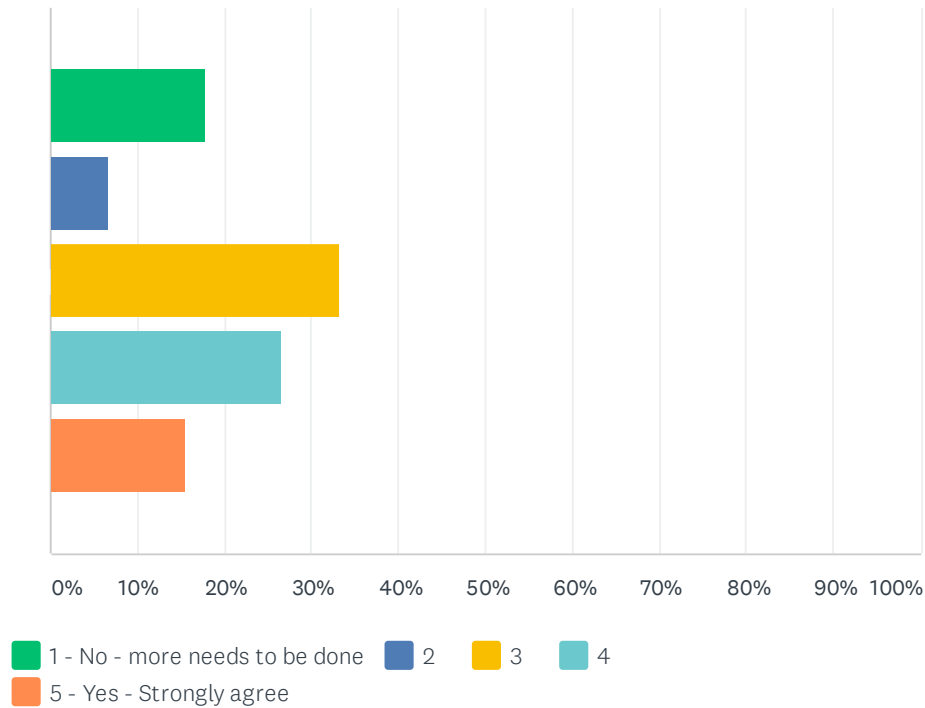


## Q1 Why character?

Answered: 45 Skipped: 9



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	17.78%	6.67%	33.33%	26.67%	15.56%	45	1.00
	8	3	15	12	7		

#	PLEASE TELL US WHY	DATE
1	The chapter is written from a developer's perspective, not from a resident's perspective. There is a lot of jargon appears to be written by development consultants. The maps and illustrations are too small for evaluation - is this on purpose?	3/23/2021 9:37 PM
2	Generic opening statements. OK. I understand that the online sessions were not as well organised as you imply but it must be difficult to engage residents in planning matters	3/23/2021 8:44 PM
3	I think it is superficial but reflects some character	3/23/2021 6:51 PM
4	Unfettered intensification is likely to have a permanent deleterious effect.	3/23/2021 1:19 PM
5	This section pays insufficient attention to the comments made on past proposals by those living and working in the Borough particularly with regard to not increasing housing density unduly, keeping building height to a human scale, etc.	3/22/2021 12:30 PM
6	It focuses much on green spaces and family living which is critical in the area and further development would hinder this.	3/22/2021 10:09 AM
7	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:41 AM
8	No thought about people who live or work in area	3/19/2021 4:57 PM
9	An attempt has been made to address the very wide range of character within the Borough;	3/19/2021 4:10 PM
10	The Study's stated aim is " to define an approach to growth for different parts of the Borough, informed by an analysis of character. " That is a very serious exercise, affecting the lives and	3/19/2021 3:35 PM

## Have your say on Merton's Character Study

wellbeing of many people, especially those who have chosen to make their homes in Merton already, as it will lead to radical changes in their home environment. This study is shallow and in many instances, inaccurate. That is irresponsible.

11	It all sounds wonderful - BUT - why set this all out and ask for our opinions and then take no notice, for example: giving planning permission for the vast building on Francis Grove is completely against all that you say about keeping in character.	3/19/2021 2:44 PM
12	I struggled to understand the language used. Phrases such as active travel corridors are unhelpful jargon used by Planners not ordinary people.	3/12/2021 5:00 PM
13	This does not give a positive response. Merton has so many attributes and character that should be valued. I feel that by beginning with positive affirmations will encourage further reading. It does not give a feel to wanting to explore further.	3/12/2021 4:26 PM
14	There needs to be a complete redesign	3/12/2021 4:03 PM
15	It's historical fact.	3/3/2021 1:10 PM
16	Character is also determined by people, socioeconomic profile, safety and security	2/27/2021 6:00 PM
17	The number of people consulted is far too low for the size of the borough and the timing is wrong. The impact of decisions made based on the consultation will affect many people, notably in certain areas and so more focus on consulting in these areas would be appropriate. Only 30 people from across the whole borough attended the workshop and only 416 responded to the digital survey. What about people who do not have access to a computer e.g the elderly or those living on low incomes. Such consultations should employ sampling techniques to ensure a balance of views and more weight given to those living in areas most likely to be affected by changes. Many people are probably completely unaware that the study, or even this consultation exist. The initial intent may be fair but its execution is not. Why not defer until post Covid when other things may become clearer such as the true likely need for more accommodation in London, given the success of working from home.	2/26/2021 9:26 PM
18	A good start. However the borough should involve more than 450 people in consultation.	2/14/2021 4:38 PM
19	You are knocking "character" down and selling it to billionaires.	2/11/2021 9:58 AM
20	After WW2 there was a design problem with high rise flats etc. These were pulled down mainly because of the design and problems it caused. we now seem to have forgotten the lessons learnt and are now imposing higher developments in the village and residential areas. This has to be wrong. By dwarfing residential properties with adjoining higher buildings is bad. More design thought need to be given to the light deprivation to existing properties and the views that have.	2/10/2021 12:40 PM

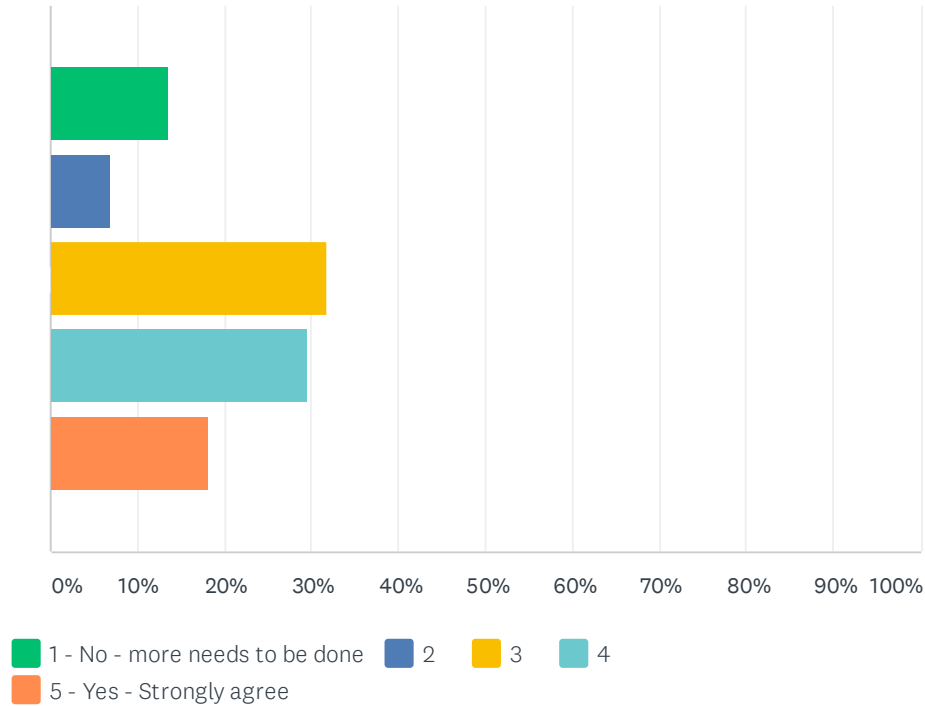
## Q2 Do you have any additional comments?

Answered: 9 Skipped: 45

#	RESPONSES	DATE
1	Please provide residents with proper sized documents	3/23/2021 9:37 PM
2	Timing of consultation is bad. Brexit, new working from home ability, and closure of physical shopping may free up sites for development making infill developments unnecessary.	3/23/2021 1:19 PM
3	I would strongly request no development, especially on back gardens.	3/22/2021 10:09 AM
4	Need to resist temptation to see all modernization / change as beneficial	3/19/2021 4:10 PM
5	It would have been better to be honest from the outset and called it what it is. Merton's Character Study leading to Intensification of Land Use. To do otherwise is misleading and causes people to lose confidence in the integrity of the Council.	3/19/2021 3:35 PM
6	no	3/19/2021 1:10 PM
7	A tall iconic tower and links to the park are needed	3/12/2021 4:03 PM
8	I just hope this is taken into proper consideration when development is being planned.	3/3/2021 1:10 PM
9	Just because the rules allow higher development that doesn't mean you have to strive to achieve it. The same applies to density. There are still plenty of brown field sites that can still be developed before we crowd out the existing resident properties.	2/10/2021 12:40 PM

### Q3 Existing character

Answered: 44 Skipped: 10



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	13.64%	6.82%	31.82%	29.55%	18.18%	44	1.00
	6	3	14	13	8		

#	PLEASE TELL US WHY	DATE
1	interesting history if i could read it - too small. Need to provide readable maps with street names	3/23/2021 9:37 PM
2	Adequate overview of history and geography. Merton struggles by not having a true identity of its own but is just a political amalgamation of Wimbledon, Morden, and Mitcham with surrounding areas	3/23/2021 8:47 PM
3	What has been is not as important as retaining that which is current and beneficial rather than planning to ruin existing character by over intensity of building, approving overly high structures in town centres, etc.	3/22/2021 12:32 PM
4	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:41 AM
5	Again attempt made to produce balanced view. i	3/19/2021 4:11 PM
6	If you are going to quote history, you need to get facts right. e.g. page 14. St. Mary's Church, Merton Park, is 11thC, not 13thC. It was founded by the Augustinian Canons, firstly as a wooden building on the only non-marshy plot of land around, and then replaced by Gilbert the Norman with a stone building, to which the Victorians added North and South Aisles to increase space. The Nave roof is 900 years old. The Augustinian Canons went on to build Merton Priory when the original (Merton Park) site became too small for their needs and they wished to be beside water - The River Wandle. Page 16, why no geology map? If you are going to build, especially higher buildings with piling, you need to be aware of ground conditions, such as the Wimbledon Fault which runs just north of Worples Road, through Wimbledon just north of Alexandra Road and then on to Gap Road. This is what I mean when I say the Study	3/19/2021 3:50 PM

## Have your say on Merton's Character Study

is shallow. Most of it could have been written about anywhere. There are numerous other serious errors and omissions which detract from the validity of this Study which no doubt local groups will bring to your attention.

