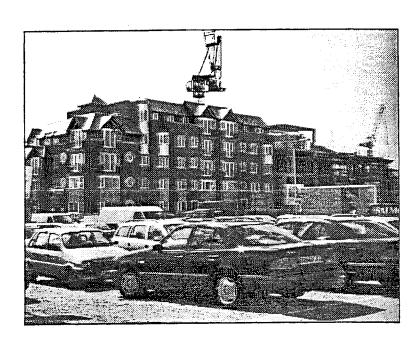
MERTON UNITARY DEVELOPMENT PLAN



Planning Brief

2 WTC Site, (part) Wimbledon

AUGUST 2003





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Planning Brief for the 2WTC site (part) in Wimbledon Town Centre.

1.0 INTRODUCTION

Objectives

1.1 The purpose of this document is to establish a planning framework providing informal guidance to landowners, the Council and prospective developers which should be taken into account when considering the redevelopment of the 2WTC site (part) in Wimbledon Town Centre. This framework provides advice on a co-ordinated approach to planning and transportation matters. Once adopted the brief has the status of Supplementary Planning Guidance (SPG) to the Unitary Development Plan (UDP). Planning Policy Guidance note12 "Development Plans" (DETR, 1999) acknowledges the valuable role that SPGs perform in support of plan policies / proposals. The brief provides an amplification of the Council's emerging UDP policies and accompanying SPGs. Interested parties are advised to refer also to the adopted UDP (1996) and its Review (2000).

Site Location and Description.

1.2 The site is located in Wimbledon Town Centre, 300m from Wimbledon Station between the rear of Ashbourne Terrace, the Safeway food store and Hartfield Rd. The site includes an 8mx55m pedestrian passage to the Broadway and is also adjacent to the bus terminus on Sir Cyril Black Way to the south.(see Appraisal Plan No. DLU/2041). Wimbledon Town Centre is Merton's strategic centre and principal location for retail and leisure facilities, commercial employment opportunities and contains its main public transport interchange. The character of development surrounding the site is typical of the mixed uses found in a town centre location and varies from six storey residential apartments, two storey residential terraced houses to a large food store, other commercial development and leisure facilities. The site comprises the southern part of the "P3" development site (UDP, 1996) the redevelopment of which for large scale retail and leisure facilities is partially complete. The site extends to approx.0.4ha., is in Council ownership and is used as a public car park (153 spaces).

Background

1.3 At its meeting on14 April 2003 Cabinet considered a report on the proposed redevelopment of the Wimbledon Broadway and Hartfield Rd car park sites (identified in Merton's draft UDP, October 2000 as Site Proposals 3WTC (P4) and 2WTC (P3) respectively). The report set out options for the best use of these sites (Council land) in the interests of securing the vitality and viability of Wimbledon Town Centre. It discussed the possible provision of a new public hall comprising an auditorium and performance centre as recommended by a consultant's study and sought a decision whether to pursue the

matter and, if so, on which site. The report also considered a framework and action programme for the development of the two sites to enable public consultation to take place on the draft planning briefs.

1.4 It was agreed that

- (i) the Council would use its best endeavours to facilitate the provision of a new public hall on the P4 site with a capacity of around 600 seats and that further studies be carried out into development feasibility as well as the partnership arrangements considered most appropriate for its implementation including the Wimbledon Community Association.
- (ii) the proposed public hall on the P4 site be funded partly from resources realised from sites in Council ownership, including from the development value of the P4 site and other sites in Council ownership, a possible contribution from the value of the P3 site and Section 106 contributions.
- (iii) financial options (capital and revenue) be explored for the redevelopment of the 2WTC site based on the retention of around 370 car parking spaces, and
- (iv) that consultation on the planning briefs for both sites be carried out and the design of the new public hall be subject to an architectural competition.

Planning Status

1.5 The site is not subject to any current planning applications for development and there are no extant planning permissions affecting it. The site is used as a public car park which is defined in terms of the Town and Country Planning Act 1990(as amended), Use Classes Order (1987) as "no specified class" (sui generis).

