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WIMBLEDON

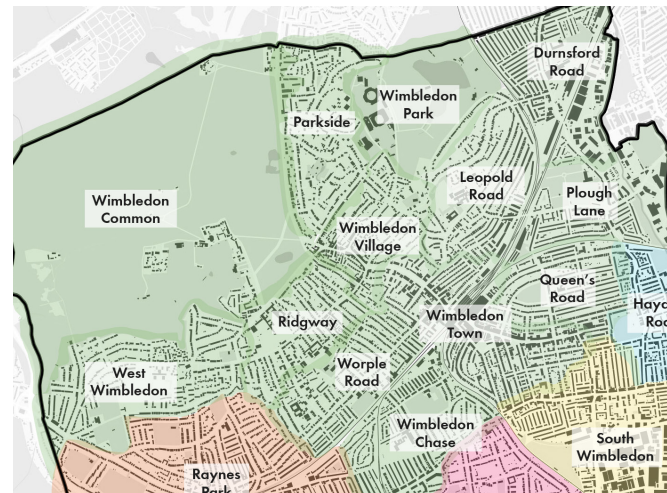
F WIMBLEDON

F.1 INTRODUCTION

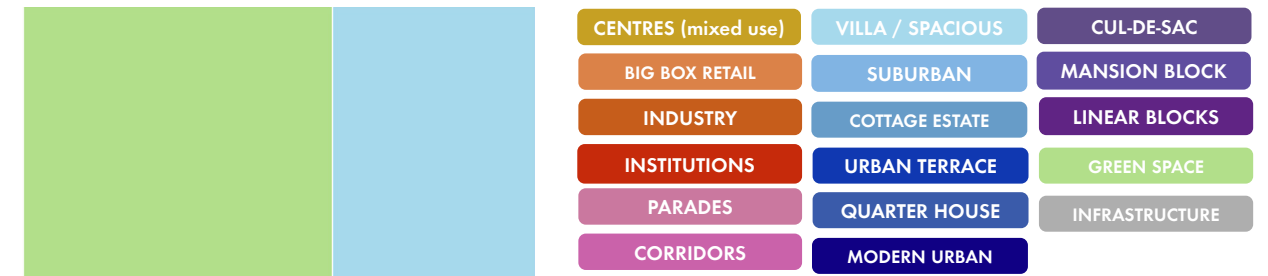
Wimbledon has a long history with evidence of an Iron Age camp at Wimbledon Common. Originally the centre of Wimbledon formed at top of hill where 'Wimbledon village' is today. Since then, the focus of the town centre has moved down the hill to around the station when the railway opened in 1838. The second half of 19th century saw rapid expansion with villas and terraced houses built in residential neighbourhoods fanning out from the town centre joining the village and the train station, and expanding from the high street. Growth peaked in the 1930s after the expansion of the town centre in lower lying areas. During WWII many of the largest Victorian houses were sub-divided into flats or replaced with apartment blocks.

Today the town centre's popular leisure, cultural, retail and food & drink offer, together with Wimbledon Village's boutiques, bars, restaurants and expansive green spaces make Wimbledon a popular area. 13 neighbourhoods make up the Wimbledon area - with the buzzy metropolitan centre and historic village as two of these, surrounded by residential neighbourhoods which all have a strong pull to these centres. Two neighbourhoods are dominated by very large green spaces; Wimbledon Common and Wimbledon Park - with Parkside, West Wimbledon, Ridgway and Leopold Road strongly associated with these spaces and all have a spacious green character. Worple Road and Wimbledon Chase lie to the southwest of the town centre with Queen's Road to the north - all with a more urban grain. Plough Lane and Durnsford Road make up the boundary of the borough to the north.

