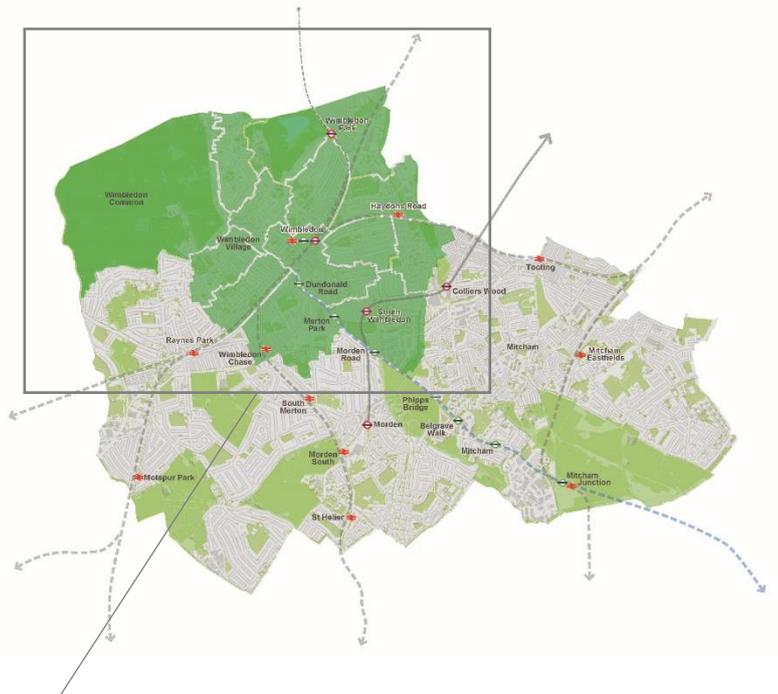


Policy N3.6
Wimbledon



Wimbledon neighbourhood



Policy N3.6

Wimbledon Town Centre

To ensure that Wimbledon continues to be a thriving destination for businesses, local residents and visitors.

We will do this by:

- a. Promoting Wimbledon as south west London's premier town centre for cultural, social and commercial activities;
- b. Enhancing the experience for people coming to Wimbledon commensurate to its international reputation by requiring exemplary design and landscaping, streetscene and public realm investment, taking opportunities to green Wimbledon;
- c. Supporting midrise contextual architecture with traditional urban blocks of high quality design, active streets and a tight grain to promote pedestrian routes;
- d. Respecting views from Wimbledon Hill s through the town centre and beyond, with taller developments set away from the historic core, located at the station, St George's Road and Broadway East;
- e. Encouraging office development to support businesses and jobs;
Encouraging development that attracts visitors and tourism to the area all year round, including high quality hotels, conference facilities and cultural activities;
- f. Strengthening the position of Wimbledon towards being a Metropolitan Centre in south London through the redevelopment of key sites within the centre;
- g. Promoting a vibrant daytime, evening and night time economy through a mix of uses;

- h. Promoting good placemaking by providing places for people to meet, relax, enjoy events and participate in the town centre, including a town square pedestrian laneways and parklets;
- i. Improving health and wellbeing by making the centre more attractive, greener legible, safer, easier to get around for pedestrians and cyclists, promoting connections between The Broadway, Victoria Crescent, Queens Road and Wimbledon Bridge;
- j. Stitching Wimbledon together by supporting improvements to the public infrastructure for all users, and to the public transport interchange, especially at Wimbledon Station.
- k. Securing investment in Wimbledon station to improve the passenger experience, help manage the increase in patronage and provide space for new shops, services and town centre activities, working with Crossrail2 and Network Rail.

Surrounding neighbourhoods of Wimbledon

- l. Maintaining the unique character and built form character of Wimbledon Village, supporting development that is commensurate with the scale and the significant quality of this Local Centre;
- m. Supporting development that attract greater footfall and boost the visitor experience to Wimbledon Village and Arthur Road Local Centres;
- n. Supporting environmental improvements and maintaining the day-to-day shopping and other services at Arthur Road Local Centre;
- o. Supporting improvements to business premises and the public realm in Haydon's Road to bolster local high street offer.

- p. Conserving and enhancing the quality of neighbourhoods within the neighbourhoods through Conservation Area character protection, and by supporting incremental development that respects the character and heritage assets within the area;

Justification

3.6.1. Wimbledon is south west London's best known town centre, with a reputation for quality recognised internationally due to the 150 year old Wimbledon Tennis Championships.

3.6.2. In 2017 FutureWimbledon workshops led to the creation of 10 priorities for Wimbledon town centre that people considered should be explored:

1. **Greening Wimbledon** – more trees, planting, green walls, new green spaces, sustainable design
2. **Mid-rise contextual architecture** – mid-rise growth, contained in one place. Traditional urban blocks and active streets, tight grain (e.g. not podiums and towers)
3. **High quality architecture** – higher quality design. Great contemporary design and materials that reflects, respects and enhances the historic buildings
4. **Public space** – new town square, more, smaller public spaces to enjoy, relax, have events. Places for people
5. **Cultural space** – desire for a concert hall, new performance space
6. **Traffic intervention** – improve traffic management. Reduce traffic dominance
7. **Transport interchange** – a world class station with integration of all modes of transport
8. **Develop over the railway** – develop above the station and over the tracks. Stitch Wimbledon together
9. **Independent retail** - more independent retailers, niche destinations
10. **Retail offer** – better quality retail offer, more brands that suit Wimbledon

3.6.3. These emerging priorities are embedded in this draft planning policy and are being explored in detail through the draft Wimbledon masterplan currently out for

consultation.

- 3.6.4. A fundamental theme throughout the workshops, landowners' forums, responses to planning applications, community feedback and general participation in civic life has been the desire to improve the look and feel of Wimbledon town centre and the quality of the experience people have there, commensurate with the Wimbledon / SW19's international reputation. The Wimbledon area has a rich historical significance with high quality neighbourhoods and open spaces including Wimbledon Common. The town centre itself has pockets of well-loved and well-designed buildings but also parts that do not reflect the quality of the surrounding area.
- 3.6.5. Improvements to the public realm, streetscene with more business and professional services and quality shops, balanced with community, leisure, arts, culture and associated facilities including tourism will achieve a noticeable uplift in the quality of the centre.
- 3.6.6. Greening Wimbledon, whether by creating new landscaped pocket parks within a new development or by adding planters, street trees or climbers to existing spaces, is a key priority. Greening has multiple benefits: it can improve the attractiveness and sense of calm and safety of a place, particularly for pedestrians, it adds to visual interest and it can benefit air quality. The council will encourage all developments in Wimbledon to optimise the greening of their site and the creation of parklets and other human-scale spaces for people to enjoy. We will support measures outside the planning system that help make Wimbledon more attractive and foster a sense of community ownership, such as the re-use of planters and community planting of street trees.
- 3.6.7. We need growth in Wimbledon and we need to plan it to secure the best quality we can for our town centre. Wimbledon is a long, linear town centre set at the bottom of Wimbledon Hill and tightly bound by attractive established residential terraces, some of which are within Conservation Areas. With the exception of development sites at Dundonald Yards and Gap that will only be unlocked by Crossrail2, Wimbledon has no scope to accommodate growth by expanding outwards. The local topography and quality townscape mean that Wimbledon is not suitable for high rise towers therefore to accommodate growth in keeping with the area, sites within Wimbledon town centre need to become denser and accept a moderate increase in heights.

- 3.6.8. The council encourages dense mid-rise urban blocks similar to those of Bloomsbury where heritage assets are complemented by new buildings of quality design.
- 3.6.9. Views through the town centre and beyond from Wimbledon Hill will be respected, with taller developments set away from the historic core, located at the station, St George's Road and Broadway East.
- 3.6.10. New developments should contribute to creating great streets and spaces. We experience cities at ground level and street activation is key to a successful place. Interpreting Victorian detailing is important for shop fronts, whatever the end occupier. More advice on designing a quality shopfront can be found in Merton's shop front design guide 2017.
- 3.6.11. Developers who look to build in Wimbledon must demonstrate a commitment to quality and design. Great contemporary design and materials that reflect, respect and enhance the historic buildings is encouraged.
- 3.6.12. Good growth can be achieved by occupying more of the site and adding floors. The council will also support the redevelopment or refurbishment of offices and other buildings, usually built since the 1960s that are nearing the end of their useful life
- 3.6.13. Crossrail2 will be a key driver of change in Wimbledon. In particular it will open up new opportunities for creating new public space around the station and improving links across the railway lines, helping to create more space for cycling and walking and alleviating congestion currently on and around Wimbledon Bridge. However Crossrail2 will not be fully completed within the lifetime of this Local Plan. We will work with everyone in Wimbledon, including LoveWimbledon, local residents, the Crossrail2 team, Network Rail and others to ensure that the solution for Crossrail2 at Wimbledon station is the best result for Wimbledon and Crossrail2, not only the train service. We will also ensure Wimbledon remain open for business and disruption is minimised during Crossrail2's development. While Crossrail2 remains at the planning stage, we will continue to seek greater investment in Wimbledon station and surrounds, helping to improve the attractiveness, movement and services within the station for the increasing number of visitors.
- 3.6.14. Wimbledon offers a range of shop types and sizes that enhance its character and distinctiveness, from smaller shopfronts that are part of South Park Gardens

conservation area fronting the Broadway to purpose built spaces such as Centre Court and Victoria Crescent. Although planning policies can't specify the brand, quality or ownership of any retailer, having a range of different sized and types of premises helps to support a greater variety of town centre offers.

3.6.15. We will maintain and enhance the retail core of the centre, especially within the Primary Shopping Area around the Wimbledon Station and Centre Court Shopping Centre to ensure that the centre remains competitive and meet the needs of visitors.

3.6.16. However, we recognise that consumer behaviour is changing rapidly. While this is having a seismic impact on the traditional high street retailers, improvements in the speed and management of servicing and deliveries are increasing the viability of niche stores and smaller restaurants

3.6.17. To ensure Wimbledon remains competitive and is resilient in this challenging environment, we will continue to support development which enhances the shopping offer and retail experience in Wimbledon while working with landowners to ensure that eventually all shopfronts can support a range of different activities inside the premises, whether shops, restaurants, leisure, cultural or a mix of all of the above. As set out in the draft transport policies, we will also plan for the changes to pick-up, delivery and servicing that has come with multi-channel shopping, such as motorbike collection and drop off space.

3.6.18. Wimbledon town centre accommodates the majority of major office development in the borough, presenting as an attractive location for investment in south-west London. There are two distinct clusters of office development around Wimbledon Bridge and Worple Road, and a developing cluster east of the station along The Broadway. We will continue to support the development of major offices in these locations.

3.6.19. Despite its proximity to central London, the tennis championships and its significant leisure and cultural pursuits and associated valued status Wimbledon lacks quality hotel accommodation. Quality hotel and conference space is encouraged as a means to boost the business and tourist trade in the area and attract visitors to Wimbledon all year round.

3.6.20. Evening night-time activity, including leisure, entertainment and cultural activities can play an important role in supporting the local economy in Wimbledon and ensuring that the centre serves a wide range of users.

3.6.21. A balanced approach is however needed to ensure that the competitive advantage that the night-time economy offers the centre is recognised, as well as ensuring that the potential negative impacts in relation to noise, disturbance and anti-social behaviour are addressed.

Surrounding neighbourhoods

3.6.22. Wimbledon Village is a Local Centre with a unique and attractive environment: high quality physical fabric and landscaping, protected by Conservation Area designations. Unlike other Local Centres it has few grocery stores but several high end comparison retailers, cafés and restaurants, with business, legal and other commercial firms operating from upper floors. Wimbledon Village is not directly served by rail but is close to Wimbledon town centre.

3.6.23. Wimbledon Village is a very attractive environment that has consistently attracted high quality comparison brands, however in the long term it also needs to be economically resilient and adaptable to changing consumer habits. While households in the surrounding residential areas have very high spending power, these beautiful neighbourhoods are relatively low density so there are fewer consumers living locally than in other parts of south west London. Businesses in the Village attract additional footfall from visitors to the nearby attractions of Wimbledon Common and the All England Lawn Tennis Club (museum and Championships). The Wimbledon Village Business Association's priorities are to promote Wimbledon Village as a commercial centre and as a visitor destination and to enhance the environment and amenity of the Village.

