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**From:** Stevens, S [REDACTED]  
**Sent:** 15 November 2018 15:04  
**To:** Future Merton  
**Cc:** [REDACTED]  
**Subject:** Future Wimbledon Masterplan: submission of written representations on behalf of Kingston Estates

Dear Sir/Madam,

Our client, Kingston Estates, is the freehold owner of 1-4 Francis Grove, Wimbledon. On their behalf, please find detailed below written representations to the draft Future Wimbledon Masterplan (September 2018). We would be grateful if you would confirm receipt of this email.

Kingston Estates (KE) supports the Masterplan's acknowledgement that Wimbledon town centre is the largest office location in Merton – where demand is high and supply is low.

In particular office development providing modern space is limited in the area. KE therefore strongly supports more office development being encouraged in central Wimbledon, including the St George's Road/Worple Road area.

KE supports Merton Council's aspiration for Wimbledon to be recognised as a Metropolitan Centre.

KE notes that on page 63 the diagram shows that, following workshops organised by the Council, people disliked the buildings along George's Road. KE is seeking to redevelop the site that it owns at 1-4 Francis Grove, replacing the existing building with a high quality development that responds to its context.

KE supports the acceptance on page 69 that Wimbledon does need to become more dense and accept a moderate increase in heights to accommodate future growth, with 'St George's Road' being one of the three areas identified as an area for taller developments. ***KE requests that this reference to taller buildings refers to the St George's Road/Worple Road blocks ie. St George's Quarter as defined in the Building Heights Guide on page 93.***

Fully support the Council's commitment to 'strengthen the position of Wimbledon as a Major Centre through the redevelopment of key sites within the centre'. In light of KE's pre-application discussions regarding its proposals at 1-4 Francis Grove, we consider this site is one of the town's key sites along with others that are formally identified on St George's Road and Worple Road in the emerging Local Plan.

As part of the Council's proposed Public Space Enhancement Strategy, footway widening, high quality resurfacing zones, and street-tree planting zones are proposed. In the context of the extent of online deliveries, consideration needs to be given to managing the parking associated with such deliveries to minimise the unmanaged, on-street short-term parking that takes place. ***We request that such on-street spaces are pro-actively acknowledged/incorporated into the Strategy.***

Building height guidance is provided on pages 92 and 93. Merton's tall building policy advocates a mid-rise level of growth for Wimbledon, focussed on St George's Quarter and Broadway East. The diagram on page 64 identifies KE's 1-4 Francis Grove site as a location for a 10 storeys building, with heights increasing towards the rail line. KE supports the identification of these areas as locations for taller buildings in the town. In terms of the height of buildings that come forward on individual site's, KE supports the guidance provided in the Masterplan but this should not be prescriptively applied as part of the development management process. In accordance with both national, regional and local policy, each site should be considered on its own merits and considered in the context of adjacent sites (current and future proposals), the wider area, and the proposed detailed design. ***We consider that such wording should be incorporated into this section of the Masterplan.***

Should you wish to discuss these representations further, please contact me or my colleague Sophie Stocker.

Yours faithfully  
S [redacted] Stevens

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CBRE Ltd | UK Development - Planning  
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