7	Nelson and the park are intrinsic parts of Morden	3/12/2021 4:04 PM
8	See previous answer	3/3/2021 1:10 PM
9	It needs to show the evolution and time bound journey of change to appreciate where Merton is now	2/27/2021 6:01 PM
10	Broadly agree as this is largely statistically based. However, some comments on the nature of possible developments is subjective and vague e.g. what does "sophisticated relatives of the existing buildings and landscape" actually mean? and who has the ultimate say on this with regard to planning permission,. The pressure to provide a lot of extra housing could well lead to this being interpreted in a way that puts these pressures above other, equally legitimate ones.	2/26/2021 9:42 PM
11	Useful to understand the different types of buildings. Better choice of colours in the maps would help - some are too similar to be able to distinguish between different features mapped e.g. the map of the green and blue asset network at bottom left of page 16.	2/14/2021 6:18 PM
12	"Character"?	2/11/2021 9:59 AM
13	There are many historic buildings in Merton and especially the Mitcham side of it. Little thought seems to be given to how these will exist and to be enjoyed with the high rise density developments that seem to be the norm these days. A typical example in London is the Fire of London Monument. Once this could be seen from some way off and the views from the top were to be enjoyed. You could almost walk passed it now and not notice it and the views now show just high rise office blocks.	2/10/2021 12:44 PM

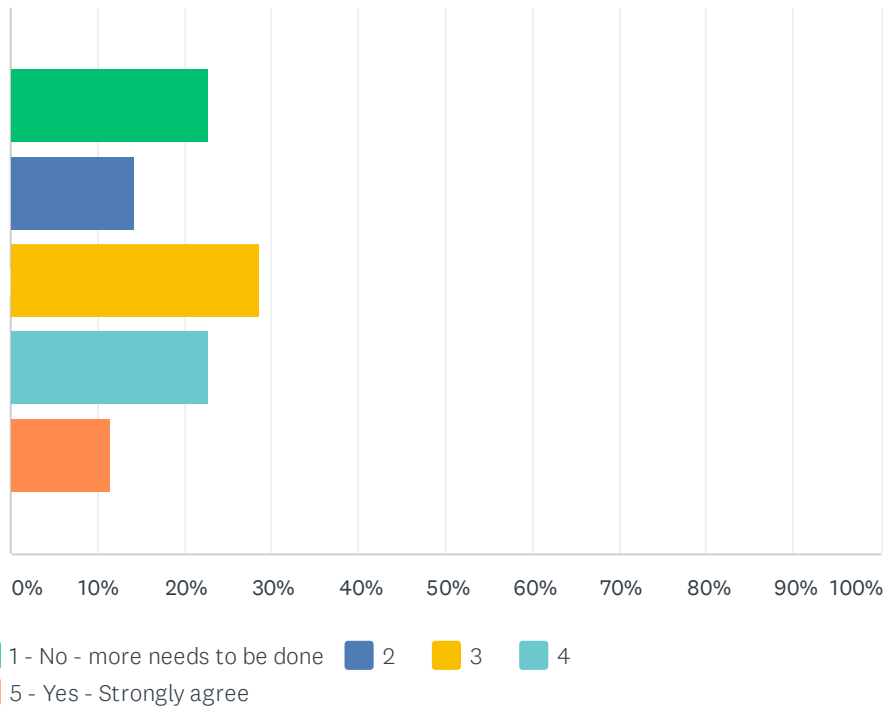
## Q4 Do you have any additional comments?

Answered: 8 Skipped: 46

#	RESPONSES	DATE
1	can't see most of the maps - too small and no streets shown with names	3/23/2021 9:37 PM
2	We should look forward not back as to what Merton could be	3/23/2021 6:52 PM
3	Not enough emphasis on good points of existing character; implication is that change is always better which is not necessarily true.	3/19/2021 4:11 PM
4	The maps are so small one has to enlarge them by at least 300% so not of much use for an online consultation exercise.	3/19/2021 3:50 PM
5	Yes. Give the reader some factual information and history regarding Merton. Make it more encouraging and interesting to appeal to want to read further. Teach the residents a little history of their area. During a time of such negativity encourage positivity.	3/12/2021 4:27 PM
6	I would like to see a very tall iconic round tower as the central point	3/12/2021 4:04 PM
7	Clearly a jumble of different housing types and buildings without coherent plan. Which isn't necessarily a bad thing so don't feel defensive about it.	2/14/2021 6:18 PM
8	It is not a person.	2/11/2021 9:59 AM

## Q5 Merton's distinctive neighbourhoods

Answered: 35 Skipped: 19



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	22.86%	14.29%	28.57%	22.86%	11.43%	35	1.00
	8	5	10	8	4		

#	PLEASE TELL US WHY	DATE
1	Sections are reasonable but don't reflect the dynamic nature of the borough and seem to be a little too cliched	3/23/2021 9:39 PM
2	I live in Merton Park and have difficulty with the new zoning whereby you have identified an area as 'Wimbledon Chase' yet it incorporates Dundonald (part of the new name for one of the newly drawn Wards) and the John Innes conservation areas - John Innes developed the Merton Park estate at the end of the 19th century so I object to 'Merton Park' being restricted to just the younger more suburban area towards Morden. For me my main focus for shops etc is Wimbledon as there is zero of merit in Morden.	3/23/2021 8:54 PM
3	We live in The Crescent and feel very much part of Wimbledon Park, not as described in the chapter, Durnsford Road. We use Wimbledon Park tube and rarely drive down Durnsford Road as compared to driving through the village or via Home Park Road.	3/23/2021 7:50 PM
4	I live in the town centre and believe that the grouping is too wide	3/23/2021 6:53 PM
5	Merton Park should a sub-area of its own from Avebury Road at the northerly end through to London Road in the south. The two John Innes Conservation Areas are in Merton Park, not Wimbledon Chase.	3/23/2021 1:22 PM
6	Wimbledon Town and Wimbledon Village hav already had a great deal of historical character destroyed by planning approval being granted to buildings which have detracted from, rather than added to, the CHARACTER of the areas. None of the buildings erected in recent years have come close to reaching "exceptional design quality". The only one planned which may do this is the Concert Hall proposed for the current car-park by the bus depot. The proposed building is designed by Frank Gehry, an architect of outstanding reputation. Having one of HIS	3/22/2021 12:44 PM

## Have your say on Merton's Character Study

buildings in Wimbledon will put the town centre on the architectural map rather than leaving it a hotch potch of characterless modern buildings lacking a coherent theme. In addition Wimbledon needs a Concert/Entertainment hall so that it is known for something other than tennis and so that the people of Merton have somewhere to gather to share music, theatre, school activities, etc.

7	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
8	Areas that are thrown to more developments are not good	3/19/2021 4:58 PM
9	Reasonably balanced overview.	3/19/2021 4:12 PM
10	I will only speak for my own area, Merton Park. This is unrecognisable from the Study. No - it does not radiate out from Circle Gardens. Only someone looking at nothing more than a map could think that. No - the Heart of the area, now known as Merton Park, has centred round St. Mary's Church from before the Conquest. It is not in Wimbledon Chase although to be fair, Wimbledon Chase is in the Parish of St. Mary's. Most of all, Merton Park is not part of Morden. Morden begins at London Road with a SM4 postcode. Areas with a SW19 postcode are more likely to be Wimbledon centric. The shops and services in Morden are little more than is available at Local Centres- no clothes or shoe shops, no book shops, no white goods or furniture shops, no cinemas or theatres - to name just a few. Its a handy transport interchange and the Civic Centre is there, but it is certainly not Merton Park's local town centre.	3/19/2021 4:04 PM
11	I read the Morden one as that's where I live. It bemoans the loss of front gardens for parking, yet this is mainly done because the Council have put yellow lines on roads, preventing on-street parking. Where's the acknowledgment that people in outer London need to use their cars to get around? We have no orbital rail network meaning we need to drive to visit family and friends in other outer London boroughs.	3/12/2021 5:07 PM
12	It sounds like jargon. It should be clear and simple. It should reflect an easy read structure of how these points were arrived at.	3/12/2021 4:29 PM
13	the 36 neighborhoods clubbed under six sub areas could lead to socioeconomic segregation - need to avoid the pitfall of some neighborhoods becoming permanent no-go areas.	2/27/2021 6:05 PM
14	The names of the three categories are euphemisms to make it appear that the proposed approach will only have positive effects. In particular the category of "reimagine" and terms such as "bolder"and "re-design" could alternatively be viewed as licence to bring in wholesale change that would, inevitably change the character of these neighbourhoods whatever the initial intentions may be. Fundamental intervention will undoubtedly lead to fundamental change, most likely for the worse.	2/26/2021 9:51 PM
15	Very little detail here.	2/14/2021 7:04 PM
16	Your use of that word, makes me feel ill.	2/11/2021 10:00 AM
17	Some thought has gone into this, but more needs to be done. there does not appear to have been enough separation.	2/10/2021 12:47 PM



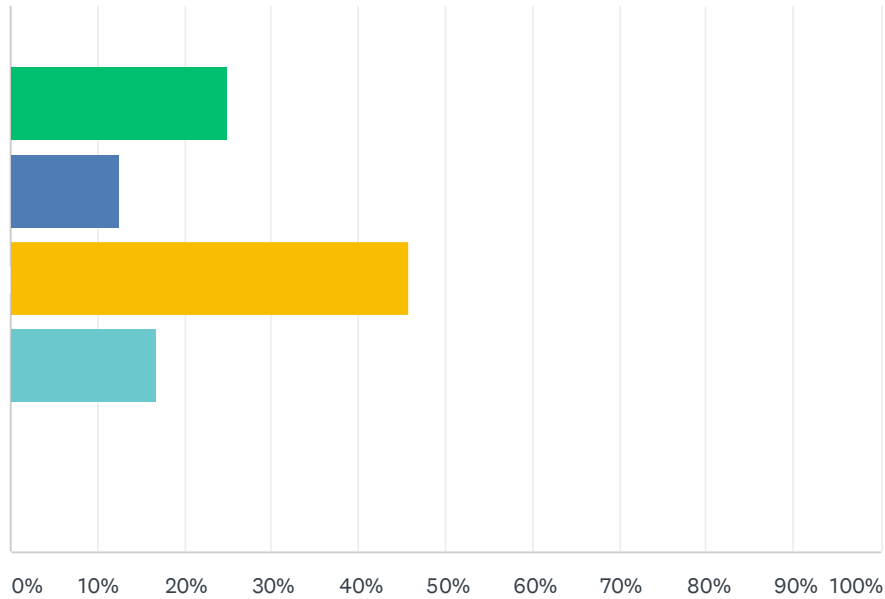
## Q6 Do you have any additional comments?