3.6.24. The approach for Wimbledon Village is to maintain the uniqueness of the centre by supporting development that is commensurate to the scale and quality of the Local Centre.

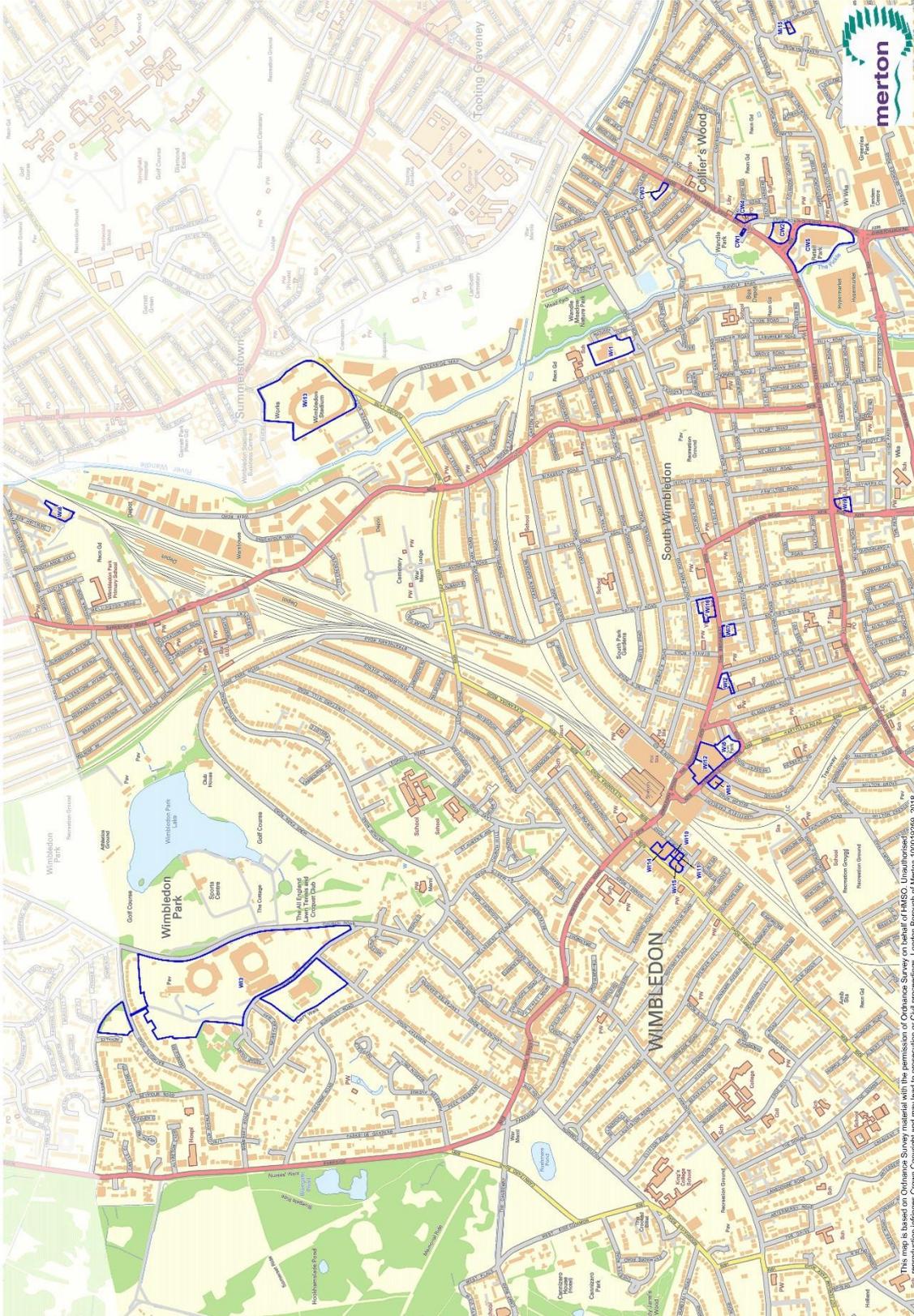
3.6.25. Arthur Road is a smaller, more compact Local Centre than Wimbledon Village, serviced by Wimbledon Park tube station on the District Line. It provides grocery and other facilities that cater for the day-to-day needs of local residents. We will continue to support environmental improvements and the convenience nature of the centre.

3.6.26. Haydon's Road runs from South Wimbledon to Plough Lane and is generally characterised by late Victorian terraces with later infill development. Haydon's Road rail station gives access to Wimbledon, Sutton and central London. There are designated neighbourhood parades along Haydon's Road but like many London arterial roads, many former shopfronts have been converted into residential uses. Merton's Shopfront Guide 2017 provides useful information for applicants to improve the restoration or design of their shopfront. Chapter 8 of the guide can be used to help design an attractive frontage at street level if the owner is converting the property into residential use. We will support planning applications that improve shopfronts and business premises along Haydon's Road and improve the public realm.

3.6.27. The attractive terraces immediately surrounding Wimbledon town centre, some of which are within Conservation Areas, will be protected for residential amenity by focusing town centre activity within its boundaries, and by partnership working on public protection measures including community safety and public realm improvements.

3.6.28. The high quality residential areas to the north and west of the town centre will continue to be conserved and enhanced by enforcing conservation area designations, and ensuring that new development responds to the scale, historic value and distinctive character of these neighbourhoods.

Wimbledon sites



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Site Wi1

Battle Close

North Road, Wimbledon, SW19 1AQ



Site id	Wi1
Site name	Battle Close
Site address	North Road, Wimbledon, SW19 1AQ
Ward	Trinity
Ownership	London Borough of Merton
Site area	0.97 hectares
Site description	<p>This is a reasonably large, relatively regular shaped vacant site in a wholly residential area, with Garfield primary school and its playground adjacent to the north. The site is occupied by a purpose built gym (now closed) and a large car park.</p> <p>To the east are two storey terraces at Autumn Close. To the south and west are two-three storey . The river Wandle and Wandle Park lie beyond the eastern boundary.</p> <p>The only site entrance lies to the south of the site with a small vegetated traffic island at the entrance, partly obscuring the site entrance from the road</p> <p>The site is situated within a residential area, characterised by almost exclusively terraced housing, dating from between the early 20th century to the early 2000s.</p> <p>Until 2017 Virgin Active were the site's leaseholders and ran the site as a private gym and fitness club. Virgin Active sought to return their leasehold to the council as freeholder and closed the facility in December 2017.</p>
Current use	Vacant leisure site
Consultee's suggested use	<p>Residential – Merton Council</p> <p>Harris Academy Wimbledon Secondary School – suggested by local resident.</p>
Council's proposed site allocation	Any of the following uses or suitable mix of community (including education (D1 Use Class), sport/leisure facilities (D2 Use Class) and residential (C3).
Strategic planning factors	<p>The site is set within a residential area with relatively poor public transport accessibility (PTAL 2). The site is approx. 10 minutes' walk (0.4) miles from Colliers Wood underground station.</p> <p>It is also within the Wandle Valley/Colliers Wood Archaeological Priority Area Tier 2, and the 400m buffer of the Wandle Valley Regional Park boundary.</p> <p>The site is located in Flood Zone 1.</p>

Issues

The site is classified as at risk of medium contamination from its former use for laundries and dry cleaning, however the risk will be reduced as contamination issues will have been addressed for the development of the site as a leisure centre.

Investigate the potential impact of any development on archaeological heritage.

Vehicle access onto the site is somewhat restricted by the traffic island and the residential location

Opportunities

The size of the site will give rise to a variety of opportunities for different layouts of new buildings.

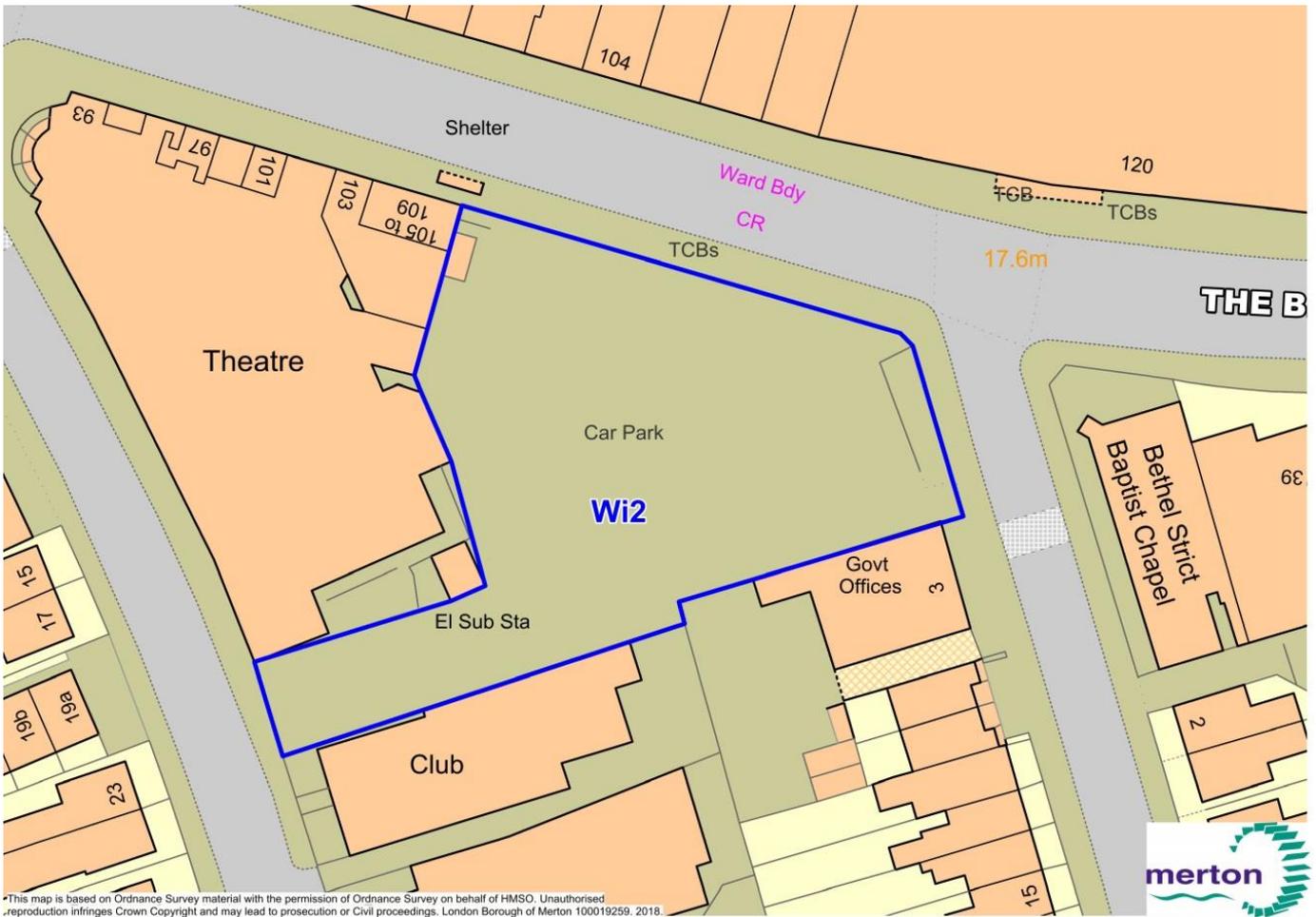
The site provides an excellent opportunity for the planned redevelopment of a substantial brownfield site in a residential area.

