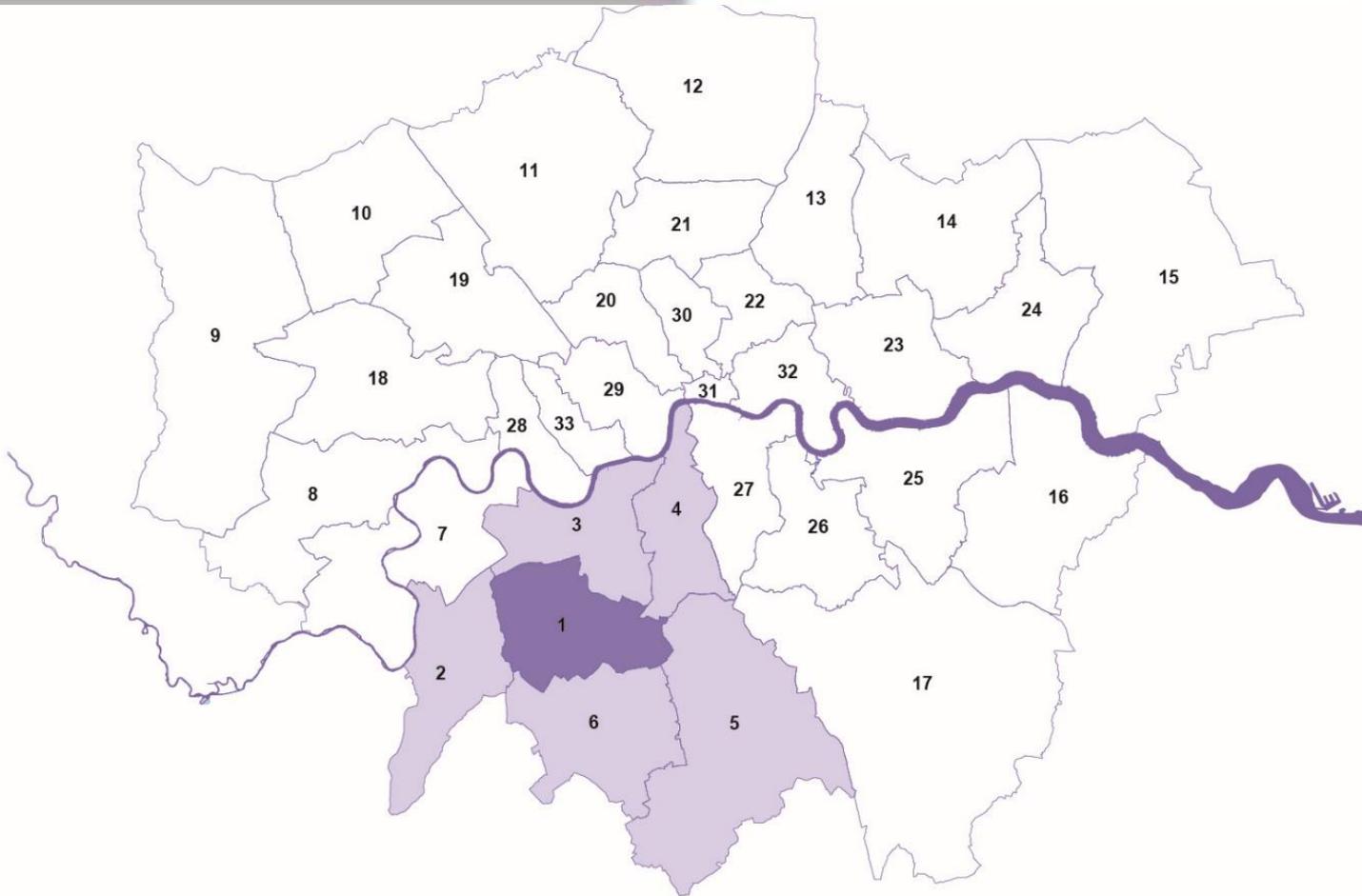


The Vision and Strategic Objectives



Merton in the London Context



- | | |
|--|---|
| 1 Merton | 19 Brent |
| Neighbouring Boroughs | 20 Camden |
| 2 Kingston upon Thames | 21 Haringey |
| 3 Wandsworth | 22 Hackney |
| 4 Lambeth | 23 Newham |
| 5 Croydon | 24 Barking and Dagenham |
| 6 Sutton | 25 Greenwich |
| London Boroughs | 26 Lewisham |
| 7 Richmond upon Thames | 27 Southwark |
| 8 Hounslow | 28 Hammersmith and Fulham |
| 9 Hillingdon | 29 Westminster |
| 10 Harrow | 30 Islington |
| 11 Barnet | 31 City of London |
| 12 Enfield | 32 Tower Hamlets |
| 13 Waltham Forest | 33 Kensington and Chelsea |
| 14 Redbridge | |
| 15 Havering | |
| 16 Haringey | |
| 17 Harrow | |
| 18 Havering | |

