

MERTON

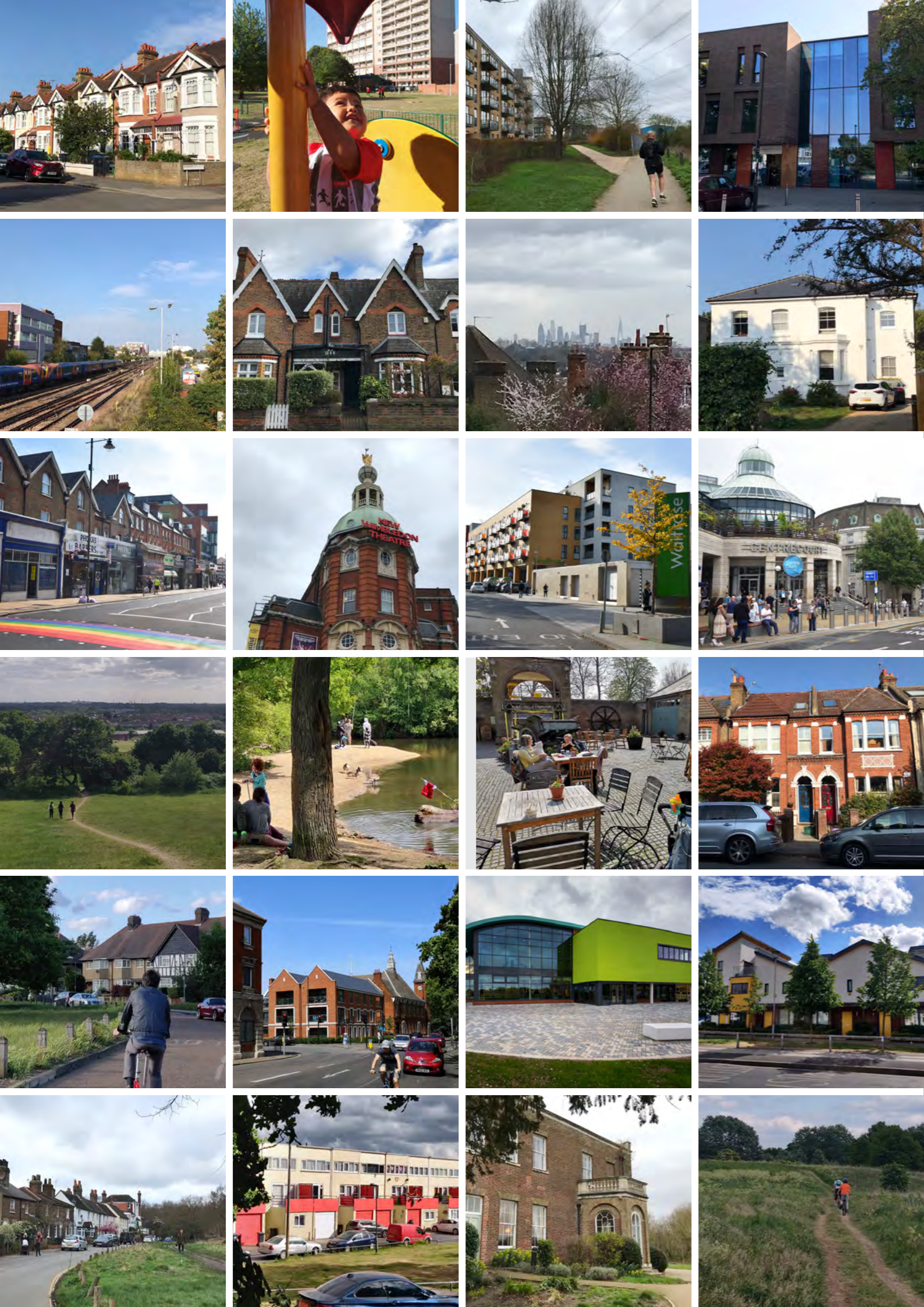
Character Study



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Solidspace

February 2021
Consultation Draft



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A large, bold, white letter 'A' is centered on the left side of the image. The background is a solid blue color with a faint, light blue map of a city grid overlaid on it. The map shows various streets and blocks, with some areas appearing more densely packed than others. The overall aesthetic is clean and modern.

WHY CHARACTER?

A WHY CHARACTER?

A.1 WHAT IS A CHARACTER STUDY?

Merton Character Study sets out a description of the physical form of the borough, its history, places, streets and buildings. This analysis helps to provide an understanding of the particular attributes which make the borough of Merton what it is today, and draws out the identity of each neighbourhood within the borough. This has been informed by extensive consultation with local residents and stakeholders - with over 450 people participating in the consultation. This process of understanding character is important as it illustrates the distinctiveness across the borough and how these local qualities should inform future approaches to managing growth and change.

Why do we need the study?

Merton, like every other authority in the country has to play its part in solving the nationwide housing crisis. To create a Merton based solution, the Character Study provides an understanding of the characteristics of individual places to inform a context led strategy for the delivery of new homes and other development.

The New London Plan puts significant emphasis on boroughs to deliver growth. It no longer includes the Density Matrix, which sets out appropriate density ranges related to the site's setting in terms of location, existing building form and massing, and the index of public transport accessibility (PTAL) which has been included in previous London Plans. As such it is now even more important for local policy to shape where and how places should grow and change. It is therefore critical that future development is informed by a detailed understanding of the borough's character, and an appreciation of its qualities and places so that growth can be tailored to individual neighbourhoods.

The study's aim is to define an approach to growth for different parts of the borough, informed by an analysis of character. Where areas have a strong existing character this will be reinforced and protected. In other areas there may be opportunities to re-examine what is there with opportunities for improvement. In

areas with less existing positive character there may be opportunities to reimagine these areas into new places.

This report builds on the partially completed character work which was done by Merton Council to help inform the previous draft of the Local Plan. An update to this work is in response to the significant growth and change in the borough since this time and the shift in GLA policy.

What will this document be used for?

This study has been prepared to assist the Council, community groups, stakeholders and others with an interest in the borough to better understand Merton's distinctive local character. It will support preparation of the Council's new Local Plan as a Supplementary Planning Document (SPD) and be used to inform a character and 'place-based' approach to managing growth in the borough. Similarly, neighbourhood forums will be able to draw on this study to assist with the preparation of their neighbourhood plans. The report will also inform decisions made by Council officers and should be an important tool used by developers and others investing in Merton to ensure proposals positively respond to the local context.

How was this document made?

The methodology for creating this Character Study is about bringing together a library of data sources to build up a clear picture of the borough. GIS data from the Council, GLA Datastore, Office for National Statistics and other open-sources has created the plans, alongside photography, historical research, site visits and analysis. This has been underpinned by extensive public engagement and conversations with residents to develop our understanding and to draw together the conclusions within this study. The approach to engagement is set out over the following page.

A.2 WHAT IS CHARACTER AND WHY IS IT IMPORTANT?

In many ways, the character of a place is defined by an individual's perception of it. This process is partly intuitive and therefore subjective. However, it is possible to gain a common understanding of character, based on evidence and combined perceptions, which seeks to achieve a level of objectivity.

In simple terms, urban character can be understood as the combination and interplay of three factors. First, the physical fabric of the city – the landscapes, buildings, townscape and material infrastructure that exist today. Second, the social fabric of the city – the life and activities that take place within the material environment and how communities use and adapt it. Finally, the historical narrative of a place – why and how development started there and the ongoing story of its evolution.

Character is present at multiple scales and at different levels of resolution, hence distinctions can be made between the general character of London and that of specific boroughs, neighbourhoods or streets, while recognising that all of these categories overlap and inform each other.

Character is also inextricably linked to time; it is not static but dynamic, and it may change suddenly or gradually over decades as layers of urban fabric are introduced, adapted or even erased. Present character is the product of successive past generations' interactions with the place they themselves inherited, using and modifying it to fulfil their needs, styles and aspirations.

The study of character is a means to engage with the story of a place. It allows us to connect with the humanity of each place and understand how people's lives, thoughts and actions have left their imprint. Making sense of Merton's complex evolution allows designers and planners to make more informed decisions about how the borough's neighbourhoods ought to grow in the future. This helps to write the next chapter in the story of each place, keeping the thread of history alive.

A.3 HOW DO I USE THIS DOCUMENT?

The following flow-chart illustrates the structure of this report and the purpose of each section:



A.4 WHAT DID YOU TELL US?

Merton Council was very keen that this Character Study had an extensive programme of engagement to help test the emerging ideas and ensure that local residents were happy with the way their neighbourhoods were represented. Covid 19 hit shortly after this study was commissioned which has meant that the plans for consultation have needed to be adapted and evolved to take an online and digital form. Over 450 people have contributed to the engagement process which is an incredible achievement given the recent challenging context.

Quotes from all of the engagement events help to illustrate this report and ensure the voice of local residents is recognised within this study.

Online public survey

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 and improved.

Community groups survey

Within the report we wanted to reflect the diverse and rich community that Merton has, and that is an important part of its character. We also wanted to understand the networks, reach and spread of groups

and organisations across the borough. A short survey was designed to share with a representative cross section of groups to help convey this message within the report.

Stakeholder workshop

Around 30 people attended the Character Study Workshop – both residents and representatives from local groups and organisations. Attendees were organised into groups to discuss the parts of the borough that they were most interested in.

The agenda for the evening was as follows:

- 18:00 Introductory presentation
- 18:20 Discussion 1 - the neighbourhood boundaries
- 18:30 Presentation - existing character and opportunities for each borough area
- 19:00 Discussion 2 - area ideas and opportunities
- 19:30 Next steps and close

Attendees were asked to comment on the draft neighbourhood areas which had been identified and ratify the changes made as a result of the online survey. A further round of amendments were made as a result of these conversations.

During the second discussion, attendees were asked to consider the following questions within their discussion groups which related to a section of the borough;

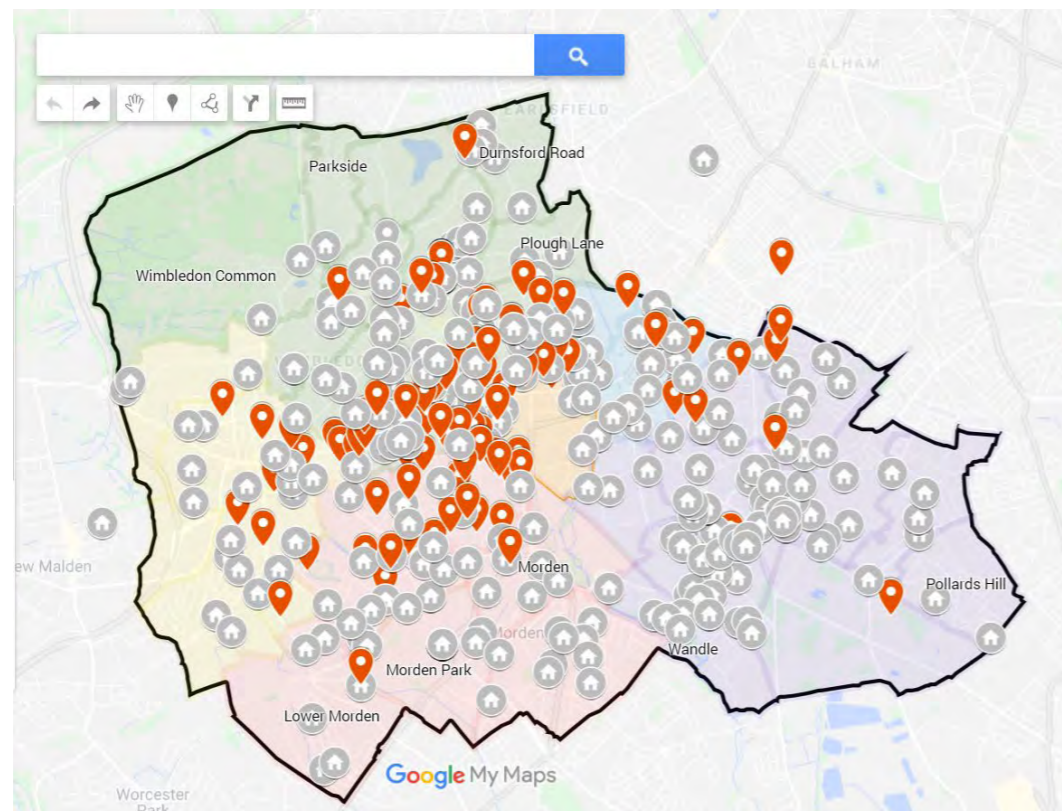
- What are the areas key assets? How would you describe its character?
- What are the key issues for the area?
- What are the key opportunities for the areas continued evolution?

Attendees were split into groups according to their geographical area of interest and discussions were really useful to explore ideas about growth and development and what was important to protect in terms of the character of each area.

Next steps

The engagement process on this project will continue. The council plans to adopt this report as a Supplementary Planning Document. This will involve a six week consultation period in early 2021 to give everyone a chance to review all the ideas in this report in more detail.

Appendix X contains a detailed summary of all of the comments received through the survey and a write up of the stakeholder workshop.



The adjacent plan illustrates the geographical spread of responses to the online survey. Three quarters of respondents were happy with the way the boundaries had been drawn, the red dots illustrate the clusters of respondents who wished the boundaries to be drawn differently. Their feedback has been used to amend the boundaries within this document

"We're asked what makes Merton.....Merton? In terms of "character" there's little that's distinctively Merton - it is after all just a 50 year old political construct. It is the neighbourhoods within it that have distinct character."

"Lots of green space, kind and humble community, period buildings and features, localised shopping"

Interesting/disturbing to note that the "emerging" character for the different parts of the borough is increasingly similar to each other - variety across the Borough being diluted by most recent changes"

A large, white, bold letter 'B' is positioned on the left side of the slide. The background is a solid blue color with a faint, light blue map of Boston overlaid. The map shows the city's street grid and various landmarks, including the harbor and the city center. The letter 'B' is centered vertically and horizontally within the left half of the slide.

B

EXISTING CHARACTER

What is Merton's character?

B EXISTING CHARACTER

B.1 WHAT IS MERTON'S CHARACTER?

Merton's past has shaped its character

The character of Merton can be understood by exploring its history - why and how settlements started here and the ongoing story of its evolution.

Merton has a long and interesting past, with evidence of an Iron Age camp at Wimbledon Common, Roman remains, and the establishment of Merton Priory in the 12th century. Early maps show a handful of small settlements spread across the borough, mostly Anglo-Saxon in origin, formed by the natural landscape and ancient routes. Merton was focused along a key trade route - Stane Street, and Merton Abbey and its industry grew up close to the river Wandle at the junction with the ancient road. Upper and Lower Mitcham formed on low-lying plains by the river, and were centred on two village greens. Wimbledon, conversely, grew at the top of the hill where Wimbledon Village is today - its focus has since moved to around the station.

These settlements endured into the 18th century accompanied by new industrial activities which were initially focused along the Wandle. By the turn of the 19th century, Merton was very much still part of Surrey, divided into four ancient parishes - Merton, Morden, Wimbledon and Mitcham. The area was a rural retreat and desirable to London's gentry seeking solace from the plague-ridden city. Merton was set apart from London, but connected to it with routes into the city centre. Today, Merton's early beginnings can be seen in its churches, like St. Mary's in Merton Park, as well as large manor houses set within historic gardens, like Morden Hall House and Morden Park. Small workers housing and lodges fronting onto village greens like at Mitcham give another glimpse back in time to Merton's early days.

By 1890, the railways had reached Merton. The plan opposite shows a clear pattern of development around the stations, especially around Wimbledon. You also see the beginnings of Merton Park, which developed based on early garden suburb principles. In the 19th century you see the emergence of small



1830 plan showing key centres Map of London in 1922 (Bartholomew)



River Wandle at Mitcham ©Merton Council



Wandle on Merton High St in 1920 ©Merton Council

pockets of Victorian terraced housing and larger grids of Late Victorian houses built in long terraces, like the Apostle Roads at Raynes Park. Grander detached houses on large plots adorned the streets around Wimbledon. The railways were a catalyst for industrial growth, and brought the development of industry around Mitcham and Morden, which saw a boom in craft and textile manufacturing.

By 1922, Merton was almost a suburb of London, but not quite. Unlike other areas with a similar radius from London, countryside filled the gap between Merton's merging villages and the rest of the growing city. The expansion of the railway network through Merton, Morden and Motspur Park furthered growth, and the northern line extension in 1926 led to the creation of London's only bit of metroland around Morden station. Slum clearance from inner London during this period led to the formation of LCC's distinctive cottage estate, St Helier's. During this period, a mix of typologies emerged, from Edwardian terraces to interwar suburban terraced and semi-detached housing. Garden City style planned council estates, low density private estates and mansion blocks were also important to Merton's housing story.

Housing growth accelerated after the war, including reconstruction of parts of the borough that had suffered severe bomb damage, like at Wimbledon, Mitcham and Colliers Wood, but also new development on undeveloped areas, including parts of Morden. Higher density mansion block typologies emerged, as well as cul-de-sacs and new industrial buildings. In the 1960s, low rise and mid rise Council estates were built like at Phipps Bridge, Pollards Hill and High Path. Big box retail on former industrial uses transformed parts of Merton like at Colliers Wood in the late 1980s and early 1990s. And more recently higher density developments or infill development close to public transport nodes like at Raynes Park have evolved the character once again.



Lavendar fields at Merton ©Merton Council



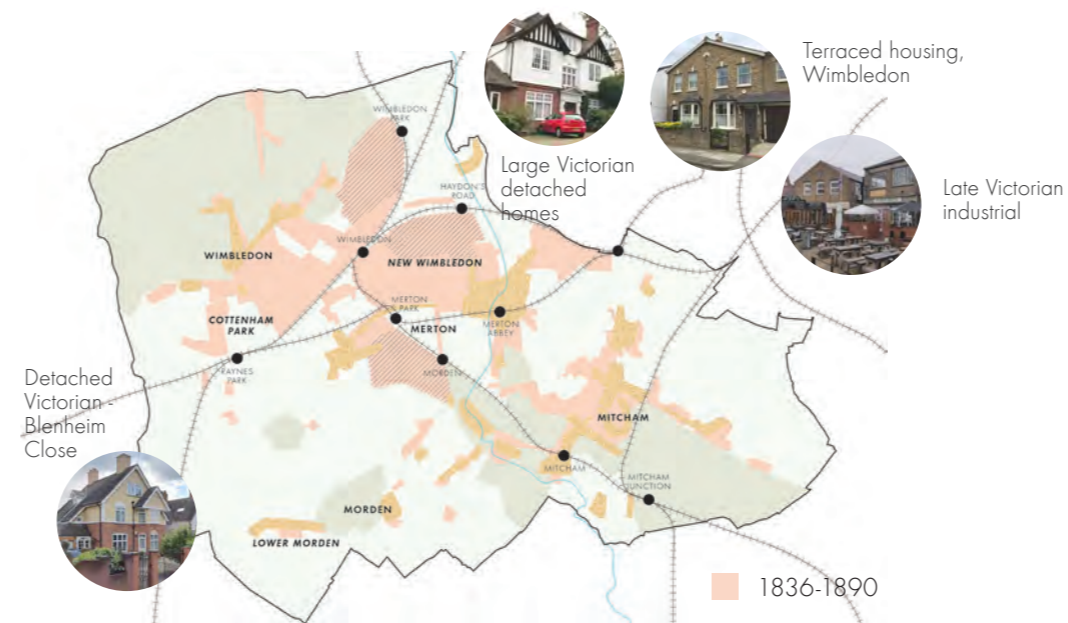
Deer Park Road ©Merton Council



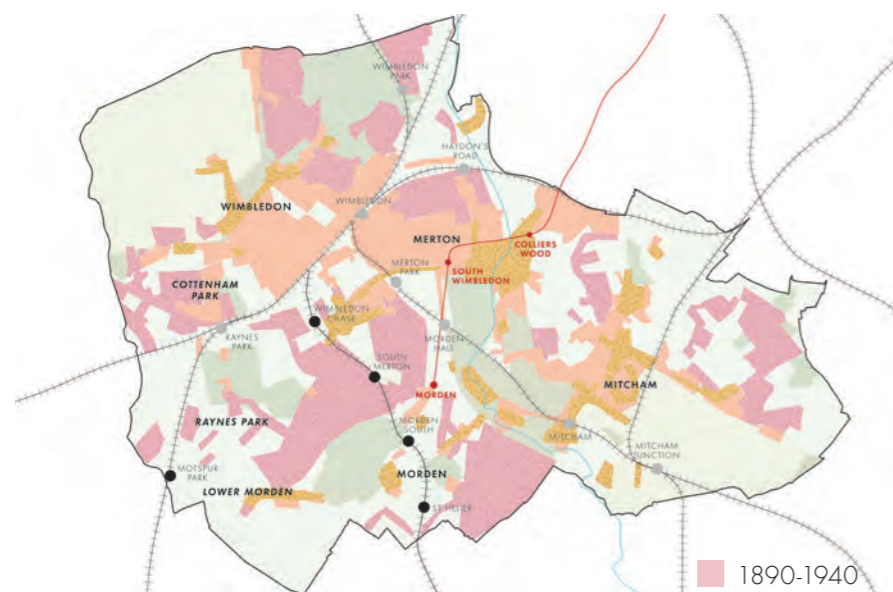
Raynes Park Station Approach ©Merton Council



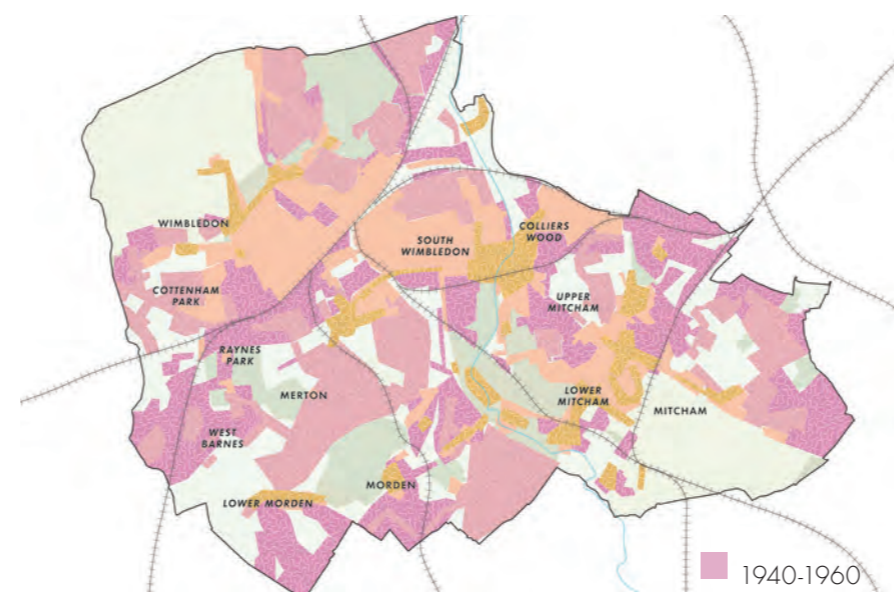
Merton in 1836



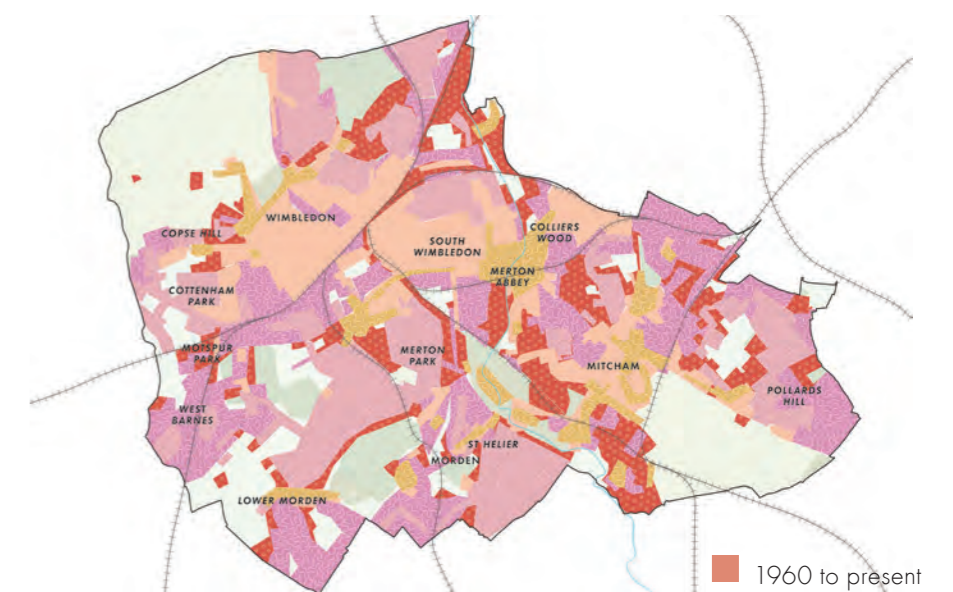
Merton in 1890



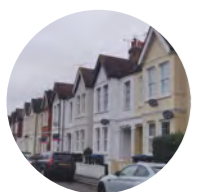
Merton in 1940



Merton in 1960



Merton today



Byegrove Road, Colliers Wood



Municipal cottage housing



Merton Park Estate - semi detached



St Heliers Estate - garden city



Steers Mead, Mitcham, 1940s



Hatfield Mead, Morden



High Path Estate



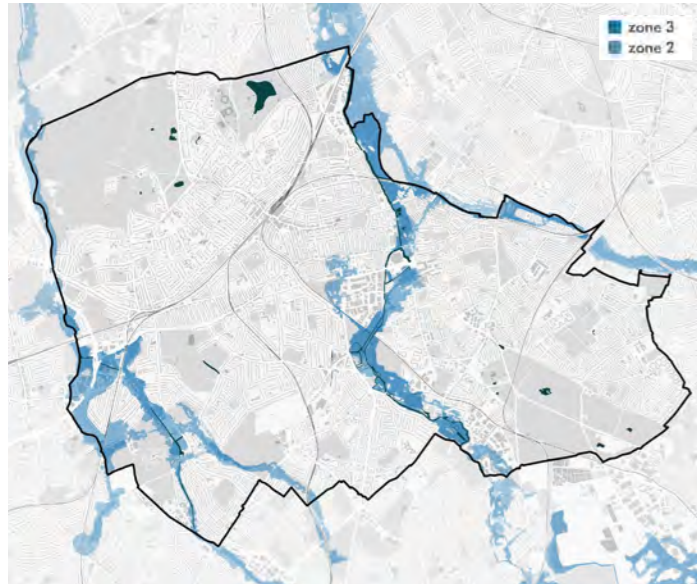
Pollards Hill Estate



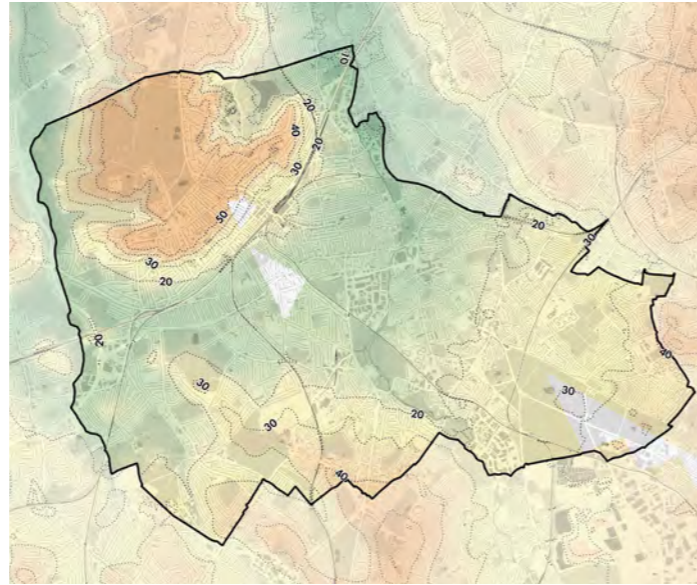
Heathfield Drive, Mitcham



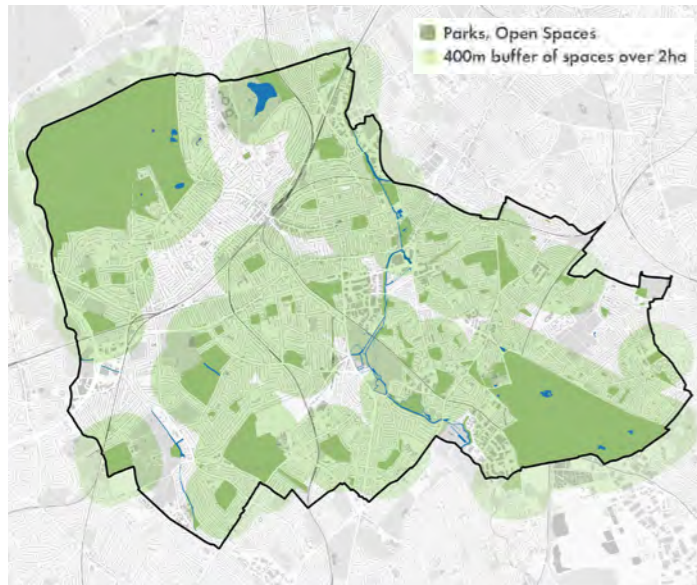
Merton Abbey Mills



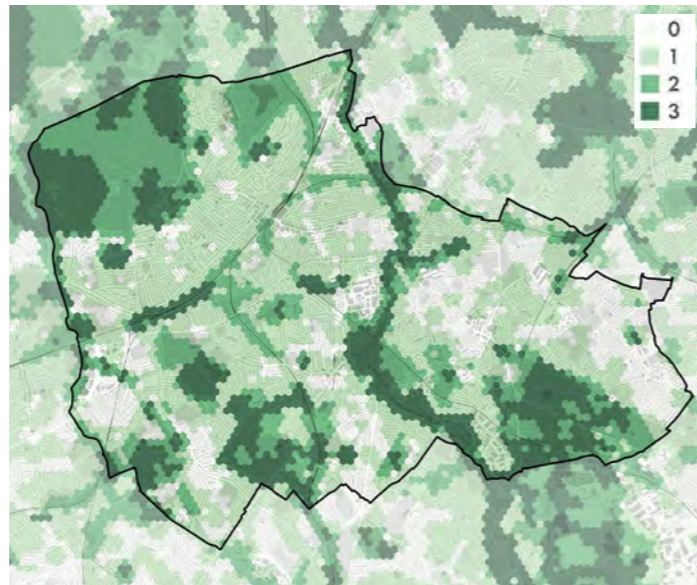
Merton's blue infrastructure - the Wandle and Beverley Brook



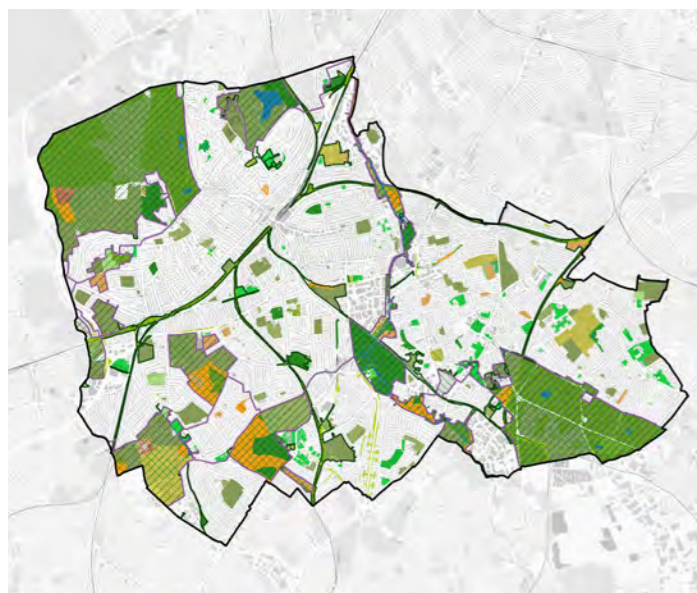
The borough's topography illustrating the distinctive hill at Wimbledon



There are many ways of mapping open space deficiency - here we see areas with no green shading that are not within a 5 minute walk of an open space



Biodiversity - tiles with a score of 0 indicate no known protected species, sites or habitats. Tiles with a score of 3 indicate all 3 categories.



- Green Chains
- Green Corridors
- ▨ Site of Special Scientific Interest (SSSI)
- ▨ Sites of Importance for Nature Conservation (SINCs)
- ▨ Metropolitan open land (MOL)
- ▨ Wandle Valley Regional Park Trust
- ▨ Local Nature Reserves
- Green and blue network
- ▨ Allotments, Community Gardens and City Farms
- ▨ Amenity
- ▨ Cemeteries and Churchyards
- ▨ Children and Teenagers
- ▨ Green Corridors
- ▨ Natural and Semi-natural Urban Greenspace
- ▨ Other
- ▨ Other Urban Fringe
- ▨ Outdoor Sports Facilities
- ▨ Parks and Gardens

The borough's network of green and blue assets including type and policy designations

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Physical and natural character

Merton's physical and natural landscape has shaped its evolution, is highly valued by its existing residents and will continue to be an important part of its future identity. As an outer London borough, Merton has a wealth of green open spaces including Mitcham, Wimbledon and Cannon Hill Commons, Morden Hall Park, Morden Park and Ravensbury Park. The Wandle Valley Regional Park, one of the greatest networks of open space in London, also runs through the centre of Merton providing a superb leisure and nature feature. This blue infrastructure, alongside its topography have a major influence on its character. The Wandle provides a seam of natural and more 'wild' feeling landscape through the centre of the borough, whilst the sharp topography of Wimbledon Hill gives long views of tree tops and into central London.

The prevalence of open spaces is hugely valued by residents and the 'sense of green' is a feature that is appreciated across the borough. As one of the greenest boroughs in London, Merton's broad range of parks, open spaces and nature conservation areas are worth £2.5 billion¹ in terms of the benefits they bring for health and wellbeing, property values, water quality improvements and carbon storage.

Merton's green and open space also provide rich habitats and biodiversity, resulting in open spaces that have a varied character. Merton has 9 designated areas of Metropolitan Open Land (MOL), which cover an area of 960Ha (26% of the borough). Wimbledon Common is Merton's only SSSI (Sites of Special Scientific Interest), designated for its wide expanse of wet heath on acidic soil. It is also designated as a Special Area of Conservation (SAC) for its role as a habitat for the Stag

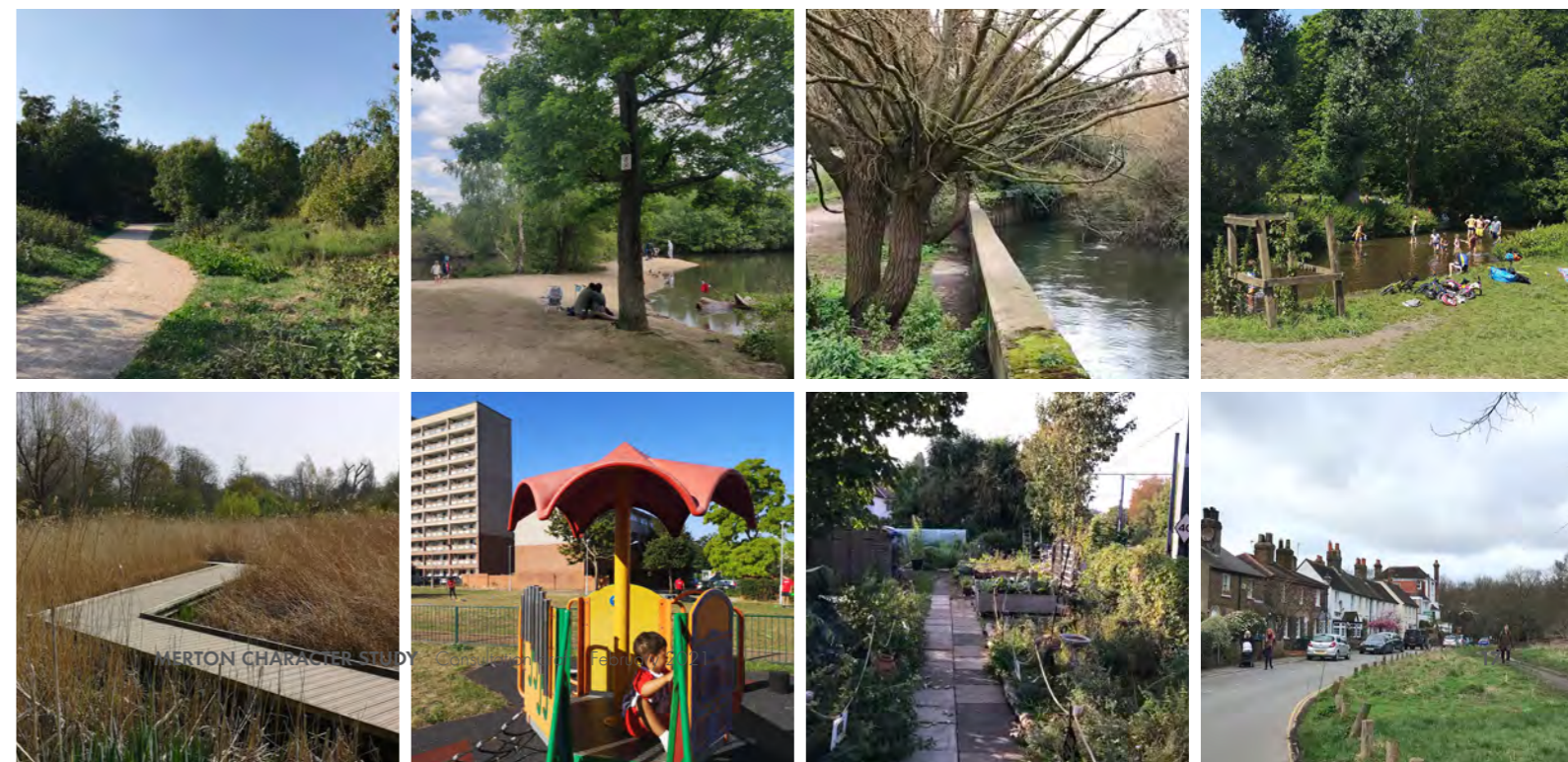
¹ Natural Capital Accounts for Public Green Space in London (Vivid Economics, October 2017)

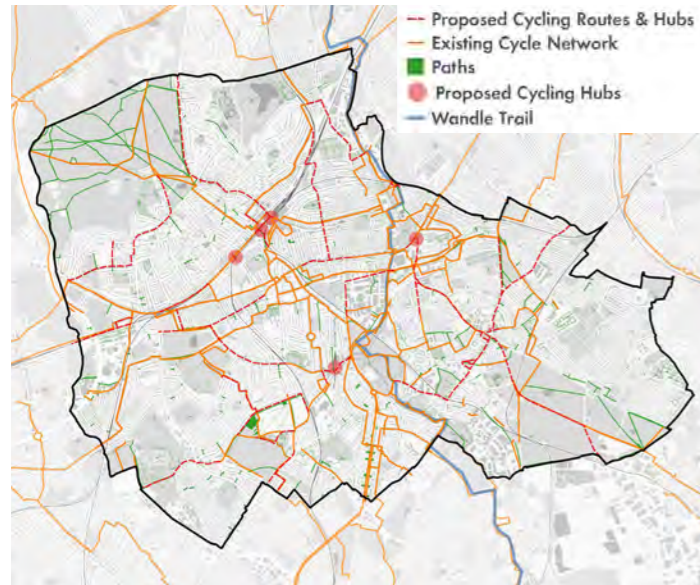
Beetle. Merton has 15 Local Nature reserves, 56 Sites of Importance for Nature Conservation and 18 designated Green Corridors.

Given the extensive network of green spaces, the borough has high accessibility to Regional Parks (98%) and Metropolitan Parks (99%). There is also a good level of accessibility to District (77%) and Local (72%) Parks. There are some areas (particularly noticeable along the railway line from Raynes Park to Wimbledon) where there are gaps in access, particularly to both District and Local Parks, which should be targeted for improvements in accessibility and 'pocket greening'.

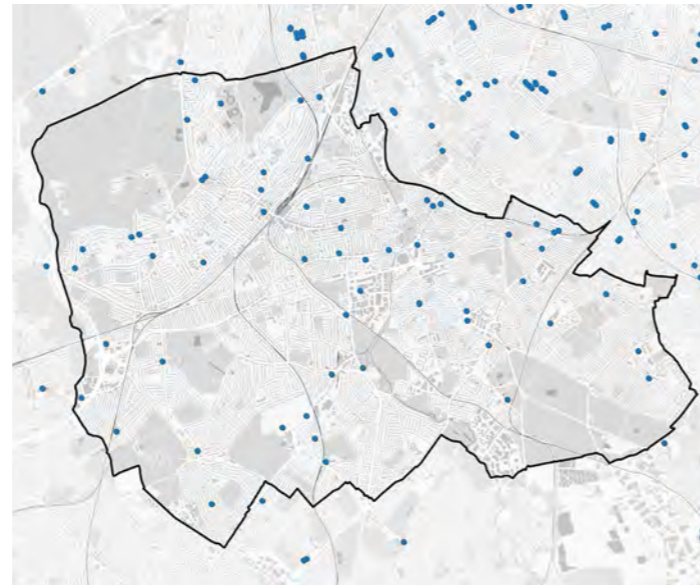
In terms of maintaining and improving this varied character for the future, biodiversity enhancements could include pollinator-friendly meadows, tree-planting, green walls, green and blue roofs and rain gardens. Although Merton has an overall tree canopy cover that is greater than the London average, a sustained expansion of the urban forest through new tree and woodland planting will also be an important part of the strategy. In terms of its blue infrastructure, delivery of river restoration projects, habitat creation projects, increases of permeable surfaces and management of surface water flood risk will be critical for improving water quality and reducing flood risk.

Maintenance budgets will remain under pressure, but with the growth of the borough, the increase in population offers an opportunity to generate more revenue and drive development-related funds towards essential improvements in park quality and accessibility. The borough's community groups should continue to be supported to play a valuable role in both helping to maintain and bring vitality and identity to a number of key spaces.

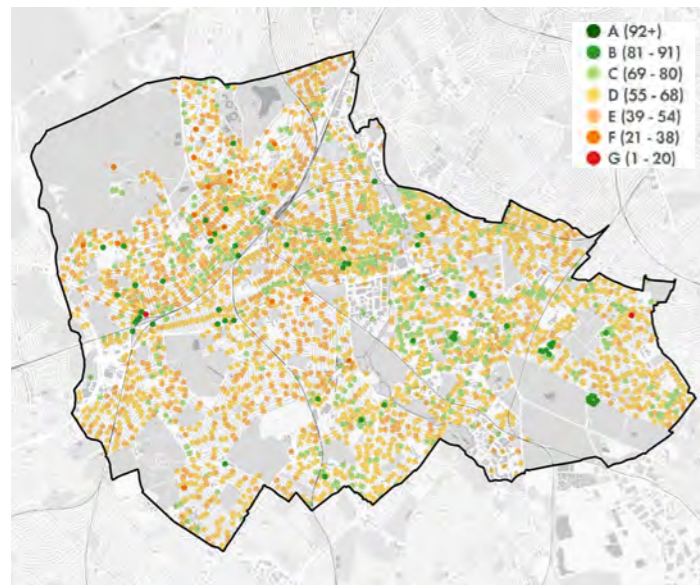




Active travel network with proposed improvements



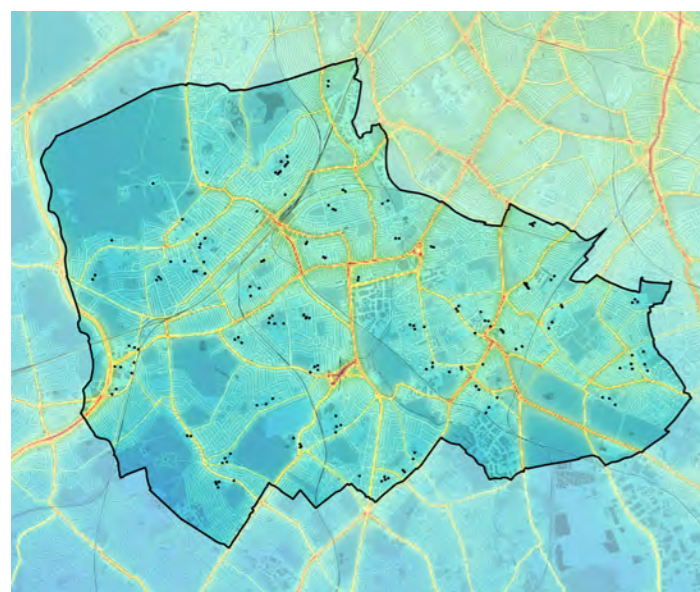
Location of EV charging points



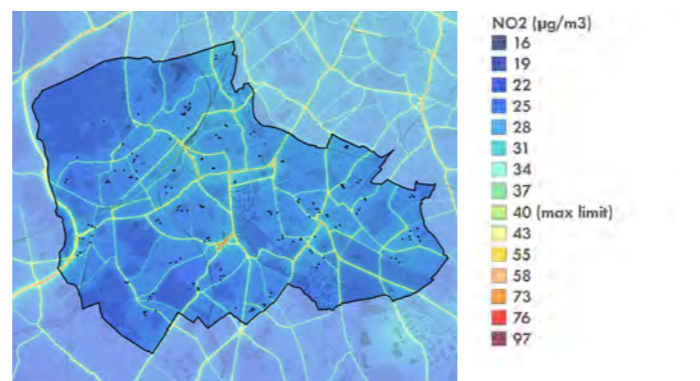
EPC ratings - energy performance of buildings - postcode average



Locations of recycling and waste facilities



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Air Quality
 Left 2013
 Above 2020 projection

Environmental character and climate change

Tackling the effects of climate change remain a challenge; one that the Council has placed at the forefront of its agenda by declaring a Climate Emergency in 2019 and setting ambitious carbon reduction targets to make Merton carbon neutral by 2050. Many of the impacts of climate change and important mitigation measures have an impact on the quality and character of streets and spaces in the borough.

The borough's extensive open spaces and green infrastructure, discussed on the previous page, are a significant asset in Merton's fight for a more environmentally friendly borough. Net environmental gain is an important feature as a changing climate brings problems of heat, drought and flood risk; all posing direct risks to people, property and vegetation. The past century of urbanisation has resulted in incremental losses of local vegetation and the sealing over of natural ground surfaces, which has made urban areas of Merton more vulnerable to the urban heat island effect and to floods at times of high rainfall. Interventions to help mitigate these impacts should include increased tree planting to create shade, reduction in sealed surfaces which can "bounce" radiated heat back into the urban environment and delivery of new green spaces which remain cooler than surrounding urban areas.

Other important factors, mapped on the opposite page include the borough's excellent connectivity, allowing residents to make sustainable movement choices. The borough's active travel network shows the extensive cycle routes across the borough as well as proposed improvements. As changes to private vehicular

movement shifts towards electric, Merton is well placed to support residents to make this choice with an ever increasing network of Electric Vehicle (EV) charging points embedded within the public realm.

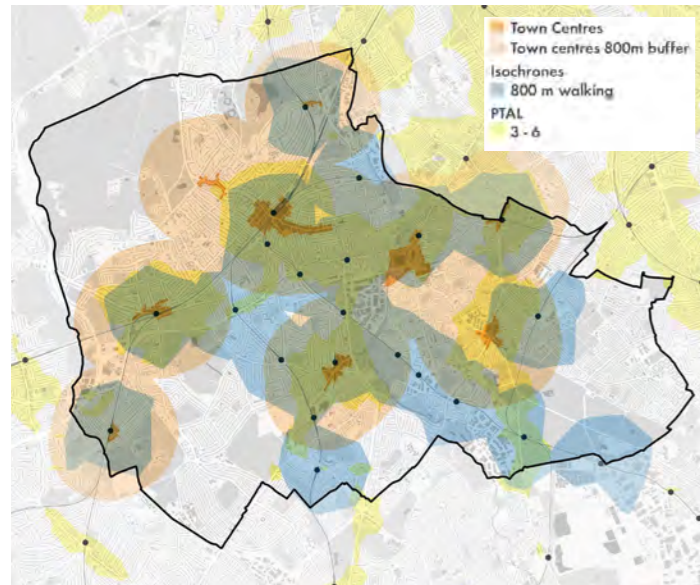
Traffic congestion is a major concern as it lowers air quality and fragments the urban environment for those seeking to walk and cycle. There are a number of hot-spots of poorer air quality across the borough which have a negative impact on their character. The air quality monitoring network run by Merton has shown that the UK annual mean NO₂ objective (40µg/m³) continues to be breached at a number of locations across the borough including Colliers Wood, Morden, Tooting and South Wimbledon¹. In terms of the physical environment and changes to improve character, new development throughout the borough should include tree planting, urban greening and sustainable drainage systems in order to mitigate air quality problems on transport corridors, water quality problems and local flooding in built-up areas and to increase shade. A good network of recycling centres and the Council's recycling collection services all contribute to residents being able to dispose of waste in an environmentally friendly way. More recycling bins alongside regular waste bins in parks and public spaces will help residents and visitors to reduce waste going into landfill.

The built character of the borough has an impact on the environmental efficiency of buildings. The EPC ratings map shows the energy performance of buildings by postcode average. Older buildings are likely to have a poorer performance whilst changes such as insulation and double glazing can improve efficiency. Changes for improved environmental performance need to be carefully planned to ensure they do not have a negative impact on historic quality and character.

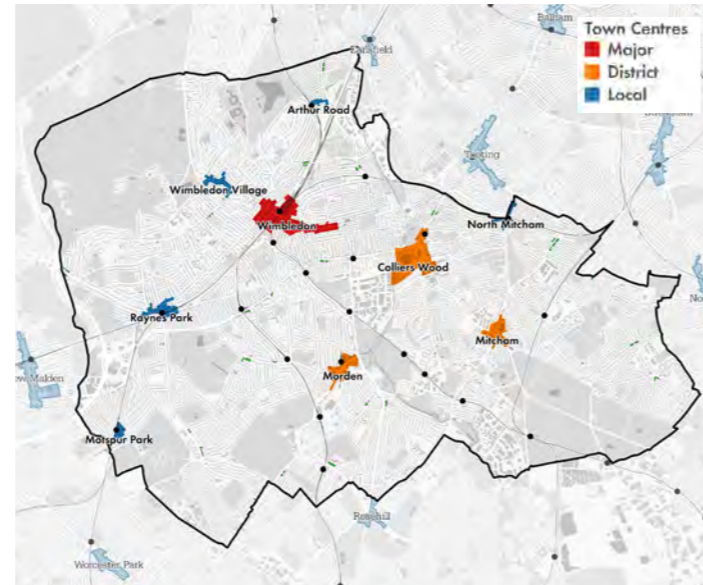
¹ Merton Air Quality Action Plan 2018 – 2023



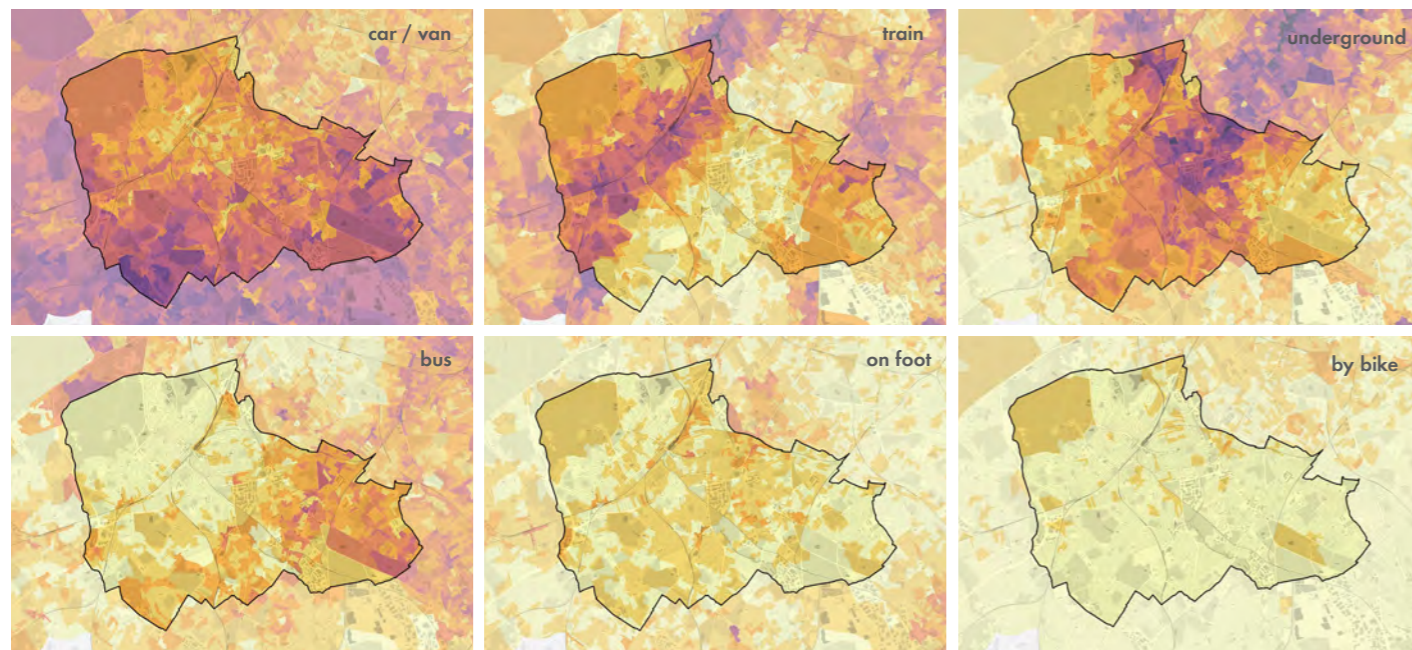
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Accessibility to services and transport

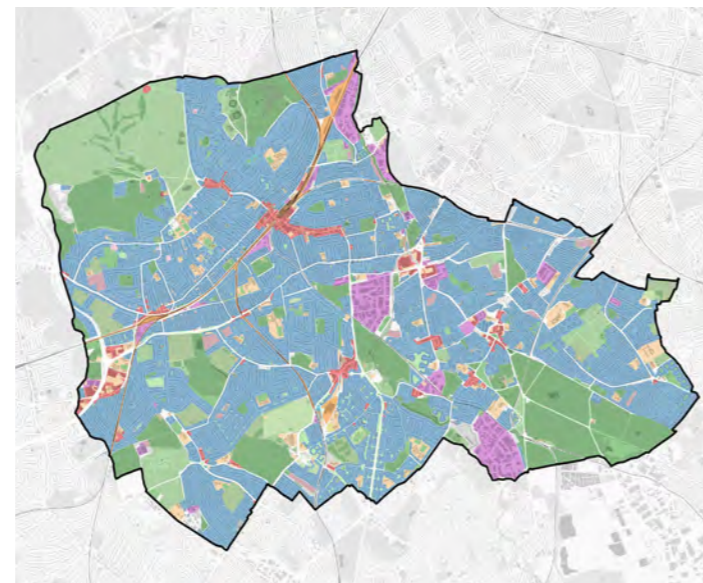


Town centre hierarchy



Method of travel to work

- Landuse
- residential
- retail
- industrial
- amenity
- construction
- military
- railway
- nursery
- religious
- allotments
- farmland
- leisure
- recreation ground
- other green spaces



Indicative land use plan

Functional character

The borough's character is heavily influenced by the network of places that have developed, and the way people use them and travel around. The pattern of town centres and neighbourhoods and the relationships and distances between places, both in and out of the borough, have a huge impact on people's experience of Merton.

Although it is one of the smallest London boroughs with an area of 37 square kilometres, it contains several distinct areas with different identities. Wimbledon town centre is the primary centre in the borough and is designated as a Major Centre in the London Plan hierarchy. It is Merton's main shopping and entertainment centre, and office location. Wimbledon is a key contributor to the economic success of Merton as a borough and is recognised globally due to the tennis Championships held annually at the All England Lawn Tennis Club.

The borough's district centres include Colliers Wood, Mitcham and Morden which each provide important shops and services for residents and visitors. There are also a number of smaller local centres scattered across the borough at Arthur Road, Motspur Park, North Mitcham, Raynes Park and Wimbledon Village that each have their own distinct character.

Due to its location, the borough has always benefited from its proximity and good connections to central London, while also being able to maintain a more suburban feel than neighbouring inner London boroughs. Outside of Wimbledon Town Centre, the most urban parts of the borough are located to the north, adjoining the border with Wandsworth.

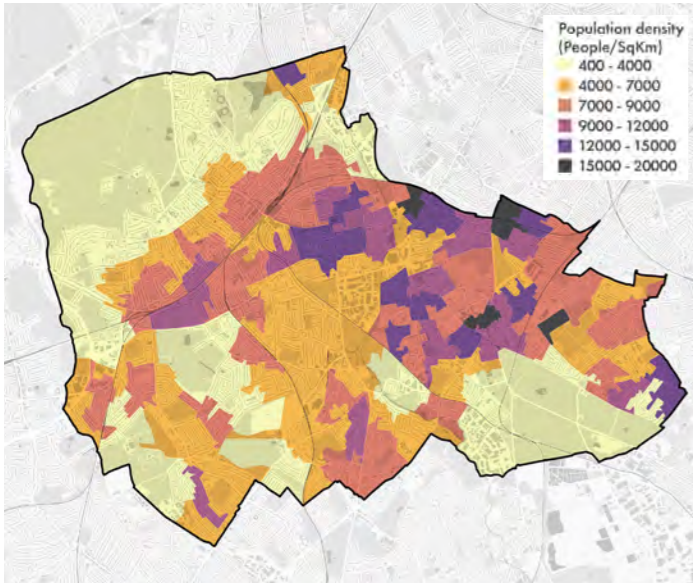
In terms of the way the borough functions, the northern edges of Mitcham have an important relationship to Tooting, and similarly, Arthur Road with Earlsfield. The most suburban areas to the south at Morden and Mitcham merge with the neighbouring boroughs of Sutton and Croydon. This shift from urban to suburban London happens within the borough and is important to acknowledge in terms of the future evolution of these places.

Public Transport Accessibility Levels (PTAL) vary across the borough and significant areas in the south east and south west of the borough have the lowest accessibility levels in Merton. The methods of travel to work diagrams illustrate the split across the borough influenced by these accessibility levels, with those in the south of the borough travelling by car and van.

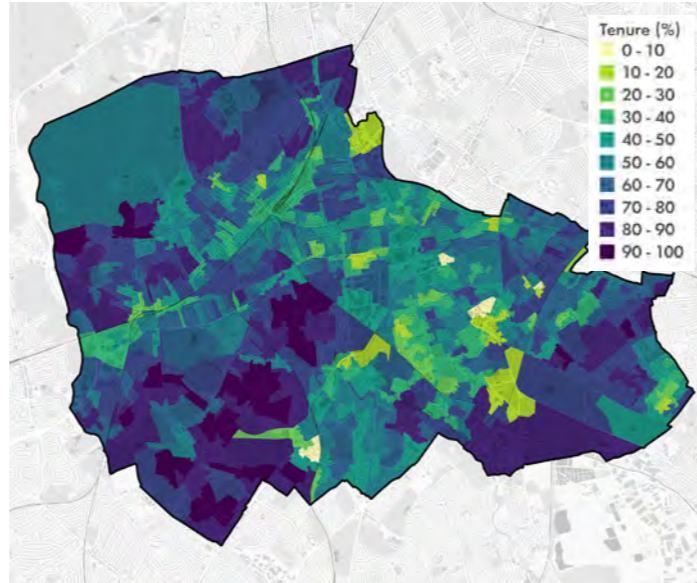
As illustrated by the accessibility to services and transport diagram, the higher PTAL levels are concentrated around the town centres and transport interchanges of Wimbledon, Morden, Colliers Wood, Mitcham Town Centre and Raynes Park. These areas also have good access to shops and services. This diagram is helpful as it illustrates the areas of the borough that have poorer access to both transport and town centres, with areas in grey not being within 800m (a 10 minute walk) of either.



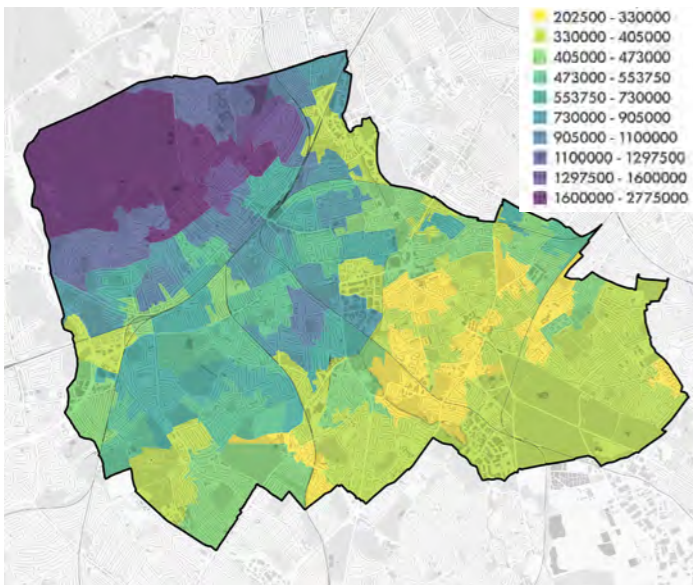
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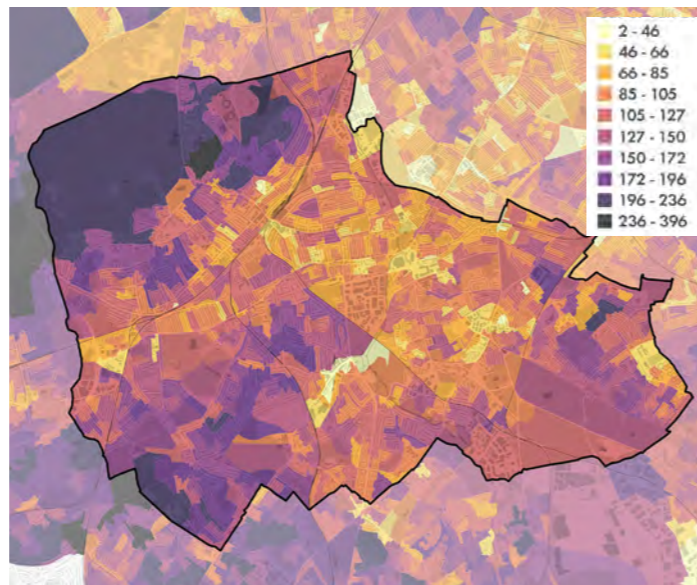
Population density



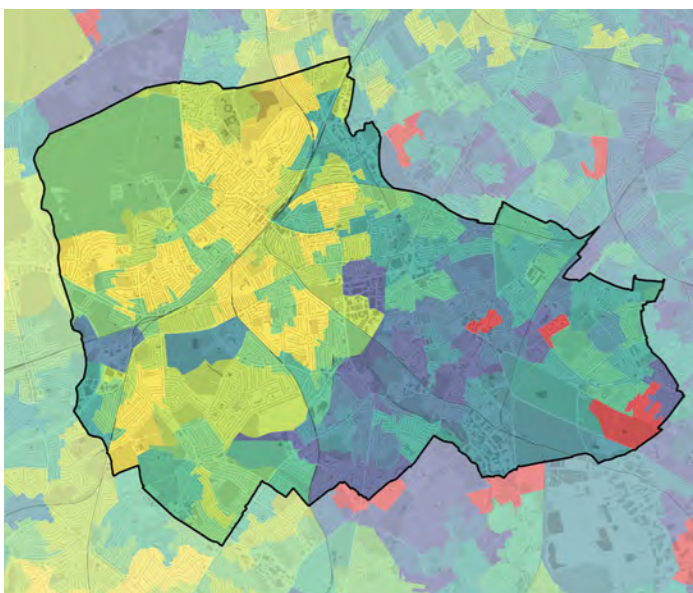
Property ownership - map showing those that own their home



Median house prices



Car or van ownership



Index of Multiple Deprivation (IMD) where 1 is most deprived 10% of LSOAs

Socio-economic character

The people that live in Merton help shape the character of the borough. Its residents shape its neighbourhoods and drive the sense of vitality and identity of different parts of the borough. According to the GLA, the projected population estimate for 2020 is 211,800, making it one of the least densely populated Boroughs in London, contributing to the suburban feel of many areas.

A number of key characteristics of Merton's population includes:

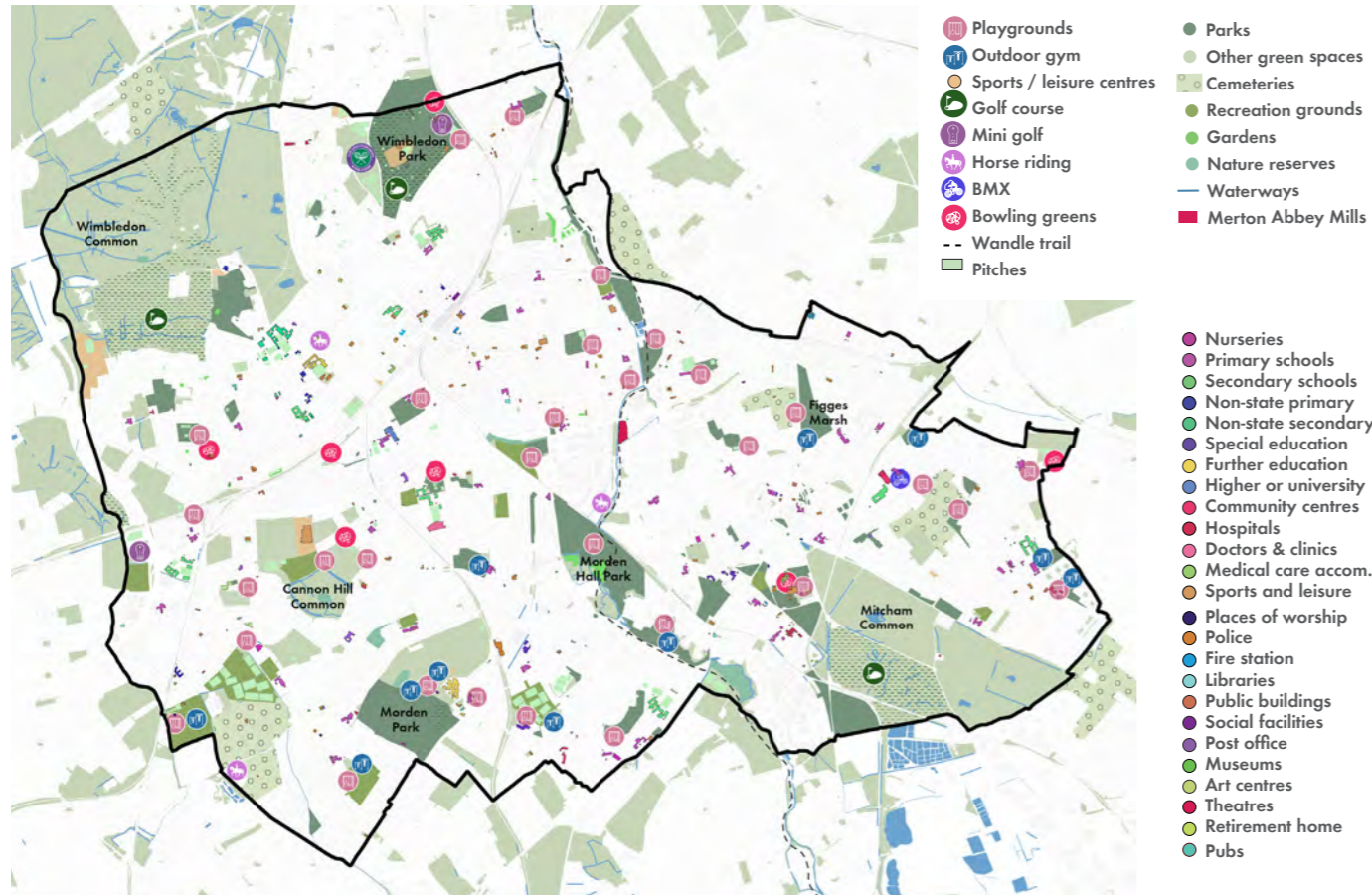
- Merton's population is fairly youthful with around half in the 15-45 year old age group. An estimated 20% of the population are children aged 0-15. This is the same as the London and slightly above the national average of 19%.
- Merton has a similar ethnic mix when compared with the rest of outer London. This is reflected in Merton's status as the 23rd most diverse local authority in the UK.
- Merton's population is largely in the top two approximated social grades. These are higher and intermediate managerial and professional occupations and supervisory, junior managerial and administrative. This represents about 67% of the resident population which is in line with the London average but below more affluent neighbouring Boroughs such as the London Borough of Wandsworth (75%)
- Economic activity rates in Merton are higher than Greater London and national averages.
- According to the Annual Population Survey (APS), in 2013 an estimated 81.2% of Merton's working age population were either in employment or seeking work, which is above the national average of around 77%.