Redevelopment should protect the amenity of the adjacent residential occupiers and the primary school

Site Wi2

Broadway Car Park

Land adjoining New Wimbledon Theatre,
111-127 The Broadway, Wimbledon, SW19



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Site id	Wi2
Site name	Broadway car park
Site address	Land adjoining New Wimbledon Theatre, 111-127 The Broadway, Wimbledon SW19 1QG
Ward	Abbey
Ownership	London Borough of Merton
Site area	0.21 hectares
Site description	<p>This site is a surface car park located off The Broadway. Adjoining the site boundary to the west is the New Wimbledon Theatre (Grade II listed) .</p> <p>The South Wimbledon Community Club and offices lie to the south of the site</p> <p>Facing the site on the northern side of The Broadway is a shopping frontage with a series of small units; 3-4 storeys in height. The site is predominately surrounded by four storey buildings</p> <p>This site is located in the Wimbledon town centre boundary.</p>
Current use	Surface car park
Consultees suggested use	A mix of town centre type uses - suggested by the London borough of Merton
Council's proposed site allocation	Any of the following or an appropriate mix of town centre type uses such as retail (A1 Use Class), café and restaurants (A3 Use Class), community (D1 Use Class), cultural, leisure and entertainment (D2 Use Class), offices (B1[a] Use Class) and hotel (C1 Use Class).
Strategic planning factors	<p>The site is allocated in Merton's Sites and Policies Plan 2014 as Site 28 for similar uses to those listed above. The council has also prepared a development brief for the site: "site 28 P4 car park adjacent Wimbledon Theatre, The Broadway", which was published in April 2014.</p> <p>The adjoining New Wimbledon Theatre is a Grade II listed building.</p> <p>The site is situated within Wimbledon's secondary shopping frontage and is located within the main shopping area of Wimbledon.</p> <p>The site is in an area with excellent accessibility to public transport services (PTAL 6b).</p> <p>A very small portion of the site on the south western extent is in a critical drainage area.</p>
Issues	The site boundary is adjoined to the west by the Grade II listed building, New Wimbledon Theatre. Development proposals will need to be sensitively designed to demonstrate how they conserve and enhance the

significance of the New Wimbledon Theatre.

This site is located within close proximity to the central shopping area in Wimbledon and therefore may be appropriate for a mix of uses to help provide an active street frontage.

Although large vehicles servicing the theatre frequently operate from the street, this is inappropriate activity in a constrained residential street. As a result, these operations can cause problems for residents. Increased on-street servicing activities would further impact on traffic movement and road safety, on site provision is therefore required.

There are road safety issues associated with the Russell Road junction. Remedial action is therefore required to mitigate these problems together with issues relating to neighbourhood parking, picking up/setting down of patrons, traffic and road safety impacts.

Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the critical drainage area.

Opportunities

Opportunities for providing new Grade A business floor space in Wimbledon town centre.

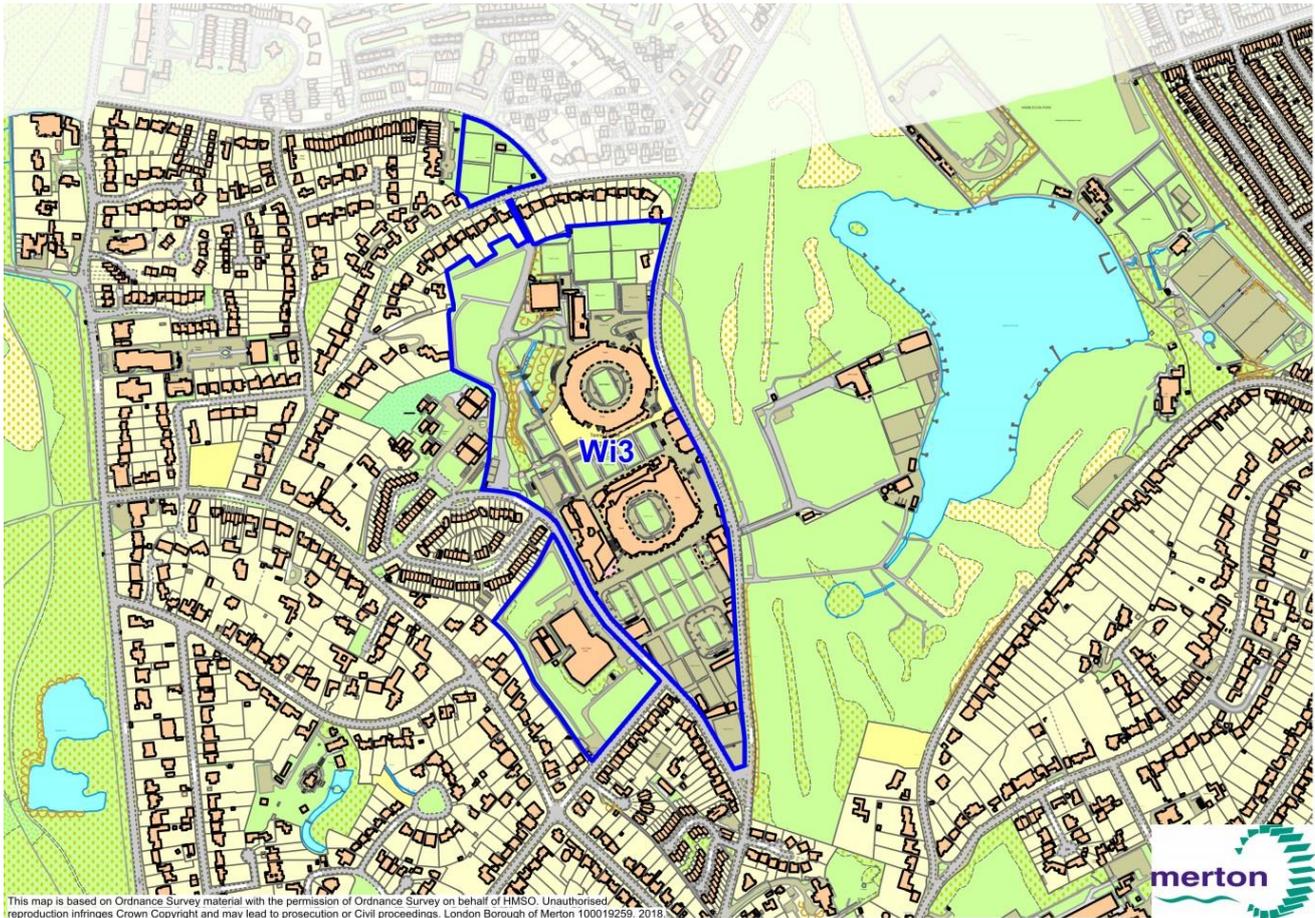
This site is located within close proximity to the central shopping area in Wimbledon and therefore should provide an active street frontage.

The site boundary is adjoined to the west by the grade II listed building, New Wimbledon Theatre. Development proposals will need to be sensitively designed to demonstrate how they conserve and enhance the significance of the New Wimbledon Theatre.

Site Wi3

All England Lawn Tennis Club

Church Road, Wimbledon, SW19 5AE



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Site id	Wi3
Site name	All England Club Community Sports Ground
Site address	Church Road, Wimbledon, SW19 5AE
Ward	Wimbledon Park
Ownership	All England Lawn Tennis and Croquet Club
Site area	17.83 hectares
Site description	<p>The site is the All England Lawn Tennis and Croquet Club (AELTC), a substantial, internationally recognised tennis venue with 18 outdoor and indoor tennis courts and supporting hospitality, offices, catering, press, players, security etc in a series of buildings and structures across the site.</p> <p>The site is occupied all year around but is used intensively and in its entirety during the two weeks of the Wimbledon Championships when it employs more than 10,000 people on-site, is visited by more than 500,000 spectators and broadcast to more than a billion people in +200 countries.</p> <p>The main site is XX ha, with a smaller site of YYY ha across Somerset Road housing covered courts to the west and 22 grass courts in a site to the north; all of which are part of the AELTC site</p> <p>Wimbledon Park lies at the other side of Church Road to the east of the site. The remaining surrounding area are made up of detached, semi-detached and terraced homes, many set in large plots in tree-lined streets.</p>
Current use	Part of the AELTC estate used mainly between May to September and intensively during the two weeks of the internationally recognised Wimbledon Championships
Consultee's suggested use	World class sporting venue of national and international significance – suggested by the All England Lawn Tennis and Croquet Club
Council's proposed site allocation	World class sporting venue of national and international significance with support for continued and long term investment in the same.
Strategic planning factors	<p>The purpose of this allocation is to recognise the importance of The Championships to Wimbledon and Merton and supports the continued upgrade improvement of the AELTC's facilities within Merton.</p> <p>The All England Lawn Tennis and Croquet Club site, and specifically the Wimbledon Championships has long been internationally recognised as the premier tennis tournament in the world on grass. This long-established competitive tennis venue is the reason that "Wimbledon" has an international reputation for quality.</p> <p>AELTC developed a masterplan in 2012-2013 (available via AELTC's website http://www.wimbledon.com/en_GB/aboutwimbledon/master_plan.html to</p>

set out the long term development programme for upgrading and improving its assets in phases over the next 15 years.

The top end of the site is situated within Bathgate Road conservation area. The whole of the site is within an archaeological priority zone. Wimbledon north conservation area lies to the west of the site.

Wimbledon Park, across Church Road to the eastern boundary of the site, is a Grade II listed Historic Park, Metropolitan Open Land, designated open space and a conservation area.

The site has a varied topography, with the lower points lying to the south, rising to the highest point, a hill overlooking the site with views of central London, Wimbledon Park and the immediate surrounding area. The spire of St Mary's Church, a Grade II listed church on St Mary's Road, is clearly visible from within the site.

Issues

The AELTC site is used in a highly intensive manner for less than a month per year, and relatively little given its size and scale outside the tennis grass court season. Any assessments relating to buildings or structures (e.g. transport assessments, carbon savings etc.) should take account of this unusual usage pattern.

Protecting the amenity of properties adjacent to, or in the vicinity of the site. Investigate the potential impact of the proposed development on archaeological heritage.

Development should respect the site's historic setting including the views to St Mary's Church and the surrounding area and the views from the Grade II listed Wimbledon Park.

Opportunities

Opportunity to upgrade and improve AELTC's facilities to continue the prominence of The Championships and the opportunity to host more of the pre-Championship activities within Merton.

Opportunity to make the most of the substantial economic benefits (directly and indirectly) of the site for the borough and for London.

Opportunity, in combination with the AELTC Raynes Park site, to support the capacity of the Wimbledon Junior Tennis Initiative, in providing better facilities for the free tennis coaching programme for primary school aged children in Merton and Wandsworth schools.

Site Wi4

Hartfield Road, 27-39

Wimbledon, SW19 3SG



Site name	27-39 Hartfield Road
Site address	27-39 Hartfield Road, Wimbledon, SW19 3SG
Ward	Dundonald
Ownership	Seven individual ownerships with development partner (Reef Estates)
Site area	0.1 hectares
Site description	<p>The current use is seven single and two storey commercial units occupied by a range of businesses including cafes, restaurants, accountants and a bookshop.</p> <p>The neighbouring residential properties to the southwest are Victorian terraces. To the north and east are 7 and 8 storey office buildings (Wimbledon Bridge House and Pinnacle House).</p> <p>Opposite the site on Hartfield Road are commercial premises (restaurants and bars). Lygon and Regency Court to the southeast of the site are office and residential buildings that are 5 storeys high.</p>
Current use	Retail (A1), Office (B1a), Restaurant (A3) and Bar (A4) uses
Consultee's suggested use	Hotel/apart-hotel and café/restaurants – suggested by Reef Estates
Council's proposed site allocation	Any of the following or an appropriate mix of town centre types use such as retail (A1 Use Class), cultural, leisure and entertainment (D2 Use Class), offices (B1 [a] Use Class) and hotel (C1 use class). This site may incorporate residential (C3 Use Class) on upper floors.
Strategic planning factors	<p>The site is within Wimbledon town centre and has excellent access to public transport (Public Transport Accessibility 6).</p> <p>The site is within the secondary shopping frontage.</p>
Issues	<p>Protecting the amenity of properties adjacent to, or in the vicinity of the site, including the adjoining residential areas in particular Graham Road and Herbert Road</p> <p>Development proposals will need to incorporate suitable mitigation measures to address the issues of associated with critical drainage in the area.</p> <p>Mitigating potential parking, traffic and safety impacts on neighbouring streets and local amenity.</p>
Opportunities	The site has excellent public transport access (PTAL6) and lies within Wimbledon town centre. Opportunity should be taken to provide more intensive uses on the site. Opportunity to re-provide shops and services at ground level for shops and services.