Unitary Development Plan (UDP)

1.6 The site is identified in the adopted UDP (1996) as forming part of the P3 development site for town centre uses and in the draft UDP (2000); the P3 extension site for mixed uses including primarily arts, cultural, community, shopping and hotel uses. The SPG Development Framework and Design Guidance (Tibbalds Munro, 1996) for the P3 site recognises that this part of the site could be developed for a food supermarket and that any development should be sympathetic to the character of surrounding development, protect the privacy and amenity of Ashbourne Terrace and reflect the "edge" it presents to Wimbledon Town Centre (see Policy Context in Appendix). The frontage on the Broadway is included within the Wimbledon Broadway Conservation Area. The site's proximity to Wimbledon Station public transport interchange confers on it the highest public transport accessibility rating (6/6) (UDP (2000) Figure 6.5 refers) and it is included in the Wimbledon Controlled Parking Zone (1994). The roads surrounding the site are London Distributor Roads (however, they do not form part of the GLA road network) are designated cycle routes. The site is

covered by an Area Lorry Ban except the main road network which is used to gain access to the site eg. The Broadway, Wimbledon Bridge.

2.0 PROPOSALS (see INDICATIVE PROPOSALS Plan no. DLU / 2042).

Requirements

- 2.1 As part of any future development of the site the Council will require that:
 - (i) The site is developed for mixed uses including offices (B1), and /or a hotel and retail (A1) with a public toilet facility incorporated into the scheme.
 - (ii) Building servicing is obtained via the service access to Safeways.and access to underground public car parking is obtained from Hartfield Rd.
 - (iii) the maximum building height achieved on site will be six storeys located on the south-western part of the site.
 - (iv) A high quality contemporary design solution to the redevelopment prospect offered by the site is achieved.
 - (v) A 5m wide shared-use pedestrian / cycle route between Hartfield Rd. and the existing pedestrian route to the Broadway, a generously proportioned pedestrian access and frontage to the bus terminus, Sir Cyril Black Way and Hartfield Rd. be provided and dedicated to the Council as public highway.

Aspirations

- 2.2 As part of the redevelopment of the site the Council will want to see :
 - (i) As an alternative to office development, a hotel (5 storeys max.) could be developed above the ground floor retail unit.
 - (ii) A glazed canopy or shelter provided over the adjacent bus terminus integrated with the proposed public realm enhancement scheme along the southern edge of the site.
 - (iii) The main entrance to the office block be located adjacent to Hartfield Rd. / Sir Cyril Black Way with the main entrance to the retail facilities located adjacent to the southern end of the pedestrian/ cycle route to the Broadway.
 - (iv) Higher density housing should be provided on a car -free basis.

Mixed Use Scheme (see Proposals Plan No. DLU / 1242)

2.3 It is proposed that the site be developed for a mixed use scheme comprising A1 retail development (approx. 2500 sq.m. GFA) at ground floor level on top of which (on the south-western part of the site) will be situated a five storey (max.) office block. A higher density residential development could also be considered an appropriate (lesser) component of a mixed use scheme for this site provided on a car-free basis. Accordingly, residents would not be entitled to controlled parking zone permits. A public toilet facility is also proposed to be incorporated

into the redevelopment scheme which will make an important addition to the public amenities available in Wimbledon Town Centre. There is evidence to suggest (WS Atkins Drivers Jonas, 1999 and the Inspector's Report into the Plough Lane Inquiry into Safeway's retail development proposals, 2001) that there is scope for additional retail development in Wimbledon to enhance its vitality and viability and maintain its competitive position in the retail hierarchy of shopping centres in south London. The Council's preference is for further office development to be located in the town centre to underpin its position as Merton's strategic centre, to provide a boost to local employment opportunities and to secure further capacity for commercial development. Retail and other commercial uses are best located in the core of the town centre and the size of the site and its servicing infrastructure are better suited to commercial - only development.

