

[Redacted]

**From:** T Price [Redacted]  
**Sent:** 10 December 2018 14:00  
**To:** Future Merton  
**Cc:** C Moore  
**Subject:** Future Wimbledon Masterplan - Representations by Lidl UK GmbH  
**Attachments:** L 181210 SAV Lidl FWM Reprs.pdf

Dear Sirs

**FUTURE WIMBLEDON MASTERPLAN CONSULTATION  
REPRESENTATIONS MADE ON BEHALF OF LIDL UK GMBH**

Please find attached a copy of representations to the consultation draft of the: Future Wimbledon Masterplan.

We trust that these representations will be afforded appropriate weight and will assist with the finalisation of the Masterplan.

We would be grateful if you can keep us updated of any further rounds of consultation or proposed adoption dates.

Kind regards

[Redacted]

T Price

[Redacted]

Savills, [Redacted]

[Redacted]

[Redacted]

10 December 2018  
L 181210 Future Wimbledon Reprs



Future Merton  
London Borough of Merton  
Civic Centre  
London Road  
Morden  
SM4 5DX



Dear Sir or Madam

**FUTURE WIMBLEDON MASTERPLAN CONSULTATION  
REPRESENTATIONS MADE ON BEHALF OF LIDL**

**Introduction**

We write on behalf of our client, Lidl UK GmbH ('**Lidl**'), to provide its representations to the consultation on the Future Wimbledon Masterplan (Consultation Draft, October 2018).

Lidl owns the office building at 19 Worple Road in Wimbledon town centre and currently occupies this as its administrative Head Quarters in the UK ('**the Site**'). The Company will be re-locating to new, bespoke premises in Tolworth in the Royal Borough of Kingston upon Thames in 2020.

Lidl has owned and occupied the building at Worple Road since 1998. The Company is currently assessing options in terms of potential redevelopment, refurbishment and re-use and intends to engage formally with the Local Planning Authority ('**LPA**').

Lidl may retain some presence at the Site and accordingly, is keen to help shape the emerging document which will provide a cohesive framework for development and economic growth within Wimbledon.

**Representations**

Below are Lidl's formal representations to the Future Wimbledon Masterplan ('**Masterplan**') which we trust will be considered as part of the consultation process.

**Overview**

Lidl supports the preparation of the Masterplan which will provide a Vision and Framework for development in Wimbledon Town Centre. Lidl supports its objective of the Masterplan which is to provide a guide to investment decisions and promote economic growth by offering greater clarity for all parties.

The Masterplan will establish the type, form and quality of the development the Council will support for the town centre.

Lidl supports the desire to adopt the Masterplan as a Supplementary Planning Document such that it will be a material consideration alongside the development plan.

Offices and associates throughout the Americas, Europe, Asia Pacific, Africa and the Middle East.

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### ***Office Market Commentary***

Lidl supports the commentary relating to the office market within Wimbledon. The Masterplan identifies Wimbledon as a strategic location for offices with supply currently being described as 'extremely limited'.

Wimbledon is considered to be positioned as the premier business location in south west London.

### ***Crossrail 2***

The realisation of Crossrail 2 would significantly increase Wimbledon's accessibility through reduced journey times with central London and beyond. Should the project progress it could support further growth and intensification beyond the current vision within the Masterplan.

Provision should be included within the Masterplan to enable its early review (either in full or partial) once there is certainty around the Crossrail 2 infrastructure project.

### ***Buildings and Public Spaces: Likes and Dislikes***

19 Worple Road was identified within the consultation process as a building that is 'disliked'. It should be noted that the rating level was 'weak' given the number of direct comments but it does establish the potential for future development to enhance the quality of the building and its contribution to the street scene.

### ***Public Space Enhancement***

Lidl supports the aspirations for improvements to Worple Road through the Public Space Enhancement Strategy. Enhancing the appearance and quality of the pedestrian environment will help to support further economic growth and occupational demand; contributing towards the objective to become the 'premier business location in south west London'.

The existing head office in Wimbledon forms part of the St George's Quarter within the Future Wimbledon Masterplan.

### ***Building Height Guidance***

Merton's tall building policy advocates a mid-rise level of growth for Wimbledon, focussed on St George's Quarter and Broadway East. The Site falls within the St George's Quarter.

The Masterplan identifies the current building at the Site as measuring six and seven storeys (see graphic on Page 92). The proposed Building Height Guide supports the upward extension of the building to eight and nine storeys.

Lidl supports the identification of the Site as having the potential for a minimum of two additional storeys. We would request that the Masterplan is updated to confirm that the 'Building Height Guide's is seen as an acceptable baseline with greater levels of intensification or growth permissible subject to design justification.

### ***Neighbourhood 3: St George's Quarter***

The St George's Quarter is identified as an area suitable for employment led intensification.

Lidl supports both the primary land use and support for the delivery of additional floorspace. In particular, Lidl supports the intensification of St George's Quarter as having potential to accommodate some of the tallest buildings within Wimbledon town centre (stepping up to 14 storeys).

Lidl also supports the references to allowing wider commercial land uses that complement the primary office function of the area. Complementary land uses should be extended to include other commercial uses (such

as retail, restaurants and health and fitness) as these will support the employment function and the wider vitality and viability of the town centre.

### **Summary and Conclusion**

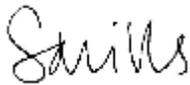
Lidl welcomes the preparation of the Future Wimbledon Masterplan. A framework that aims to promote economic growth by proactively establishing the parameters for acceptable development is a positive addition to the development plan.

Lidl generally supports the vision and overall content of the Masterplan. In particular it supports the aspirations and policies that relate to the St George's Quarter subject to minor additions relating to complementary land uses and baseline position for building heights.

We would be grateful if you could acknowledge receipt of these representations and keep us updated of any further stages of consultation, so that we can provide comments as may be required.

Should you require any clarification or additional information, please do not hesitate to contact Chris Moore or Tim Price at these offices.

Yours faithfully

A handwritten signature in black ink, appearing to read "Savills", written in a cursive style.

**Savills (UK) Limited**  
Planning

cc. S Bignell - Lidl