- According to the Department of Communities and Local Government (CLG) Indices of Multiple Deprivation (IMD), Merton is one of the least deprived Boroughs in London and nationally. The IMD data shows that the Borough ranks at 208 out of the most deprived 326 Local Authorities in England. In London it is within the top five least deprived Boroughs. However there are small areas of the borough, generally towards the east, that are the more deprived - within the top 30% most deprived LSOAs nationally.

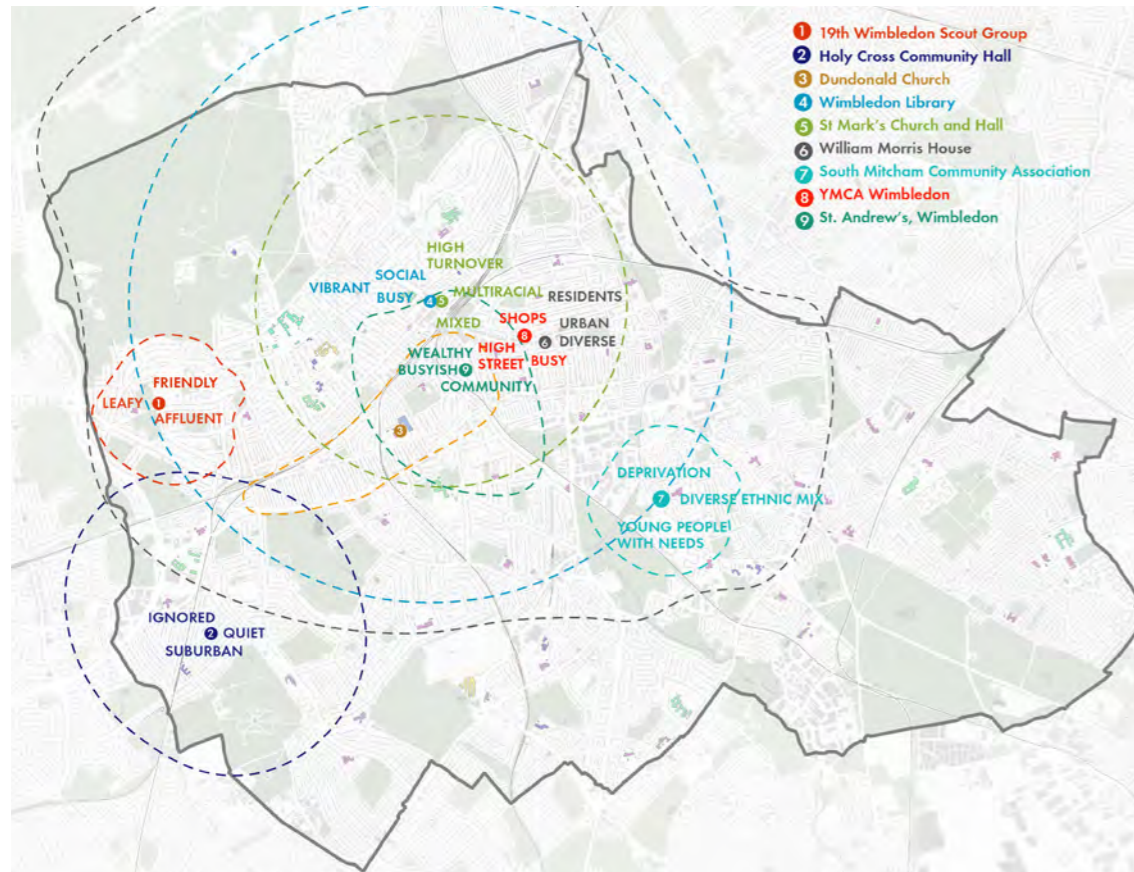
This east to west split in the borough can be seen on a number of the plans to the left where house prices, property ownership and vehicle ownership follow a similar spatial trend to the IMD data.

Ensuring communities have good access to affordable housing, jobs, skills, training and education, public transport and health and community facilities will help promote equality and inclusion. Protecting and improving the character of the entire borough will have an important impact on inequality, making positive changes to the social and physical environment will in turn improve the health, pride and happiness of residents.





Mapping of community and leisure uses cross the borough by type



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The adjacent plan illustrates a range of the responses received to the survey of community organisations. This plan illustrates their 'catchments' - the perceived area to which the service or organisation draws its visitors. This shows the range in type and draw of services - some which extend beyond the borough boundary.

The words on the plan illustrate the description given about the character of their local area

Community character

Merton's population shapes the character of the borough and makes different neighbourhoods feel distinctive. Many residents highlighted their local community, friendly residents and network of groups and activities as something they valued about the existing character of their local neighbourhoods.

The plans on these pages illustrate in different ways the location and range of community and leisure services across the borough - an important network that contributes to why local people value their neighbourhoods. Below is a plan that has been created to illustrate the breadth and geographical spread of groups, clubs and societies that meet across the borough.

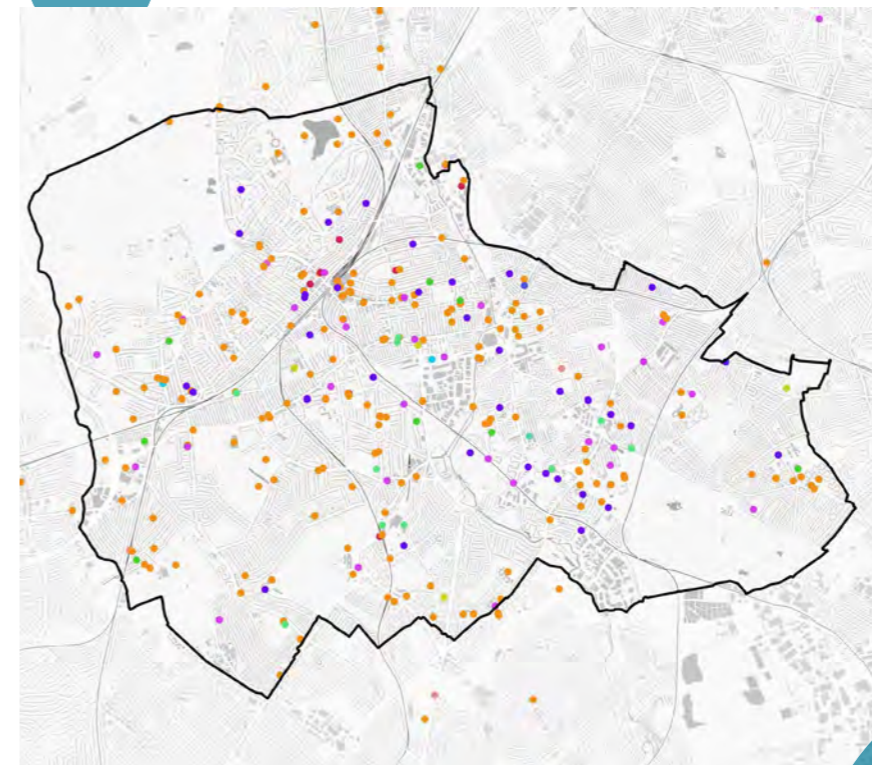
The borough has a well organised voluntary and community sector, helped by Merton Voluntary Services Council (MVSC), who's "vision is to create a thriving community where people's lives are enriched by voluntary and community action and it is our mission to inspire and develop an excellent voluntary and community sector in Merton". An organised directory of groups and societies in the borough, they also provide a platform to advertise volunteering opportunities and co-ordinate charitable efforts.

Helping to grow and support this network of community is a key role of the Council to enhance this element of the borough's character. Growing the network in some areas will be a priority, whilst enabling and supporting an existing active community in other neighbourhoods will be key.

"There is a good sense of community in Raynes Park, with the high street situated at the centre of this community. There is a good variety of active community groups and initiatives."

"We have a good community, know all our neighbours and the local shopkeepers."

"Community Centres are being taken away which is not good although Schools at Weekends are purposed for Faith Based Meetings and Activities which is valued"



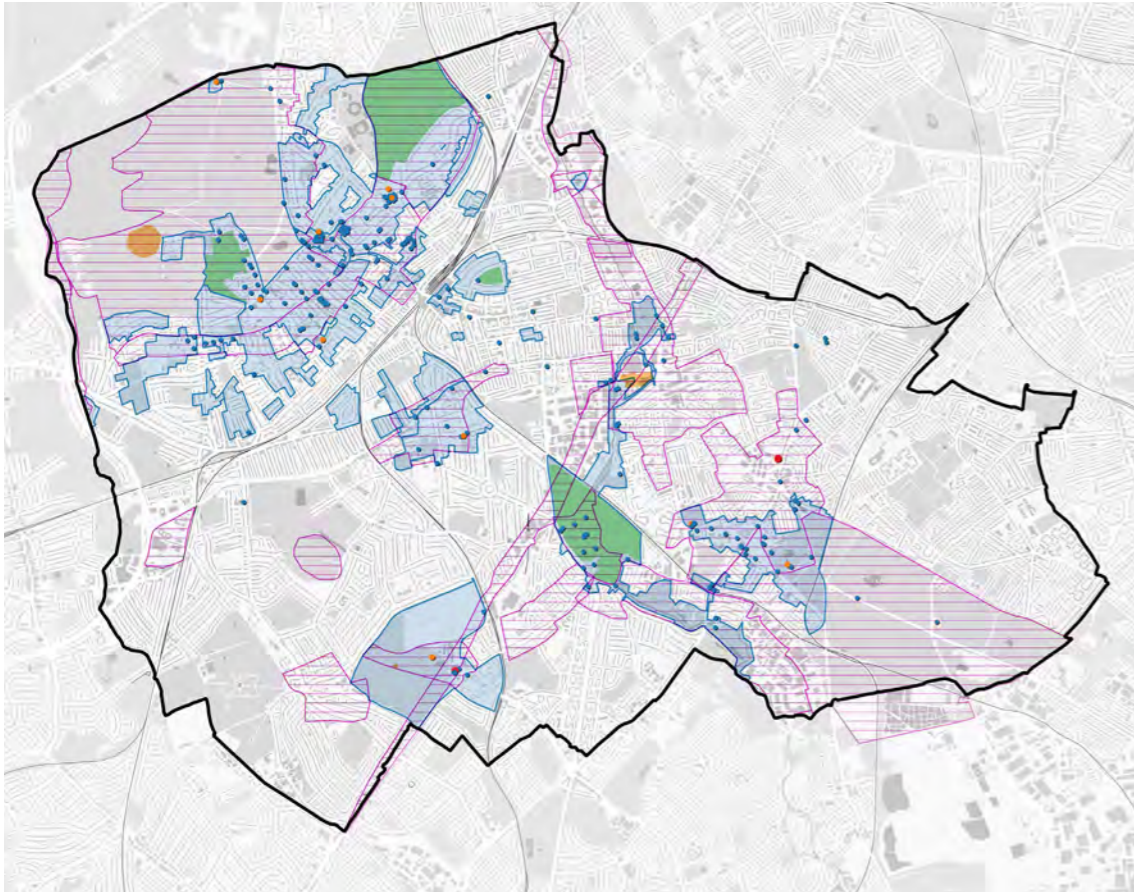
The above plan maps the location and category of community uses, services and organisations listed on MVSC to help illustrate the diversity and importance of this network in Merton (MVSC is a charity that supports the voluntary, community and faith sectors in Merton and promoting and encouraging volunteering for over 35 years)

"its an integrated community with both young & old families supported by church, schools and sports club"

"The demand for our site for youth services, and exercise far outstrips our ability to provide space"

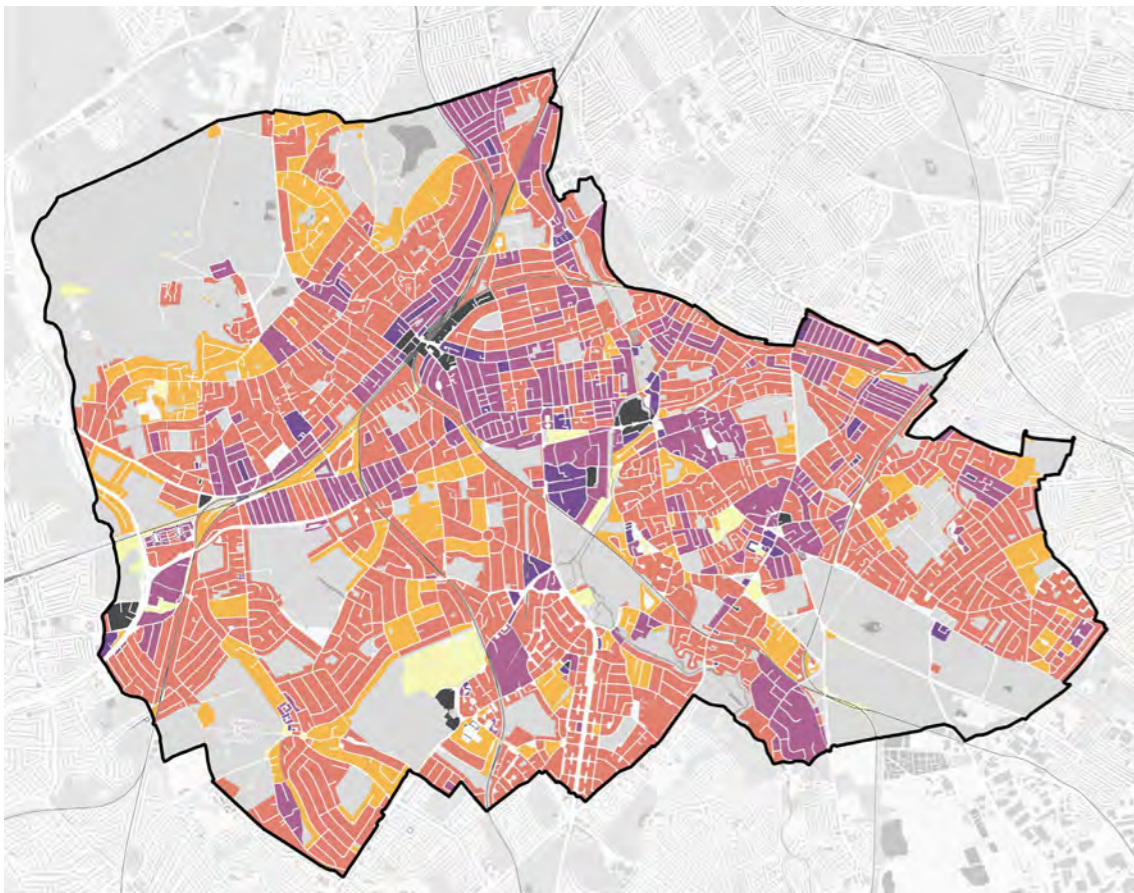
"As a church hall we have received no funding whatsoever during Covid but we are the only community space available for people. We are expected to foot the loss of rent, to maintain the building, to cover the cost of making it Covid safe and then reopen so that our community has a place to come. This is utterly unreasonable when the council won't collect rubbish without commercial rates being paid, we have no cycle racks and no support"

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- Conservation Areas
- Scheduled Ancient Monuments
- APZs
- Historic Parks and Gardens
- Listed buildings
 - I
 - II*
 - II

Historic assets and conservation areas



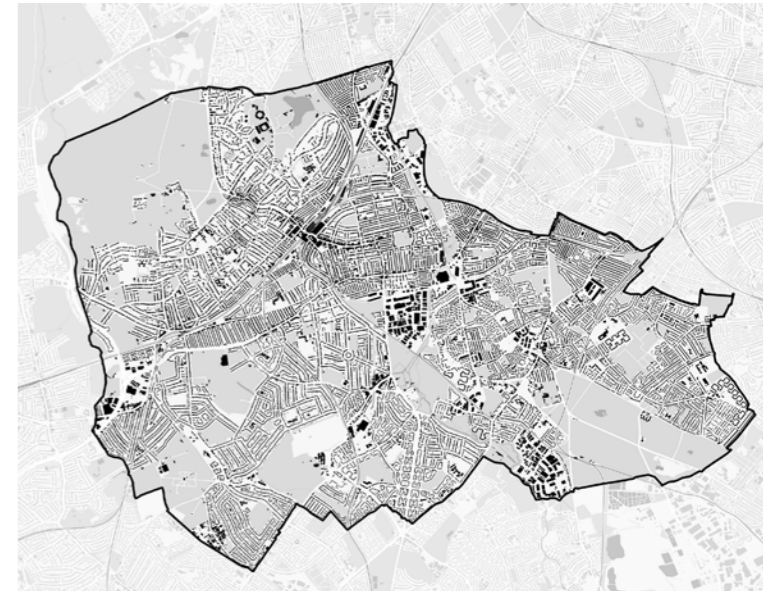
- 0.0 - 0.3
- 0.3 - 0.6
- 0.6 - 1.0
- 1.0 - 1.7
- 1.7 - 3.0
- 3.0 - 7.0

A map of the density of the borough measured using Floor Area Ratio. This is the measure of the a buildings floor area in relation to the size of the plot that the building sits within

Built character

The borough's built environment has a significant impact on the overall sense and quality of its character. There are a number of ways to map and understand this including the 'typological' mapping set out over the following pages, as well as maps to understand the density and grain of development. Density can be mapped in a number of ways but Floor Area Ratio gives the best understanding of the built character as it takes into account the amount of available space and accounts for mixed use areas. The plan on the opposite page illustrates the denser areas (darker colours) focused in Wimbledon town centre, Colliers Wood and Raynes Park where Victorian terraces create higher density areas. You can see these areas of tightly packed and regular streets on the adjacent built morphology plan, in stark contrast to the larger darker and irregular shapes of the industrial areas of the borough.

Merton's heritage assets and the wider historic environment protected by conservation areas are special areas of the borough that contribute to the borough's distinctiveness and identity. They should be used to inspire new development of high quality. The borough has a rich and diverse built character which provides exciting opportunities for contemporary architecture that does not slavishly copy from its past, but create sophisticated contemporary 'relatives' of the existing buildings and townscape. 28 Conservation Areas and listed buildings are illustrated on the plan on the opposite page.

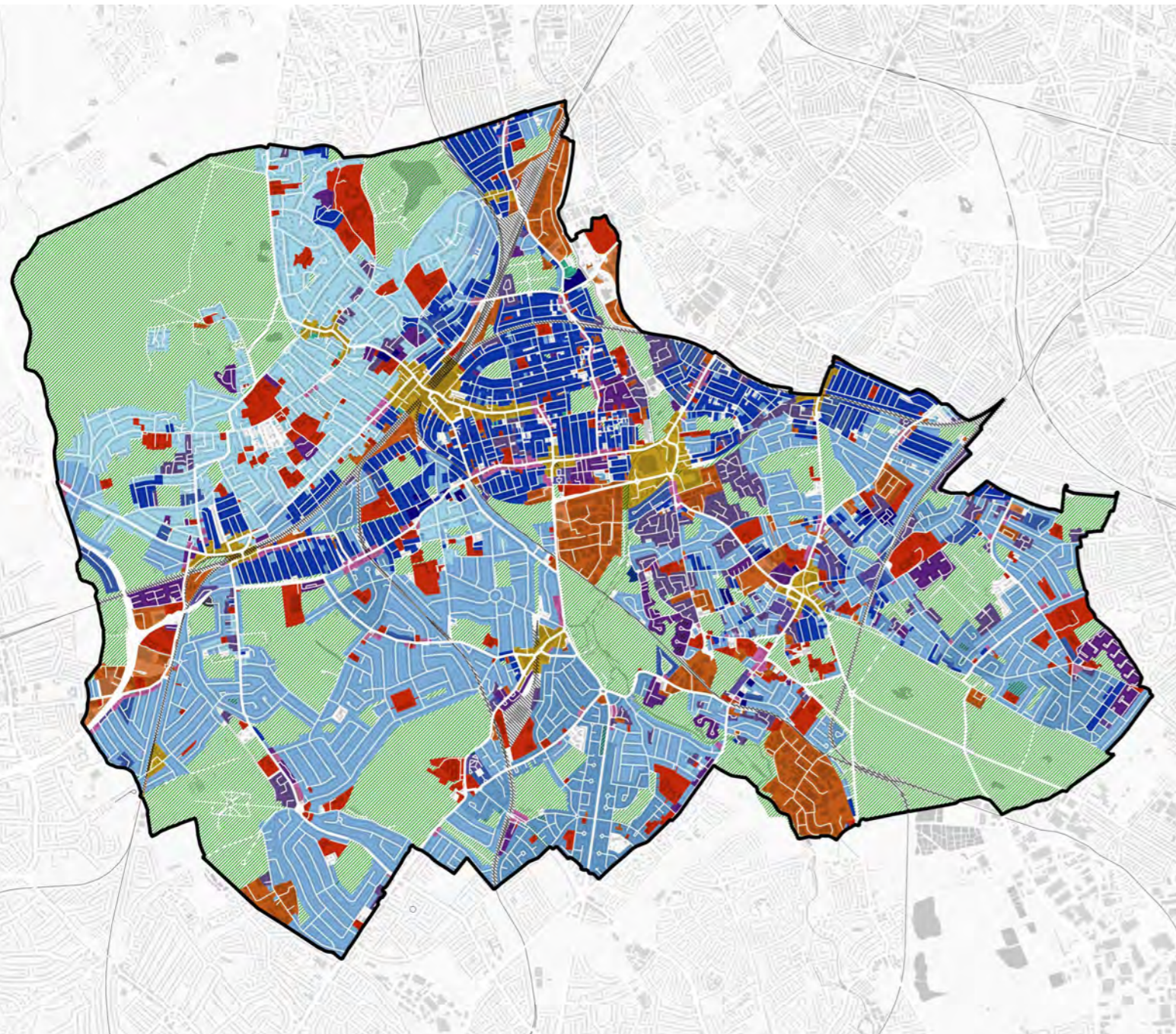


Built morphology - illustrating the grain and scale of buildings within the borough





Types of development have been classified. These are shown in the key and plan below, where the plan is coloured in accordance with type. This quickly allows us to see patterns and the geographical spread across the borough.



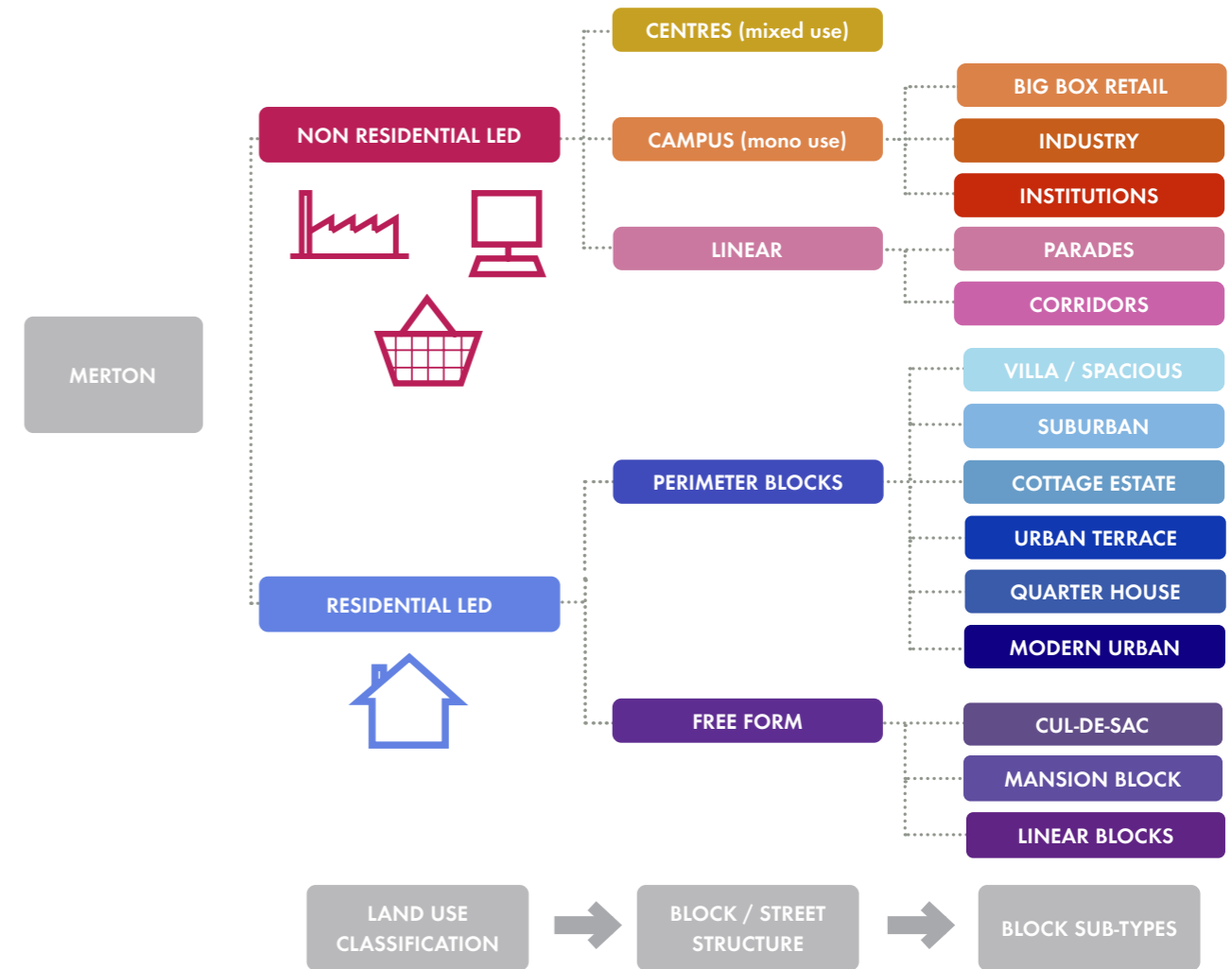
Built character - typologies

Typology is the systematic classification of places according to their common characteristics. By identifying the various townscape characters found in Merton and then identifying where they are present, it is possible to describe the form of the borough in detail. It also provides a structure which helps to identify common issues that are prevalent for each townscape type and to consider the implications for future development.

The diagram below illustrates how the borough has been classified. The first stage is according to prevailing land use, the second stage of classification is according to the street structure and the final classification is a series of specific types reflecting the the blocks building form and age.

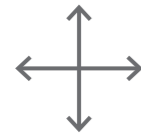
The categories and colours on the adjacent plan correspond to the categories on the typology tree below. The categorisation of the borough into typologies has been undertaken through detailed survey. The predominant character of the block determines the typology assigned for each area.

On the following pages, a summary of each type is described to help explain the urban form and how it impacts on the character of the borough. Within Part I of this report the geographical spread of these types are explored further, and the implications for future changes and intensification.



Non residential led typologies

Mixed use areas of the borough are seen within Merton's centres, linear typologies including parades and corridors, and within 'campus' environments.



Centres

The borough's centres are hugely diverse in scale, character and origin. However there is a sense of a distinctive typology in that they form the 'nodes' within the borough that are an alternative grain to their context. Often clustered at a cross-roads or series of junctions, their mix of uses and variety creates a denser and diverse scale and grain to anywhere else in the borough.

The individual character of centres is drawn out within Parts C-H of this report.



Linear typologies

These typologies come in two scales - parades and corridors. They are found across the borough and deliver many of the shops and services local people require in mixed use areas outside of the borough's larger town centres.

These typologies are linear in form and provide activity and a mix of uses along the borough's more primary routes. They tend to be very diverse in terms of scale and grain of buildings.

Parades have the sense of being a 'destination' or place, whilst corridors are often a more gradual and continual linear environment linking places. They tend to occur along the key connecting routes in the borough.

Typology	LINEAR		
	CENTRES	PARADES	CORRIDORS
Typical image			
Grain / roof pattern			
Location / extent	Located relatively evenly across the borough serving the local population. All of the largest centres are located away from the borough boundaries.	Merton's suburbs are well served by an evenly spread network of local parades. They are often associated with a transport node or key junction and appear more to the south and east of the borough.	Typically trace the historic routes in the borough that have experienced the greatest churn - elongated strings of mixed use / mixed scale, outside of allocated centres or local parades.
Urban form	Often evolving from a historic centre, they are intensely urban environments with a strong focus on commercial activity and a scale and type of buildings not found anywhere else.	A characteristic of the suburban typology, local parades form the centre of neighbourhoods and generally appear on a primary street or key junction. Create active frontage along an elongated linear route.	Generally the widest routes in the borough with the greatest mix in terms of building age and form. Gaps within the frontage and a mix of uses are common.
Buildings	vary significantly in scale and form, and cover a wide range of periods and styles. There are some examples of historic fabric retained and these provide a human scale and fine grain of unit size.	Typically larger in scale than their surrounding context by at least an additional storey. In style they will mirror residential context and typically have a relatively fine grain.	The greatest range in terms of architectural style and quality. Office buildings, retail sheds, garages and converted residential buildings. A wide range of massing and scale, typically taller than the context.
Streetscape	Urban in character and dominated by traffic movement. Pavements vary in width, but are usually more cluttered than in residential areas. Some areas of pedestrianisation and public space.	A wider street section than the residential context to support car parking, wider pavements and greening. Short-stay on street car parking is often available that is vital to support viable trading locations.	Generally poor environmental quality with expansive tarmac and traffic. Elements of short-stay car parking to support businesses and shops are important to support this type of environment.
Typical storey height	3 - 5	2 - 3	2 - 6
Typical street width	12 - 22m	18 - 25m	18 - 30m
Typical block size	130 x 80m	140 x 50m	70 x 50m
Parking	on-street and multi-storey car parks	on-street	on-street
Open space	hard surface	verges	verges

Typology	CAMPUS		
	INSTITUTIONS	BIG BOX RETAIL	INDUSTRY
Typical image			
Grain / roof pattern			
Location / extent	Smaller campuses located evenly across Merton serving each neighbourhood. Significant leisure campus at AELTC and larger education campuses to the east of the borough.	A relatively limited extent across the borough with clusters generally at the borough boundary like at the A3 and Plough Lane. Colliers Wood Town Centre also has significant examples.	Merton has a number of larger estates (Weir Road, Jubilee Way and Willow Lane) historically located along the Wandle, as well as smaller areas, generally along the railway lines.
Urban form	Typically larger buildings standing within an area of landscaped open space, with a significant boundary treatment around the perimeter. Often will present a primary or grander entrance to one edge.	Typified by large format warehouses to accommodate retail uses such as supermarkets, DIY stores or car showrooms. Designed around car use with a limited street network.	Layouts in the larger estates are fairly planned/legible with a main loop road feeding smaller yards. In other areas they are located in small 'left-over' and awkward shaped sites.
Buildings	Vary widely in built character but have generally been formed over time (with elements from different periods) and accommodate more than one use or component, with a distinct public front door.	Generally low quality warehouse style buildings designed for a relatively short life span. Simple in form and detail with limited glazing or references to local vernacular.	Typically buildings are lower quality warehouse style buildings. Sizes of units relate to function. Some older and attractive brick construction.
Streetscape	Challenges to permeability created by the perimeter treatments and scale of the sites. Often include some grassed areas for recreation / visual amenity and hard standing for car parking.	Large areas of open hard landscaped space designed for car parking. Limited areas of landscape and a public realm that is not pedestrian orientated leads to a low quality and illegible environment.	Streetscape is designed to be tough and cheap to repair, often including details such as high kerbs and no pavement. Service yards and buildings are located behind access roads.
Typical storey height	2 - 4	1 - 2	1 - 2
Typical street width	12 - 15m	n/a	12 - 15m
Typical block size	70 x 50m	140 x 110m	100 x 80m
Parking	hard surface	hard surface	hard surface
Open space	semi-public, often grassed	hard surface	hard surface



Campus typologies

Campus typologies provide a significant amount of Merton's mixed-use and non-residential floor space, particularly outside of the town centres and local parades.

In Merton the campus typologies include institutions (such as schools, leisure and health), big box retail environmental and industrial estates.

These environments are defined by their generally mono-use environments - where a single function dominates the environment. They tend to have an identifiable 'entrance' where the type or quality of environment shifts. Particularly in the big box retail and industrial typologies this tends to mark a shift to a lower environmental quality with lower-scale development.

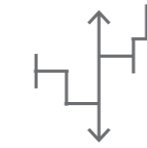
Although many industrial areas perform an important employment function and service the borough, some campus environments offer good opportunities for intensification and growth by being more intensively used, with a greater variety of uses.

Residential led typologies - perimeter blocks

Perimeter blocks have a continuous active frontage along one edge, with a clear delineation between public and private space. Their plan form looks like a grid of connected streets - this can be rigid or more relaxed in form.



Typology	VILLA / SPACIOUS	SUBURBAN	COTTAGE ESTATE	URBAN TERRACE	QUARTER HOUSE
Typical image					
Grain / roof pattern					
Location / extent	To the west of the borough, generally focused on the hill up to Wimbledon Common and park.	The predominant housing type within the Morden area, also to the south of Raynes Park and in areas of Mitcham.	A focus in St Helier and south of Morden town centre, with some smaller areas in Mitcham, north of the common.	From central Raynes Park eastwards to Wimbledon and Colliers Wood.	Edges of Colliers Wood and towards the east of the borough.
Urban form	The lowest density of the perimeter blocks - large detached or semi-detached homes set within larger plots. Generally free flowing street layouts with clear breaks and set backs from the street.	Streets have a regular grid, taking a regular form of parallel streets. In some cases this grid is more flexible, taking a more relaxed and organic form, introducing curved roads and creating variations in block depth.	Planned layouts, featuring a network of streets and spaces which together establish an overall pattern, often geometric and with elements of symmetry.	A regular grid in form, most likely to be Victorian and Edwardian. Tightly arranged, regular rows of houses with on-street parking. Grid system provides a high degree of permeability and is generally easy to navigate.	Generally seen as part of the urban terrace form and suburban form in a regular grid, with slightly larger plots. Generally as short terraces or semi-detached. The appearance and scale of houses.
Buildings	Vary widely in style and detail - often designed as an individual, influenced by the urban fashions of the period. Generally larger properties, now sometimes split as apartments.	Typically built in the inter-war years by private developers. Semi-detached and short runs of terraces which feature a relatively rich architectural palette and variation between plots.	Typically associated with inter-war public sector housing which drew on the garden city movement. Homes with cottage-like proportions, modest detailing and a limited palette of materials.	Most likely to be built to a regular design in significant groups. Plot widths are narrow at 4-5m which establishes a high frequency of front doors with a strong rhythm and relationship to the street.	Two-storey buildings with flats above and below, either with individual ground floor front doors or a communal entrance shared between a small number of dwellings.
Streetscape	Often associated with the older and important routes through the borough with a substantial scale. Large set-backs and front gardens mean that quieter residential areas have a very green and quiet character.	Typically a wider street pattern than Victorian forms of development. Streets were usually designed around the car, with front garden parking spaces and verges between driveways.	Streets tend to have a wider profile with planned verges, front gardens and green spaces. Traditionally privet hedges to define boundaries. Designed with strong symmetry and a sense of order and group composition.	Strong and coherent due to the consistency and rhythm of the terraced architecture. Streets typically have a narrow profile with very shallow front gardens. Dominated by on-street parking.	Seen as part of a consistent street scene within the terraced or suburban street environment.
Typical storey height	2 - 3	2	2	2	2 - 2.5
Typical street width	22 - 32m	18 - 25m	15 - 30 m	12 - 20m	12 - 20m
Typical block size	75 x 200m	50 x 200m	50 x 150m	60 x 150m	60 x 150m
Parking	front yard / on-street	front yard / on-street	on-street	on-street	on-street
Public open space	no	no	set pieces of grass	no	no
Private open space	front and back gardens	front and back gardens	front and back gardens	back gardens	back gardens



Residential led typologies - non-perimeter blocks

These residential types have more disjointed urban fabric, often with an unclear delineation between public and private space. Their plan form will be mixed with dead-end streets and areas of car parking.

Typology	MODERN URBAN
Typical image	
Grain / roof pattern	
Location / extent	Edges of denser town centres and along key routes.
Urban form	A form that has only existed since the late 2000s - typically deep in plan, medium rise and deliver high density homes. A continual perimeter frontage with breaks for service areas or car parking access.
Buildings	Generally comprised of buildings with very rectilinear shapes, forming successfully simple streets and spaces. Blocks are usually made up of flats but can also include town houses or stacked maisonettes.
Streetscape	High quality examples successfully provide private open spaces as well as attractive communal green spaces, well overlooked within the block pattern. Private space is provided via terraces and balconies.
Typical storey height	4 - 6
Typical street width	18 - 25m
Typical block size	80 x 170m
Parking	basement / parking courts
Public open space	courtyards
Private open space	balconies

Typology	CUL-DE-SAC	MANSION BLOCK	LINEAR BLOCKS
Typical image			
Grain / roof pattern			
Location / extent	Most prevalent between Colliers Wood and the eastern boundary of the borough.	Edge of centres and generally along key routes in the borough.	Relatively limited typology evenly distributed across the borough.
Urban form	Small infill areas and some larger privately developed neighbourhood. Streets lack legibility and permeability, where the street structure is dictated by buildings arranged to fit around a road and turning circle.	Larger blocks of purpose built flats that present a strong rhythm of form and are often made up from symmetrical blocks that partially define the street frontage. Typically fail to establish a clear structure of routes and private spaces.	These estates are typically post-war in construction. They are often made up of different built elements with larger blocks, maisonettes and houses. This mix fails to establish a clear structure of routes and private spaces.
Buildings	Typically two storeys. Unlikely to have a tight relationship to the street and so can feature projecting elements such as porches or an integrated garage. Vary greatly in form, materials and details.	Style influenced by Victorian tenement blocks. Often built from brick or with a brick facade, deck access and shared stair cores. Some blocks have quite a grand aesthetic and are generally taller than their context.	Building in the postwar period was an experimental time and therefore slab estates very enormously in the mix of materials, details and styles. Brick, rendered elements and panel systems all feature.
Streetscape	Housing is arranged in an informal layout resulting in an irregular street profile. The streets often contain small areas of parking and irregular shaped front gardens. Sometimes pedestrian only routes provide links.	The mansion blocks will typically have their own private grassed areas and car parking that they sit within. Larger estates can be illegible with unclear fronts and backs where there is deck access.	Buildings within these estates relate to pedestrian routes as well as typical streets, creating vulnerable areas enclosed by fences. Parking areas frequently account for a significant land take, reducing the quality of the environment.
Typical storey height	2	3 - 5	3 - 8
Typical street width	15 - 20m	12 - 20m	12 - 20m
Typical block size	50 x 120m	50 x 80m	50 x 200m
Parking	front yard / on-street	car park	car park
Public open space	no	shared gardens	shared gardens
Private open space	front and back gardens	balconies	balconies



MERTON'S DISTINCTIVE NEIGHBOURHOODS

Where will future growth
be focused and how will
it be distinctive to my
neighbourhood?

C MERTON'S DISTINCTIVE NEIGHBOURHOODS

C.1 NEIGHBOURHOODS AND BOROUGH AREAS

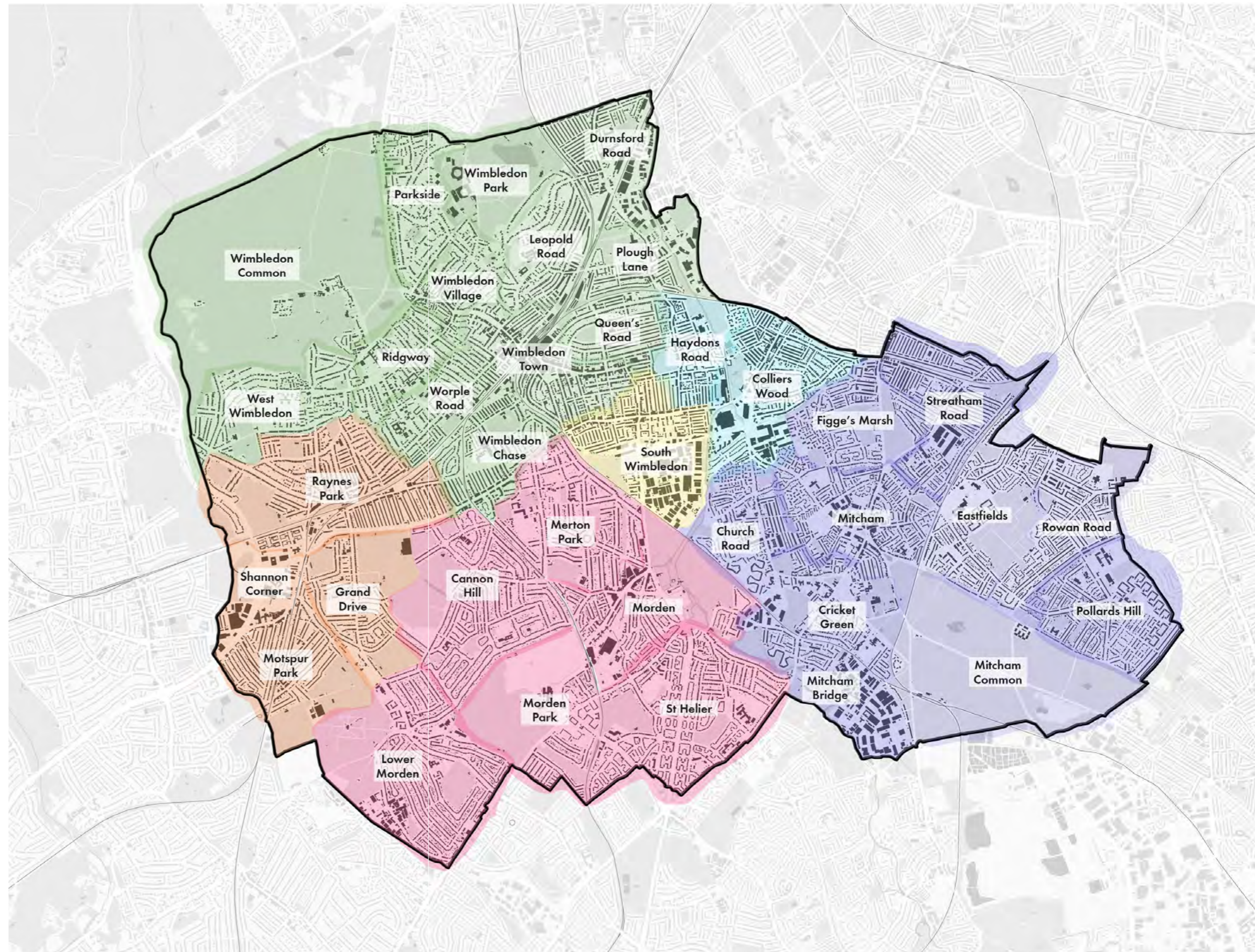
An understanding of local character must operate at a variety of scales. Early pages within this report provide a borough wide picture, with the previous pages offering a more detailed block-level appreciation. Between these two scales, is the geography upon which local people's understanding of character is generally based - one of neighbourhoods and areas.

The adjacent plan illustrates an interpretation of the neighbourhoods in the borough. It has been developed in conjunction with local residents and stakeholders through an online survey and workshops. This is an inherently subjective exercise and it is acknowledged that places in the borough will mean different things to different people.

As set out in the earlier historic analysis, many of Merton's places developed from a series of villages across the borough and along important routes into central London. Later these villages were subsumed by London's expansion with the opening of the railways, but they still have an influence on the sense of place in these neighbourhoods.

Today, the borough comprises a series of places and neighbourhoods which each have a subtle character of their own. Each of the neighbourhoods overlap with each other to acknowledge the blurred edges of some places, whilst some boundaries are stronger as they are defined by a railway line or river. Some places are defined by a historic village, some by a high street and others by a green space or landscape asset. Other influencing factors include the presence of a train station or local parade, or association with more administrative cues such as postcodes.

The 36 neighbourhoods have then been grouped into six sub-areas. The neighbourhoods have been grouped by similarities in character and sense of place informed by: discussions at community workshops; the mapping of physical assets such as topography, landscape and urban morphology; the historic evolution of each area; analysis of land use and housing typologies and their future growth direction.



The purpose of this process is to help shape policies in the emerging Local Plan and ensure that character and the existing identity of neighbourhoods is a key consideration. The Draft Local Plan is place-based and this ensures that policies for each of the neighbourhoods are tailored to the distinctive sense of place and character of different parts of the borough. This Character Study has helped to shape the definition of these neighbourhoods and will ensure that future growth and change are responsive to the varied identity and challenges across the borough.

The following chapters describe the six areas in the borough, drawing out the story of each area and the character of each distinctive neighbourhood. Each chapter has three key sections:

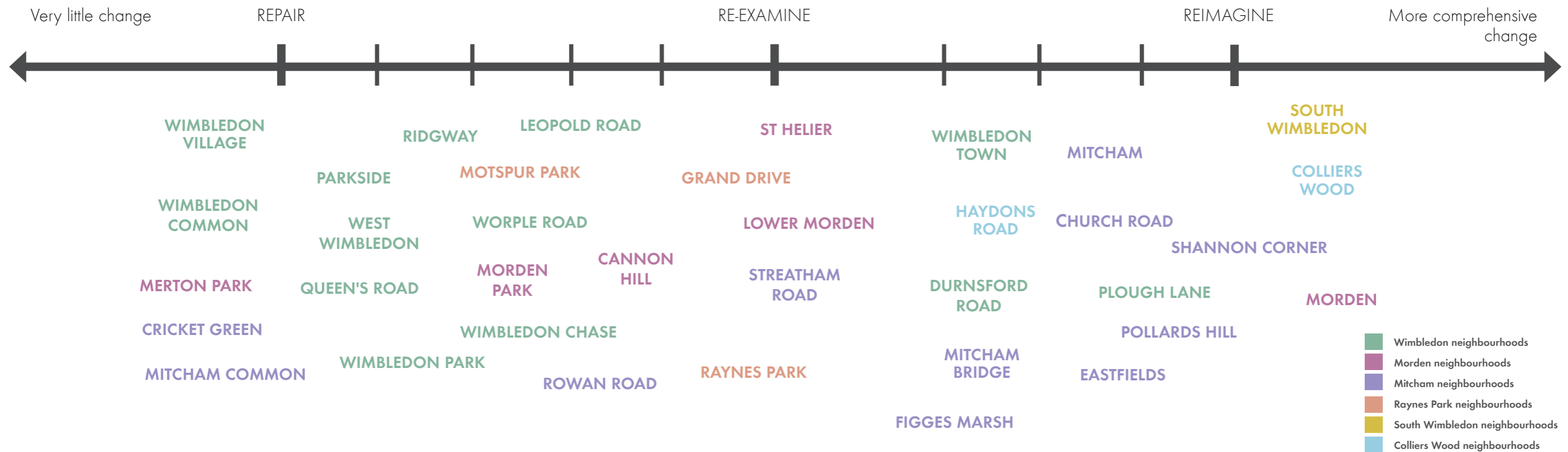
- An introduction to the sub-area

- Information about each of the neighbourhoods within the sub-area, setting out the key features, and identifying any significant issues and opportunities. These are a summary of ideas generated by the team as a result of public engagement and analysis of each area.
- Finally, each chapter concludes by setting out some growth themes for the sub-area - identifying key priorities that describe what should be protected, what could be improved and where growth is considered most appropriate in the context of the character of each area.

The nature of how intensification and interventions should differ across the borough in response to character has also been considered, providing an indication of where key areas of growth sit on the spectrum of repair - re-examine - reimagine. The diagram below illustrates at a diagrammatic level how the nature of intensification should vary across key areas of the borough.

A greater intensity of growth is appropriate in some locations, while the strategy should be focused on re-use and infill in other parts of the borough. More comprehensive reimagining would be appropriate in some areas - such as alongside significant infrastructure investment, estate regeneration or where large big box retail sites present opportunities for more fundamental intervention - where through redevelopment it will be possible to create better continuity with the surrounding neighbourhood. In the borough's key centres, the emphasis should be on re-examining character. Although many of these places are attractive historic centres, some more fundamental interventions could help to repair the existing character through the redevelopment of available sites along and behind the high streets or adjacent to railways to help intensify the most sustainable locations.

For other neighbourhoods, the emphasis should be on repairing and protecting the existing fabric and condition, enhancing the existing character through sensitive infill and re-use of existing building fabric. Throughout the borough, in residential areas, there will be opportunities for sensitive infill development that helps to raise the quality of neighbourhoods and complement the existing character.



Each of the chapters concludes with a key framework plan. The key for these plans is expanded in the adjacent column to explain in a bit more detail the propositions set out within the plans (please see p33, 37, 47, 53, 63 & 67 for the framework for each area):

- **Place intensification - re-imagine**
More fundamental intervention through the redevelopment of larger sites or centres to be bolder about the level of change, using the prevailing character from surrounding areas to influence re-design
- **Place intensification - re-examine**
Some interventions possible to reflect the existing character through the redevelopment of available sites, generally along and behind high streets
- **Place intensification - repair**
Enhance the existing character through infill, re-use of existing building fabric and development that is sensitive and context-led

Corridor intensification

Opportunities to rethink and improve the environments along key routes through development that sensitively increases the scale, alongside public realm enhancement

- ↔ **Corridor Intensification (major)**
- ↔ **Corridor Intensification (minor)**
- **Enhance parade**

Enhanced routes

Environmental improvements to green spaces and routes

- ↔ **Strategic greening and improvements**
A potential future aspiration to raise the quality of this route. This might include changes such as creating better space pocket parks, tree planting and greening
- ↔ **Strategic improvements**
A potential future aspiration to raise the quality of this already greened route. This might include changes to improve the overall function of the route by improving the space sharing between modes or public realm quality.
- ↔ **Local green route improvements**
Local improvements to the continuity of routes between green spaces including the quality of public realm, crossings and greening
- ↔ **Active travel**
A network of future improvements to the active travel routes within the borough. Encouraging use of sustainable modes will help to improve the character of a number of the key vehicular routes and overall environmental quality within the borough
- ↗ **Improving connection to park**
Improvements to the level of access and visual connections into green spaces



Strategic improvements to key corridors might include continuous cycle routes, tree planting (as at Lea Bridge Road, Waltham Forest) or pocket parks at key intersections of active travel corridors delivered alongside new development (Rodney Road, Southwark)



COLLIERS WOOD

D COLLIERS WOOD

D.1 INTRODUCTION

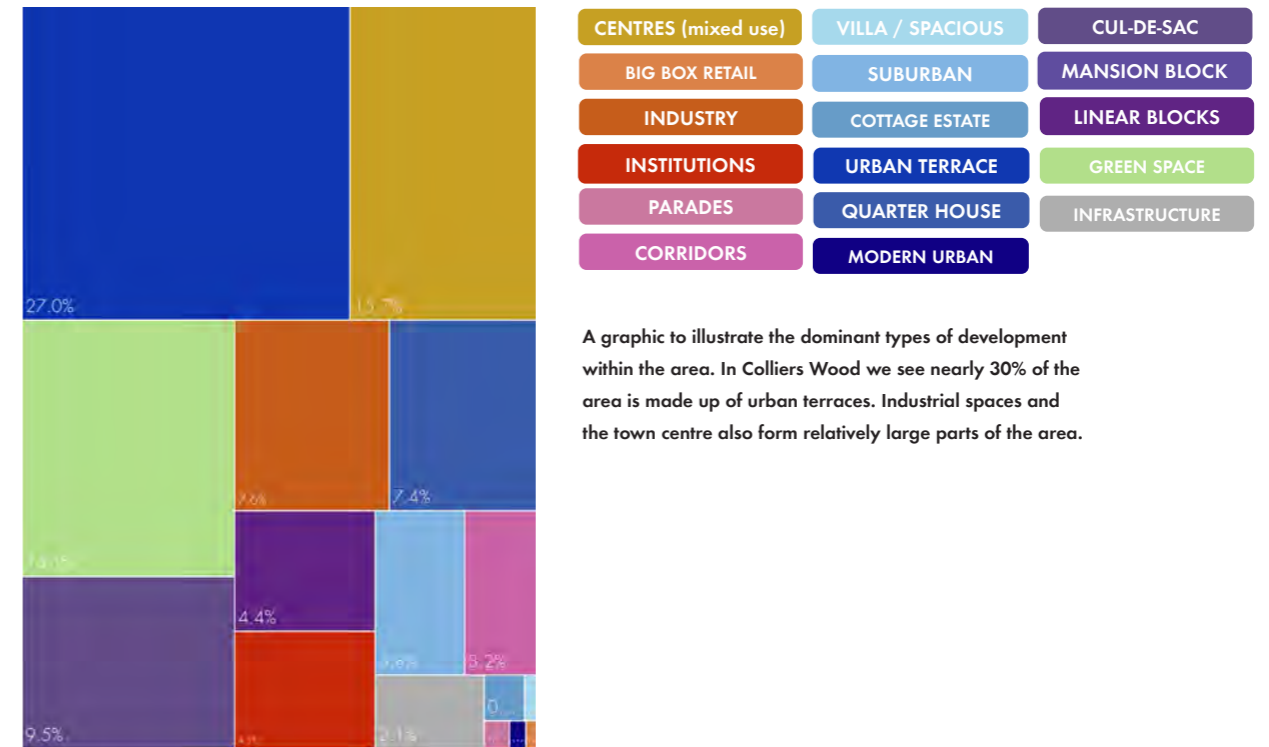
Colliers Wood formed along part of the Stane Street Roman Road. Many of its unique assets today are elements of its early history including Merton Priory which was founded in 1114 and the Merton Abbey Mills. This cluster of industrial buildings dates to the early 18th century and by 1750 Merton Abbey had become a calico cloth printing centre home to major figures of the textile design industry including William Morris and Arthur Liberty.

Colliers Wood town centre remained a small riverside hamlet up until the late 19th century but by 1914 the area was densely developed with the tube station opening in 1926. The development of the gyratory system in the 1960s and the development of the retail parks in the 1980s/1990s are key moments in the area's evolution that are still having a significant impact on the character of the area. Recent investment in Britannia Point, the library and the public realm around the underground station have improved this part of the high street and connections into the surrounding green spaces.

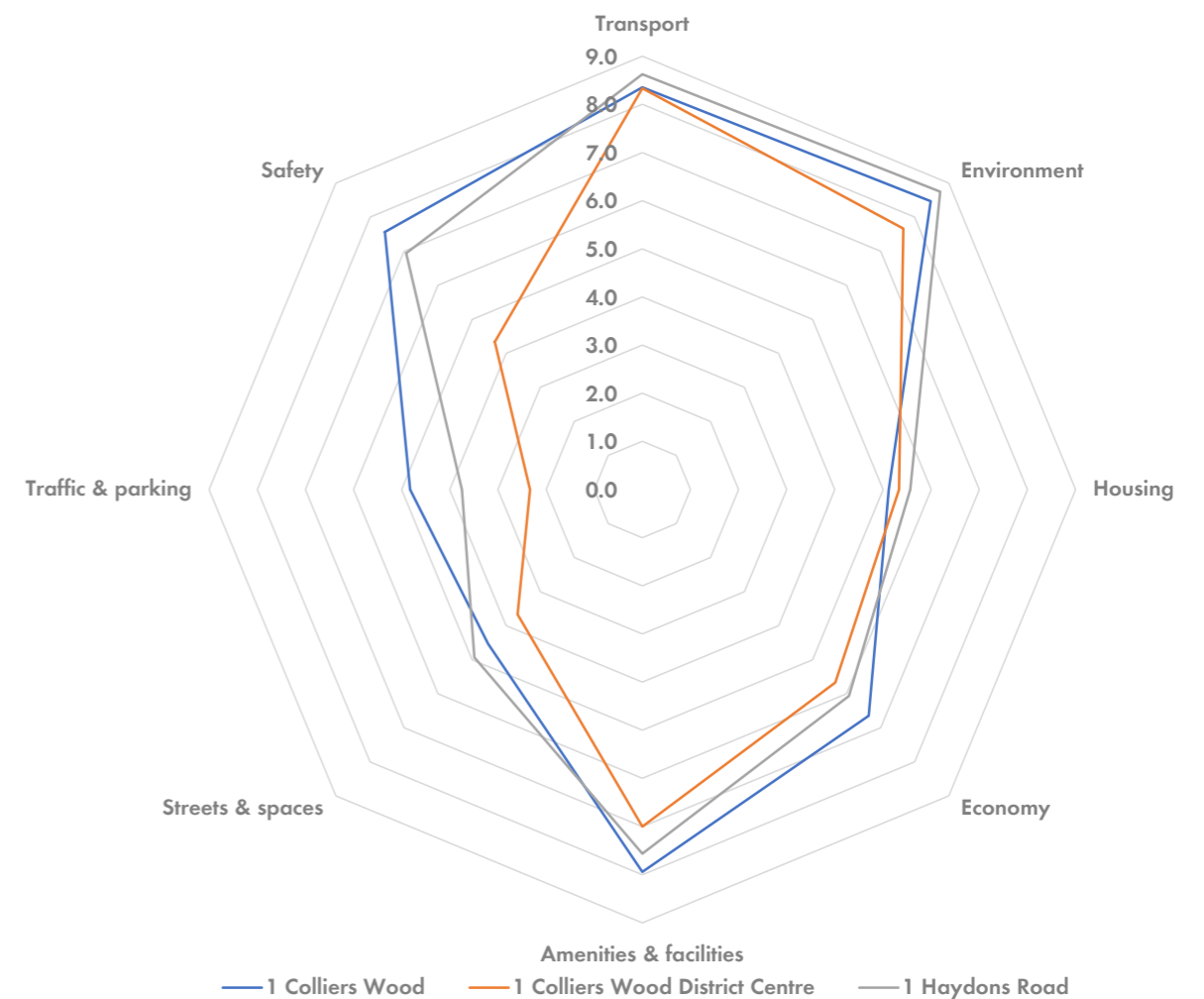
The two neighbourhoods within this area - Colliers Wood and Haydons Road are closely related with the Wandle Park forming the spine between the two. Opportunities exist to further improve the connectivity between these neighbourhoods. As key development sites come forward around Colliers Wood, development that repairs the prevailing grain will be vital. The London Plan promotes new Opportunity Areas in London including "Wimbledon, Colliers Wood / South Wimbledon", with a target of 5,000 homes and 6,000 jobs and the key sites to the south of the tube station (the car park south of Britannia Point and Priory Retail Park) will be important first steps in improving the character and functioning of Colliers Wood town centre. The redevelopment of these sites provides key opportunities in continuing to improve access to and visibility of the river and in revealing the industrial character of Abbey Mills.



A plan illustrating the neighbourhoods within the area



A graphic to illustrate the dominant types of development within the area. In Colliers Wood we see nearly 30% of the area is made up of urban terraces. Industrial spaces and the town centre also form relatively large parts of the area.



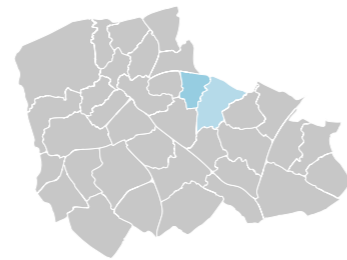
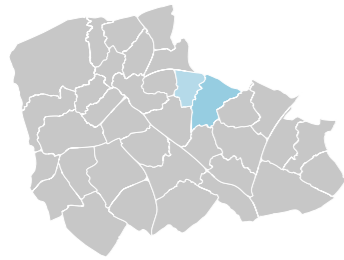
Over 400 people responded to the survey for the Character Study. The graphic below illustrates the average of how satisfied residents were with the particular theme in their area.

What you said was special

The river, the heritage buildings at Merton Abbey Mills, the community feel, green spaces

What needs improving

"The buildings in Colliers Wood have been improved, but there is more work to do to make it seem like a busy London centre - currently the high street seems left behind and the shopping centres seem like car parks with shops. There needs to be more dedicated community space"



COLLIERS WOOD

Distinctiveness - heritage and key features

- Absence of a clear centre along the old Roman Road 'Stane Street'
- Dominance of outdated retail park environment
- The River Wandle and attractive industrial heritage at Merton Abbey Mills are unique local asset which are currently disconnected and hidden.
- 1960s - creation of gyratory system and the Britannia Point. Covering Merton Abbey archeology with the flyover.
- Attractive Victorian /Edwardian terraces
- Colliers Wood recreation ground and the Wandle Park - recent investment in connections such as Baltic Close

key issues / opportunities

- Celebration of major textile design history - William Morris and Arthur Liberty
- Rediscovering the river and better wayfinding and setting for assets such as the archeology and mill.
- Redevelopment of Priory Retail Park - urban grain and street pattern reintroduced
- Review further development opportunities on west side of High Street

HAYDONS ROAD

Distinctiveness - heritage and key features

- Predominantly a residential area
- Haydons Road as the key route through the area - mixed in age and use with green spaces of the recreation ground meeting the main route
- Victorian two storey terraced houses from the late 1800s and 1990s, cul-de-sacs and town houses
- All Saints estate 1.5 - 3 storeys low rise and low density
- Wandle Meadows Park and more formal recreation grounds

key issues / opportunities

- Haydons Road - infill opportunities to raise quality
- Improve strategic connectivity between green spaces - through All Saints and North Road
- Design guidance for residents within historic terraced streets: boundary treatment, windows, roof and porches and the value of landscaped front gardens.
- All Saints - longer term regeneration opportunities to improve connectivity, overlooking and densification
- Improve access around Wandle Valley storm tanks



Growth themes

Redevelopment of the retail parks at Colliers Wood into a riverside mixed use urban district that celebrates its industrial heritage

The unique local assets should be the starting point for any plans for the redevelopment of this area. A comprehensive and joined up masterplan should set out a phased strategy for the reimagining of the area between Colliers Wood High Street, south to Abbey Mills and east to also include the Tandem Centre. The first phase of this strategy will include the car park south of Britannia Point and Priory Retail Park.

- The key moves of any plan for the area should include;
- Seek opportunities to better celebrate the major textile design history of the area including Morris and Liberty - this could include a museum/information area, wayfinding, materials and motif selection.
- The opening up and revealing of the riverside for leisure, biodiversity and to drive design quality.
- The industrial heritage should drive the design ethos and quality - impacting the choices in terms of material character, urban grain and an urban connected street pattern
- Transform vehicular dominated routes with a negative character and severing effect into streets with a pleasant character for all modes

Repairing sites along key corridors and enhancing the quality of these routes

Merton High Street and Colliers Wood High Street form the key spine through the area. They are the 'front door' of Colliers Wood and should be a high quality welcome to the area. These are highly sustainable locations with a varied character due to the age of the streets. Older routes tend to be more varied and this characteristic presents opportunities to reexamine and repair the existing environment. Public realm enhancements will include improved crossings, shop front improvements, pavement widening (where possible) and street planting. These changes will help improve the character

of the environment and shift away from a traffic dominated route. Infill sites along the corridor 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.

All saints - legibility and strategic green connectivity

Opportunities to enhance the east-west strategic green connectivity through the All Saints Area should be improved. North Road provides an exciting opportunity to connect between Haydons Road Rec and the Wandle Park. Longer term regeneration opportunities within the estate should be explored to improve the wider connectivity, overlooking and densification of this location.

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.

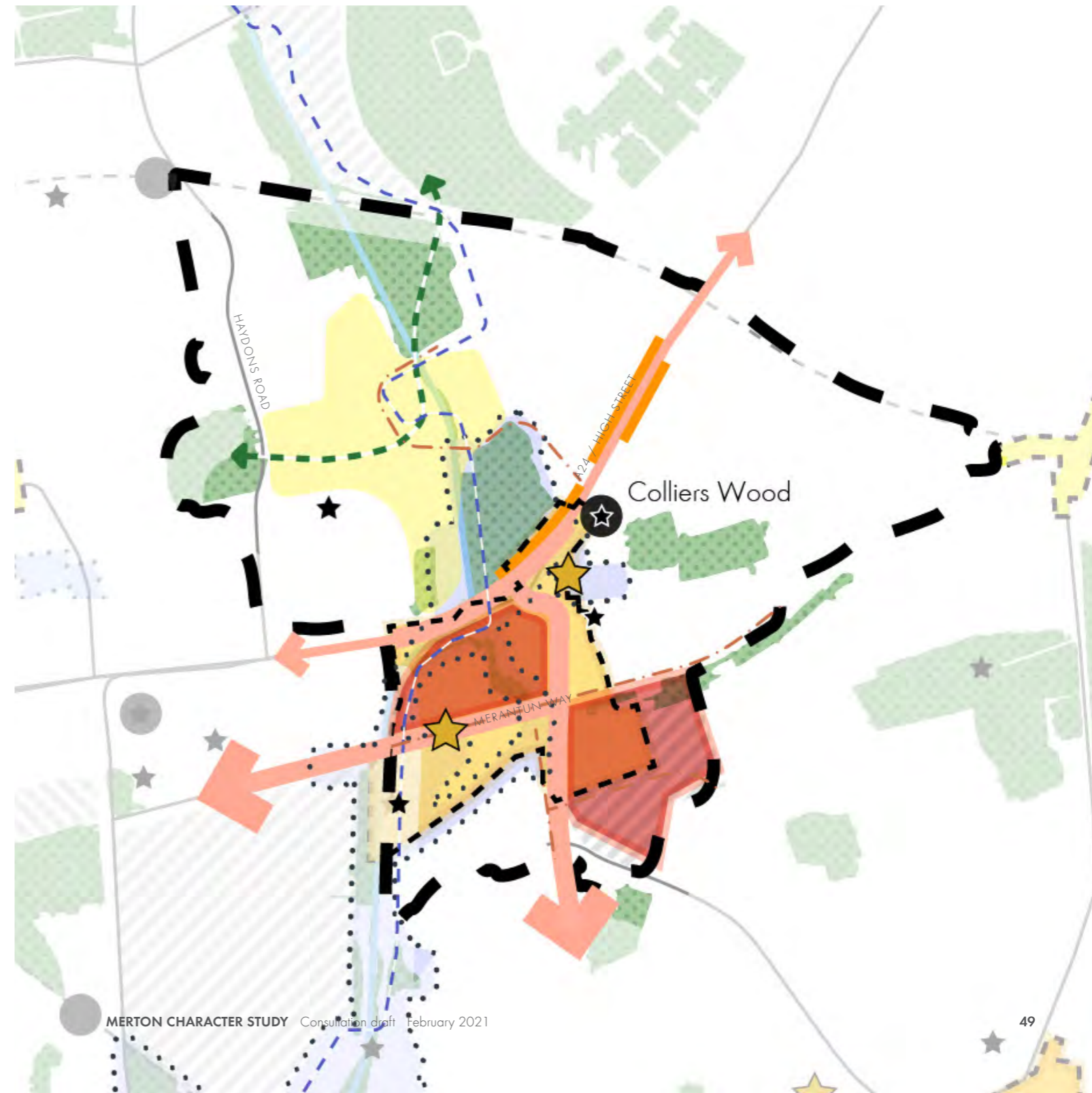
proposals / opportunities:

- 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

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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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.