Site Wi5

Hartfield Road Car Park

42-64 Hartfield Road, Wimbledon, SW19

3RG



Site id	Wi5
Site name	Hartfield Road Car Park (formerly known as P3)
Site address	42-64 Hartfield Road, Wimbledon, SW19 3RG
Ward	Dundonald
Ownership	London Borough of Merton
Site area	0.45 hectares
Site description	<p>This site comprises a surface car park and is adjacent to the Sir Cyril Black Way bus interchange. There is dual pedestrian access to the car park from The Broadway and Sir Cyril Black Way and vehicular access is obtained from Hartfield Road.</p> <p>To the north is Victoria Crescent (also proposed as a site allocation Wi11 in this draft Local Plan) containing purpose built retail units fronting Wimbledon Broadway (including Morrison's supermarket, Uniqulo). Nearby are a wide range of town centre type uses including shops, offices, café and restaurants, leisure, recreation and residential uses.</p> <p>The site is located within the Wimbledon town centre boundary and the surrounding buildings have a range of building heights, from tall commercial premises to the north to the two-storey residential houses in Ashbourne Terrace to the east. The site is very close to The Broadway and Wimbledon station (c100m) although it is not reasonably</p> <p>The south of the site faces residential properties at the other side of Hartfield Road</p>
Current use	Surface car park
Consultee's suggested use	Any of the following or an appropriate mix of town centre type uses such as retail (A1 Use Class), café and restaurants (A3 Use Class), community (D1 Use Class), cultural, leisure and entertainment (D2 Use Class), offices (B1[a] Use Class) and hotel (C1 Use Class). The site may incorporate residential development (C3 Use Class) on upper floors – London borough of Merton (reflecting the site allocation as Site 01 in Merton's Sites and Policies Plan 2014
Council's proposed site allocation	A mix of uses appropriate to a town centre including retail (use classes A1-A4), offices (use classes B1a) assembly and leisure (use classes D2) hotel (use class C1). There may be some scope for residential on upper floors facing Hartfield Road where this improves viability.
Strategic Planning Factors	<p>This site is allocated in Merton's Sites and Policies Plan as site 01 for similar uses to those proposed above.</p> <p>The site to the north (Victoria Crescent) is also proposed for allocation by its freeholder in this draft Local Plan as site Wi11). A comprehensive redevelopment of both sites together could optimise development on</p>

both sites and provide much-needed public space in the heart of Wimbledon town centre.

The site is located within the central shopping area of Wimbledon town centre. The pedestrian route between the car park and The Broadway falls within the Wimbledon Broadway conservation area. There is a range of building heights and differing built character adjacent to the site.

The site is in an area with excellent accessibility to public transport (PTAL 6b). Hartfield Road and Sir Cyril Black Way suffer from congestion at peak times.

A small part of the southern corner of the site is within a critical drainage area.

Issues

This site is located adjacent to the primary shopping area, core shopping area and secondary shopping area at different points along the boundary, therefore an active frontage should be provided on the ground floor. In a mixed use development residential uses should be on the upper floors.

Protecting the amenity of properties adjacent to, or in the vicinity of the site, including the adjoining residential areas, in particular Ashbourne Terrace.

Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the critical drainage area.

Mitigating potential parking, traffic and safety impacts on neighbouring streets and local amenity. Servicing facilities should be provided on site to minimise impacts on traffic movement, congestion and safety. Access to the adjacent bus station area will need to be maintained and enhanced where viable.

At the time of redevelopment (likely post 2019), an assessment must be carried out to determine the cumulative impact of any potential loss of publicly available parking spaces.

Opportunities

Opportunity to work with the neighbouring freeholder to optimise site layout, access, building design and range of uses across two substantial town centre sites at the heart of Wimbledon.

Opportunity to provide a concert hall as part of this site where this is feasible and viable.

This site is located adjacent to the primary shopping area, core shopping area and secondary shopping area at different points along the boundary, therefore an active frontage should be provided on the ground floor where possible.

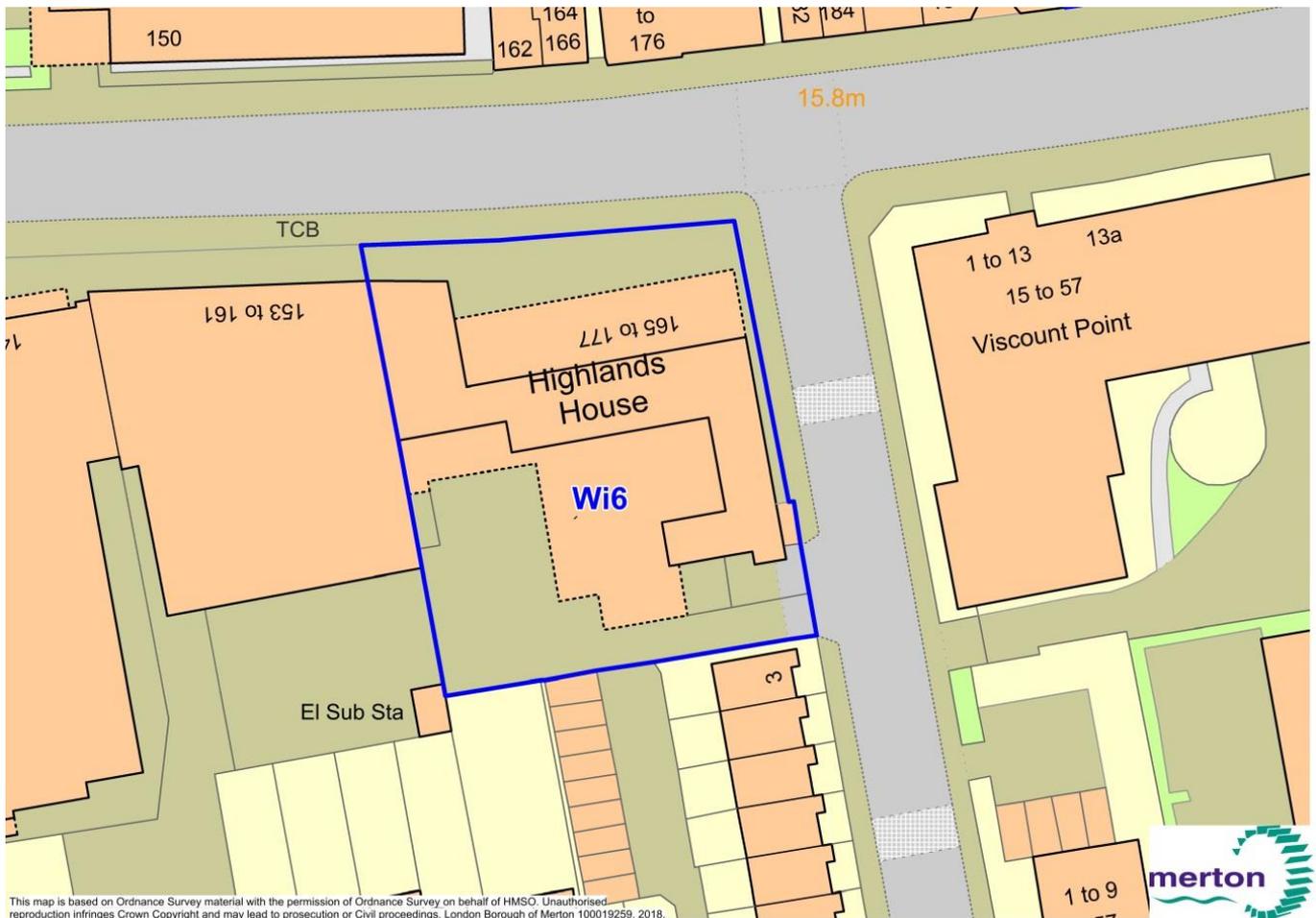
In a mixed use development residential uses should be on the upper floors. Pedestrian access between Hartfield Road, Sir Cyril Black Way and The Broadway should be retained and enhanced.

Both Victoria Crescent and the Hartfield Road car park represent a significant opportunity to enhance the visitor and shopper experience at the heart of Wimbledon town centre, providing new purpose built town centre uses to support businesses, jobs and cultural activities, and re-providing much needed public space.

Site Wi6

Highlands House

165-171 The Broadway, Wimbledon,
SW19 1NE



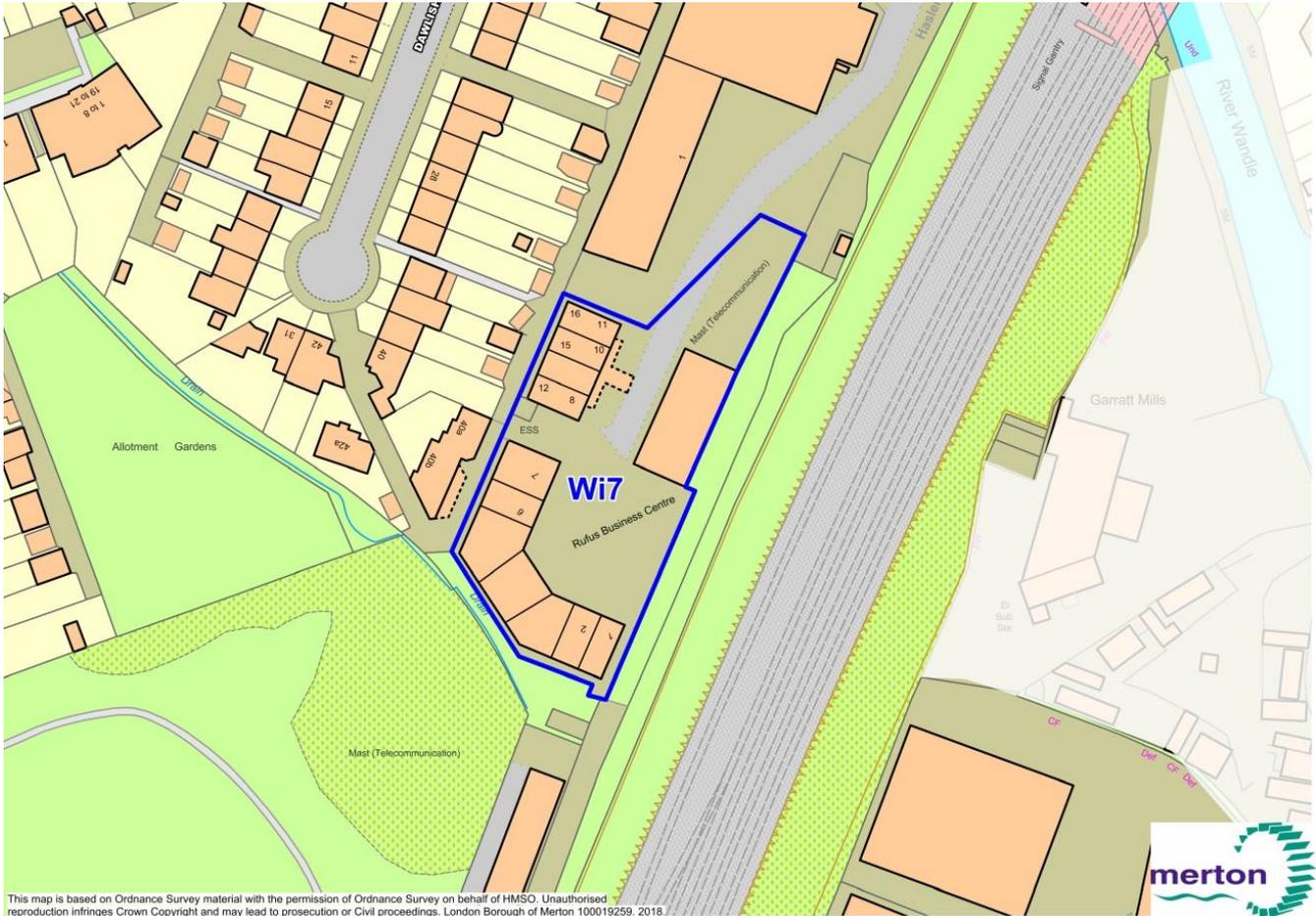
Site id	Wi6
Site name	Highlands House
Site address	165-171 The Broadway, Wimbledon, SW19 1NE
Ward	Abbey
Ownership	Private ownership
Site area	0.16 hectares
Site description	<p>The site is occupied by a mix of retail and offices within a 1960's style building that has a maximum height of seven storeys. The upper floors of the building are currently set back from the street line in a podium-block format.</p> <p>The site is a corner site between The Broadway and Southey Road. To the south of the site are residential terraces. On the opposite side of The Broadway are similar mixed use developments with a range of building heights from three to six storeys.</p> <p>The site is located within Wimbledon town centre and is adjacent to mixed use developments of retail, offices and residential uses.</p> <p>A new Holiday Inn is currently under construction on the adjacent site</p>
Current use	Retail, commercial and office use
Consultee's suggested use	A suitable mix of retail (A1 Use Class), financial & professional services (A2 Use Class), restaurants & cafes (A3 Use Class), drinking establishments (A4 Use Class), offices (B1[a] Use Class), community (D1 Use Class), sporting/leisure use (D2 Use Class) and residential uses (including hotel, C3 & C1 Use Class) - the site is allocated for these uses in Merton's Sites and Policies Plan 2014 as Site 63
Council's proposed site allocation	(A suitable mix of retail (A1 Use Class), financial & professional services (A2 Use Class), restaurants & cafes (A3 Use Class), drinking establishments (A4 Use Class), offices (B1[a] Use Class), community (D1 Use Class), sporting/leisure use (D2 Use Class) and residential uses (including hotel, C3 & C1 Use Class).
Strategic planning factors	<p>The site was allocated in the Sites and Policies Plan (2014) as Site 63 for the same uses with a development timescale to 2024</p> <p>The site is located within Wimbledon's town centre boundary although it is not situated in the main shopping area of Wimbledon.</p> <p>This is a significant corner site with an active frontage facing onto The Broadway.</p> <p>The site is in an area with an excellent accessibility to public transport services (PTAL 6a).</p>

