



**SOUTH WIMBLEDON**

# E SOUTH WIMBLEDON

## E.1 INTRODUCTION

Historic maps illustrate the important link between the development of South Wimbledon and the Colliers Wood Corridor - developing as a place together along Merton High Street and as a result of the industry that developed around Merton Abbey in the early 18th century associated with the water mills on the River Wandle. The existing centre of South Wimbledon was once part of Admiral Lord Nelson's "Paradise Merton" estate and historic assets visible today include St John the Devine Church and Nelson Gardens which commemorate his death.

Today the centre of South Wimbledon is marked by the attractive underground station building which sits at the key junction which marks the centre of the proposed new Local Centre. This centre stretches in all directions from this crossroads with a variety of shops and services for local residents. Distinctive residential neighbourhoods are located behind these main corridors including - the "Battles" roads of Victorian / Edwardian terraces, the "Australias" to the west and the High Path estate itself. Merton Road and the residential streets to the north west provide important connections to Wimbledon Town Centre within easy walking distance.

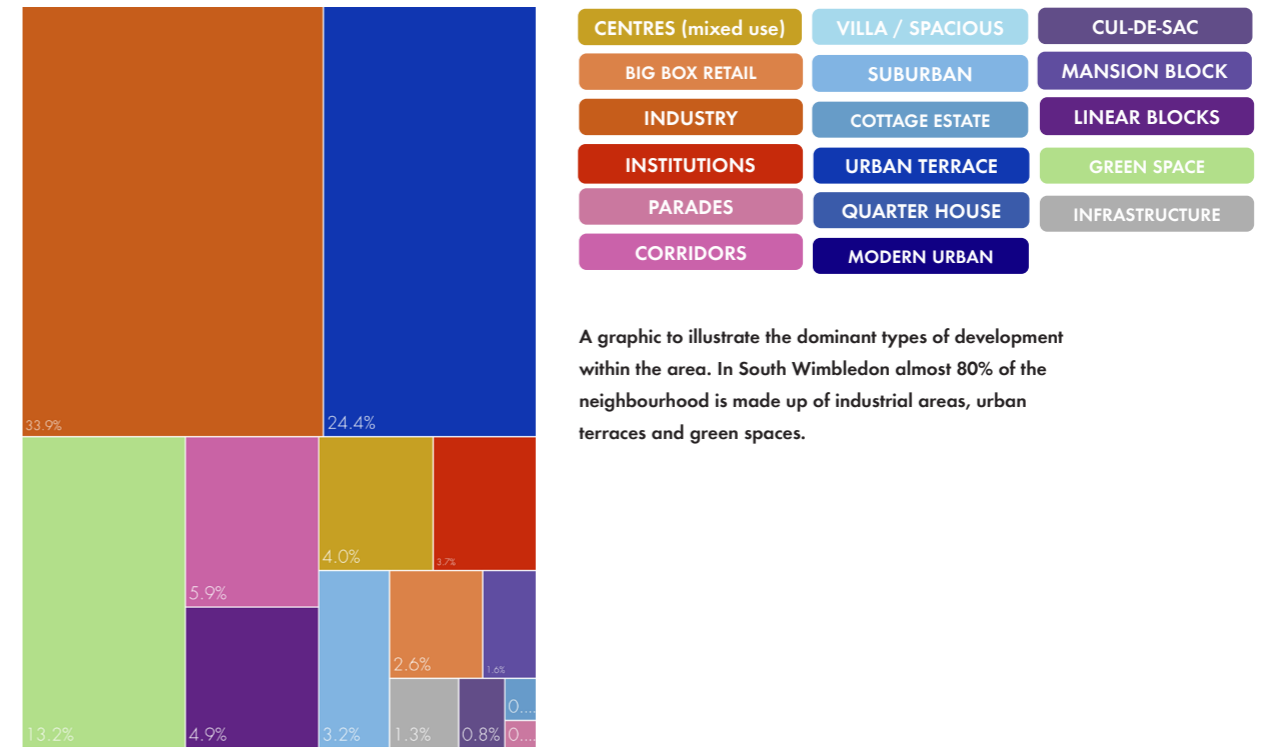
South Wimbledon is a singular neighbourhood within its own borough sub-area. Feedback from residents on the plan of the borough neighbourhoods explained that this area is significant and distinct from Colliers Wood. Although an important relationship exists with Wimbledon Town Centre the station and local high street form their own 'place'. Having the centre separate from the rest of the borough is an important part of recognising its future role and status. The regeneration of High Path and other development along the key corridors through the area will provide important opportunities to continue to positively evolve the character of the place and reinforce the distinctiveness of this local centre.