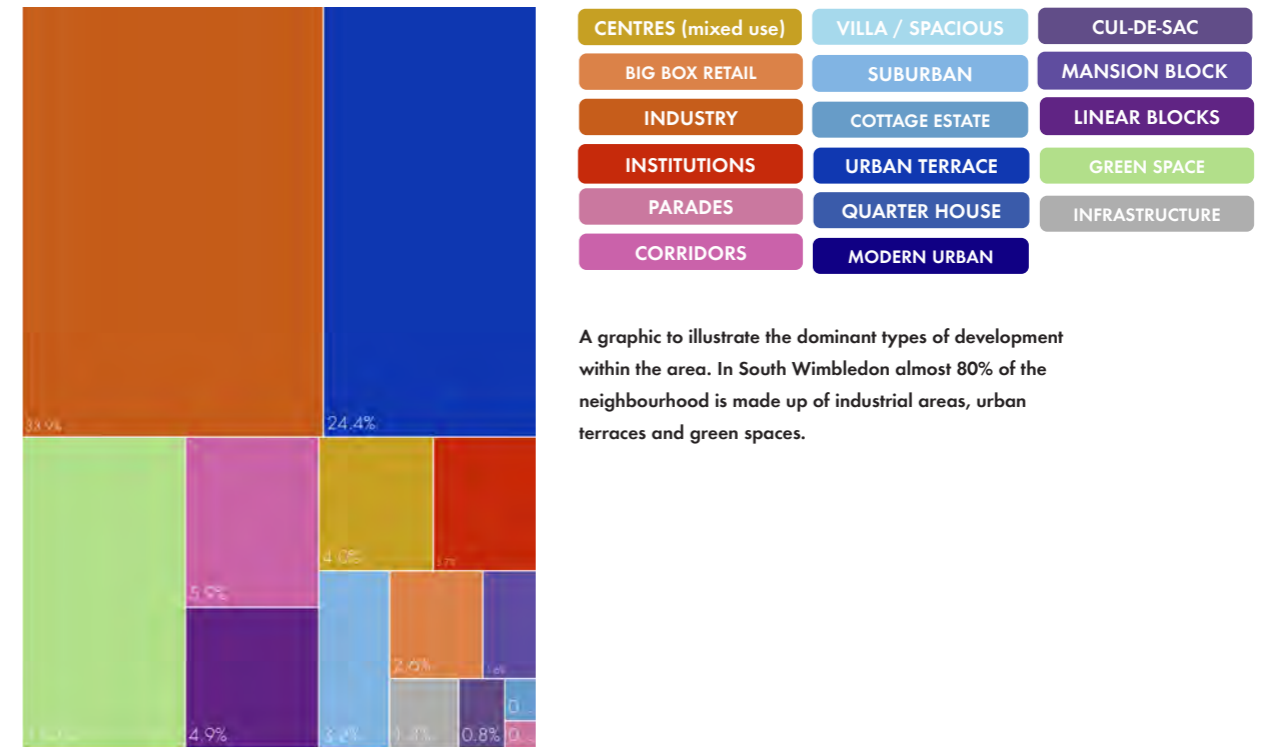
South Wimbledon is a singular neighbourhood within its own borough sub-area. Feedback from residents on the plan of the borough neighbourhoods explained that this area is significant and distinct from Colliers Wood. Although an important relationship exists with Wimbledon Town Centre the station and 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.



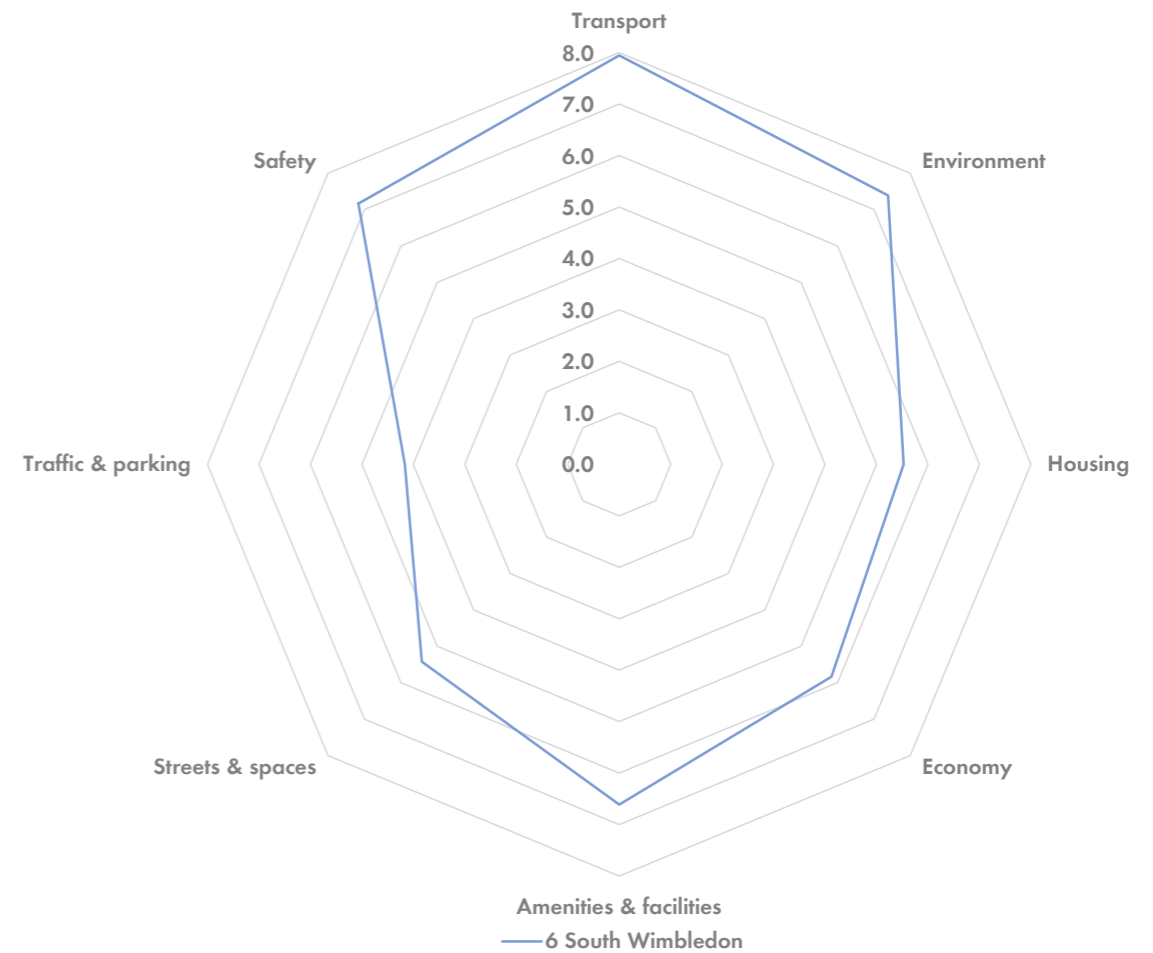
A plan illustrating the neighbourhoods within the area

"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.



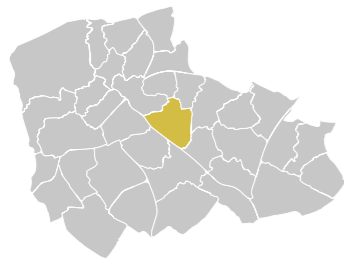
Over 400 people responded to the survey for the Character Study. The graphic below illustrates the average of how satisfied residents were with the particular theme in their area.

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...)."



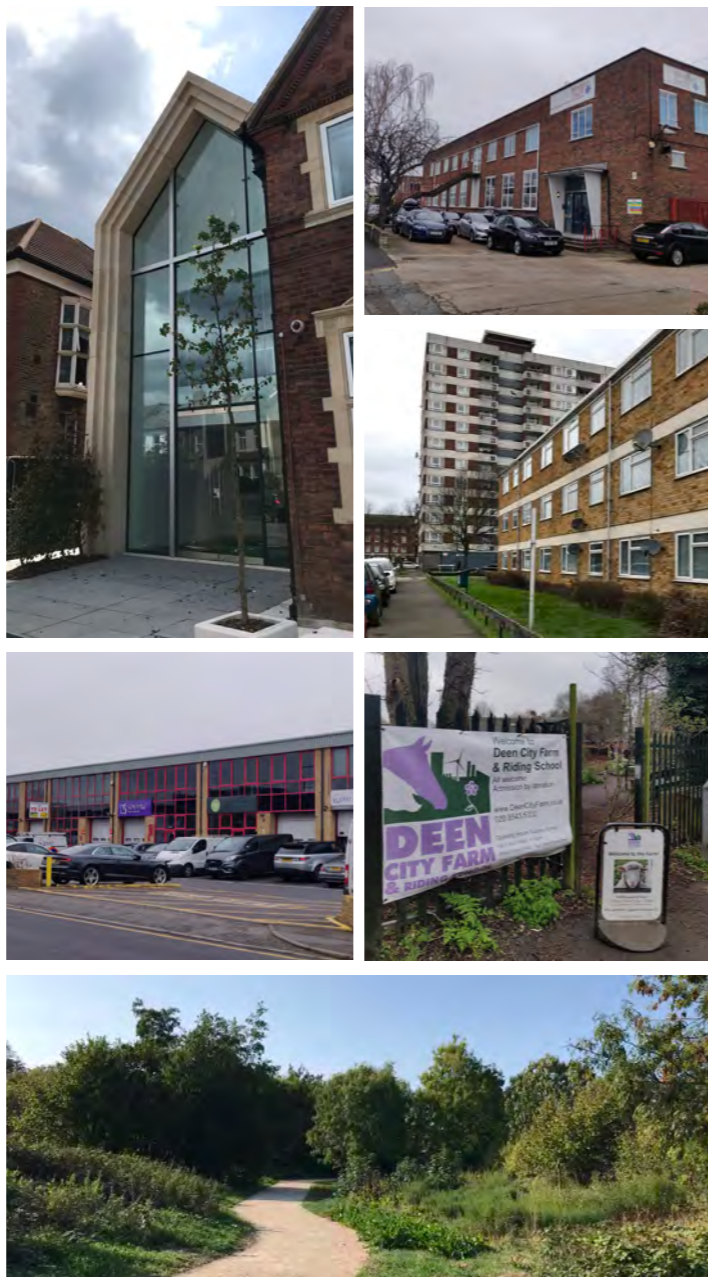
SOUTH WIMBLEDON

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



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
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- Rail
- Waterway
- Waterway Link

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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.



F

WIMBLEDON

F WIMBLEDON

F.1 INTRODUCTION

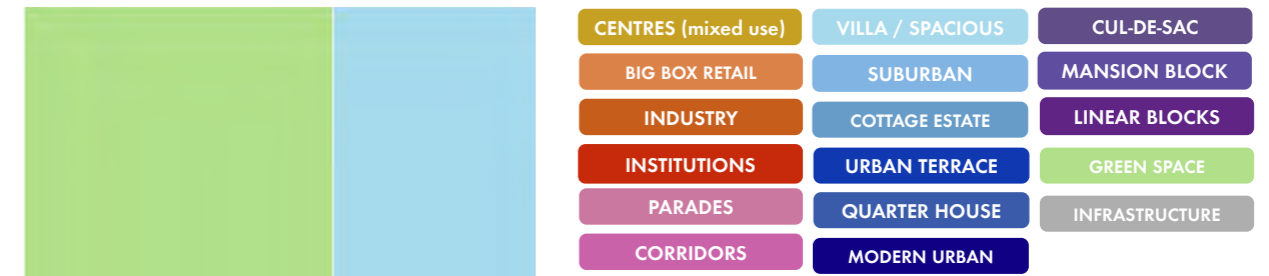
Wimbledon has a long history with evidence of an Iron Age camp at Wimbledon Common. Originally the centre of Wimbledon formed at top of hill where 'Wimbledon village' is today. Since then, the focus of the town centre has moved down the hill to around the station when the railway opened in 1838. The 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.

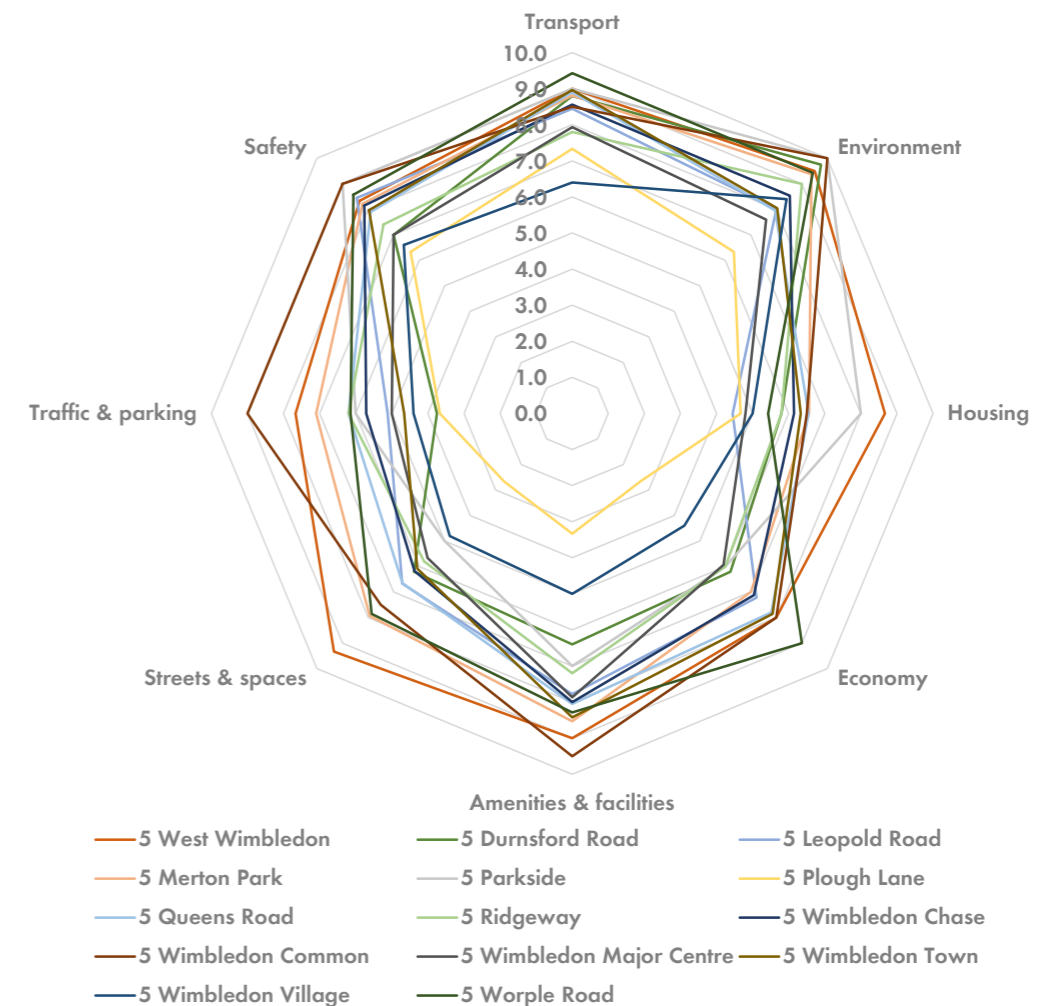
Wimbledon is designated as an Opportunity Area, alongside Colliers Wood and South Wimbledon, in the emerging London Plan with the potential to accommodate 5,000 homes and 6,000 jobs. It is also within two proposed Growth Corridors; Crossrail 2 South and the Tram Triangle. This demonstrates the pressure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



A plan illustrating the neighbourhoods within the area



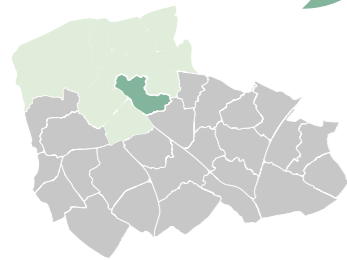
A graphic to illustrate the dominant types of development within the area. 36% of the neighbourhood area is green space. The largest type of housing are the 'spacious' typology and urban terraces.



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.

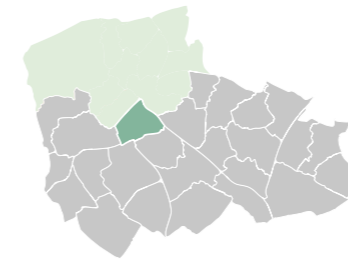
What you said was special

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



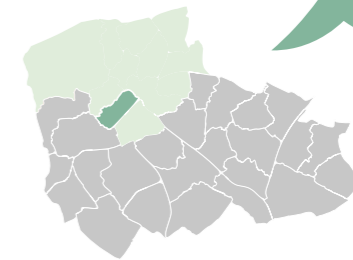
What you said was special

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



What you said was special

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



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.



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.



WORPLE ROAD

Distinctiveness - heritage and key features

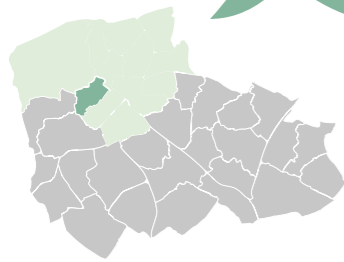
- The key spine connecting Wimbledon Town Centre to Raynes Park - an important corridor with employment, leisure and community services.
- A denser and more varied character between Worple Road and the railway tracks - some blocks of flats and employment uses.
- The topography rises to the west of Worple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

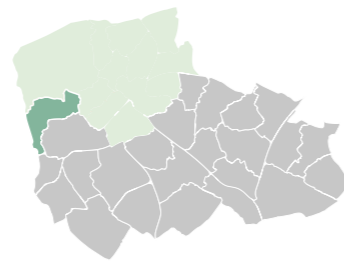
What you said was special

"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!"



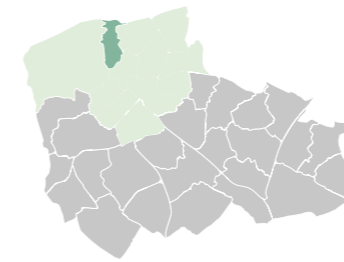
What you said was special

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



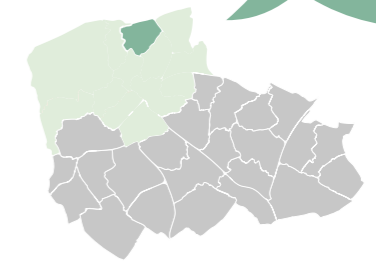
What you said was special

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

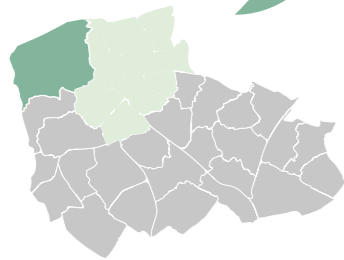
- A largely non-residential neighbourhood area
- The campus of the All England Lawn Tennis Club forms the western half of the area with large sports arenas dominating views along Church Road.
- Green spaces of Wimbledon Park Golf course and Wimbledon Park form the eastern half.
- Home Park Road forms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

key issues / opportunities

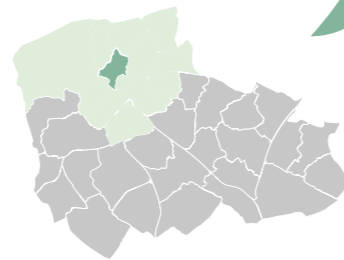
- Large areas of green space are not publicly accessible and the routes into the park could be more legible due to level changes. Improvements to boundary treatments or development that provides more positive frontage to edges and streets should be encouraged in appropriate locations.
- A masterplan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

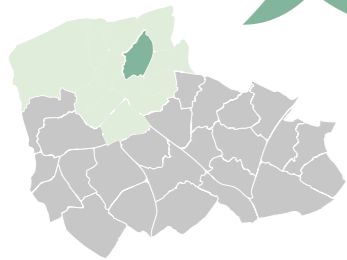
- Further public realm improvements to really mark out the village as an important location. Improvements to Wimbledon Hill are planned to improve the connection to Wimbledon Town Centre.
- Opportunities for design guidance for appropriate and sensitive intensification of the area through extensions,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



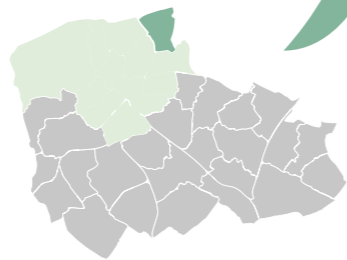
WIMBLEDON



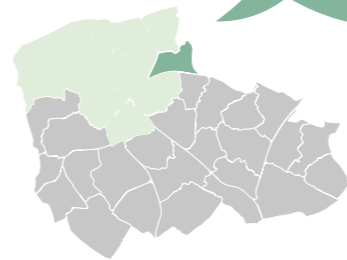
What you said was special
Residents enjoy the good access to green space, good transport access and attractive tree-lined residential streets



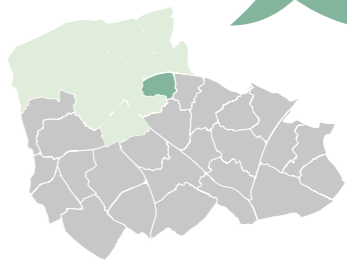
What you said was special
Good access to green spaces, sports clubs, transport links and attractive and consistent terraced streets



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

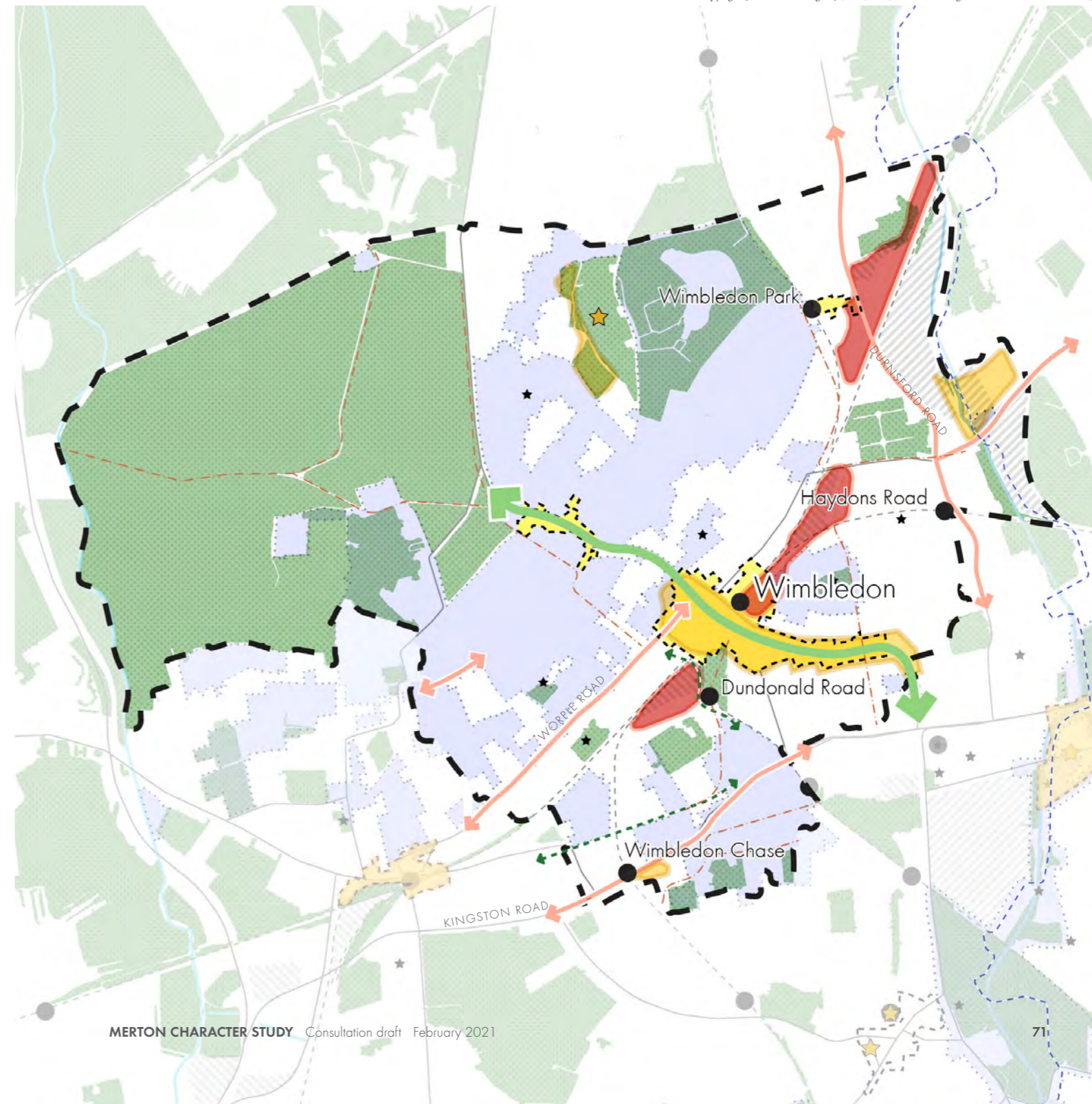
proposals / opportunities:

- 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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RAYNES PARK

G RAYNES PARK

G.1 INTRODUCTION

This part of the borough was developed later than Wimbledon having been rural landscape and farmland until the railway and road infrastructure stretched out and connected this area to a growing London.

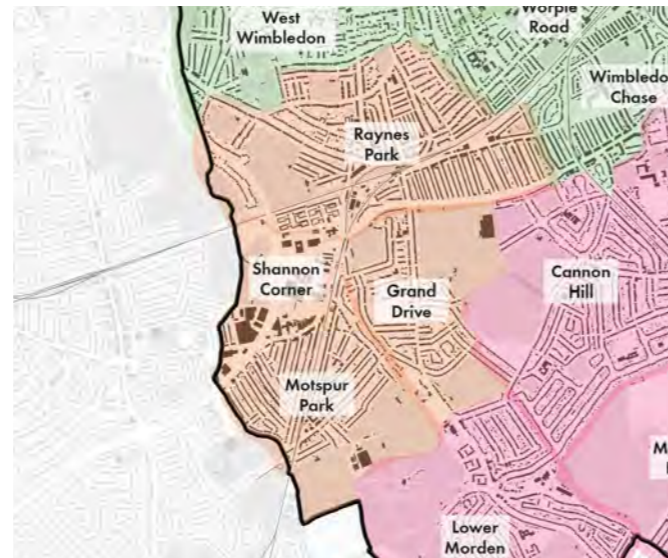
The sub area is formed of four neighbourhoods - Raynes Park itself, Shannon Corner, Grand Drive and Motspur Park.

Raynes Park forms the key centre in the area from which a series of Victorian and Edwardian residential streets and neighbourhoods emanate. Raynes Park and Grand Drive were developed first and still retain a strong historic character. Motspur Park has a distinctly suburban Metroland style character, having been developed in the inter-war period. Whilst Shannon Corner is the focus for more modern and larger format development, having evolved on the back of major road infrastructure including the Kingston bypass.

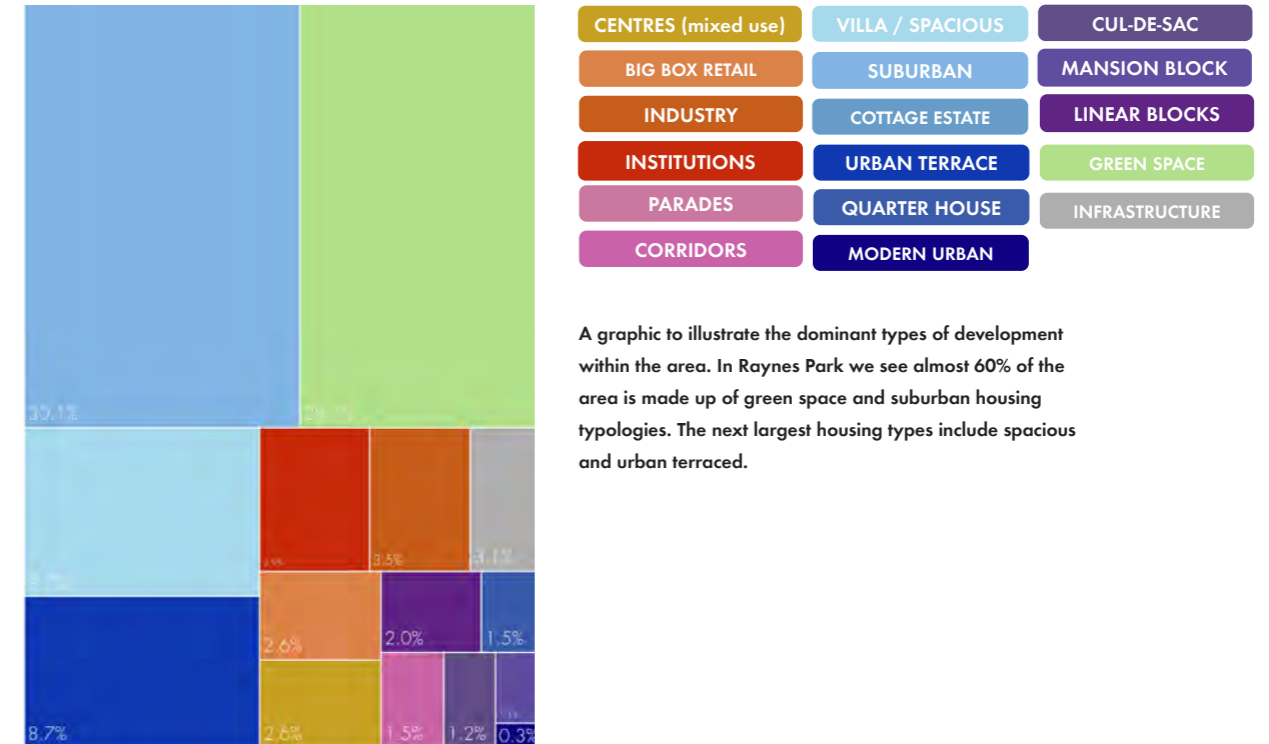
There is a stark difference in intensity and character between areas north and south of the rail line at Raynes Park. Within this is an opportunity to better connect the pieces either side of the rail line, and in doing so translate the quality of intensification that occurs.

The A3 (Kingston) Bypass route had a huge impact on the area causing the natural course of growth to change direction resulting in the severance of links to areas to the west.

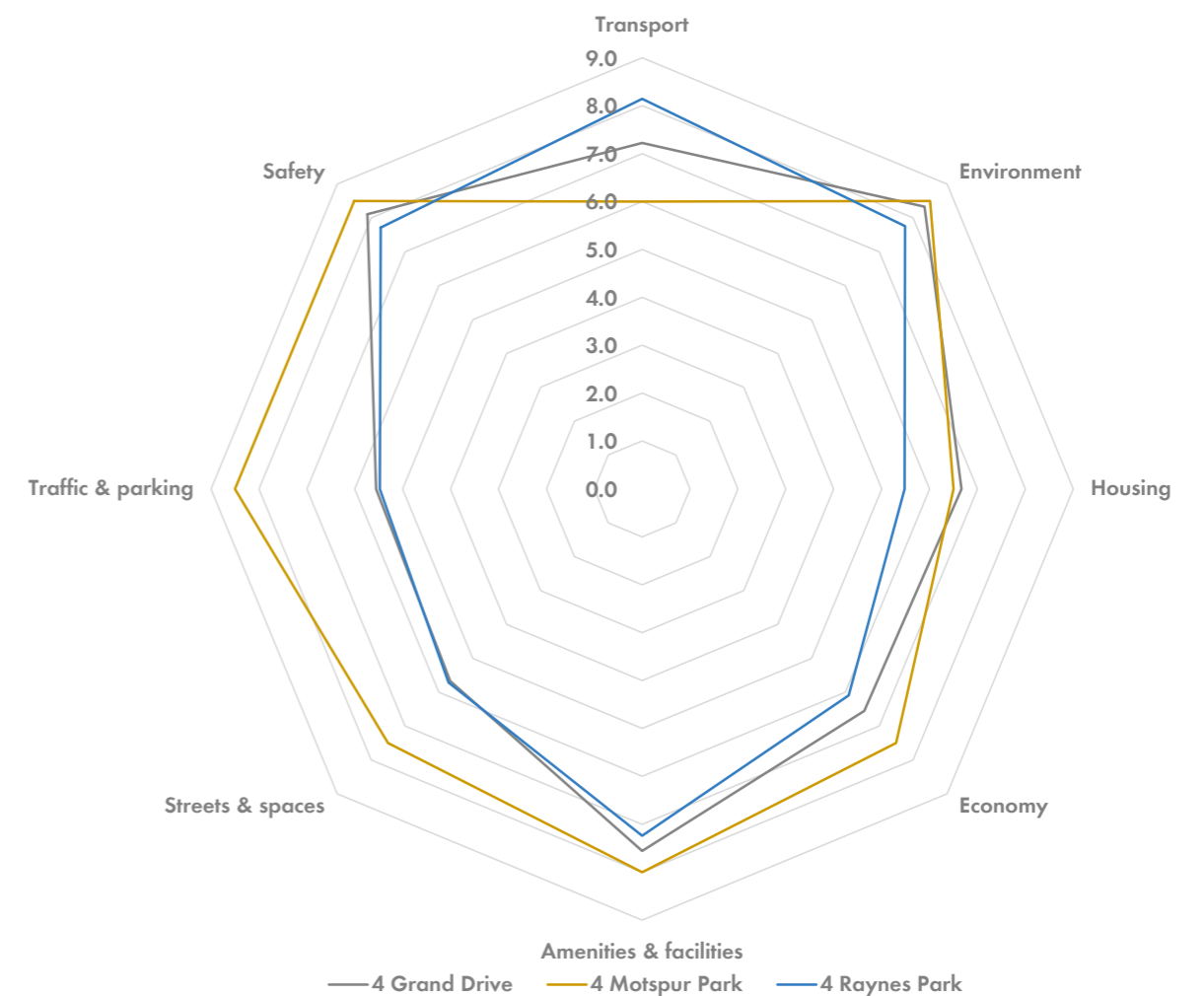
Away from the large landscape features to the north there exists a deficiency in open space and green infrastructure. Future adaptation to climate change will need street greening and smaller spaces to be introduced alongside new growth.



A plan illustrating the neighbourhoods within the area

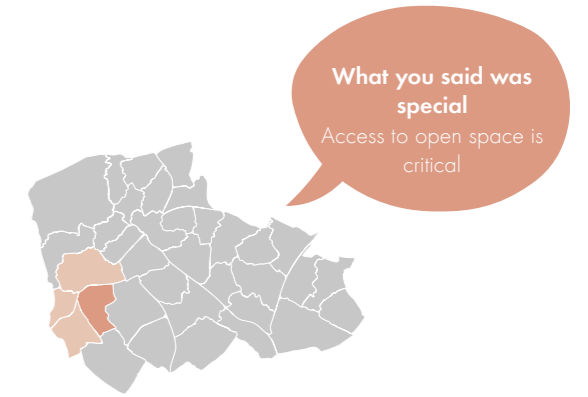
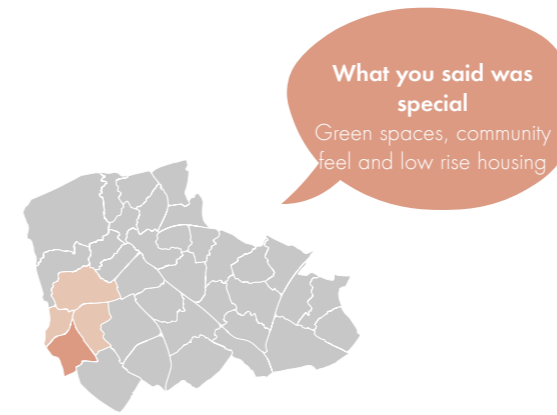
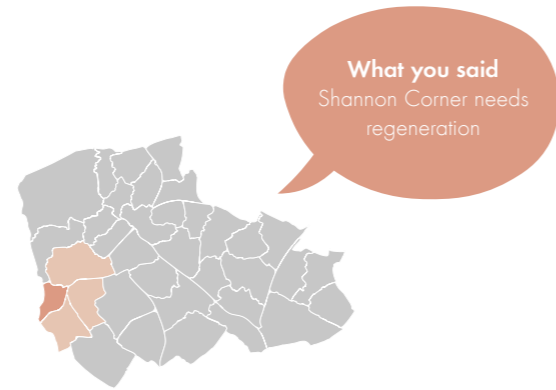


A graphic to illustrate the dominant types of development within the area. In Raynes Park we see almost 60% of the area is made up of green space and suburban housing typologies. The next largest housing types include spacious and urban terraced.



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.





RAYNES PARK

Distinctiveness - heritage and key features

- Historic town centre which grew up in the late Victorian /Edwardian era on the back of the arrival of the railway.
- Raynes Park is located at the fine point of an 'urban wedge' which stretches along mixed use railway corridor from the east.
- Spacious 'Wimbledon Hill' character to north and views south from here.

key issues / opportunities

- High incidence of conservation areas - particularly to the north of the rail line - which has supported high quality character.
- Stark difference between the quality of intensification coming forward north and south of the rail line - to the south the intensification that is happening slowly is much lower quality.
- Cottenham Park was the only development pre-1900 and as such the rail station relates much more strongly to the north, with connection issues persisting today for neighbourhoods to the south.
- Opportunities to enhance the quality of shop frontages and development in the town centre.

SHANNON CORNER

Distinctiveness - heritage and key features

- Defined largely by major infrastructure including the A3 and its imprint.
- Large footprint retail sheds set within expansive surface car parks
- Schools and community infrastructure are often at the boundary between infrastructure and neighbouring residential areas.

key issues / opportunities

- Strategic highway infrastructure creates a significant barrier to movement in the area, particularly with raised routes and intersections.
- Big box retail is appropriately located linked to this infrastructure, but the links back into local centres are poor making this provision an island which is only driven to.
- The underlying landscape and brooks is hidden and masked by development at present, but represents an opportunity to transform the area in the future.
- Potential for larger retail sites to deliver homes in the longer term.

MOTSPUR PARK

Distinctiveness - heritage and key features

- Laid out as a suburban residential area in the inter-war period linked to the opening of Motspur Park station.
- Generally short terraced blocks of four homes with generous rear gardens. Some street trees, but generally a pattern of reducing street greenery.
- Area looks south to New Malden rather than north to Raynes Park.

key issues / opportunities

- Consistency of character and format across the whole area means there are limited opportunities for intensification beyond plot-by-plot.
- Motspur Park station currently looks primarily east, and so opportunities could be explored to better link the residential area to the west.
- Potentially scope to intensify immediately around the station itself.

GRAND DRIVE

Distinctiveness - heritage and key features

- The alignment of Grand Drive was originally marked by a hedgerow across open fields in maps dating from the 1870s.
- St. Saviours Church opened in 1907 and the distinctive row of "Arts and Crafts" villas opposite followed shortly after.
- High incidence of open space and green infrastructure which gives this area a particularly green character.
- Generally terraced homes set on generous streets and laid around areas of open space.

key issues / opportunities

- Generous street section of Grand Drive lends itself well to supporting improved walking and cycling provision.
- Scope to enhance the entry points into green spaces for example Heath Drive and entrances to the Paddock from Parkway.



Growth themes

Support Raynes Park town centre

as a characterful local centre serving both sides of the tracks. Emphasise the role of the existing centre as a service centre for the wider community. Knit together the connections more convincingly and the parcels of underused space within or immediately adjacent to the centre. This might include thinking about the mix of uses on sites south of the rail line, and supporting enhanced access through the rail arches. Opportunities to reduce the impact of vehicular traffic on the centre and enhance the pedestrian and cycle environment generally should be explored.

Enhance access to existing open spaces

This area is blessed with a number of larger open spaces, some more accessible than others. There are opportunities to enhance both the quality of the spaces and the access into them. This would help ensure the underlying character and intentions built into this area are fully appreciated and optimised.

Enhance the role of stations as connecting pieces

At both Motspur Park and Raynes Park an imbalance exists between the sides of stations. To address this opportunities to intensify those blocks closest to the station entrance on the "other side" should be explored, as well as enhancing the station entry points in general.

Use the avenue streets as sustainable corridors

Maximise the provision for active travel routes for cycling and walking along generous routes such as Grand Drive. Start to encourage intensification/diversification at key points along their routes. Both Grand Drive and Coombe Lane have important roles in supporting sustainable movement up to the potential future Crossrail link at Raynes Park.

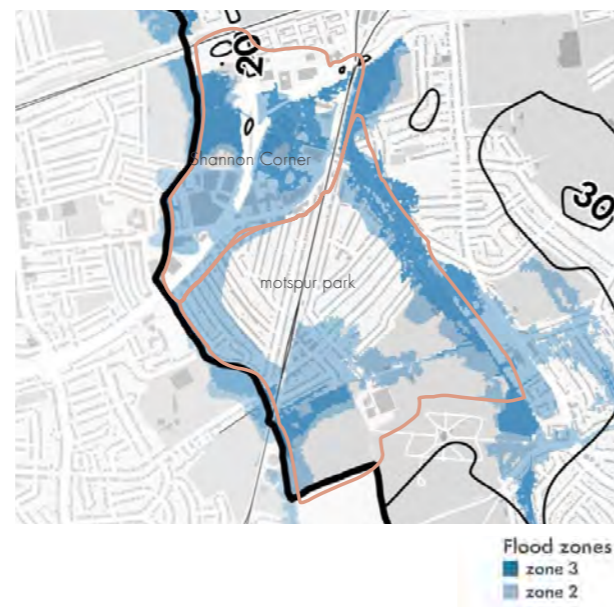
Connect in Shannon Corner

Seek to move to a more local connection for this shopping area. Accept that Shannon Corner provides a different, but necessary, type of retail, but that over time it needs to be drawn into the surrounding area's functioning, in particular with links to Raynes Park centre. In doing so future flexibility should be considered, in particular to avoid building in inflexibility at ground floor when intensifying sites. This will require careful balancing of strategic retail/employment and new residential.

Address the isolation of non-retail sites in this area including West Barnes Estate. Enhance the connections through these parcels and to Raynes Park centre.

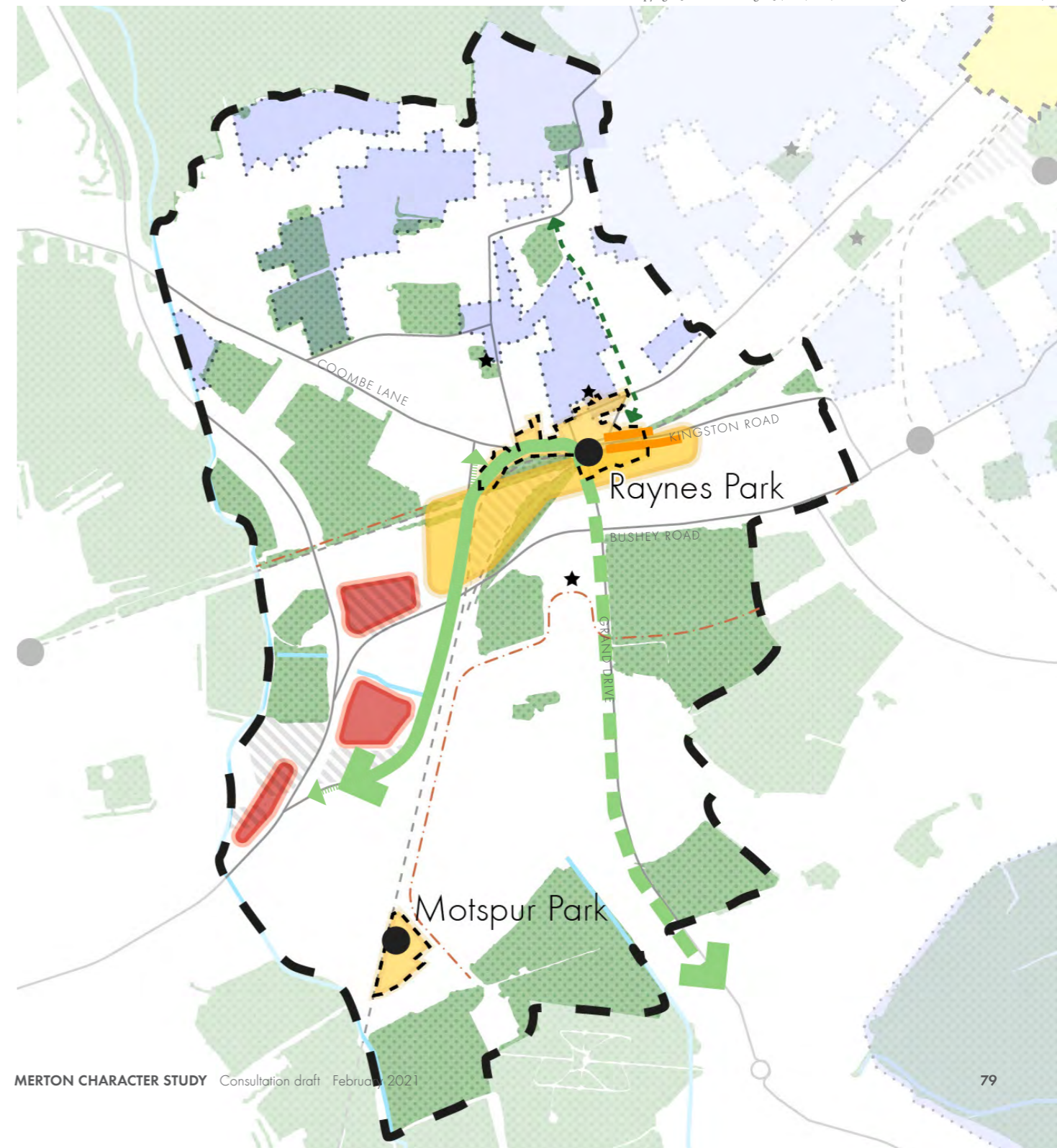
Reveal underlying landscape assets

Opportunities to use the landscape history of areas such as Shannon Corner and Motspur Park to inform future change could help address resilience to climate change, in particular water infrastructure. The network of brooks and watercourses through the area could form a more positive part of current character whilst also supporting environmental functions.



proposals / opportunities:		baseplan:	
Reimagine character	Strategic greening and improvements	Area Boundary	Strategic Landmark
Re-examine character	Strategic improvements	Town Centre Boundary	Local Landmark
Repair character	Active travel improvements	Conservation Area	Road
Corridor Intensification (major)	Local green link improvements	Green Space	Rail
Corridor Intensification (minor)		Locally Significant Industrial Sites	Waterway
Enhance parade		Strategic Industrial Locations	Waterway Link
		Train/Tube/Tram Station	

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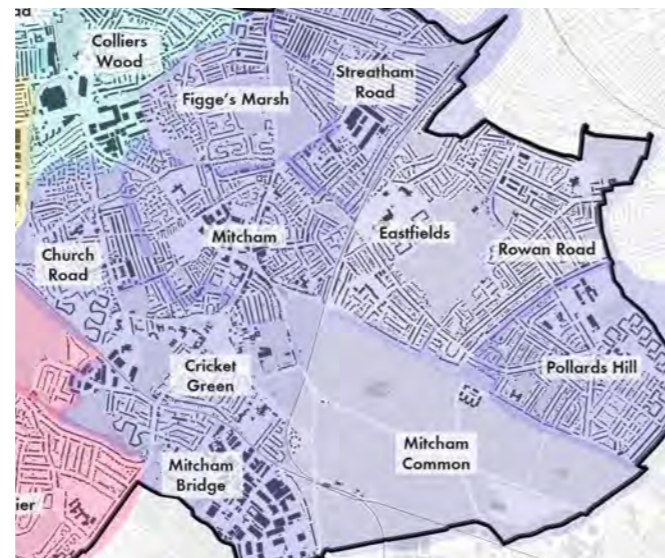
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MITCHAM

H MITCHAM

H.1 INTRODUCTION

Mitcham means 'big settlement'. It's big in the sense that it grew as two parts - Upper and Lower, which formed on the low-lying plains by the river, centred on two village greens. It's also big in that it has played a significant role for Merton over the years - the area's lavender fields and soothing air attracted residents to settle in this part of the borough before industrialisation took off. Mitcham's identity transformed in the 18th century from a rural retreat into an industrial powerhouse, first as a Calico cloth printing centre, and later a manufacturing hub, with companies producing a range of products into the 20th century, from confectionary to fireworks to paint. Housing expansion transformed the character of the borough in the interwar years, and again after the war with the emergence of low density mid-rise blocks like at Pollards Hill and Eastfields. More recently, Mitcham is leading the way in providing new, award-winning sustainable forms of development, like at Brenley Park and along Rowan Road.



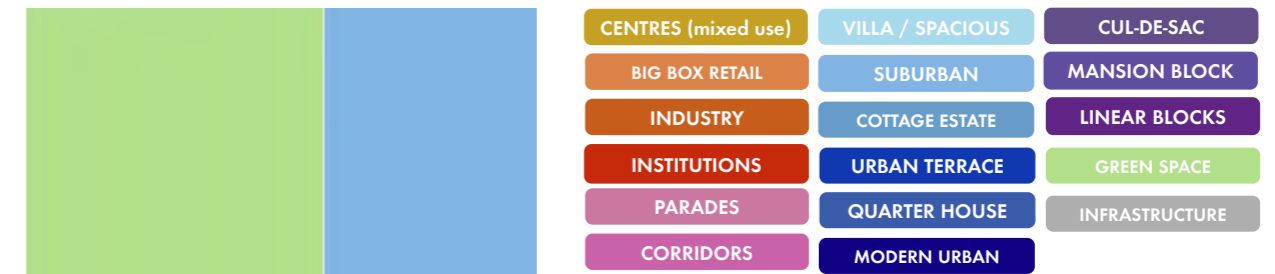
A plan illustrating the neighbourhoods within the area

The Mitcham sub-area is divided into 10 neighbourhoods. The areas share a consistent scale but are diverse in their built form and character. Mitcham's dominant typology is suburban housing with historic fragments interwoven in, including pockets of Victorian terraces, shopping parades and old industrial buildings. Mitcham Town Centre is its main commercial centre, although places outside of the borough like Tooting, Streatham and Norbury play an important role for shopping and other services. The area is characterised by a string of green spaces, from Figges Marsh in the north, to the historic Upper and Lower Greens in the centre, and Wandle Valley to the south. Mitcham Common and its edge has its own unique character to the southeast. Adjacent to the common is The Willow Lane Trading Estate, a significant piece of industry for the borough.

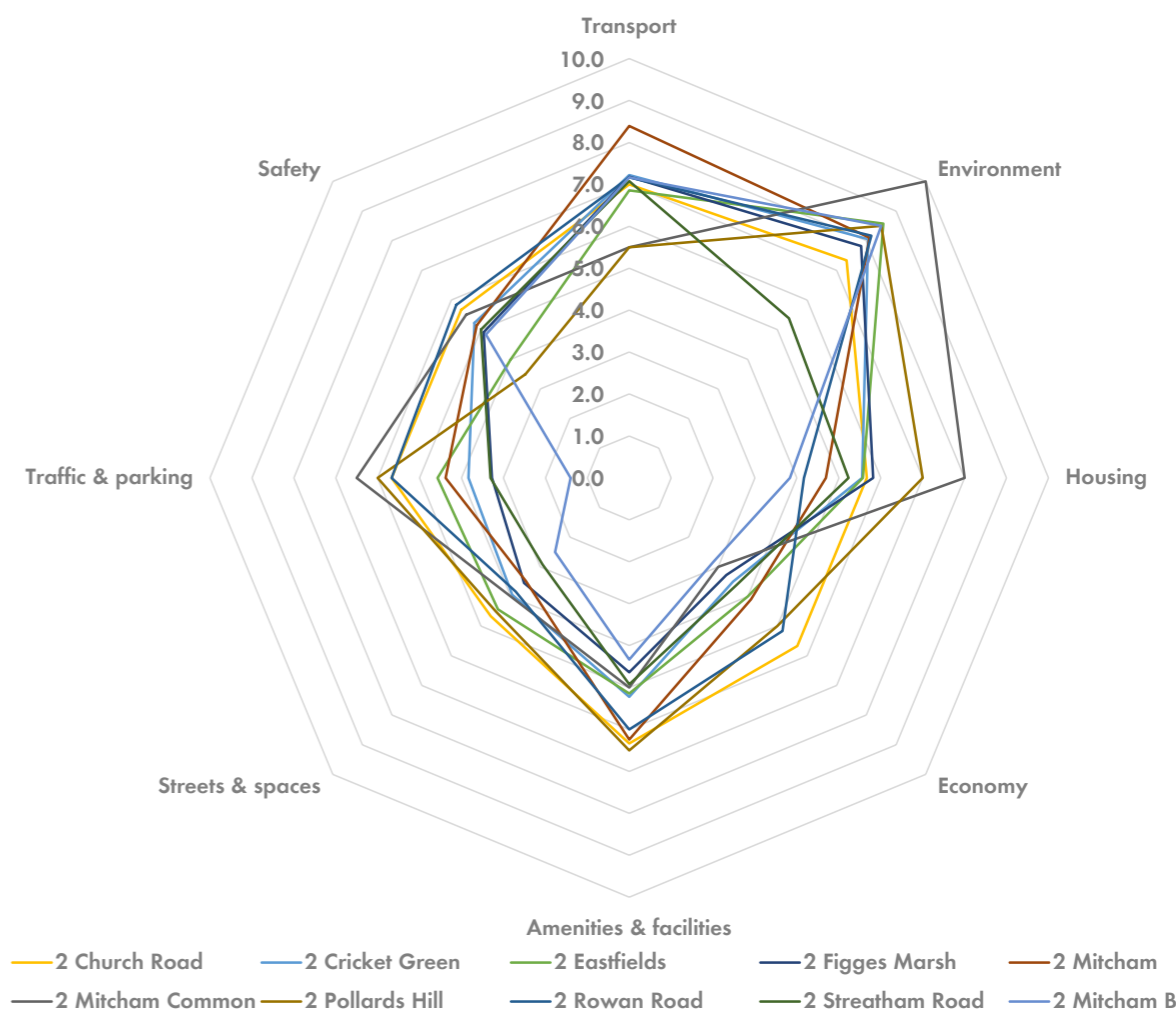
It's easy for Mitcham's 'big pieces' to steal the limelight, but just as important to Mitcham's identity are the smaller, more hidden 'yokey' spaces in the borough, and the diverse communities that value them. Leisure and

community uses like the Rowan Road and Oakleigh Way recreation grounds, Mitcham tennis courts and the BMX track, are often unassuming and tucked away behind suburban streets but are vital spaces for Mitcham and its residents.

The area faces its own distinct challenges. Parts of Mitcham are far more deprived and disconnected than elsewhere in the borough, with poor public transport access to the town centre and other neighbourhoods. A key part of the strategy for Mitcham is about strengthening the role of local neighbourhoods, and improving connections between these and Mitcham town centre.



A graphic to illustrate the dominant types of development within the area. Mitcham is one of the areas within the borough which has the greatest mix of typologies. Large amounts of green space (35% of the area) and suburban housing (25%) of the area are the most prevalent.



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

Close community feel, small green spaces, heritage, diverse community, zone 3 location



What you said was special

Easy commute to work, small shops and historic features, diverse, green spaces everywhere, village feeling of the town centre

FIGGES MARSH

Distinctiveness - heritage and key features

- Centred on Figges Marsh, a historic triangular green space, and London Road, a busy movement corridor
- Victorian and Edwardian 3-4 storey gabled terraces with shops by station including locally listed terrace
- Later infill along London Road
- Rest of area predominantly residential - late Victorian / Edwardian terraces, 1930s housing and 1990s cul-de-sac
- London Road cemetery also an important green space and landmark
- Mature trees important landscape asset

key issues / opportunities

- Fragmentation of character due to poor quality infill along London Road
- Traffic dominance and poor pedestrian environment along London Road
- Few trees, loss of green verges
- Loss of original features / poorly maintained commercial buildings
- In residential streets, poor paving / road quality, poor boundary treatments and loss of front gardens
- Poor alterations / extensions in places
- Strengthen western edge of London Road and create 'green spine' - tree planting, landscaping, reduce traffic dominance
- Opportunities around Myrna Close car park area

MITCHAM

Distinctiveness - heritage and key features

- Historic mixed use town centre, focused on Upper Green with tight urban development surrounding it which still retains the typical medieval form of narrow house plots on north and eastern side of the Green
- Diverse range of building heights and styles
- Looser development along the key routes with a fragmented character - mainly retail interspersed with community uses
- West of London Road - large industrial / commercial footprints and more residential to the east of the area (1930s short terraces and blocks of six-storey flats)
- London Road runs north-south through the area and A236 intersects - both busy movement corridors
- Gasholder a key landmark

key issues / opportunities

- Original focus of the Upper Green has been lost to some extent
- Poor shopfront quality
- Car dominated along the key corridors - poor pedestrian environment in places
- Pedestrian and cycling links to residential areas poor
- Infill development e.g. housing above shops, underutilised sites to reinforce area
- Improve connections to wider area
- Public realm enhancements - create green spine and enhance gateways
- Opportunity to improve the market



What you said was special
Great public transport + access to London, friendly neighbours, growing community feel, close to Tooting, grid street layout

What you said was special
Trees and grassy areas, polite and welcoming people, historical, sense of community

What you said was special
Green spaces, quaint houses, long-standing neighbours and sense of belonging, places to play and have fun

What you said was special
The library and community centre make Pollards Hill special

STREATHAM ROAD

Distinctiveness - heritage and key features

- Mainly residential area with Streatham Road forming the main thoroughfare through the neighbourhood
- Large shopping parade along Streatham Road and housing further south
- 1930s tight terraced streets to the east of Streatham Road up to railway line in contrast with more fragmented housing typologies on its western side
- To west - mix of late Victorian / Edwardian terraces and interwar cottage-style housing along curved streets
- 1980s/1990s cul-de-sacs contrast with the consistent low rise character
- Mitcham Industrial Estate - large industrial / big box retail footprint off Streatham Road
- North East Mitcham Community Association and green space a key asset

key issues / opportunities

- Streatham Road a busy thoroughfare - traffic dominated
- Poor public realm in places e.g. uneven pavements / sparse planting - opportunities for tree planting and upgrades to public realm
- Potential to strengthen character around key transport node of Tooting Overground Station
- Strengthen the role of shopping parades (such as Streatham Road and London Road leading into Tooting) intensify and improve public realm away from large landscape features to north - future adaptation to climate change will need street greening and smaller spaces

EASTFIELDS

Distinctiveness - heritage and key features

- Railway line forms western boundary, Eastfields Station a major gateway
- Used to be an area known as East or Common fields, used for the cultivation of herbs, roses and lavender
- Mitcham Great Wood used to occupy the site of the Streatham Park Cemetery
- Predominantly residential character - mix of tight Victorian terraces, 1930s semi detached suburban housing (some art-deco style), post-war cul-de-sacs and free form blocks and contemporary development like at Brenley Park
- 1960s Eastfields Estate has distinctive layout from the surrounding built form
- Spacious, quiet and suburban character with curving street layout and high proportion of green open spaces

key issues / opportunities

- Poor public realm in places e.g. uneven pavements / sparse planting - opportunity to reflect the area's history as a horticultural centre
- Barrier of the railway line to west
- Loss of front gardens to parking
- Strengthen the role of shopping parades - intensify and improve public realm
- Eastfields estate regeneration

ROWAN ROAD

Distinctiveness - heritage and key features

- Bounded by cemetery, Northborough / Manor roads to east with Rowan Road running through the middle
- Mainly residential area with interwar low rise terraced streets
- Small pockets of light industrial
- More recent award-winning sustainable development on Rowan Road with homes, community facilities and park
- Rowan Road key movement corridor in this part of the borough

key issues / opportunities

- Can feel like a 'backland' area
- Rowan Road a busy thoroughfare - car and traffic dominated
- Poor public realm in places e.g. uneven pavements / sparse planting - tree planting and improving public realm
- Strengthen the role of shopping parades - intensify and improve public realm
- Loss of front gardens to parking

POLLARDS HILL

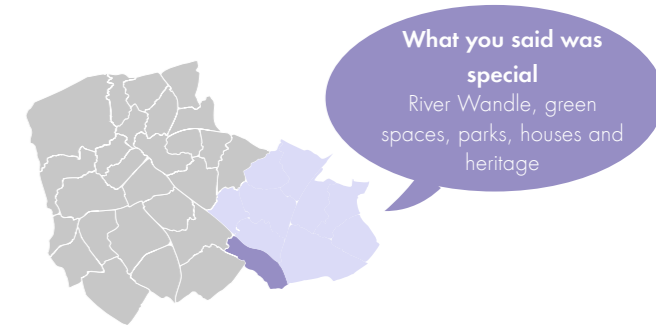
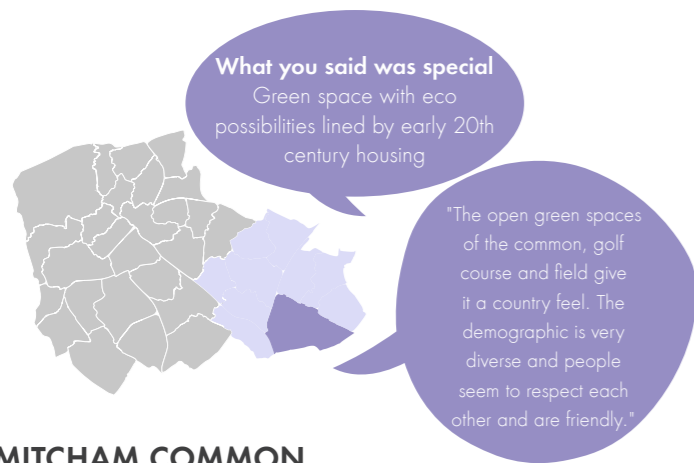
Distinctiveness - heritage and key features

- Developed from 1930s, formerly farmland and Pollards Hill Wood
- Open grain of the post war Pollards Hill housing estate to north - high density low rise scheme of 3 storey houses and flats zigzagging around edge of large open space and community uses
- Rest of area characterised by cohesive rows of interwar suburban houses with front and back gardens
- Southwest of neighbourhood radiates out from central roundabout with interconnecting streets between
- Pollards Hill and Sherwood Park recreation grounds are green spaces
- Trees and front gardens key feature to be celebrated

key issues / opportunities

- Can feel like a 'backland' area
- Poor public transport accessibility
- Lack of tree planting in places
- Loss of front gardens to parking and large areas of estate given over to parking
- Inappropriate alterations to buildings
- Poor quality public realm in places
- Tree planting to celebrate former wooded character of parts of the area
- Improving public transport accessibility and links to Mitcham town centre
- Public realm improvements





MITCHAM COMMON

Distinctiveness - heritage and key features

- Large proportion of area is the historic public open space, comprised of heathland, grassland, woodland, scrubland and ponds, enclosed and intersected by network of busy roads and railway / tram lines
- Undulating topography a key feature and numerous panoramic views
- Housing and commercial development face the common to north and southwest
- Industrial uses on its edges turn its back on the open space and are self-contained
- Mitcham Garden Village is a distinct locally listed enclave - early 1930s
- Large Golf Course creating sense of green

key issues / opportunities

- Managing the impact of new development on views from Mitcham Common
- Pedestrian access to common impeded by heavy traffic flow and cycling provision poor
- Improve footpaths, crossing points and cycling infrastructure around the common
- Opportunity to make more of it - to use its historic features to shape leisure and recreation activities
- Opportunity to strengthen the role and function of Mitcham Junction
- Explore provision of food outlet / pop-up coffee van or cafe - good for walkers and encourage the community to mix a bit more

CHURCH ROAD

Distinctiveness - heritage and key features

- Formerly industrial use prevalent, now mainly housing with a varied character
- Post 1945 council housing to south - large modernist blocks set in open space, 1980s cul de sacs to north
- Early 20th century grid iron terraces to east
- Wandle Valley conservation area and listed buildings - key green corridor
- Phipps Bridge Estate a key part - built in 1960s, redevelopment since
- Industrial/business uses off Church Road
- Everetts Place - old workers cottages - insight into earlier rural character
- Allotments, recreation space and nature conservation green route - leafy character along western edge

key issues / opportunities

- Busy traffic corridor that creates east-west disconnect
- Permeability hindered in places
- Pockets of underutilised space
- Poor wayfinding
- Loss of front gardens
- Ambiguity between public and private
- Reduce vehicle dominance of Church Road and strengthen edges
- Adoption of underutilised space to green space / infill opportunities
- Higher quality pedestrian routes
- Tree planting to enhance public realm

CRICKET GREEN

Distinctiveness - heritage and key features

- Area centres on the historic Cricket Green (played on as early as 1707) and quality of development around it
- Mainly residential and institutional - larger plot sizes to southwest and low rise institutional buildings to north
- Much of the area is within the Mitcham Cricket Green Conservation Area - number of listed and locally listed buildings including Mitcham Parish Church, Mitcham Court and the Canon House
- Sense of openness and small scale character - semi rural in parts with its green spaces key to its character
- Housing varied in scale from blocks of flats to 1930s detached housing and small scale Victorian cottages

key issues / opportunities

- Heavy traffic along London Road, Church Rd and Madeira Rd
- Pedestrian movement between open spaces hampered by the roads
- Sensitive infill opportunities that reinforce historic setting and strengthens key views into the conservation area
- Reveal significance of Tramway Path
- Explore opportunities to bring vacant pubs on Cricket Green back into good use

MITCHAM BRIDGE

Distinctiveness - heritage and key features

- The Wandle is a key historic waterway shaping the character of this area
- Two halves linked by footpath - large self-contained industrial land to southeast and enclaves of housing between Wandle and tramline to northwest - mix of semi-detached interwar housing, 1970s freestanding low rise blocks e.g. Watermeads and 1980s/90s housing
- Open and leafy character of the Wandle, Watermeads Nature Reserve and Ravensbury Park alongside it
- Major movement corridors of London Road and Morden Road run through part of the area - varied in character - big box units opposite open space and low rise housing
- Historic remnants of Wandle's industrial character - Wandle Valley Conservation Area covers some of the area

key issues / opportunities

- Disconnected within and between neighbourhoods - tramline to north and green space to south act as barriers
- Lack of local shops
- Protect the strategic industrial land and encourage new employment uses
- Protect historic industrial buildings
- Strengthen walking and cycling links along the Wandle
- New pedestrian links across Wandle and tramline



"Church Road has plenty of open spaces close by. Steeped in local history and heritage. Multi-cultural community. Community Centre in the heart of the Phipps Bridge Estate. Most high-rise blocks have been removed. Some good schools. Local children's play-park is one of the best in Merton. Good bus and tram links. Deen City Farm is excellent. Some local shops. Lots of larger shops nearby."



