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To whom it may concern:

I make mine, the words of the friends of Wimbledon Town centre.

- Wimbledon's people-friendliness, its small-town feel and sense of community.
- Its diverse and attractive residential streets, with people living near to the narrow central commercial spine. This residential character of the town centre should be emphasised as a valuable characteristic.
- The 'human scale' and interest of Wimbledon are enhanced by historic buildings, such as the Old Town Hall, Wimbledon Fire Station, and the Prince of Wales pub, which are best appreciated in the context of low-rise buildings.
- Mid to high rise buildings, such as the Pinnacle office building do not add character.
- Cultural venues such as Wimbledon Theatre, the Polka theatre and the cinemas are important parts of the life of Wimbledon. This characteristic would be greatly enriched by the addition of a Wimbledon Performing Arts Centre or concert hall to showcase national and local musical and theatrical performances as well as encouraging other diverse talents.
- Wimbledon provides leisure facilities and there is scope to recognize the value of independent providers of restaurants and wine bars.
- Although Wimbledon is clearly a shopping centre, it needs improvement. Some shops serve local people well, but more independent, smaller shops and restaurants would contribute to local character, and must not be driven out by bland, corporate high street chains.

kind regards,