Points of interest in Merton



Connectivity

- National Rail Stations
- Underground Stations
- Tram Stops
- Rail Lines
- Main Roads
- Town Centres
- Strategic Industrial Locations

Areas of Interest

- Unique / Major Places of Worship
- Wimbledon Windmill
- River Wandle
- Merton Priory
- Canons House
- Wandle Valley Regional Park

Lifestyle

- Sailing
- Golf Course
- All England Tennis Club
- Mitcham Cricket Green
- Horse Riding
- Deen City Farm
- Theatre

Merton – the place



88,000
HOUSEHOLDS



POPULATION OF
209,000
PEOPLE



36% RESIDENTS OF
BAME BACKGROUND



65+ YEARS
AGE GROUP
INCREASING ↑



0-4 YEARS
AGE GROUP
INCREASING ↑



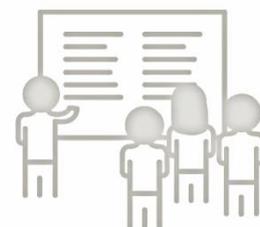
11,365
BUSINESSES
IN MERTON



100+
PARKS AND
GREEN SPACES



99.6% of Merton
WITHIN 400M OF A
PUBLICALLY ACCESSIBLE
OPEN SPACE



108,300
IN EMPLOYMENT

Spatial vision

1.20. By 2036 Merton will have embedded health and wellbeing into all aspects of development, from the provision of new homes, access to jobs and services, and the look and feel of our town centres and neighbourhood areas, streets, parks and open spaces.

1.21. Merton's environment will have improved. People will feel safe and secure living, working or travelling through Merton due to safer roads and less fear of crime. We will have introduced more support for electric vehicles including for deliveries, servicing and public transport, greater scope for walking and cycling, and significant **improvements to public transport**. The Sutton Link will provide a reliable rapid transit service from Sutton to Merton and Crossrail2 will be close to completion, helping Merton's residents and students to access the jobs and services they need, helping staff and customers for Merton's businesses to access Merton quickly and efficiently and making Merton more easily accessible for visitors and tourists. These measures will also have helped to improve air quality and minimise noise pollution from roads by having provided faster and more efficient alternatives to the private car.



1.22. Merton's places will be flourishing and well looked after. An **Opportunity Area Planning Framework**, supported by the Mayor of London, has guided and co-ordinated development throughout the centre of Merton.

South Wimbledon and Mitcham

1.23. The shops, cafes, restaurants and other services found in Merton's newest Local Centre at South Wimbledon will be thriving thanks to the increased footfall enabled by the new homes at High Path estate and the improved public spaces along Merton High Street and Morden Road. The redevelopment of key sites within Mitcham town centre will have provided new, well designed commercial floorspace occupied by businesses supporting leisure and social activities for the surrounding neighbourhood. New homes above shops in the town centre will boost local businesses, helping them to provide more jobs and better services.

1.24. At least 6,200 **new homes** will have been built by 2036 in Merton and 40% of these are **affordable**. Neighbourhoods between Eastfields and Pollards Hill in Mitcham will have been transformed by the development of modern, well-insulated new homes, shops and services in landscaped settings. Between Mitcham and Morden Ravensbury and the former Benedict's Wharf will have provided new homes and business space, complimenting their conservation area settings and supporting greater access to the Wandle Trail, fauna and flora in the surrounding parks for new and existing residents.

MoreMorden

1.25. The most significant change will have taken place in Morden town centre. The area directly outside the underground station will now be a public piazza, creating a much calmer sense of arrival and attractive place to be. The look and feel of the whole high street will have been transformed by this piazza and the redevelopment of Abbotsbury Triangle and the sites around the station. Businesses will have benefitted from improvements to their shopfronts, from the increase in residents living within the town centre, from commuters walking along the high street to access buses or Sutton Link and choosing to pop in for a bite to eat or to access other services. Morden will be a place people now want to visit, not just pass through.