Growth themes

Intensifying Mitcham town centre and improving connections to it from nearby neighbourhoods

The town centre is one of the most historic parts of Mitcham and is a vibrant and resilient hub of activity. It has some really lovely assets, including its Victorian shopping parade and historic green. Post-war infill development has filled gaps where the original fabric has been lost, some of which has harmed the prevailing character of the area. There are significant opportunities to repair and intensify, including on underused sites or single storey units where building upwards could accommodate new housing. The history, existing scale, grain and massing of the town centre should inform a tailored and place-based strategy for growth which will help Mitcham town centre to be the beating heart for the area again. Part of the parcel of achieving this is to reduce the impact of the busy road network and improve walking and cycling connections to the town centre from nearby neighbourhoods.

Establishing London Road as a key corridor in need of improvement

London Road is the main route through the sub-area and connects a series of green spaces and local centres that help to characterise the area. There is an opportunity to establish this route as a green spine and intensification corridor that stitches these pieces together through the creation of a network of green infrastructure, including extensive tree planting and improvements for walking and cycling. Development of sites along London Road should help achieve this vision by prioritising a high quality and sustainable environment and by strengthening the edge condition along this corridor.

Celebrating the identity and resilience of local neighbourhoods

Mitcham's shopping parades and local centres are really important, particularly around Rowan Road and Pollards Hill which are located a considerable distance from a major town centre. Many are in poor condition with poorly maintained buildings, vacant shops and a low quality public realm. The Covid-19 government lockdown has given people a renewed appreciation for their local corner shop. There is an opportunity to strengthen the role of local parades through exploiting intensification opportunities (corner sites, upward extensions and redevelopment of single storey units), shop front improvements and public realm enhancements, including improved crossings.

Regeneration of Eastfields to provide new homes and bring community benefits

The regeneration of Eastfields Estate will help to create an integrated and sustainable residential neighbourhood in the heart of Mitcham that helps to enhance the character of the area. New community facilities will bring wider benefit to the local community.

Reinforce the character of Lower Mitcham and Cricket Green

The architectural and historic qualities of this area are protected by conservation area status and new development must be of an exceptional standard and integrated well with its context in order to contribute to its special character. The residential development on the Cricketers Pub, adjacent to the former Fire Station is a good example of this.

Strengthening edges and repairing sites along key corridors

The A216, A236 and Church Road are key routes, which in parts have a poor quality street environment that encourages faster traffic at the expense of street activity and pedestrians. Gaps in the frontage along these routes provide a good opportunity to repair the condition of these routes, alongside improvements to walking and cycling infrastructure and greening enhancements, to contribute to an overall more positive pedestrian experience.

Celebrating Mitcham's significant industrial heritage

As well as its old houses and greens, Mitcham has a rich industrial heritage which grew around the Wandle. There are still significant pieces of industry which play an important role for Mitcham and London more widely. Employment uses within industrial areas and historic industrial buildings should be protected and celebrated, whilst also allowing employment typologies to evolve by integrating new types within housing-led development schemes.

Backlands and corners intensification at Pollards Hill south

There may be opportunities for suburban intensification on the backlands and corner plots within the Pollards Hill south area. A small sites design guide will help inform what development should look like within this suburban setting to encourage development that is in keeping with the existing character. This will set out guidance for the material palette, scale and features to help reinterpret the suburban character for new development.

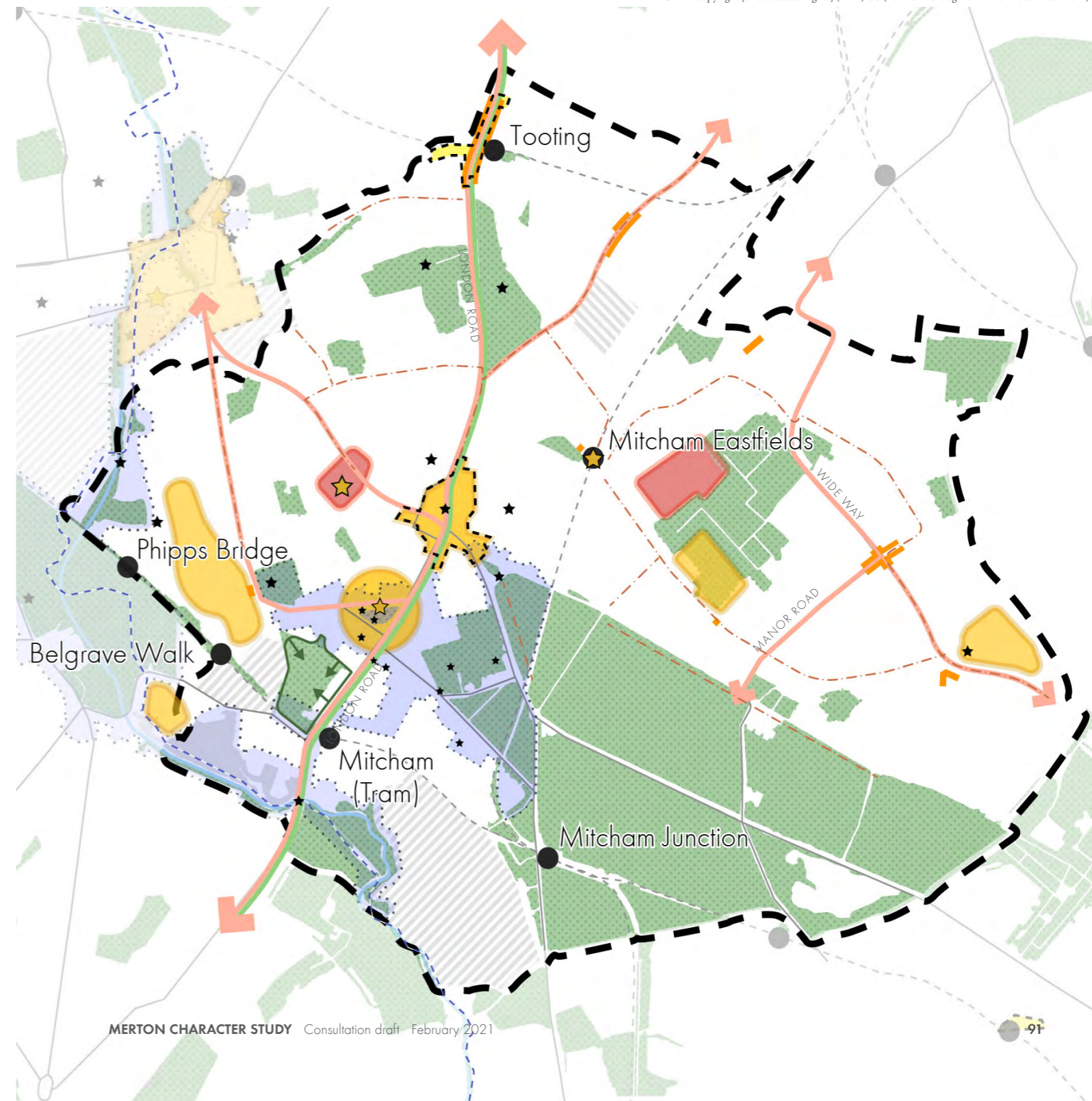
proposals / opportunities:

- 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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MORDEN

I MORDEN

1.1 INTRODUCTION

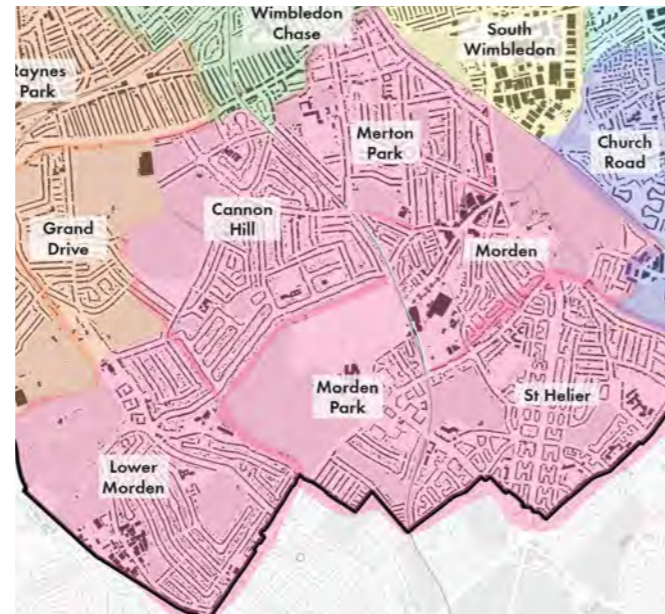
The Roman road of Stane Street continued through the Morden area of Merton, and as a result this area has a long history. Archaeological finds suggest there would have been a Roman settlement in the area. The oldest surviving buildings in the area include Morden Hall and Morden Park, both built in the second half of 18th century.

However, until the arrival of the London Underground this area remained largely rural. Through the inter-war period a new town centre (away from the historic village centre of Morden) and residential neighbourhoods grew up around Morden station, joining with Merton Park which had been developed earlier by John Innes at the end of 19th century.

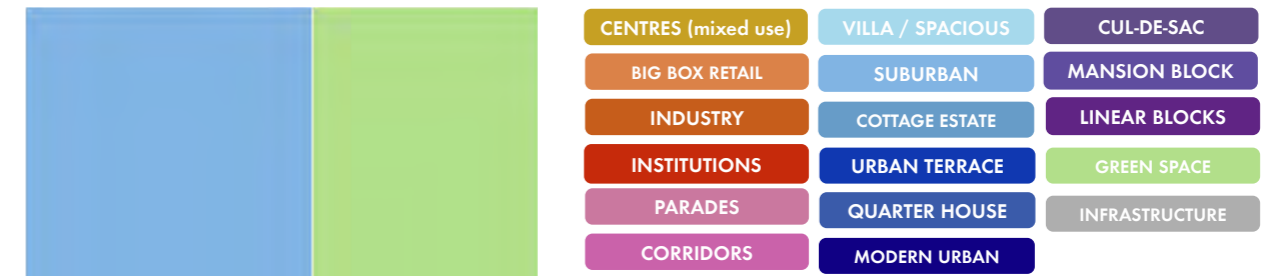
Today, the area is an attractive suburban location for Londoners. The area has a consistency in scale with dominance of inter-war and 1940/50s development. Morden Park and Morden Hall Park are two important historic features, but both could be better celebrated and integrated in the way the area has grown.

The A24 Epsom / London Road now weaves its way through the area, but remains an ancient route and important connection. The River Wandle runs along the eastern side of the area, but is also underplayed in how it relates to the Morden area.

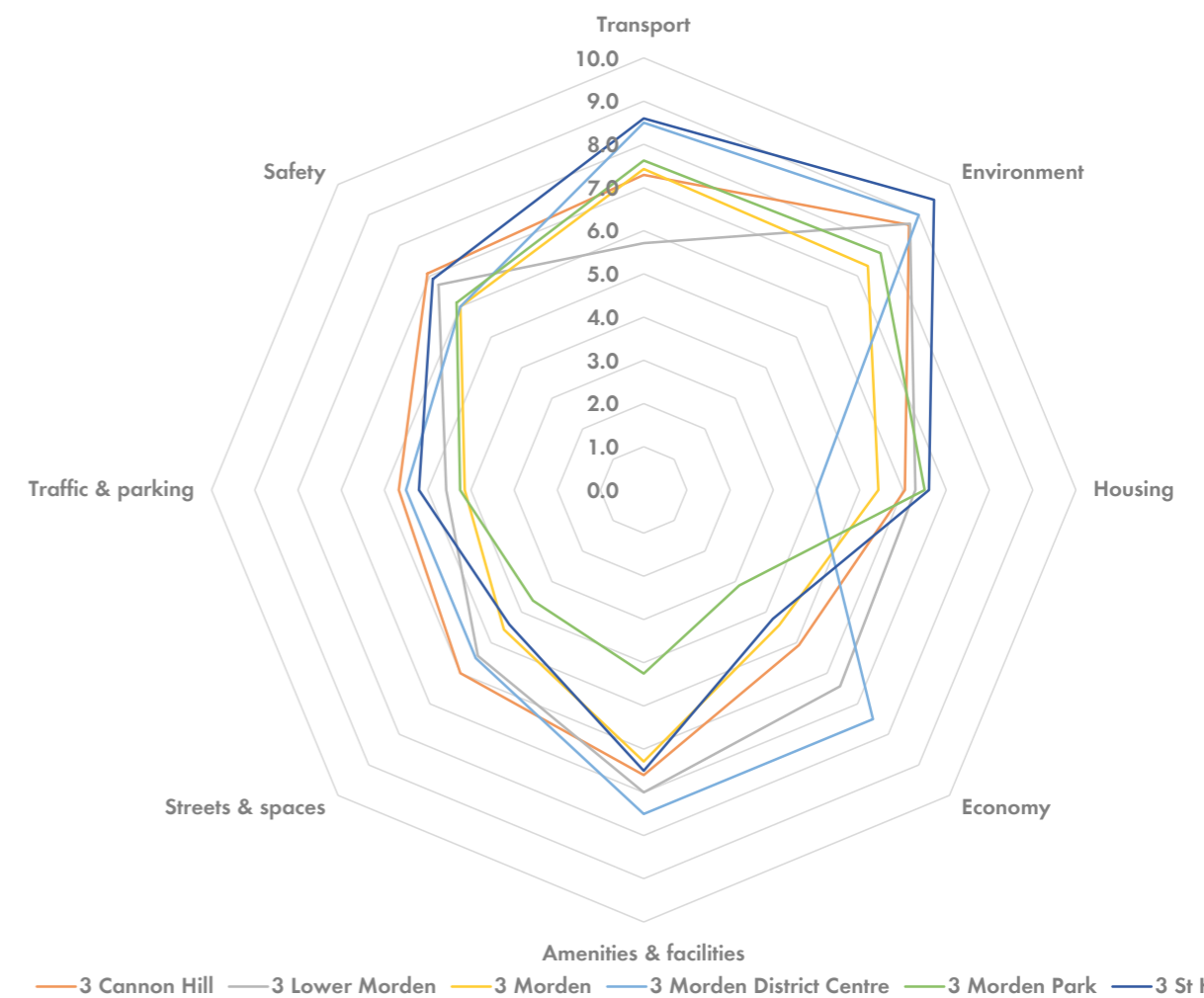
The area is made up of six residential suburban neighbourhoods, each relating to retail centres. Morden town centre is the most significant centre and has intensified over the years. The consistency in scale and built form throughout the neighbourhoods in the area means that change stand out and therefore intensification needs to be thoughtfully introduced.



A plan illustrating the neighbourhoods within the area



A graphic to illustrate the dominant types of development within the area. The Morden area is one of the most consistent in the borough with almost 85% of the area made up of only three typologies - suburban homes, green space and cottage estate homes.



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.



MORDEN

Distinctiveness - heritage and key features

- Focus is the town centre - historic commercial centre developed following northern line extension in 1920s
- Beyond town centre, predominantly residential in character - low rise suburban housing with more open 'garden city' style layout to the south, and more formal denser grid layout to west.
- Apartment blocks west of town centre
- Punctuated by major movement corridors - London Road, Morden Hall Road and Aberconway Road
- Civic centre and Baitul Futuh mosque are key local landmarks
- Morden Hall Park open space with historic buildings and features scattered to south
- Excellent transport links and open spaces

key issues / opportunities

- Transition between densifying town centre and suburban residential could be improved, currently quite abrupt
- Poor relationship between Morden town centre and Morden Hall Park - hidden access points, busy major roads with few crossings - opportunity to improve this
- Improve pedestrian and cycling environment in centre
- Opportunity to reimagine Morden as a young and vibrant town centre through context-led mixed use development
- Barrier of railway line along park's edge to east - explore opportunities to improve connections across

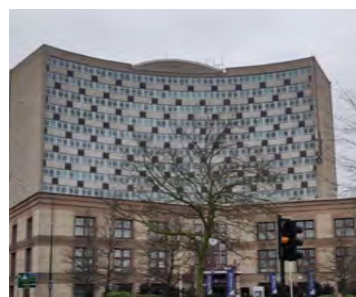
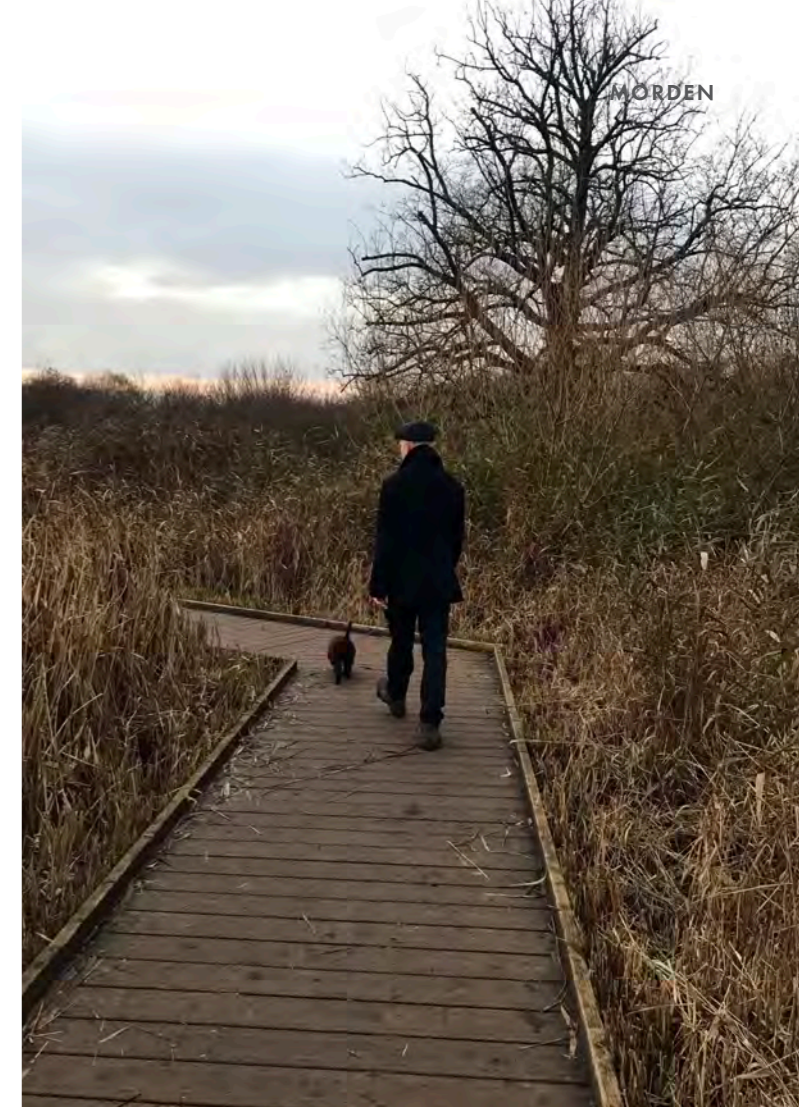
ST HELIER

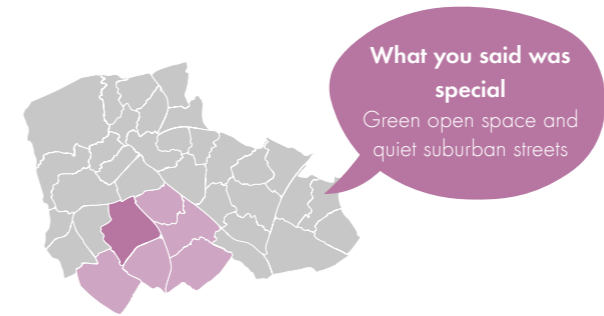
Distinctiveness - heritage and key features

- Focus on St Helier Avenue which cuts through the middle of the area
- London County Council (LCC) interwar planned residential estate designed with garden city characteristics - cul-de-sac comprised of red brick terraces around greens a key feature
- Large areas of open space for recreation and green verges / hedges enhancing quality and green character of area
- Shopping parades with flats above
- Morden Recreation Ground to south

key issues / opportunities

- Loss of front gardens to hard standing and replacement of hedges - opportunity to reinstate these
- St Helier Avenue is a busy car dominated route - opportunities to improve pedestrian and cycle environment along this wide route
- Public realm improvements at shopping parades
- Explore infill opportunities for cottage style housing, potentially on corner plots





MERTON PARK

Distinctiveness - heritage and key features

- Mainly residential area with mix of late 19th century larger semi detached houses (in arts and crafts style) and later 1920s/early 1930s semi-detached and terraced housing
- Strong sense of composition with a regular plan radiating from a central circle
- Despite different stages of development, architectural features used to unite area and give it coherent character and identity
- Grassy verges, front gardens and mature trees give it a leafy and green character
- Part of area in John Innes Conservation area and several locally listed buildings
- Pockets of more recent development
- Mostyn Gardens is a large park and recreation ground which serves the area. Other planned landscape assets include Kendor Gardens and Church Lane Playing Fields

key issues / opportunities

- Loss of front gardens and boundary walls
- Unsympathetic alterations / extensions
- Tree planting and reinstatement of verges
- Improvements to public open space e.g. Kendor Gardens, Mostyn Gardens
- Promote walking and cycling as alternative to busy movement corridors - improve walking and cycling connections over the railway

MORDEN PARK

Distinctiveness - heritage and key features

- Morden Park a key feature of the area - extensive parkland, woodland and playing fields
- London Road forms its eastern boundary with housing beyond - 1950s free form blocks set in green space like at Hatfield Mead, and suburban interwar low rise terraced streets with garden city layout
- Haig Home estates arranged around courtyards set in landscaped surroundings
- Cluster of community uses on London Road with park setting including leisure centre, school, college campus and leisure centre
- Much of the area is included in the Upper Morden Conservation Area and there is a concentration of listed buildings

key issues / opportunities

- London Road is busy major movement corridor - poor pedestrian environment, sparse planting, few crossings etc - real opportunity to transform into an active travel corridor
- London Road has poor relationship with Merton Park - few access points and hidden away - opportunity to improve this
- Barrier of railway line to east restricts permeability and access
- Large areas for parking e.g. at Harvester / college - scope to review and potential to explore opportunities for infill

CANNON HILL

Distinctiveness - heritage and key features

- Spacious and suburban residential area consisting of 1920s/1930s terraces and semi-detached homes
- Garden City character at Whatley Avenue and surrounding roads
- Cannon Hill Common a key feature with woodland and meadow habitats - offers views across London
- Examples of mansion block typologies e.g. Meretune Court and Merton Mansions
- Shopping parades along key routes - Martin Way and Cannon Hill Lane
- Schools, churches, a community centre and open space are other uses
- Grassy verges are an important contributor in this area

key issues / opportunities

- Some neighbourhood nodes need enhancement - strengthen the role of local shopping parades and seek opportunities for intensification
- Loss of boundary walls, green verges and front gardens to hard surface detract from overall character
- Railway line acts as major barrier to northeast
- Celebrate the green spaces and improve walking and cycling links to them

LOWER MORDEN

Distinctiveness - heritage and key features

- Mainly residential - curving terraced streets with low rise interwar homes
- Garth Road transitions from residential street to predominantly industrial uses - stark contrast in character
- Key open spaces include cemetery and King George's Recreation Field
- Pockets of other non-perimeter housing typologies including free form blocks set within open spaces
- Area generally feels a little left behind and would benefit from renewed interest and investment

key issues / opportunities

- Improve edges of Garth Road industrial area - opportunities for intensification whilst protecting employment uses
- Above shop infill opportunities e.g. at Grand Drive shopping parade



proposals / opportunities:

- Reimagine character
- Re-examine character
- Repair character
- ↔ Corridor Intensification (major)
- ↔ Corridor Intensification (minor)
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baseplan:

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Growth themes

Restore the London Road (A24) as a key focus through the area

This ancient route represents a logical location for intensification and an opportunity to enhance sustainable connections. The approach would see development brought forward to positively address the route and the intensification of existing development such as retail parades. Alongside this, the wide section could be used to deliver walking and cycling infrastructure, transforming this route into a key piece in Merton's active travel network.

Celebrate the area's historic parks

Both Morden Park and Morden Hall Park are fantastic assets to this area, but are currently underplayed. The edges of Morden Park should be transformed to create a positive edge to the London Road and a series of celebrated entrance points from all sides. At Morden Hall Park the overall connection to the town centre should be strengthened and the quality of the environment along Morden Hall Road enhanced.

Support the evolution of Morden town centre

Morden is comparatively a young area in London which is still evolving and maturing. The core of the town centre needs to evolve to serve the growing community. The intensification of Morden town centre should be supported whilst establishing a transition line/zone to enable it to be comfortably set within the wider suburban neighbourhoods.

Use the avenue streets as sustainable corridors

Generous avenue routes such as St Helier Avenue provide great opportunities to maximise cycling and walking provision. Alongside this reallocation of space in street section, there could be a move to encourage intensification/diversification of uses at key points along their routes.

Recognise Morden South station as a key future node

The area around Morden South station has seen the growth of some key uses, most notably the mosque. The presence of key community assets such as the mosque and Morden Park, and the accessibility of this node afforded by the station and A24 route, make it a strong location for intensification which would benefit the nearby suburban residential areas.

Reveal the waterways

The River Wandle runs along the eastern boundary of the area and opportunities exist along this stretch to regenerate adjacent sites as has been achieved in Mitcham along the river. Introducing new development fronting on to the river alongside environmental improvements would ensure Morden benefits fully from the presence of the Wandle. In addition, there are other watercourses currently hidden which could be revealed as positive environmental features in the wider area.



CHARACTER EVOLUTION

What should future growth
be like?

J CHARACTER EVOLUTION

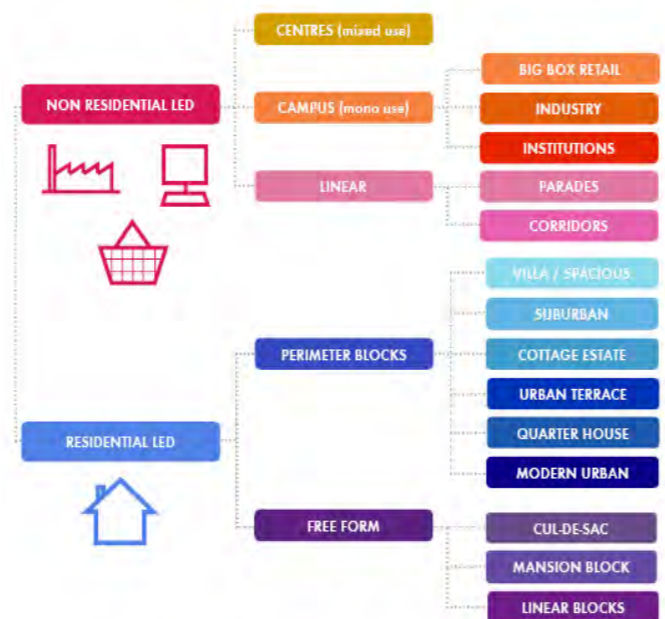
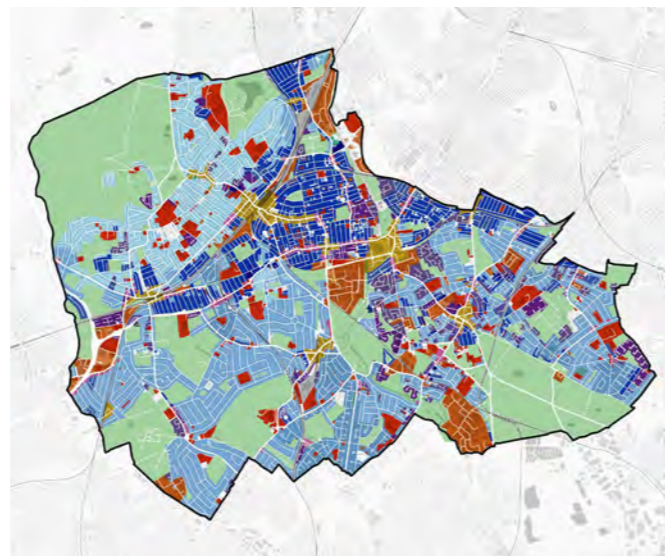
Context-led growth

The aim of this character study is to ensure that the growth that happens in the borough over the next decades is informed by a good understanding of existing (and past) context. It is really important that the next stage of evolution learns the lessons from past development in the borough - the successes and the failures. We want to draw the thread of what makes each area distinctive and great into directing how and where future development should happen.

Context-led growth in Merton must dig deeper than replicating building materials and forms, it should recognise hidden character potential - lost landscapes, buried waterways and lost grain and connections. It will be about identifying how existing development types which are valued in the borough can be sensitively and positively intensified. However, it is also about highlighting thresholds - beyond which change needs to be limited. This will include protecting open spaces, routes, as well as sensitive conservation areas/zones. In areas of significant redevelopment, it is about identifying how sites should be steered to best support local character. This doesn't mean stymieing transformation, rather looking for the local character hooks for design and structure rather than simply using precedents from elsewhere.

Earlier in this report an assessment of the borough's existing typologies was explained (pages 28-23). This mapping helps understanding the existing character of the borough. Each of these types has a different potential for evolution, and, taken alongside the growth themes for each sub-area (pages 26-67), provides a comprehensive understanding of how the character of each area should evolve. The assessment set out over the following pages identifies opportunities for improving performance, key considerations, development opportunities and reinterpretation of the type for new housing within the borough. The study at the block level illustrates how development can respond to local character and how new homes can be successfully integrated within the existing context.

The final section within this chapter focuses on the role of tall buildings in evolving the character of the borough - setting out a rationale for where these are felt to be appropriate from a character perspective.



The table below illustrates a summary of the key environments across the borough which each need a tailored approach to intensification to deliver much needed housing growth. Each row of the table has a corresponding section within this chapter which sets out opportunities and examples of context-led growth within each type of environment.

no.	Typologies / Environment	Existing building types within blocks	Potential opportunities / forms of intensification	Objectives of intensification (beyond housing provision)
I.1 Perimeter residential-led forms				
	Metroland / Suburban	Semi-detached, detached, short terraces, quarter house	Surface parking, ambiguous green open spaces, loft/rear extensions, backlands, amalgamation of plots	<ul style="list-style-type: none"> Maintain continuous active frontages along perimeter Clear delineation of public/private space Reinforce/complement the existing character (Garden city/cottage style, Metroland or terraced streets)
	Garden city principles / cottage estate	Semi-detached, cottages, terrace	Ambiguous green open spaces, loft/rear extensions, backlands, amalgamation of plots	
	Urban perimeter	Terrace, Villa, quarter house, mews, apartment blocks	Infill, corner/end of terrace, garage sites, backlands, roof/rear extensions, amalgamation of plots	
I.2 Non-perimeter residential-led forms				
	Higher density free-form	Mansion blocks, linear blocks, towers, maisonettes, mansion blocks	Infill, surface parking sites, partial redevelopment, comprehensive redevelopment, roof extensions	<ul style="list-style-type: none"> Reintegrate the urban fabric Connect dead-end streets Improve delineation of public/private space
	Lower density free form	Houses, semis, maisonettes, bungalows	Infill, surface parking sites, garages, partial redevelopment, comprehensive redevelopment	
Non-residential led forms				
I.3	Centres (allocated town centres)	Ground floor commercial units, offices, residential / storage above	Change of use class, infill, surface parking sites, garages, roof extensions	<ul style="list-style-type: none"> n/a - too context specific
I.4	Campus environments	Industrial sheds, big box retail parks, education/ institutions	Change of use class, partial redevelopment, surface parking sites, yards, roof extensions	<ul style="list-style-type: none"> Improve thresholds Rebalance/diversify mix of uses
I.5	Linear - parades and corridors	Mixed use blocks, parades and terraces, petrol stations	Partial redevelopment, infill, ambiguous green open spaces, surface parking sites, roof extensions, backlands development	<ul style="list-style-type: none"> Activate underutilised land Make environments better suited to pedestrians and human scale
Tall buildings				
I.6	Tall buildings	Taller elements than the prevailing context	Roof extensions, conversion, partial or comprehensive redevelopment	<ul style="list-style-type: none"> n/a - too context specific

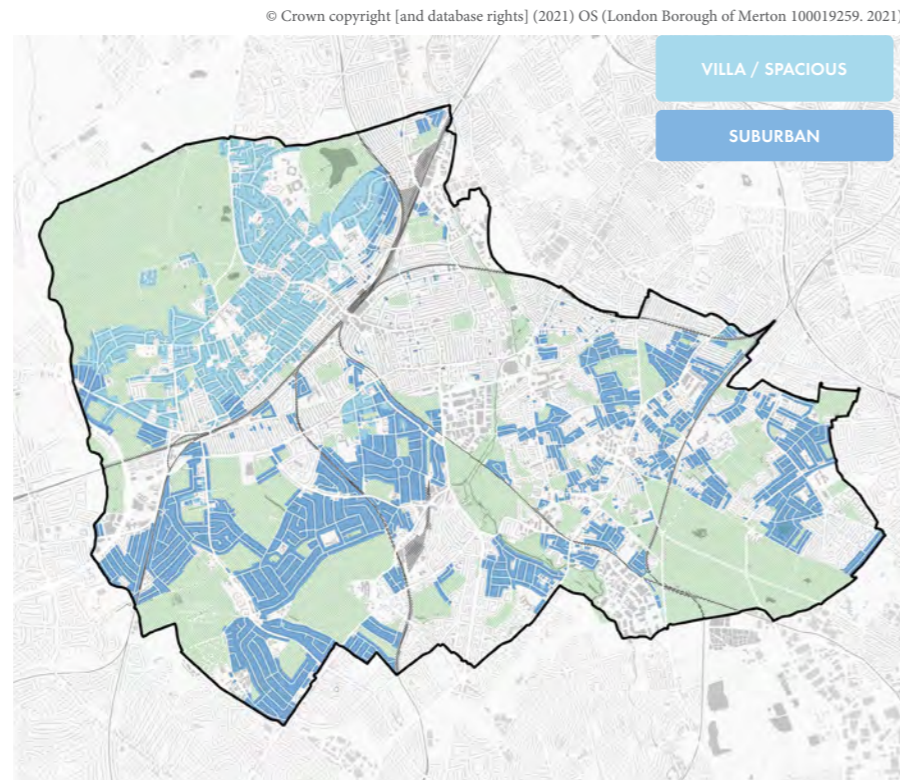
J.1 PERIMETER RESIDENTIAL

Lower density perimeter residential-led forms - 'spacious' and 'suburban'

Given their often uniform prevailing character, existing suburban areas of Morden can prove challenging in terms of the potential for change. Their scale and grain tends to be generally consistent and low-rise with only minor undeveloped areas with potential for new development. Opportunities for change will generally focus on the intensification of existing plots or where larger sites come forward for a change of use. The looser form and larger plots of the 'villa/spacious' typology may offer more opportunities for infill development between plots, where this can be done sensitively.

Key considerations for interventions will include:

- Block depth - e.g. <40m excludes garden development, >100m allows for mews
- Garden centre line - if this is off centre, it reduces the complexity of introducing new homes
- Block aspect - an east-west block could result in single aspect north facing units
- Geometry - unusual step ins or curves can limit opportunities
- Mix of uses - sites such as former / underused garages can present more significant opportunities
- Existence of hard standing access routes would facilitate internal mews or rear garden dwellings



The lowest density 'Villa/spacious' typology is located to the north of the borough on the hill towards Wimbledon Common. The 'suburban' typology is consistently found to the south west and neighbourhoods to the east



Opportunities for intervention

- 1 Vacant corner sites
- 2 Deep plots with large gardens
- 3 Wide plots on long curved corners
- 4 Large building envelopes and profile

Opportunities for context-led growth within the suburban block type (the 'villa/spacious' block is an even lower density version of the above diagram, with larger plots and a greater number of detached properties)



VILLA/SPACIOUS

Examples of context-led growth:

1. Sensitive conversions, extensions and division of single large buildings into multiple smaller dwellings (Eagle House, Wimbledon Village, Merton)
2. Redevelopment of larger plots to deliver multiple new homes in keeping with existing scale and grain (Montem Square, The Drive, Merton)
3. Careful integration of new dwellings (a) to the rear of larger properties (b) with care taken to reduce overlooking/impact on adjacent properties (Parkside Gardens, Merton)
4. Mews style development - integration of new homes at the rear of larger plots facing a more minor route. New development is in keeping with the diminutive style and scale (Parkside, Merton)



VILLA/SPACIOUS

Examples of context-led growth:

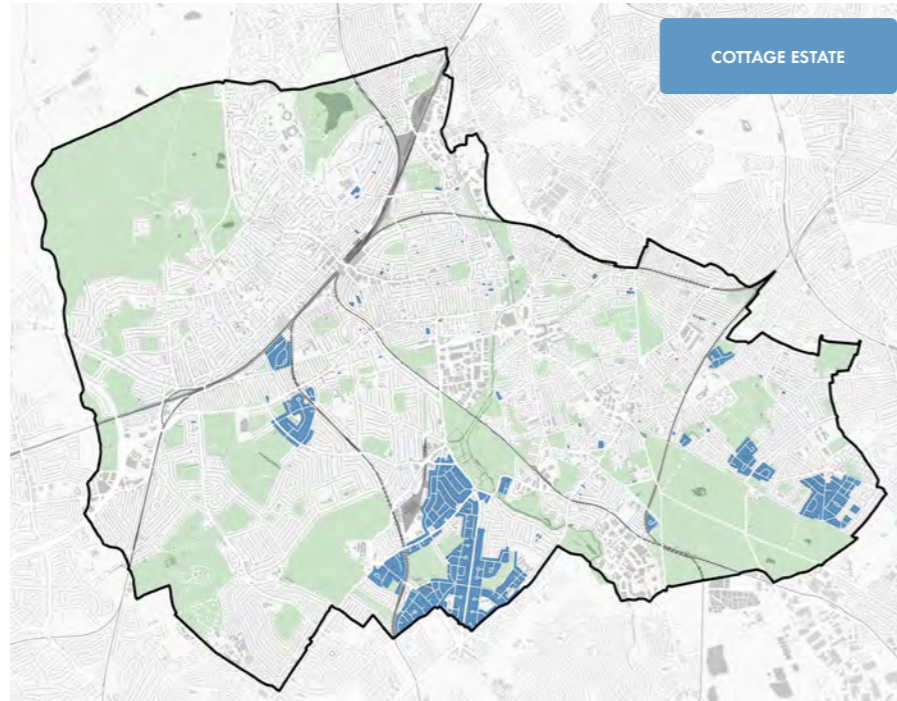
1. New dwellings delivered on a former garage plot at the end of a street - modern reinterpretation of style, materials and features (Durnsford Road, Harp and Harp architects)
2. Redevelopment of larger opportunity sites to deliver new streets in keeping with existing scale and grain (Rowan Park, SW16, Merton)
3. Reinterpreting suburban style and features, reflecting arts and crafts influences of adjacent pubs, with a clever stepping up of scale using varied roofline (Nunhead Green, AOC architects)
4. Potential delivery of a new home on an underused area within a perimeter block of existing homes. Careful design is required to maximise light and minimise overlooking and impact on existing homes

Lower density perimeter residential-led forms - 'cottage estate'

The 'cottage estate' typology is another low density residential form found in a number of locations across the borough. The plan form varies significantly from the 'suburban' typology which results in alternative context-led growth opportunities.

Future opportunities must take account of the geometric street pattern, often with elements of symmetry and set pieces. Streets tend to have a wider profile with planned verges, front gardens and green spaces. Although some of these green spaces - both within the street scene and within blocks add value to the streetscene - others are under-used and have been converted to hard-standing. Overall there is a need to restore the green character in these neighbourhoods, however, careful redevelopment of some of these spaces (see case study) could result in the upgrading of other spaces for biodiversity and more active amenity use. The street pattern and regularity of spaces means that one approach could be repeated across an area resulting in new consistency and area-wide investment.

In terms of style and aesthetics, homes were built with cottage-like proportions and features, modest detailing and a limited palette of materials. This limited material palette, use of matching brick colour, with a reinterpretation of the cottage-like proportions will be imperative in the successful integration of new development within these areas, that have such a strong and consistent character.



There is a very consistent area of the 'cottage estate' typology to the south of the borough around St Helier Avenue, with smaller neighbourhoods to the far east of the borough and east of Raynes Park



Opportunities for intervention

- 1 Underused open space - consider how these spaces could be better used
- 2 Internal grassed areas, garages and overgrown spaces could potentially be infilled where they are underused and considered surplus to requirements
- 3 Larger building envelopes could be retrofitted and subdivided

A potential range of opportunities for context-led growth within the cottage estate typology



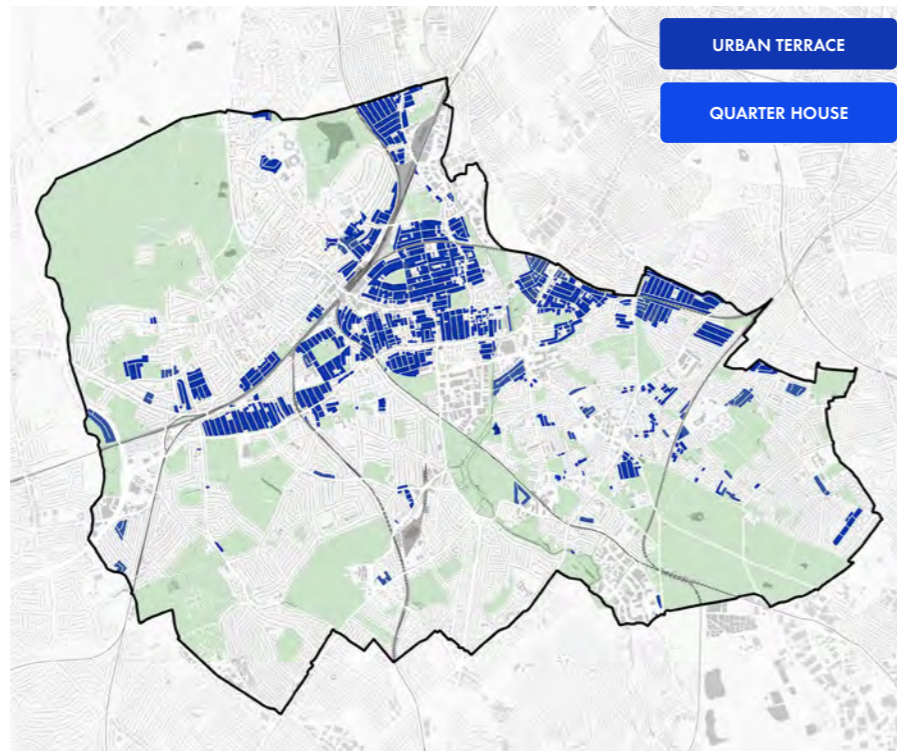
Higher density perimeter residential-led forms - urban terrace and quarter house

Terraced forms of development tend to have a more urban character - with a continuous perimeter frontage and a regular and gridded street pattern. Due to their more urban character, they successfully integrate small blocks of flats, both as part of their original developments delivered as 'quarter houses' as well as new buildings that complete the corner of blocks.

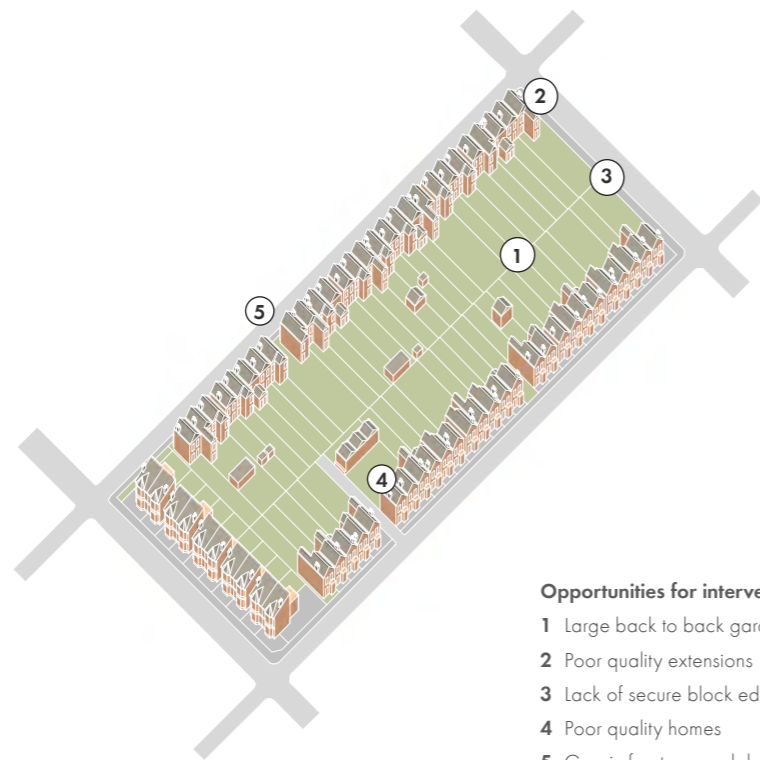
Key considerations for interventions will include:

- Block depth - e.g <40m excludes garden development, >100m allows for mews
- Garden centre line - if this is off centre, it reduces the complexity of introducing new homes
- Block aspect - an east-west block could result in single aspect north facing units
- Geometry - unusual step ins or curves can limit opportunities
- Mix of uses - sites such as former / underused garages can present more significant opportunities
- Existence of hard standing access routes would facilitate internal mews or rear garden dwellings
- Potentially suitable for intensification through town houses, though should consider existing form and facades - where this is articulated through bay windows or detailing, new development should respond.

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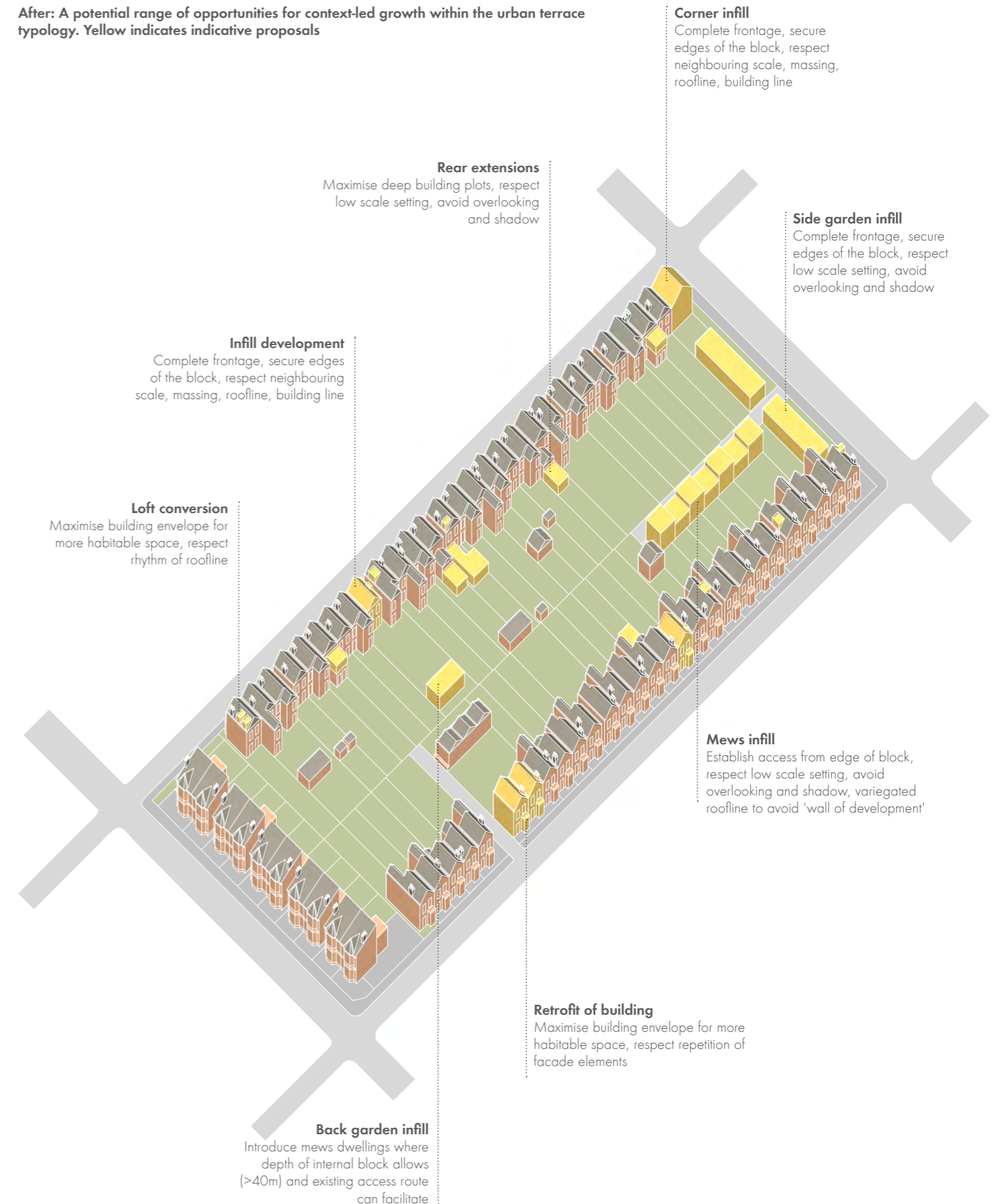
The majority of the higher density perimeter forms are 'urban terrace' which are located in a triangle stretching across the borough from Raynes Park to central Wimbledon and Colliers Wood



- Opportunities for intervention**
- 1 Large back to back gardens
 - 2 Poor quality extensions
 - 3 Lack of secure block edge
 - 4 Poor quality homes
 - 5 Gap in frontage and rhythm

Before: A potential range of instances which provide opportunities for context-led growth within the urban terrace typology

After: A potential range of opportunities for context-led growth within the urban terrace typology. Yellow indicates indicative proposals



Loft conversion
Maximise building envelope for more habitable space, respect rhythm of roofline

Infill development
Complete frontage, secure edges of the block, respect neighbouring scale, massing, roofline, building line

Rear extensions
Maximise deep building plots, respect low scale setting, avoid overlooking and shadow

Corner infill
Complete frontage, secure edges of the block, respect neighbouring scale, massing, roofline, building line

Side garden infill
Complete frontage, secure edges of the block, respect low scale setting, avoid overlooking and shadow

Mews infill
Establish access from edge of block, respect low scale setting, avoid overlooking and shadow, variegated roofline to avoid 'wall of development'

Retrofit of building
Maximise building envelope for more habitable space, respect repetition of facade elements

Back garden infill
Introduce mews dwellings where depth of internal block allows (>40m) and existing access route can facilitate



URBAN TERRACE

Examples of context-led growth:

1. New dwellings delivered at the end of a terraced street - modern reinterpretation of style, materials and features (Red House St Aidan's Road, Dulwich - 31-44 Architects)
2. Garden intensification: This sensitive scheme delivers a new home on an underused area within a perimeter block of existing homes. The scheme is carefully designed to maximise light and minimise overlooking and impact on existing homes (Kings Grove Peckham, Morris + company)
3. Change of use: A former light-industrial site is redeveloped for residential use with careful design of upper floors to minimise impact and overlooking using screens and frosted glazing (Graveney Mews, Inglemere Rd, Merton)
4. Wellsborough Mews, successfully mediates between two scales. Providing higher density frontage along Kingston Road, with smaller houses integrated within the site behind (Kingston Road, Merton)
5. Stage House successfully increased the density of a corner plot within an area of urban terraced and semi-detached properties. The building rises to four stories, with the fourth set back within parts of the block to minimise its impact on adjacent homes. (Montague Road, Merton)



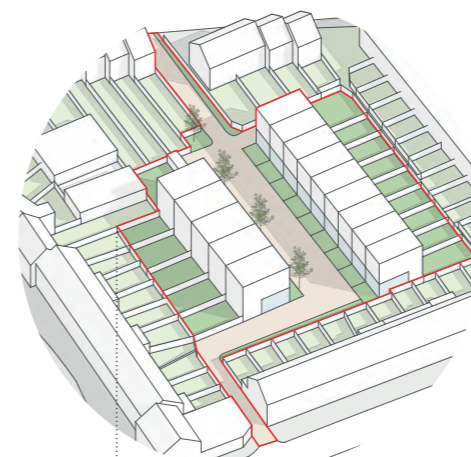
Case Study

This is an example of an industrial backland site which currently sits in the space at the centre of a terraced residential perimeter block, at the rear of gardens. The case study illustrates one potential method of intensifying the use of this type of site for residential-led mixed use. This site benefits from two access points which gives the opportunity to create a new street of 2 and 3 bed live/work units.

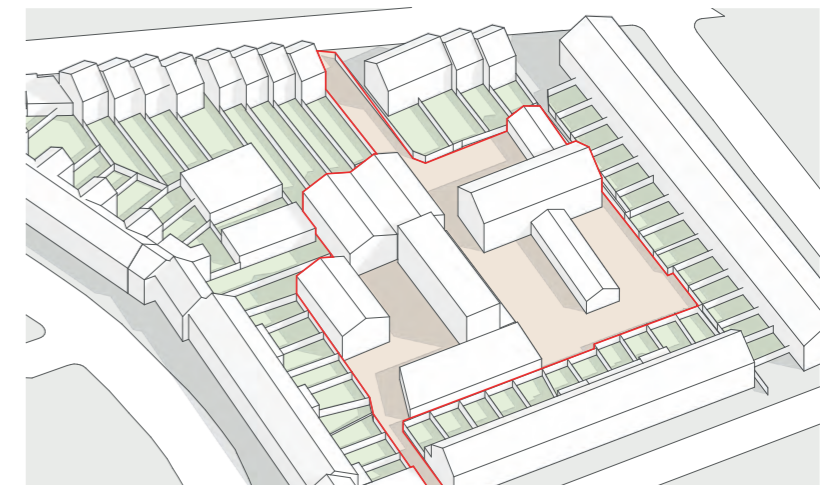
The proposal for this site is a mix of two and three bed 3 storey live/work houses, with the ground floor providing the work space. In our post-covid world there is a growing focus on live/work housing typologies, this proposal addresses this trend. However, the design for this site could of course be mixed in different ways,

with an entirely residential proposal, or one that gives one side of the new street to employment use.

In this illustration, the houses are arranged around a new shared surface street which runs through the site. Each house has a rear garden that abutts the existing gardens. This site allows for generous distance between elevations both within the development and surrounding it. The distances indicated will not be achievable on more constrained sites, so overlooking both out of and within the development will need to be addressed in the placement and direction of windows, and how boundaries are formed. On all such sites the provision of parking spaces needs to be carefully designed to support the wider use of the shared street.



Indicative example massing



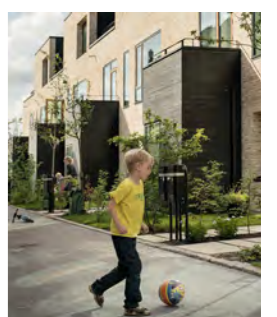
Indicative example location - site before intensification



Indicative example plan of how this type of site could be developed to deliver new homes in keeping with the existing character of the area



Nieuw, Leyden



Byhusene, Copenhagen



Iliffe yard, London SE17

Precedents for this kind of mixed use yard environment

J.2 NON PERIMETER RESIDENTIAL

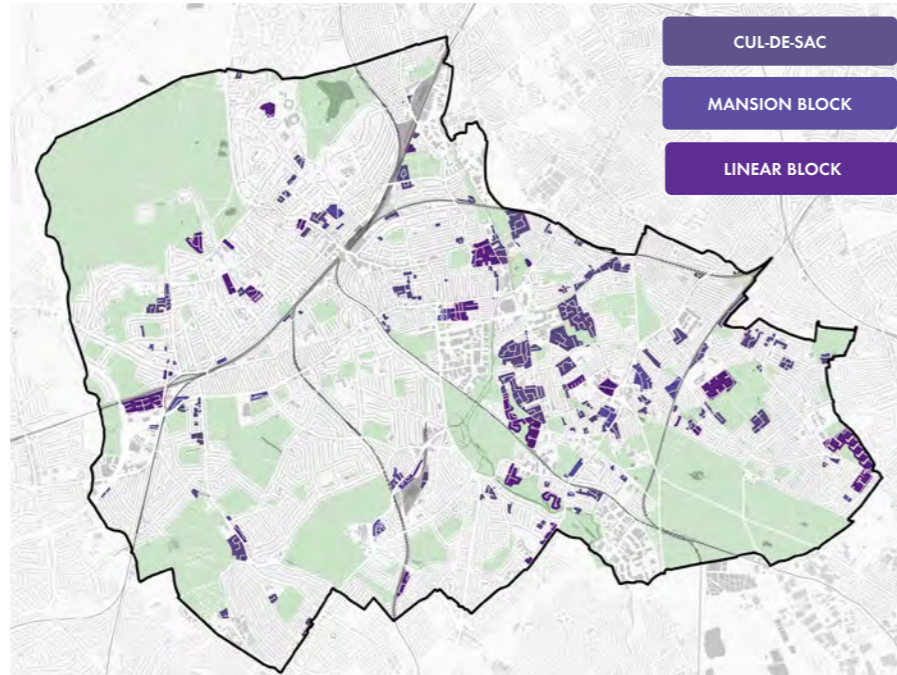
Non-perimeter residential-led forms

Whilst perimeter forms of development make up the majority of the existing residential areas of Morden, there are a range of housing areas which break with this pattern and introduce more complex street patterns and layouts. Intensifying these areas often requires a bespoke response to the layout of existing development - identifying where underused spaces could be used for development in a way that supports better integration of the housing into the wider area. For these housing types the key focus is on enhancing the delineation of public and private space through intensification or partial redevelopment. This must be done sensitively so as not to lose the very benefits that make these areas great places to live.

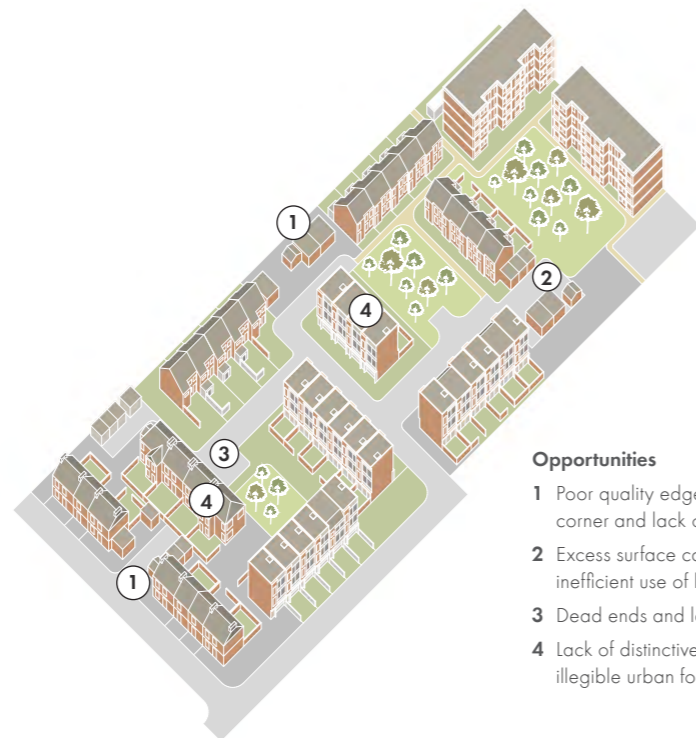
Key considerations for interventions will include:

- A strategic vision and framework is required on these sites to successfully deliver long-term objectives and transformation
- Repairing the urban fabric through the creation of routes, streets, spaces and buildings that integrate with surrounding grain
- Soft edges - delivering public realm and movement investment outside of the red line boundary to blur the edges of development
- Gradual transition in scale to mediate between low density surroundings and higher density proposals
- Overcoming severance of road and rail infrastructure is often required - achieving strong pedestrian and cycle connectivity through these sites is essential.

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The three types of non-perimeter residential development in the borough - cul-de-sacs, mansion blocks and slab block estates are all well represented, with a greater incidence of all three in the eastern half of the borough

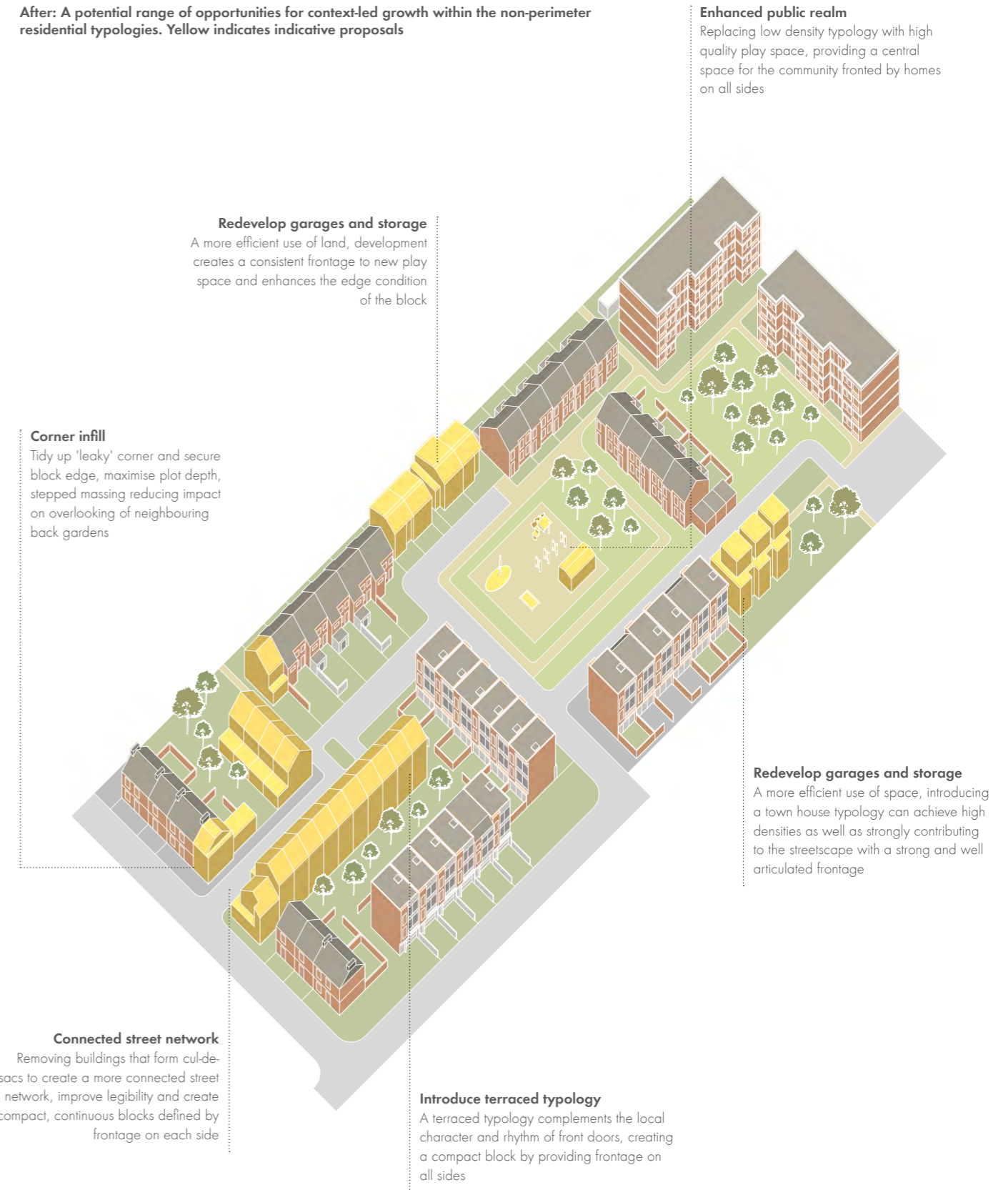


Opportunities

- 1 Poor quality edge condition/corner and lack of frontage
- 2 Excess surface car parking, inefficient use of land
- 3 Dead ends and lack of connection
- 4 Lack of distinctive character, illegible urban form

Before: A potential range of instances which provide opportunities for context-led growth within the non-perimeter residential typologies

After: A potential range of opportunities for context-led growth within the non-perimeter residential typologies. Yellow indicates indicative proposals



Enhanced public realm

Replacing low density typology with high quality play space, providing a central space for the community fronted by homes on all sides

Redevelop garages and storage

A more efficient use of land, development creates a consistent frontage to new play space and enhances the edge condition of the block

Corner infill

Tidy up 'leaky' corner and secure block edge, maximise plot depth, stepped massing reducing impact on overlooking of neighbouring back gardens

Redevelop garages and storage

A more efficient use of space, introducing a town house typology can achieve high densities as well as strongly contributing to the streetscape with a strong and well articulated frontage

Connected street network

Removing buildings that form cul-de-sacs to create a more connected street network, improve legibility and create compact, continuous blocks defined by frontage on each side

Introduce terraced typology

A terraced typology complements the local character and rhythm of front doors, creating a compact block by providing frontage on all sides



NON-PERIMETER RESIDENTIAL
Examples of context-led growth:

1. Infill development on slab estates or cul-de-sacs to support block and street structure such as Auckland Rise by HTA Design. New buildings alongside more trees, play spaces and a food-growing area, new footpaths and lighting, and improved parking layouts within the estate (Croydon).
2. Partial redevelopment and intensification of slab estates as part of a wider masterplan to enhance the integration of an estate into the wider area and support South Wimbledon Local Centre (High Path regeneration, Merton)
3. Re-configuration of mansion block estate such as Darbshire Place through infill development to rationalise the environment, securing the block edge and framing an internal courtyard space. (Niall McLaughling Architects for Peabody, Whitechapel)
4. The Rye Apartments: Flatted infill development on a corner plot that responds to and overcomes privacy and daylight constraints, responding to neighbouring building forms. (Tikari Works, Peckham Rye).
5. Additional storeys added to create new homes in an accessible location, alongside the refurbishment of Mansion blocks at Malden Court (Raynes Park, Merton)



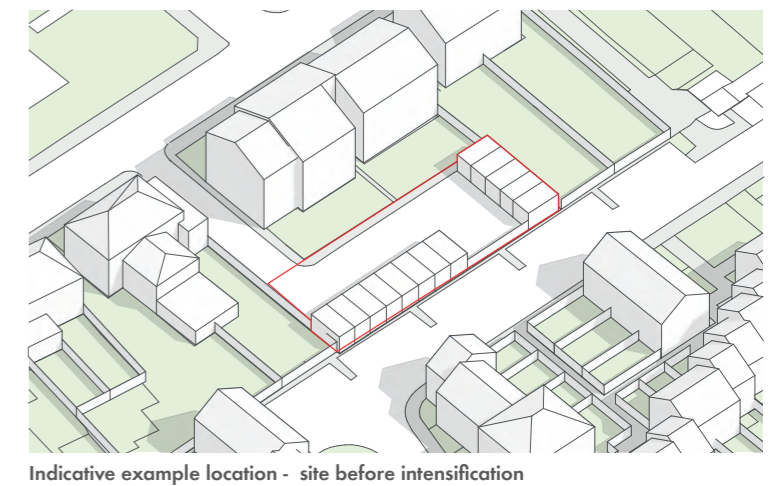
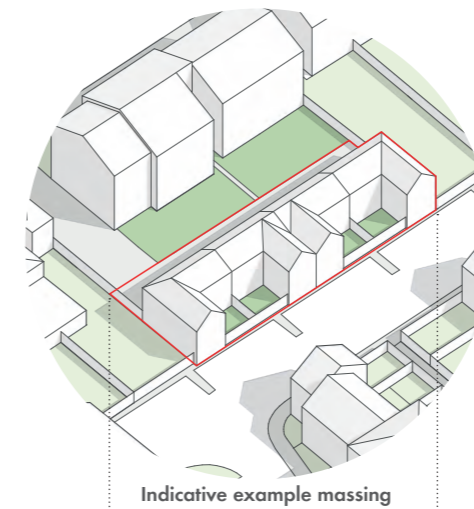
Case Study

This case study explores an example site within a 'non-perimeter' area, where a cul-de-sac meets the rear of another street. This creates 'messy' and illegible areas for pedestrians that are more complex to navigate. The proposal attempts to provide a clearer frontage to existing streets.