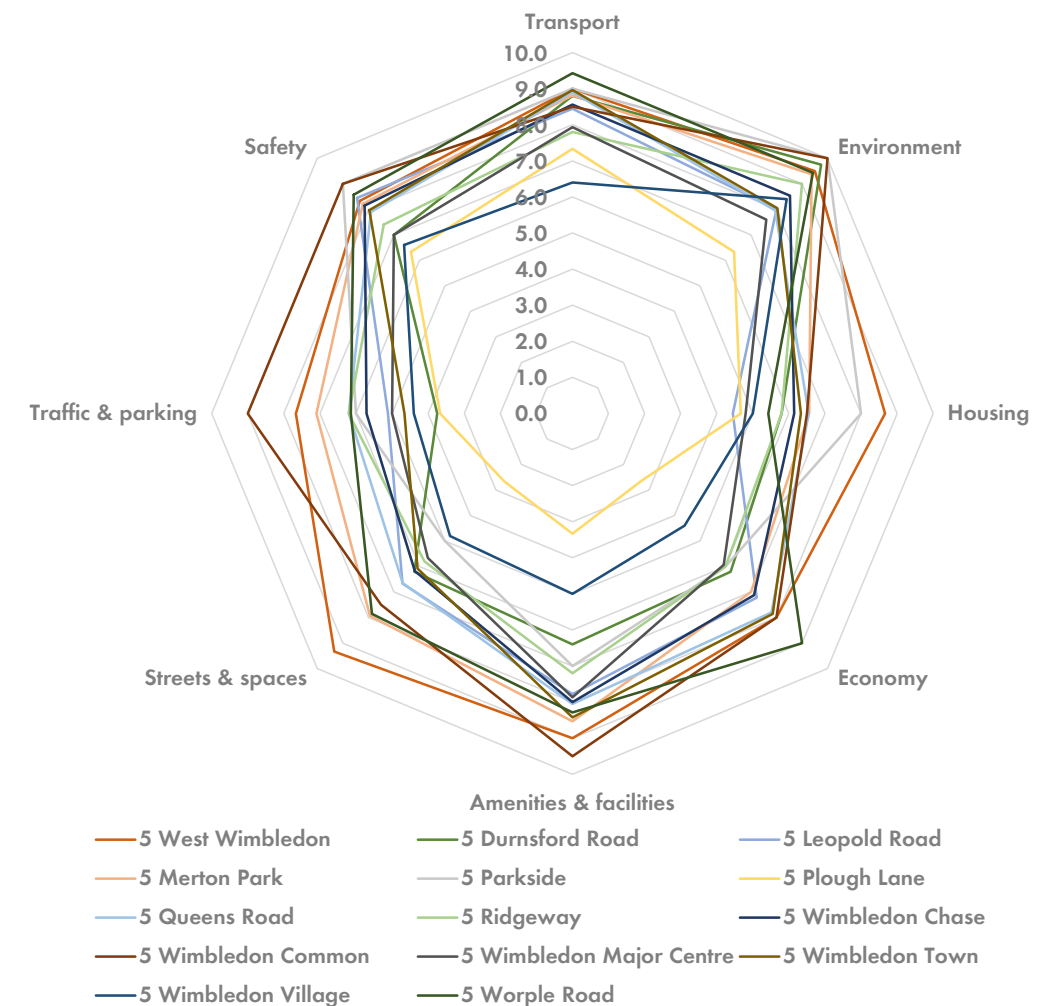
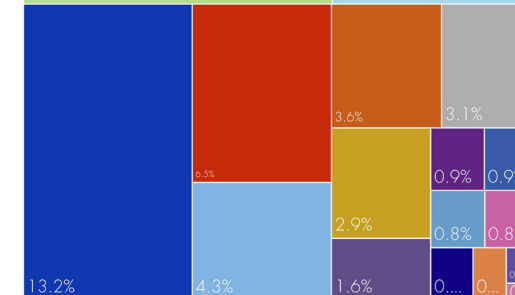
Wimbledon is designated as an Opportunity Area, alongside Colliers Wood and South Wimbledon, in the emerging London Plan with the potential to accommodate 5,000 homes and 6,000 jobs. It is also within two proposed Growth Corridors; Crossrail 2 South and the Tram Triangle. This demonstrates the pressure for growth and the importance of understanding the character of each of the areas distinctive neighbourhoods.