Answered: 4 Skipped: 50

#	RESPONSES	DATE
1	We don't want high buildings. Max 8-10 floors (not double floors). We don't want to lose the high street atmosphere. We want a musical hall where Morrison's car park is so music will be closer to the community and help educate our children. Level their capabilities even from different economical backgrounds. Music unites, develops talents and makes society better. Musica Hall please!!!	3/23/2021 9:56 AM
2	To suggest that removal of green spaces by "rear garden development to form new mews and the redevelopment of large plots" to "deliver new homes in appropriate locations" seems a contradiction in terms. To turn gardens into buildings cannot surely ever be deemed appropriate? To take brown sites, poor quality recent structures, a car park yes. To destroy gardens and intensify population density / provide profit to developers at the expense of essential green space at a time when the environment is of such import? No.	3/22/2021 12:44 PM
3	Mistakes like this undermine public confidence in exercises such as this, and show why it unwise to trust such an important document to Consultants who do not know the area. Why didn't you use the local knowledge of Councillors - at least to check before publication.	3/19/2021 4:04 PM
4	Concerned about high rise development at Colliers Wood, not suitable for high rise cluster currently proposed	3/13/2021 8:53 AM

## Q7 Colliers Wood

Answered: 24 Skipped: 30



■ 1 - No - more needs to be done 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ 5 - Yes - Strongly agree

	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	25.00%	12.50%	45.83%	16.67%	0.00%	24	1.00
	6	3	11	4	0		

#	PLEASE TELL US WHY	DATE
1	Care with high rise on narrow sites	3/23/2021 1:23 PM
2	Colliers Wood has suffered over many years. It needs green spaces. Less traffic. Less pollution.	3/22/2021 12:44 PM
3	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
4	What notice will be taken of our say - that we don't want huge building and infill projects that are forced upon us ?	3/19/2021 4:59 PM
5	Not a Colliers Wood resident ort user therefore ill-fitted to comment in detail.	3/19/2021 4:13 PM
6	No comment. There are local groups who will be better placed to do that.	3/19/2021 4:04 PM
7	No comment	3/18/2021 1:17 PM
8	Didn't read this.	3/12/2021 5:07 PM
9	This area already has enough high density buildings and a sense of crowding. More high density buildings will increase this to the detriment of existing residents. Why is it felt necessary to "step up height on corner plots to help mark junctions..."? Who will this help?	2/26/2021 9:56 PM
10	Shut up?	2/11/2021 10:00 AM

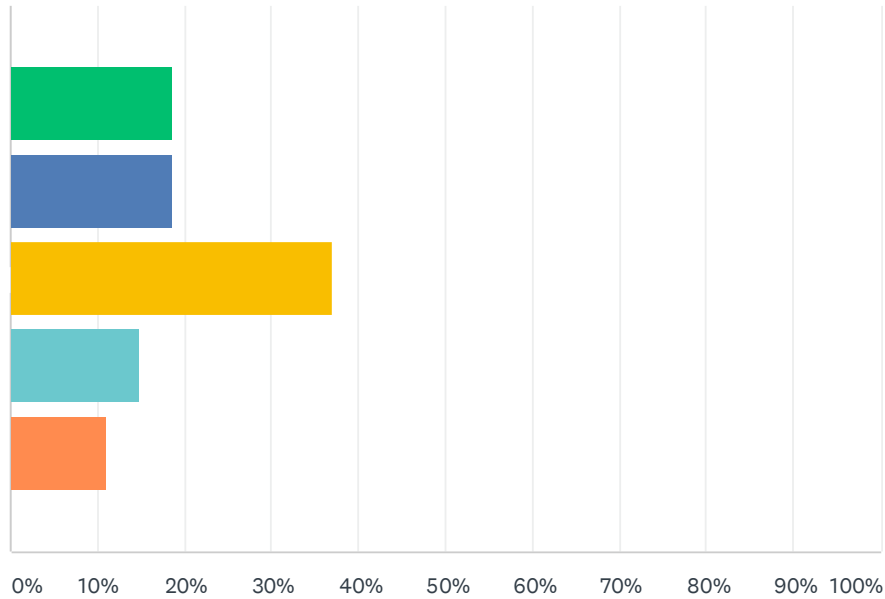
## Q8 Do you have any additional comments?

Answered: 1 Skipped: 53

#	RESPONSES	DATE
1	Concern about high rise development	3/13/2021 8:53 AM

## Q9 South Wimbledon

Answered: 27 Skipped: 27



■ 1 - No - more needs to be done 
 ■ 2 
 ■ 3 
 ■ 4 
 ■ 5 - Yes - Strongly agree

	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	18.52%	18.52%	37.04%	14.81%	11.11%	27	1.00
	5	5	10	4	3		

#	PLEASE TELL US WHY	DATE
1	No comment	3/23/2021 1:23 PM
2	South Wimbledon, over the years, has become little more than a busy, and polluted, traffic junction with industrial estates surrounding it. Is that the best which can be done? Independent shops have gone, Local hostelrys have become supermarkets. Surely Merton can improve on this?	3/22/2021 12:44 PM
3	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
4	Not a S Wimbledon resident or major user therefore ill-fitted to comment in detail.	3/19/2021 4:14 PM
5	Hard to believe anyone would suggest Mizzen Heights (page 139) is not a good example of an Image for the Future. It has been universally criticised from the moment it was proposed and is rapidly heading for the title of Merton's worst building now the Colliers Wood Tower has been re-clad. Does no one ever read objections to Planning Applications? The only building which has met with public praise recently is Wellington House in Wimbledon.	3/19/2021 4:12 PM
6	Please see below comments regarding Wimbledon	3/18/2021 1:18 PM
7	I agree strongly that South Wimbledon is a separate and distinct area/community and is in need of careful focus and improvement needs hi specific focus and improvement	3/13/2021 8:58 AM
8	Didn't read this.	3/12/2021 5:08 PM
9	There is little doubt that some part of this area is in bad need of a facelift but this will likely only be cosmetic unless the road network is re- thought. For example, close off the road	2/26/2021 10:02 PM

## Have your say on Merton's Character Study

alongside the new Harris Academy that runs parallel to Merantun Way. It is far too narrow, parents park on the curb to collect children from the adjacent primary school and block the cycle Lane., This would help marginally with air quality for pupils at both the primary and secondary schools there.

10	I agree that South Wimbledon has its own distinctive character. Morden Hall Park, Abbey rec and Nelson Gardens are invaluable green spaces that are highly valued by residents. They are linked by the Morden Road which unfortunately has heavy traffic, so anything that reduces traffic volumes and increases greening would be beneficial.	2/17/2021 5:31 PM
11	"Character" Oh dear!	2/11/2021 10:01 AM

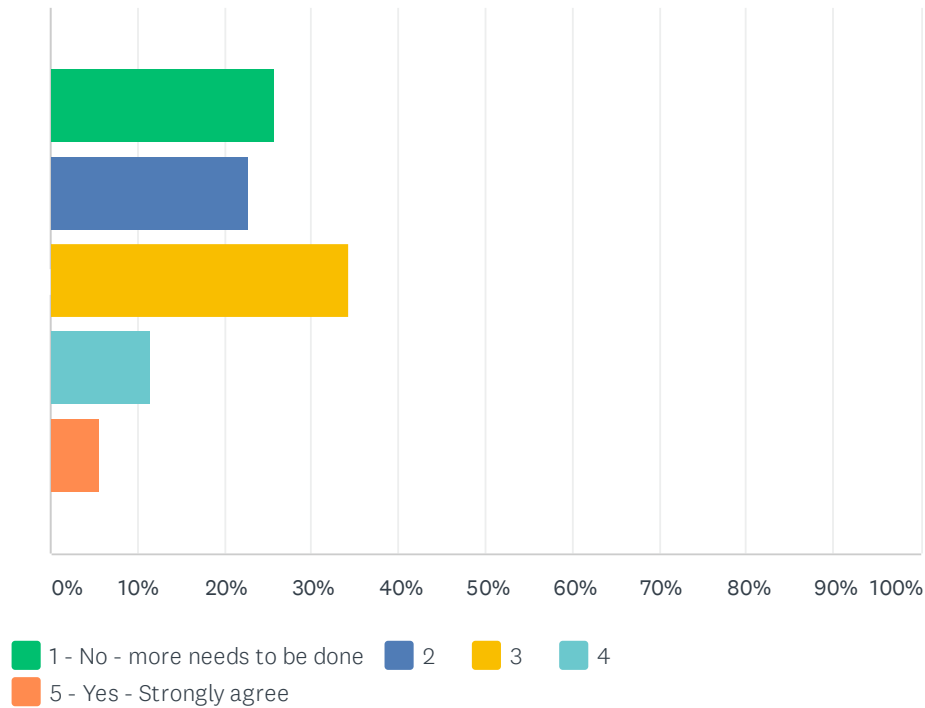
## Q10 Do you have any additional comments?

Answered: 1 Skipped: 53

#	RESPONSES	DATE
1	Adjacent to Abbey recreation ground is Merton Park Green Walks which is worth highlighting as a walking and cycling route away from traffic. Nelson Gardens is less than 100 metres from South Wimbledon station but neglected in recent years. I would like to see Council investment to supplement the voluntary efforts of mostly one person and a Community Payback team. South Wimbledon station is in urgent need of a makeover.	2/17/2021 5:31 PM

## Q11 Wimbledon

Answered: 35 Skipped: 19



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	25.71%	22.86%	34.29%	11.43%	5.71%	35	1.00
	9	8	12	4	2		

#	PLEASE TELL US WHY	DATE
1	Impossible to make out what is happening on Wimbledon Hill and what roads are being designated - intensification etc. I disagree that all areas of low density have to be changed to greater intensification by building in back gardens, extensions and infill. 20 years ago we had 30+ varieties of bird visiting our garden. Now we can count only c 10 - due to loss of trees in the neighbourhood, destruction of sites for swallows and swifts to nest, loss of front gardens and demolition in favour of filling the plot with the house	3/23/2021 9:43 PM
2	P144 you list the purported characteristics of so-called 'Wimbledon Chase', but many of these features such as St Mary's Church, John Innes etc are originally part of Merton Park, which you have misdirected into Morden	3/23/2021 8:57 PM
3	I don't think this reflects the different areas within the town centre, each one is different and distinct from the commercial areas	3/23/2021 6:54 PM
4	Workshops said no to high rise but it persists in the Plan. It is never a good idea to ignore public opinion. The whole Wimbledon plan needs review because of changing working and shopping patterns.	3/23/2021 2:37 PM
5	Wimbledon Town and Wimbledon Village have already had a great deal of historical character destroyed by planning approval being granted to buildings which have detracted from, rather than added to, the CHARACTER of the areas. None of the buildings erected in recent years has come close to reaching "exceptional design quality". The only one planned which may do this is the Concert Hall proposed for the current car-park by the bus depot. The proposed building is designed by Frank Gehry, an architect of outstanding reputation. Having one of HIS buildings in Wimbledon will put the town centre on the architectural map rather than leaving it a	3/22/2021 1:33 PM

## Have your say on Merton's Character Study

hotch potch of characterless modern buildings lacking a coherent theme. In addition Wimbledon needs a Concert/Entertainment hall so that it is known for something other than tennis and so that the people of Merton have somewhere to gather to share school activities, music, theatre, etc. This is a facility for the local population which has been sadly lacking since the Town Hall became a shopping mall. The planning permissions granted over recent years have detracted substantially, and sadly, from the small-town feel and friendliness which used to exist in Wimbledon. More attention needs to be paid to the residential character of these areas (and to the residents) - in fact of Merton in general - than is paid to the commercial element which the Council seems to be supporting at the expense of the humanity and human scale of the area. It is a shame that the Town Hall lost its original purpose but the existing buildings, along with the Wimbledon Fire Station and the Prince of Wales public house need to be retained at all costs. In addition to their retention it needs to be ensured that they are not overwhelmed by the Council giving permission to build more, overly tall, unattractive and soulless office/commercial buildings in the vicinity. Wimbledon Town and Wimbledon Village do not need any more high-rise office buildings or any more bland corporate high street chains. Why not concentrate on attracting independent creatives to ensure that the areas avoid becoming more cloned (or even dead) High Streets? Shopping destinations need to have something "special" to attract footfall. Local, independent, artists, restaurateurs, delicatessens, etc could revitalize the High Street and Wimbledon Village and could also perhaps SAVE these, and other, areas given that more-and-more chains are closing physical branches and concentrating on selling online - it makes ECONOMIC sense as well as benefitting those living and working here. People visit Farmer's Markets because they are different and HUMAN. Why not work on extending the human face of retail to something which exists in Wimbledon Town and Wimbledon Village throughout the week? Why not build on what is offered by Wimbledon Theatre, the Polka Theatre (a stunning facility for children) etc by granting permission for the Concert Hall / Performing Arts Centre (with extensive underground parking) to enrich not only the locality and the lives of its residents but to attract visitors who will benefit the economy in a way that currently happens in Richmond or in the West End where Cultural life provides the bedrock of economic benefit in a way that office blocks can not and do not given that their occupants leave at the end of the working day. Additionally, as the past year has indicated, it is likely that more people will "work from home" so office blocks could be totally redundant once built. A Cultural Centre could provide a home for the extensive and diverse talent existing in our local State Schools, Orchestras, Theatre Groups, Amateur Opera, Choirs, Choral Societies and others. Such a venue could also attract national, and international, talent. It would seem short sighted not to reconsider the current Plan and incorporate changes strongly indicated by events of 2020. Could the opportunity not be taken to improve Wimbledon Station? Neither building nor forecourt contribute anything to the aesthetics of the area. At one point human beings could drop off, or collect, family & friends thus enhancing the sense of community. This facility was removed - presumably to benefit access of through traffic & taxis over people?