The site is currently occupied by garages. The site is owned by the freeholder of the apartment block to the north so gives an opportunity for the landowner, or an SME developer, to intensify the site.

The proposals introduces new houses accessed via the existing side entrance off the main road. The proposal is for four 3 bed houses which wrap around a private courtyard. A communal garden space is created between the existing block and the new houses.

Overlooking within the development is the main constraint of this site, with the placement of windows into the courtyard being particularly important. Although the houses are accessed from the main road an active frontage is created along the close to the rear, with the sides of the houses extending to the back of pavement.



Indicative example plan of how this type of site could be developed to deliver new homes in keeping with the existing character of the area



Precedent for this type of intensification: Moray Mews, Finsbury Park, London

J.3 TOWN CENTRES

Non-residential led - Centres

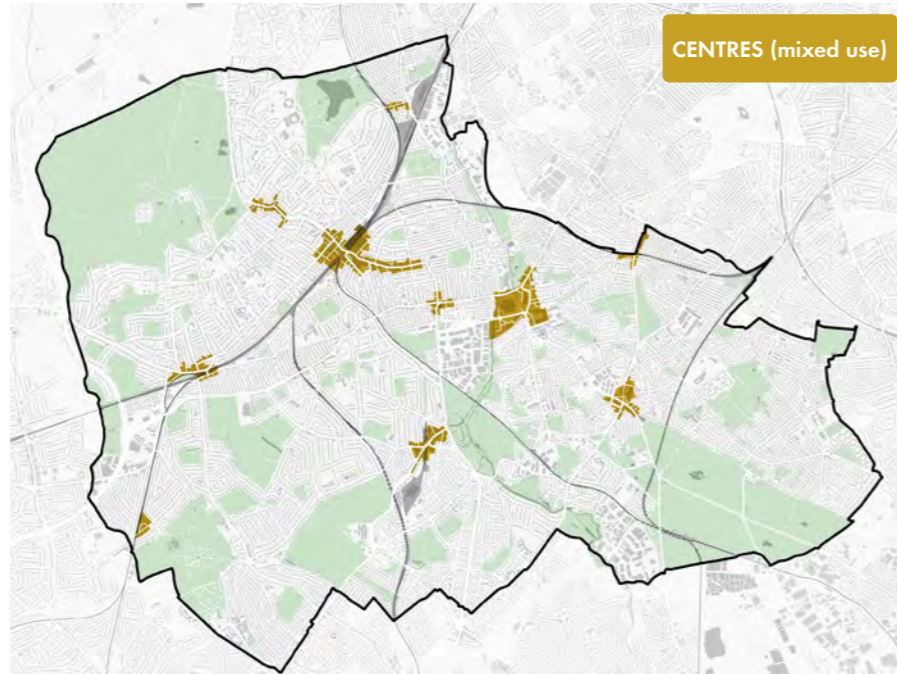
Town centres are the commercial, cultural and civic hub of our communities and increasingly need to accommodate high density development. High density typologies are especially scrutinised and need to deliver quality at every stage of design and delivery.

Scale and massing that responds to its context is important, using massing to mediate between existing low rise and higher proposals. Edge condition is also important, such as articulating facades through historic vernacular and planting to soften blunt edges between proposals and the public realm.

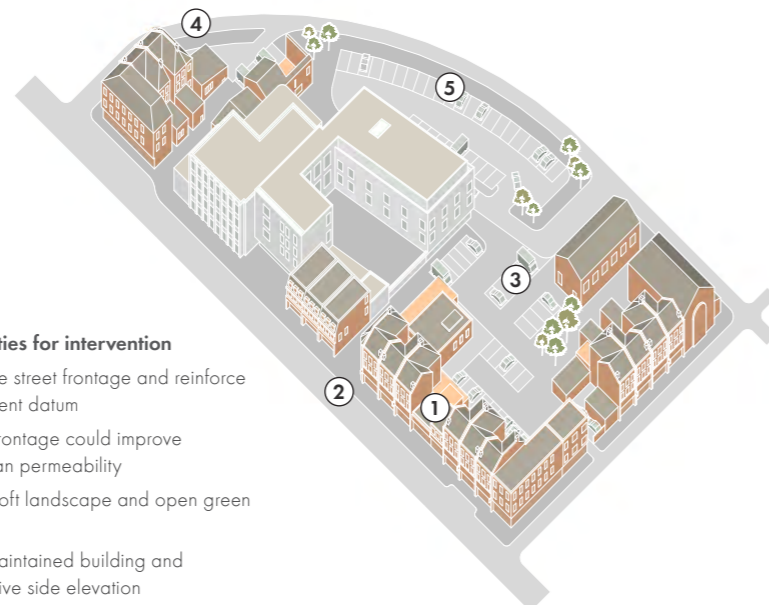
Key considerations for interventions will include:

- Seek to repair finer grain and permeability of historic centres; often lost to 20th century development
- Mixed uses should be prioritised, with ground floor non-residential units and residential above
- Creating consistent datum along frontages - vertical extensions set back can go higher and preserve street profile
- Public realm enhancements can improve existing or introduce new pedestrian routes and spaces
- Irregular blocks often exist either side of a high road but proposals should seek to complete frontage along block perimeter
- Suitable and sensitive for high density, tall schemes - introducing podium development can achieve taller extruded massing whilst positively meeting the ground
- Where a number of tall buildings may come forward, these should consider one another. The relationship between the buildings will have a significant impact on the townscape.

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The mixed use town centres in the borough include the larger centres of Wimbledon and Collier's Wood as well as Morden, Raynes Park and Mitcham. Each form key locations for increased density.

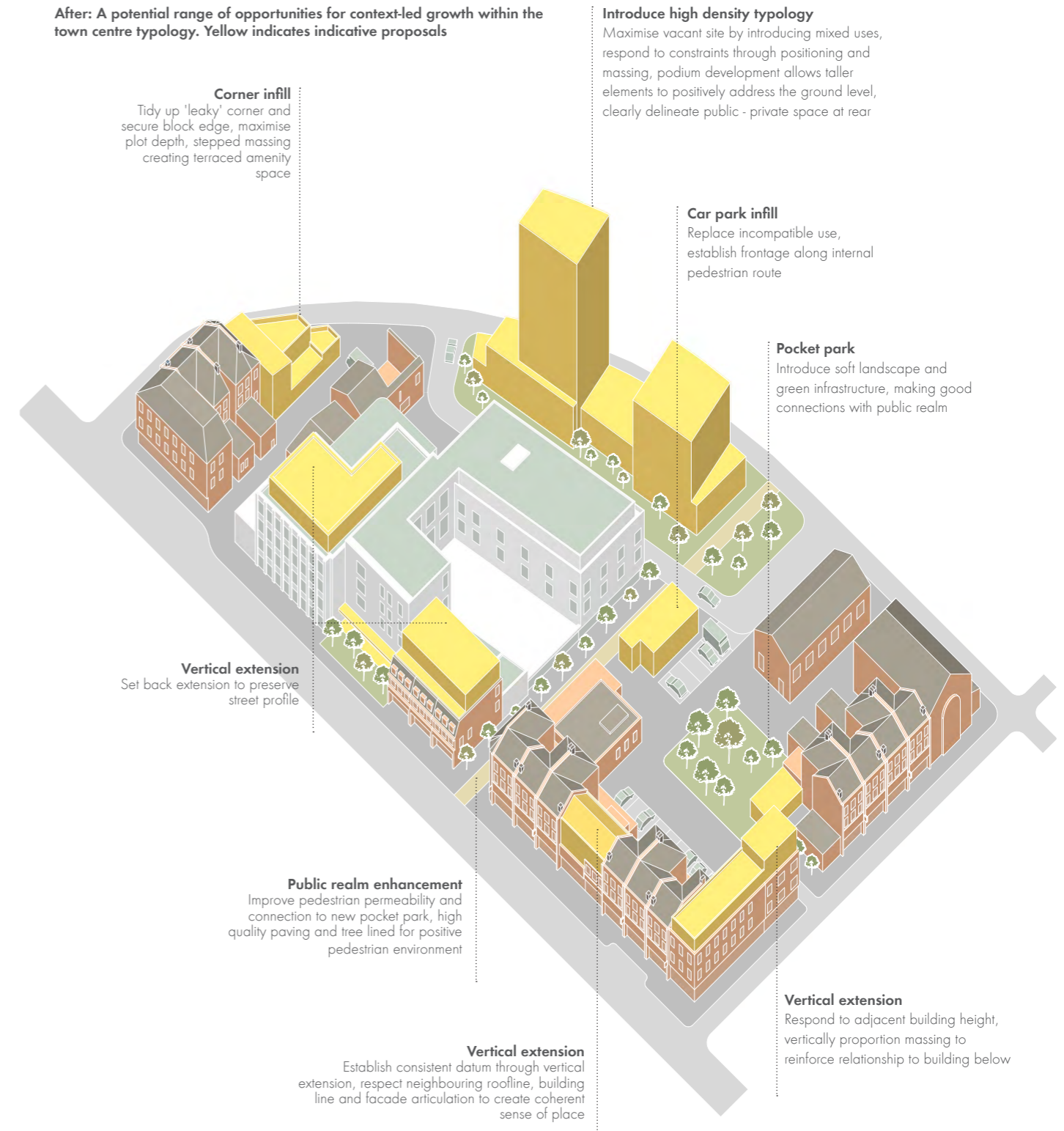


Opportunities for intervention

- 1 Complete street frontage and reinforce a consistent datum
- 2 Gap in frontage could improve pedestrian permeability
- 3 Lack of soft landscape and open green space
- 4 Poorly maintained building and unattractive side elevation
- 5 Vacant car park sites - increasingly incompatible with centres

Before: A potential range of instances which provide opportunities for context-led growth within the town centre typology

After: A potential range of opportunities for context-led growth within the town centre typology. Yellow indicates indicative proposals





TOWN CENTRES
Examples of context-led growth:

1. Following the closure of Debenhams in the historic Arding and Hobbs department store in the heart of Clapham Junction the building has been bought by W.RE. It will be refurbished with a significant roof extension and will deliver new workspace, co-working space and boutique retail and leisure uses on the lower floors (Clapham Junction)

2. Roof extensions adding new units to existing high street properties - a new four storey property inserted into the high street, replacing a one storey retail unit. The new building repaired the retail frontage and created a consistent datum, reinforcing the commercial role of the street. (Gordon Shrigley Architecture, 276 Bethnal Green Road)

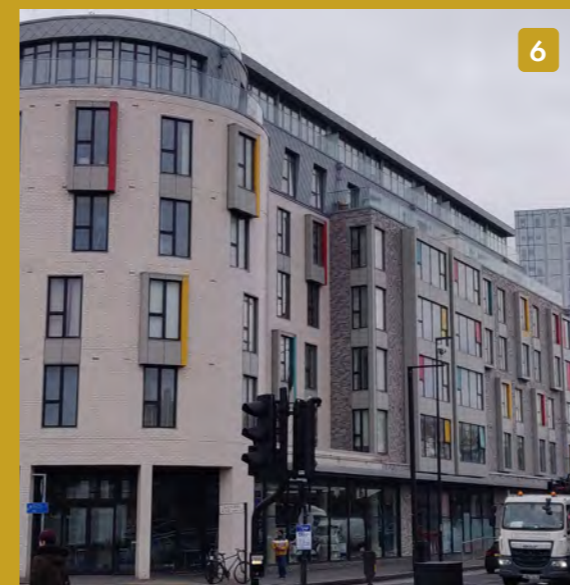
3. Intensification through estate regeneration to intensify around centres and tube stations. High Path regeneration to deliver new homes, a new park and new shops, cafes and community space at South Wimbledon (PRP architects)

4. Redevelopment of low rise, poor quality and poor performance high street buildings to deliver strong frontage and high density development (Lewisham)

5. Sustainable reuse of existing architecture: Wellington House is a retrofit scheme which retains 80% of the original building, whilst doubling the floor space. By MATT Architecture (Wimbledon Hill, Merton)

6. Colliers Wood library successfully utilises community uses to provide an active frontage to the high street whilst delivering new homes above (Colliers Wood, Merton)

7. Reconfiguration or redevelopment of large format and coarse grain blocks such as 20th century indoor shopping centres into finer grain high density pieces of town centre (redevelopment of Westgate Shopping Centre, Oxford)



J.4 LINEAR - CORRIDORS & PARADES

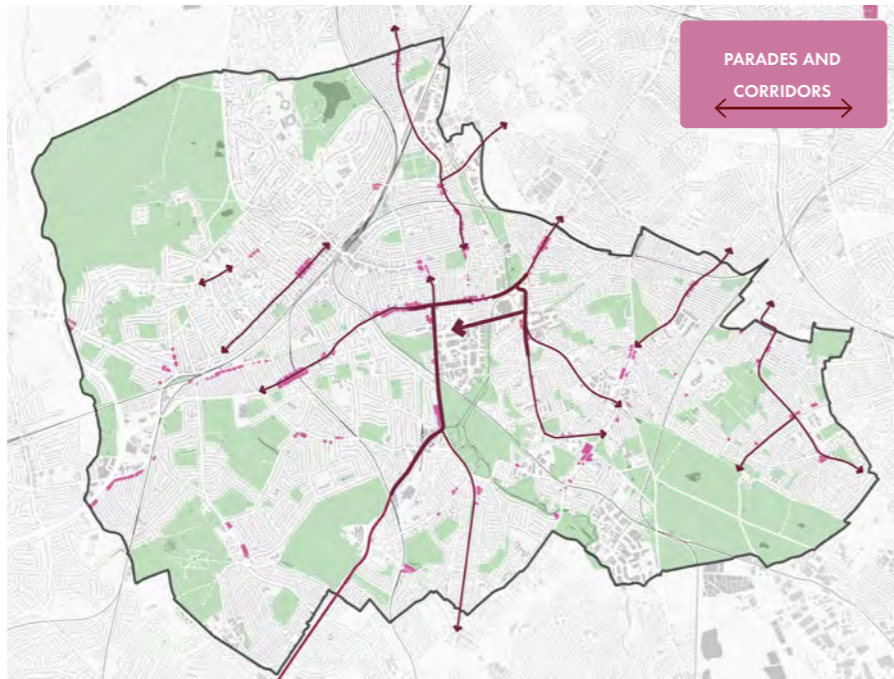
Non-residential led - Linear typologies

These typologies come in two scales - parades and corridors. Parades have the sense of being a 'destination' or place, whilst corridors are often a more gradual and continual linear environment linking places. They tend to occur along the key connecting routes in the borough. Due to their diversity in terms of scale and grain of buildings, alongside their accessibility, they are generally sustainable locations for growth. The quality of these environments can be poor due to vehicular dominance and new development and investment can help to positively address this character.

Key considerations:

- Creating strong frontage and articulation onto route will help positively evolve character
- Suitable for high density development - can contribute to reimagining of character
- Development must take account of excessive noise levels and poor air quality - mechanical ventilation and non-opening windows should not result in poor quality habitable environment or poor facade articulation
- Strengthen and tighten building line through new development - better framing route
- New development to align with prevailing block structure - creating permeable and coherent sense of place
- Pedestrian and vehicular access to / from busy arterial routes must be considered early in design process

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This plan shows the parades and corridors that sit outside of the designated town centres. In reality many of these parades and corridor environments extend into the borough's town centres



Opportunities

- 1 Poor quality edge condition and lack of frontage
- 2 Excess surface car parking, inefficient use of land
- 3 Low density detached villa property
- 4 Poor quality pedestrian environment, dominated by vehicles
- 5 Lack of distinctive character, illegible urban form

Before: A potential range of instances which provide opportunities for context-led growth within a typical example corridor environment

After: A potential range of opportunities for context-led growth within the corridor typology. Yellow indicates indicative proposals

Redevelop car parking lot

A more efficient use of land, mid-rise development can help to formalise the urban environment, creating consistent frontage to the block, a consistent datum and a more coherent sequence of spaces between buildings

Introduce high density typology

Tall buildings could be suitable to a corridor site, with a step up in height helping to define a more distinctive character. Concentrating massing on a podium 'shoulder' will create a better quality environment at ground level, whilst concentrating massing at the corner of the block can achieve high density and improve legibility



Replace low density typology

Replace low density villa typology on large, deep plots with a mansion block or slab typology, able to accommodate a higher density of flats or maisonettes, respecting the building line and rhythm of the street

Public realm enhancements

Introduce public realm enhancements including at-grade pedestrian crossings, wide pavements and street trees to help change the character of the busy route; from vehicle dominated to a more pedestrian-friendly environment

Complete the block with frontage

Complete the block by introducing frontage along the key route, helping to change the character to a more pedestrian-oriented environment, podium gardens above could be used as communal residential space



PARADES
Examples of context-led growth:

1. This scheme illustrates the opportunities that corner sites present to step up the scale, which can be done in a traditional style (Old Brompton Road - Earls Court)
2. This mixed use scheme delivered new homes above a larger ground floor commercial use, successfully integrating an increase in scale (Haydons Road, Merton)
3. Nelson Health Centre refurbished and re-used historic buildings to create active frontage with community uses, integrated into a wider local parade (Wimbledon Chase, Merton)



CORRIDORS
Examples of context-led growth:

1. Contemporary new architecture in keeping with adjacent historic assets raises the quality of a key corridor in the borough (Cricketers, Lower Green, Merton)
2. Mizen Heights delivers an element of significant height at the corner of a large plot to help balance the width of the very wide corridor (Colliers Wood, Merton)
3. This 'Mansion Block' scheme by Peter Barber cleverly steps up in scale along a key corridor, whilst delivering significant amenity space for each home (Peckham Road, Southwark)



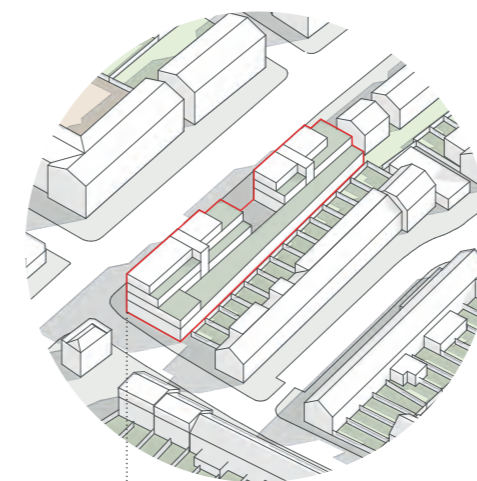
Case Study

This case study illustrates the potential of sites along or near to key corridors. Some corridors include parades and therefore how they relate to existing shops and services will need to be considered.

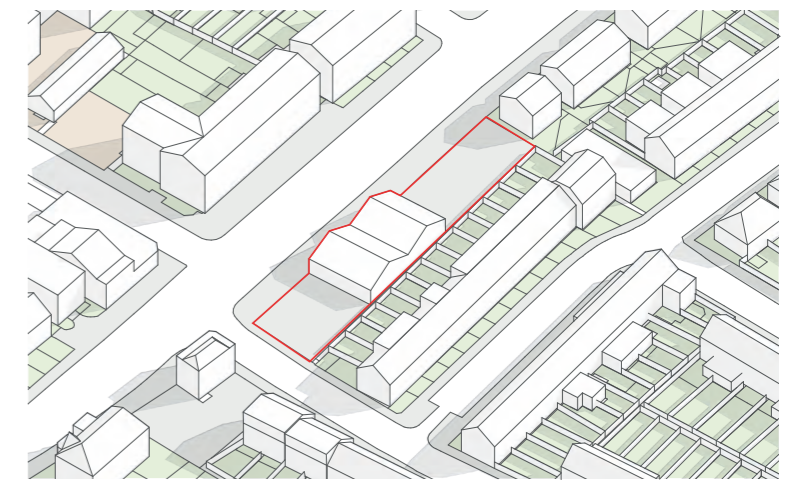
The site illustrates an opportunity for a scheme with a partly commercial ground floor with residential above to help strengthen and improve the quality and continuity of the frontage along this important corridor. The site is quite long so a courtyard is incorporated into the ground floor for use by the commercial units. The residential units sit above the commercial space, either side of the courtyard. The residential units all have generous external amenity space, with a communal terrace on the first floor.

A key consideration for the design of a site such as this is the overlooking to the houses to the rear. This means that windows to new residential units must be set back from the site boundary. Amenity space can be used as a buffer. To reduce the daylight/sunlight impact the development has on the houses to the rear the building steps back at each storey.

The proposal rises from two to four storeys across the site. There is potential for a fifth storey on the corner which would need to carefully consider the context.



Indicative example massing



Indicative example location - site before intensification



Indicative example plan of how this type of site could be developed to deliver new homes in keeping with the existing character of the area

J.5 CAMPUS

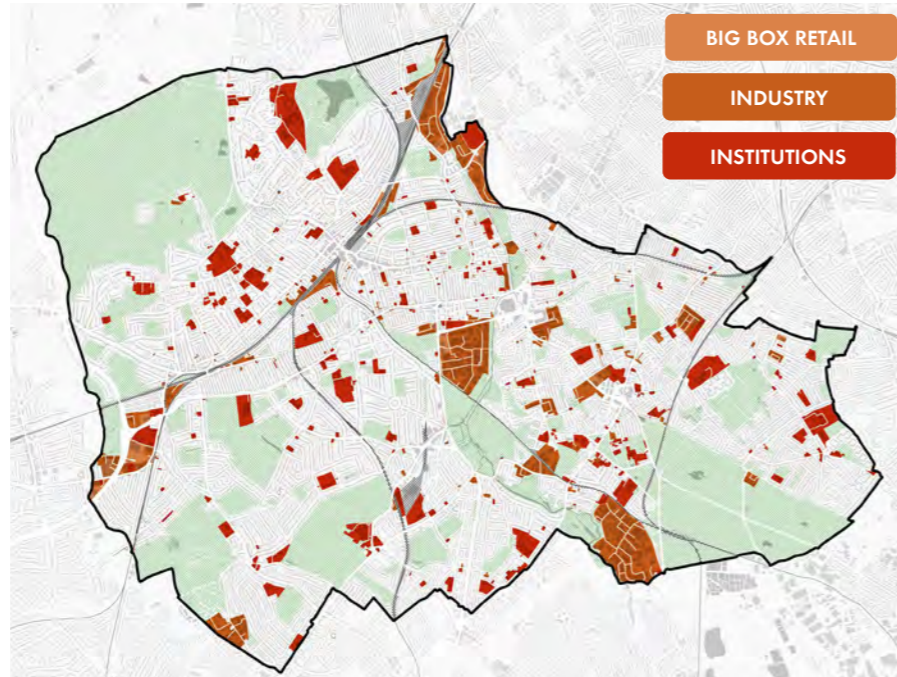
Non-residential led - Campus

Campus typologies are defined by their mono-use, and provide a significant amount of Merton's non-residential floor space, particularly outside of the town centres and local parades. Although many industrial areas perform an important employment function and service the borough, some campus environments offer good opportunities for intensification and growth by being more intensively used, with a greater variety of uses. Improvements may be about improving the quality of the internal public realm environment alongside making these areas better neighbours to their context. Development should not necessarily be about changing the use.

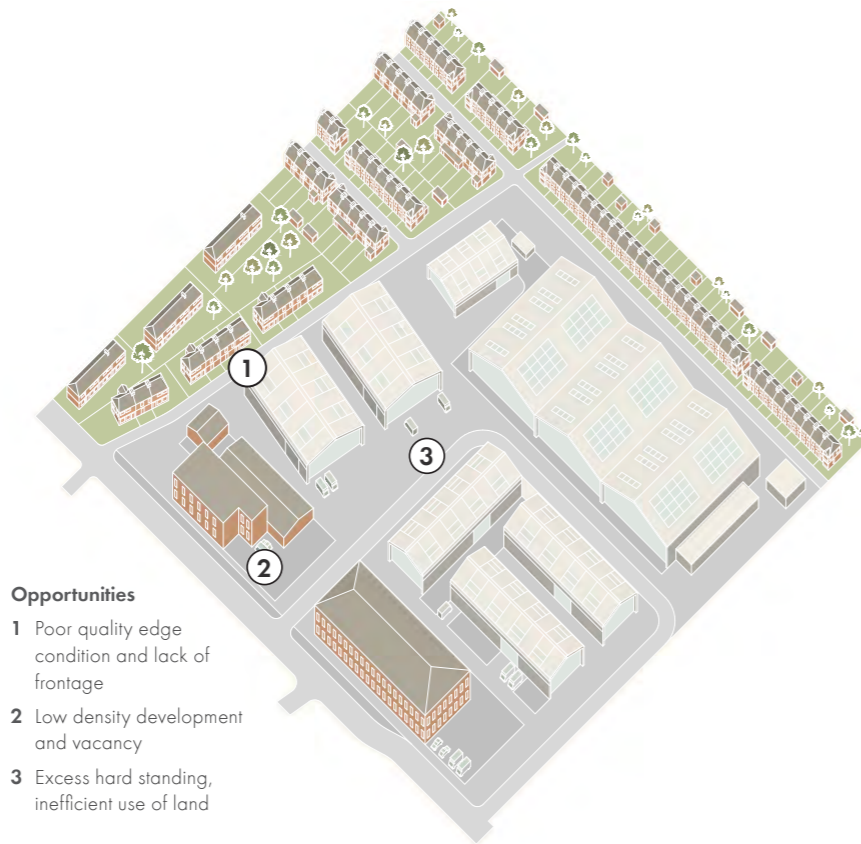
Key considerations should include:

- Strategic vision and masterplan required from the outset in order to successfully deliver long-term objectives and transformation
- Repairing the urban fabric through the creation of routes, streets, spaces and buildings that integrate with surrounding grain
- Soft edges - delivering public realm and movement investment outside of the red line boundary to blur the edges of development
- No net-loss of employment floorspace in designated Strategic Industrial Locations (SIL) and Locally Significant Industrial Sites (LSIS) required
- Overcoming severance of road and rail infrastructure is essential - strong pedestrian and cycle connectivity
- Resilience needed with masterplans demonstrating flexibility between uses and 'alternative futures'

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This plan shows the spread of the three types of campus within the borough - big box retail, industry and institutions.



Opportunities

- 1 Poor quality edge condition and lack of frontage
- 2 Low density development and vacancy
- 3 Excess hard standing, inefficient use of land

Existing condition (illustrative example) showing big box retail and employment uses adjacent to homes

After: A potential range of opportunities for context-led growth within the campus typology. Yellow indicates indicative proposals



Complete the street

An existing blank edge condition along a minor side street facing existing homes is transformed by delivering a matching typology to repair this street. New terraces face existing homes to provide front doors facing the street and complete these street.

Activating edges

Existing employment uses are set back from the street creating a lack of activity and large areas of tarmac. New development provides a new block that addresses the street edge, with service areas behind. The scale of buildings step up at the corner of the plot to deliver residential units at this point.

Layering uses

The new block is completed with large spaces at ground floor that replace the existing employment space. These buildings could still be entirely employment in use, or have new residential units stacked above employment uses at ground.



1



BIG BOX RETAIL
Examples of context-led growth:

1. 440 homes arranged over four buildings, utilising a podium to accommodate a supermarket at ground floor, maximising land use efficiency. The podium courtyard responds to local historic landmarks and provides quality amenity space for residents. (Smithfield Square, Hornsey, LB Haringey. John Robertson Architects)
2. In Raynes Park a large Waitrose is accommodated on a former surface car park with almost 100 new apartments in the heart of the town centre - integrating a large store into the existing town centre



2



1

INSTITUTIONS
Examples of context-led growth:

1. The new Harris Academy provides a strong frontage to High Path - forming one of the important first steps in the regeneration of this estate (South Wimbledon, Merton)
2. Tidemill Academy is a two form entry Primary School and Nursery (480 Pupil capacity) delivered on an urban 0.53 ha site. The scheme delivers activity to the street and wider connections with the community including access to the schools library and hall out of school hours. The rooftop of the school accommodates a ball court (Deptford, LB Lewisham. Pollard Thomas Edwards).



2



1



INDUSTRY
Examples of context-led growth:

1. Stanmore Place is a successful scheme that delivers new homes at a higher density and uses an innovation/business centre to mediate or provide a buffer between the industrial uses to the south, and new homes to the north (Canons Park, LB Harrow)
2. At Caxton Works, light industrial uses are accommodated at ground floor as part of a separated and insulated podium with residential uses included above (Bow, LB Tower Hamlets)
3. Bennets Courtyard is a high quality designed residential scheme that successfully references and reinterprets its industrial context (Fielden Clegg Bradley, Merton Abbey Mills, LB Merton)



2



3



J.6 TALL BUILDINGS

The role of tall buildings

Tall and high density buildings can offer a range of benefits. For example, they can reduce the carbon footprint per dwelling by using district energy systems; they can help people live closer to local centres, reducing sprawl and retaining vital open land. When situated close to transport links, such buildings can reduce the reliance on cars and encourage healthier ways of getting around. Tall buildings can also improve wayfinding and add to the visual intricacy of neighbourhoods.

However, perhaps more than any other housing typology, tall buildings must balance the needs of individual homes with broader townscape considerations. This type of building can have a profound, lasting impact on the skyline and can significantly compromise the character of historic areas if they are situated inappropriately or poorly designed. A single tower inserted into an already well-connected site with significant activity at ground level is likely to be more successful as both a home and an integrated 'piece of city' than one on a more suburban or isolated site. This housing type is suited to areas on the 'reimagine' end of the spectrum (see p.30).

Building heights in London

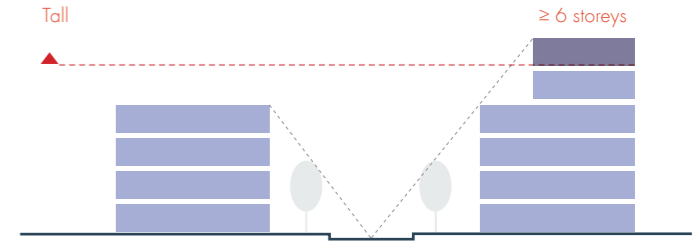
London has traditionally been known as a low to mid-scale city with inner areas of compact density and outer areas of suburban development interspersed by occasional, prominent markers on the skyline such as church spires or modern office buildings. This depiction has changed significantly since the regeneration of the London Docklands in the 1980s and, in recent decades, with the City of London's eastern cluster of towers leading the way and many high-rise developments in both inner and outer London boroughs following suit. What can be considered tall has varied across time and, understandably, still varies today across London. The prevailing height of buildings also varies between inner and London boroughs, meaning that the definition and impact of a taller building will vary accordingly.

The London Plan requires Local Planning Authorities to define what is considered a tall building based on local context. Furthermore, it states that tall buildings should not be lower than 6 storeys or 18 metres measured from the ground to the floor of the uppermost storey (see policy Policy D9 Tall buildings).

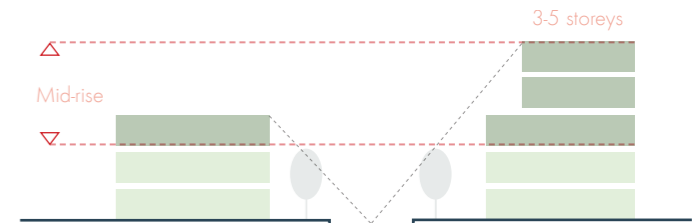
Defining tall (and mid-rise) in Merton

The London Plan definition of tall buildings (i.e. minimum 6 storeys or 18 metres) is appropriate for Merton as it accurately captures the scale of the tallest buildings in the borough which are concentrated within town centres or mixed-use areas, with few exceptions. It is highly unlikely that a tall building would be appropriate in low-scale, residential area (i.e. consisting of 2-3 storey suburban houses) which accounts for most of the borough (see land use map on p.12).

Instead, a more contextual definition is needed for these areas to describe new developments which 'appear tall' relative to their surroundings but are still below the London Plan definition. Developments such as these can be described as 'mid-rise' and range between 3-5 storeys. Mid-rise developments are suited to all areas on the repair-reimagine spectrum as they can effectively increase residential and employment densities of neighbourhoods without radically impacting their scale and built character. Applications for mid-rise developments will be judged on a case-by-case basis, however, they will not undergo the same level of design scrutiny as tall buildings.



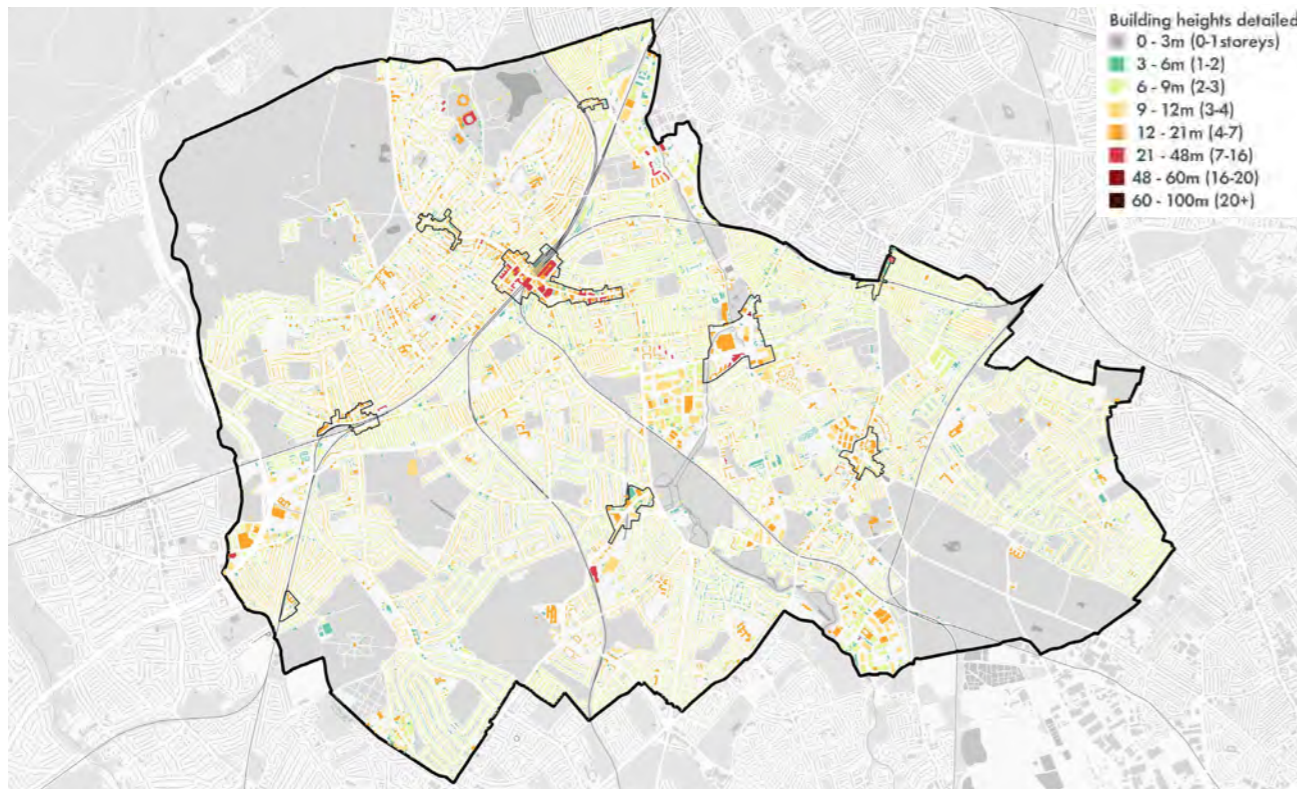
Cross-section of a street indicating what a tall building would look like in a town centre location



Cross-section of a street indicating what a mid-rise building would look like in a low-scale / residential area

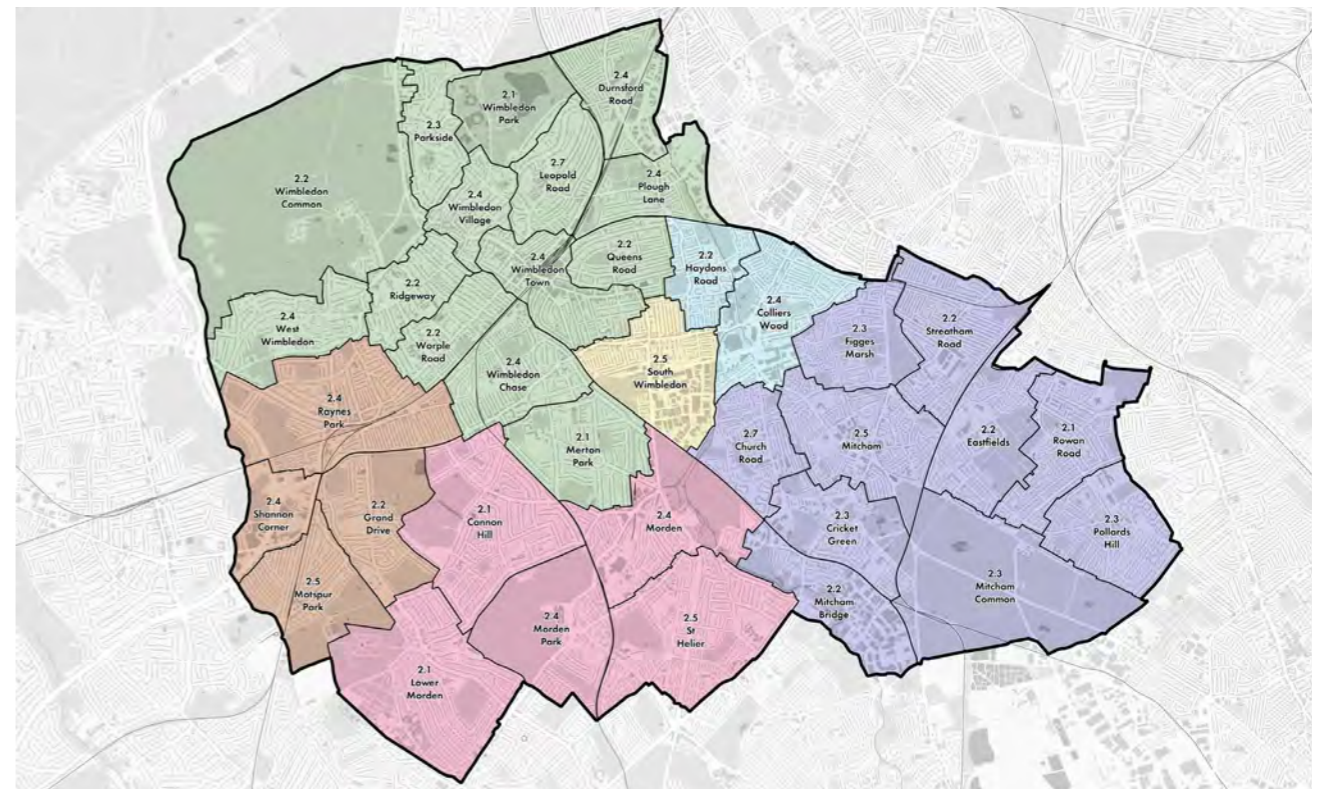
- Mixed-use building
- Residential building
- Tall
- Mid-rise

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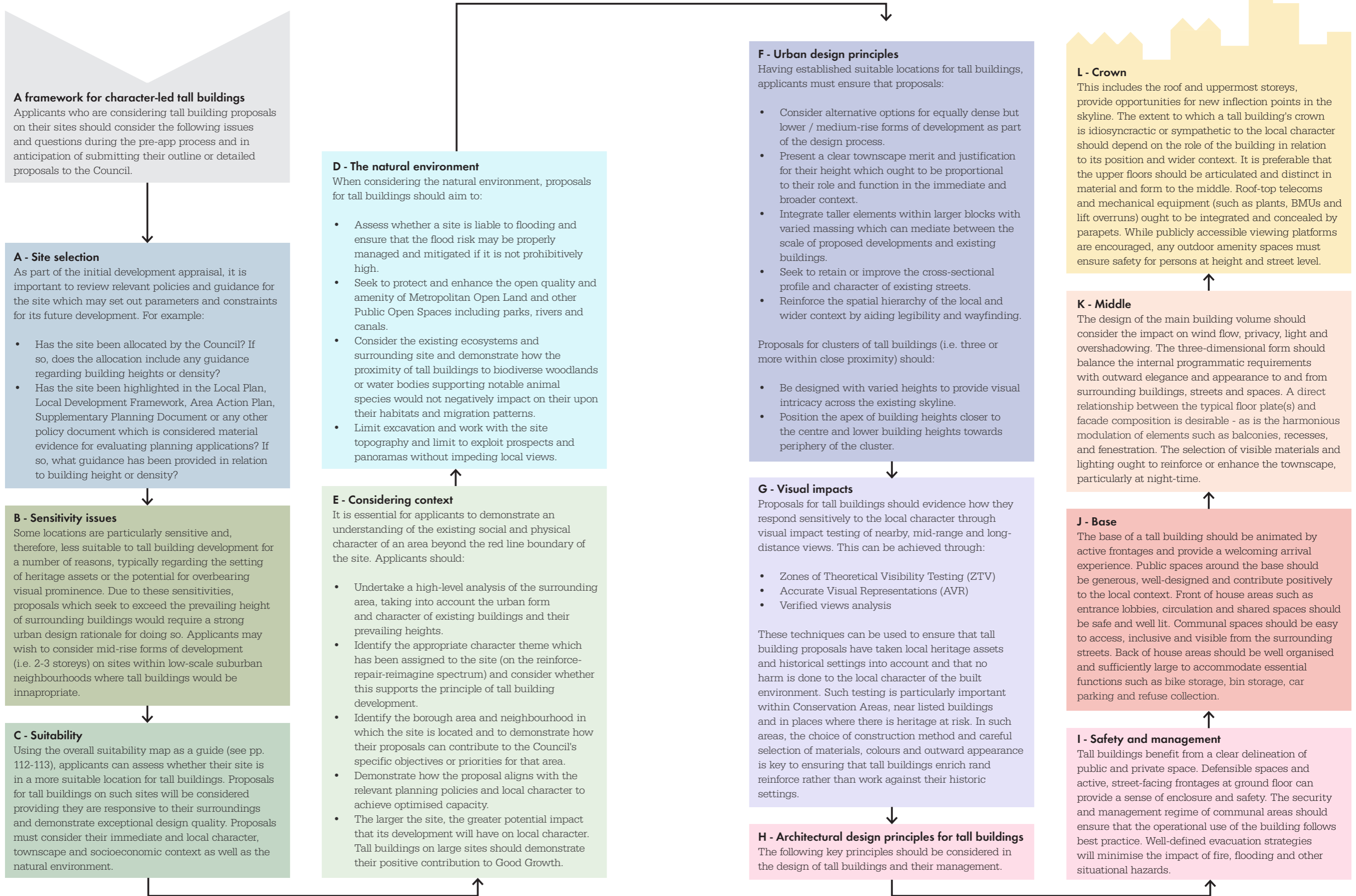


Existing building heights and town centre locations across Merton

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Prevailing heights across the different sub-area of Merton, expressed in number of storeys



Sensitivity to tall building development

Part B of the framework for character-led tall buildings (p132) encourages applicants to consider a number of objective criteria that provide a general understanding of the relative sensitivity of different parts of the Borough for tall building development. These criteria relate to whether a site:

- is within or near a Conservation Area
- includes or is near Heritage at Risk
- is near Listed buildings
- is near Locally listed buildings

The following set of maps indicative which areas are affected by each criterion in turn. These culminate in a composite sensitivity map which overlays all the factors indicating areas which are most sensitive to tall buildings, with the darkest areas considered most sensitive.

Conservation areas

Conservation areas are a well-established designation employed by local planning authorities to manage areas of special architectural or historic interest. The historic environment is a vital part of creating a sense of place; not only do local people value the historic environment and historic assets, they often add financial value to the property.

Conservation areas can also be potentially suitable areas for tall buildings, they are not mutually exclusive attributes. However, proposals for tall buildings need to ensure that conservation areas and other historic assets continue to be preserved and enhanced.

Listed buildings and locally listed buildings

Special regard needs to be had to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses. Preservation in this context means not harming the interest in the building, as opposed to keeping it utterly unchanged. Site-specific analysis will be required to determine the potential impact of new tall building proposals on such heritage assets.

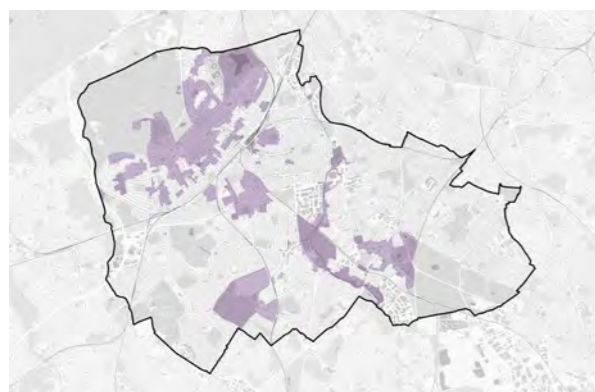
Heritage at Risk

Heritage Land is defined as open land of historic value, including sites listed on the Register of Historic Parks and Gardens of special historic interest in England. Their open space character means developments from far away, inside and outside of the borough, could still negatively impact on their historic setting - they are therefore considered sensitive. Heritage at Risk (HAR) identifies those sites that are most at risk of being lost as a result of neglect, decay or inappropriate development.

Example of a tall building in a sensitive location



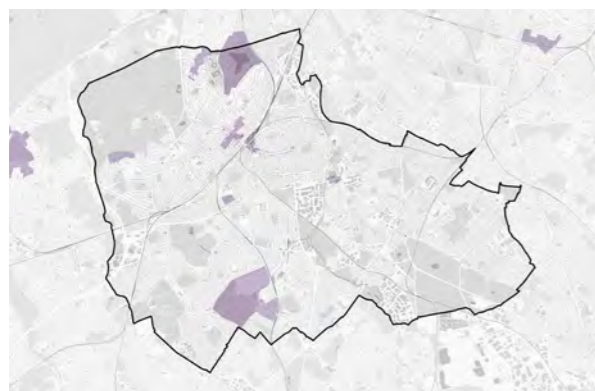
Goswin Street, Southwark. Image © Allies and Morrison. New build scheme of six storeys where the lower four storeys reinforce the scale of existing buildings across the street while the upper two floors are stepped back to accommodate a tall element.



Conservation Areas



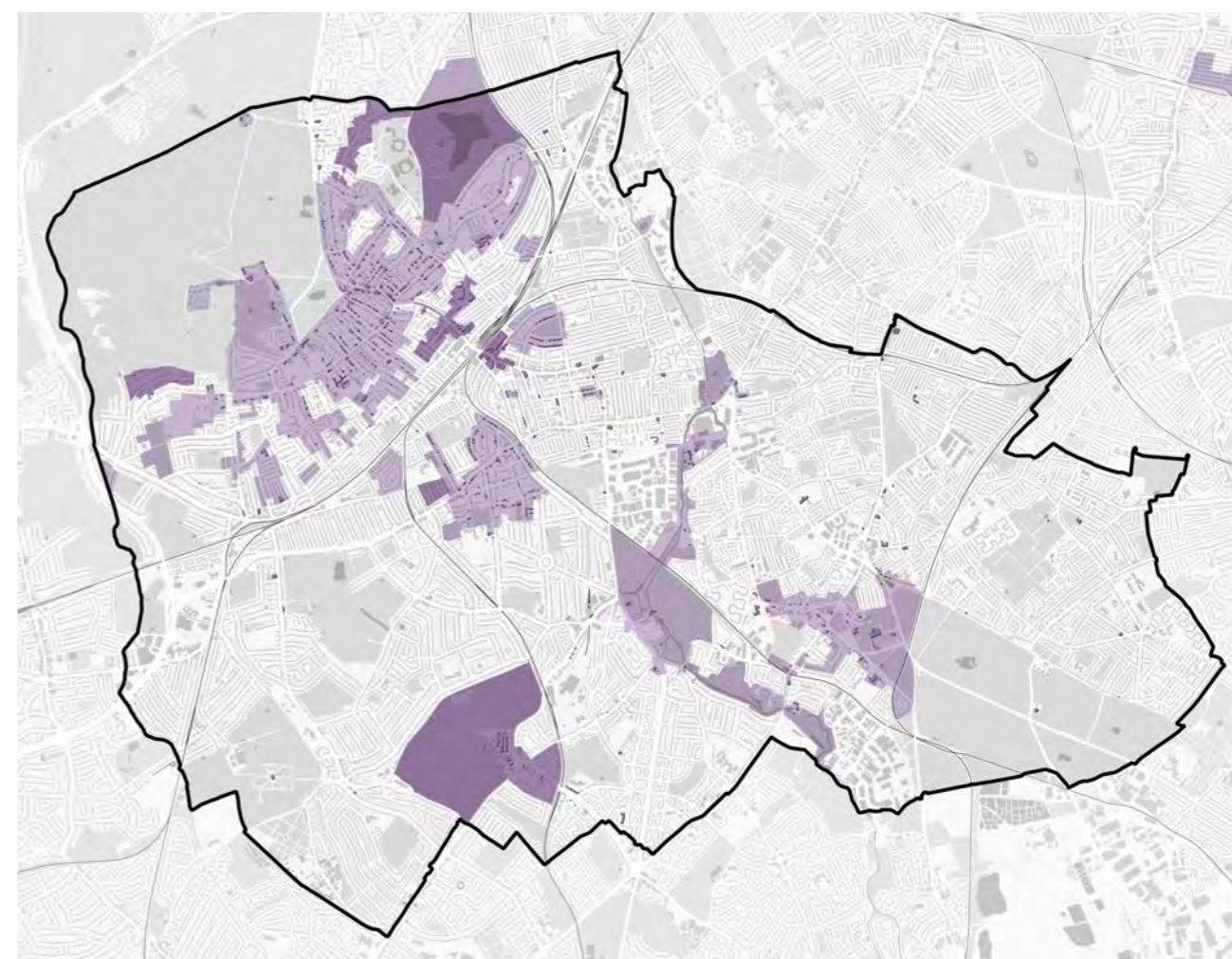
Listed buildings



Heritage at Risk



Locally listed buildings



Level of sensitivity heatmap based on all criteria overlaid

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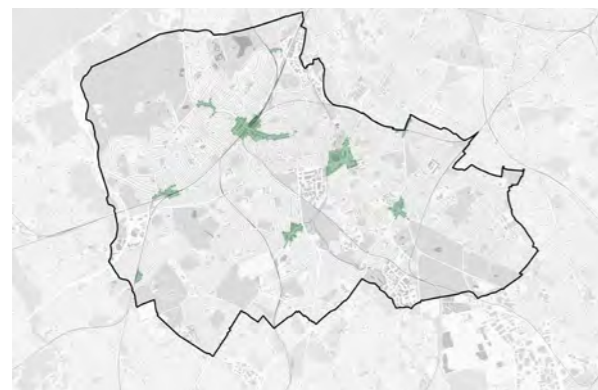
moderate high

Suitability to tall building development

Part C of the framework for character-led tall buildings (p132) encourages applicants to simultaneously consider other criteria that offer a general understanding of the relative suitability of different parts of the Borough for tall building development. These relate to:

- Proximity to a town or local centre
- Opportunity or Intensification Areas
- Proximity to a public park
- Accessibility by bicycle
- Accessibility to public transport
- Strategic area for regeneration

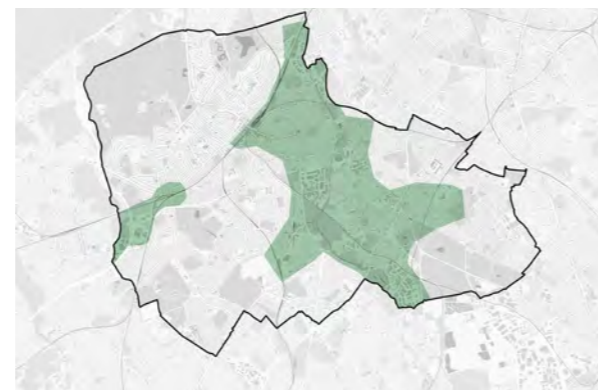
Each criterion is shown independently below and as a composite heat map.



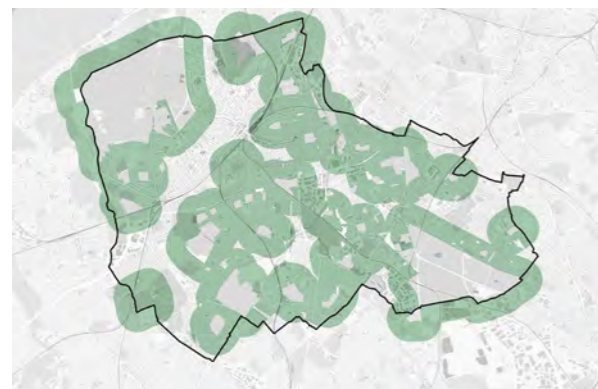
Town and local centres

Proximity to a town or local centre

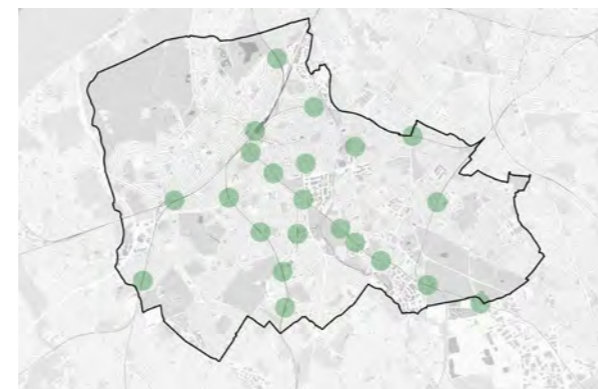
In addition to public transport accessibility, the NPPF also recognises the importance of commercial and shopping centres as locations best suited to making the optimum use of land. Merton borough has a network of town centres including Major, District centres (London Plan Town Centre Network) and Neighbourhood Centres. Town centres represent mixed use, urban environments with a range of shops and services provided, making them amongst the most sustainable locations for higher density development and therefore the most suitable for tall buildings.



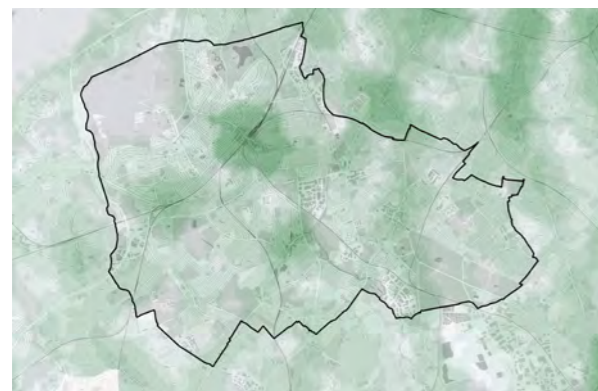
Opportunity Areas



Proximity to a public park



Proximity to a station



Accessibility to public transport



Regeneration opportunities (potential estate regeneration opportunities and key site allocations suitable for residential development)

Opportunity or Intensification Area

Opportunity Areas are identified as significant regional locations with development capacity to accommodate new housing, commercial development and infrastructure (of all types), linked to existing or potential improvements in public transport connectivity and capacity. Taking maximum advantage of these sites being unlocked means delivering significant volumes of high quality, high density development including strategic housing growth. Merton Opportunity Area and the South Wimbledon/Colliers Wood intensification area are considered more suitable for tall buildings.

Proximity to a public park

Good access to open space is a key criterion for the suitability of tall buildings. The GLA stipulates that all homes should be within 400m of an open space of 2 hectares or greater.

Proximity to a station

Merton is home to a number of stations served by National Rail and Transport for London services, reflected in the large areas of high PTAL. In addition to taking advantage of the accessibility this affords,

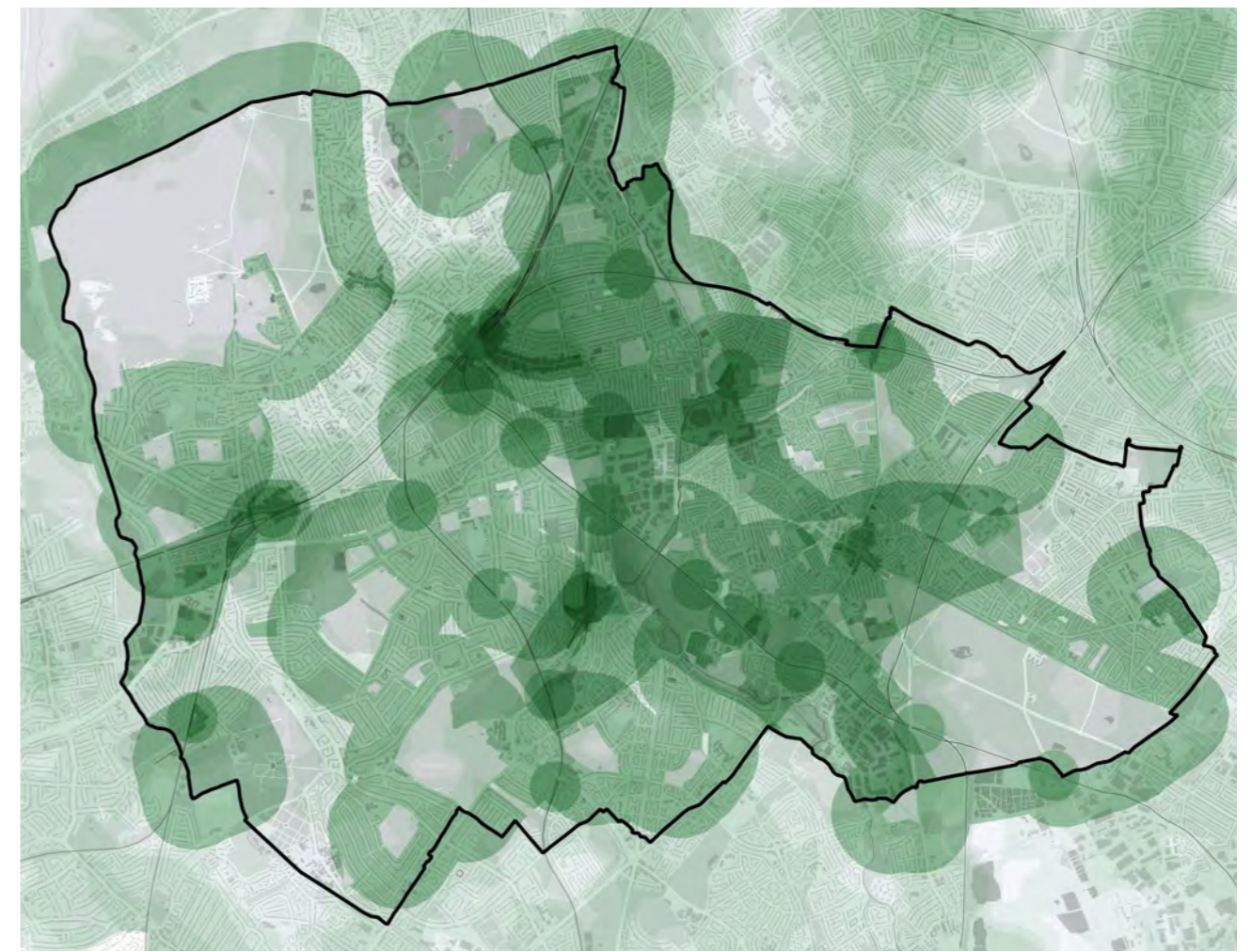
the immediate setting of stations tends to be urban in character and therefore more suitable for accommodating tall buildings. Often train stations can provide areas of focused regeneration, where tall buildings can help contribute positively to defining a new, higher density character.

Accessibility to public transport

One of the most important factors in determining a site's relative suitability for a tall building. This is underpinned by the requirement set out in the NPPF to make the optimum use of land, especially where there is an existing shortage of land for meeting identified needs, as there is across the capital. High density development is encouraged in areas well served by public transport (NPPF para 123). The assessment here is that areas with a PTAL rating of 3 or more are considered to be areas most suited to potential tall buildings.

Note

The existence of tall building clusters was discounted as a criterion, given that their presence is not considered an automatic indicator of suitability for further tall buildings nearby.



Level of suitability heatmap based on all criteria overlaid

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moderate high

Examples of contextual, mid-rise intensification in low-scale / residential areas



Quicks Road, South Wimbledon. Image © Google Street View



Stage House, Wimbledon. Image © Google Street View



Flora Court, Croydon. Image © Pitman Tozer Architects



King Edward's Road, Hackney. Image © Hawkins / Brown



Essex Close, Waltham Forest. Image © Bell Phillips Architects



Great Eastern Buildings, Hackney. Image © Karakusevic Carson Architects

Examples of context-led, tall intensification in town centre locations



Mizen Heights, Colliers Wood. Image © Future Merton



Number One, Wimbledon © MATT architecture



Wellington House, Wimbledon. Image © MATT architecture



Agar Grove, Camden. Image © Hawkins / Brown



Westbourne Baptist Church, Westminster. Image © Allies and Morrison



Porters Edge, Southwark © Maccreanor Lavington



FUTURE MERTON

What does this mean for the borough?

K FUTURE MERTON

The nature of growth for Merton

The pressure for growth and the need for homes applies to every London borough and Merton must play its part in supporting good growth. Every borough is different and the way in which it can accommodate targeted growth is also therefore different. As an outer London borough with a largely suburban character, Merton faces particular challenges in accommodating a step change in housing numbers.

This character study identifies how the growth needed can be absorbed in a way which reinforces local character and allows it to evolve in response to need. For Merton this means:

- An emphasis on **supporting and reinforcing the role and character of town centres** in the borough. This means reinforcing the existing character and qualities in most town centres whilst accommodating intensification - so allowing centres such as Wimbledon to intensify within acceptable limits and with a strong emphasis on environmental enhancement alongside growth.
- In two key centres, **Morden and Collier's Wood**, there is the opportunity to **shape growth in a way which supports an evolution of these places** with a more transformational impact. Both centres have elements of a strong bone structure and can use intensification to enhance and evolve existing character - enabling them to grow into vibrant community hubs for the surrounding neighbourhoods.
- **Restoring historic routes as the backbone of the borough**, emphasising their importance as sustainable corridors, attractive environments and logical locations for intensification. Many of these routes are ancient high roads and with investment can again be the focus for activity in the borough.
- **Celebrating the borough's green infrastructure** assets and network. The borough is blessed with a wealth of high quality green spaces that vary from wild commons to Green Flag Award winning recreational spaces that are cherished by residents. Many of the

housing neighbourhoods in the borough were planned around a network of green infrastructure, ensuring residents had access to sports grounds, formal gardens and biodiversity rich woodlands and heaths. Re-emphasising this inbuilt green infrastructure as well as promoting some of the avenue streets as green / active travel corridors could significantly enhance the character of the borough's neighbourhoods and their sustainability.

- **Revitalising waterways as blue corridors and continuous walking and cycling spines** could provide opportunities for both landscape restoration as well as new waterside development. Brooks and streams run through and alongside areas for future development and offer character-led opportunities for environmental enhancement and climate resilience.
- **Strengthening the role of local parades and smaller centres as local hubs of activity** has multiple benefits. Such an approach celebrates the identity and resilience of local neighbourhoods, allows intensification to happen in appropriate locations within suburban neighbourhoods, whilst also supporting local patterns of movement and the viability of commercial and community uses.
- **Overcoming the barriers created by rail and road infrastructure** through exploring opportunities for new development/uses and introducing new crossings could both enhance the accessibility and character of neighbourhoods and local centres. Improving existing crossings and introducing new bridges could transform how neighbourhoods are integrated.
- **Managing transitions between areas** through sensitive approaches to density and massing as well as environmental enhancements. This will be particularly important for centres such as Morden and Colliers Wood, but also between industrial and residential areas to better support both activities. It will be important to value existing industrial/employment spines such as along the River Wandle whilst looking for opportunities to ease the transition between areas and raise environmental quality generally.