A plan illustrating the neighbourhoods within the area



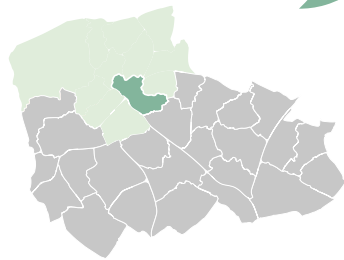
A graphic to illustrate the dominant types of development within the area. 36% of the neighbourhood area is green space. The largest type of housing are the 'spacious' typology and urban terraces.



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 blend of commerce, culture, leisure, retail and residential. The landmarks on the Broadway and leafy residential streets



WIMBLEDON TOWN

Distinctiveness - heritage and key features

- The neighbourhood includes the largest / primary town centre in the borough - a key centre for retail, leisure/ culture and employment
- A mid-rise character with an attractive historic high street. A number of large bulky buildings and the one-way system have a negative impact on the centre.
- Mixed gridded terraced streets to the south of the Broadway and up Wimbledon Hill Road with blocks of flats on and behind this key spine.

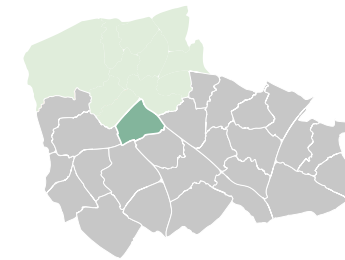
Key issues / opportunities

- Key sites identified in the Future Wimbledon SPD for the core town centre including along the railway corridor, surface car parks and sites along the Broadway (<https://www.merton.gov.uk/planning-and-buildings/regeneration-projects/future-wimbledon>).
- Development in the commercial centre should take account of the existing scale and views from The Ridgway and the grain of the historic centre.
- Exceptional design quality will be required to help raise the quality of the environment and deliver new green spaces further south on The Broadway to improve the character of this area.
- There are challenges in mediating between the scale of the surrounding residential neighbourhoods and the core town centre and key sites that come forward here will need to carefully consider this transition.
- Design guidance for residents within historic terraced streets to help improve the quality of the public realm including boundary treatments, windows, roof and porches and the value of landscaped front gardens
- Opportunities for design guidance for sensitive intensification of terraced residential streets through extensions and conversions. Rear garden development to form new mews and the redevelopment of larger plots will deliver new homes in appropriate locations.
- Connectivity to surrounding green spaces should be enhanced (such as the planned improvements to Wimbledon Hill) to help overcome the lack of accessible green space in the centre.



What you said was special

family oriented with good schools and community spirit - the John Innes Society, the Merton Park Ward Residents' Association, St Mary's Merton and other local groups



WIMBLEDON CHASE

Distinctiveness - heritage and key features

- Railway key boundary to the north and Kingston Road to the south. Structured around Dundonald Park and the campus environment at Wimbledon College of Arts and the adjacent primary school.
- Successful secondary parade supported by location of medical centre and train station. The Nelson Health Centre as a high quality local landmark that is well valued by residents.
- Quiet Victorian/Edwardian residential streets with largest plots and greenest feel to the south east, with more mix in types of homes to the north west.

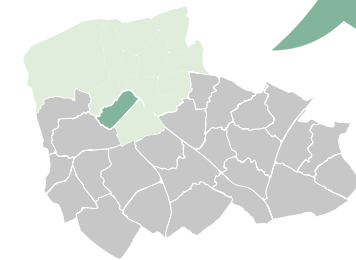
key issues / opportunities

- Design guidance for residents within historic terraced streets: boundary treatment, windows, roof and porches and the value of landscaped front gardens - good example of a dense but low-rise environment.
- Potential small sites intensification opportunities around surface car parks within campus environments and around tram tracks.
- Further densification of the corridor of Kingston Road alongside public realm enhancement and shop front improvement.