6	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
7	A fair overview, although a user not a local resident therefore ill-fitted to comment in detail on residential aspects.	3/19/2021 4:15 PM
8	The Wimbledon Society and other local groups are making very good representations which should be listened to.	3/19/2021 4:13 PM
9	The existing historic buildings in Wimbledon, such as the Fire Station, should be not become dwarfed by high rise buildings. Small independent shops would add to local character. Large chains should not be allowed to drive these out.	3/19/2021 11:08 AM
10	The study is very high level and it is not very clear how it can be used to guide real-life decisions. There is huge scope to improve the amenity of Wimbledon Town Centre and more detail on these opportunities should be set out. The main challenge seems to be getting clarity about whether and when Crossrail 2 will be built, and then how this will impact the Station and tracks. Subject to this, there are evident advantages to redeveloping Centre Court Shopping Centre and utilising the space of Queens Road adjacent to it to improve the street scene and a more modern development, shifting the focal point of the Town Centre away from the main road. There should also be an effort made to persuade Network Rail to release/sell/redevelop the largely redundant space adjoining the railway in the Dundonald area to increase the commercial space near the centre. Finally, the Council should be open to redevelopment plans for the large office buildings in and around the junction of Wimbledon High Street and St George's Road including increasing the density at the core. In this regard I disagree with the	3/18/2021 4:45 PM



## Have your say on Merton's Character Study

objections of the Friends of Wimbledon Town Centre who perpetually argue for low-rise and low-density office development. In my view the town core should grow upwards so long as the design is attractive, in order to maximise jobs and commercial activity in the Town Centre.

11	I live in Wimbledon since 1974. I think this chapter is lacking in detail. Wimbledon is an attractive place to live and work. It also feels secure. The small town feeling that it has for residents, should be preserved. We live in diverse, attractive residential streets. Residents benefit from good schools, churches , small shops and independent restaurants. We do not want to have high street chains of shops or restaurants. Wimbledon is internationally known for its tennis, but also for its British small town character. It attracts tourists which is good for the economy. But the tourists appreciate the fact that Wimbledon is different. We have historic buildings which should be preserved, like the Old Town Hall, the Wimbledon Fire Station, the library, the Prince of Wales pub. Wimbledon is also attractive because of its cultural venues the Wimbledon Theater, the Polka, the Art Space, cinemas. We should have a concert hall. All these should be preserved and would be lost if we have tall buildings. The whole atmosphere would change. You allow one to be built and many more follow.	3/18/2021 3:56 PM
12	No reference is made to the importance of small businesses to the vitality of the town centre. We note the reference to future major development proposals including the implementation of Crossrail 2 South. Previous developments within the town centre have not fully considered the overlooking of adjoining properties eg the offices now known as "Kindred" which overlook the AW Champion yard in Beulah Road/Hartfield Road. These small businesses together with the sport, retail and cultural facilities within the town centre require support to thrive. In particular they require good vehicular access.	3/18/2021 1:44 PM
13	I think Wimbledon town centre is the hardest part to get right. There are so many variables and the biggest unknown, whether or not crossrail is coming. On this basis alone, plans will have to be flexible. Great care needed with massing and high-rise developments. The human scale needs to be maintained.	3/13/2021 9:01 AM
14	Didn't read this.	3/12/2021 5:08 PM
15	Queens Road is classified at the "Repair" end of the scale on slide 20 which I think is correct. However, you have a large tract of land on the other side of the railway line very close to Queens Road which is classified as "Reimagine". This could significantly adversely impact many of the neighbouring residential streets and these streets therefore need some protection from anything unsympathetic and/or tall.	3/1/2021 2:43 PM
16	More needs to be said about access and facilities for the different age groups	2/27/2021 6:09 PM
17	Too much emphasis on the development of the town centre, which has already had a lot of upward development. Post Covid changes to business and working and shopping patterns may mean that more intensification could become redundant.	2/26/2021 10:08 PM
18	Stop destroying history!	2/11/2021 10:01 AM

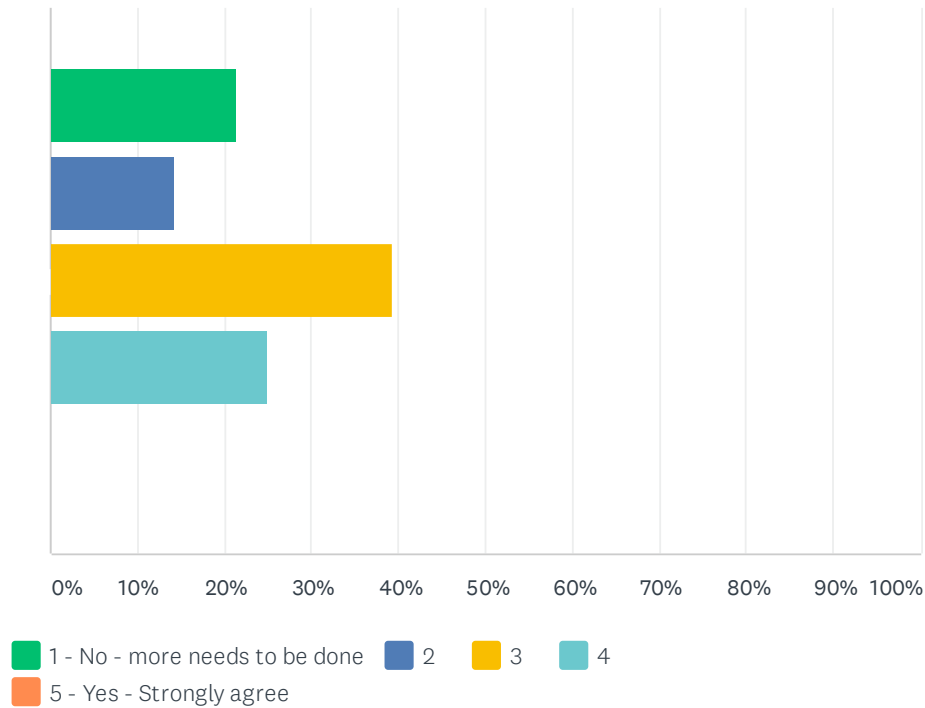
## Q12 Do you have any additional comments?

Answered: 7 Skipped: 47

#	RESPONSES	DATE
1	Not clearly illustrated. Please provide proper sized maps with street names. What is meant by campuses? if you mean schools - why do they need to be infilled with development?	3/23/2021 9:43 PM
2	We don't want high buildings. Max 8-10 floors (not double floors). We don't want to lose the high street atmosphere. We want a musical hall where Morrison's car park is so music will be closer to the community and help educate our children. Level their capabilities even from different economical backgrounds. Music unites, develops talents and makes society better. Musica Hall please!!!	3/23/2021 9:56 AM
3	To suggest that removal of green spaces by "rear garden development to form new mews and the redevelopment of larger plots" will "deliver new homes in appropriate locations" seems a contradiction in terms. To turn gardens into buildings cannot surely ever be deemed appropriate? To take brown sites, poor quality recent structures, a car park yes. To destroy gardens and intensify population density / provide profit to developers at the expense of essential green space at a time when the environment is of such import? No. Turn redundant office blocks into residential accommodation by all means but not gardens. There is mention of overcoming "the lack of accessible green spaces in the centre". Why not CREATE green spaces in the Centre? Why not plant more trees and replace concrete by grass outside the Station? Why not create a small "park" with grass, trees & flowerbeds on the concrete area by the cinema? Why not encourage the creation of a roof garden on Centre Court? Much more could be done to green the town centre. More could be done in the Village also although proximity to the Common makes it less a matter of urgency. Why not plant trees along the road? These will diminish levels of travel pollution whilst improving the road between the top of Wimbledon Hill and the start of Parkside. Why not create flower beds on the area leading to Wimbledon Books?	3/22/2021 1:33 PM
4	I think there are several resident Associations that have submitted their views.	3/18/2021 3:56 PM
5	We request that under Key issues / opportunities the following bullet point be added: "Any development proposals need to take account of the role that well established businesses (such as AW Champion at Hartfield Crescent) make to the vitality of the town centre and the surrounding residential areas. These businesses rely upon good vehicular access for deliveries and for customers. Any development proposal needs to recognise their importance and to ensure that the road network is optimised in the future and is also fully operational during any construction work."	3/18/2021 1:44 PM
6	No	3/16/2021 7:48 PM
7	I am concerned about grand plans for Wimbledon station that could potentially paralyze the area during an extended period of development. I feel that buildings taller than existing ones would be detrimental to the character of the area.	2/17/2021 5:31 PM

## Q13 Raynes Park

Answered: 28 Skipped: 26



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	21.43%	14.29%	39.29%	25.00%	0.00%	28	1.00
	6	4	11	7	0		

#	PLEASE TELL US WHY	DATE
1	No comment	3/23/2021 2:37 PM
2	Like all other parts of Merton, Raynes Park has become more about traffic than people. What facilities are there? The only opportunities identified seem to involve more intensification of occupancy and destruction of existing gardens? What was once a wonderful building on Copse Hill (The Atkinson Morley Hospital) has not only been removed as a local health facility and had houses built closely together on the site but the developers were allowed to put a house IN FRONT OF the original building thus removing the only architecturally interesting element from view. Are more decisions of this type planned?	3/22/2021 1:37 PM
3	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
4	A fair overview, although a user not a local resident therefore ill-fitted to comment in detail on residential aspects.	3/19/2021 4:15 PM
5	No comment.	3/19/2021 4:14 PM
6	No tall buildings in Worple Road	3/18/2021 3:58 PM
7	The web of railway lines across this area which converge at Raynes Park Station have created a disjointed urban form with communities being severed by railway lines. In addition the level crossing at the junction of West Barnes Lane and Burlington Road causes long queues of traffic on Burlington Road. We are mindful that when Crossrail 2 is implemented this will result in additional trains using the railway so that the level crossing will be down for additional periods of time, thus exacerbating the current problems. This problem is not acknowledged or	3/18/2021 2:38 PM

## Have your say on Merton's Character Study

addressed., nor is the role of Shannon Corner in providing jobs and economic opportunity to the wider area. Queuing traffic on Burlington Road prevents lorries delivering to the AW Champion site and deters customers from accessing the site. In order to allow traffic to flow more freely on Burlington Road when the level crossing barriers are down the length of the stacking lane needs to be increased as previously advised. The plan that accompanies this chapter indicates the route from Shannon Corner, via Burlington Road to Raynes Park as being strategic and is designated for "strategic greening and improvement". The nature of this strategic greening is not explained but any improvement must include some means of addressing the traffic queues that are caused by the level crossing.