- The proposed development will be designed with respect for the 2.4 privacy, amenity and security of residents and properties in Ashbourne Terrace. The building(s) will be surrounded by 5metre wide pedestrian / cycle paths with a generously proportioned pedestrian approach in front of the bus terminus which will be provided with a glazed canopy. Underground public car parking (including 70 spaces to compensate for those currently on the 3WTC site and the 150 spaces in terms of the Council's agreement with Safeways) will be provided with reference to the standards below and access for service vehicles and private vehicles will be obtained via the adjacent underground service area for Safeways. It is also proposed that the development of the car park site 3WTC, UDP 2000 refers) behind Wimbledon Theatre on the Broadway be pursued for arts, cultural and community uses facilitated by a s106 agreement completed as part of a planning consent issued for the development of this site. Linking the development of this site for such uses to Wimbledon Theatre will bring benefits to Merton by helping to form a "cultural quarter" in Wimbledon and spreading the "evening economy" uses away from similar uses elsewhere in the town centre.
- 2.5 It is also proposed that when the balance of the 2WTC site, currently occupied by Woolworths and Robert Dyas on the Broadway / Gladstone Rd. frontage which is included within a conservation area, is subject to redevelopment proposals the Council will favour a free-standing scheme of smaller A1/A2/A3 ground floor uses to complement the large floor-plate unit proposals above, serviced from Gladstone Rd. Design guidance on the redevelopment of this site will be prepared as in due course.

3.0 URBAN DESIGN

3.1 Design Led Approach

High quality development is dependent on a "design led" approach being adopted, where the design responds to the particular character,

opportunities and constraints of the site. The purpose behind and contents of a Design Statement, required as part of a planning application submission to develop this site, is given in the Appendix.

3.2 Context

The size, position and proposed uses of the site are such that urban design considerations in this situation are considered to be important to the success of the scheme. In terms of this site the Council sees urban design matters in terms of the following issues.

- Responding to and reinforcing locally distinctive patterns of development.
- Distinguishing private and public areas and promoting continuity of street frontages and enclosure of space
- Providing quality in the public realm, with attractive, safe and functional public spaces
- Providing ease of movement
- Providing recognisable routes and landmarks to promote legibility
- Providing development which is capable of adapting to change
- · Development which creates places of variety and choice
- Development which promotes health and community safety

3.3 Pattern of Development

Development of the site should make a distinctive contribution towards the completion of the development of the P3 site and particular regard should be given to defining a (southern) edge of Wimbledon Town Centre in this vicinity, of public and semi-public spaces, and to provide visual enclosure where appropriate.

3.4 Prominent Entrance Features

The site marks an important southern approach to Wimbledon Town Centre core area. Therefore, the development should emphasise the importance of the position of the site, with buildings of adequate scale, providing a distinctive skyline feature. It is suggested that in order to protect the privacy and amenity of properties on Ashbourne Terrace that a maximum building height on the southern part of the site of six storeys would be an appropriate height, with a prominent corner element facing Hartfield Rd. On that part of the site closest to Ashbourne Terrace one storey maximum building height would be appropriate with a prominent feature, possibly a building entrance, facing along the pedestrian route to the Broadway.

3.5 Ease of Movement and Achieving Quality in the Public Realm

Development proposals will therefore need to include proposals for the continuation and development of joint use pedestrian / cycle routes through the site between the Broadway, Hartfield Rd. and Sir Cyril

Black Way in order to improve the pedestrian and cyclists' environment in the town centre. Enhancement works will include planting, and the provision of well designed street furniture, including seating (details to be agreed by the Council). New street trees to a specification agreed by the Council, will need to be provided by the developer along with quality paving materials for pedestrianised public spaces.