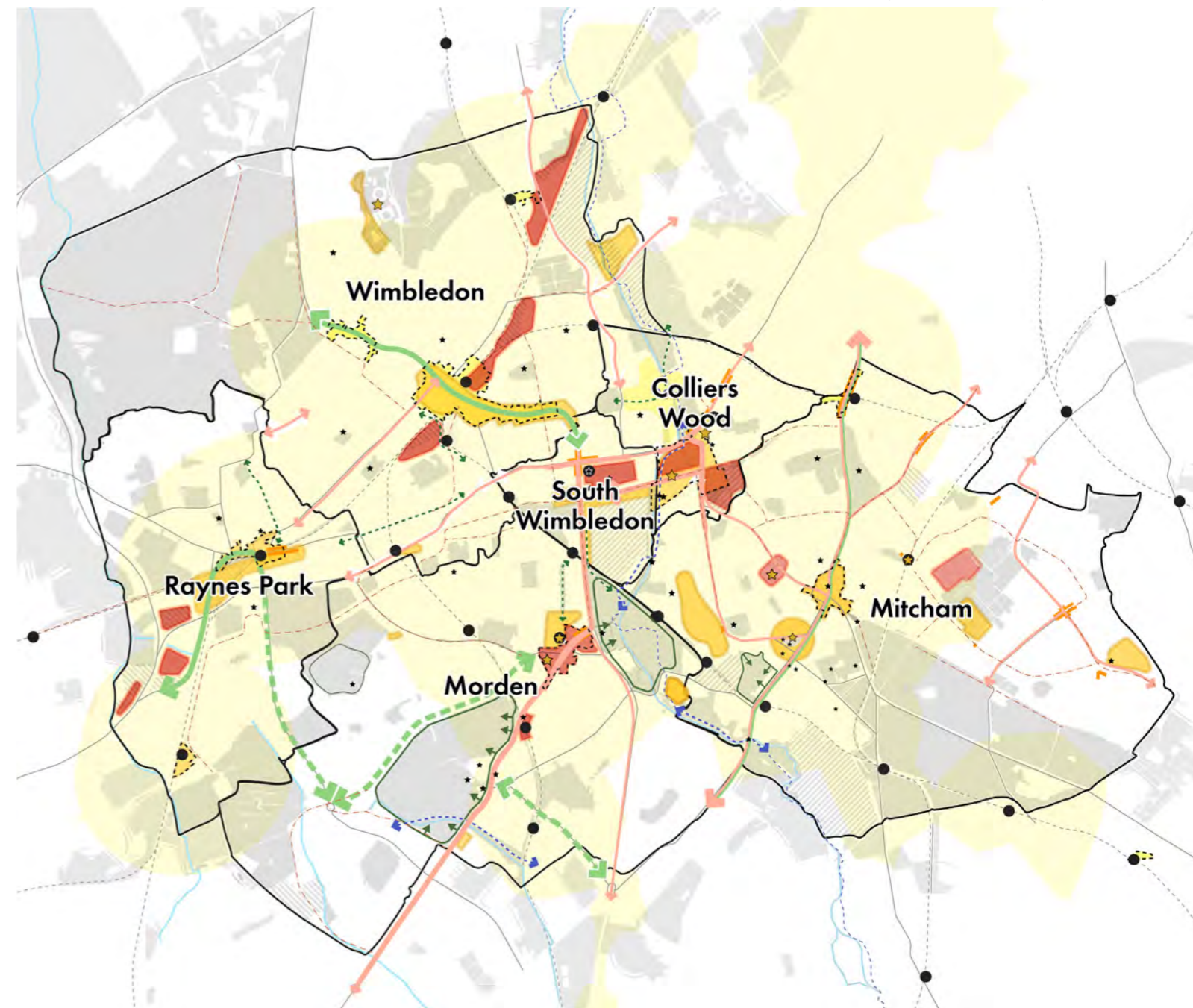
proposals / opportunities:

- Reimagine character
- Re-examine character
- Repair character
- Small sites search area: repair character in areas of the borough with good accessibility and access to services through the development of available small sites (See Small Sites Toolkit SPD)
- 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
- 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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Borough-wide proposed growth strategy to support the evolution of character

Next steps

The approach to growth set out in this character study provides a strong basis for the Local Plan. Embedding this strategy in planning policy will set the borough on course to meet its housing and jobs targets in a way celebrates and supports local character.

This document provides high level guidance and a selection of case studies for how different types of areas could best be intensified. To ensure the recommendations in this study translate into high quality context-led development and interventions on the ground, further support and guidance will be needed.

Masterplans for key areas of change: In locations where character will be evolving through intensification, masterplanning will form an important step to refining the direction of change and the appropriate grain and massing. Both Colliers Wood and Morden will need to be steered by overarching masterplans to help make the very best of the next phase of change and ensure the transition between surrounding neighbourhoods and the denser centres is comfortable.

Small sites guidance: A small sites toolkit (SPD) is under production and will provide invaluable guidance on how the potential of smaller sites can be optimised in a way that sits comfortably in each neighbourhood. This guidance will build on the themes and approaches set out in chapter J.

Further design guidance: The suburban nature of much of the borough makes intensification in many neighbourhoods a challenge. 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. To ensure such a trend is managed appropriately and does not exacerbate existing problems, such as loss front gardens and greenery, there will likely be a need for design guidance, or at least a set of parameters or thresholds that should be adhered to in order to protect local character and support climate resilience. Further guidance may also be valuable to support local design coding as the planning system shifts towards this emphasis.

Allies and Morrison

85 Southwark Street
London SE1 0HX

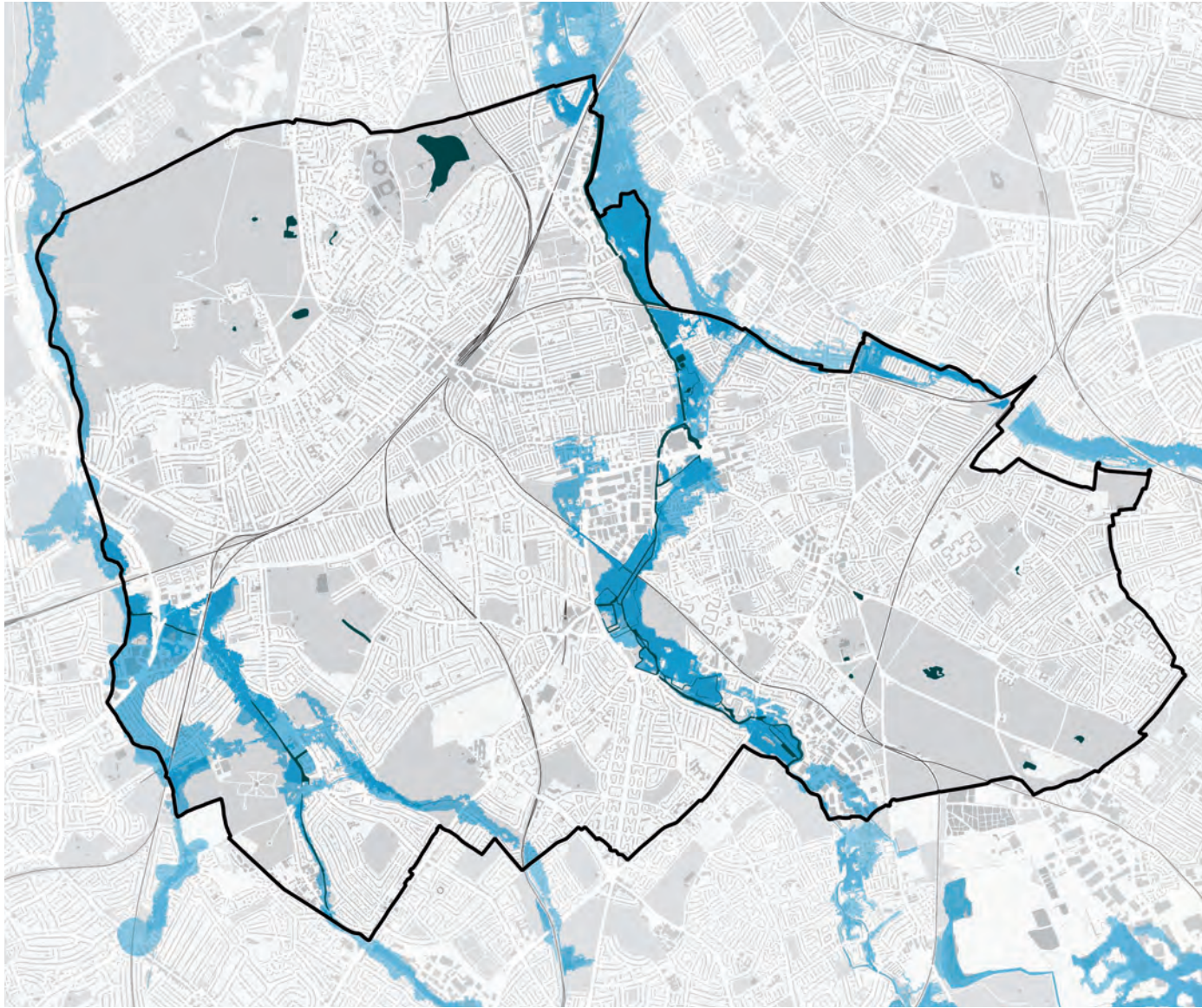
telephone +44 20 7921 0100
web alliesandmorrison.com
email studio@alliesandmorrison.com



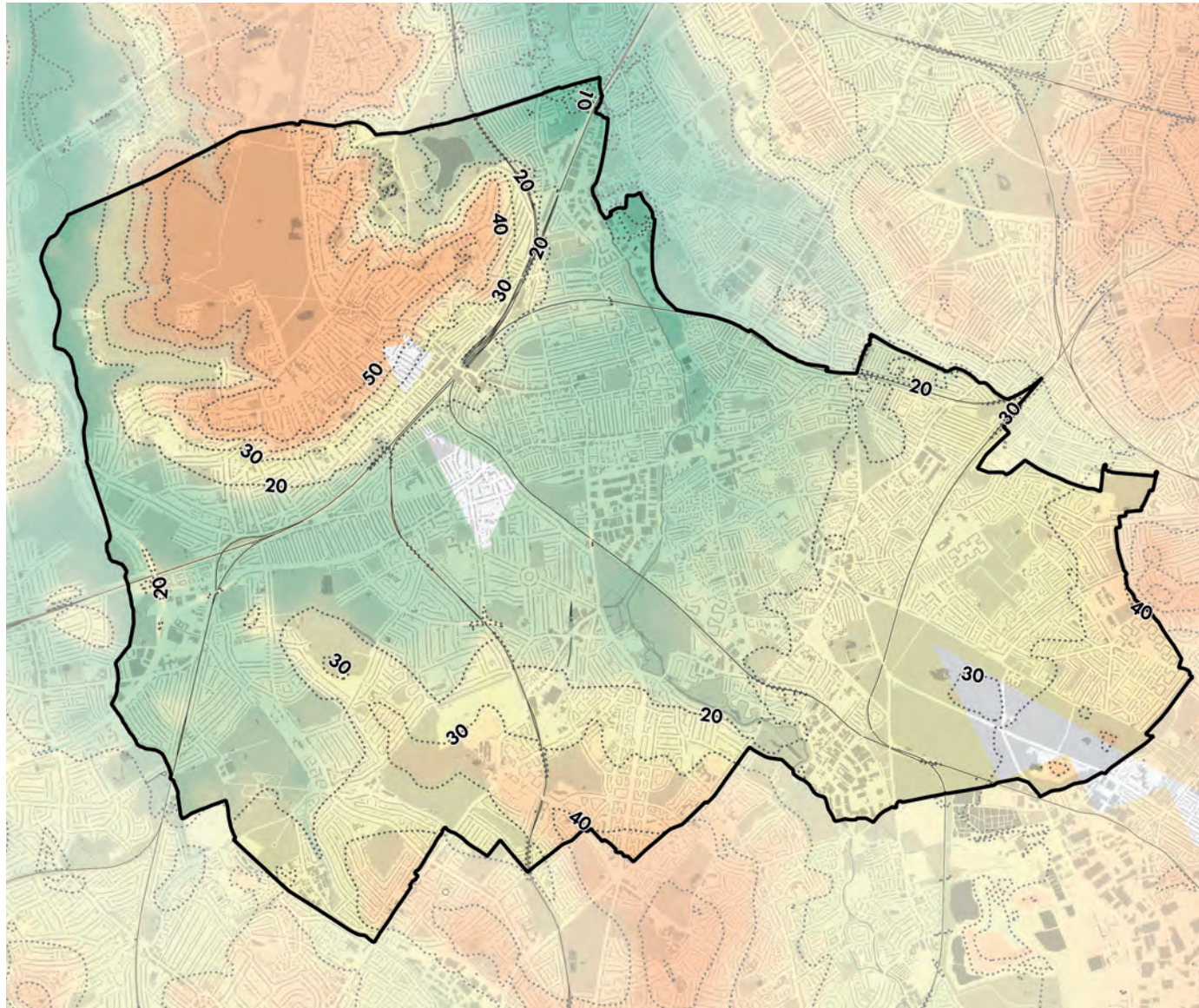
MERTON

Character Study Appendix

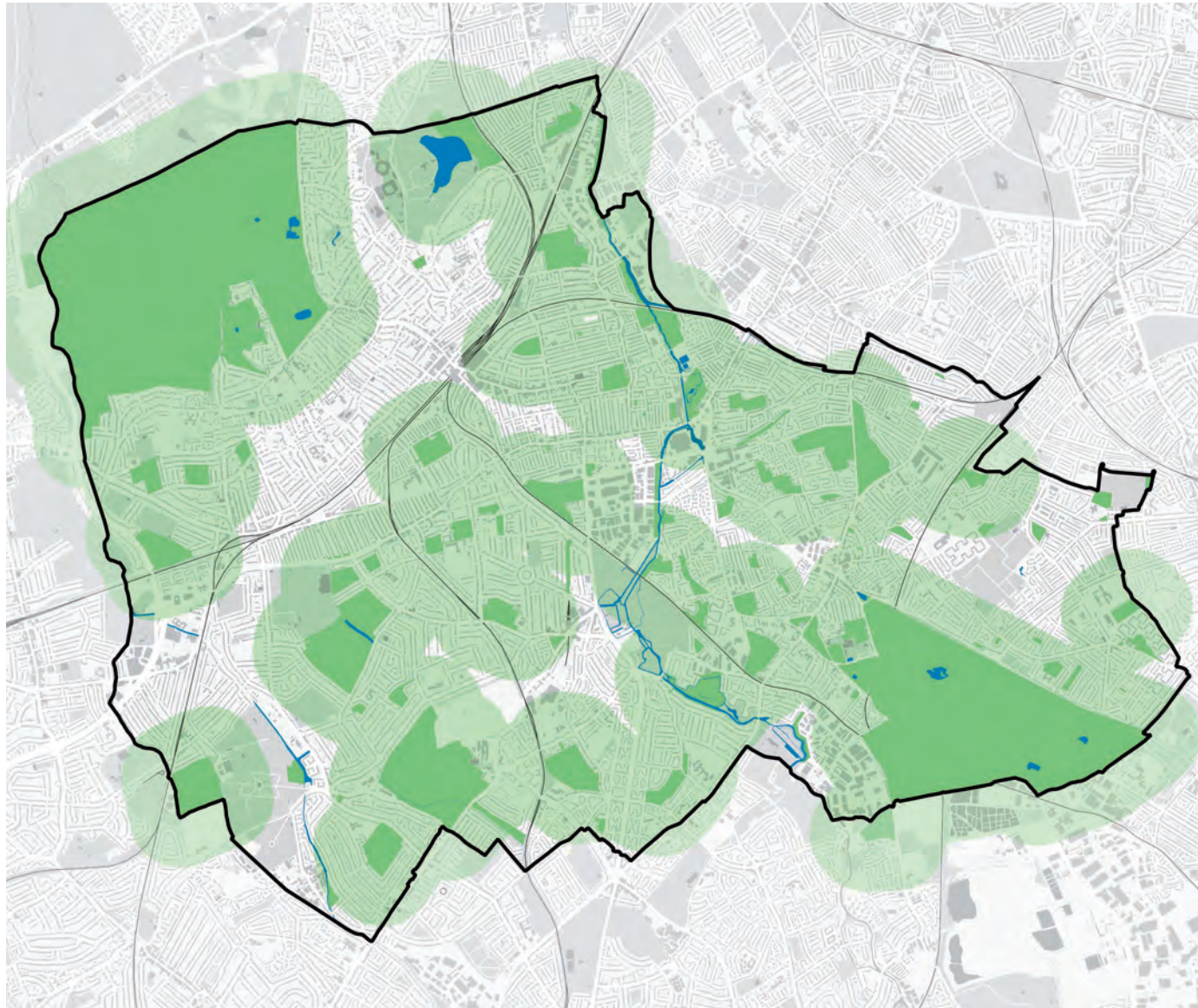
Document of A4 plans



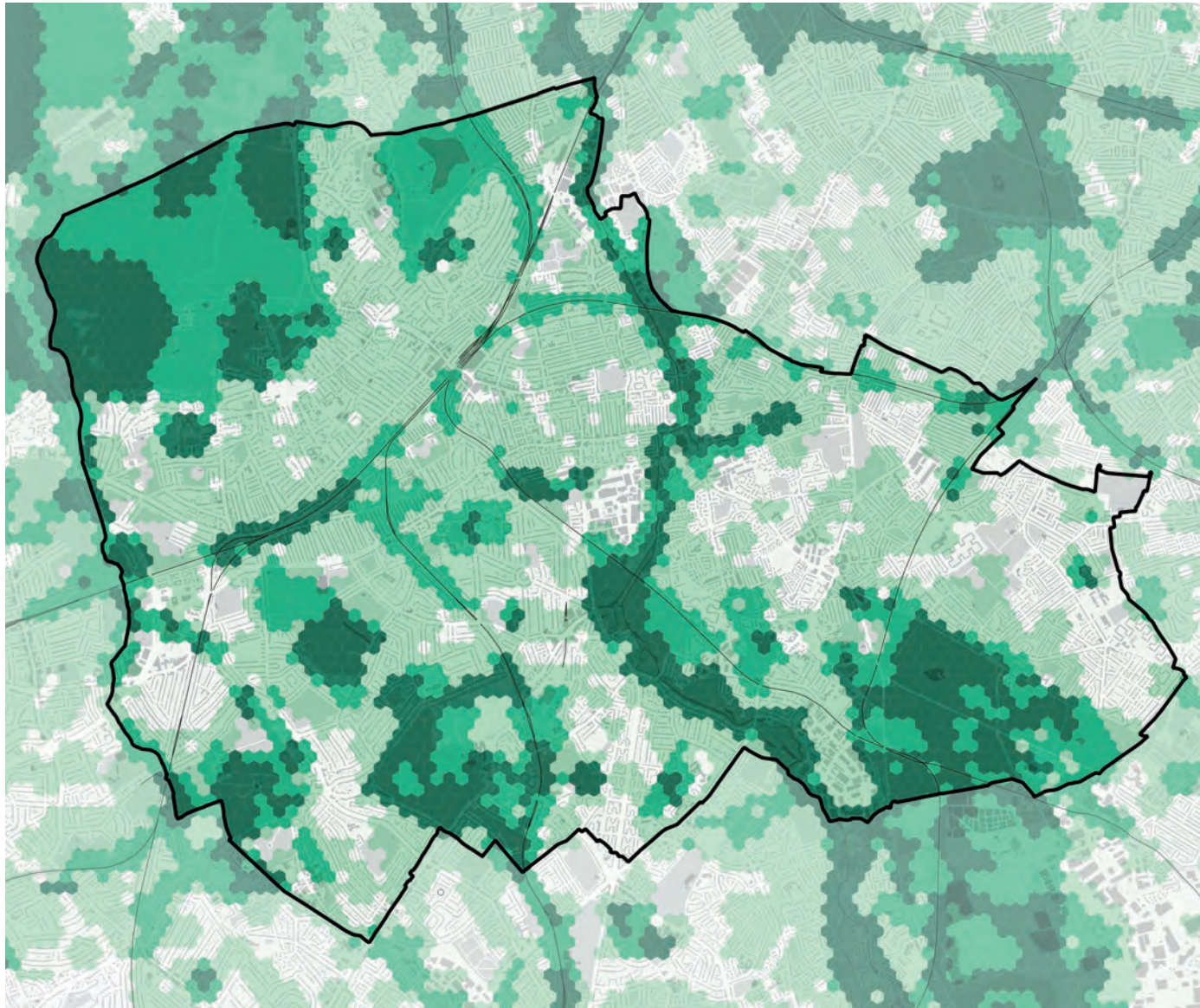
Merton's blue infrastructure - the Wandle and Beverley Brook



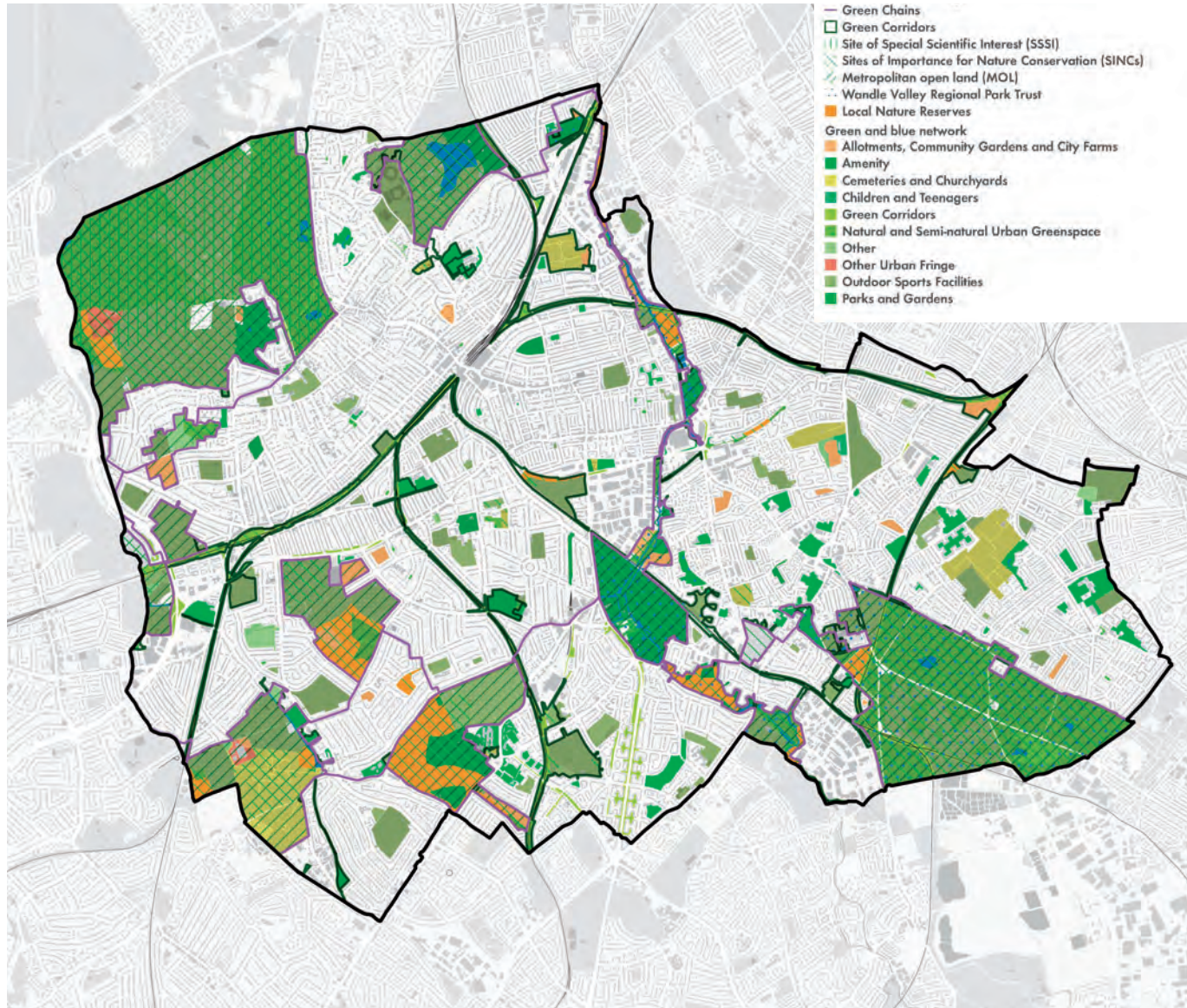
The borough's topography illustrating the distinctive hill at Wimbledon



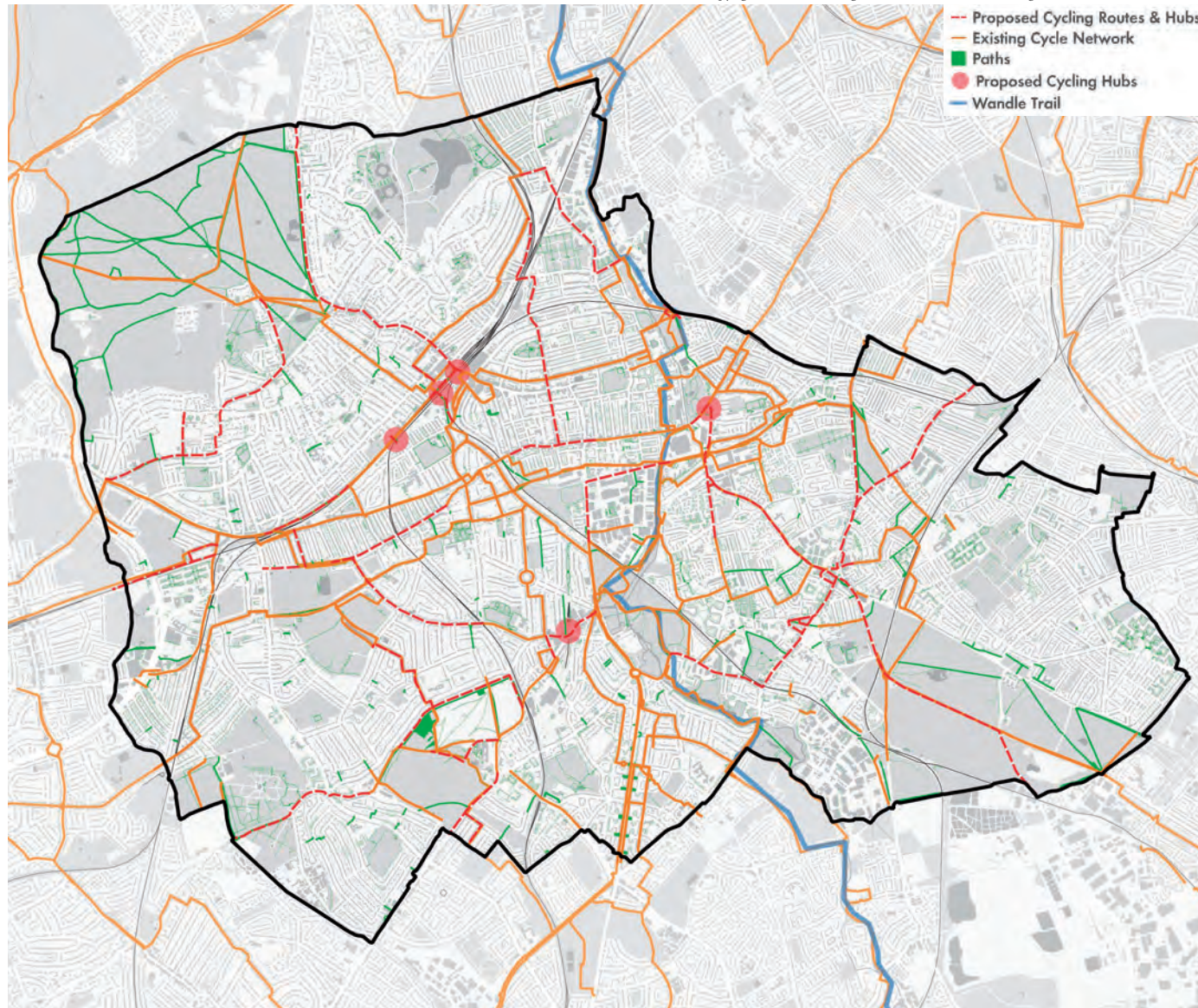
There are many ways of mapping open space deficiency - here we see areas with no green shading that are not within a 5 minute walk of an open space



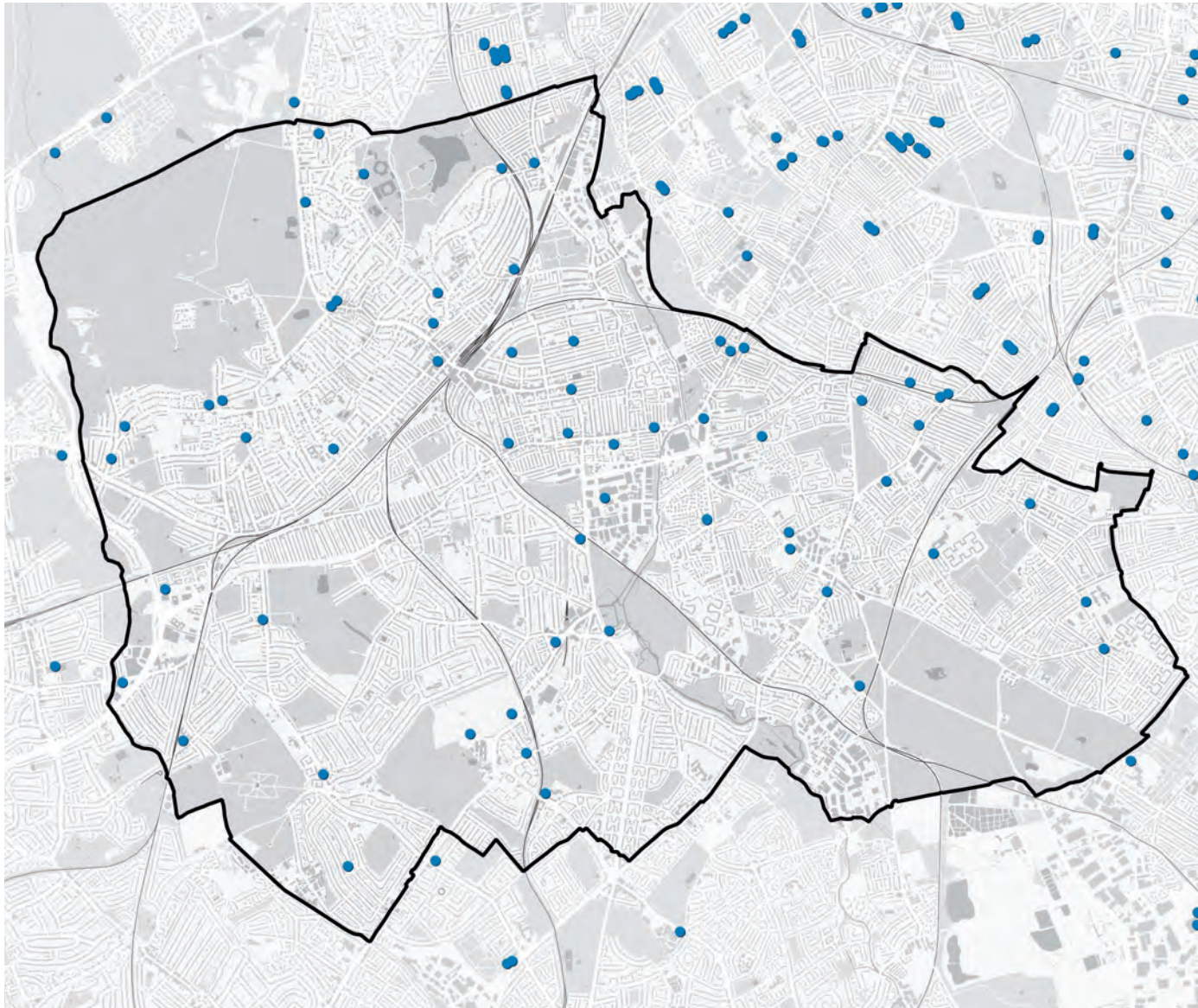
Biodiversity - tiles with a score of 0 indicate no know protected species, sites or habitats. Tiles with a score of 3 indicate all 3 categories.



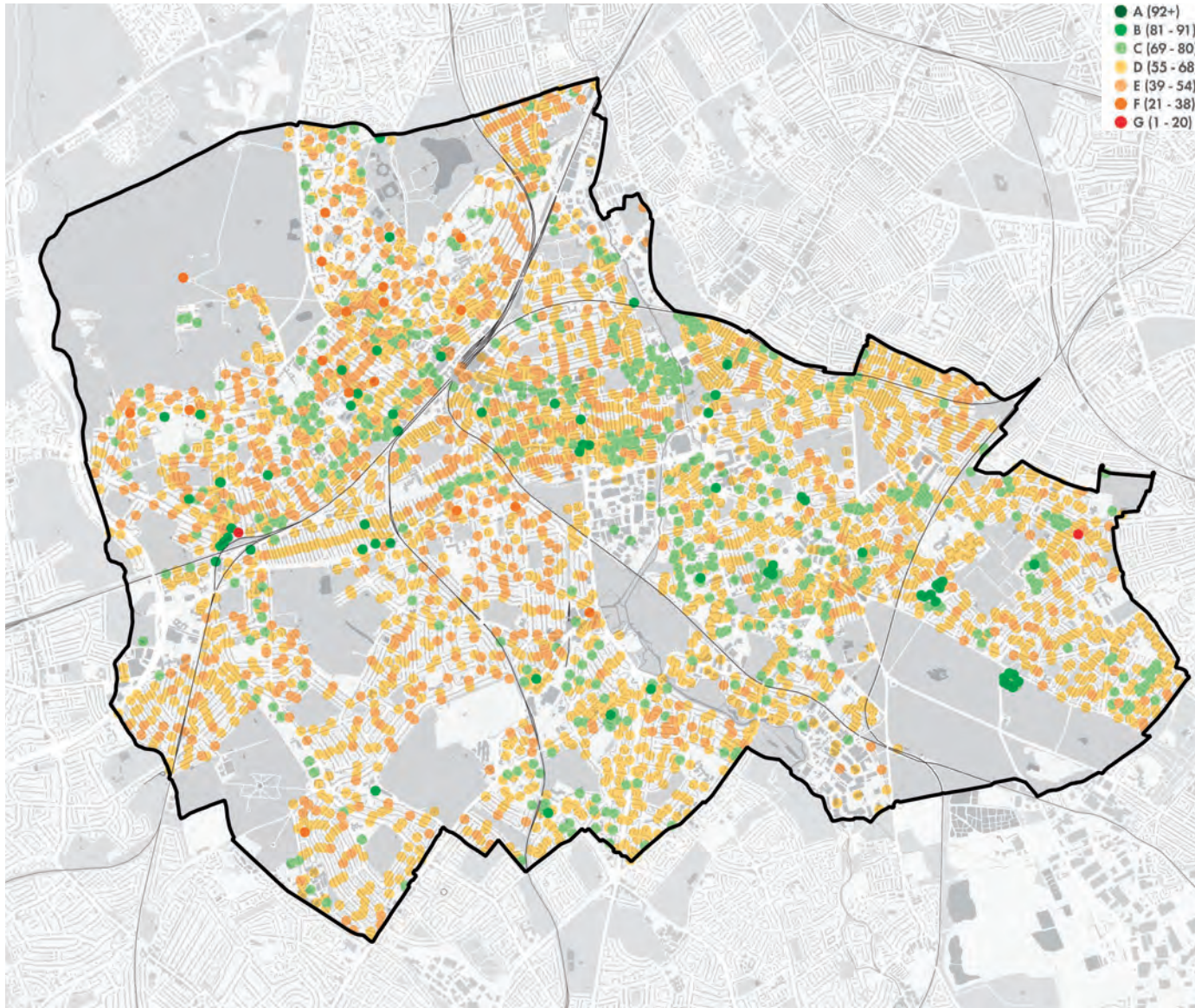
The borough's network of green and blue assets including type and policy designations



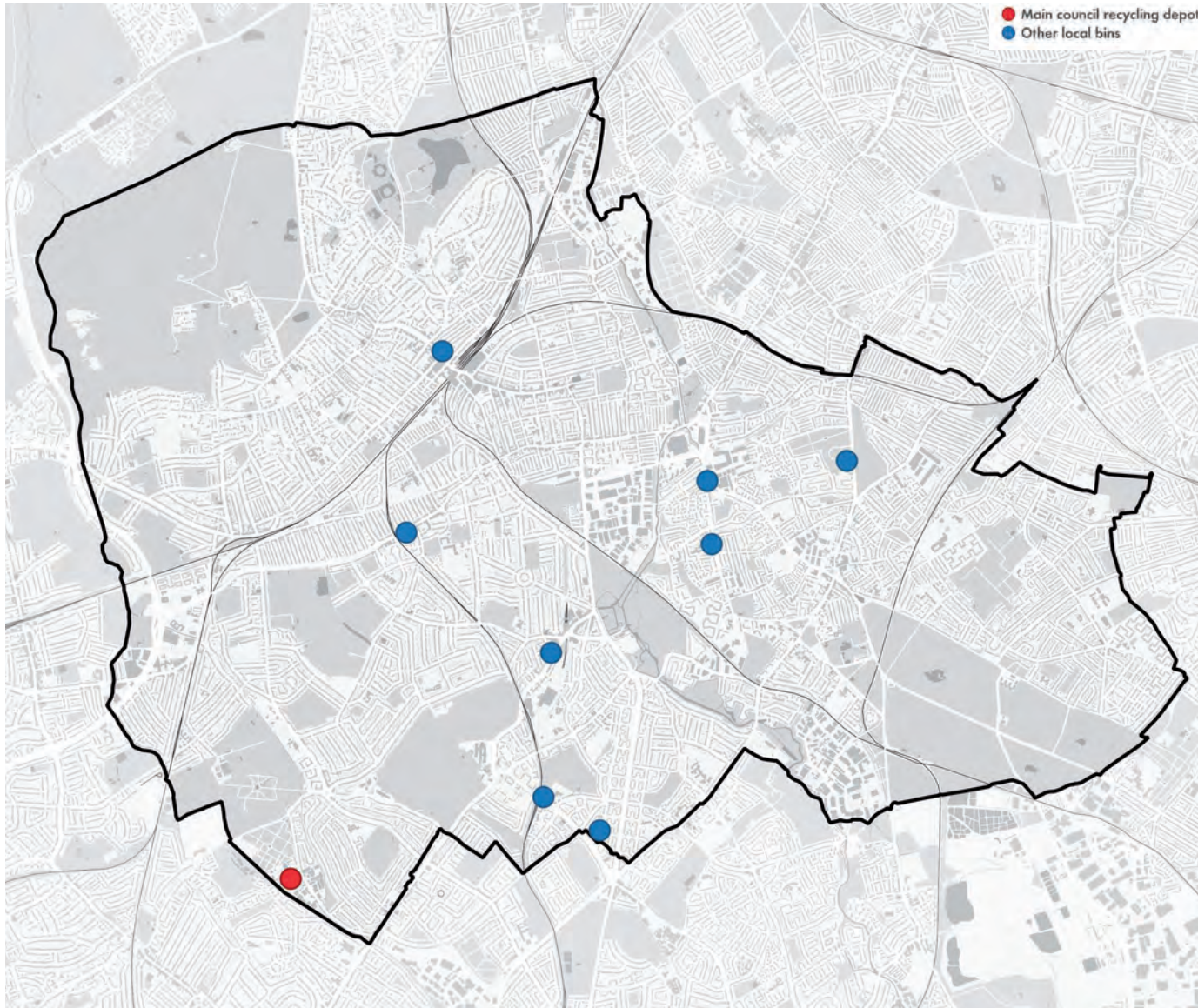
Active travel network with proposed improvements



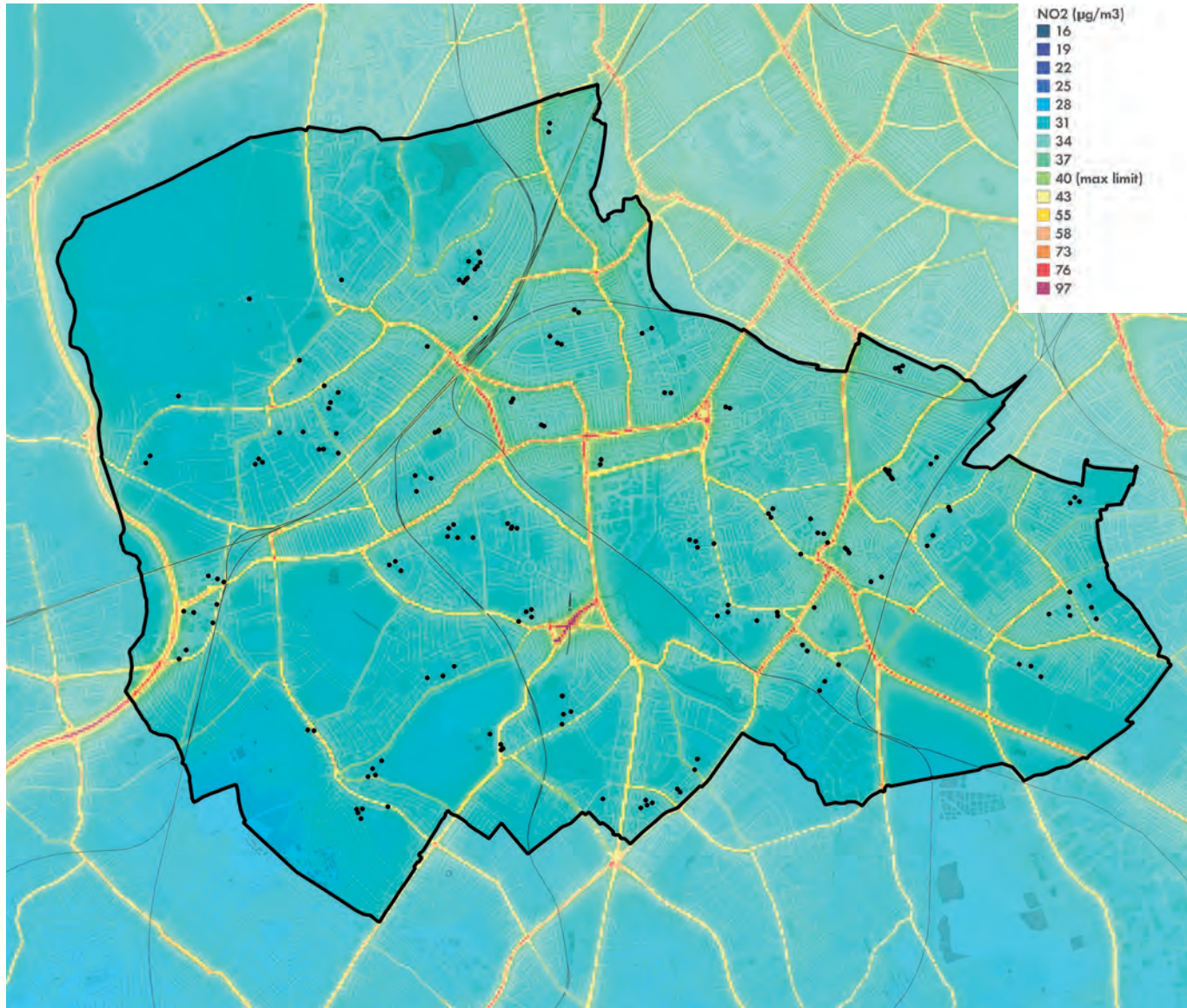
Location of EV charging points



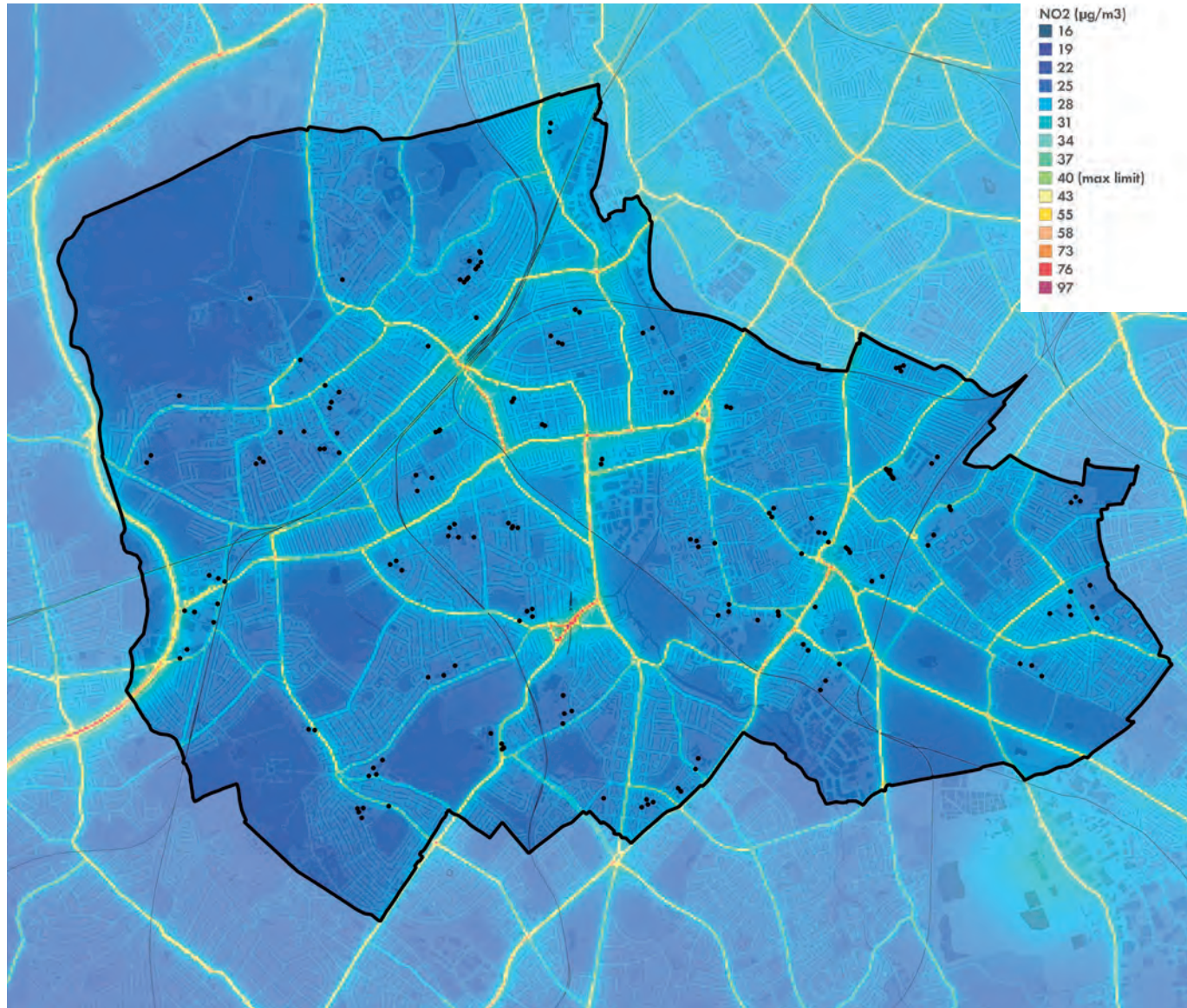
EPC ratings - energy performance of buildings - postcode average



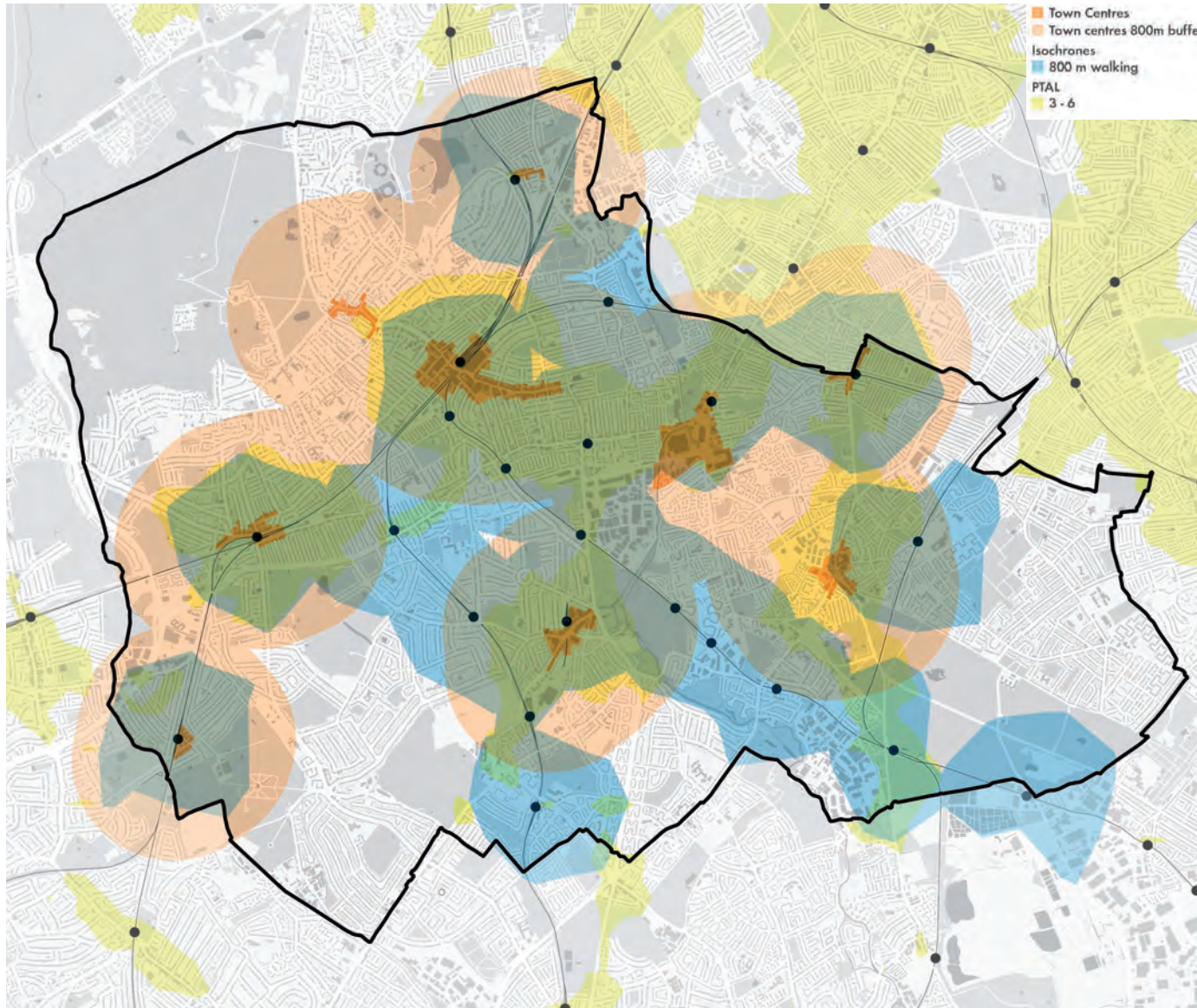
Locations of recycling and waste facilities