Future Wimbledon

1.26. By 2036 Wimbledon will have seen largely incremental change on sites within the town centre that are not required for Crossrail2. The refurbishment or redevelopment of sites along Wimbledon Broadway, around Hartfield Road and on St George's and Worple Road through plan-led approach co-ordinating building design, layout, materials and the public spaces around the site will

have led to a real step-change. The overall quality of Wimbledon town centre now more closely matching the attractive residential areas that surround it. Crossrail2 is still under construction, nearing the end, and residents, community groups, civic societies, LoveWimbledon, businesses, the council and Crossrail2 have worked together on a plan for the future of over-station development, greater access across the tracks, public space at the heart of Wimbledon bridge and the future of Dundonald Yards which would be implemented into the 2040s.

Connecting Colliers Wood

1.27. Colliers Wood is one of the key town centres in the Mayor of London's Opportunity Area (which also encompasses Wimbledon, South Wimbledon and Morden town centres). The continued changes to the way we shop and access services which started in the 2010s has helped Colliers Wood. The former retail warehouses have either been redeveloped to create new more traditional street patterns with homes above or now provide space for a wide range of social and leisure activities such as climbing walls, trampolining, gaming and mixes of uses that provide a series of small businesses in a market style. Many customers access Merton's businesses (food, drink, other products) by delivery apps promising same-hour service so well-designed space is now required in all new apartment blocks and business units, as well as within Colliers Wood and other town centres for ease of pick-up and drop-off for deliveries. This approach has opened up Merton's businesses to custom from throughout London and has enabled less mobile residents to avail of a wider range of food, drink and other products, reducing the need to travel.

Local neighbourhoods

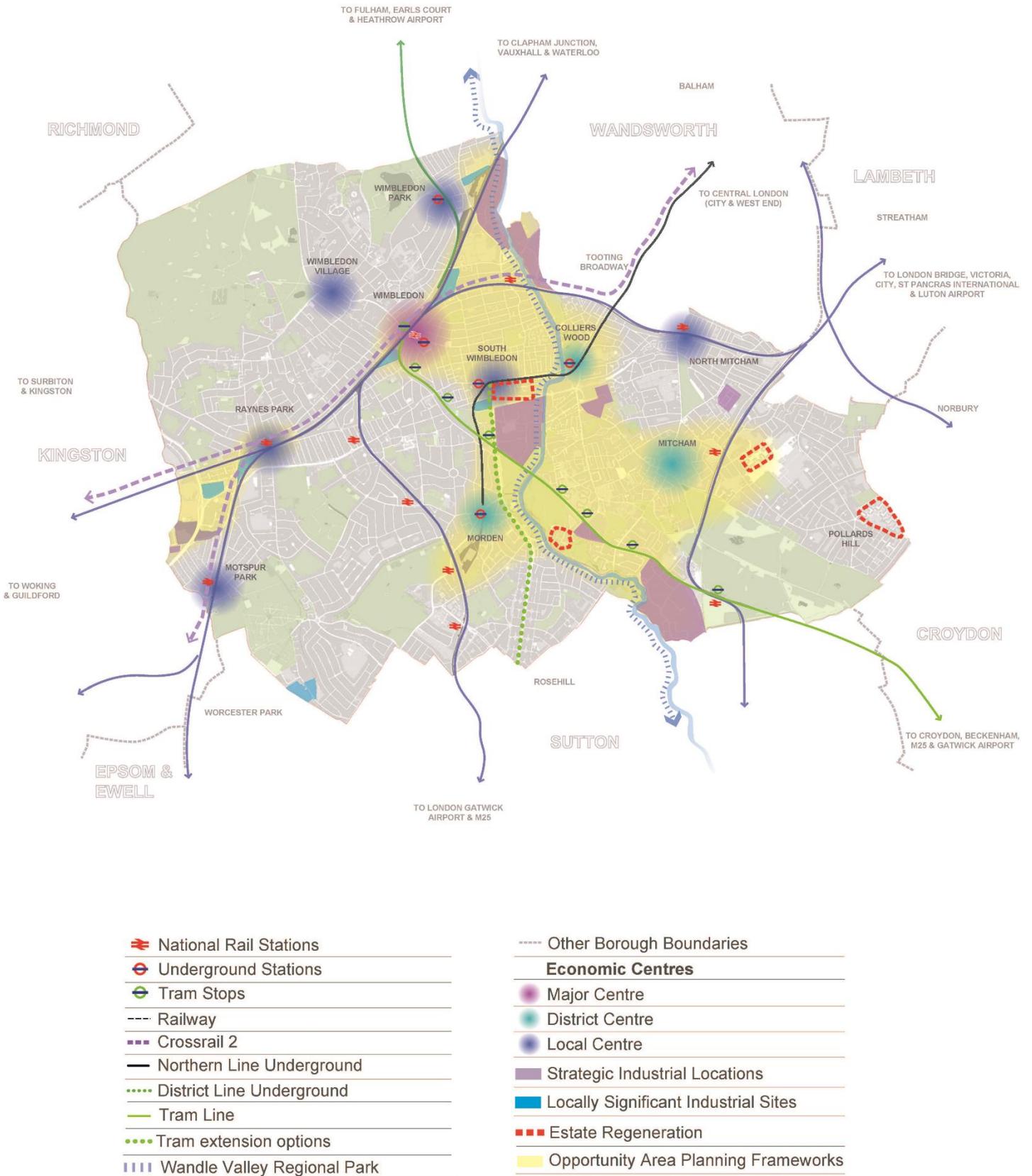
1.28. Raynes Park, Wimbledon Village, Motspur Park and North Mitcham are continuing to provide the opportunities for access to services and shops that are important to Merton's residents. Wimbledon Village is maintaining its competitiveness without altering its unique character. Crossrail 2 is finishing construction in Raynes Park and the local community, the council and the Crossrail 2 team are working together on the third version of the Raynes Park Enhancement Plan, continuing to prioritise improvements to the public realm and to minimise the north-south division caused by the railways lines.