8	Has greater potential than described	3/14/2021 10:27 PM
9	Didn't read this.	3/12/2021 5:08 PM
10	It does not reflect any history. It does not reflect any community within the area which it strongly has. I do not see any intention in the plan for any community buildings. We used to have these. For communities in neighbourhoods. For families, for the elderly, for adults. For many services delivered under one roof. In the height of this global pandemic and the aftermath that is going to be left on people's mental and physical health is immense. There is no resources planned for this. Talks of businesses and shop fronts but no reflection of what will truly be an investment in the area. Improvements to gardens for people to grow produce and nature to thrive not barely survive. No plans for any community centres or support centres. No plans for mental health investments and supported services in the area. I feel that these are corporate reflections for industries rather than humanity responses for a better future.	3/12/2021 4:33 PM
11	No comment on this area	2/26/2021 10:10 PM
12	Stop the dealing?	2/11/2021 10:01 AM

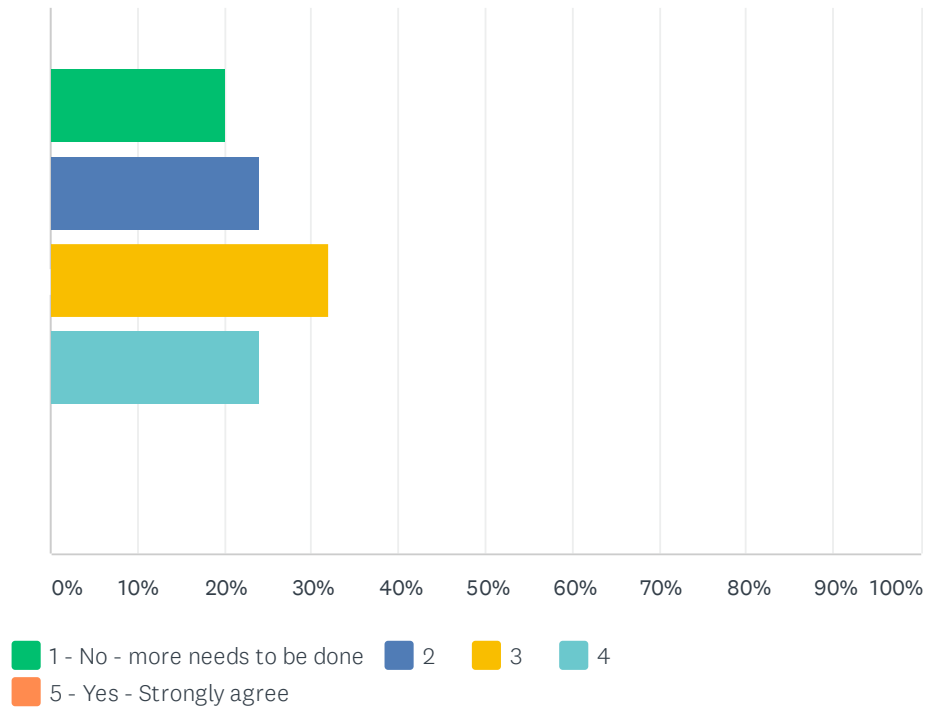
## Q14 Do you have any additional comments?

Answered: 3 Skipped: 51

#	RESPONSES	DATE
1	We propose that under Shannon Corner The Distinctiveness - heritage and key issues should acknowledge the role of local businesses in maintaining the economic vitality of the area. – Key issues / opportunities we request that the following is added to the first bullet point: “The level crossing at West Barnes Lane / Burlington Road is to be improved by increasing the length of the stacking lane.”	3/18/2021 2:38 PM
2	No	3/16/2021 7:48 PM
3	Reduce or remove traffic from some roads, introduce parklets in Raynes Park town centre on Coombe Lane or Worple Road.	3/14/2021 10:27 PM

## Q15 Mitcham

Answered: 25 Skipped: 29



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	20.00%	24.00%	32.00%	24.00%	0.00%	25	1.00
	5	6	8	6	0		

#	PLEASE TELL US WHY	DATE
1	No comment	3/23/2021 2:38 PM
2	Mitcham has a Common, a Pond, and so much more. Instead of being welcoming it is a concrete jungle full of super stores - somewhere to drive through.	3/22/2021 1:38 PM
3	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
4	A fair overview, not a user or a local resident therefore ill-fitted to comment in detail on most - esp - residential aspects.	3/19/2021 4:16 PM
5	No comment as there are highly qualified and active people within Mitcham who will no doubt let you know their views.	3/19/2021 4:15 PM
6	I am not familiar with Mitcham	3/18/2021 3:58 PM
7	Didn't read this.	3/12/2021 5:09 PM
8	No comment on this area	2/26/2021 10:11 PM
9	I live on [redacted] in the Pollards Hill area. The description of the area on p87 says, among other things, (1) that poor public realm is an issue, with good suggestions such as more tree planting and generally improving the public realm. (2) poor transport links also an issue to be improved However the Growth Themes for the area on p91 do not reflect these comments, and intensified building is the only theme, with no discussion of whether it will either be green (why did you not include strategic greening?) or improve transport, amenities and character.	2/14/2021 7:07 PM

## Have your say on Merton's Character Study

10	Bulldoze it and start again, with "feeling"?	2/11/2021 10:02 AM
11	<p>More work needs to be applied here to protect the historic nature of Mitcham. The historic Fair Green has been destroyed by the last redevelopment with the Bus Lane which reduced the size of the old Fair Green so that it was unrecognisable. Many of the old features of this area have been lost and the rest is in severe danger of being lost with the high rise and density fill in of proposed modern developments. The Cricket Green's historic charter is in danger of being lost forever. The local Cricket Club, the oldest in the world should be something Merton be proud of, but the developments that are in the offing by the owners of the Burn Bullock PH will see the demise of the Cricket Pavilion and the club after 336 years. Too much priority given to office blocks and not on domestic dwellings. In this dramatic times it is likely that what we have now is going to be almost the norm with very little call for office blocks as a lot of former office workers will now be working from home indefinitely.</p>	2/10/2021 3:03 PM

## Q16 Do you have any additional comments?

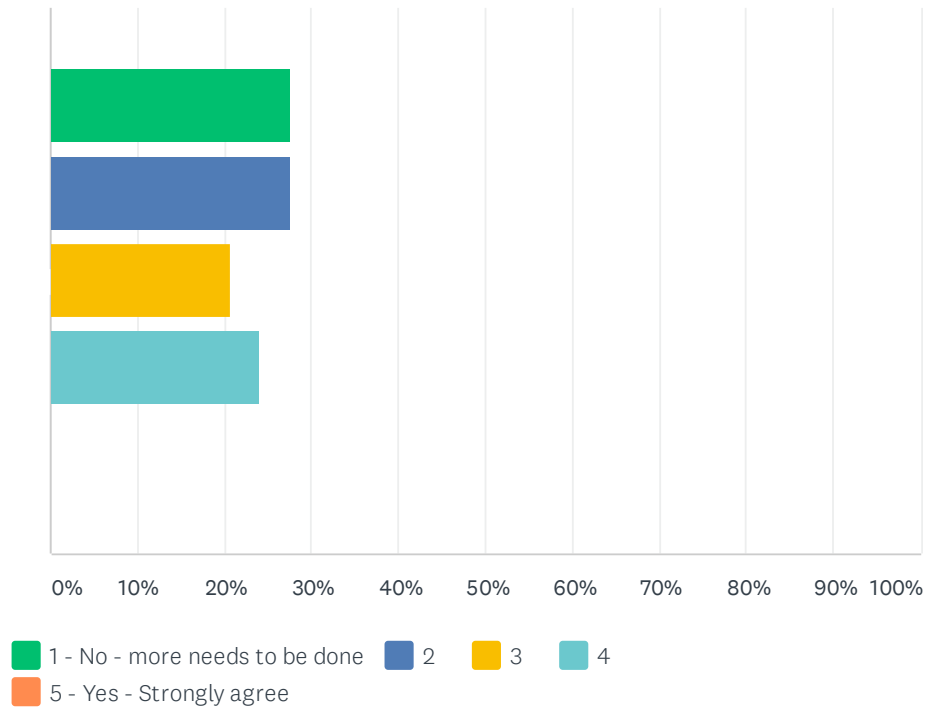
Answered: 1 Skipped: 53

#	RESPONSES	DATE
1	Does the borough suffer from a deficit of ambition and vision for the more deprived parts? If the existing character and theme is a lack of good public realm for Pollards Hill, shouldn't the proposal focus on bettering these? Within your proposed Growth Theme, shouldn't the proposed small sites design guide focus on *improving*, rather than "keeping with", the "existing character"?	2/14/2021 7:07 PM



## Q17 Morden

Answered: 29 Skipped: 25



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	27.59%	27.59%	20.69%	24.14%	0.00%	29	1.00
	8	8	6	7	0		

#	PLEASE TELL US WHY	DATE
1	The spider gram on page 163 does not even include 'Merton Park' which you have shoehorned into Morden. P98 you should also mention the John Innes Park which for a long number of years has received a Green Flag award of which you should be proud	3/23/2021 8:58 PM
2	Merton Park needs to be in a sub-area of its own and needs to contain both John Innes Conservation Areas. Sandbourne Avenue, Daybrook Road, Morden end of Dorset Road, Morden end of Kenley Road, Windermere Avenue, half of Grasmere Avenue, Morden Road, area included in an opportunity area for commercial and infrastructure projects. These roads are residential so extensive demolition would be required. They must be removed from the Opportunity Area or wrong impressions would be given to developers.	3/23/2021 2:49 PM
3	Much needs to change in Morden to make a place worth visiting.	3/22/2021 10:08 PM
4	Morden has a station, buses, and a deal of traffic. The shops near the station do not have character. Shops that did exist have closed. Is this not an opportunity to attract independent retailers, restaurants, etc?	3/22/2021 2:00 PM
5	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
6	This Chapter should be about Morden and not stray into areas which are not Morden, such as Merton Park. There is plenty in Morden to discuss. The clue is the SM postcode. Morden serves the needs of those who use it. The commercial offering is limited in scope, but it provides homes and livelihoods for people who might not be able to afford to live in other areas. That is why there are so few empty shops. Many shops have people already living over them, many without the knowledge it would seem of the Council. I have had the privilege of	3/19/2021 4:30 PM

## Have your say on Merton's Character Study

canvassing n Morden since 1989, and it always amazes just how many people live within the commercial area - even though there are few names on the Electoral Roll. Re-housing those people, and compensating them or supporting them when they lose their businesses, will make redeveloping Morden very expensive as well as breaking up communities. How much work has been done with the local Faith groups to address this issue?