4.0 PLANNING APPLICATIONS AND SECTION 106 AGREEMENT (Town and Country Planning Act, 1990)

As part of a planning application for the redevelopment of this site the Council will require the submission of Sustainability and Transport Appraisals and a Design Statement (see Appendix). Merton's revised UDP,2000 (Policy F2, Planning Obligations) can require a developer(s) to enter into a S106 Agreement with the Council in association with a planning consent (including conditional) to develop the site. This agreement can require a developer(s) to, amongst other things:

- (i) Provide financial contributions towards improving the public realm including environmental and streetscape improvements
- (ii) Provide financial contributions towards local public transport infrastructure including a glazed canopy for the bus terminus on Sir Cyril Black Way and cycling, walking, parking control and traffic management.
- (iii) Provide a financial contribution towards the Wimbledon Town Centre Management and Tourism Initiative.
- (iv) Provide a financial contribution towards improving the security and protecting the amenity of the properties in Ashbourne Terrace.
- (v) Make a financial contribution towards the provision of a public hall and community facilities (including public toilets) if these are not provided as part of the mixed use scheme.

5.0 FURTHER INFORMATION

Prospective developers and other interested parties are advised to obtain further information on the provisions of this document which can be found in:

- London Borough of Merton Unitary Development Plan (1996)
- London Borough of Merton revised (2nd deposit draft) Unitary Development Plan (2000)
- SPG, "Transport Planning" (April 2001)
- SPG, "Designing Out Crime" (September, 1999) and Circular 5/94
- SPG "Sustainable Development" (July 2000)
- SPG "Accessible Environments" (March 2001)
- London Borough of Merton Draft Waste Management Strategy
- SPG Development Framework and Detailed Design Guidance (Tibbalds Munro, 1996).

• Delivering Good Design, London Borough of Merton, 2002. These documents can be obtained from London Borough of Merton, Environmental Services Department, Merton Civic Centre, London Road, Morden, Surrey SM4 5DX.

6.0 Point of Contact

Further information on this brief or the development of the site is available from:

Ian Bremner, Sites and Projects, Environmental Services Department, London Borough of Merton

Tel: 020 8545 3818 Fax: 020 8545 3326

Email: ian.bremner@merton.gov.uk

APPENDIX

1.0 POLICY CONTEXT

1.1 Unitary Development Plan Policies (UDP)

The provisions of Merton's adopted Unitary Development Plan (1996) and the draft UDP (2000) are both relevant to consideration of the redevelopment potential of the site. Policies referred to below are from the draft UDP (2000).

1.2 **Design of New Buildings** (UDP Policies ST18, BE21, 22, 23, 28, 32, 33)

All buildings should receive adequate sunlight, daylight and privacy. Daylight and privacy of adjoining buildings should also be protected, especially the residential dwellings in Ashbourne Terrace. The Council places a high priority on good urban design and new development should contribute to the environmental quality and local identity of the area. New development should cater for people with disabilities. In order to help reduce the incidence of crime in the Borough new developments are encouraged to incorporate the design principles set out in policy BE33 and the Council's SPG "Designing out Crime" (September 1999).

1.3 **Town Centre Development** (UDP Policies ST25, ST26, BE35, 38, 39, 46, TC3, 5, 6, 8, 11, WTC1,WTC2, WTC6, WTC7, WTC8, WTC10)

The Council recognises that this site, forming part of the former P3 site, would be an appropriate location for the development of either office or hotel and arts, culture, community and shopping facilities as part of a pattern of mixed land uses in the town centre.

Over the last few years the P3 site has been subject to a number of studies the findings from which informed the UDP Review designation for the site. The Town Centre Study (Arup and Hillier Parker, 1996) of development potential and transport proposed strengthening the core of Wimbledon by encouraging the development, within a mixed use scheme for the site, of ground floor, large floor plate retail units with a single car park supported by an enhanced pedestrian environment in the town centre. McCann Mathews McMillan's contemporaneous feasibility study into the provision of a Public Hall on the site concluded that the most likely way to procure the Hall was in association with a commercial development or as planning gain in the town centre. The Town Centre Capacity Study (WS Atkins Drivers Jonas, 1999) promoted the development of the P3 site for large scale development within a consolidated town centre facilitated by substantial qualitative improvements to its environment. The Tibbalds Munro (Development Framework and Design Guidance (1996)) has been incorporated as SPG to the UDP and proposed that the P3 site be developed

preferably for residential uses with 250-370 car parking spaces and a landscaped perimeter associated with building entrances. A supermarket, hotel and unit shops are also recognised as possible land uses supported by public toilets, town square and restaurant/café bar uses and financial / professional services.