What you said was special

Trees and grassy areas, polite and welcoming people, historical, sense of community



WORPLE ROAD

Distinctiveness - heritage and key features

- The key spine connecting Wimbledon Town Centre to Raynes Park - an important corridor with employment, leisure and community services.
- A denser and more varied character between Worple Road and the railway tracks - some blocks of flats and employment uses.
- The topography rises to the west of Worple Road along quiet residential streets of varying character - villas, terraced cottages and mansion blocks.

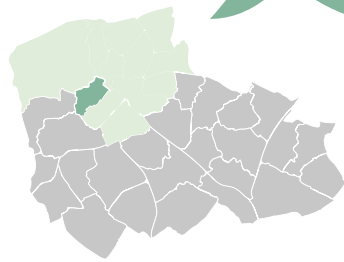
key issues / opportunities

- Further opportunity for infill and densification along Worple Road, alongside public realm enhancement and greening to help reduce the impact of traffic
- Development of sites along the railway line whilst improving crossings over and along this pedestrian route
- Potential for sensitive infill, retrofit and redevelopment of larger plots into blocks of apartments north of Worple Road



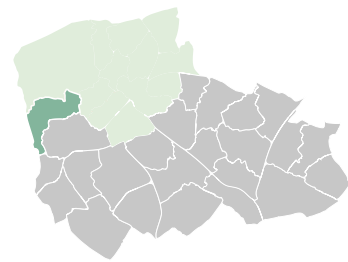
What you said was special

"The area has everything, vibrancy, good shopping, great selection of restaurants etc, great transport links, and open spaces with the Common. Just a great place to live!"



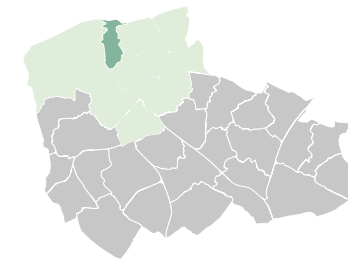
What you said was special

"The area benefits from large amounts of green space and a village atmosphere"



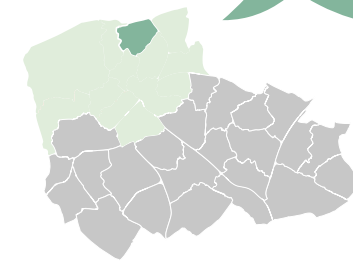
What you said was special

Access to green spaces, green spacious character and excellent connectivity to the A3



What you said was special

The famous home of Wimbledon Tennis and the activities in the park



RIDGWAY

Distinctiveness - heritage and key features

- A largely residential area with large plots on gridded streets with mixed typologies - substantial detached houses, cottages and blocks of flats.
- Steep topography giving a distinctive character with the stepped rising of properties affording long views
- Shops and services on the Ridgway serve local residents with the Village at the areas boundary
- The northern boundary of the area connects to the common providing outstanding links to green spaces

key issues / opportunities

- A number of large campuses disrupt the gridded street pattern and positive frontage this affords - opportunities for infill development to repair this
- Value of trees and planting with street scenes connecting to the green character of the common
- Opportunities for design guidance for appropriate and sensitive intensification of the area through extensions, rear garden development, conversions and redevelopment of larger plots. Concern from residents about large basement extensions.

WEST WIMBLEDON

Distinctiveness - heritage and key features

- Generally loosely structured suburban development, large plots with substantial detached houses.
- A large number of dead-end streets creating quiet, private streets. Copse Hill is the key connecting route through the area.
- A heavily treed area with generous green spaces within the neighbourhood as well as connections north to the Common.
- Local shops and services at Coombe Lane with an excellent provision of local sports clubs

key issues / opportunities

- Opportunities for design guidance for appropriate and sensitive intensification of the area through extensions, rear garden development, conversions and redevelopment of larger plots.
- An area with low PTAL - review of bus network and cycle route opportunities and opportunities for traffic calming on busy streets
- Negative impact of the A3 infrastructure to the western boundary - improve connections to services in Norbiton