1.29. Merton's residents are employed in a very wide range of jobs. Leisure and social activities have replaced traditional bog-box retail or department store format in town centres and these provide **a wide range of job opportunities** for Merton's residents. Merton's residents continue to be employed in healthcare, education, finance and professional services and in many other businesses active in south and central London. The business improvement districts at Wimbledon town centre (LoveWimbledon), Willow Lane and South

Wimbledon Business Area are still supported by their businesses and Streatham Road business area is also working towards BID status.

- 1.30. **Tackling climate change**, and the effects of climate change remains at the heart of Merton's planning policies. Far more homes and businesses in Merton are resilient to the changes in energy prices as all new developments have maximised their potential for insulation and solar panels. The streetscene is also more resilient to flood risks from summer storms with sustainable drainage systems, landscaping, planting and permeable surfaces designed to slow down rainwater runoff.
- 1.31. New homes are supported by a **wealth of infrastructure**. Of the state funded schools in Merton, there are now 44 primary schools, nine secondary school and three schools for children with special needs, providing school places for the children of Merton's established and new communities. The Wilson Local Care centre has opened and the Sutton Link has improved access to St Helier Hospital. Merton continues to be world-famous for its sporting legacy and its wealth of sports, leisure and recreational opportunities. The All England Lawn Tennis Club sites at Church Road and Raynes Park continue to support the Wimbledon Championships as the world's premier tennis tournament on grass and the local community and local schoolchildren regularly play on the AELTC Raynes Park tennis courts. AFC Wimbledon's stadium is successfully hosting home games and with AFC Wimbledon now in the Premiership there are greater opportunities to sponsor sporting activities in local schools.
- 1.32. In addition to the state-funded leisure centres in Mitcham Cricket Green, Morden Park and Wimbledon smaller but no less significant sporting facilities have been enabled on Tooting and Mitcham Hub, the former LESSA site off Grand Drive and at Tamworth Lane. More than 300 years since cricket playing started on Mitcham Cricket Green which has benefitted from the cricket pavilion now being owned and managed by the Mitcham Cricket Club, enabled by the work to the Burn Bullock. Wimbledon Park continues to provide excellent water sports and with improvements to the reservoir the water quality and biodiversity has improved too.
- 1.33. Merton is still the envy of many other parts of London for its wealth of green and open spaces and access to nature including Wimbledon, Mitcham and Cannon Hill Commons, Morden Hall Park, Morden Park and Ravensbury Park. The Wandle Trail is now open all the way from the Wandle's source in Croydon, running through Merton, to where it joins the Thames in Wandsworth and through the Wandle Valley Regional Park, one of London's greatest networks of green spaces.
- 1.34. The Key Diagram below illustrates this spatial vision:

Key Diagram



Strategic Objectives

Merton's Strategic objectives have been guided by Merton's Community Plan, the London Plan and the draft London Plan.