The Council wishes to promote and enhance the distinctive identity of Wimbledon town centre. Accordingly, it will require new development to contribute to creating an improved physical environment and improve the public realm. New development will be required to meet the terms laid out in policies BE35 and BE39. In considering proposals for development within the town centre the Council will seek the provision of appropriate infrastructure and other facilities through the use of planning obligations.

1.4 Retail and Hotel Development (UDP Policies TC10, WTC7, S8, T1)

The Council supports the development of hotel and retail uses in (Wimbledon) town centres especially where public transport links are good. The Council will consider the benefits that can be derived in terms of employment and the local economy from new hotel development, the size and suitability of a proposal site and the local environmental impact of such development. Consideration will need to be given to policy S8 where developers are proposing to include A3 uses, such as bars, pubs, restaurants and fast-food outlets etc.

1.5 Transport (Policies TO2, LU2-5)

The Council supports transport networks in town centres in order to achieve:

- (i) Reduced traffic congestion through the introduction of traffic restraint measures supported by measures to protect residential areas from diversionary re-routing.
- (ii) Improved safety, comfort and convenience for pedestrians and cyclists.
- (iii) Improved public transport facilities.
- (iv) Improved local accessibility to existing and new development.
- (v) Development opportunities and site improvements
- (vi) Pedestrian priority schemes.

The site is well served by public transport. It is close to the underground and mainline stations and is served by local bus services. Under the revised Public Transport Accessibility Plan in the Interim Transport Plan the site has a public transport accessibility level of 6 (out of 6). Developers are required to take into consideration the level of public transport serving the site, and assess any potential impact new development could have on the local environment and transport network. Any significant increase in car-use within the area could result in increased levels of congestion. In order not to exacerbate the effects

of congestion and reduce car use in the Borough, developers will be required to submit proposals that aim to improve access to the site for the benefit of pedestrians, cyclists and public transport users.

1.6 Sustainable Development (Policies E13, PE14 and BE31)

In view of the Council's commitment to sustainability, development proposals should be formulated having regard to energy efficient designs and through the orientation of buildings. Consideration should be given to the use of energy efficient building materials in the event of redevelopment. The Council encourages the redevelopment of "brownfield" sites especially those in locations well served by public transport and accessible to large numbers of people. The Council also encourages the use and reuse of sustainable materials and new office buildings over 1000sq.m. GFA outwith conservation areas should incorporate renewable energy generating equipment sufficient to generate 10% of the energy requirements of the building. Further information is available in the Council's SPG"Sustainable Development" (July 2000).

1.7 Waste and Refuse (Policies PE10, PE12)

The Council encourages the minimisation of waste in the development process. The Council will require the provision, within new developments, of adequate waste and refuse storage facilities along with satisfactory vehicular servicing arrangements. The Council will also require these areas to be screened or enclosed. Bin storage areas should be no more than 25 metres from vehicular access points and paladin storage areas should be no more than 9 metres from vehicular access points. In order to facilitate the use of wheeled bins the floor surface must be suitable for the bins to be manoeuvred to and from the storage area. (dropped kerb etc.) Further details of these requirements and Merton's draft Waste Management Strategy can be obtained on tel. no. 020 8545 3812 and in the SPG on "Sustainable Development" (July 2000).

2.0 Highways and Parking Standards

Access – (Policy RN4)

2.1. In the design of accesses and footways, developers will be encouraged to provide safe and pleasant environments. This can be achieved by following the guidance set out in SPG "Transport Planning" (April 2001). The main considerations affecting the site with regard to the vehicular servicing access is the s106 agreement to provide servicing to the P3 extension site via the underground servicing arrangements for Safeways. In order to achieve safer vehicular accessibility and to minimise the opportunity of pedestrian / vehicular conflict it is suggested that separate access to the car parking area from to the service access is obtained off Hartfield Rd.