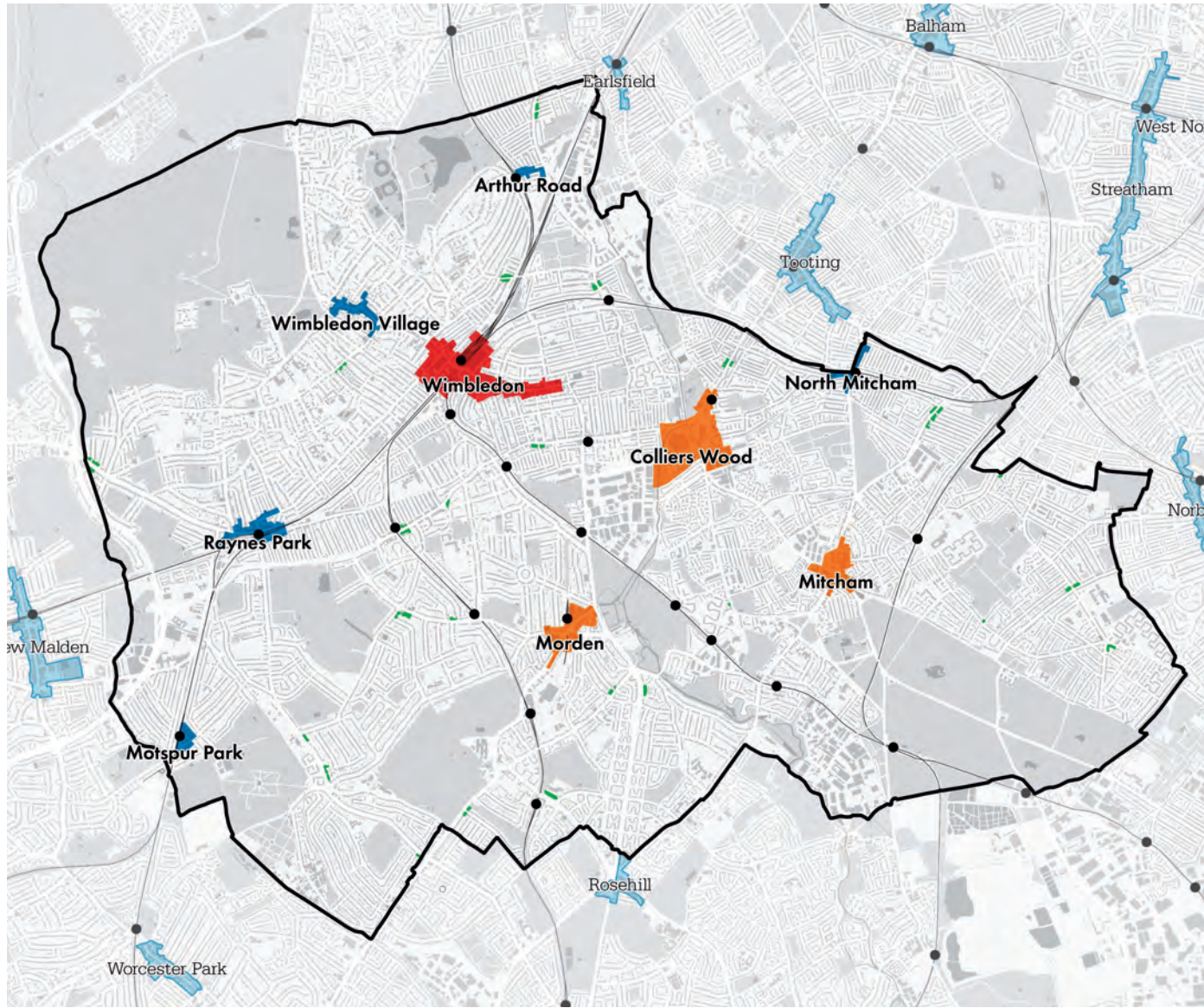
Air Quality, 2013



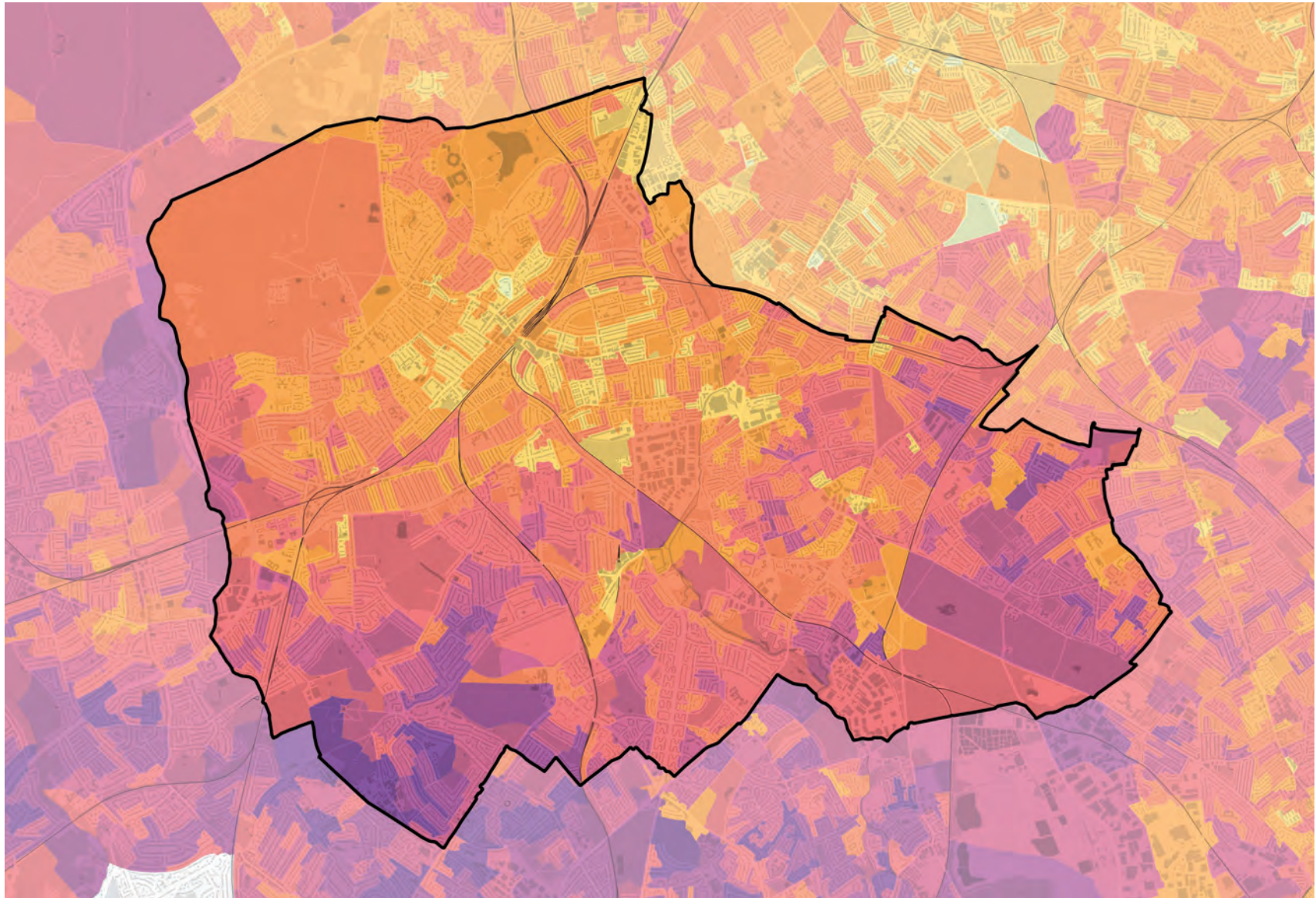
Air Quality, 2020 projection



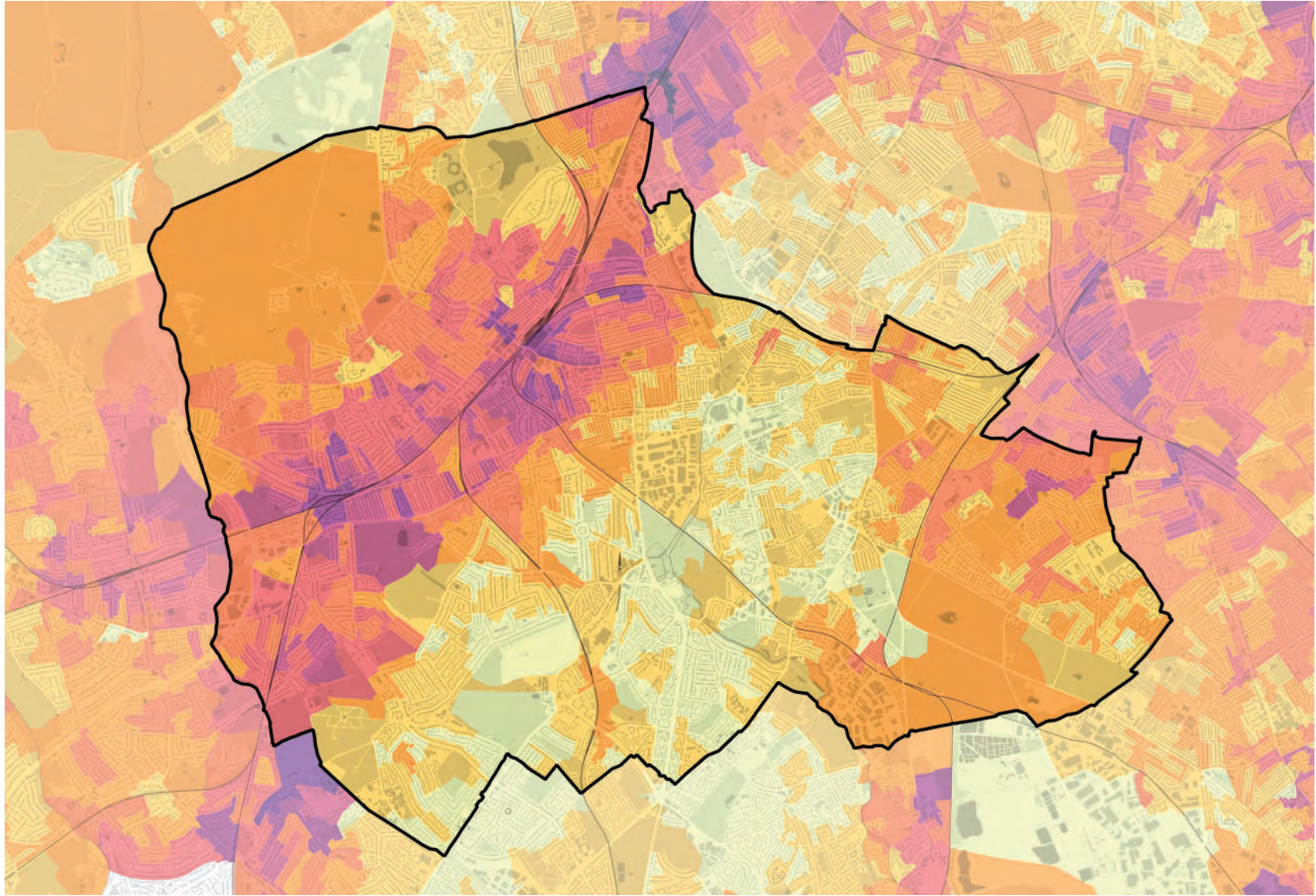
Accessibility to services and transport



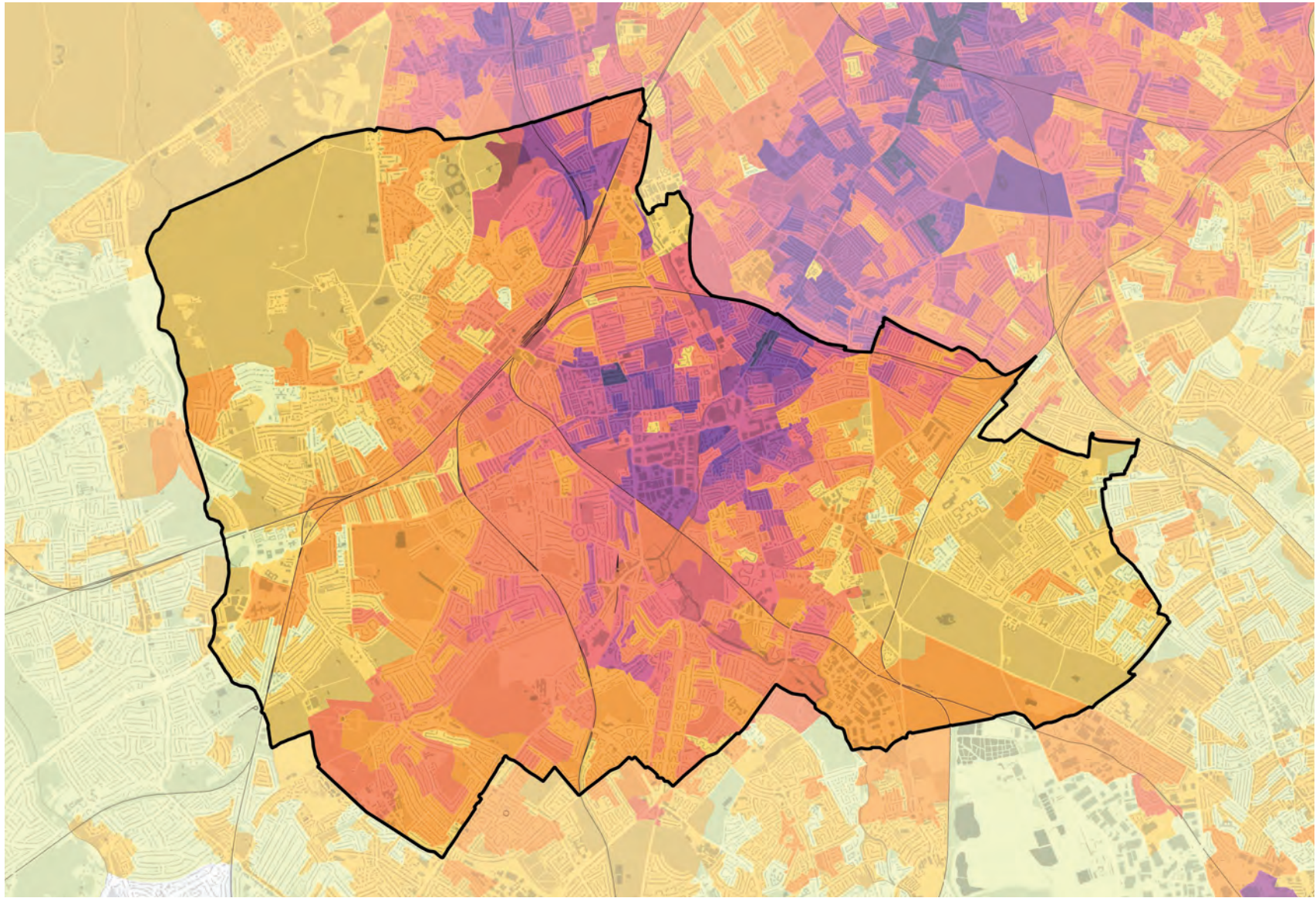
Town centre hierarchy



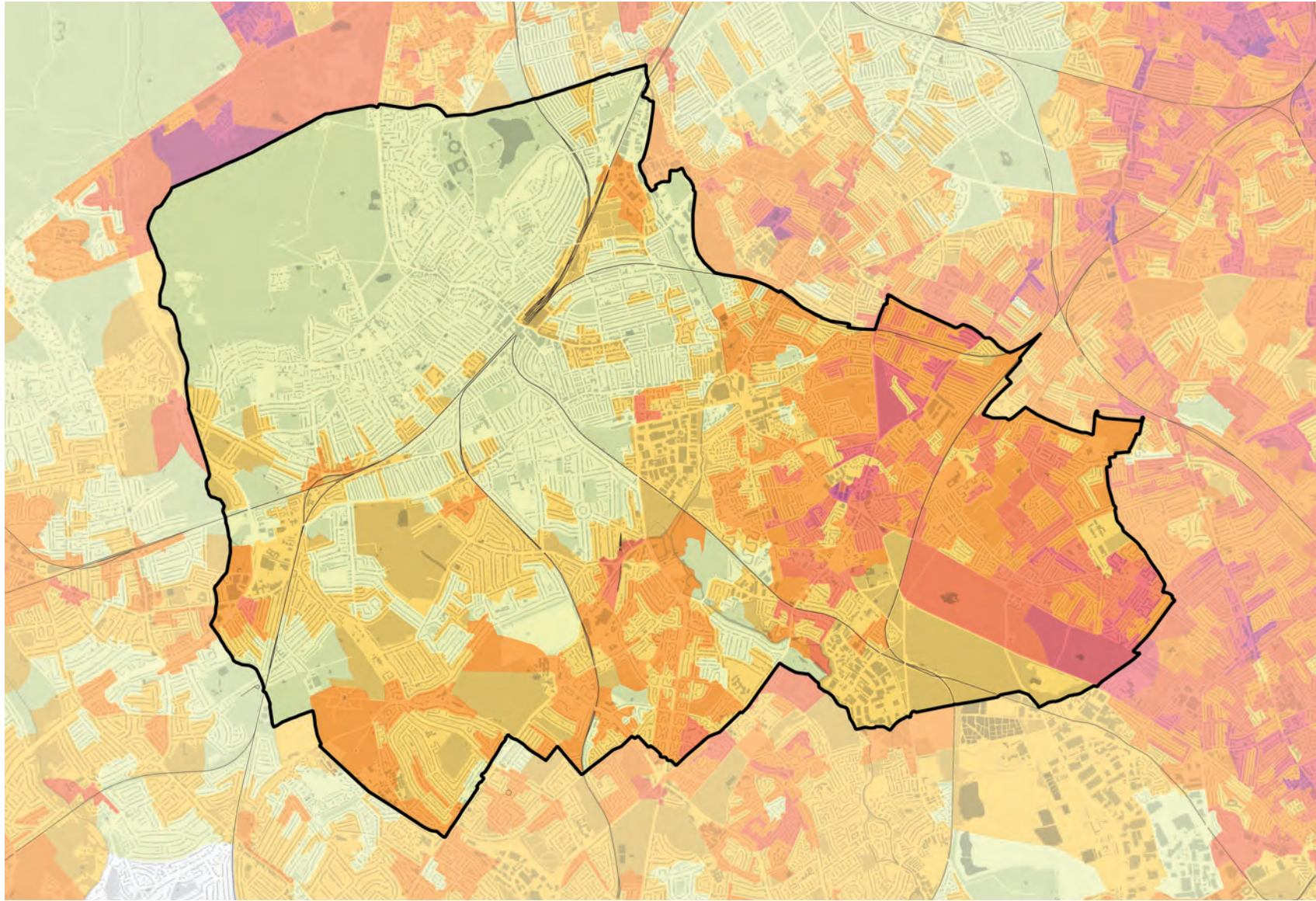
Method of travel to work: car / van



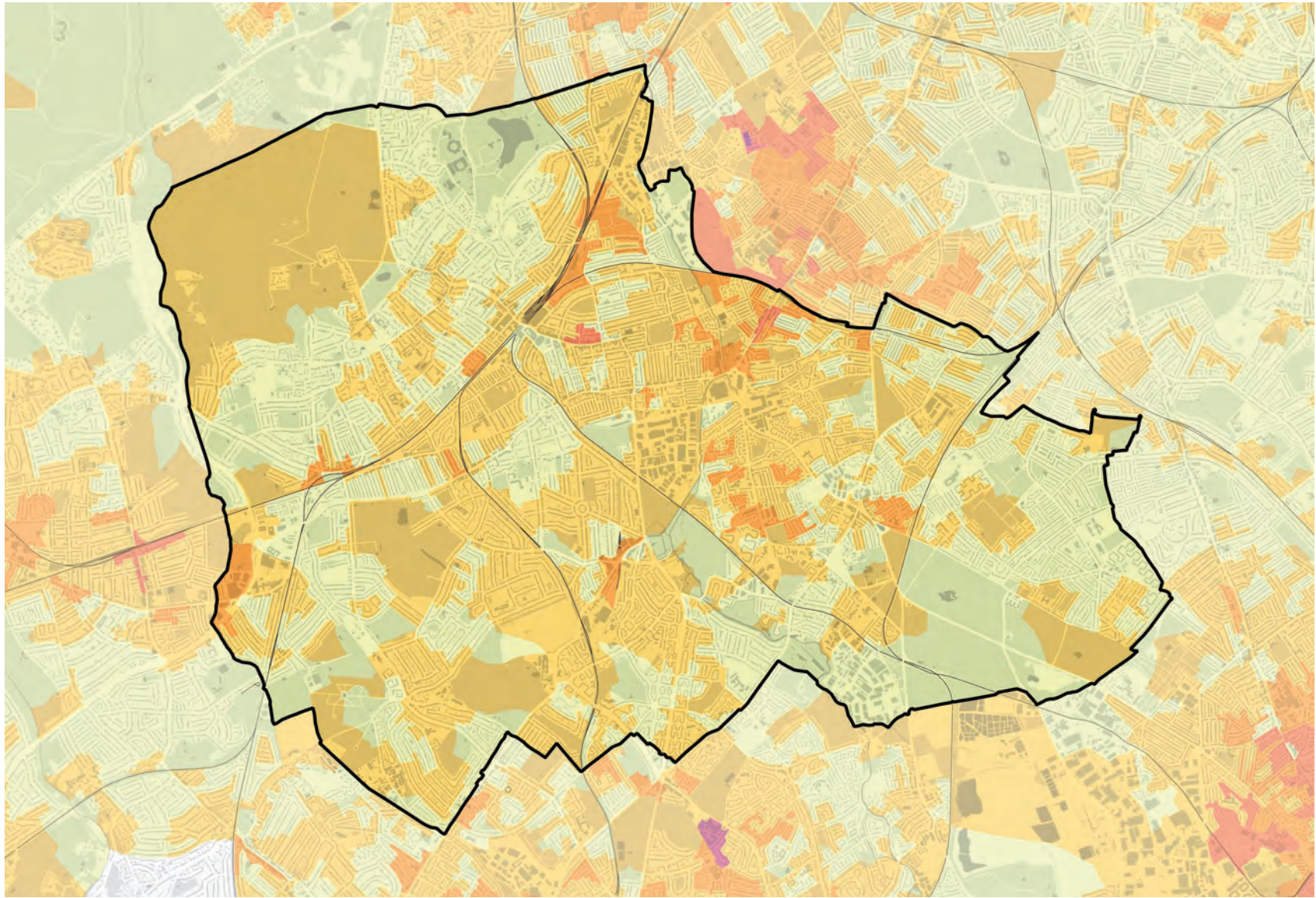
Method of travel to work: train



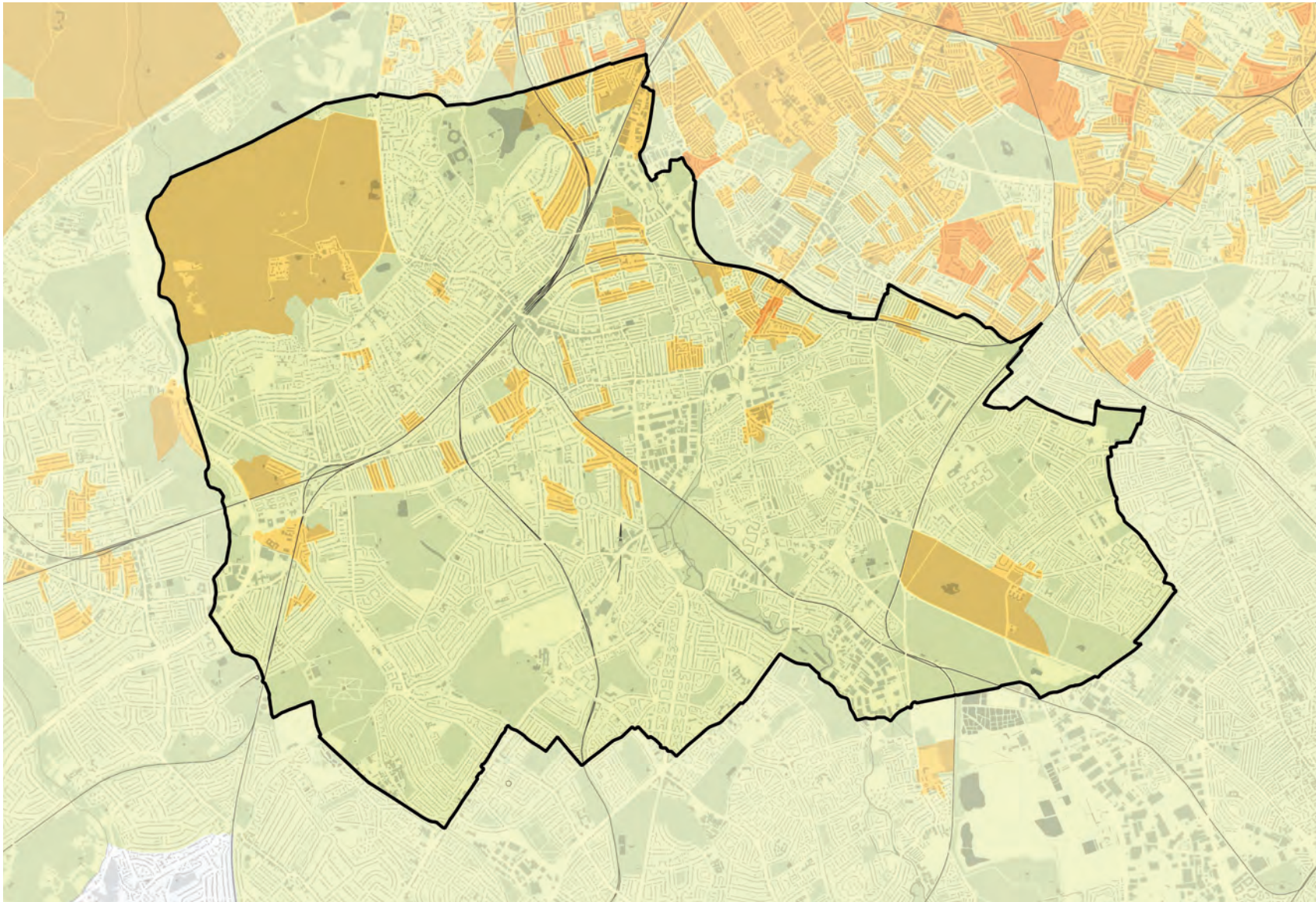
Method of travel to work: underground



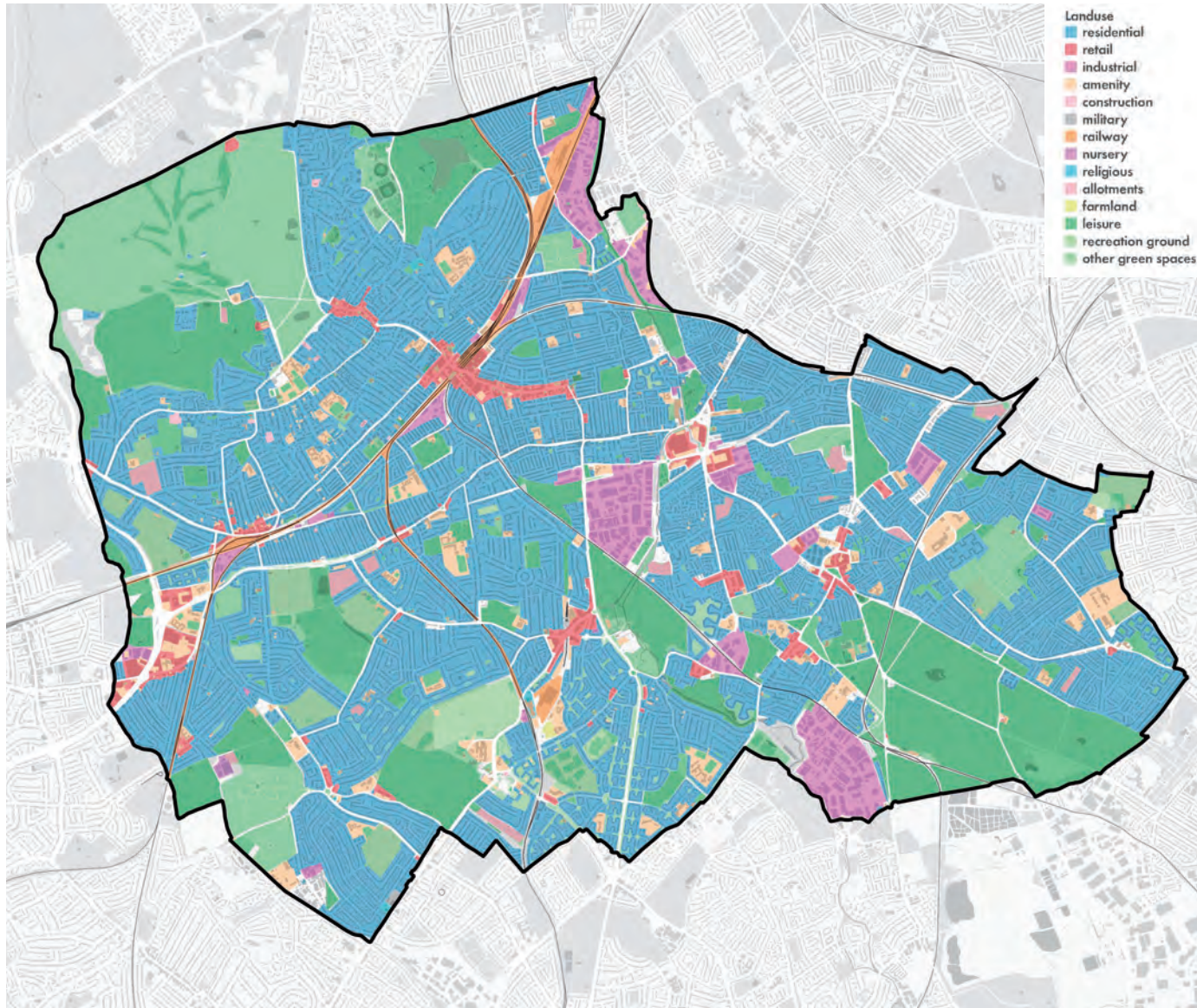
Method of travel to work: bus



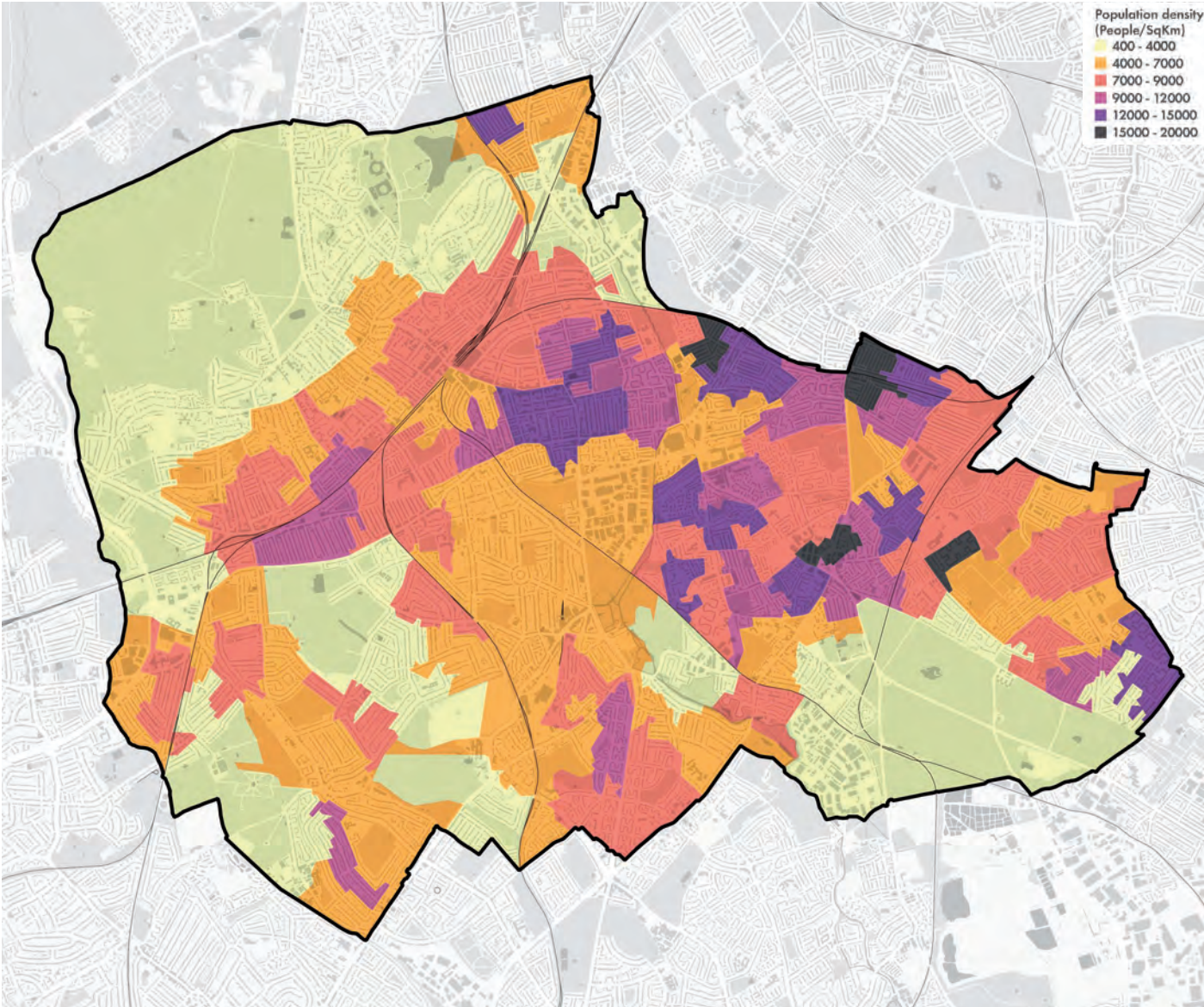
Method of travel to work: on foot



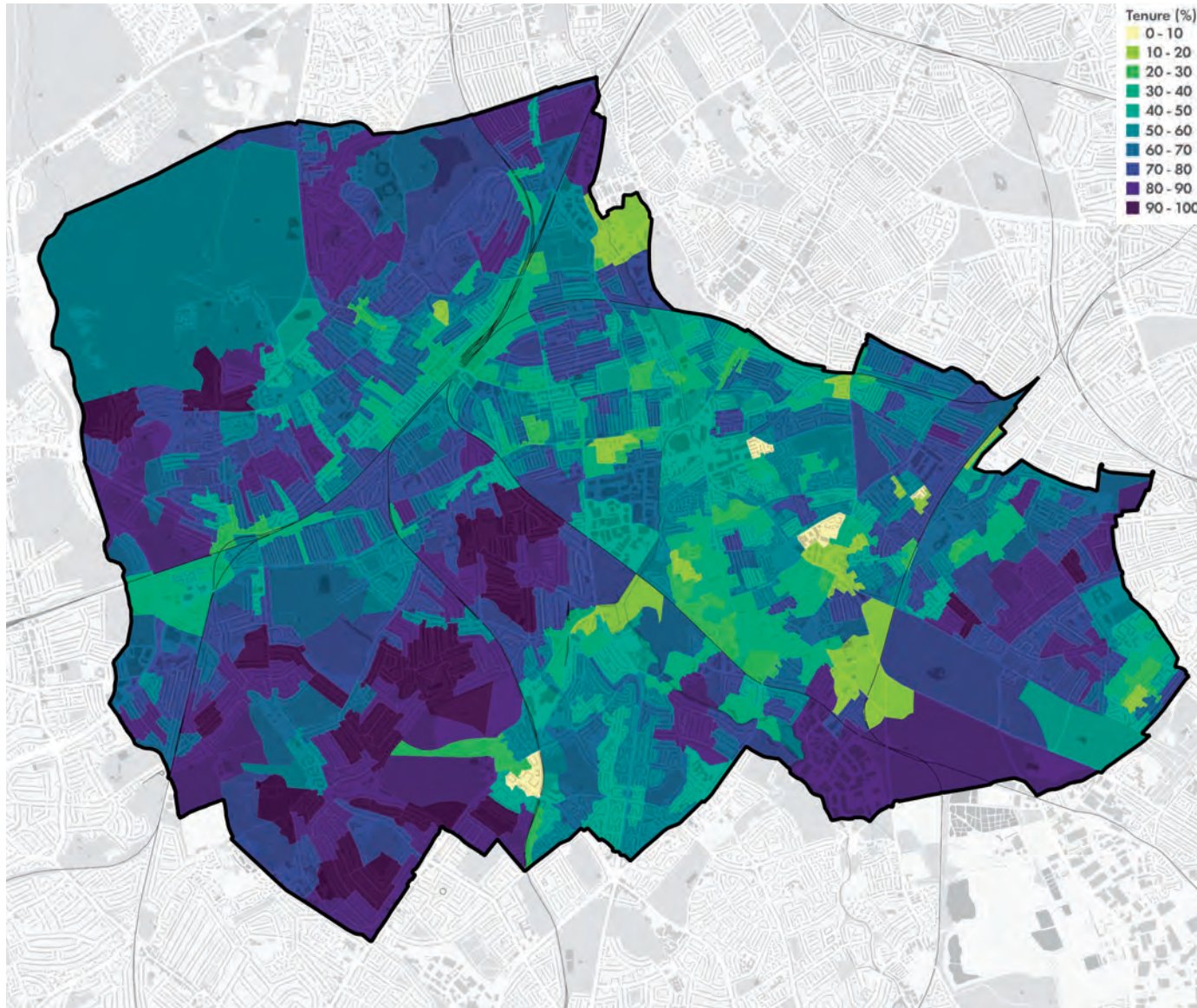
Method of travel to work: by bike



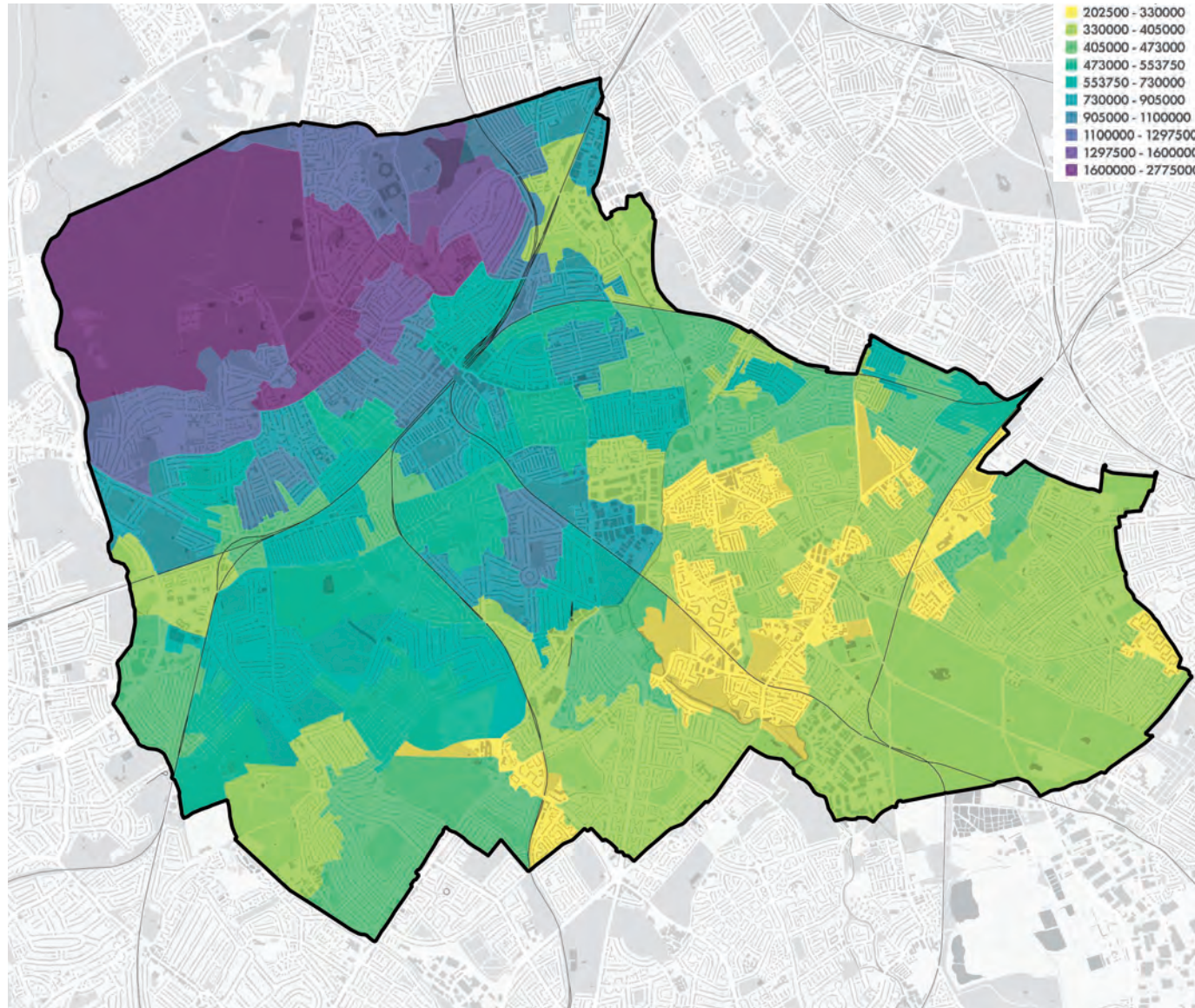
Indicative land use plan



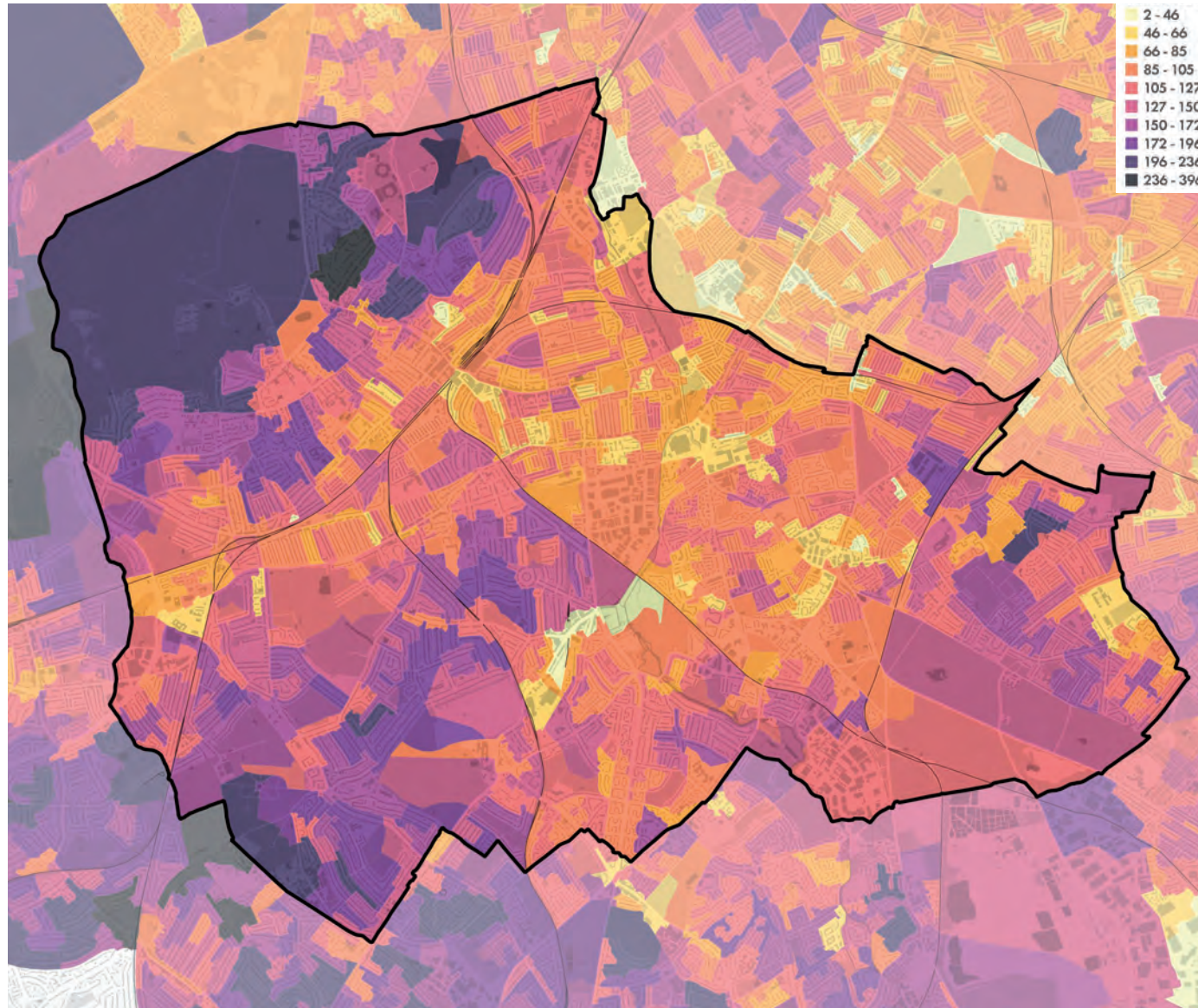
Population density



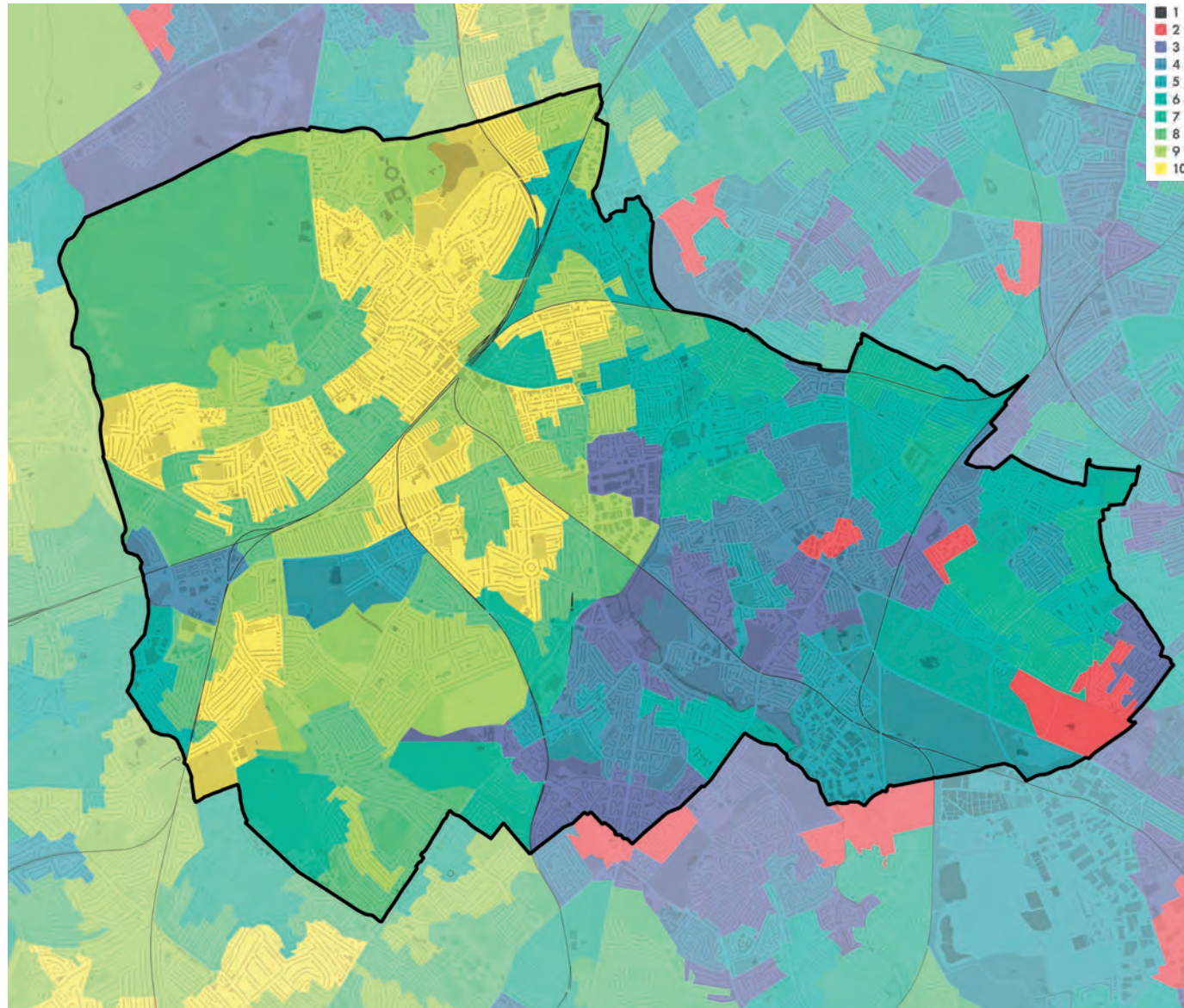
Property ownership - map showing those that own their home



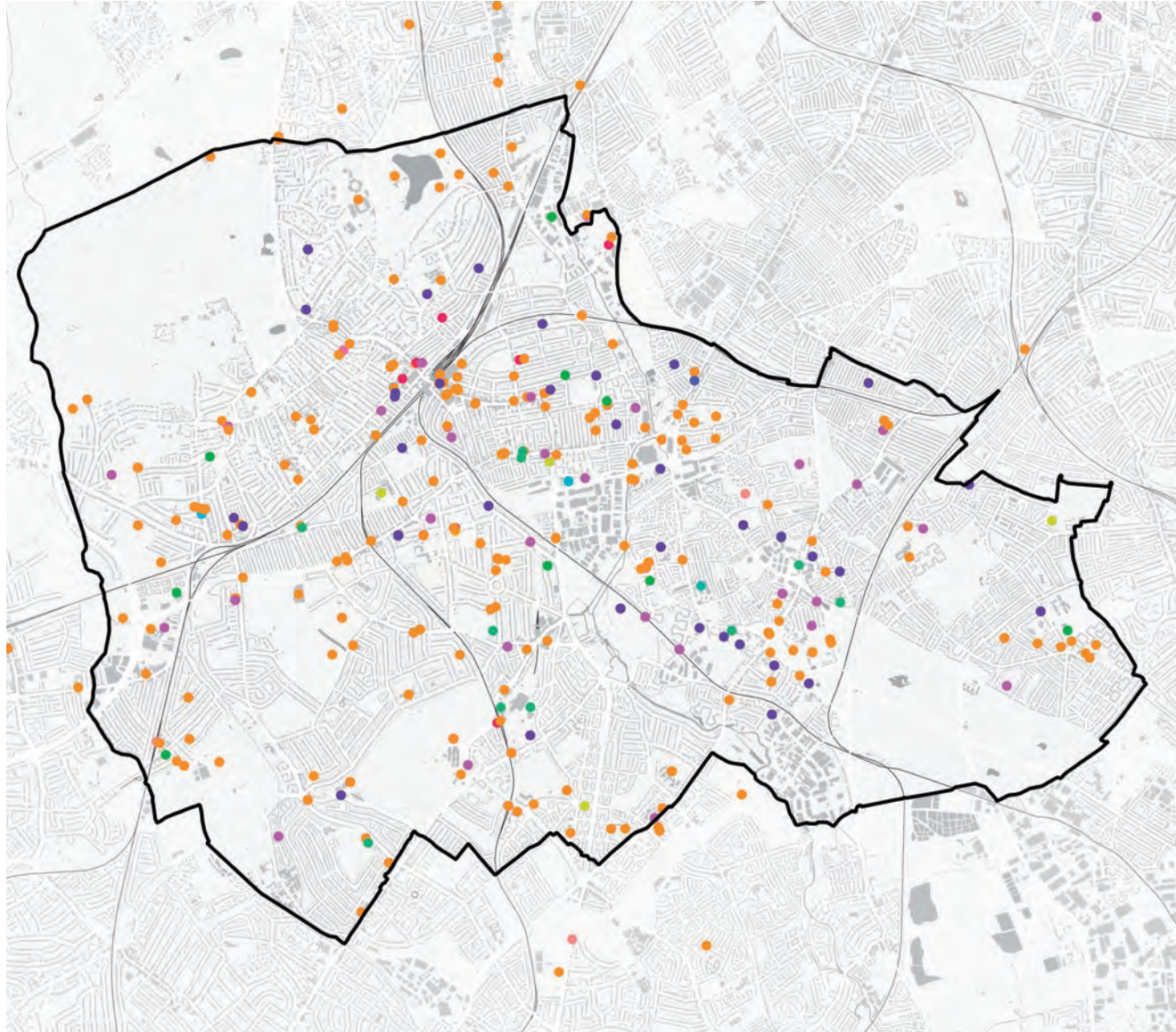
Median house prices



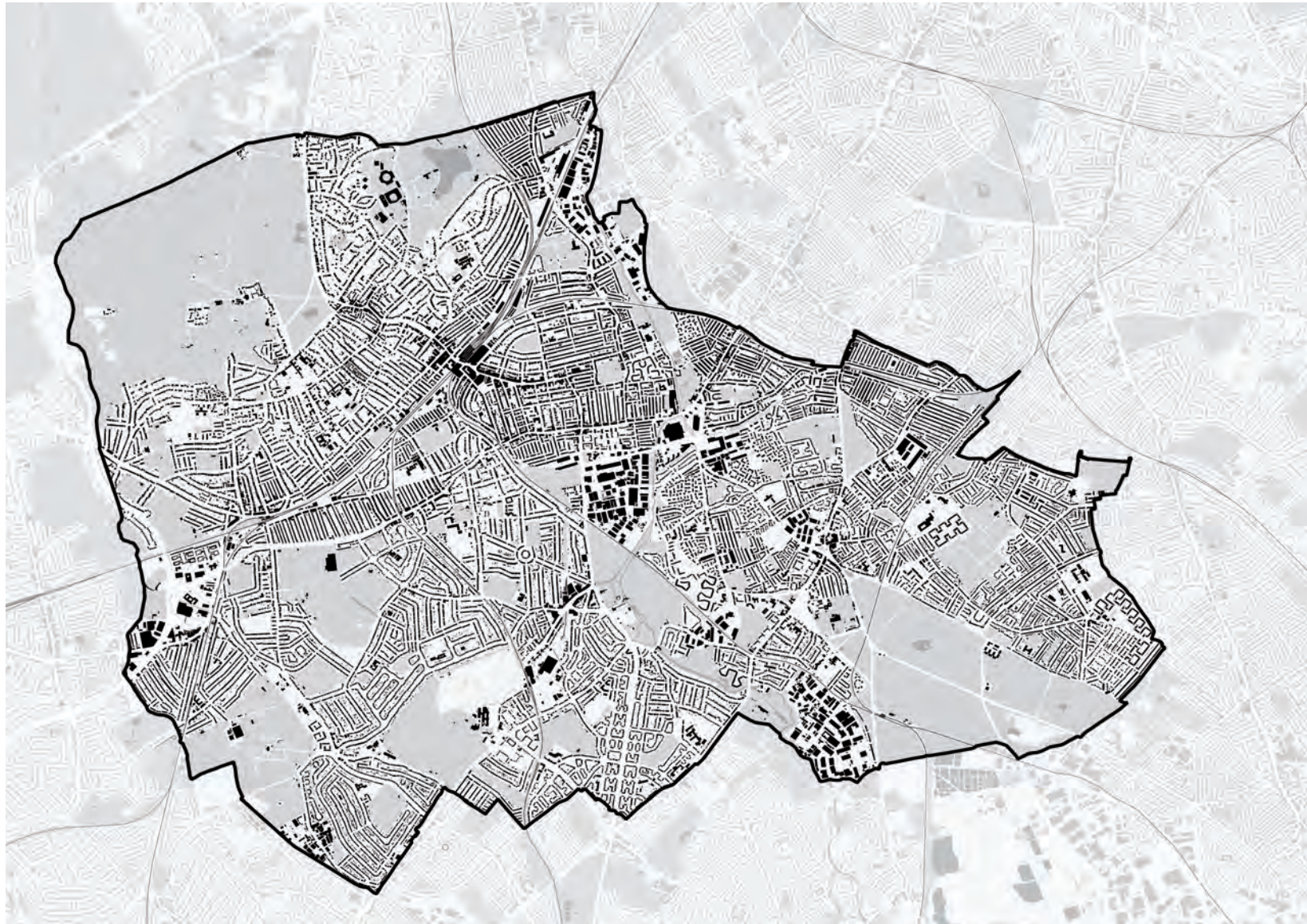
Car or van ownership



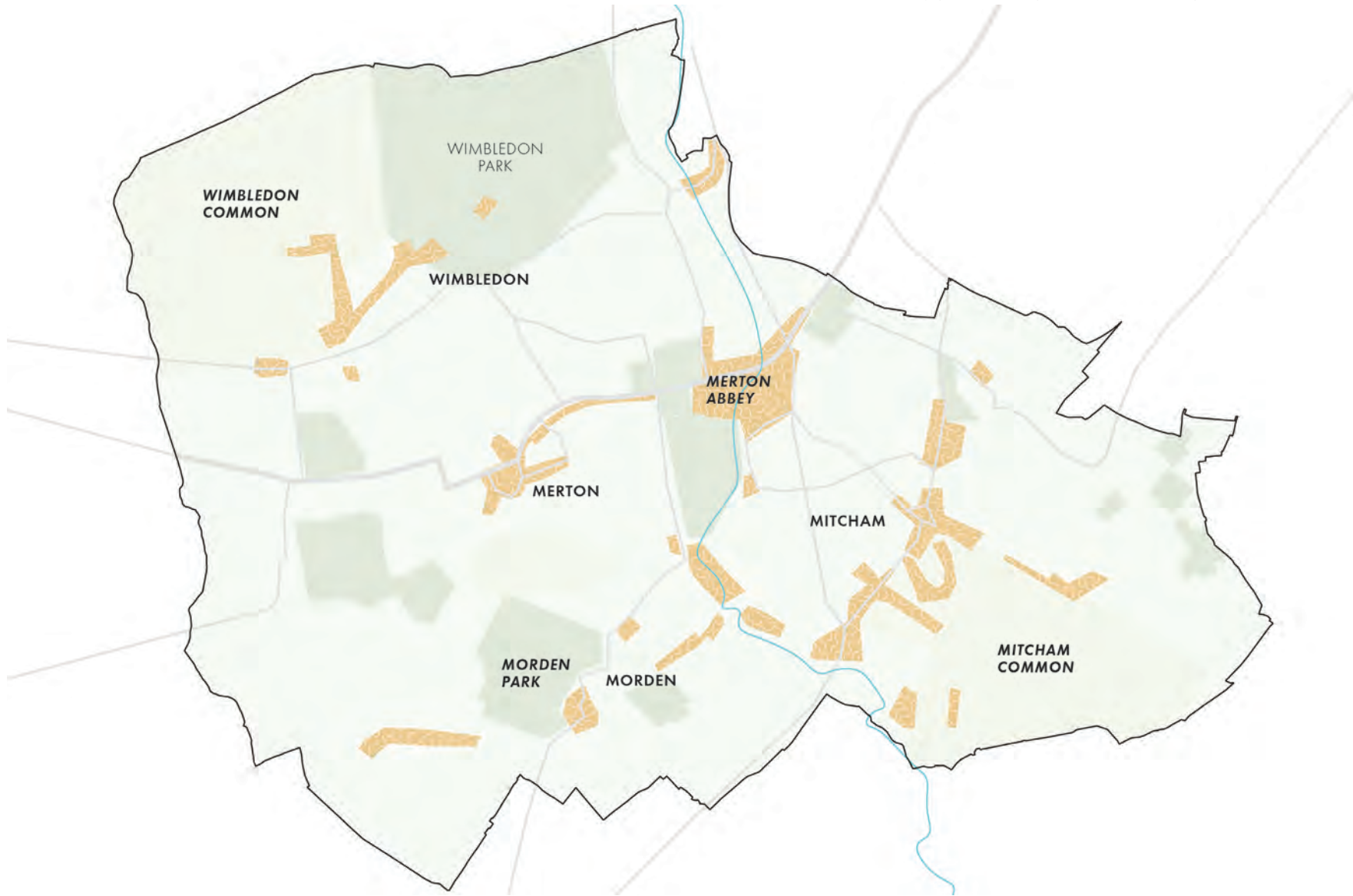
Index of Multiple Deprivation (IMD) where 1 is most deprived 10% of LSOAs



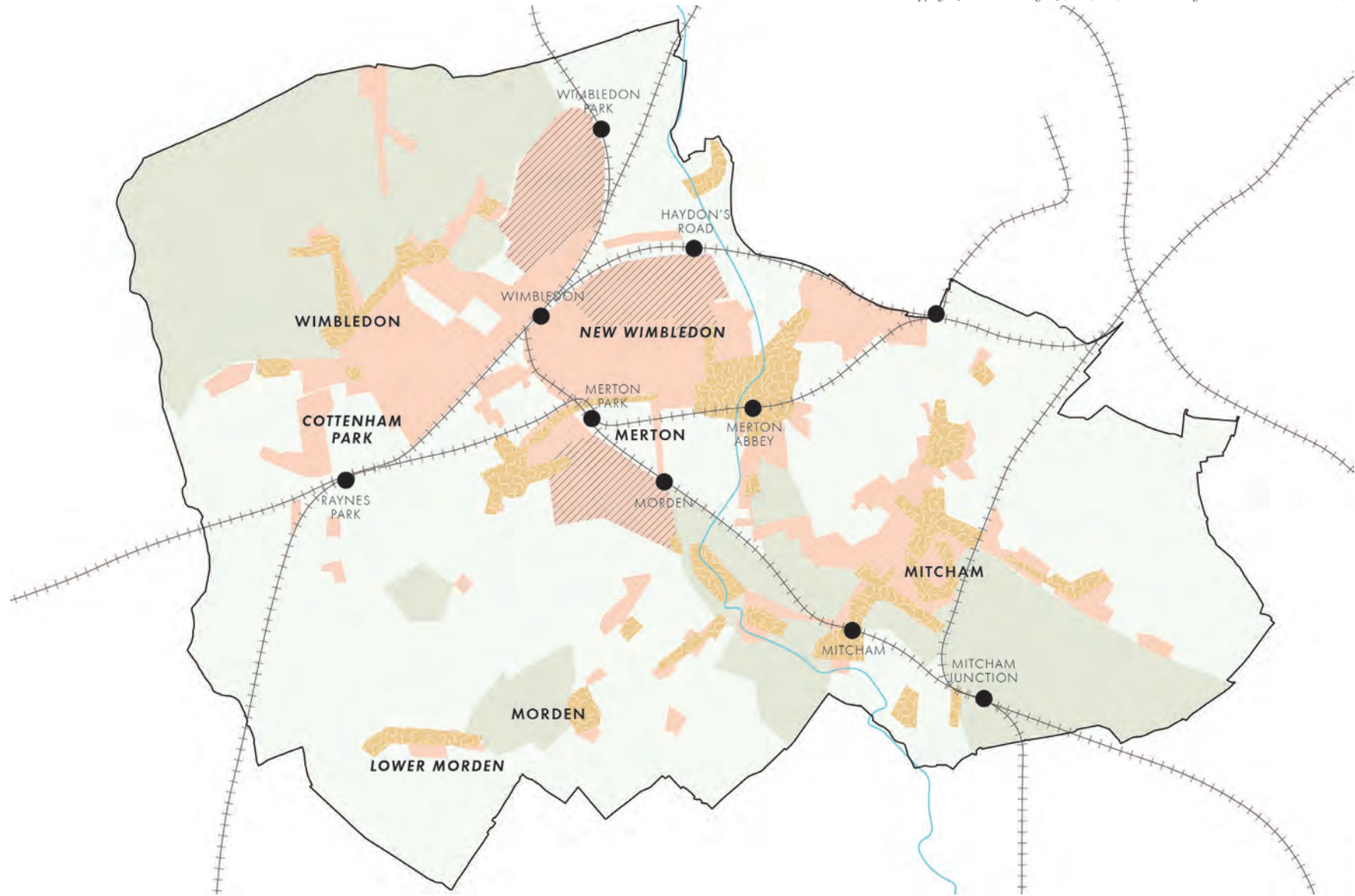
The above plan maps the location and category of community uses, services and organisations listed on MVSC to help illustrate the diversity and importance of this network in Merton (MVSC is a charity that supports the voluntary, community and faith sectors in Merton and promoting and encouraging volunteering for over 35 years)



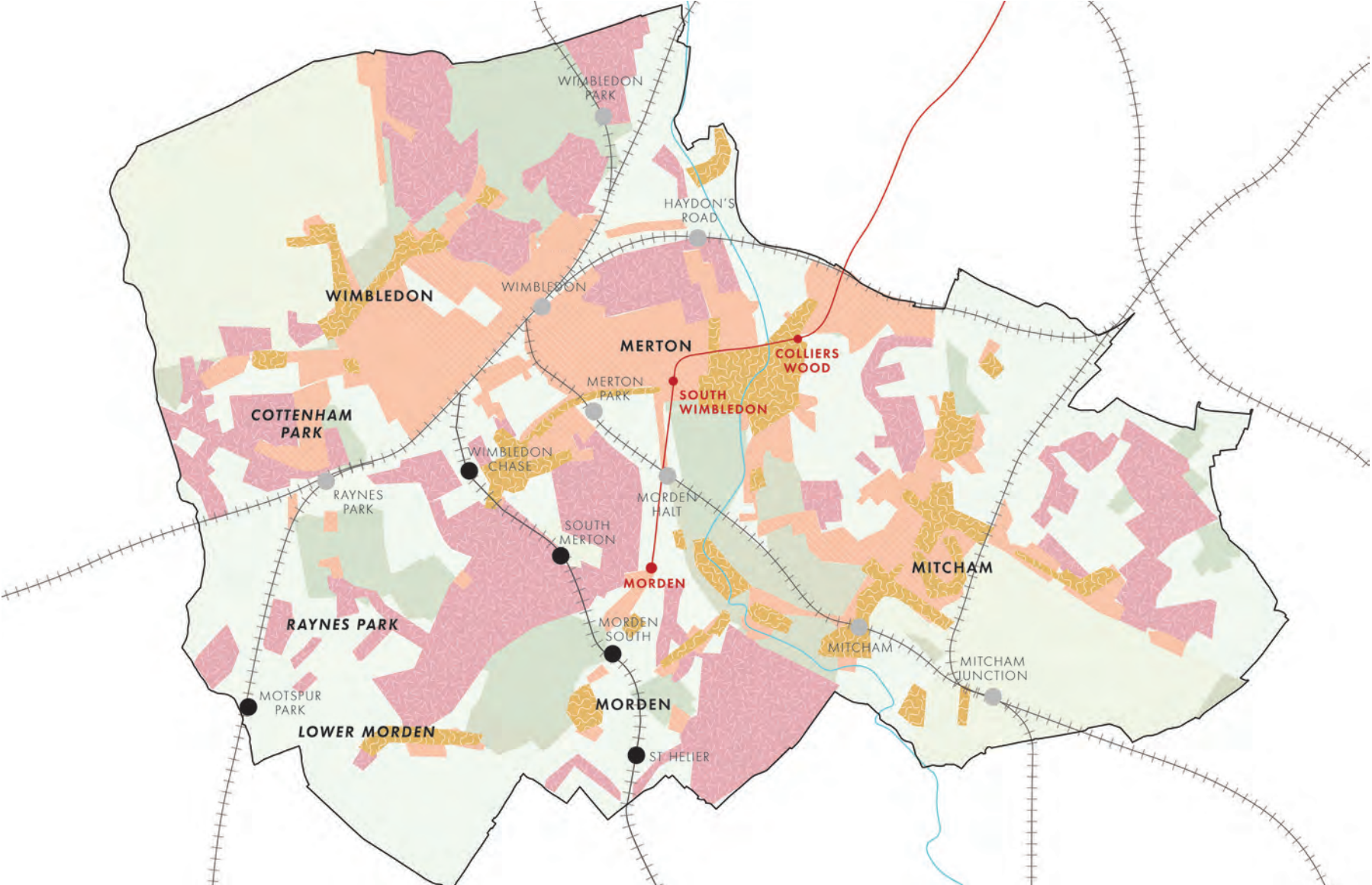
Built morphology - illustrating the grain and scale of buildings within the borough