7	Morden area contains major problems given its existing status as transport hub and interchange. Planning has to face reality that through-traffic will remain heavy and wide-scale pedestrianisation, altho desirable, is unlikely to be practical.	3/19/2021 4:19 PM
8	I am not familiar with Morden	3/18/2021 3:58 PM
9	Fair reflection of the area, but would be good to weave in some discussion of the long promised Morden town centre regeneration plans (as well as nodding to the opportunities around the local shopping parades in each of the wider areas)	3/16/2021 7:50 PM
10	Area does not need to rely on the car, introduce more bus lanes by removing street parking on Hillcross Ave. Cyclist could also use this lane safely.	3/14/2021 10:30 PM
11	Yes I'm broadly supportive of this, though I'm sceptical you will get many older people like myself onto bikes or walking more than we do already.	3/12/2021 5:11 PM
12	The town centre is dominated by the Civic Centre (Crown House) which is much taller than any other building for some distance and the danger will be that this could be used as a template for future developments leading to a very dense town centre looming over adjacent traditional suburban housing, having a major negative impact on residents in these roads. Moreover the objective of transforming the town centre to a destination rather than a transit to other areas, while appealing in principle, is likely to fail for several reasons. Building more dense accommodation will not solve this. The area is too small to become a major centre and competition from areas such as Wimbledon town centre with its greater space, diversity and major train/underground centre gives it an ongoing advantage. The traffic and congestion caused by through traffic and bus parking with no real identified alternatives to the current configuration impact significantly on the likelihood of converting it into a major "attraction". The reasons that have been identified as Morden's character from the study suggest that people value the open spaces and its existing nature rather than its potential for more intensification.	2/26/2021 10:25 PM
13	Turn it into a car-park? You might as well, I suppose it was nice once?	2/11/2021 10:03 AM
14	I don't agree with making the A24 road a main focus point in improving Morden and it's town centre.	2/9/2021 7:08 PM

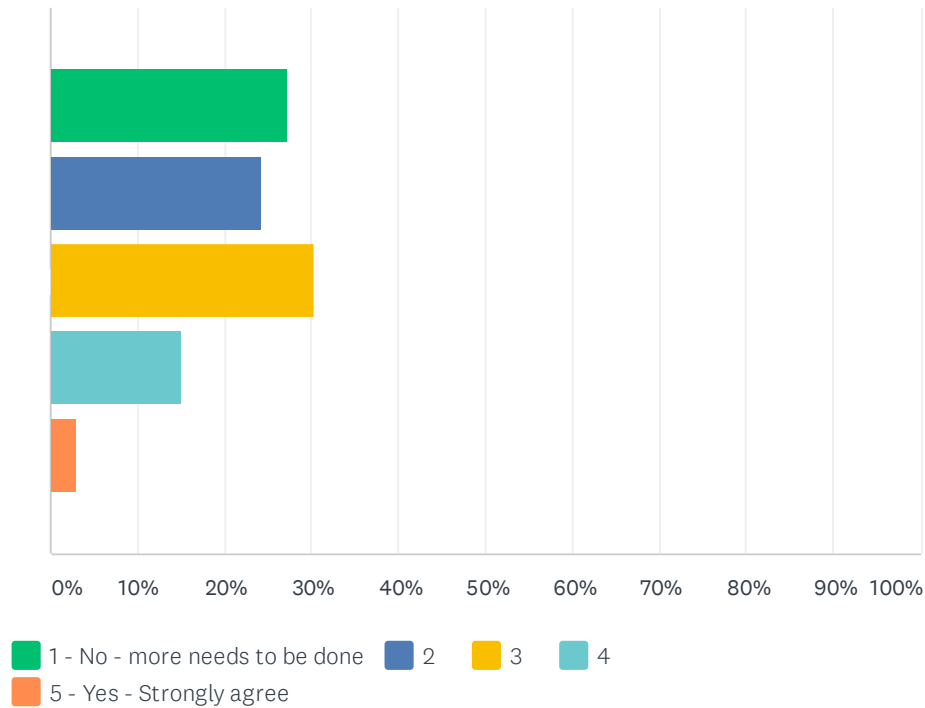
## Q18 Do you have any additional comments?

Answered: 4 Skipped: 50

#	RESPONSES	DATE
1	The High Street could be transformed in a positive way if the two sides of the street were not divided by constant heavy flows of mostly through traffic. The loss of front gardens will continue if the Council continues to make parking on the street prohibitively expensive. A bit of an own goal...	3/22/2021 10:08 PM
2	Kendor Gardens is not neglected any more. It has shallow soil because it runs over a cut and cover Northern Line tunnel and the land belongs to TfL. The Friends Group, which is sponsored by the John Innes Society, had made tremendous efforts to recue and cultivate the flower beds and to plant up areas to become more colourful and attractive to pollinators. Another example of the authors of this report failing to go out and look.	3/19/2021 4:30 PM
3	Childrens play area in Morden Park, rewild the concrete areas if no money to redevelop.	3/14/2021 10:30 PM
4	Please be honest and say you don't like car drivers and intend to make life more difficult for us.	3/12/2021 5:11 PM

## Q19 Character evolution

Answered: 33 Skipped: 21



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	27.27%	24.24%	30.30%	15.15%	3.03%	33	1.00
	9	8	10	5	1		

#	PLEASE TELL US WHY	DATE
1	need to explain why intensification is needed. What is meant by 'improvements to Wimbledon Hill to improve connection with Wimbledon Town'? What roads on the hill are designated for change? The maps have no street names except Worple, Ridgway and nothing in between There's plenty of jargon about greening the borough but all the detail is about development and infill. You need input from London Wildlife Trust.	3/23/2021 9:49 PM
2	Merton has been given a ridiculously high target for new housing. You are already an area with intensive housing. You cannot afford to build on your open spaces. BUT if you talk about infill on backland or garden intensification you are at risk of destroying many of the good features that make some areas of Merton attractive. In your Small Sites Toolkit you should put stronger caveats on page 22 about backland initiatives	3/23/2021 9:03 PM
3	I think we should be forward looking and bold , we should always try and preserve the past but not let it define our future direction	3/23/2021 6:55 PM
4	My following comments apply to all sections and areas of Merton borough: Do not build tall buildings over 6 floors high anywhere. They creates a visual hostile, soulless environment environment and wind tunnels.Very few like living in them and they are a fire hazard . Build really affordable 3 bed housing throughout the borough. Avoid building one and two bedroom flats. Older residents rarely like them nor do families. Keep the mixed housing we have in the borough Don't get rid of back gardens by building over them.Families and gardeners like to have a garden. Pull down Crown House. Its an visual eyesore and very expensive to maintain and not fit for purpose. The building creates a wind tunnel, its too hot to work in the summer and too cold in winter and lacks ventilation . Also with the ongoing shrinkage of the Local authority role in terms of functions and responsibilities and reduced central government funding	3/23/2021 4:48 PM

## Have your say on Merton's Character Study

the remaining much reduced staff can have smaller offices elsewhere. Reduce rat runs/commuter traffic ( speed and volume )for cars /large lorries throughout the borough by keeping the traffic on main roads in the rush hour and keep the residential roads for cycling/walking jogging.

5	Chapter J Character Evolution. The chapter has numerous diagrams of infill, not least on back gardens. There will be many objections to this and a far wider, better publicised, consultation is required with easier to read documentation, available on paper. All the streets and the plots in the John Innes Estate, from the Conservation Areas right though to London Road were laid out by Innes with the intention of maintaining the spaciousness of a Garden Suburb. This needs to be duly respected in the amount of infill allowed and this point needs documenting in the Charecter Study	3/23/2021 2:56 PM
6	The word which is much over used throughout this study is intensification, intensified, etc. Why not work on using empty office space, closed retail outlets, etc to reinvigorate all areas of Merton rather than destroying green spaces - such as gardens - to intensify the occupancy of the area whether for commercial or residential purposes? In Wimbledon Village virtually every independent retail outlet that existed 30 years ago has closed. Independents were replaced by chair stores which were not at all invested in the area other than as a way to produce revenues. Chains began to close before 2020 and were replaced by charity shops (a sure sign that an area is not doing well). More chains have closed during 2020. What are the opportunities indicated for the Village? To improve Wimbledon Hill "to improve the connection to Wimbledon Town Centre" in other words to make it easier to drive through the Village to an alternative destination. Is that the best that can be done? Again the horrifying idea of "rear garden development" is highlighted. WHY would any Council want to develop gardens thus destroying green space? There is then a mention about "some concern about a need for better curation of shops and services - desire for independents". "Some" concern? We have lost virtually all of our independent outlets other than Bailey & Sage (which suffered when Tesco was allowed to move in) and Wimbledon Books. We have now lost most of the chains. We have a thriving Farmer's Market on Sundays which indicates that footfall could be attracted back IF independent, creative, outlets interested in being part of the community could be attracted. With regard to Wimbledon Common - an amazing facility - the opportunities involve "guidance for the ongoing subdivision, conversion and extension of larger properties". How about guidance for retaining historical houses without extension? Why not value what there is rather than allowing buildings which are architecturally of a lesser standard? With regard to Parkside - it is a major traffic artery. What does it mean "to enhance the sense of driving carefully through the character of the Common"? Traffic is driving carefully in a 20 mile limit. It does not drive through "character" and it is driving alongside, not through, the Common? There are many improvements which could be made throughout Merton. Probably the area which requires least input (other than by the Conservators) is the Common.	3/22/2021 2:02 PM
7	I am concerned about the opportunity areas identified in Merton Park and specifically ones affecting the street I live on Increasing the density of residential/commercial properties will drastically change the nature of the area, and not for the better in my opinion. I purchased my house because of the large garden and the fact it was not overlooked, as well as having an open peaceful aspect. The market price paid for the property reflected this fact. I purchased with not reasonable expectations that planning laws were highly unlikely to change to allow anything other than garden buildings such as summer houses. As well as having a detrimental effect on my enjoyment on living in my property the proposed approval to allow more building near/overlooking would also unfairly impact property prices. I perfectly understand un-used land being used for new buildings opportunities, as expectations would be that the land would eventually get used for building. However, to propose use of back gardens for new houses is another matter as it is change of purpose and neighbours would definitely not have thought such a thing possible when moving to the area.	3/21/2021 8:09 PM
8	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:42 AM
9	What about the option of limited or no growth in residential areas?	3/19/2021 5:00 PM
10	Much of it is based on incorrect information. The much heralded public consultation was a sham. I took part in the online workshop. Living in Merton Park I was put into the Wimbledon breakout group. One person from Wimbledon dominated the discussion, mainly with very local current issues which you would not include in a Character Study. Anything anyone else tried to say was immediately shut down by the Consultants. They did not want to hear. The representative from the Wimbledon Society was put into the Mitcham breakout group, which	3/19/2021 4:41 PM

## Have your say on Merton's Character Study

had so many people in it, he said it was unworkable, even for Mitcham. The Morden Group had, I was told, only two members of the public. Seeing Morden is the subject of such radical redevelopment, that was not representative. The earlier consultations, from Merton Park's point of view, resulted in many people pointing out Merton Park is not in Morden. What happens when the Maps are republished? Half of Merton Park is still in Morden and the other half (including the Heart of Merton Park) is in Wimbledon Chase. How is that a successful public consultation.

