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**From:** D [REDACTED] Webster [REDACTED]  
**Sent:** 04 January 2019 05:35  
**To:** Future Merton  
**Subject:** Masterplan Feedback - David Webster

Re: Masterplan Feedback

Dear Sir/Madam,

I write to you to provide feedback on the Future Wimbledon Masterplan. My wife and I are in our early 30s, and own and live in a flat [REDACTED] with our baby daughter. I have connections to Wimbledon dating back 15 years, having previously attended Kings College School Wimbledon, and subsequently lived on Mostyn Road and Edge Hill. I note that based on the "town hall" style meeting on 12th November, I may be demographically atypical of the respondents to the plan.

I would first like to commend the Future Wimbledon team for the quality of the Masterplan document, which I found to be both accessible and easy to comprehend. I also am grateful to the members of the team for presenting on the 12th November meeting, despite the negative behaviour of some of the audience.

High Rise Buildings:

With regard to the plan, I take exception to the extent of the proposed increase in building heights. I recognise the need for London to grow, and accept that Wimbledon needs to play its part in this growth. However, tall buildings greater than 10 storeys do not in my opinion have a place in the low rise Wimbledon landscape. I draw comparison to buildings such as Tolworth Tower and No 1 Croydon, both of which are high rise developments in low rise areas, and neither one contributes to the surround environments.

My wife and I both work for a large international organisation, and I have seen first hand the move away from large-scale tower occupancy to lower rise (3-10 storey) structures with access to local amenities. Outside of select unique areas (The City, Canary Wharf, Nine Elms), there is not in my opinion sufficient demand today for high rise office space, and I expect there to be even less so in the timescale considered by the plan.

I would instead support allowing for a greater quantity of high quality low-mid rise developments along the Worple Road / Broadway corridors (and potential the immediately adjacent roads), of a maximum 8-10 storeys, with ground floor amenities open to the public such as shops and restaurants.

More generally, I can see the case to increase the height of buildings along these corridors for all purposes (residential and commercial), so long as the quality and aesthetic is maintained.

Showcase buildings:

I support the proposed redevelopment of Wimbledon station and the potential to build over the railway lines, and accept that the new station building should be integrated into Centre Court to create a showcase heart to Wimbledon.

I would also urge the team to give further consideration to the creation of a Concert Hall where the council car park currently exists behind the Odeon/Morrisons.

Recent proposals for high quality hotels on Wimbledon Hill Road and Hartfield Road are good examples of the type of high quality low-mid rise buildings that I believe are beneficially to the area.

#### Traffic Management:

I feel that the Master Plan needs to give full consideration to traffic management, and cannot use Crossrail 2 as an excuse to delay this issue further. I also believe that successful redevelopment of Wimbledon requires full pedestrianisation (i.e. no taxis or buses) of The Broadway between Hartfield Road and Gladstone Road. St Georges Road and Worple Road between Raymond Road and Wimbledon Hill Road would also benefit from pedestrianisation.

I would urge the team to consider creation of a permanent park and ride facility, akin to the one used during the annual tennis tournament, to reduce the quantity of traffic.

I would also suggest the team looks at how the temporary pedestrianisation was achieved for recent Christmas events on the Broadway, and to see if a similar approach could be adopted permanently. The possibility of a bridge or tunnel connecting Worple Road and Hartfield Crescent / Dundonald could also be seriously considered to reduce traffic in the centre of town.

#### Support for the plan

I strongly support the proposal of the plan on pages 68 - 71, 73 - 75 and 90. I particularly like the proposal to create Mews-type developments. A recent high quality retail offering example that I would like to see further encouraged is the The Pavement Barbershop on Worple Road.

With regard to the suggested architectural styles on pages 96-97, my strong preference is for Group 1 and 2. My support for group 2 is contingent upon their being sufficient architectural facade embellishment, in order to avoid a solid wall of red brick. I do not personally like the group 3 style, which can lead to excessive amounts of glass and steel, and is not a style that meshes well with the the majority of Wimbledon's architecture.

#### Further development of the plan

As the plan is further developed, I encourage the team to continue their engagement with the residents through forums, workshops, town hall meetings. Additionally, I believe the team needs to do more to engage with the younger residents of Wimbledon, who primarily interact through online platforms, and who may have not be able to make the relatively early start time of past physical meetings. Based on interactions with my friends and colleagues in the 25-40 year old age range, there appears to be broader support for the proposals, and it is these people that will be living in Wimbledon in the 2030-2040 range.

Good luck to the team in their continued development of the plan; most of the plan appears to have the support of the residents, however attention must be given to a few key areas where concerns have been raised.

Kind Regards,

D [REDACTED] Webster  
[REDACTED]