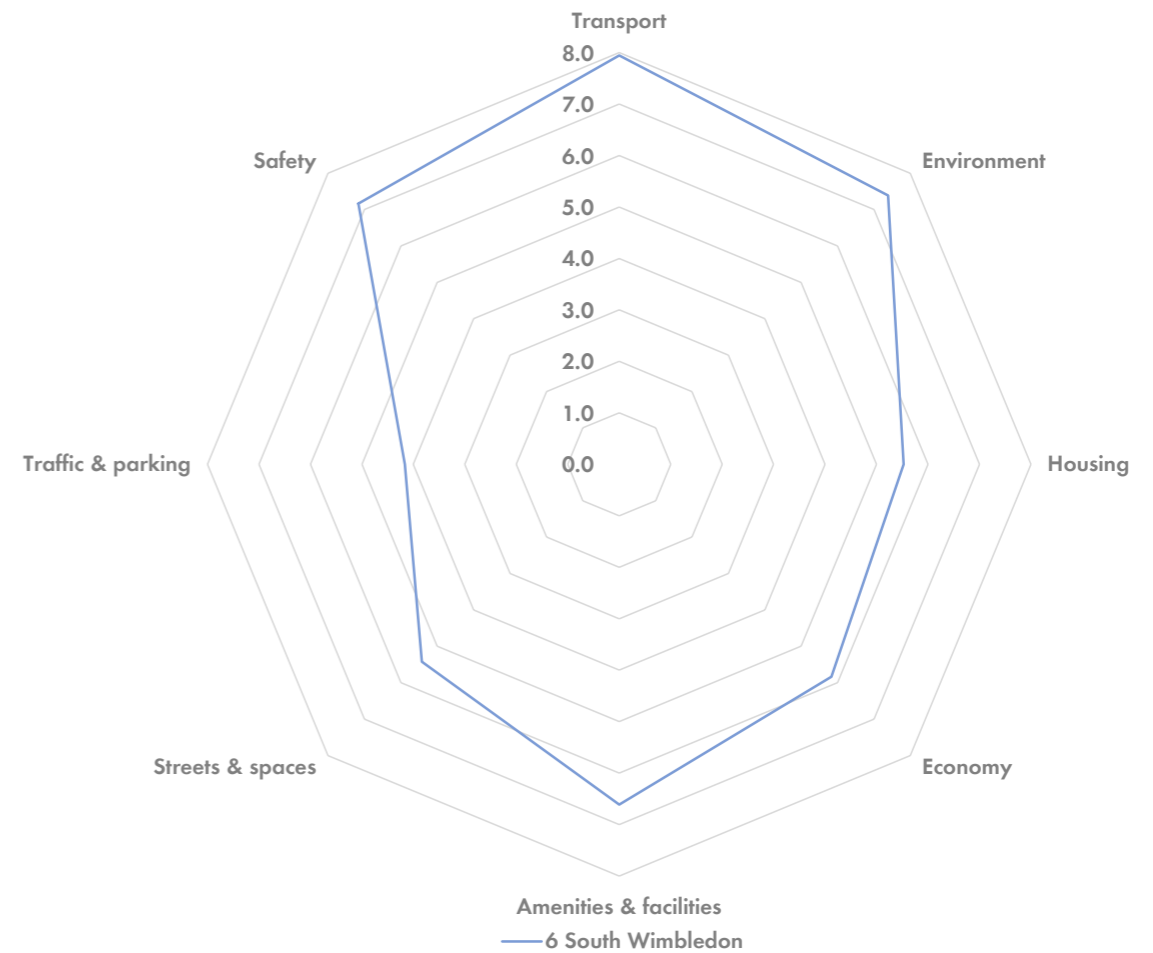
A plan illustrating the neighbourhoods within the area

"the community feel in various groups of streets and South Wimbledon as a whole - family friendly. Active community and residents groups with events"

"The tree lined streets and the green spaces and the city farm are all important"



A graphic to illustrate the dominant types of development within the area. In South Wimbledon almost 80% of the neighbourhood is made up of industrial areas, urban terraces and green spaces.



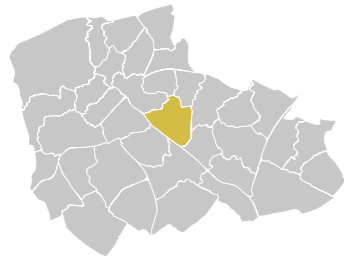
Over 400 people responded to the survey for the Character Study. The graphic below illustrates the average of how satisfied residents were with the particular theme in their area.