Car Parking - (Policies PK2-3, PK6)

- 2.2 Parking standards in the Borough have been reviewed in light of new Government Policy (PPG13, 2001) and proposals highlighted by the Road Traffic Reduction Act 1997. These standards are now included in Schedule 6 of the UDP. This guidance sets out maximum parking standards related to the availability of other modes of transport. Appropriate standards are detailed below. Development of the site should allow for the requirements of mobility impaired people to be met in full.
- Developers will be required to take into consideration the amount of 2.3 car-parking space already provided in the area and the amount of parking provided for in the agreement between the developer of the adjacent site occupied by Safeways) and the Council. This agreement provides for 150 public car parking spaces to be provided on the site in the event of any redevelopment taking place. Additional car parking spaces will be required to replace the car parking on the 3WTCsite (70 spaces). To accommodate parking demand generated by site development proposals reference can be made to the table below. However in view of the constrained nature of the site it is suggested that in total a minimum of 220 car parking spaces with a maximum of 370 is provided. Similarly, vehicular servicing arrangements (basement) for the site are secured in the agreement associated with the planning permission for the Safeway development (Application No. 98/PO818, 1998) on part of the "P3" site. Schedule 6 of the UDP on "Highways & Parking" sets out maximum figures of car parking spaces as follows:

Use	Maximum Standards to be Applied to Wimbledon Town Centre
A1/A2	1 per 30m ²
Hotel	1 per 4 bedrooms
Offices	1space per 600sq.m. max.

2.4 Cycle Parking – (Policy WC4)

The Council requires new developments to provide secure cycle parking as set out in SPG "Transport Planning" (draft April 2001). These standards require cycle parking facilities to be located as close as possible to the proposed development, offer security against theft and be visually acceptable.

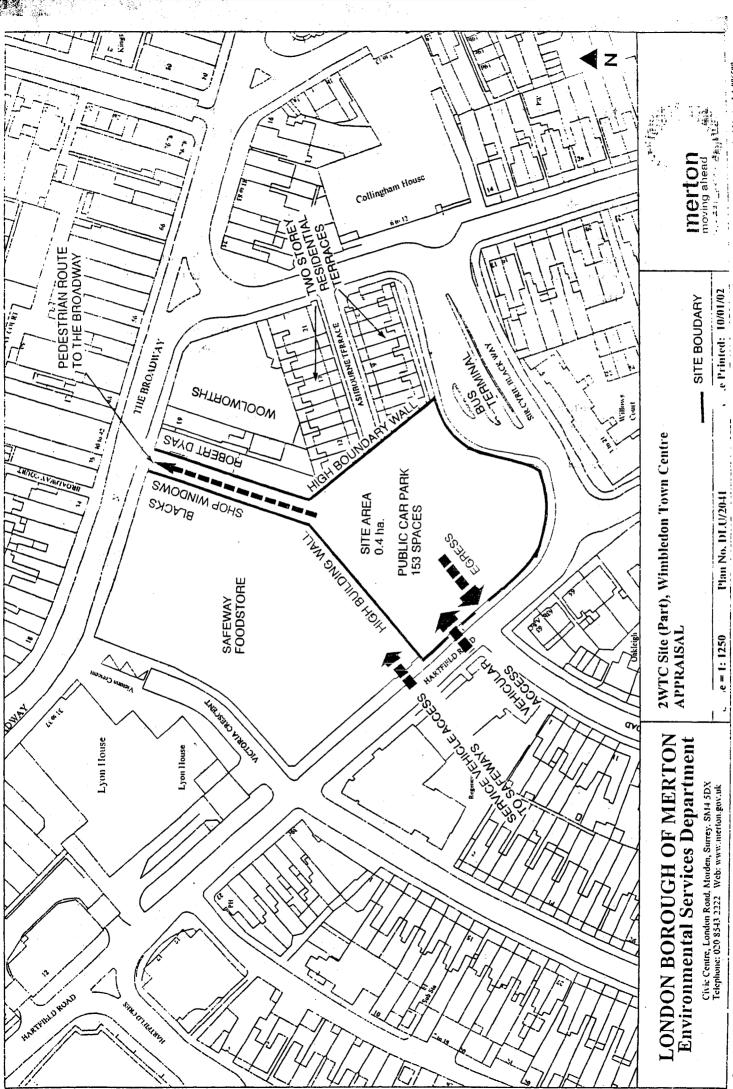
3.0 Design Statement.