PARKSIDE

Distinctiveness - heritage and key features

- Loosely structured suburban development with substantial detached houses.
- An organic feel to the road network with a coarse grain - a number of dead-end streets creating quiet, private streets.
- Large plots with large front gardens and set backs from the street creating a green character
- Parkside forms the eastern boundary of the common with a consistent frontage of generous mansions set back from this key spine.

key issues / opportunities

- Sense of former landscaped estates - value of trees and planting with street scene which should be protected and enhanced
- Opportunities for design guidance for appropriate and sensitive intensification of the area through extensions, rear garden development, conversions and redevelopment of larger plots.
- Traffic calming and public realm improvements along Parkside to enhance the sense of driving carefully 'through' the character of the Common.

WIMBLEDON PARK

Distinctiveness - heritage and key features

- A largely non-residential neighbourhood area
- The campus of the All England Lawn Tennis Club forms the western half of the area with large sports arenas dominating views along Church Road.
- Green spaces of Wimbledon Park Golf course and Wimbledon Park form the eastern half.
- Home Park Road forms the southern boundary with a consistent frontage of generous mansions set back from this route.

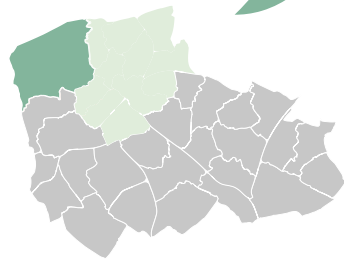
key issues / opportunities

- Large areas of green space are not publicly accessible and the routes into the park could be more legible due to level changes. Improvements to boundary treatments or development that provides more positive frontage to edges and streets should be encouraged in appropriate locations.
- A masterplan for the All England Lawn Tennis Club is currently underway.



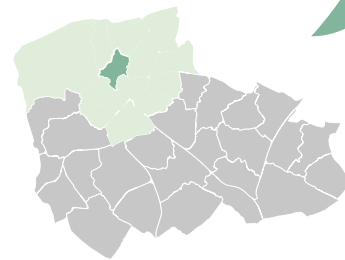
What you said was special

"It has the feel of a village but is a part of London and very close to the city. Outstanding access to wonderful and natural green space"



What you said was special

"Proximity to amenities of village shops and restaurants together with the closeness of the open spaces of the common and parks"



WIMBLEDON COMMON

Distinctiveness - heritage and key features

- Majority of the neighbourhood comprised of the outstanding natural green spaces of the Common, Cannizaro Park and the Royal Wimbledon Golf Club.
- Set around the Green are homes which form a grand ensemble of distinguished period buildings including Cannizaro House and Park. Further north is an area of cottages with the post-war Council estate at Chester Road tucked behind.
- Parkside forms the eastern boundary of the common with a consistent frontage of generous mansions set back from this key spine.

key issues / opportunities

- Guidance for the ongoing subdivision, conversion and extension of larger properties.
- Opportunities for natural childrens play areas on the common or in Cannizaro Park
- Ongoing management and improvements of traffic and car parking for access to the Common
- Traffic calming and public realm improvements along Parkside to enhance the sense of driving carefully 'through' the character of the Common.

WIMBLEDON VILLAGE

Distinctiveness - heritage and key features

- The neighbourhood is defined by the commercial centre which has a unique and attractive village character.
- Residential streets which run eastwards from the centre and sit on top of the hill between the centre and St Mary's Church are also included, some of which have a tight historic character, and moving further east are larger detached properties.
- Strong connection with the common - the war memorial as an important transition between village and green.

key issues / opportunities

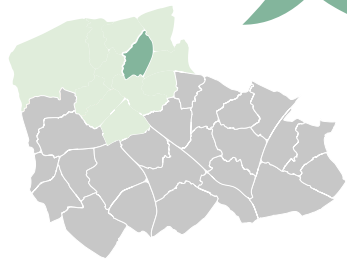
- Further public realm improvements to really mark out the village as an important location. Improvements to Wimbledon Hill are planned to improve the connection to Wimbledon Town Centre.
- Opportunities for design guidance for appropriate and sensitive intensification of the area through extensions, rear garden development, conversions and redevelopment of larger plots.
- Some concern about a need for better curation of shops and services - desire for independents.