**What you said was special**

The attractive, human scale, victorian and edwardian buildings. Local independent high streets for shopping and dining

**What needs improving**

"South Wimbledon station - needs greening and junction improvements. How can this become more of a destination? With leisure, culture and community uses? The parks needs to have better facilities (Cafes, more gardens rather than just grass etc...)."



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**Distinctiveness - heritage and key features**

- Key assets along Kingston Road: tube station with symmetrical composition, 1700s Manor House, Merton Hall and the former Merton parish council offices
- Local high streets for shopping and dining with an independent offer
- Business and community networks in industrial estates and Deen City Farm
- Edwardian and Victorian attractive tree-lined residential terraced streets - typically two storeys, well greened
- Recreational green spaces - Nursery Road and Playing Fields and Abbey Recreation Ground, Nelson Gardens
- Planned regeneration of High Path modernist estate

**Key issues / opportunities**

- Kingston Road / Merton High Street - thriving high street now diminishing due to traffic dominance and changing trends
- Morden Road - poor quality environment
- Opportunities to improve connectivity between green spaces and improve the quality of environment and biodiversity
- Industrial estates - 1930s brick buildings, connectivity to Wandle and improved edges
- Design guidance for residents within historic terraced streets: boundary treatment, windows, roof and porches and the value of landscaped front gardens



**Growth themes**

**Reimagining Morden Road as a green corridor that celebrates the gateway to south Wimbledon connects strategic green spaces**

The Morden Road/A219/A24 provides the gateway to South Wimbledon centre. It currently provides a traffic and tarmac dominated arrival to the centre. There are significant opportunities to reimagine this route between Morden Hall Park and South Wimbledon Station. The assets of Nelson Gardens, Abbey Recreation Ground and Morden Hall Park linking to the River Wandle all have frontage along the route and should provide the launchpads for a significantly greened route to help mitigate pollution and enhance the environmental quality. Significantly re-balancing the road space towards active travel, sustainable modes and greening, as well as seeking opportunities to deliver more positive frontage to the road should be a key priority.

Enhancements to the sustainable corridors within the area should include public realm enhancements with improved crossings, shop front improvements, pavement widening (where possible) and street planting. Infill sites will deliver new homes and commercial spaces to repair the positive frontage. Where there are low quality low-rise buildings, these gaps should be repaired. Stepping up the height on corner plots will help to mark junctions and deliver the intensification of these sustainable locations. These types of changes along Kingston Road / Merton High Street will help improve the character of the environment and shift away from a traffic dominated route.

**Strengthening the identity of Morden Industrial Area through the intensification of its thresholds to make it a better neighbour and protect its long-term sustainability**

Morden Industrial Area is an asset for the local area - providing jobs, supplies and services for the local area. Although its character as an industrial area is

inherently 'working' and practical, investment and changes can still occur to make it a better a neighbour and support the area as a successful and sustainable business location. The existing network of businesses should be supported through better communication and networking to help connect businesses with each other and to local residents - celebrating and advertising the diversity that exists.

In terms of physical investment, the connectivity through the Wandle River can be improved to enhance the environment within the estate and better promote access to Deen City Farm. There are also some robust and attractive 1930s brick buildings which should be protected to help retain a diversity in the building materials and character. Redevelopment that provides more active frontage and densifies the edges of the estate will be supported to help make it a better neighbour and improve the existing negative edges along the A24.

**Regeneration of High Path Estate into an integrated sustainable urban residential neighbourhood**

The delivery of this major regeneration scheme will have a significant positive impact on Morden Road and Merton High Street, as well as delivering new quality homes, and a sense of focus at the tube station. More legible connections through the estate will better integrate the character of this area with surrounding neighbourhoods and provide a new green space for residents.

**Design guidance for residents within Victorian / Edwardian streets**

Opportunities to repair and enhance the existing character and quality of residential areas should be explored. Through small sites design guidance, residential enhancements should include guidance on boundary treatment, window replacement, roof and porches and the value of landscaped front gardens.

**proposals / opportunities:**

- Reimagine character
- Re-examine character
- Repair character
- ↔ Corridor Intensification (major)
- ↔ Corridor Intensification (minor)
- Enhance parade
- ↔ Strategic greening and improvements
- ↔ Strategic improvements
- .-> Active travel improvements
- .-> Local green link improvements
- ↑ Improving connection to park

**baseplan:**

- Area Boundary
- Town Centre Boundary
- Conservation Area
- Green Space
- Locally Significant Industrial Sites
- Strategic Industrial Locations
- Train/Tube/Tram Station
- ★ Strategic Landmark
- ★ Local Landmark
- Road
- Rail
- Waterway
- Waterway Link

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