	<p>The site is in an area susceptible to surface water flooding.</p>
<p>Issues</p>	<p>This site is a corner site with an active frontage facing onto The Broadway so redevelopment of exemplary design would be welcomed. The ground floor should have an active frontage, respecting the dual aspect and corner site.</p> <p>Redevelopment should provide high quality office space on upper floors.</p> <p>In a mixed use development residential uses should be on the upper floors.</p> <p>Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the critical drainage area.</p> <p>Servicing facilities should be provided on site to minimise impacts on traffic movement, congestion and road safety. Mitigate and manage impacts of parking on neighbourhood and local amenity.</p>
<p>Opportunities</p>	<p>Opportunity to make better use of this site in a well-connected town centre location, including upgrading the commercial space and public realm/frontage to The Broadway and Southey Road.</p> <p>Opportunity to improve what is on site and to provide modern floorspace for businesses and jobs.</p>

Site Wi7

Rufus Business Centre

Ravensbury Terrace, Wimbledon Park,
SW18 4RL



Site id	Wi7
Site name	Rufus Business Centre
Site address	Ravensbury Terrace, SW18 4RL
Ward	Wimbledon Park
Ownership	Astranta General Partner Ltd
Site area	0.2ha
Site description	<p>The site is occupied by a number of businesses and has capacity for circa 17 workshop and light industrial businesses.</p> <p>The site is situated near the northern boundary of the borough close to the London Borough of Wandsworth.</p> <p>The site has a single access from Ravensbury Terrace which runs through Haslemere industrial estate.</p> <p>The site is adjacent to the railway lines to the east and</p> <p>The west of the site is bounded mostly by the gardens of short residential terraces on Dawlish Avenue with one existing residential property abutting the site</p> <p>To the south is a strip of private land and then Durnsford Road Recreation Grounds although access to these recreation grounds is via Ravensbury Terrace to the north.</p>
Current use	Commercial predominantly B8 and B1
Consultee's suggested use	Mixed-use (Residential and offices) – suggested by Astranta General Partner Ltd.
Council's proposed site allocation	Employment led development: Business/light industrial (B1) or a suitable employment led redevelopment to be developed in conjunction with the neighbouring site sharing the entrance (Haslemere industrial estate – site 70 in Merton's Sites and Policies Plan 2014
Strategic planning factors	<p>The Rufus business estate is a small site with residential neighbours in close proximity and a shared single access point for vehicles and pedestrians via Ravensbury Terrace through a site known as Haslemere Industrial Estate. Haslemere industrial estate was proposed to Merton's Sites and Policies Plan 2014 by Astranta Asset Management and allocated as Site 70 for employment led redevelopment.</p> <p>In June 2017 Merton's Planning Applications Committee resolved to grant planning permission for redevelopment of Haslemere to provide a total of 1,100 sqm of commercial floorspace and 139 flats and houses plus associated car parking and servicing, laid out in buildings on either side of the Haslemere site (permission 16/P2672)</p>

In February 2018 planning permission was granted for the redevelopment of 12a Ravensbury Terrace to provide ground floor offices, 24 flats and associated car parking, landscaping and servicing.

The site has moderate access to public transport (Public Transport Accessibility Level 4) and lies within 10 minutes' walk of Earlsfield train station. However pedestrian and vehicle access to the site is down a single passageway off Ravensbury Terrace, shared with the development at 12a Ravensbury Terrace and through Haslemere industrial estate.

The eastern boundary of the site (against the railway sidings) is designated as a Site of Importance for Nature Conservation and green corridor and is also identified as safeguarded for Crossrail2

80% of the site is within the functional floodplain (flood zone 3) and the site susceptible to surface water flooding.

The site is within 400m of the Wandle Valley Regional Park

In order to co-ordinate and optimise the potential of this site and to ensure safe and secure access for pedestrians, vehicles and emergency vehicles in perpetuity, this site should be delivered in conjunction with the adjoining site at Haslemere industrial estate.

Issues

Due to the heavily restricted access particularly for emergency vehicles, development proposals involving residential will need to be brought forward and closely co-ordinated with the redevelopment of Haslemere industrial estate. This would also address access and egress issues associated with the functional floodplain covering much of the site.

Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the functional floodplain to minimise flood risk for future occupiers and the potential for water pollution from this site.

Mitigating potential access, parking, traffic and safety impacts on neighbouring streets and local amenity, particularly the adjacent residential development.

The site's restricted access and location beside railway lines and within a residential area will require a detailed Construction and Environmental Management Plan and construction methods that minimise noise, disturbance and traffic movements to be used

Impact of any development proposals on protected species, biodiversity and the adjacent green corridor.

The site may be contaminated due to its previous industrial uses, however risk will have been reduced as the site has already been redeveloped for business space.

Opportunities

If co-ordinated and brought forward with Haslemere, potential to optimise development of a brownfield site in a cost-effective manner and secure access along part of the Wandle Trail.

Site Wi8

South Wimbledon Station

Morden Road, South Wimbledon, SW19

3DB



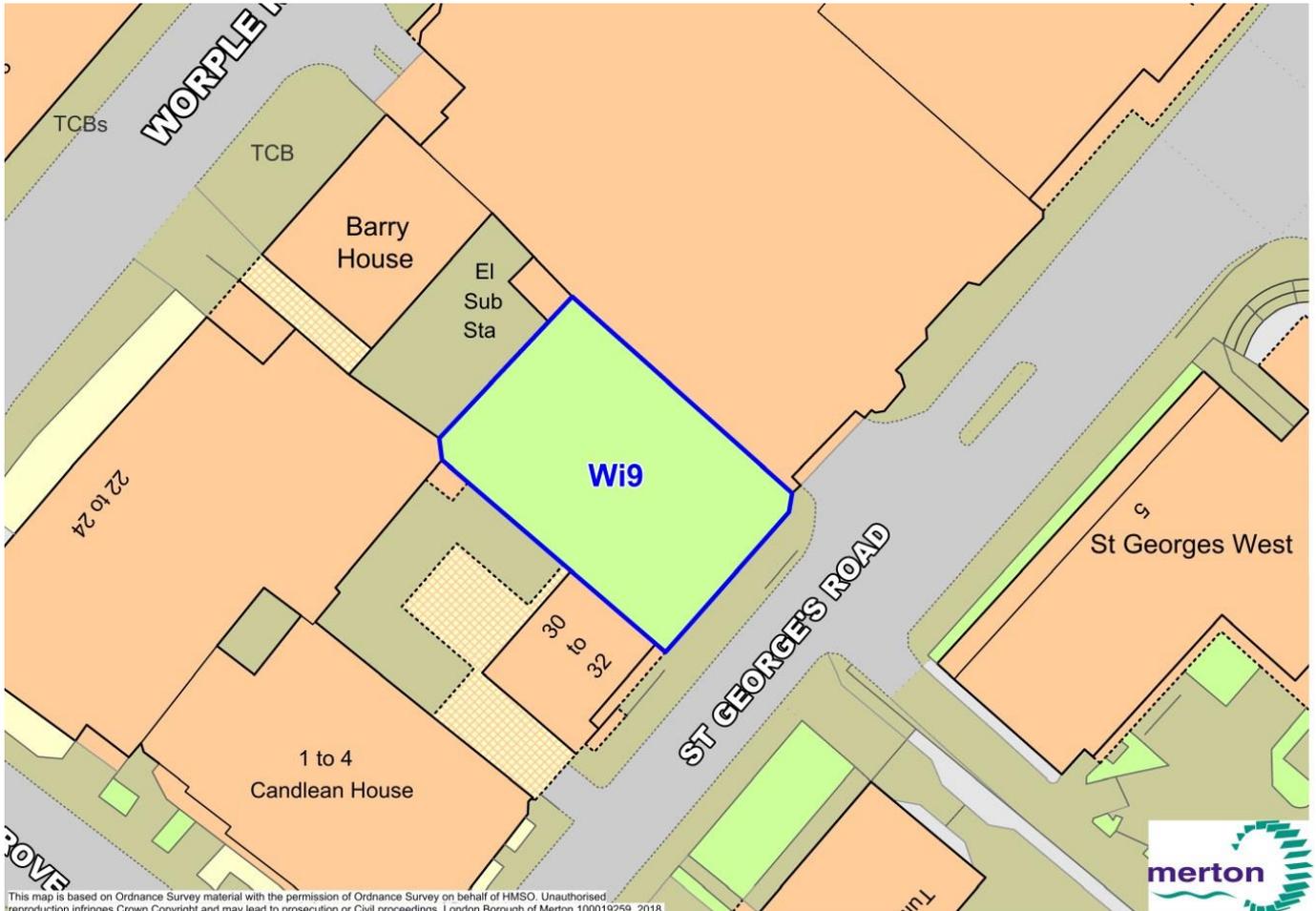
Site id	Wi8
Site name	South Wimbledon Underground Station
Site address	Morden Road, South Wimbledon, SW19 3DB
Ward	Abbey
Ownership	Transport for London (TfL)
Site area	0.21 hectares
Site description	<p>The site is a part single storey / part two storey Northern line underground station, with pedestrian access from the corner of South Wimbledon junction. The façade of the building is clad in Portland stone and the building is of the distinctive Charles Holden design. The building is two storeys to the rear and built with London brick. The site contains Transport for London operational offices and shop units, located on the corner two strategic roads Morden Road and Merton High Street.</p> <p>To the south of the main building within part of the curtilage of the site there is a small car park and shed, that is currently occupied by a car hire firm.</p> <p>The Kilkenny Tavern lies to the east of the site, fronting Merton High Street</p> <p>Beyond this the sites are surrounded to the south and east by the High Path Estate which is part of a regeneration programme being led by the freeholder Clarion Housing Group.</p>
Current use	Underground Station and commercial premises (currently vacant)
Consultee's suggested use	Residential or mixed use development, subject to feasibility studies (taking into account the listed nature of the station) – suggested by Transport for London.
Council's suggested use	Residential (C3 Use Class) or residential led (C3 Use Class) mixed use retail (A1 Use Class), Financial services and professional (A2), cafes and restaurants (A3 use class), public house (A4 use class) and offices (B1 Use Class)
Strategic planning factors	<p>South Wimbledon station is Grade II listed, one of several Charles Holden designed purpose built London Underground station buildings.</p> <p>The site is surrounded by proposals for the regeneration of High Path estate, guided by the Estates Local Plan and with an Outline Planning Application 17/P1721 resolved for approval in March 2018. (the site lies outside but adjacent to both the Local Plan and the Outline Planning Application)</p> <p>The site is an important, highly visible landmark within the proposed new South Wimbledon Local Centre.</p>