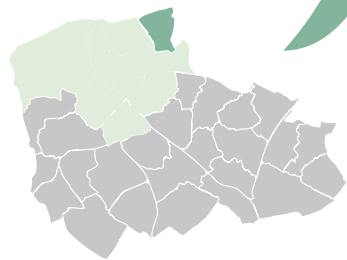
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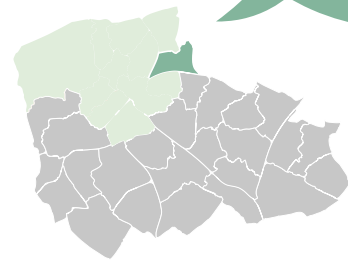
What you said was special
Residents enjoy the good access to green space, good transport access and attractive tree-lined residential streets



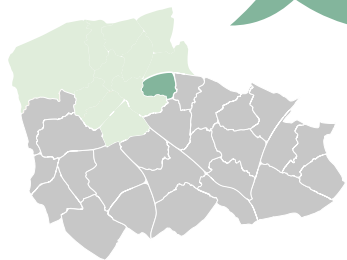
What you said was special
Good access to green spaces, sports clubs, transport links and attractive and consistent terraced streets



What you said was special
Access to green spaces, multicultural, close to transport and convenient local shopping



What you said was special
South Park Gardens and the quiet residential streets with historic character



LEOPOLD ROAD

Distinctiveness - heritage and key features

- Roads are generally north/south and follow the topography that drops down to Wimbledon.
- The majority of the neighbourhood is made up of terraced or semi-detached gridded streets with larger detached properties at the top of the hill on Arthur Road. An area of flats and mansion blocks is located to the very south of the area nearest Wimbledon Hill and the town centre.
- Local shops and services are provided at the parade on Leopold Road and at Wimbledon Park.

key issues / opportunities

- A number of large campuses disrupt the gridded street pattern and positive frontage this affords - opportunities for infill development to repair this
- Value of trees and planting with street scenes which should be retained and enhanced
- Opportunities for design guidance for appropriate and sensitive intensification of the area through extensions, rear garden development, conversions and redevelopment of larger plots.
- Opportunities along the railway line for infill and intensification in keeping with the scale of the area.

DURNSFORD ROAD

Distinctiveness - heritage and key features

- Historically part of an industrial corridor along the River Wandle and railway corridor. Along with the river, these cause barriers to connectivity
- The residential area contains dense, consistent and attractive Victorian terraced grids between open spaces.
- Durnsford Road itself is as an important North to South connector and link to Wandsworth
- Important relationship north to Earlsfield and along Garratt Lane

key issues / opportunities

- Erosion of street greenery for parked cars - dominance of parking in some narrower streets.
- Poor environmental quality along key corridors - dominated by industrial traffic and hard landscaping
- Opportunities to repair the edges to the green spaces through development to the south fo Durnsford Road Recreation ground
- Strategic placemaking considerations with Garratt Lane/Wandsworth boundary as new development comes forward

PLOUGH LANE

Distinctiveness - heritage and key features

- Historically part of the industrial corridor along the River Wandle and railway corridor.
- Area divided by Durnsford Road which is an important North/South connector.
- A diverse area with dense terraced streets to the south, the cemetery and industrial and retail uses to the east of the Wandle.
- Local shops and services at Haydons Road and Leopold Road and within retail park.
- Physically divided from the rest of the borough by rail lines and cemeteries.

key issues / opportunities

- Poor environmental quality along key corridors - dominated by industrial traffic and hard landscaping.
- Strategic placemaking considerations with Garratt Lane/Wandsworth boundary as new development comes forward.
- Ongoing improvements to the River Wandle corridor - surfacing, biodiversity enhancements and cleaning/ litter picking.

