of the existing Victorian townscape



GREENING WIMBLEDON
MID-RISE CONTEXTUAL ARCHITECTURE
HIGH QUALITY ARCHITECTURE



BROADWAY CORNER

Broadway Corner is the gateway to Wimbledon town centre from South Wimbledon. It is characterised by fine Victorian buildings and strong cultural offer with the Polka Theatre and Wimbledon Leisure Centre.

The masterplan priorities for the Broadway Corner Neighbourhood are to;

- Enhance historic buildings, the Victorian character and explore back land infill opportunities for mews developments
- Maintain and improve commercial employment-led uses



79

**Backland Infill,
Caledonian Road and Barnes**

CROSSRAIL 2 GROWTH OPPORTUNITY

The long term vision for Wimbledon town centre illustrates the potential development that could be created by Crossrail 2 or over-station development.

Development areas include Dundonald Yards, Station South, Station Central and Station North, all being on new land that could be created by decking over the railway.

This is purely indicative at this stage and dependent on Crossrail 2 progressing, or Network Rail realising the potential of over-station development. This work is ongoing and will ultimately conclude with Crossrail 2's parliamentary bill, planned for 2021-22.

Further design, feasibility and viability work will need to be undertaken to fully realise the potential of these sites and to determine the quantum and mix of uses.

Being part of Crossrail 2, these mixed use neighbourhoods will not appear until the mid 2030s. They provide opportunities for workspace, retail, leisure, cultural uses and much needed housing into the 2040s.

The Masterplan illustrates a network of streets and buildings that would 'stitch' Wimbledon's urban fabric together. These routes will create new movement patterns, across the railway and through the station to integrate with CentreCourt Shopping Centre and the existing street network.

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.





SECTION 7

07 DELIVERY

Making it happen, one piece at a time

LONG TERM PLANNING

WHAT DOES 'YES' LOOK LIKE?

INCREMENTAL IMPROVEMENTS

FOCUS ON COMMERCIAL DELIVERY

Long-term planning

The Future Wimbledon Masterplan will involve collaboration and investment from landowners, businesses, residents and public bodies such as the council and Crossrail 2.

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.

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.

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.

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).

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 shopfronts and services create the environment that we all enjoy.

What does "yes" look like?

Development will happen in Wimbledon whether a masterplan exists or not. The advantage of a masterplan is it can help to co-ordinate disparate sites and bring together what is important for Wimbledon over a number of years.

Much of this ongoing investment will only happen if the final masterplan is clear enough about what we want to see in Wimbledon and what would not be supported.

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 building's users that will have the greatest influence in its long-term success.

Incremental improvements

We are taking forward ideas created by community groups and the business community to provide incremental improvements in the look and feel of Wimbledon.

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.

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.

SECTION 8

08 OTHER GUIDANCE

The Future Wimbledon Masterplan will form part of Merton's suite of planning policies and will be used to guide development and in making planning decisions

NATIONAL PLANNING POLICY FRAMEWORK

LONDON PLAN

MERTON'S LOCAL PLAN

NEIGHBOURHOOD PLANS

OTHER GUIDANCE

National Planning Policy Framework

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 July 2018.

London Plan

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 due to be finished in late 2019.

london.gov.uk/london-plan

Merton's Core Strategy (2011)

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)

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

Merton's New Local Plan (2020)

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 draft new Local Plan is likely to take place from the end of October 2018 for at least six weeks.

merton.gov.uk/newlocalplan

Merton's Shopfront Design Guidance (2017)

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.

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 shopfront, maintenance and how to make a planning application, useful for anyone wanting to undertake work to shop fronts and signs.

merton.gov.uk/shopfrontspdp

Neighbourhood Plans

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.

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.

gov.uk/guidance/neighbourhood-planning--2

SECTION 9

09 NEXT STEPS

Have your say and help shape the future of Wimbledon

FEEDBACK

WHAT HAPPENS NEXT?

TIMELINE

ONGOING ENGAGEMENT

We welcome your feedback

Please have your say on the draft Future Wimbledon Masterplan. The current consultation will be live from 1 October 2018 and closes 7 December 2018.

View the plan online and fill out our online survey to ensure that your thoughts and ideas are considered.

You can also email the team at:

future.merton@merton.gov.uk

What happens next?

We will collate all consultation responses and make any appropriate amendments to the plan.

Officers will then present the final masterplan document to Merton's Cabinet in early 2019, seeking approval of the document as part of Merton's suite of planning policy guidance.

Keep updated with the progress of the plan and any Future Wimbledon projects at:

merton.gov.uk/futurewimbledon





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HAVE YOUR SAY



merton.gov.uk/futurewimbledon

Scan to take part in the survey or respond online at
surveymonkey.co.uk/r/futurewimbledon