Strategic objective 1: Healthy places

To make Merton a healthier place for all

We will achieve this by:

- a. Promoting inclusive, sustainable, secure, safe and accessible environments in Merton especially in parts of the borough where there are inequalities and deprivation;
- b. Providing a choice and mix of homes which are accessible, adaptable and sustainable, which apply high quality design standards to meet the needs of Merton's diverse communities;
- c. Improving access to nature and leisure facilities including opportunities for sport, physical activities, play and relaxation;
- d. Promoting road safety to encourage responsible behaviour by all users of the public highway.

Strategic Objective 2: Place

To promote a high quality urban and suburban environment in Merton where development is well designed and contributes to the function and character of the borough.

- a. Providing the local community with a new regional park in the Wandle Valley;
- b. Conserving and enhancing the historic environment;
- c. Conserve and enhance the borough's unique historic and cultural assets;
- d. Ensuring local environmental impacts of development are not detrimental to the health, safety and the amenity of existing and new users or occupiers of a development or the surrounding area;
- e. Protecting and improve the borough's parks and open spaces to provide high quality environments for local communities and provide a balance between areas for quiet enjoyment, wildlife and areas to be used for sports, games and recreation;
- f. Enhancing existing open spaces and the natural environment, providing adequate habitats for biodiversity to flourish and expand;
- g. Protecting and enhance the borough's biodiversity, including trees and landscape, both within open spaces but also within the built environment.

Strategic Objective 3: Housing

To provide new homes and infrastructure within Merton's town centres and residential areas, through physical regeneration and effective use of space.

We will achieve this by:

- a. Delivering higher density new homes and associated infrastructure and social facilities that respect and enhance the local character of the area, in places with good public transport access;
- b. Delivering community services and infrastructure to support new homes through new development and the effective use of space.

Strategic Objective 4: Environment

To make Merton an exemplary borough in mitigating and adapting to climate change, reducing pollution, developing a low carbon economy, consuming fewer resources and using them more effectively.

We will achieve this by:

- a. Mitigating and adapting to the challenges of climate change as they affect Merton and encouraging development to achieve the lowest possible impact;
- b. Reducing or mitigate environmental impacts and pollution levels (such as air, noise, light, odour, fumes water and soil) and encourage improvements in air quality, particularly along major roads and areas that already exceed acceptable air quality standards;
- c. Reducing or mitigate environmental impacts and pollution levels of air pollution and encourage improvements in air quality, particularly along major roads;
- d. Promote and encourage development to be fully resilient to the future impacts of climate change in order to minimise vulnerability of people and property; this includes by risk of flooding water shortages, subsidence and the effects of overheating.
- e. Supporting development of sustainable energy infrastructure to produce energy more efficiently;
- f. Applying the waste hierarchy where waste is minimised, re-used and recycled, and residual waste is disposed of sustainably in the right location using the most appropriate means;
- g. Exploiting the opportunities to utilise energy from waste;
- h. Promoting the retrofit of greater improved energy performance to existing buildings and greater connections with renewable and decentralised energy.

Strategic Objective 5: Infrastructure

To make Merton a well-connected and accessible place where walking, cycling and public transport are the modes of choice when planning all journeys.

We will achieve this by:

- a. By creating streets and routes that encourage the use of cycling, walking and other modes of sustainable travel;
- b. Encouraging improvements to public transport, including quality and connectivity of transport interchanges, support the use of Smart City technology, practices.
- c. Developing improvements to the public highway that balance the needs of all road users;
- d. Supporting incremental growth in residential areas across the borough taking into account public transport accessibility, character and infrastructure;
- e. Working in partnership to improving the health and wellbeing of Merton residents and workforce, deliver health facilities and promote healthy lifestyles.

Strategic Objective 6: Economy

To make Merton, a prosperous borough, with a strong, sustainable and thriving economy.

We will achieve this by:

- a. Supporting a diverse local economy and promoting a commercially viable, thriving mix of premises, including retail, business and industrial uses that increase jobs and services available to local people.
- b. Supporting sustainable growth of the visitor economy for the benefit of local communities and promote the borough as an attractive and inviting place to visit and enjoy.
- c. Enhancing the learning environment to improve access to education, training and jobs.
- d. Maximising opportunities for employment and local businesses focusing on Merton's town centres and main employment areas along the Wandle Valley.
- e. Maintaining Wimbledon as the borough's Major Centre and supporting attractive Local Centres and Neighbourhood Parades which reflect local character.
- f. Ensuring that Merton's town centres (Wimbledon, Colliers Wood, Mitcham, Morden, its local centres (Arthur Road, Motspur Park, North Mitcham, Raynes Park, South Wimbledon and Wimbledon Village) and local shopping parades are attractive and accessible to local residents and workers.