QUEEN'S ROAD

Distinctiveness - heritage and key features

- An area of attractive gridded historic terraced streets, partly protected by a conservation area
- Larger double fronted villas facing the park and along Queen's Road
- South Park Gardens as a key asset which forms an attractive central manicured green space, very popular with the local community and cared for by an active residents group
- Some infill within larger blocks and small campuses for primary schools and community uses

key issues / opportunities

- Challenges in mediating between the scale of the residential neighbourhood and the core town centre with opportunities for sensitive infill on Stanley Road, Trinity Road and South Park Road.
- Design guidance for residents within historic terraced streets: boundary treatment, windows, roof extensions and porches and the value of landscaped front garden
- Some further opportunities for mews/garden development within large blocks in keeping with the scale and character of the area



Growth themes

The Future Wimbledon SPD was adopted in November 2020 and sets out a vision for the centre. This document sets out a number of priorities which are reflected under principle 1 which will enhance the character of the core town centre. A number of other area-wide principles are highlighted from 2 - 5.

Delivering the SPD vision: "Wimbledon has the potential to be south west London's premier location for business, leisure, living and culture: an exemplar for good quality placemaking"

Five principles to deliver this vision include:

- 1) Design quality - drawing inspiration from its past, enhance the setting of existing assets and respond to the material palette, scale, and views.
- 2) Public realm - Deliver new spaces and enhance existing ones
- 3) Urban greening and sustainability - deliver public realm and development that is a leader in these areas.
- 4) Future of the high street - a mix of uses that support vibrancy and vitality of the centre
- 5) The station and railway - Deliver a world class station that has a sense of arrival with access to rail, underground, tram and buses.

These principles will help to guide high quality design that is in keeping with Wimbledon's existing character, whilst improving the quality of the town centre at key opportunity sites along the Broadway and railway corridor.

Enhancing the network of green routes to connect the under-served centre to wider assets

The wider area of Wimbledon feels green and has a number of large open spaces, however the town centre is poorly provided for. Enhancing the key routes from the town centre out to these more significant spaces through tree planting, pocket parks, pavement widening and planting will help to promote the character of 'greenness' that is valued in residential areas.

Corridors stepping up density towards Wimbledon centre

The core town centre relies on a number of 'feeder' roads or 'supporting acts' in terms of the services and type of homes they offer residents. These corridors will continue to provide this role and help in mediating the density and scale between the core town centre and surrounding neighbourhoods. Further intensification and infill along these routes will help deliver new homes and services.

A joint strategy with Wandsworth for Garratt Lane /Dursford Road Wandle corridor

The River Wandle is both an asset and an opportunity in character terms. Along with the railway lines, rail depot and transport corridors it creates barriers and a sense of dislocation to areas at the north east edge of the borough. There is a key placemaking opportunity for cross-borough working to think in a joined-up way about this area between Haydons Road and Earlsfield. Key opportunities including improving the quality of connections, mediating between distinct areas of character and land use and enhancing green open spaces and the river corridor.

Small sites design guidance

Much of the neighbourhoods in Wimbledon have a consistent and established character. This does not mean that these areas cannot deliver new homes but design guidance will be required for appropriate and sensitive intensification. Opportunities may include extensions, rear garden development, conversions and redevelopment of larger plots. The appropriateness of each method will depend on a number of factors including the type of home, size of plot, size of block and extent of overlooking. In some cases, neighbours may be able to work together to deliver an opportunity. The Council is drafting a Small Sites Toolkit (SPD) which will help set out appropriate guidance.



The Future Wimbledon SPD is the document which sets out the vision and detailed proposals for Wimbledon core town centre

proposals / opportunities:

- Reimagine character
- Re-examine character
- Repair character
- ↔ Corridor Intensification (major)
- ↔ Corridor Intensification (minor)
- ↔ Strategic greening and improvements
- ↔ Strategic improvements
- ↔ Active travel improvements
- ↔ Local green link improvements

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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