11	Reasonably balanced though again too much emphasis on change being better in all aspects.	3/19/2021 4:20 PM
12	Please act on what you say!	3/19/2021 2:46 PM
13	A careful consideration should be taken to preserve a balance between residential parts of the borough and commercial parts	3/18/2021 4:00 PM
14	Throwing up high rises in colliers wood and, to a lesser extent at High path, is, in my opinion, not consistent with the aim of ensuring that growth is informed by context	3/13/2021 9:03 AM
15	TLDR	3/12/2021 5:12 PM
16	Too much development for current infrastructure - especially post-Covid when Merton has no money.	3/3/2021 1:12 PM
17	I do not like one of the categories in a chart concerning building heights. The category 7-16 storeys/21-48 metres is far too broad and enables a pictorial representation of no change even when a 7 storey building is replaced with a 16 storey one. All the other categories have ranges of 3 or 4 storeys. The 7-16 storey category needs to be broken down in to 7-10, 11-14, 14-16. The current category 7-16 no doubt suits your purpose to impose very tall buildings in Wimbledon Town Centre but it contradicts everything else in the Character Study relating to tall buildings.	3/1/2021 2:53 PM
18	Could be seen as a fair attempt to steer future development in a way that is reasonably sensitive to the existing landscape but some of the illustrative designs are quite ugly and box like. Moreover this chapter implies that development on part of existing gardens is likely and this would reduce the "green" feel if the area, which is so valued by residents.	2/26/2021 10:33 PM
19	New well-designed, sustainable, and affordable housing is certainly required all over London, and these should also be green and well landscaped. The focus in this chapter seems to be much more on building everywhere, without consideration of how it might affect green spaces and habitats for plants, pollinators or wildlife.	2/14/2021 7:12 PM
20	Your jokes are sick.	2/11/2021 10:03 AM
21	As mentioned earlier, too much emphasis on office buildings and not enough on domestic dwellings. Density of developments would appear to be both too high or too dense. Just look at the proposed development for the Sita/Suez site. Even your on planning department refused it. More attention to keeping what heritage Merton has needs to be made.	2/10/2021 3:07 PM

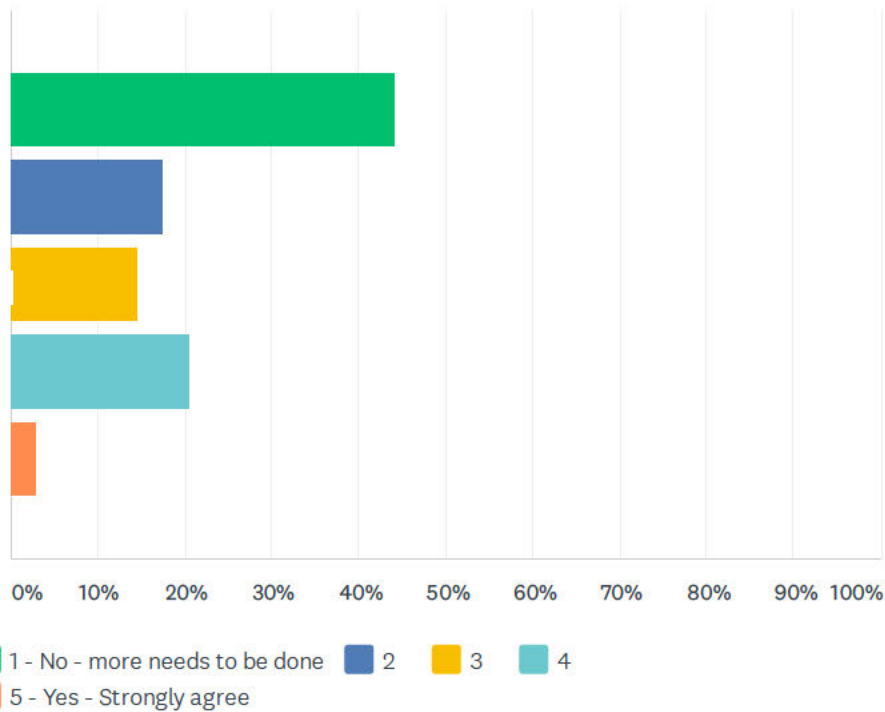
## Q20 Do you have any additional comments?

Answered: 5 Skipped: 49

#	RESPONSES	DATE
1	This study reads as if it were written by developers.	3/23/2021 9:49 PM
2	We don't want high buildings. Max 8-10 floors (not double floors). We don't want to lose the high street atmosphere. We want a musical hall where Morrison's car park is so music will be closer to the community and help educate our children. Level their capabilities even from different economical backgrounds. Music unites, develops talents and makes society better. Musica Hall please!!!	3/23/2021 9:56 AM
3	Based on past decisions by Merton Council I am concerned about approval being given for tall buildings in inappropriate places. Also designs that do not fit in with the surrounding area.	3/22/2021 10:18 PM
4	Though neighbourhoods should evolve, allowing for large buildings, especially on green spaces and gardens would destroy the character and liveability of the area.	3/22/2021 10:11 AM
5	I disagree with the Study's statements, appearing more than once, which say the Study contains now new Policies and therefore qualified as an SPD. The infill and intensify to the extent proposed in this study is a radical new approach for Merton, and this should be included in the Local Plan where it will be subject to scrutiny at Public Inquiry. To do try and do otherwise is dishonest.	3/19/2021 4:41 PM

## Q21 Future Merton

Answered: 34 Skipped: 20



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	44.12%	17.65%	14.71%	20.59%	2.94%	34	1.00
	15	6	5	7	1		

#	PLEASE TELL US WHY	DATE
1	It's not clear to me that it does reinforce local character. For the whole of areas with a lot of green you refer to the need to intensify the area by rear garden development, conversions and re-development of large plots.	3/23/2021 9:52 PM
2	Why use the phrases Re-imagine / Re-examine / Repair as opposed to the terminology in the Government White Paper "Planning for the Future" which uses Growth / Renewal / Protect? Why have a whole new set of potentially conflicting terminology? You talk about "Strengthening the role of local parades and smaller centres" but how does this sit with a presumption that developers can convert shops into under-sized dwellings often with poor natural light? And what about the move towards "20 minute neighbourhoods" which appear to be gaining traction in UK planning?	3/23/2021 9:09 PM
3	I think it is thoughtful and we'll researched	3/23/2021 6:56 PM
4	A study which addresses how to benefit its existing residents by improving their quality of life rather than "intensifying" the density of the population around them would be excellent. A study which details how brown-field sites throughout the Borough would be used to provide additional residential accommodation before intruding into green spaces; which considers the impact of the pandemic on future commerce and retail activity/requirements (online shopping, working remotely); which does not want to destroy gardens and other green spaces to "intensify" accommodation for residential or commercial purposes; and which accepts that over height buildings reduce the humanity of an area wherever they appear, would be welcome. Merton has made a start on this by accepting that an area needs to have character. This is appreciated. However the opportunities outlined for the various areas within the borough seem more to	3/22/2021 2:18 PM



## Have your say on Merton's Character Study

stress development rather than humanity, quality of life, environmental impact, pollution, "green" credentials, etc. The Council could hopefully do better.

5	Though neighbourhoods should evolve, allowing for large buildings, especially on green spaces and gardens would destroy the character and liveability of the area.	3/22/2021 10:11 AM
6	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:43 AM
7	Why don't we wait until after the pandemic and see what the new housing requirements are ? With a falling population we might not need more homes What about using derilict or long term empty properties and industrial areas and shops/offices first?	3/19/2021 5:03 PM
8	Please see my comments to the previous section. Well intentioned but it will not work out that way. The scale of intensification proposed will result in the destruction of local character and ecological value. e.g. infill on back land and gardens will destroy tree and plant cover, most of which, at least in Merton Park, has taken 100 years or more to get established. The wish to provide more homes should be a wish to provide good, well built, functional homes in a health and sustainable environment. That cannot be achieved at the density proposed.	3/19/2021 4:46 PM
9	While accepting need to free-up space for more housing; too much acceptance of 'in-fill' in private gardens	3/19/2021 4:22 PM
10	Yes I agree, however it is so important that the character is preserved. Homes are necessary, but their architecture should follow the present style. The buildings should not have more than 8 floors. Green spaces should be preserved and added to all developments.	3/18/2021 4:05 PM
11	Very much support the references here (and in previous chapter) to regenerating smaller town centres and local parades to meet changing local needs, and the emphasis on maintaining green space and access to waterways.	3/16/2021 7:58 PM
12	TLDR	3/12/2021 5:12 PM
13	It's unclear. What the current position is and future position is and how this demand will be met and by whom.	3/12/2021 4:35 PM
14	You need to research how many houses have been turned into HMO with no permisdiin/licences. There are a lot more people out there requiring homes than will be on your books. And they WON'T appear in the census, I suspect.	3/3/2021 1:14 PM
15	Have an integrated approach with equitable and inclusive growth and take into consideration the lessons from Covid and the under investment in housing in the less well off areas.	2/27/2021 6:11 PM
16	A major assumption of this whole exercise is stated in this chapter " Over time it is likely that demand will grow to sub-divide suburban properties in the same way that more urban Victorian terraced areas experienced in previous decades". It is also based on targets set by the Mayor of London a few years ago. Since then two major events have happened- Brexit and Covid 19, both of which may lead to changes in the needs of businesses in London for office space etc. plus the total demand for housing.. Some of these changes have already been seen and the Government is likely to re-locate more of its services to other parts of the country. All of these factors may well lead to changes that will impact on the development of London and so plans based almost exclusively on the evolution of the past may be much less relevant for the future and require a different approach than intensification.	2/26/2021 10:44 PM
17	The contents themselves state that a lot of work remains to be done: masterplans, further sites and design guidance	2/14/2021 7:22 PM
18	Sorry - what?	2/11/2021 10:05 AM
19	Just because there is a pressure to build homes, doesn't mean you have to succumb to it at any cost. Attractive developments should cost no more than poor visually ones. New buildings can be built to look similar to those of old style that surround it and not just eye sores. Look how long it took to improve the look of the old Brown & Root tower at Colliers Wood	2/10/2021 3:12 PM

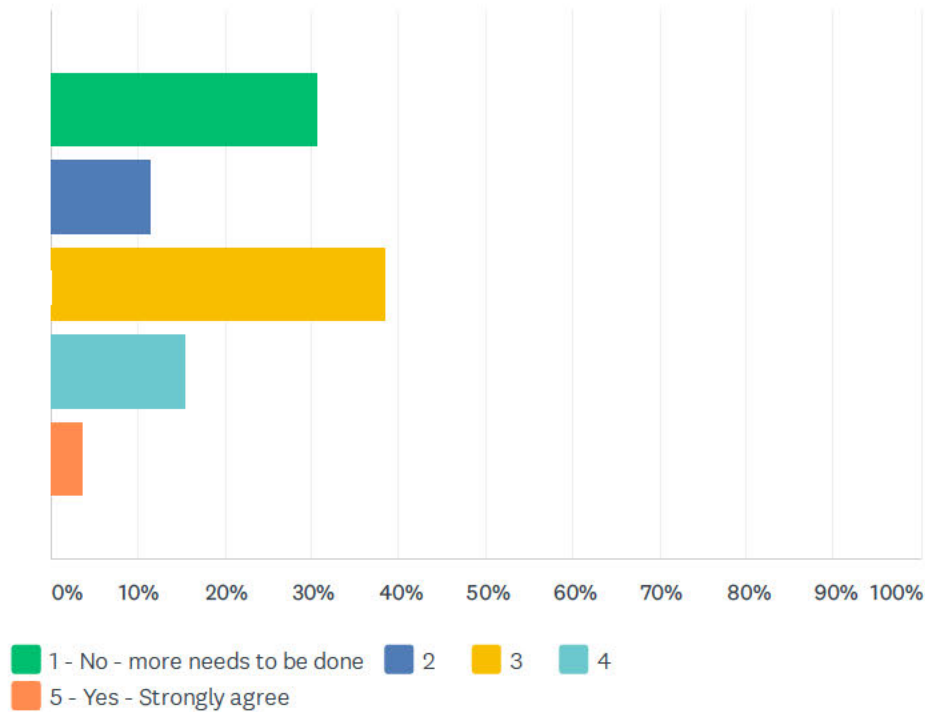
## Q22 Do you have any additional comments?

