

[REDACTED]

From: D [REDACTED] Richards [REDACTED]
Sent: 04 January 2019 12:55
To: Future Merton
Cc: [REDACTED]
Subject: Future Wimbledon Masterplan
Attachments: LDF24LDD09JK01.pdf

Please find attached the response of the Mayor of London to the Wimbledon Masterplan consultation

Regards

D [REDACTED] Richards
[REDACTED]

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Future Merton Team
Merton Council
Merton Civic Centre
London Road
Morden
SW4 5DX

Department: Planning

Your reference:
Our reference: LDF24/LDD09/JK01
Date: 4 January 2019

By email: future.merton@merton.gov.uk

Dear Ms Butler

**Planning and Compulsory Purchase Act 2004 (as amended);
Greater London Authority Acts 1999 and 2007;
Town and Country Planning (Local Development) (England) Regulations 2012**

RE: Future Wimbledon Masterplan

Thank you for consulting the Mayor of London on Merton's draft Future Wimbledon Masterplan. As you are aware, all development plan documents, must be in general conformity with the London Plan under section 24 (1)(b) of the Planning and Compulsory Purchase Act 2004 and supplementary guidance must not introduce new policy. The Mayor has delegated authority to me to respond and his representations are set out below.

Transport for London (TfL) has sent its representations, which the Mayor endorses, separately.

The London Plan

As highlighted in the draft Masterplan, Wimbledon is designated as a Major town centre in the current London Plan and as a potential Opportunity Area in the new London Plan. The Masterplan also acknowledges that the London Plan classifies town centres 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. The 2018 Town Centre Health Check Report has informed the continued designation of Wimbledon as a Major Town Centre in the draft new London Plan. The draft new London Plan also identified that Wimbledon has a high potential for residential and commercial growth, including speculative office development. Wimbledon is also identified as having regional or sub-regional significance for the night time economy. As part of the wider Opportunity Area with Colliers Wood and South Wimbledon, the Opportunity Area has the potential to accommodate 5,000 homes and 6,000 jobs.

The Masterplan

The Mayor welcomes the work in the Masterplan to identify the existing character and the potential of the town centre to increase density within the existing context. The scope of the masterplan principles, focussed around the station, new public square and Broadway are sound and the DRP input is welcomed. The purpose of the Masterplan should be clearly set out and it should be used as an opportunity to champion design-led, high quality place-making, residential design and architecture, providing clarity to applicants on the Council's future vision for the town centre.

More could be communicated on the aspirations for creating a vibrant and dynamic town centre and what this might look like – precedents would be useful in illustrating this. Distribution of uses in the town centre should be informed by the need to create a vibrant hub of activity, with consideration given to including a mix of (car free) residential and commercial to achieve this.

The heights strategy is not very ambitious and seems to be constrained by the existing scale of development. There is scope to increase the density around the central portion of the masterplan (OSD) and around the public square to create better distinction between character areas and add civic presence to the central area.

The heights strategy will need to consider issues of commercially viable, as development involving spanning over railway tracks is likely to require significant investment. It is often necessary to include tall buildings to offset the cost and optimise density. Establishing height/massing parameters for this area would help to inform an appropriate scale for the rest of the masterplan.

Analysis of existing character and value of existing buildings/heritage assets appears thorough and has potential to inform the future form and quality of new development sites. The masterplan should encourage high quality/innovative design that takes account of existing character and introduces new forms of architecture. It should also champion well-designed collocation typologies, with regard to Agent of Change principles of the London Plan and the upcoming draft Housing Design SPG.

As suggested in the DRP comments, including Alexandra Road in the masterplan should be considered to enable optimised development potential for the station area (balancing servicing access alongside high quality and accessible public realm).

The changing role of the shopping centre/high street retail environment should be considered as this will be critical to the success and vibrancy of the future town centre. The masterplan should accommodate and encourage emerging and future trends. This might include intensifying mixed use residential led development and introducing flexible commercial spaces and uses.

I hope that these comments can inform the development of the Future Wimbledon Masterplan, and the Mayor looks forward to working with Merton to support the future development of Wimbledon. If you would like to discuss any of my representations in more detail, please contact J [REDACTED] Keogh [REDACTED] who will be happy to discuss any of the comments.

Yours sincerely



J [REDACTED] **McLoughlin**
Chief Planner

Cc: R [REDACTED] Tracey, London Assembly Constituency Member
N [REDACTED] Gavron, Chair of London Assembly Planning Committee
National Planning Casework Unit, DCLG
L [REDACTED] Turner, TfL