The Council is committed to raising the standard of design achieved in new development and in public spaces. A Design Statement is required to be submitted by applicants for planning permission. It should set out the design principles adopted and show how the design of proposals has taken into account the nature of surroundings and how it will help to improve the environment.

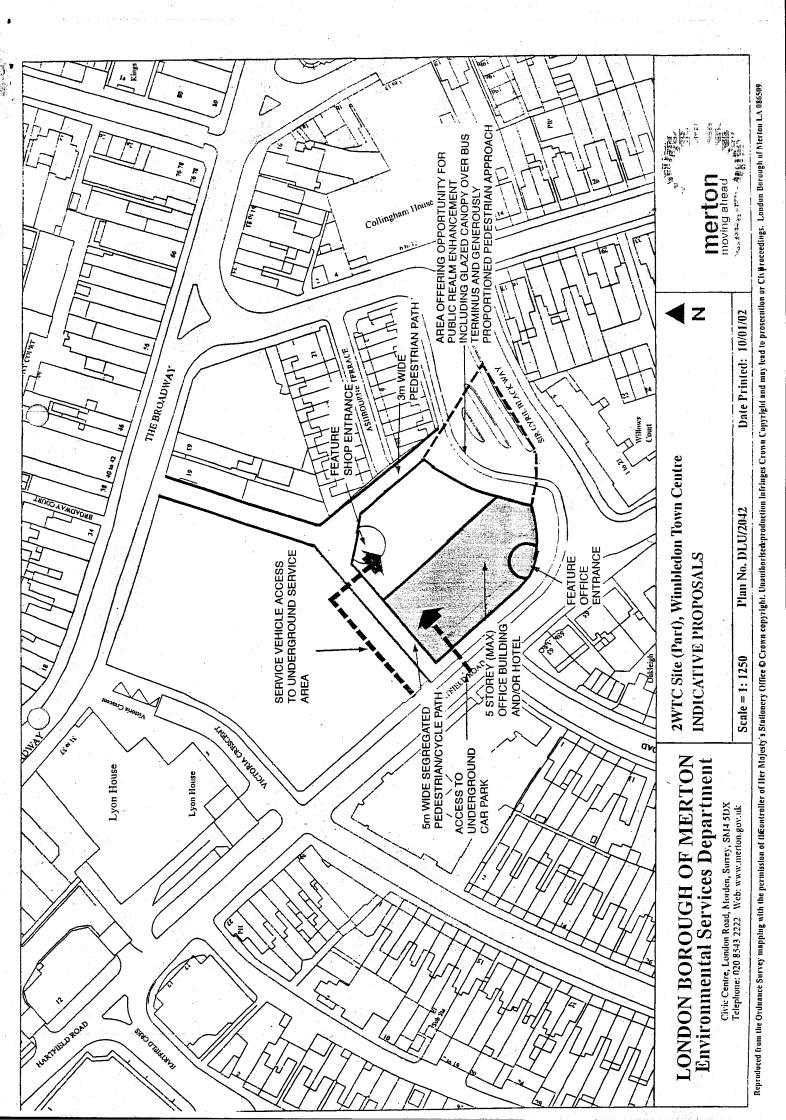
The Statement will assist the Council staff in considering an application for planning permission and in coming to a view on how it meets Council objectives and policies, design standards and site specific advice in Planning, Development or Design Briefs. A Design Statement should be the first task in the approach to developing a site explaining how the design has evolved.

The Design Statement should comprise a site analysis including constraints, an assessment of development objectives, design options and a preferred solution. The preferred design should embrace height, massing, materials, impact, accessibility, environmental effects, and a statement of policies from the UDP, of advice from planning / development / design briefs showing the proposal's compliance with them, a statement of consultation and reasons in support of the application.

Further information on Design Statements is available in the Council's document "Delivering Good Design" (LBM, 2002).



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