	<p>The area has excellent public transport access (Public Transport Accessibility Level 6)</p> <p>The site is within 50m of London Underground subsurface tunnels and infrastructure therefore London Underground Infrastructure Protection must be consulted.</p> <p>South western part of the site is in Flood Zone 2 and is a critical drainage area as well as the surrounding area.</p>
<p>Issues</p>	<p>Any proposals should respect and enhance the Grade II listed heritage asset of South Wimbledon Station and other local heritage assets within the area. The Charles Holden stations were designed to be built over and there are examples in London of where this has happened.</p> <p>Development proposal will need to incorporate suitable mitigation measure to address the issues associated with the location within a flood zone</p> <p>Development must Investigate the potential impact of any development on archaeological heritage.</p>
<p>Opportunities</p>	<p>Optimising the delivery of new homes in a highly accessible sustainable location, providing new services and homes at a landmark location in the new South Wimbledon local centre.</p> <p>Opportunity to compliment the Charles Holden designed listed London Underground station.</p> <p>Opportunities should be taken to bring the existing retail premises adjoining the station back into use (whether or not site redevelopment comes forward)</p> <p>Opportunity to create a secondary entrance to the Underground station and a small public space to the rear of the site, both situated away from the busy South Wimbledon junction. This would help improve the resilience of the station, provide greater permeability and movement options for people travelling to and from the station and create a small space to pause away from the busy junction.</p> <p>Opportunity to engage with and neighbouring land owners, (Clarion Housing Group) to coordinate on design, streetscape and optimise both sites for the delivery of new homes.</p>

Site Wi9

St George's Road, 28

Wimbledon, SW19 4DP



Site id	Wi9
Site name	St George's Road
Site address	28 St George's Road, Wimbledon, SW19 4DP
Ward	Hillside
Ownership	London Borough of Merton
Site area	0.06 hectares
Site description	This site is currently vacant. It contained the former Wimbledon community centre (D1 Use Class) which was vacated during 2012 and demolished in summer 2013. It is surrounded to the east by four to five storey mixed use buildings (commercial/offices), to the west by four storey offices and to the south by office buildings ranging from five to nine storeys in height.
Current use	Vacant – former community centre
Consultee's suggested use	Any of the following or an appropriate mix of town centre type uses such as community (D1 Use Class), retail (A1 Use Class), financial and professional services (A2 Use Class), offices (B1[a] Use Class) and residential (C3 Use Class). An alternative option for the site could be a hotel (C1 Use Class) – same as the allocation as Site 31 in Merton's Sites and Policies Plan 2014 – suggested by the London Borough of Merton
Council's proposed site allocation	Any of the following or an appropriate mix of town centre type uses such as community (D1 Use Class), retail (A1 Use Class), financial and professional services (A2 Use Class), offices (B1[a] Use Class) and residential (C3 Use Class). An alternative option for the site could be a hotel (C1 Use Class) (same allocation as Site 31 in Merton's Sites and Policies Plan 2014.
Strategic planning factors	<p>The site is located in the Wimbledon town centre boundary and adjoins the core shopping area.</p> <p>It is within the Wimbledon Village Archaeological Priority Zone and a Controlled Parking Zone.</p> <p>The site is in an area with excellent accessibility to public transport services (PTAL 6b) with access to The Broadway via St Georges Road and Wimbledon Hill Road.</p> <p>The site is surrounded by commercial uses and neighbouring sites on St George's Road and Worple Road (proposed elsewhere in this plan as Wi10, Wi13 and Wi14) have also been submitted by their owners for redevelopment</p>
Issues	<p>The site has been vacant since November 2012. The community service has been relocated therefore a net loss of the facility has not resulted.</p> <p>Any new permanent proposal should provide an active street frontage to</p>

contribute towards the vibrancy and vitality of the town centre.

In a mixed use development, residential uses should be on upper floors.

Protecting the amenity of occupiers adjacent to the site.

Parking and servicing impacts on traffic movement, congestion and road safety needs to be appropriately controlled and mitigated.

Opportunities

Opportunity for a co-ordinated approach to design and delivery from four sites proposed in this plan: Wi9, Wi10, Wi13 and Wi14

Opportunity to provide modern floorspace for businesses, complementing the surrounding area.

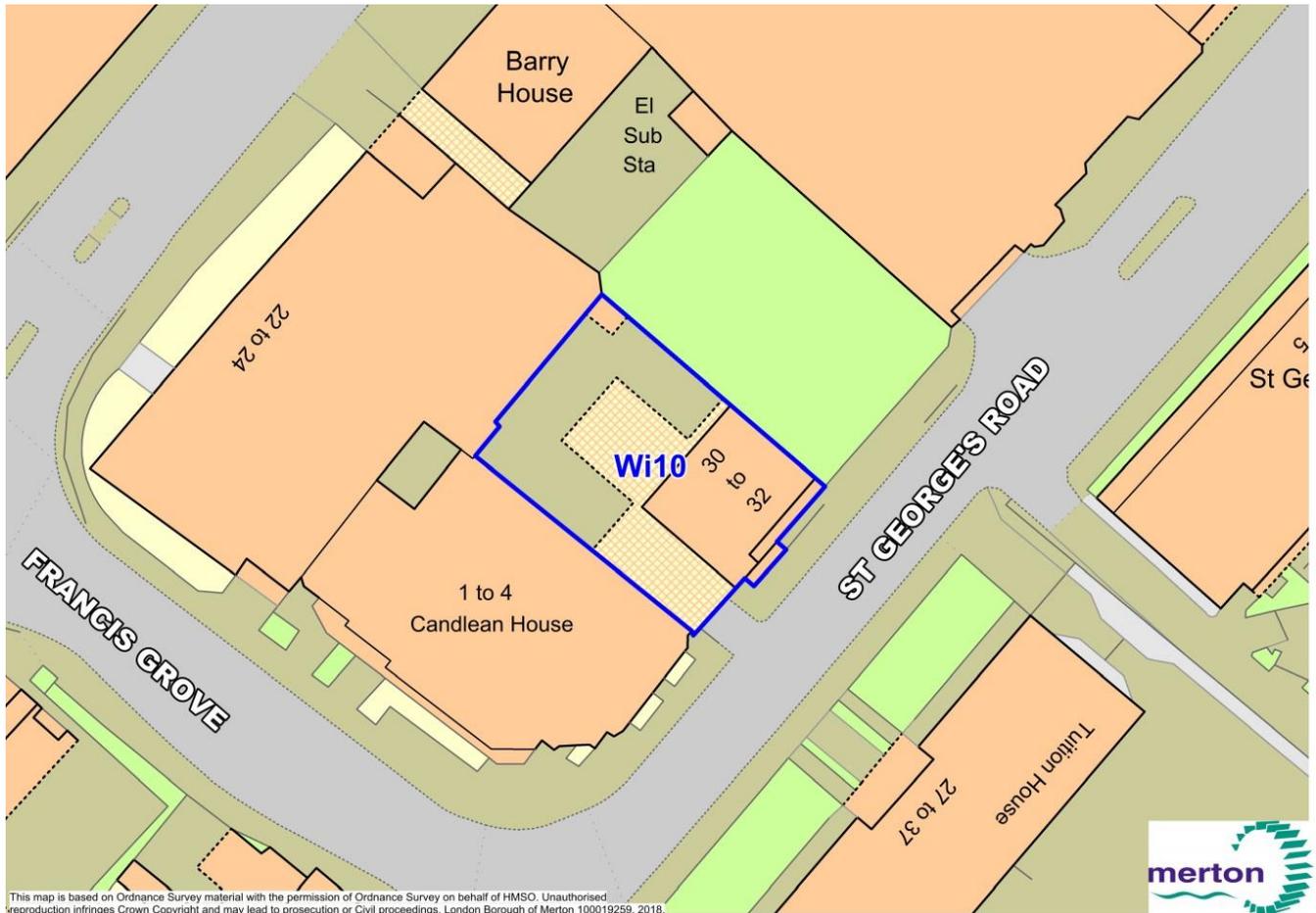
To provide an active street frontage to contribute towards the vibrancy and vitality of Wimbledon town centre.

Site Wi10

Prospect House

30 St George's Road, Wimbledon, SW19

4BD



Site id	Wi10
Site name	Prospect House
Site address	Prospect House, 30 St George's Road, Wimbledon, SW19 4BD
Ward	Hillside
Ownership	Henderson UK Property PAIF and T H Real Estate
Site area	0.05 hectares
Site description	<p>The site is part of a large block of largely commercial development between Worple Road and St George's Road, with varying building heights, uses, designs and land ownership.</p> <p>The site is a 4 storey office building. It is surrounded to the west and north by other 4 storey office blocks, and to the south by offices ranging from five to nine storeys in height.</p> <p>To the north east of the site lies the vacant site at 28 St George's Road, also proposed for redevelopment in this plan.</p> <p>The site lies in a commercial area of Wimbledon town centre. Opposite is Tuition House, a substantial office block housing many businesses.</p>
Current use	Offices (Use Class B1(a))
Consultee's suggested use	New, high density building for B1(a) and/or C1 uses – suggested by Henderson UK Property PAIF and T H Real Estate
Council's proposed site allocation	Offices (use class B1a) or hotel (use class C1)
Strategic planning factors	<p>The site is located in the Wimbledon town centre boundary and adjoins the core shopping area. It is within the Wimbledon Village Archaeological Priority Zone and a Controlled Parking Zone.</p> <p>The site is in an area with excellent accessibility to public transport services (PTAL 6b) with access to The Broadway via St Georges Road and Wimbledon Hill Road.</p> <p>There is an opportunity to co-ordinate development with neighbouring sites proposed in this plan – Wi9, Wi13 and Wi14.</p>
Issues	Parking and serving impacts on traffic movement, congestion and road safety need to be appropriately controlled and mitigated.
Opportunities	<p>Opportunity for a co-ordinated approach to design and delivery from four sites proposed in this plan: Wi9, Wi10, Wi13 and Wi14.</p> <p>Opportunity to provide an active street frontage along St George's Road to contribute towards the vibrancy and vitality of the town centre.</p>

Opportunity to provide a new pedestrian route to improve permeability in this area that connect Worple Road and St George's Road, breaking up the existing large block.

Opportunity to provide well-designed modern commercial floorspace to support businesses and jobs within Wimbledon town centre.

Site Wi11

Victoria Crescent

39-59 The Broadway, 1-11 Victoria
Crescent, Wimbledon, SW19 3RG



Site id	Wi11
Site name	Victoria Crescent (formerly known as P2)
Site address	39-59 The Broadway, 1-11 Victoria Crescent Wimbledon SW19 3RG
Ward	Dundonald
Ownership	The Piazza/Crescent scheme is owned by F&C Commercial Property Holdings Ltd and asset managed on their behalf by BMO Real Estate Partners.
Site area	1 hectare (approx.)
Site description	<p>The site is divided into two main buildings, laid out in a crescent shape with a piazza fronting The Broadway and residential walkway running from The Broadway through to Hartfield Road.</p> <p>Both parts of the site consist of commercial units on the ground and upper floors.</p> <p>The south-eastern side of the crescent is occupied by Morrisons supermarket on the ground floor and purpose built large shopfronts leading west, occupied by brand retailers and ancillary offices and storage above. This unit backs onto a council-owned car park off Hartfield Road, known as P3, which is also proposed for redevelopment</p> <p>The western side of the crescent is largely occupied by Odeon cinema on the upper floors with a variety of shopfronts on the ground floor, occupied largely by food and drink uses.</p> <p>To the north of the site on the other side of The Broadway lies South Park Gardens conservation area with multiple small shopping frontages occupied by a range of shops and services.</p> <p>The site is prominent within the town centre, highly visible from the eastern exit of Wimbledon station.</p>
Current use	Mixed use retail and leisure.
Consultee's suggested use	Mixed use retail, leisure, commercial and residential – suggested by BMO on behalf of the landowner
Council's proposed site allocation	A mix of uses including retail (use classes A1-A4), offices (use classes B1a) assembly and leisure (use classes D2) hotel (use class C1) with the re-provision of public realm. The priority for the site should be town centre uses. There may be some scope for residential on upper floors facing Hartfield Road where this improves viability.
Strategic Planning Factors	This is one of the largest single ownership sites at the heart of Wimbledon town centre with core shopping frontage facing The Broadway and Wimbledon station. Together with Wimbledon Bridge House, it is one of the few purpose built premises containing street frontage space of a standard size for larger retailers. It contains a

significant amount of retail and leisure floorspace.

The Piazza is one of the few public spaces in Wimbledon town centre and is periodically used by food markets and for events such as LoveWimbledon's summer tennis screen and Winter Wonderland.

The site is located within the central shopping area of Wimbledon town centre. The pedestrian route between the car park and The Broadway falls within the Wimbledon Broadway conservation area. There is a range of building heights and differing built character adjacent to the site.

