

[Redacted]

From: G [Redacted] Warriner [Redacted]
Sent: 04 January 2019 16:25
To: Future Merton
Cc: [Redacted] Wallace
Subject: Representations to Future Wimbledon Masterplan
Attachments: 190104 Wimbledon Masterplan Representations.pdf

Dear Sir/Madam,

Please find attached a response on behalf of our client Zahawi & Zahawi Ltd (owners of 6-10 St George's Road and 16-18 Wimbledon Hill Road supporting the draft Masterplan.

Regards

G [Redacted] Warriner

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[Redacted text block]

Future Merton
London Borough of Merton
Civic Centre
London Road
Morden
SM4 5DX

BY EMAIL: future.merton@merton.gov.uk

29438/A3/JW/GW
4th January 2019

Dear Sir/Madam,

CONSULTATION RESPONSE TO DRAFT FUTURE WIMBLEDON MASTERPLAN (OCTOBER 2018)

6-10 ST GEORGE'S ROAD AND 16-18 WIMBLEDON HILL ROAD, WIMBLEDON, SW19 7NN

These representations are submitted by Barton Willmore on behalf of Zahawi and Zahawi Ltd ('our client') in respect of the emerging Future Wimbledon Masterplan and in particular, seek to support the development aspirations of 6-10 St George's Road and 16 – 18 Wimbledon Hill Road ('the Site') for potential development.

The Site is located within the St George's Quarter (Neighbourhood 3), identified as the main focus for commercial growth within the Future Wimbledon Masterplan whilst acknowledging the opportunity for introducing wider complementary uses in this location. These representations support the identification of the Site for development, as well as, the overarching strategy for Wimbledon to be recognised as a Metropolitan Centre through the intensification of uses and densities in this area. This Masterplan framework will provide appropriate guidance to allow individual sites to come forward in a collaborative and holistic manner.

The National Planning Policy Framework (NPPF 2018) recognises that opportunities from proposed transport infrastructure improvements should be realised at the earliest stage of the plan-making process, in relation to the scale, location or density of development that can be accommodated (paragraph 102).

We support the Masterplan for Wimbledon which seeks to intensify development through the cohesive integration of tall buildings, responding to the identification of Wimbledon as a potential new Opportunity Area in the draft London Plan; and also within two proposed Growth Corridors; Crossrail 2 South and the Tram Triangle. The Opportunity Area and Crossrail 2 Growth Corridor seek to deliver significant growth in both residential and commercial development.

In this context, the Masterplan identifies a series of priorities for the St George's Quarter neighbourhood, within which the site is located, including:

- Provision of new uses such as hotels and co-working to enhance the town centre offer with good quality meeting and conference space.
- The potential for building heights to step up to 12-14 storeys.
- Public realm improvements

In addition, more explicit encouragement for residential development in St Georges Quarter should be made in the Masterplan where it supports high-quality employment provision sought in this

location. The St George's Quarter, being located opposite the station provides one of the most sustainable opportunities to accommodate residential development (alongside commercial development) in meeting the clear aspirations of the London Plan and its Opportunity Area initiatives. This policy aspiration to provide significant growth in residential development needs reinforcing in the Masterplan. Indeed, this is entirely consistent with the Masterplan vision (page 81) to make Wimbledon the [south west London's] *premier location for business, leisure, **living** and culture*. [my emphasis]

Overall, we support the Masterplan which correctly identifies the Site as an appropriate development site that could provide an immediate deliverable opportunity to balance the longer-term delivery of strategic developments that will take place in this location.

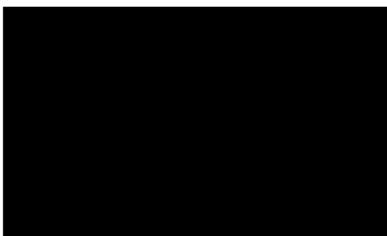
Our client's Site is both available and capable of being delivered in accordance with the priorities of the Masterplan – i.e. the development of a mixture of uses while retaining high quality employment space.

The Site is ideally situated to make a significant contribution to the aspirations of the Masterplan through the accommodation of a tall building, making an efficient use of land in a less sensitive and most sustainable area; and providing an impetus for further development in the area.

The Masterplan correctly identifies the Site as having been subject to formal pre-application advice. Our client has been working to respond to the helpful advice provided by officers through the refinement of the scheme proposals.

We would be happy to share the further design analysis undertaken with yourselves and welcome the opportunity to meet with Council officers to further consider the development strategy for the site.

Yours faithfully,



G [REDACTED] WARRINER
Director

Enc.