Answered: 5 Skipped: 49

#	RESPONSES	DATE
1	There should be charging for parking anywhere on the Common or on the roads that dissect it. There needs to be a crossing on roads which run through the Common	3/23/2021 9:52 PM
2	We don't want high buildings. Max 8-10 floors (not double floors). We don't want to lose the high street atmosphere. we want the feeling of small and big shops, respect for the high street. We want a musical hall where Morrison's car park is so music will be closer to the community and help educate our children. Level their capabilities even from different economical backgrounds. Music unites, develops talents and makes society better. Musica Hall please!!!	3/23/2021 9:57 AM
3	I wonder if most Councillors are familiar with the characters of the different parts of the borough? Are they qualified to make sensitive decisions on planning?	3/22/2021 10:25 PM
4	Reinvigorating services in local parks would have a big impact for local families and wider users (e.g. improved toilet facilities / attracting small business owners to set up coffee stands in existing park buildings). It's already been shown to be successful in many parts of the borough, so an equitable approach would be excellent	3/16/2021 7:58 PM
5	Actually have home, that people can afford, to live in?	2/11/2021 10:05 AM

## Q23 Baseline mapping

Answered: 26 Skipped: 28



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	30.77%	11.54%	38.46%	15.38%	3.85%		
	8	3	10	4	1	26	1.00

#	PLEASE TELL US WHY	DATE
1	Can't read the maps as there are only a few roads named and not enough scale for comment. Presumably by design because this criticism has already been made on previous consultations	3/23/2021 9:54 PM
2	Lots of lovely reference maps. Not much to be said. Air quality is a problem on main roads, but no real surprise there.	3/23/2021 9:13 PM
3	Maps throughout the Study are unreadable without enlargement by at least 300% on computers. They are illegible on smart phones.	3/23/2021 2:58 PM
4	Some of the maps lacked explanatory keys.	3/22/2021 2:23 PM
5	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:43 AM
6	As about - please think of existing residents	3/19/2021 5:03 PM
7	Definitely not. So far as Merton Park is concerned, the proposed maps (by the way which one of the three offered is the version the consultants settled on) are all inaccurate. Morden is not the major shopping centre for Merton Park. It just might be described as a local shopping centre for residents in the southern part of Merton Park. Its a transport interchange more than anything else. The heart of Merton Park is St. Mary's Church and this is not in Wimbledon Chase. The Wimbledon Chase description sounds more like Merton Park than Wimbledon Chase (but we have Holly, (not hilly) hedges as a signature feature of Merton Park, both north and south of Kingston Road. The actual Merton Park description is sketchy and spoiled by being subtitled Morden.	3/19/2021 4:57 PM

## Have your say on Merton's Character Study

8	This section starts by emphasising the challenge to Merton of pressure for increased housing density. The solutions are then all about commercial development and amenities, and none are about housing! Surely there needs to be a discussion about how to address housing density, including recapturing brownfield land and/or redeveloping or building apartments while remaining sensitive to the current residential landscape which is overwhelming of single family homes? How to integrate the two?	3/18/2021 4:55 PM
9	I am not qualified to make comments	3/18/2021 4:06 PM
10	TLDR	3/12/2021 5:12 PM
11	No comment	2/26/2021 10:44 PM
12	Well laid out maps	2/14/2021 7:23 PM
13	What was the question?	2/11/2021 10:06 AM
14	More explanation needed to show what these maps mean.	2/10/2021 3:15 PM

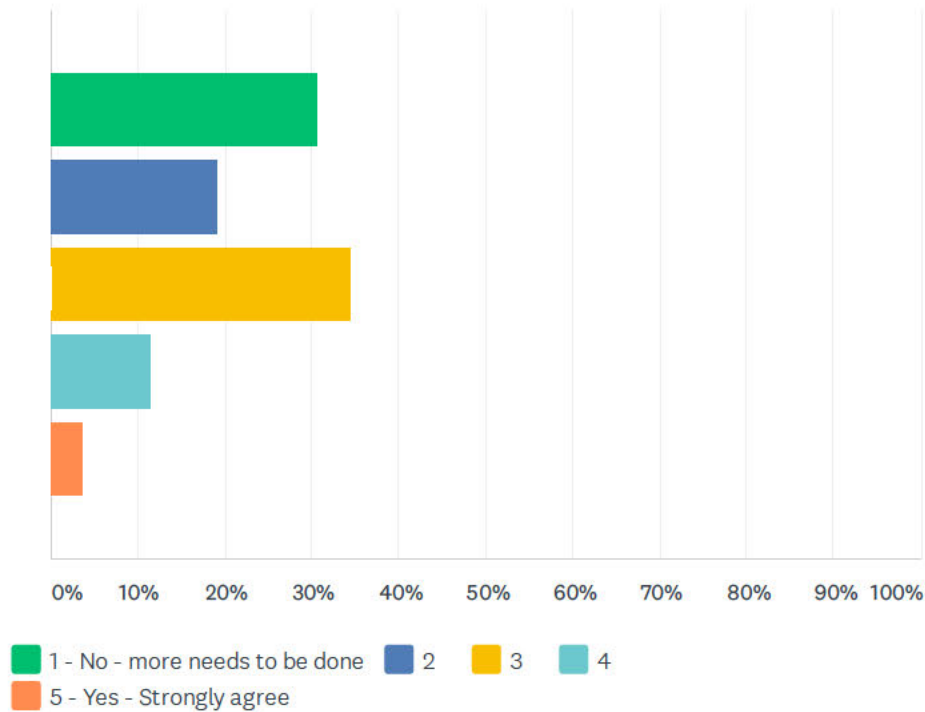
## Q24 Do you have any additional comments?

Answered: 2 Skipped: 52

#	RESPONSES	DATE
1	There needs to be more reflection of the character of specific areas and less jargon and cliché.	3/23/2021 9:54 PM
2	What a muddle. It will take some unpicking. Suggest you discuss with Local Councillors for help.	3/19/2021 4:57 PM

## Q25 Consultation

Answered: 26 Skipped: 28



	1 - NO - MORE NEEDS TO BE DONE	2	3	4	5 - YES - STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	30.77%	19.23%	34.62%	11.54%	3.85%	26	1.00
	8	5	9	3	1		

#	PLEASE TELL US WHY	DATE
1	Please see above	3/23/2021 9:55 PM
2	P125 You have drawn a boundary to 'Merton Park' which excludes the majority of the original areas developed by John Innes (so called 'Squire of Merton') and which are designated as Conservation Areas. Wimbledon Chase might possibly be argued to be part of Merton Park, but Merton Park is in NO WAY part of Wimbledon Chase. Can you please reconsider?	3/23/2021 9:16 PM
3	Appendix 2 completely fails to understand the importance of Merton Park as John Innes's Garden Suburb and a place and sub-Area in its own right. The appendix divided the two John Innes Conservation Areas from the rest of the Garden Suburb which, like the CAs was laid out by John Innes with the intention of maintaining the spaciousness of a Garden Suburb. He specified the lay-out and size of plots with one house per plot. This needs to be duly respected in the amount of infill allowed and this point needs documenting .	3/23/2021 3:11 PM
4	Because there is a strong emphasis on preserving the character of individual areas, on enhancing green spaces and a reduction in traffic.	3/22/2021 10:53 PM
5	I think that the Council could have been far more pro-active in drawing this Survey to the attention of all living in the Borough. In the Consultation Section it says that "A digital survey was designed and went live online between 7 September and 5 October 2020. 416 people responded to this from within all areas of the borough. The survey was designed to test the proposed neighbourhoods and review their boundaries. We also wanted to understand what people valued about each neighbourhood and better understand what could be changed". Is it the case that the council believes ONLY 416 persons across the Borough were interested in	3/22/2021 2:27 PM

## Have your say on Merton's Character Study

what was proposed? Or is it the case that most people did not KNOW of the survey? We received this information weekend of March 20/21. We did NOT receive it from Merton Council.

6	Though neighbourhoods should evolve, allowing for large buildings, especially on green spaces and gardens would destroy the character and liveability of the area.	3/22/2021 10:11 AM
7	I do not consider adequate "advertising" of these proposals has been carried out. Also the digital format makes perusal of the "brochure" well nigh impossible.	3/21/2021 7:43 AM
8	See answers to previous questions. The consultation exercise was "tell" not "asking" which is probably why the result has been such an error strewn document.	3/19/2021 4:59 PM
9	I appreciate the fact that we are being consulted.	3/18/2021 4:07 PM
10	TLDR	3/12/2021 5:12 PM
11	Please see previous comments	3/12/2021 4:35 PM
12	The stated intention of the Council was for "an extensive programme of engagement..." and obviously regards the involvement of 450 people as evidence of this. A truly extensive consultation would contact all residents, most notably those in the areas most affected, to make them aware of the consultation and give them the opportunity to respond. This sample is far too small and because most of it was "digital" it is skewed in favour of those who are "tech savvy" and most likely younger and the more affluent. Given that there are several distinct areas in Merton a total of 450/responses represents only a very few from each area and they may not be very representative of the views of most residents in those areas. I accept that this may have been in response to restrictions forced by Covid but a better way forward would have been to defer the consultation until a more comprehensive picture could be established.	2/26/2021 10:58 PM
13	Publicise the study widely and involve a greater number and diverse range of people consulted.	2/14/2021 7:25 PM
14	What do you mean?	2/11/2021 10:06 AM
15	I can see no evidence why a new sub area of Merton " South Wimbledon" is needed, other than to create another pseudo up market version of Wimbledon. Just a waste of valuable rate payers money.	2/10/2021 3:24 PM

## Q26 Do you have any additional comments?

Answered: 4 Skipped: 50

#	RESPONSES	DATE
1	Additionally, how do these boundaries square with the newly drawn Ward boundaries?	3/23/2021 9:16 PM
2	Merton Park Covenants imposed by the Housing and Land Development Corporation, cover just about every property within most of Merton Park. That stipulates details like "one house per plot", and "minimum plot widths". Developers will need to seek waiver of these covenants. This needs mention in the Character Study.	3/23/2021 3:11 PM
3	uest	3/19/2021 4:59 PM
4	It would be useful to know how and which of the suggestions will be taken up for action.	2/14/2021 7:25 PM