The site is in an area with excellent accessibility to public transport (PTAL 6b). Hartfield Road and Sir Cyril Black Way suffer from congestion at peak times.

A small part of the southern corner of the site is within a critical drainage area.

The frontage of the site is within the setting of two heritage assets: South Park Conservation Area, the listed former town hall and Grade II listed Wimbledon Theatre. The site is highly prominent within the town centre.

Issues

This site is located adjacent to the primary shopping area, core shopping area and secondary shopping area at different points along the boundary, therefore an active frontage should be provided on all ground floors.

Protecting and enhancing the nearby historic assets. Mitigating potential parking, traffic and safety impacts on neighbouring streets and local amenity. Servicing facilities should be provided on site to minimise impacts on traffic movement, congestion and safety.

Opportunities

The development is subject to occupational leases and as these come up for renewal, there is opportunity for phased mixed use redevelopment of the site.

BMO's initial feasibility suggests as well as retail/leisure uses, grade A office and residential space could be provided on upper floors.

The London Borough of Merton own the adjacent surface car park (allocated in Merton's Sites and Policies Plan as site 01 with a delivery timeframe to 2024) and there is potential to work together to deliver a comprehensive redevelopment of the two sites, optimising site layout, access, design and uses.

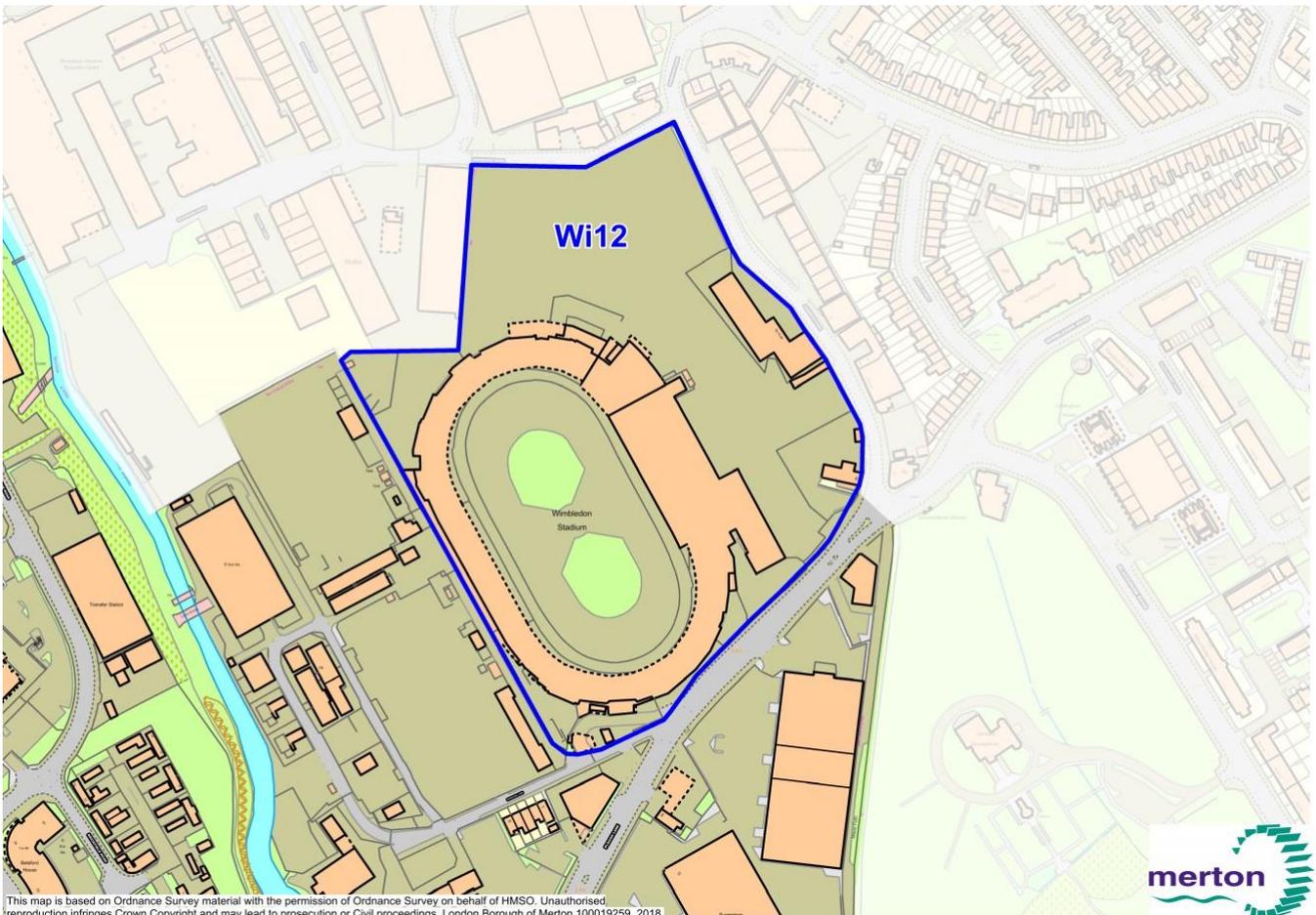
Both Victoria Crescent and the Hartfield Road car park represent a significant opportunity to enhance the visitor and shopper experience at the heart of Wimbledon town centre, providing new purpose built town centre uses to support businesses, jobs and cultural activities, and re-providing much needed public space.

The landowner has identified the opportunity to phase the development, allowing town centre uses to continue on part of the site while the other element is redeveloped.

Site Wi12

Wimbledon Stadium and Volante Site

Plough Lane and Summerstown Road,
Wimbledon Park, SW17 OBH



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Site id	Wi12
Site name	Wimbledon Stadium and Volante site
Site address	Plough Lane and Summerstown Road, Wimbledon Park, SW17 OBH
Ward	Wimbledon Park
Ownership	Privately owned – various landowners
Site area	5.29 hectares
Site description	<p>Approximately two thirds of the site is currently a construction site associated with the delivery of planning permission reference 14/P4381 for a variety of uses including a football stadium for AFC Wimbledon, +600 homes and other facilities.</p> <p>The site and buildings on the eastern boundary are in separate ownership fronting Summerstown road in Wandsworth with planning permission including residential development. (reference 15/P4798)</p> <p>The site adjoins businesses along the northern and eastern boundary within the London Borough of Wandsworth. To the south of the site in Merton on the other side of Plough Lane is an industrial estate (Garrett Park) which is part of a Business Improvement District.</p> <p>Running along the western boundary of the site is a large operational electricity substation owned by National Grid.</p>
Current use	Vacant and largely under construction; formerly Greyhound stadium (D2 Use Class) and car park (Sui Generis Use) and industrial (B2-B8 use classes)
Consultee's suggested use	Intensification of sporting activity (D2 Use Class) with supporting enabling development. Developments that facilitate more sporting activity may be enabled by more viable uses, subject to meeting planning policy, evidence and consultation – same allocation as Merton's Sites and Policies Plan 2014 site 37
Council's proposed site allocation	Intensification of sporting activity (D2 Use Class) with supporting enabling development. Developments that facilitate more sporting activity may be enabled by more viable uses, subject to meeting planning policy, evidence and consultation – same allocation as Merton's Sites and Policies Plan 2014 site 37
Strategic planning factors	<p>The site is currently largely under construction for the main planning permission reference 14/P4381. Planning permission 15/P4798 applies to the portion of the site formerly known as the Volante land fronting Summerstown Road.</p> <p>The council proposes to continue with the site allocation to give certainty to the multiple landowners and surrounding business and residential occupiers that it continues to support the allocated use.</p>

The site and its surrounds are within the functional floodplain of the River Wandle (Flood Zone 3a). The majority of the site is within a critical drainage area for surface water flooding.

The site is surrounded on all sides by strategic industrial locations. To the north and east of the site is Summerstown Road strategic industrial location (London Borough of Wandsworth), which includes a waste management site to the northwest. To the south and west is part of Durnsford Road/Plough Lane strategic industrial location (London Borough of Merton).

The site has poor/moderate accessibility to public transport (PTAL 2/3). The road network, railway lines, river and utilities infrastructure in the wider area limit opportunities for improving access to and around the site. The entire site lies within an archaeological priority zone.

National Grid has also advised that this is unlikely to extend into the boundary of this site.

Issues

Development proposals will need to incorporate suitable mitigation measures to address the issues associated with the functional floodplain and with the critical drainage area to minimise flood risk for future occupiers and the potential for water pollution from the site.

A flood risk assessment should also consider the treatment of the non-main rivers that pass through the site and incorporate sustainable drainage systems into development proposals.

Redevelopment proposals should take account of the electricity substation to the west of the site to minimise the effects on amenity of future occupiers. Investigating the potential impact of any proposed development on archaeological heritage.

Facilitating improved accessibility including improving bus infrastructure, walking and cycling facilities. Resolving road network capacity, movement and safety concerns. Site access arrangements require careful scrutiny/improvement. The proximity of the waste management site to the north west.

A squash and fitness club exists on the site. Proposals should include the provision for an equivalent or enhanced squash and fitness club as part of sporting intensification.

Opportunities

Opportunities to deliver sporting intensification with enabling development on a large brownfield site is being exercised by the landowners.

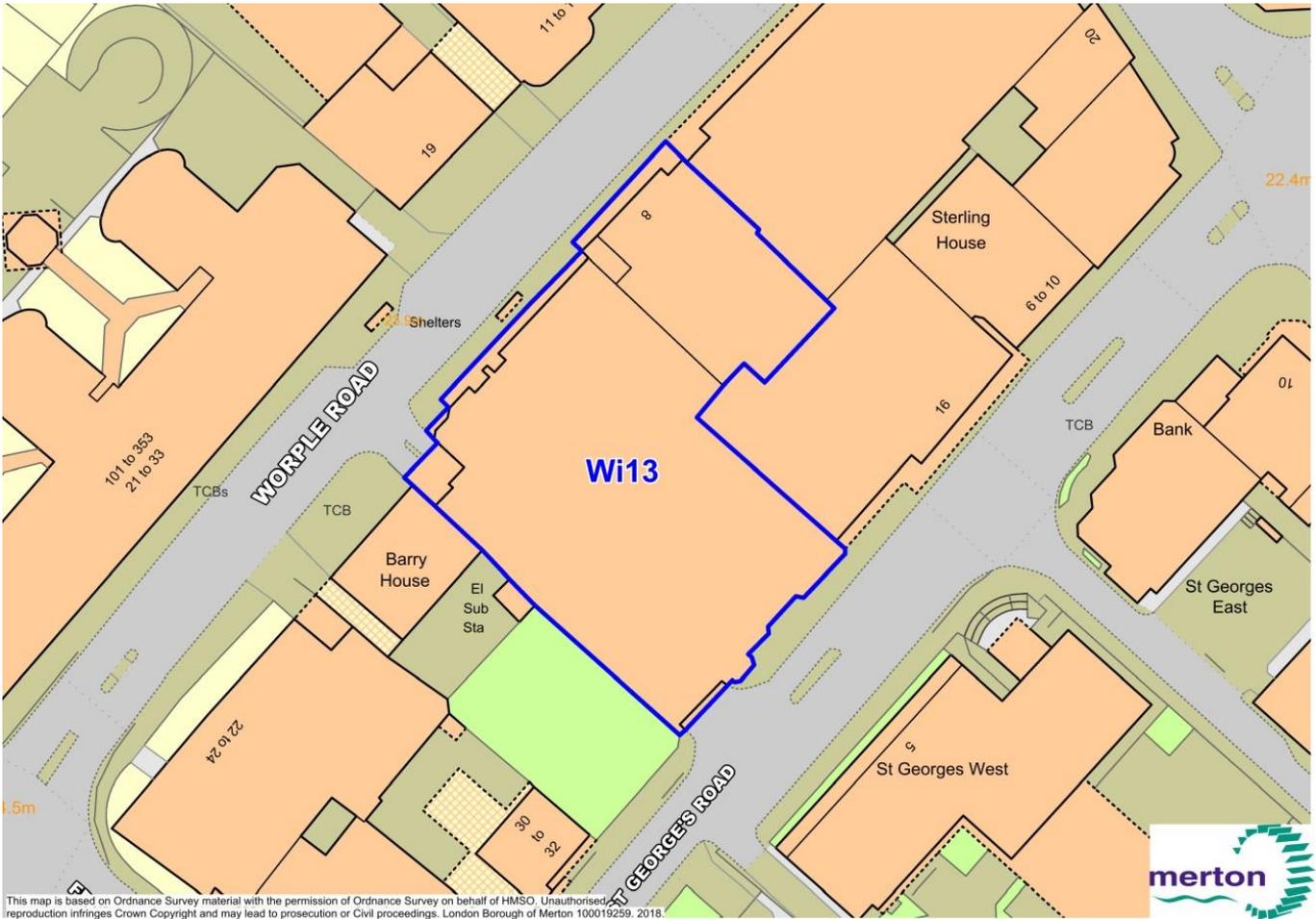
Mitigate against the flood risk issue on the site and surrounding area. Improve the accessibility opportunities to improve bus infrastructure, walking and cycling facilities to and from the site and provide improved links to Wimbledon town centre.

