Dear Sir/Madam

On behalf of our client, Woodcock Holdings Ltd. we attach a representation in relation to the above consultation document.

We would be grateful if you could acknowledge receipt in due course and would welcome dialogue in relation to its content in due course.

We would also be grateful if you could inform us of any future consultation events in relation to this document.

Kind Regards
Our Ref: TR/7834

4th January 2019
Planning Policy
Civic Centre
London Road
Morden
SM4 5DX

Dear Sir/Madam,

Merton Council: Future Wimbledon Masterplan Consultation Draft (October 2018)

We write on behalf of our client, Woodcock Holdings Ltd. in response to the above consultation document. As the Council may be aware, our client owns Nos. 188-194 The Broadway located on the north side of The Broadway. The site currently comprises a two to two and a half storey building used for a mix of retail, office and residential purposes.

Our client’s site is presently the subject of a pending application that proposes the demolition of the existing buildings on the site and the erection of a six storey office building (with basement) under LPA Ref. 18/P2918. The relevant submitted Location Plan, Site Layout Plan and Front Elevation drawings are attached to this representation for contextual purposes. A street view of the proposal is illustrated on the below image. This view illustrates the opportunity for a high quality, modern office development on our client’s site.
With the above context in mind, we now comment on the respective parts of the draft Masterplan document below.

**Pages 42 & 43 – Economic Development (Including office market commentary)**

These pages refer to demand for office accommodation being high and supply being low in Wimbledon. They refer to the support office developments offer to Wimbledon’s job market and that the majority of available space comprising refurbished 1980’s stock. Reference is also made to the pressure office space has come under to be converted to residential accommodation.

Our client’s site offers a deliverable opportunity to contribute towards the provision of modern high-quality office space in a sustainable location. The pending application scheme therefore complies with the Masterplan and the need for office accommodation identified within the consultation Masterplan document is supported.

**Page 56 – Spatial Strategy**

This strategy refers to an aspiration to promote economic development and growth initially in the St George’s Road and Broadway East areas. Reference is made to this strategy being consistent with the Core Strategy.
Our client’s site is located in the “Broadway East” neighbourhood. We support the suggestion in the consultation document that this neighbourhood can facilitate an increase in economic development and growth. Our client’s site can play an important role in meeting this objective.

**Page 79 – Current Development and Planning Activity**

It is understood that the darker green colour indicated on the below plan relates to our client’s site. It should be noted that our client’s site actually lies further west. We suggest that page 79 of the Masterplan document is updated accordingly.

**Extract from Page 79 of Masterplan**

**Page 83 – Masterplan & Page 93 - Building Height Guide**

The below extracts are taken from the ‘Masterplan’ and ‘Building Height Guide’ pages of the consultation document. Our client’s site has been indicated in red.

**Masterplan with our client’s site indicated in red**
Generally, we support the identification of Nos. 188-194 The Broadway as a location for redevelopment to provide a greater scale and mass of built development. The building heights plan indicates a seven storey development could come forward on the subject site. We agree that this is an appropriate scale on the site and note that the pending application proposes a similar (albeit lower) height of six storeys. In addition, we note that the proposed height differs to the adjacent ten storey development directly to the east and the drawn black line indicates that the site would come forward as a separate, independent planning unit. We support this indication that Nos. 188-194 The Broadway can come forward in isolation and the pending separate application reflects this.

The Masterplan and Building Height Guide indicate that the adjacent building to the east will comprise a ten storey building that’s depth extends considerably further to the rear than indicated on our client’s site. We strongly consider that our client’s site could provide a logical step towards this increase in building depth and height. This could be achieved through the provision of a six to seven storey building that extends to the northern rear boundary on our client’s site. It follows that the Masterplan and Building Heights plan could be revised such that the area marked in red on the below plan should also be indicated for six to seven storey development as well.
Additional part of site to be indicated for six to seven storey development on Building Height Guide coloured in red

Subject to the above revision, we generally support the draft Masterplan on the basis that six to seven storey development can come forward on our client’s site in a manner independent from any adjacent developments.

Pages 124-125 – Neighbourhood 12 - Broadway East

This section of the consultation document refers to there being no dominant character in this area and that developments in this neighbourhood need to create a contemporary character. It also suggests that building heights should cluster around the proposed YMCA development. Our client’s site is located adjacent to the proposed YMCA development.

As mentioned above, development on the site can come forward in isolation and act as a transition to the anticipated taller ten to fourteen storey YMCA development in both height and depth terms. In addition, it offers the opportunity for a contemporary design style as identified in the consultation document. We therefore support the overall objectives identified in this section of the consultation document and again note the benefit of the pending application in providing a stand-alone development that contributes towards the office growth needs identified on pages 42 and 43 of the consultation document.

Summary

We trust the above comments are of assistance in preparing the next iteration of the draft Masterplan and await confirmation of receipt of our representations in due course. We consider that the amendment suggested in the image at the end of page 4 should be reflected in the Masterplan’s final form.

We would be open to holding dialogue with the Council in order to further proposals for the potential to deliver a sustainable office development on our client’s site.
Please do not hesitate to contact the writer should you wish to discuss any matter(s) arising.

Yours faithfully,

[Signature]

Rumble

Enc.