Opportunities to resolve and improve the road network capacity, movement and local safety concerns.

Site Wi13

Worple Road, 8-20 and St
George's Road, 20-26

Wimbledon, SW19 4DD



Site id	Wi13
Site name	8-20 Worple Road and 20-26 St George's Road
Site address	8-20 Worple Road and 20-26 St George's Road, Wimbledon, SW19 4DD
Ward	Hillside
Ownership	Eskmuir Group
Site area	0.22 hectares
Site description	<p>The site is a Sainsbury's supermarket with car park.</p> <p>The site is part of a large block of largely commercial development between Worple Road and St George's Road, with varying building heights, uses, designs and land ownership. The site has frontage onto both Worple Road and St George's Road</p> <p>Elys department store adjoins the north east boundary of the site, fronting Wimbledon Hill Road and Worple Road. Offices in Barry House adjoin the north east of the site fronting St George's Road. Offices, a gym and shops lie opposite the site</p>
Current use	Supermarket with ancillary car parking, and offices
Consultees suggested use	Mixed use, potentially including shops (A1), financial and professional services (A3), restaurants and cafes (A3) pubs and bars (A4) hot food takeaways (A5) offices (B1a), hotel (C1) community (D1) and assembly and leisure (D2) - suggested by the Eskmuir Group
Council's proposed site allocation	Any of the appropriate mix town centre types uses such as retail (A1 Use Class), financial and professional services (A2 Use Class), offices (B1[a] Use Class) hotel (C1 use class) Community (D1 Use Class),
Strategic planning factors	<p>The site is located in the Wimbledon town centre boundary and adjoins the core shopping area. It is within the Wimbledon Village Archaeological Priority Zone and a Controlled Parking Zone.</p> <p>The site is in an area with excellent accessibility to public transport services (PTAL 6b) with access to The Broadway via St Georges Road and Wimbledon Hill Road.</p> <p>There is an opportunity to co-ordinate development with neighbouring sites proposed in this plan – Wi9, Wi10 and Wi14</p>
Issues	Parking and serving impacts on traffic movement, congestion and road safety need to be appropriately controlled and mitigated.
Opportunities	<p>Opportunity for a co-ordinated approach to design and delivery from four sites proposed in this plan: Wi9, Wi10, Wi13 and Wi14</p> <p>Opportunity to provide an active street frontage along Worple Road and St George's Road to contribute towards the vibrancy and vitality of the town centre.</p>

Opportunity to provide a new pedestrian route to improve permeability in this area that connect Worple Road and St George's Road, breaking up the existing large block.

Opportunity to provide well-designed modern commercial floorspace to support businesses and jobs within Wimbledon town centre.

Site Wi14

Worple Road, 22-24

Wimbledon, SW19 4DD



Site id	Wi14
Site name	Worple Road, Wimbledon
Site address	22-24 Worple Road, Wimbledon, SW19 4DD
Ward	Hillside
Ownership	Henderson UK Property PAIF, T H Real Estate
Site area	0.13 hectares
Site description	<p>This site consists of a four-storey office building on the corner of Worple Road and Francis Grove which is currently being redeveloped to add an additional floor and a three storey infill rear extension.</p> <p>The site is part of a large block of largely commercial development between Worple Road and St George's Road, with varying building heights, uses, designs and land ownership.</p> <p>To the north on the opposite side of Worple Road is a 6 -7 storey building comprising a gym on the ground floor, with apartments on upper floors. Barry House adjacent to the site to the north west on Worple Road is a three storey office building. To the east facing St George's Road is a vacant site and two other office buildings – Candlean House and Prospect House which are 4 storeys.</p>
Current use	Offices (Use Class B1(a))
Consultee's suggested use	New, high density building for offices and/or hotel uses – suggested by Henderson UK Property PAIF, T H Real Estate
Council's proposed site allocation	Any of the appropriate mix town centre types uses such as Community (D1 Use Class), retail (A1 Use Class), financial and professional services (A2 Use Class), offices (B1[a] Use Class) hotel (C1 use class)
Strategic planning factors	<p>The site is located in the Wimbledon town centre boundary and adjoins the core shopping area. It is within the Wimbledon Village Archaeological Priority Zone and a Controlled Parking Zone.</p> <p>The site is in an area with excellent accessibility to public transport services (PTAL 6b) with access to The Broadway via St Georges Road and Wimbledon Hill Road.</p> <p>There is an opportunity to co-ordinate development with neighbouring sites proposed in this plan – Wi9, Wi10 and Wi13</p>
Issues	Parking and serving impacts on traffic movement, congestion and road safety need to be appropriately controlled and mitigated
Opportunities	<p>Opportunity for a co-ordinated approach to design and delivery from four sites proposed in this plan: Wi9, Wi10, Wi13 and Wi14</p> <p>Opportunity to provide an active street frontage along Worple Road to contribute towards the vibrancy and vitality of the town centre.</p>

Opportunity to provide a new pedestrian route to the north eastern boundary of the site to improve permeability in this area that connect Worple Road and St George's Road, breaking up the existing large block.

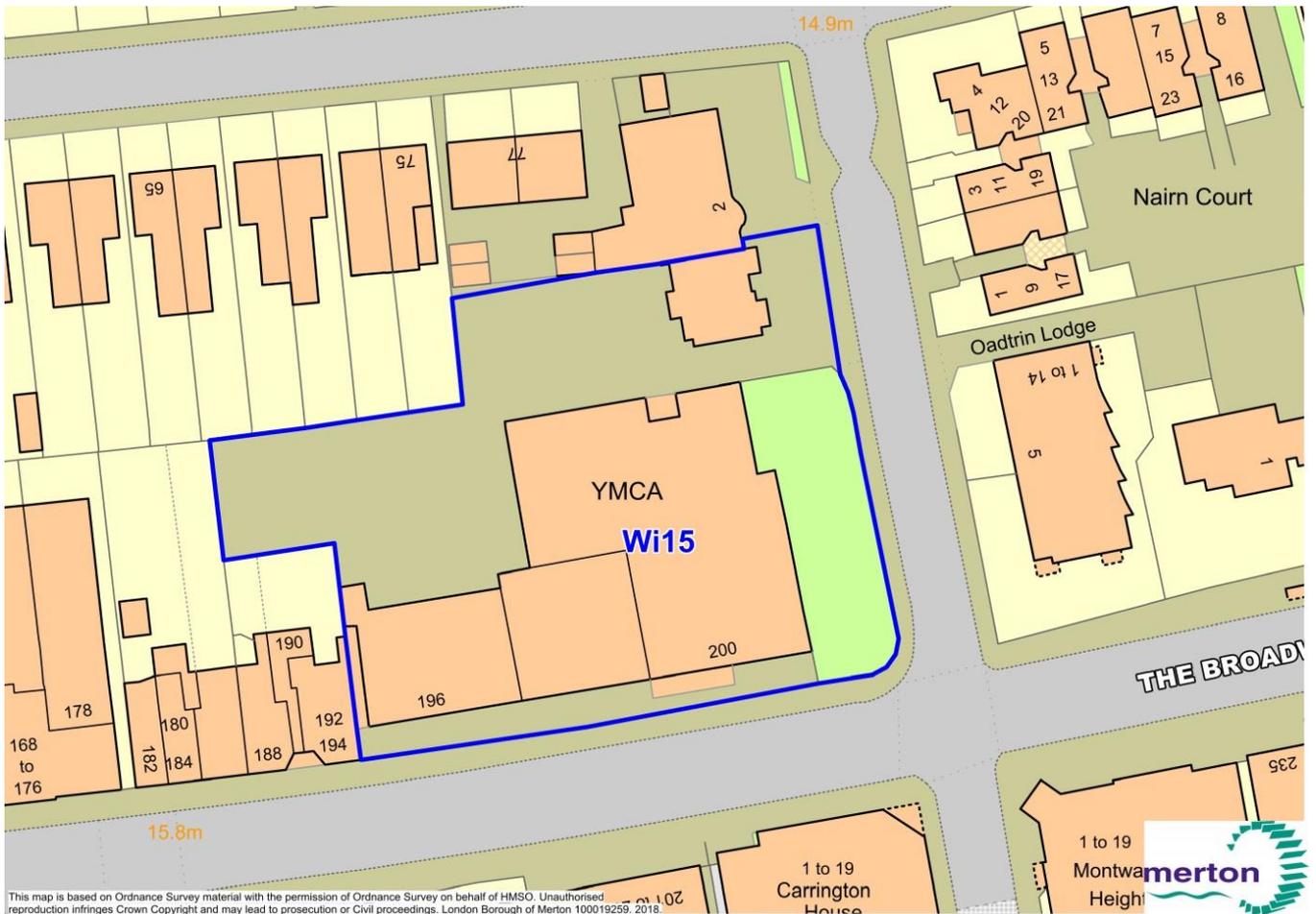
Opportunity to provide well-designed modern commercial floorspace to support businesses and jobs within Wimbledon town centre.

Site Wi15

YMCA Wimbledon

200 The Broadway, Wimbledon, SW19

1RY



Site id	Wi15
Site name	YMCA Wimbledon
Site address	200 The Broadway, Wimbledon, SW19 1RY
Ward	Trinity
Ownership	YMCA London South West
Site area	0.21 hectares
Site description	<p>The site is in use as a YMCA with a wide range of uses, including a youth advice centre with hostel space and a café.</p> <p>The buildings on site range up to eight storeys with seven storeys fronting The Broadway.</p> <p>The site is located within Wimbledon town centre. To the east the site adjoins mixed use developments comprising retail, offices and residential uses. The southern side of The Broadway opposite the site has a range of building heights, up to six storeys.</p> <p>The site is bounded on the east by Trinity Road. To the north of the site is the Conservative Club and residential development, generally 2-3 storey semi-detached houses.</p>
Current use	YMCA with Hostel Space, Gym Sports Hall and Café.
Consultee's suggested use	Hostel, Residential, Retail, Café, Restaurant, Health and Fitness Suite, Crèche and New Public Spaces – Savills (consultants) representing ORION and YMCA
Council's proposed site allocation	A suitable mix of retail (A1 Use Class), financial & professional services (A2 Use Class), restaurants & cafes (A3 Use Class), drinking establishments (A4 Use Class), offices (B1[a] Use Class), community (D1 Use Class) and residential (including Hostel or Hotel) (C3 & C1 Use Class).
Strategic planning factors	<p>The site is allocated as Site 62 in Merton's Sites and Policies Plan 2014</p> <p>The site is located within Wimbledon town centre boundary although it is not situated in the main shopping area of Wimbledon.</p> <p>This is a significant corner site with an active frontage facing onto the Broadway.</p> <p>The site is in an area with good accessibility to public transport services (PTAL 6a).</p> <p>The site is visible from South Park Gardens conservation area to the north.</p>
Issues	Proposals should consider the amenity of neighbouring residential uses to the north of the site.

Servicing facilities should be provided on site to minimise impacts on traffic movement, congestion and road safety.

Mitigating and managing the impacts of parking on neighbourhood and local amenity will need to be addressed.

Opportunities

The site is a prominent corner site with an active frontage facing onto The Broadway and also acts as the eastern gateway to Wimbledon town centre. Therefore, redevelopment of exemplary design quality is a must.

Opportunity to provide modern, well-designed hostel type accommodation and support services for vulnerable people in an accessible location

This site is a corner site with an active frontage facing onto the Broadway so redevelopment of exemplary design would be welcomed. The ground floor should have an active frontage, respecting the dual aspect and corner site.

Public space would also be welcomed.