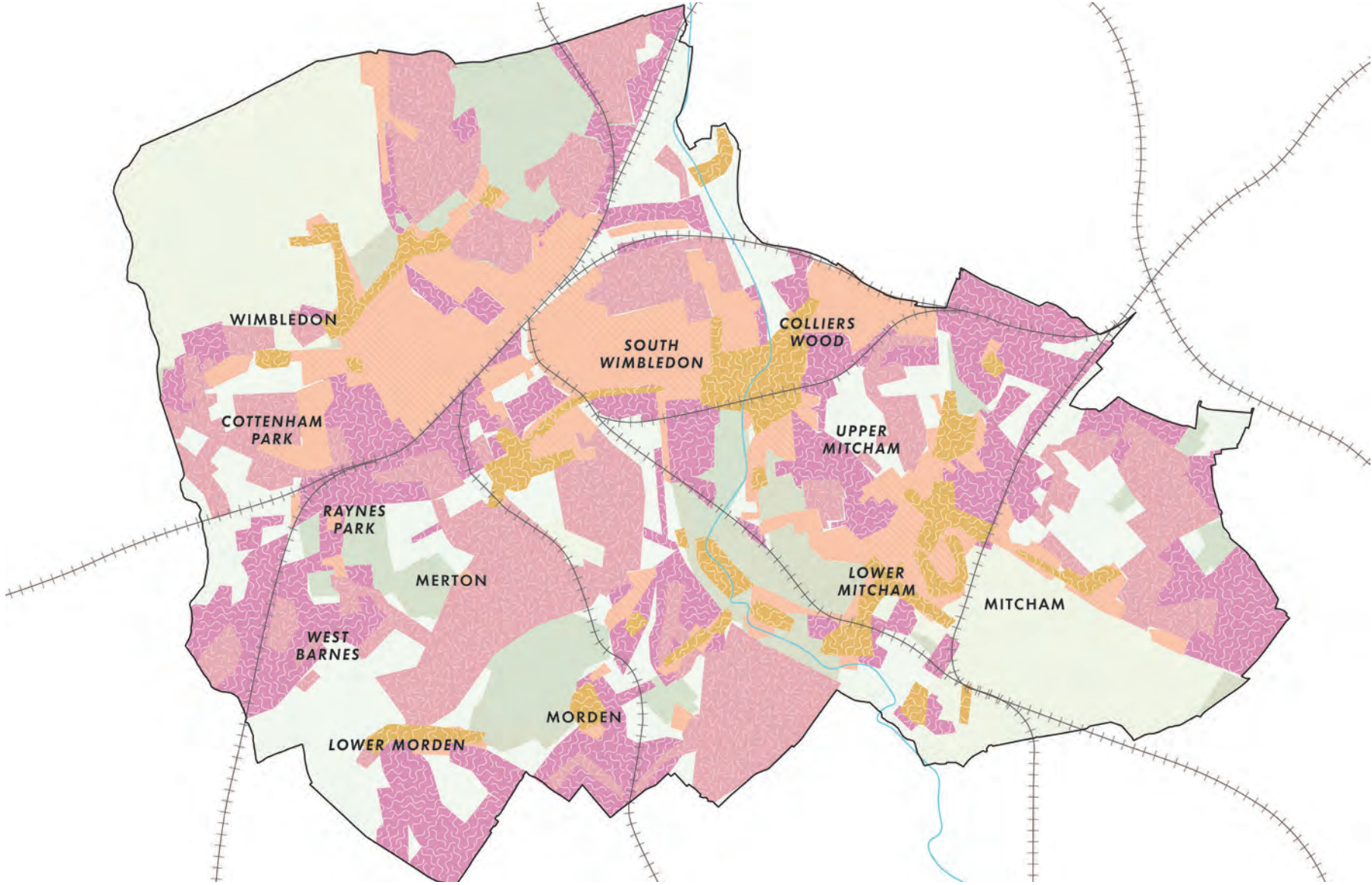
Merton in 1836



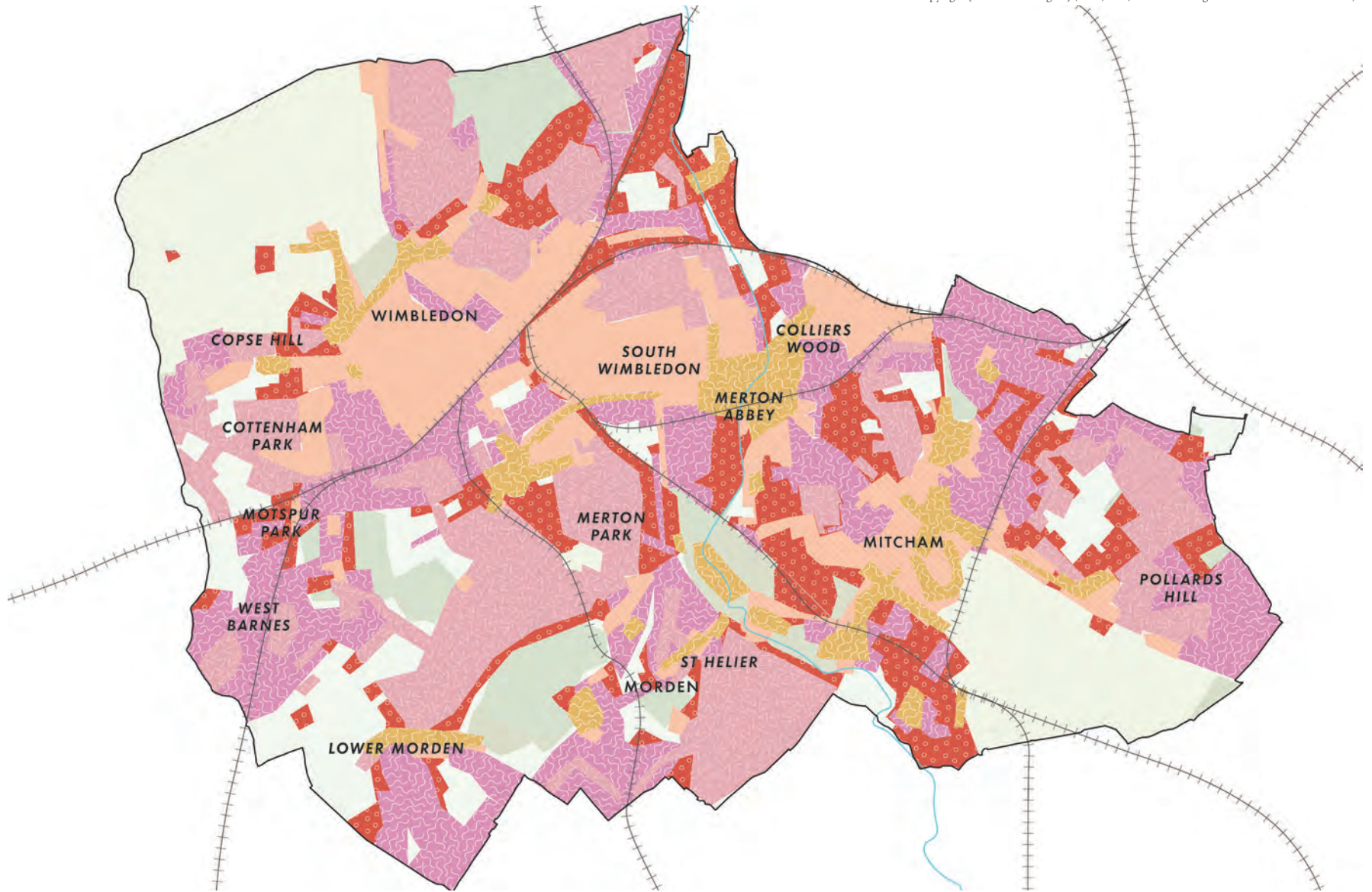
Merton in 1890



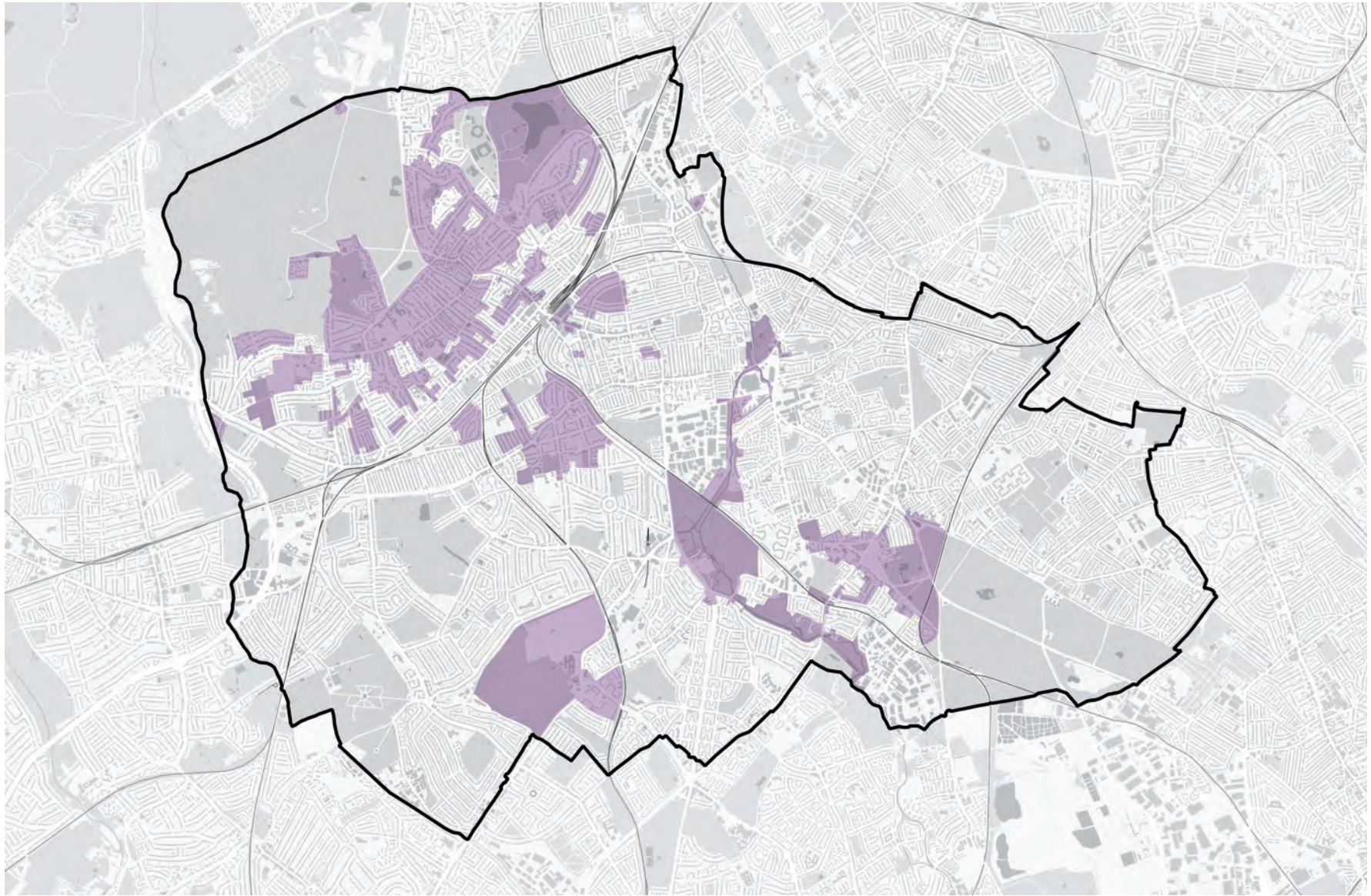
Merton in 1940



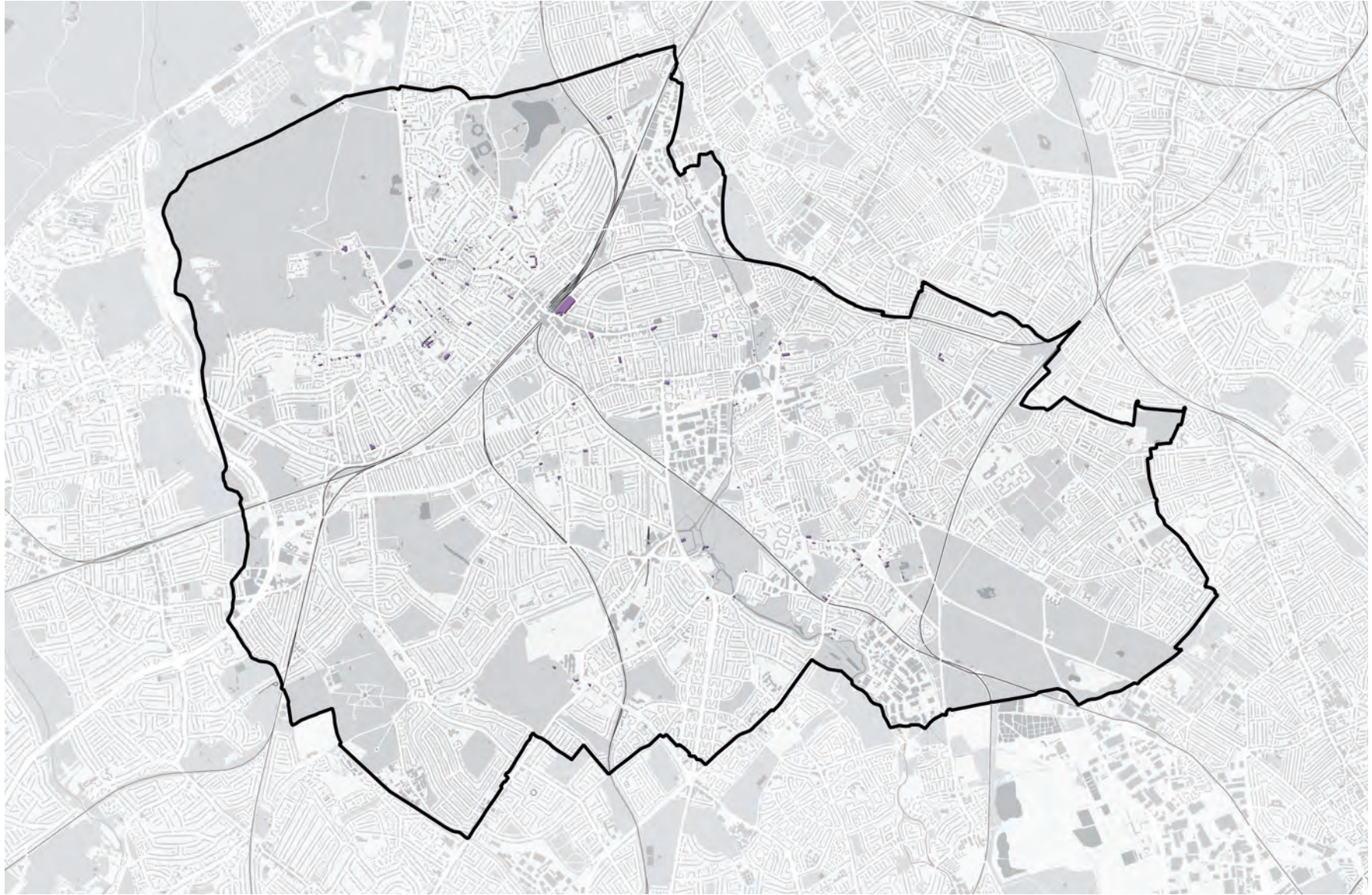
Merton in 1960



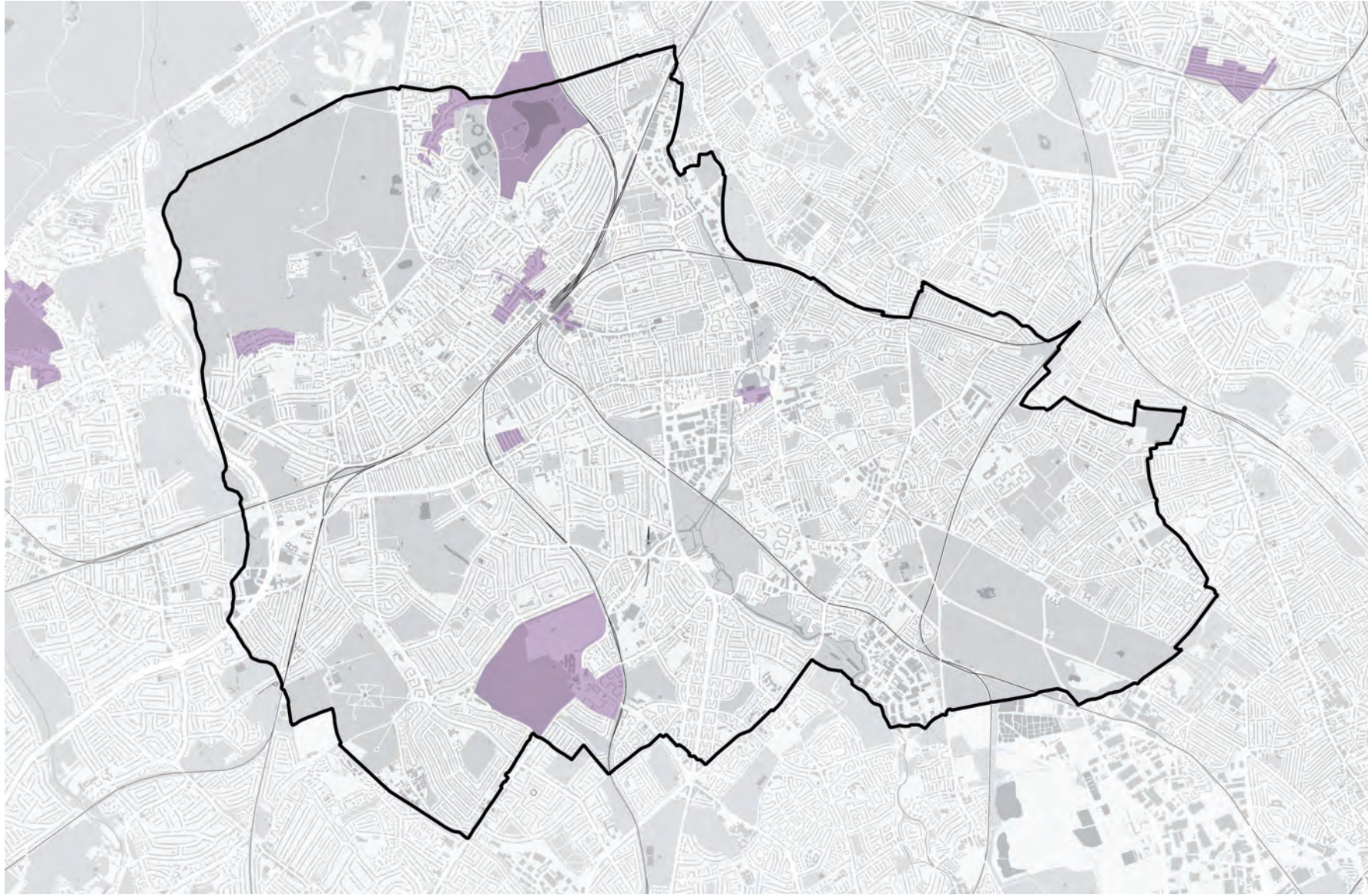
Merton today



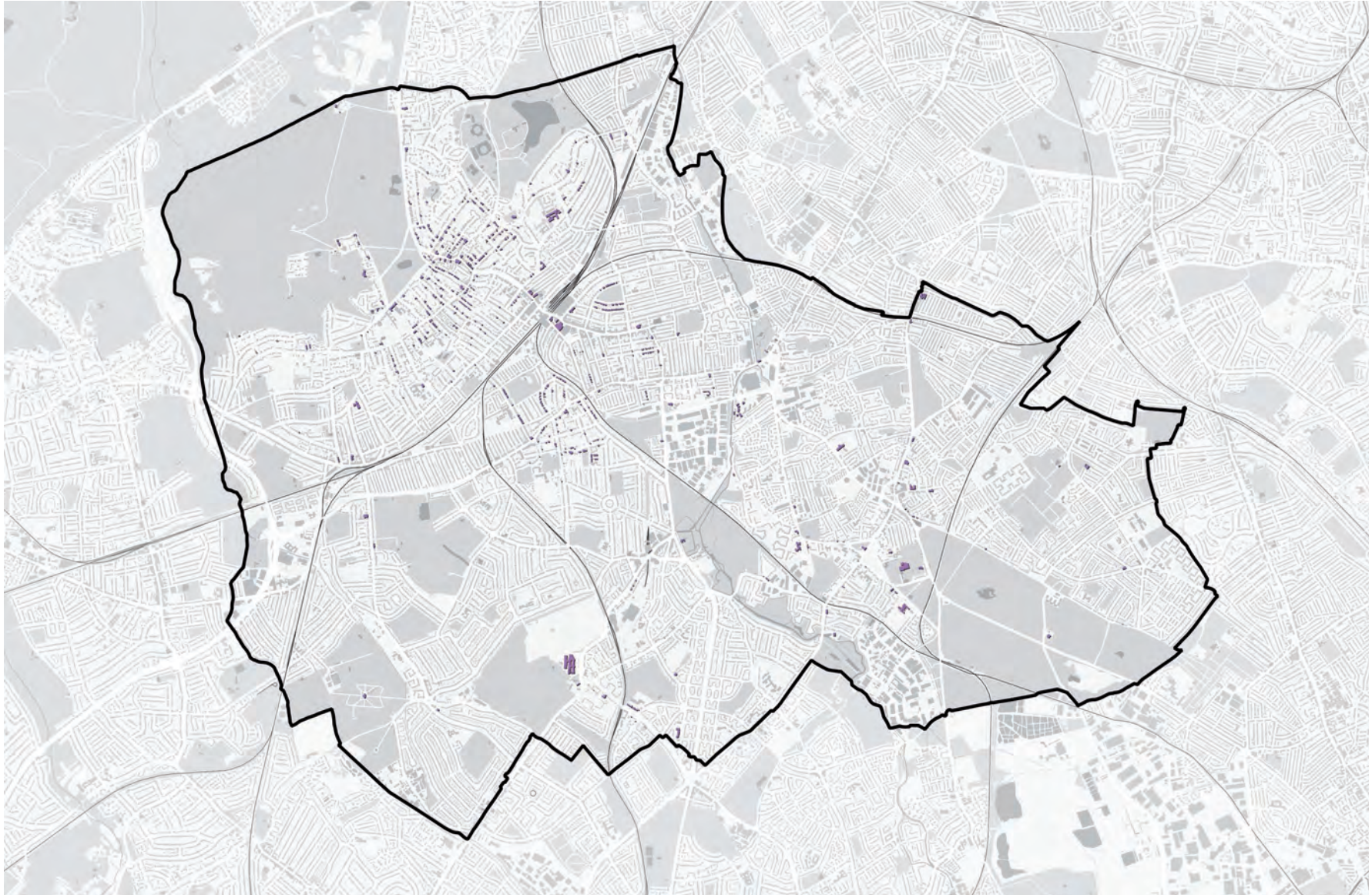
Conservation Areas



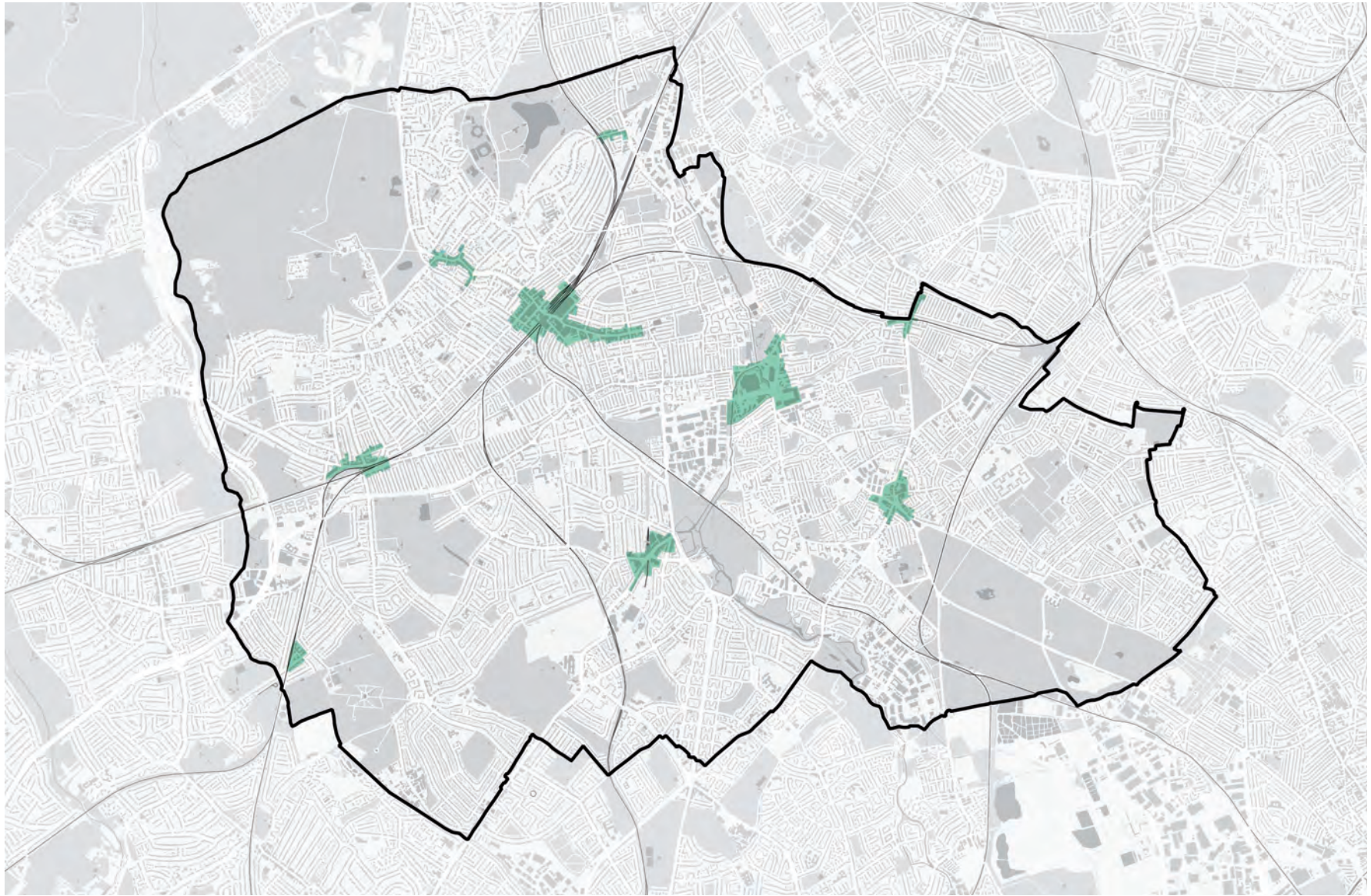
Listed buildings



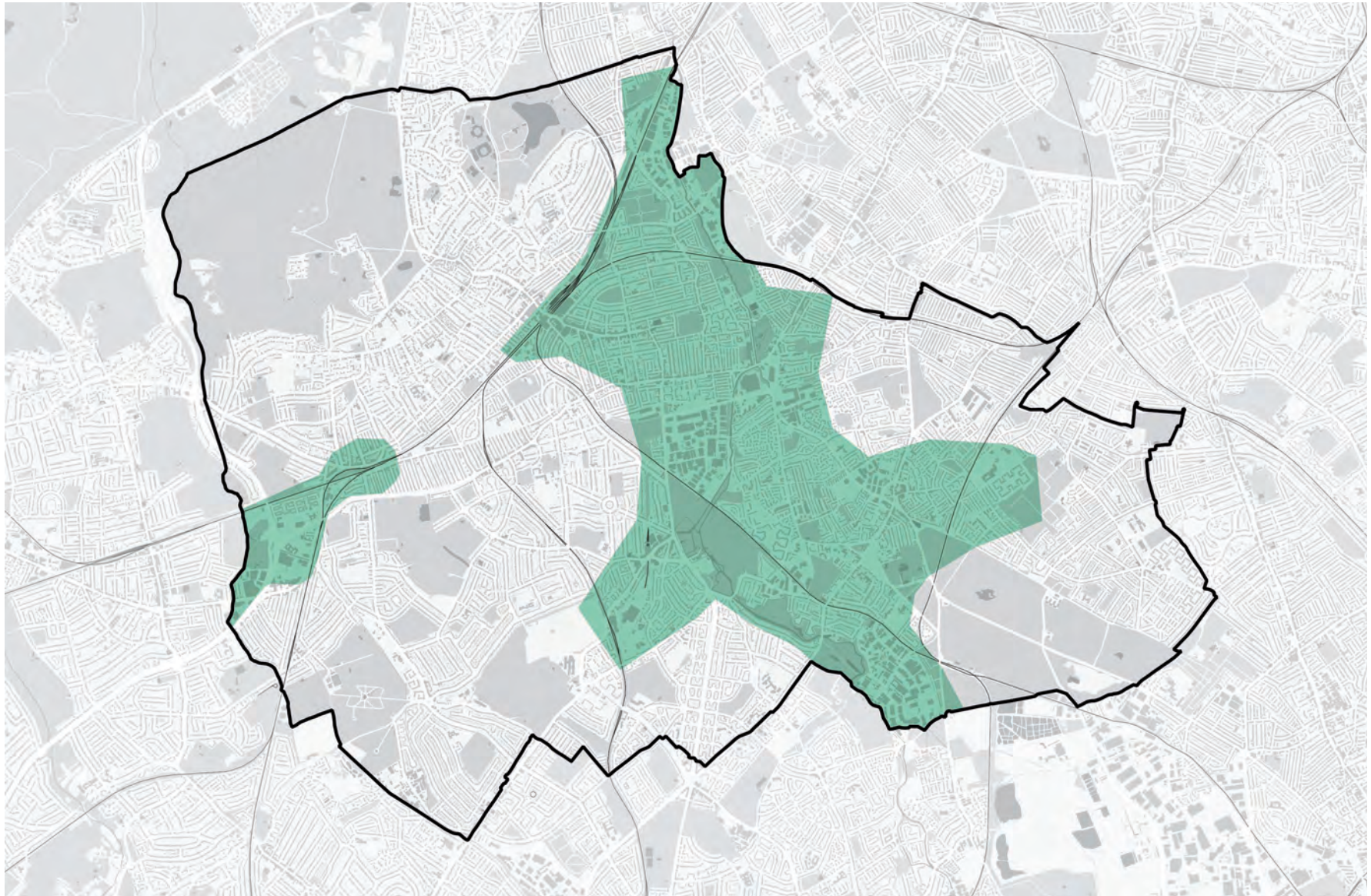
Heritage at Risk



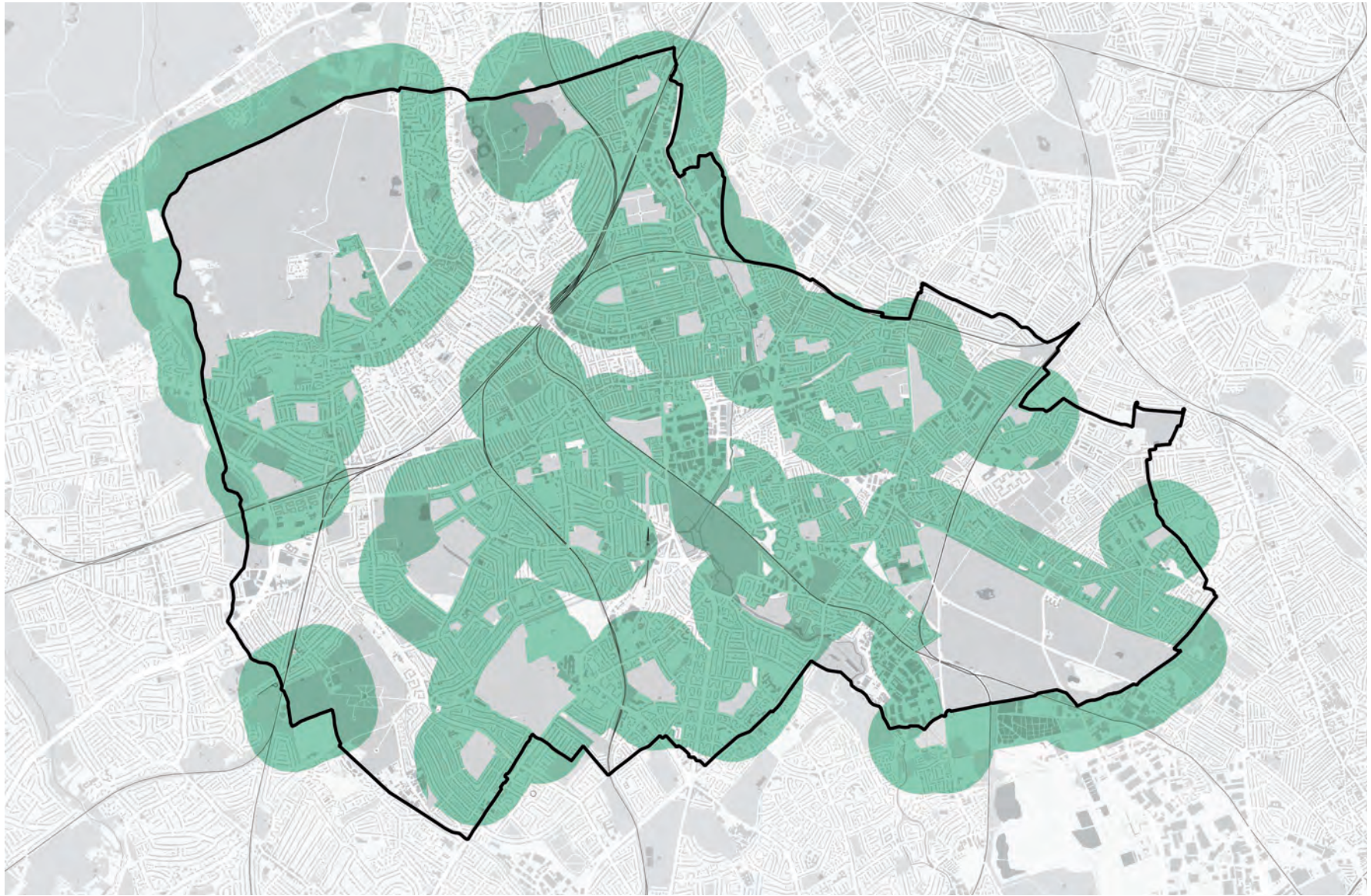
Locally listed buildings



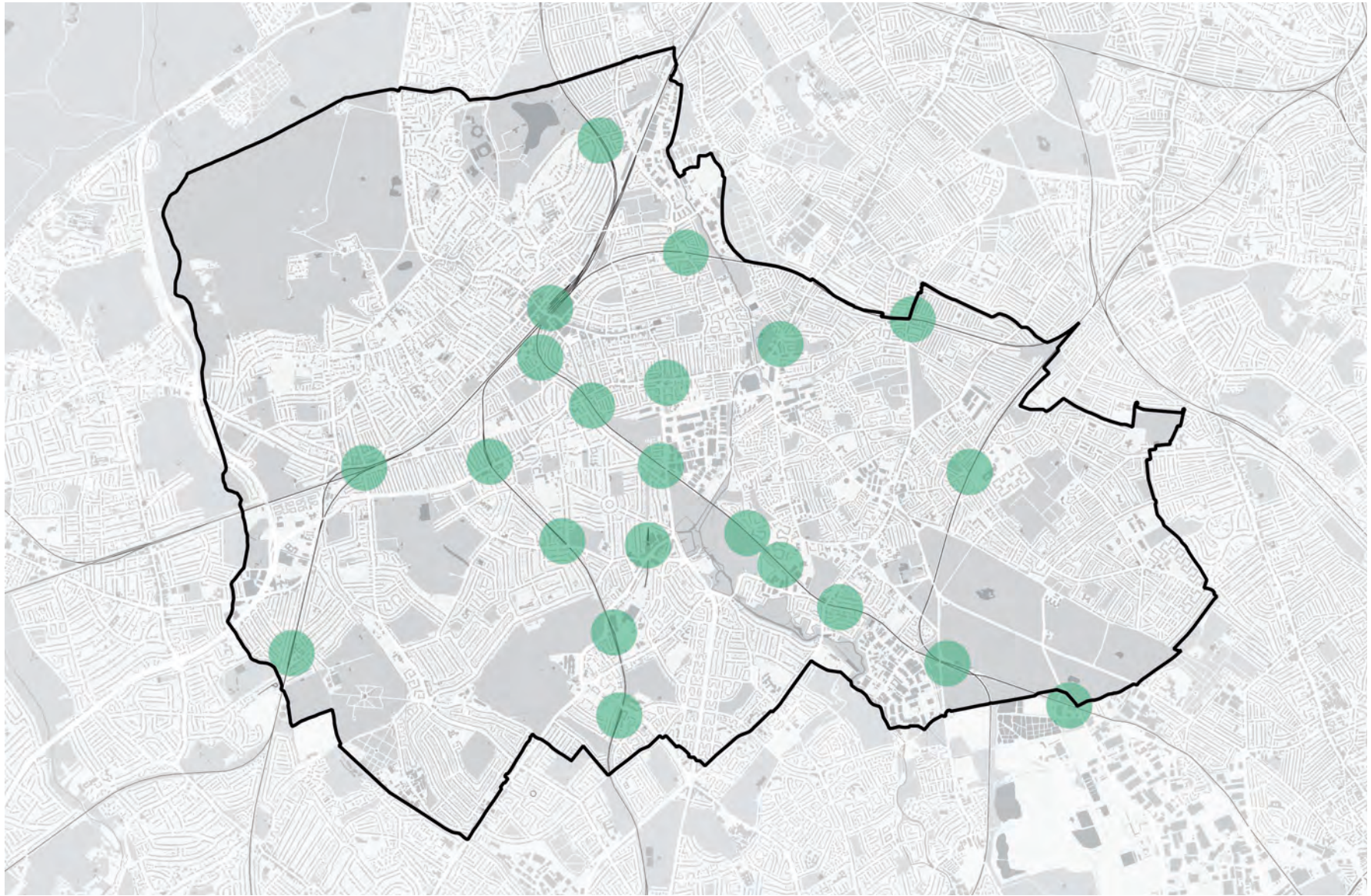
Town and local centres



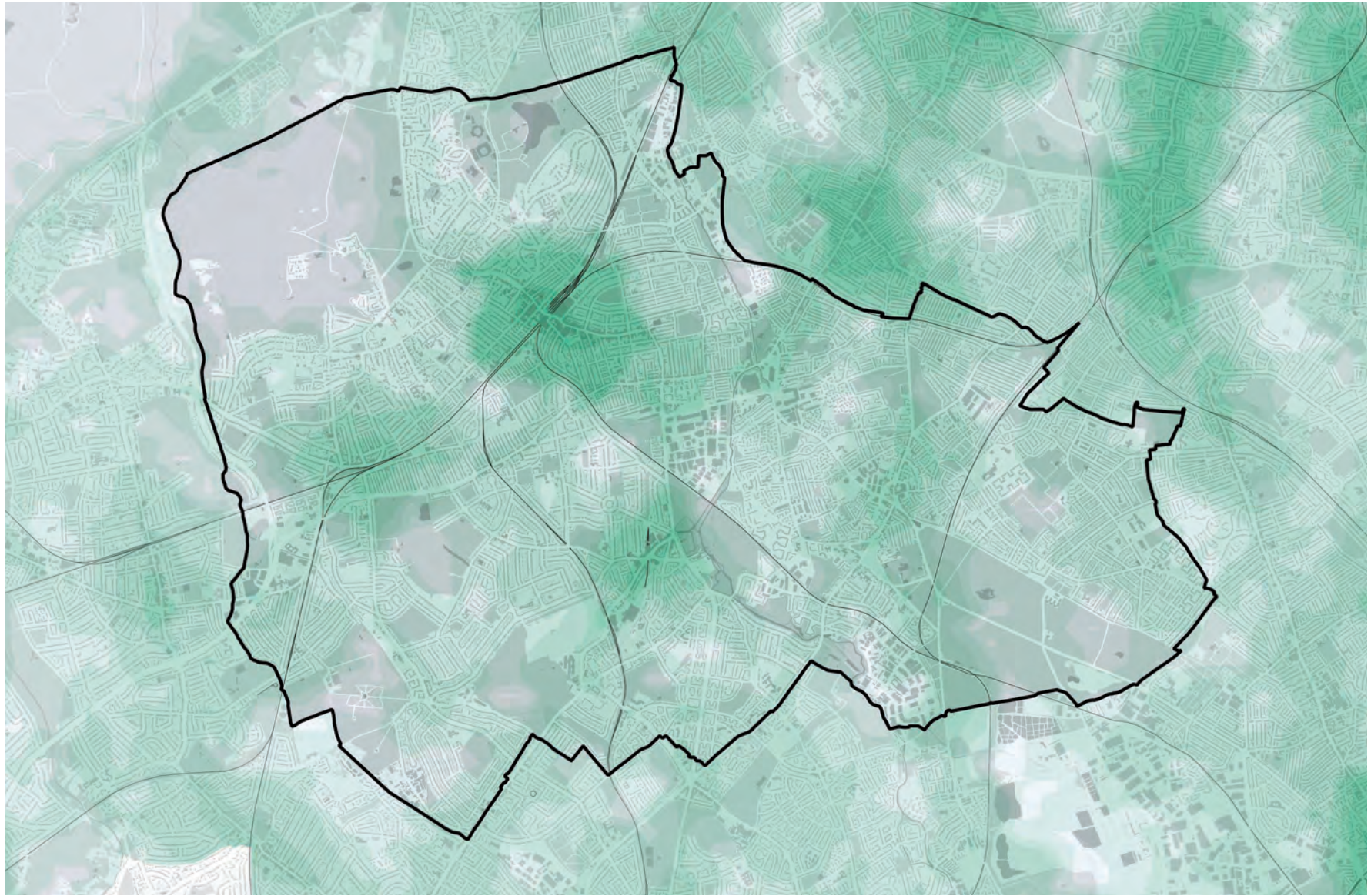
Opportunity Areas



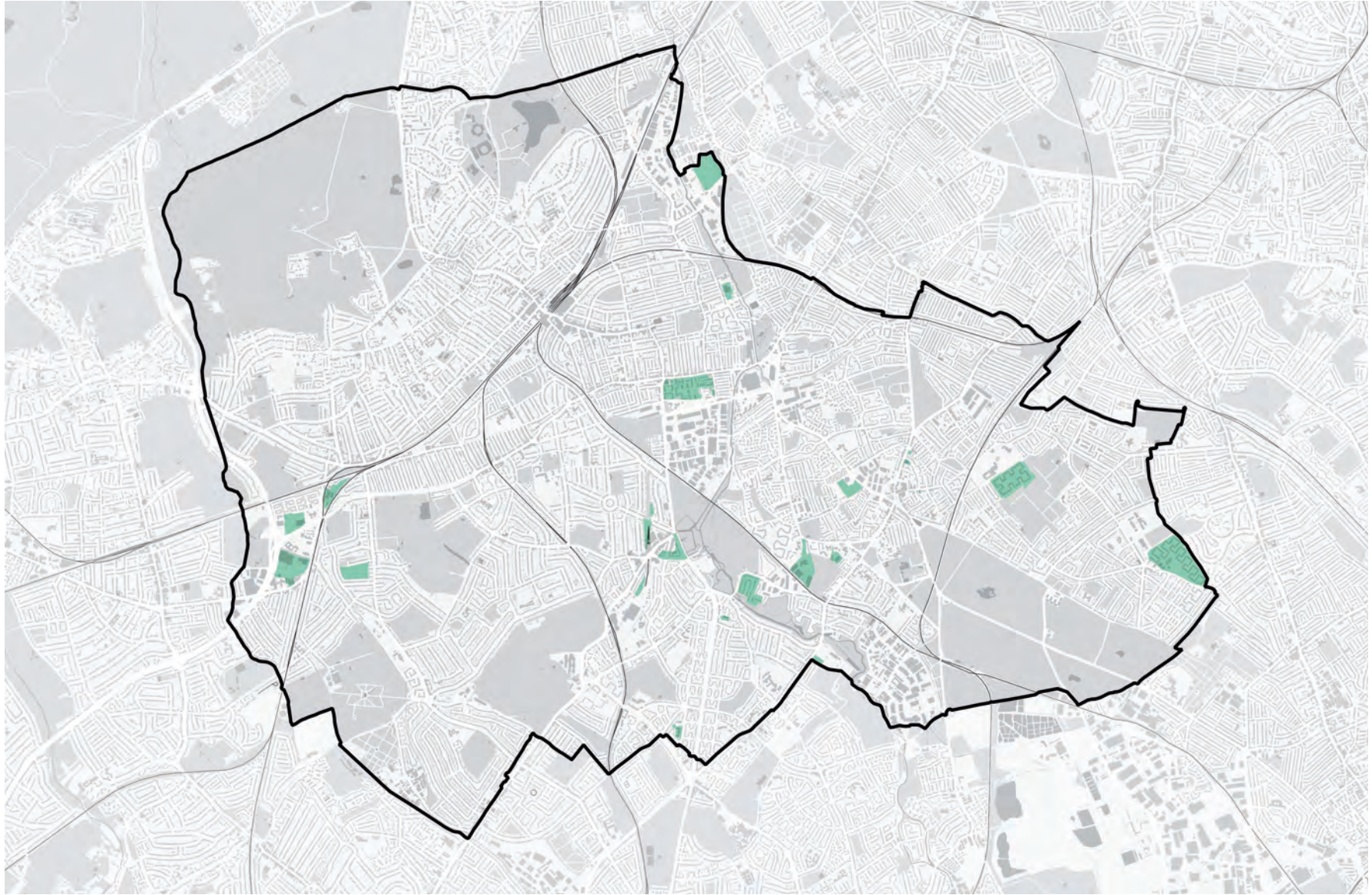
Proximity to a public park



Proximity to a station



Accessibility to public transport



Strategic area for regeneration



MERTON

Character Study Appendix

Consultation summary

Allies and Morrison
Urban Practitioners

Solidspace

Consultation summary

Merton Council was very keen that this Character Study had an extensive programme of engagement to help test the emerging ideas and ensure that local residents were happy with the way their neighbourhoods were represented. Covid 19 hit shortly after this study was commissioned which has meant that the plans for consultation have needed to be adapted and evolved to take an online and digital form. Over 450 people have contributed to the engagement process which is an incredible achievement given the recent challenging context.

Quotes from all of the engagement events help to illustrate this report and ensure the voice of local residents is recognised within this study.

Online public survey

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 and improved.

This report contains a summary of the responses to this survey, beginning with a review of changes to neighbourhood boundaries as a result of comments.

The second part contains a summary of the comments that were received about each neighbourhood, including direct quotes from the surveys.

Workshop

Separate to this survey, a short survey for community groups was also undertaken, as well as a stakeholder workshop to test ideas and emerging proposals. A write up of this workshop is included within this document.

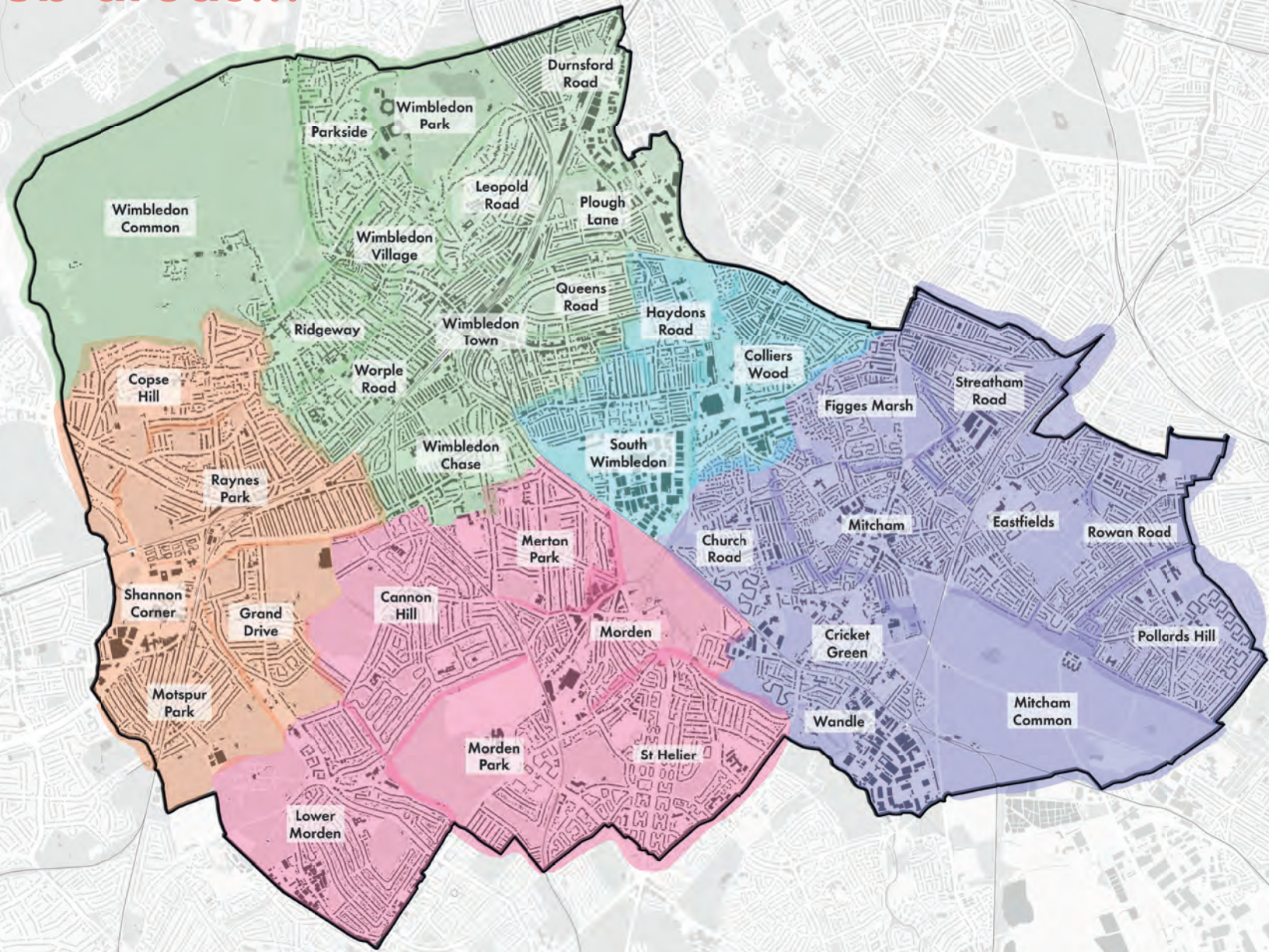
Next steps

The engagement process on this project will continue. The council plans to adopt this report as a Supplementary Planning Document. The consultation period on the draft document will run for 6 weeks from Monday 8 February 2021. The document will be reviewed and amended as a result of this consultation and a final version will be adopted later this year.

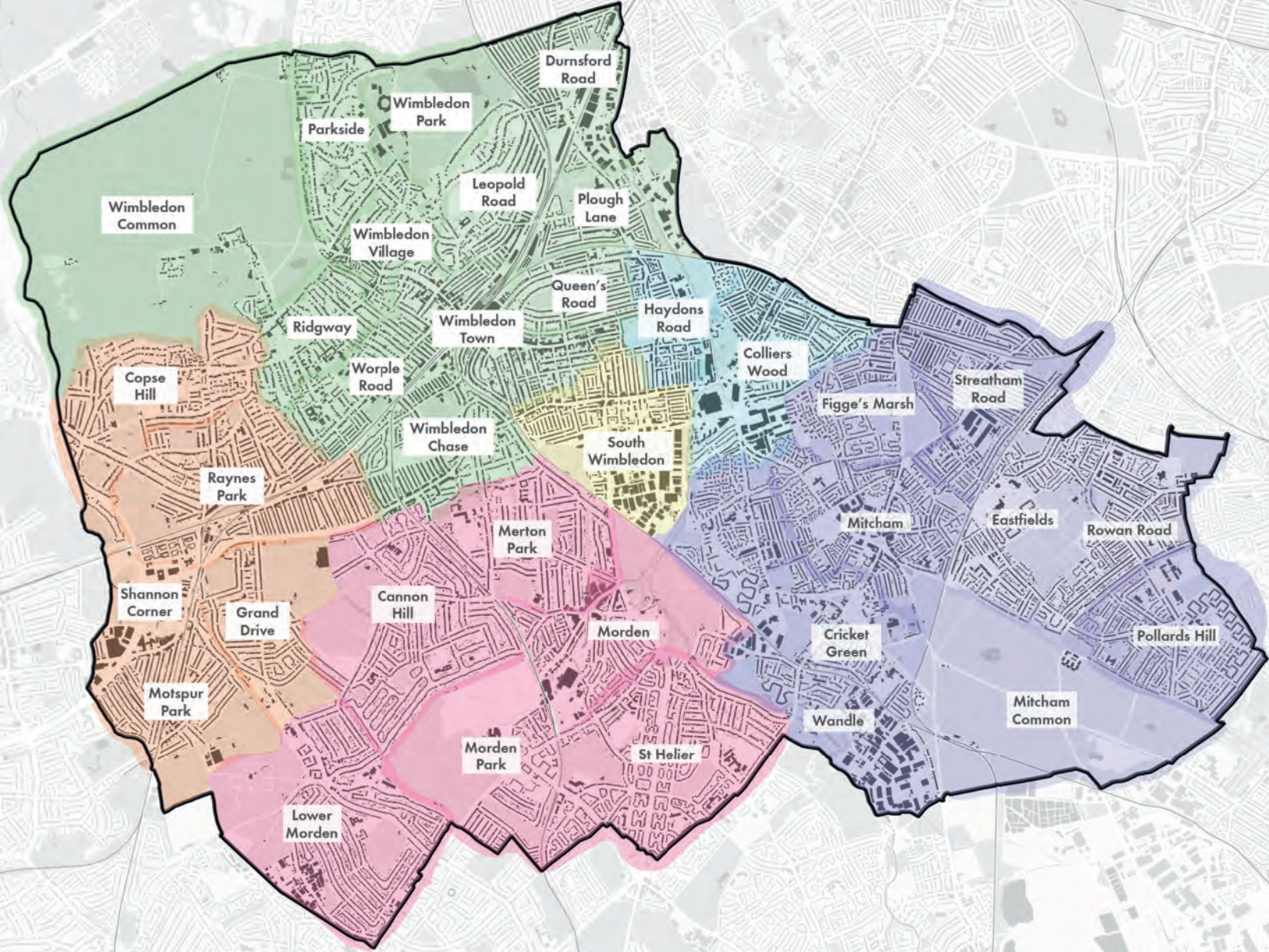


Survey - Boundary changes...

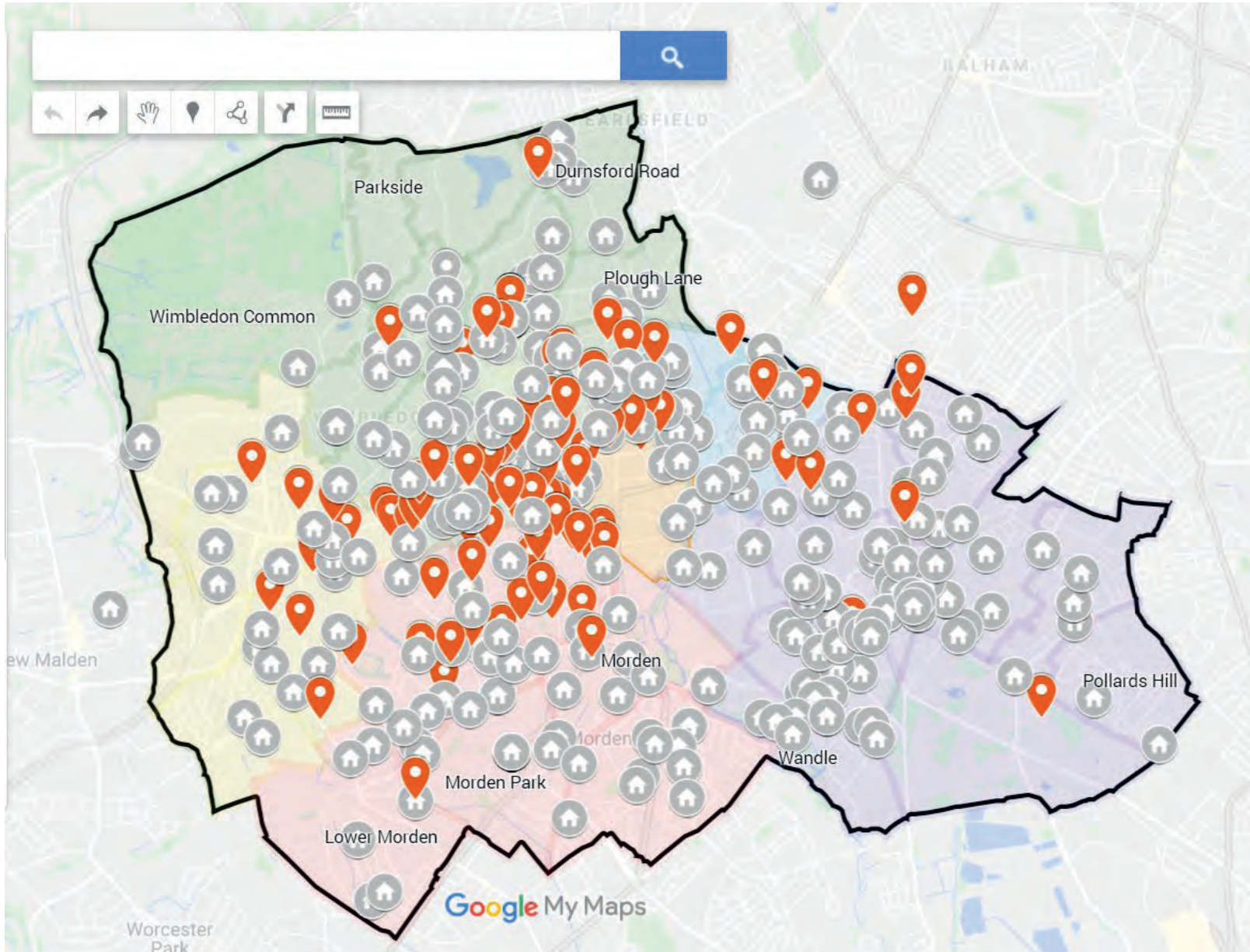
5 sub areas...



...now 6

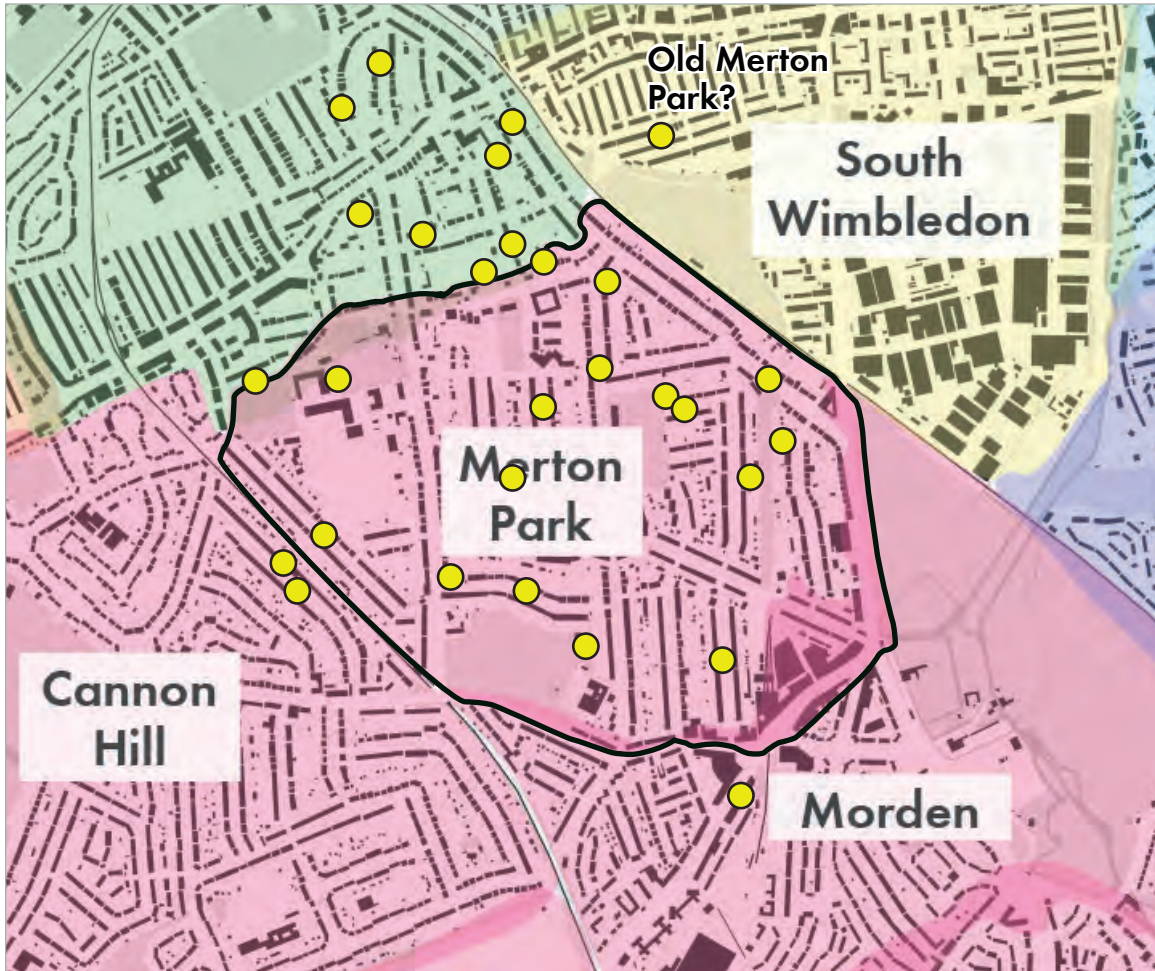


Neighbourhoods review



Summary of key comments on boundaries

• What are Merton Park's boundaries?



Existing boundaries for Merton Park

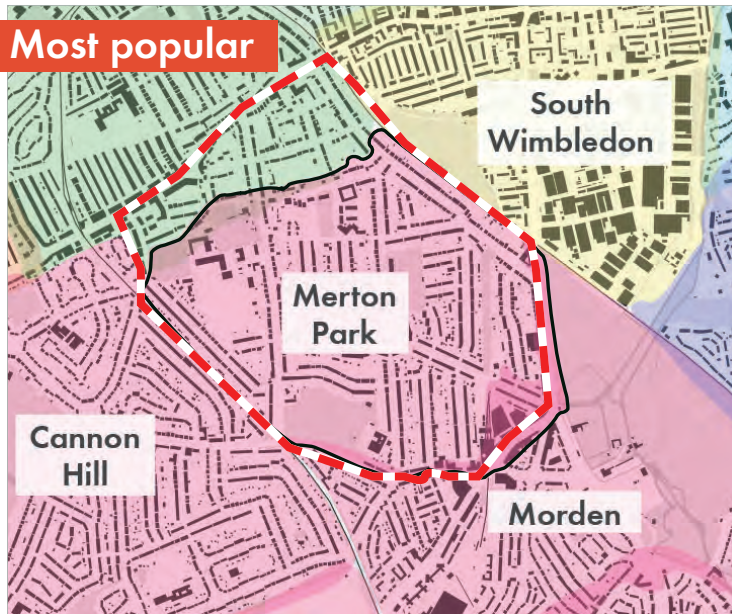
● Residents who disagreed with the boundary and described their neighbourhood as Merton Park

- Some think Kingston Road is the northern boundary, others think Merton Park extends beyond Kingston Road into Wimbledon Chase area.
- General agreement that the tram line forms the eastern edge, although acknowledge Old Merton Park on other side of tramline.
- Some think the Merton Park area should be in Wimbledon, not Morden.
- Some people think it's its own piece - different to Wimbledon and Morden
- Merton Park is more contained? Defined by the arts and crafts houses and gardens of the John Innes developments / the John Innes Estate and the Church / original Garden Suburb and conservation area / parish boundaries of St. Mary's Church?

"Merton Park's boundaries are defined by railway and tram lines, then within that area by age and type of housing. Morden is the major shopping centre on the southern perimeter"

Possible moves...

Most popular



Proposed change:

Move boundary northwards to Kingston Road (but include the Kingston Road frontage within Wimbledon Chase)



Summary of key comments on boundaries

- Some consider Haydons Road in Wimbledon, not Colliers Wood. Extend Queen's Road sub area to Haydons Road? Or Haydons Road goes into Wimbledon?
- Queen's Road area seen as South Park Gardens to some - rename?
- **Boundary of South Wimbledon? Does it need to move north into Queen's Road area / Haydons Road area?** A couple of people in Queen's Road area feel they are in South Wimbledon, but others nearby see themselves as in Wimbledon or central Wimbledon.
- Boundary between South Wim and Colliers Wood the Wandle - this would tie in with lots of people west of the Wandle in the Haydons Road area describing themselves as being in South Wimbledon.

Possible moves...



Proposed changes:

Leave Haydons Road in CW but Queen's Road to extend a little eastwards.

Acknowledge South Park Gardens within character area but leave area as Queen's Road.

Extend South Wimbledon boundary north-east to take in the Wandle.

Summary of key comments on boundaries

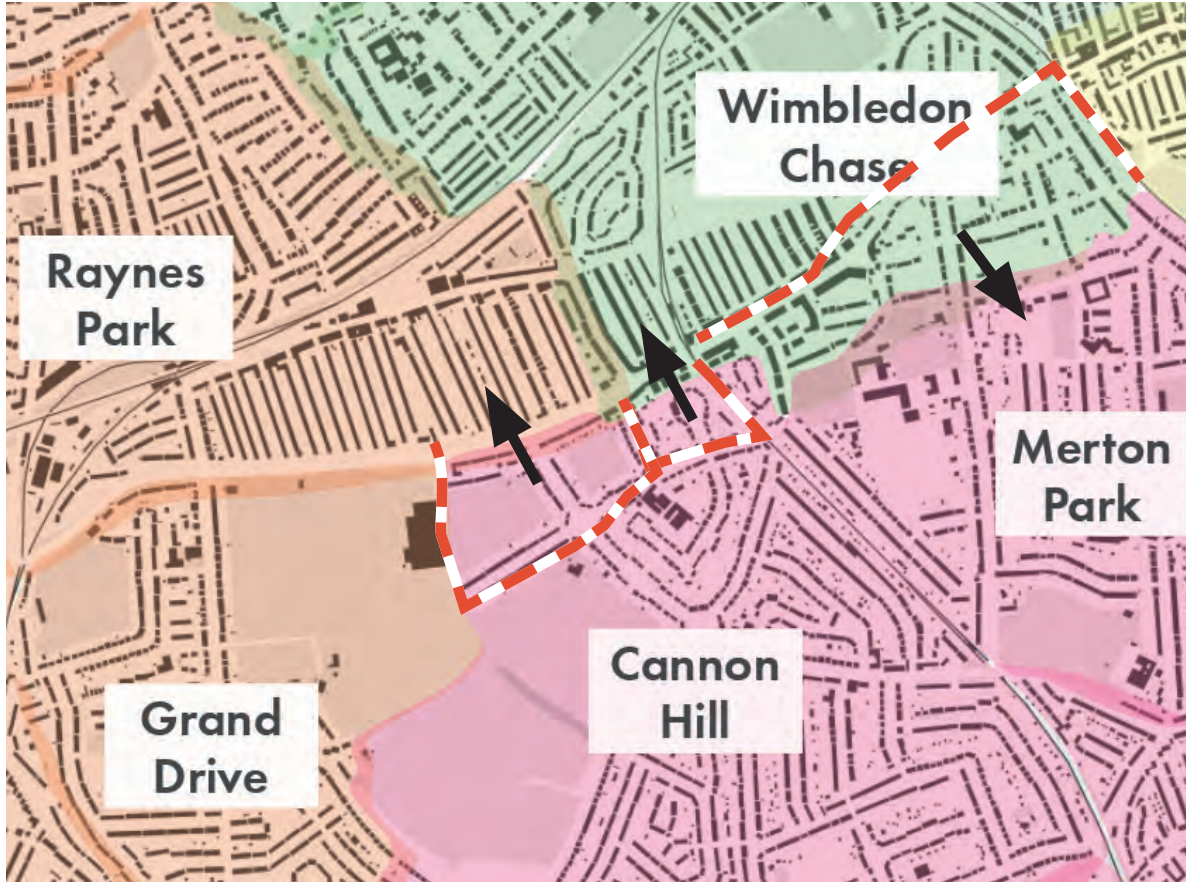
Proposed changes:



Summary of key comments on boundaries

- **Relationship between Raynes Park, Cannon Hill and Wimbledon Chase** - should Raynes Park extend southwards to Cannon Hill Lane?

Possible moves...



Proposed changes:
Take the south side of Bushey Road into Raynes Park but not the whole way

Mawson Way relates south so leave in Cannon Hill

Summary of key comments on boundaries

- **Relationship between Raynes Park and Copse Hill with Wimbledon:**

Some people feel Raynes Park should be smaller and further to west?

Some people feel like the Copse Hill area, especially north of Copse Hill itself is in Wimbledon
Postcodes in the current 'Copse Hill' area identify as living in 'West Wimbledon'

Possible moves...



"Raynes Park is a smaller area than shown on the map, bounded by the A298, Lower Downs Road, Arterberry Road, Montana Road, Conway Road, Hunter Road, Pepys Road, Cottenham Park Road, Oakwood Road, Cambridge Road"

OPTION 1: Copse Hill becomes a Wimbledon neighbourhood.

OPTION 2: Copse Hill deleted as neighbourhood and northern half becomes part of Wimbledon Common and southern part becomes Raynes Park.

OPTION 3: Leave as it is

Summary of key comments on boundaries

- **West Barnes...is this a neighbourhood?**

Rename Grand Drive West Barnes - lots of people in the Grand Drive area describe themselves as living in Raynes Park or West Barnes - would perhaps be more relatable than Grand Drive.

- However is West Barnes larger than this? Looks like it extends into Motspur Park too...maybe best to leave as is!

- **Grand Drive should take in Parkway**

- **Aboyne Drive should move into Shannon Corner - doesn't fit with Copse Hill - barrier of A3...and Carter's Estate in Shannon Corner too?**



Proposed changes:

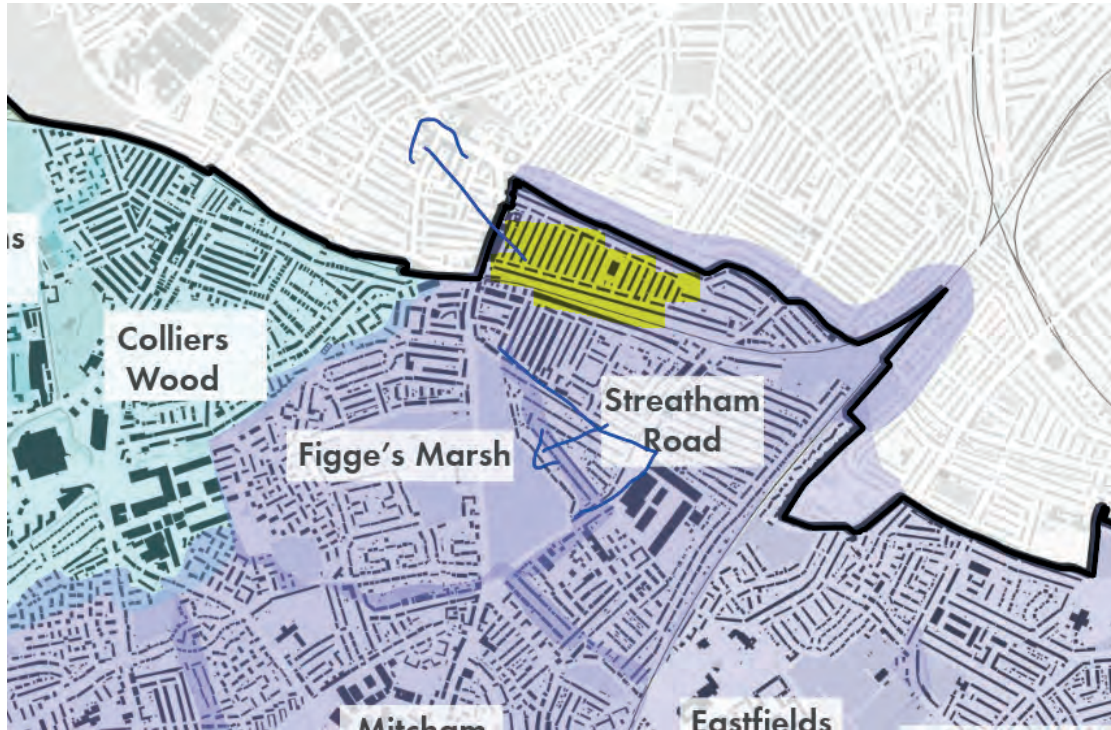
Keep Grand Drive as Grand Drive but reference West Barnes in report

Move Parkway into Grand Drive

Move Aboyne Drive into Shannon Corner

Summary of key comments on boundaries

- Streatham Road - some people feel they living in Tooting! Reference in report?
- Figge's Marsh feels like it should be in the centre of the neighbourhood



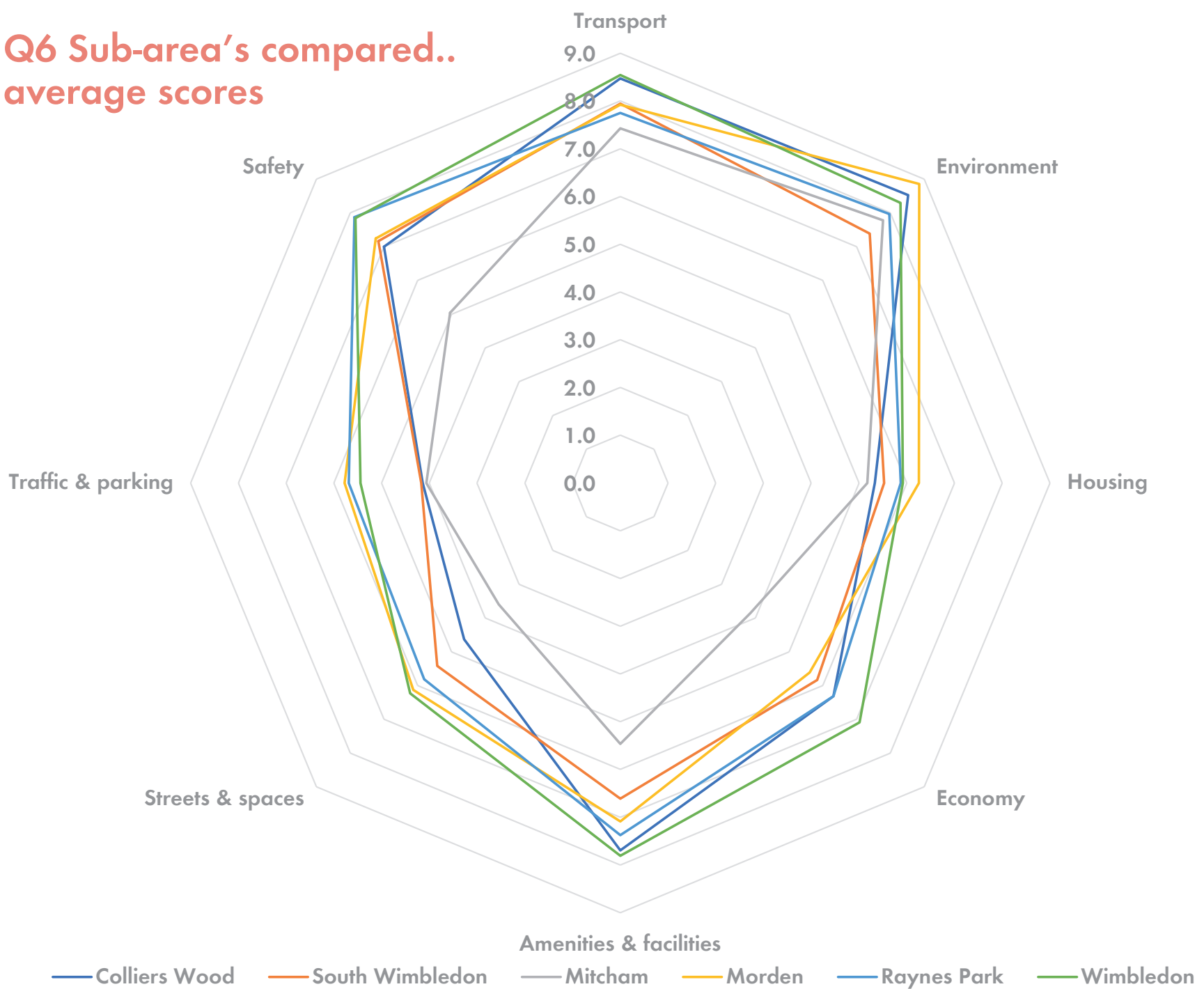
Proposed changes:
Include eastern side of Figge's Marsh into the Figge's Marsh area

Reference relationship with Tooting

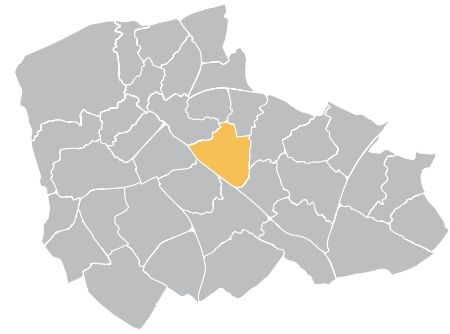


Neighbourhoods feedback summary...

Q6 Sub-area's compared.. average scores



SOUTH WIMBLEDON



What do you think is special about the character of the area where you live?

- The attractive, human scale, Victorian and Edwardian buildings
- Tree lined streets
- Green spaces and city farm
- Local high streets for shopping, dining etc with an independent offer
- The community feel in various groups of streets and South Wimbledon as a whole - family friendly. Active community and residents groups with events - use of schools at weekends by community and faith groups
- Easily accessible to central London and Surrey
- Historical interest (Nelson's Ownership of Property In The Past) and proximity to Merton Priory.

Are there any areas in your neighbourhood that need improving? Why?

- South Wimbledon station - needs greening and junction improvements. How can this become more of a destination? Leisure, culture and community uses?
- Parks needs to have better facilities (Cafes, more gardens rather than just grass etc...).
- Housing estate behind South Wimbledon tube needs to be maintained better.
- Kingston Road - public realm and development sites (car garages, vacant hall)
- Support local shops by investing in public realm, widen pavements and shopfronts improvements. Protect space for businesses (no more resi conversions)
- Dominance of traffic and improved cycling and linked paths
- Diversification of retail on Merton High Street
- Litter/fly tipping/potholes
- Better integration of new development style with existing character of the area.

19 responses

"I like that Wimbledon town centre is busy, urban and vibrant. But that surrounding residential areas are peaceful and have historic character"

"Kingston Road needs improving - both in terms of its public realm but there are also sites along it, like car garages that make the road look messy. These could be redeveloped for new homes"

"Kingston Road is a mish-mash of randomly, cheaply, poorly, un-cohesive conversions that bear no links to the Victorian heritage of the parade."

Q6 neighbourhoods.. South Wimbledon



COLLIERS WOOD

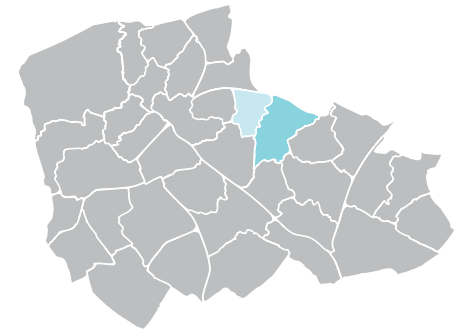
Colliers Wood

What do you think is special about the character of the area where you live?

- Independent restaurants and community assets (Merton Abbey Mills), the Wimbledon Brewery coffee in the wood, pub, Wandle community centre
- Heritage buildings - the abbey and mills
- Victorian terraced houses - attractive streets
- Community spirit, safe and friendliness
- Green spaces - Wandle trail and park

Are there any areas in your neighbourhood that need improving? Why?

- Retail parks as opportunity for change
- Redevelopment of former Virgin Active site, North Road needed urgently to provide affordable housing
- Recreation grounds - improvements and maintenance
- New housing areas must have good access to sustainable transport modes and better bin storage
- Lots of comments about rubbish problems
- Need for a community focal point/hub; more variety of amenities (e.g. a cafe, space for creative business).
- High street should be made more attractive with better street-scaping and greenery - issue with current traffic dominance
- Too much car parking and dominance of vehicles deterring cyclists
- Parks and Wandle trails need better upkeep - cutting back weeds to help widen paths.



25 responses

“ the buildings in Colliers Wood have been improved, but there is more work to do to make it seem like a busy London Borough - currently the high street seems left behind and the shopping centres seem like car parks with shops. There needs to be more dedicated community space.”

“The retail parks are very badly designed, taking up a huge footprint with ground level car parking on prime land, and encourage people to drive the quarter mile between the shopping hubs.”

“The high street and area around the tube station needs to be better. This is the first thing people see when visiting CW but the shops and upkeep let it down. CW has a lot to offer, but visitors would be deterred by all upon arrival.”

HAYDONS ROAD

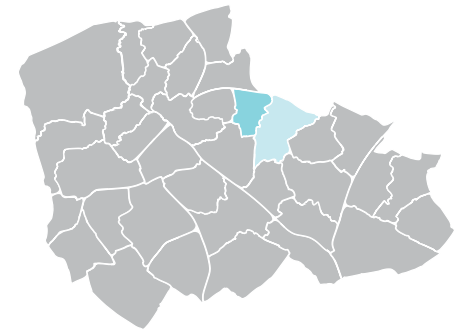
Colliers Wood

What do you think is special about the character of the area where you live?

- Parks, natural green spaces and trees
- Good transport links and access to services
- Residential streets - good mix of housing
- Merton Abbey Mills and river corridor

Are there any areas in your neighbourhood that need improving? Why?

- Haydons Road - busy and unpleasant - particularly to the northern end - where it meets Durnsford Road/Plough Lane - a barrier to moving around
- Wandle paths - wonderful but need better maintenance. And better care of other green spaces
- Traffic - rat-running on Poets
- Shops - could be put to better use - pop-up or temporary uses?
- Prevent motorcycles using cycle only access roads
- Litter issues and better street lighting



12 responses

“Need a better quality of new housing - too many poor-quality flats being built”

“Attempts to make the area more built up because Wimbledon is fashionable are making things significantly more cramped and stressed (and being near industrial areas along the Wandle compounds this - two different reasons to build up the area which are in direct conflict with what works for the other; neither works for residents)”

Q6 neighbourhoods.. Colliers Wood



WIMBLEDON VILLAGE

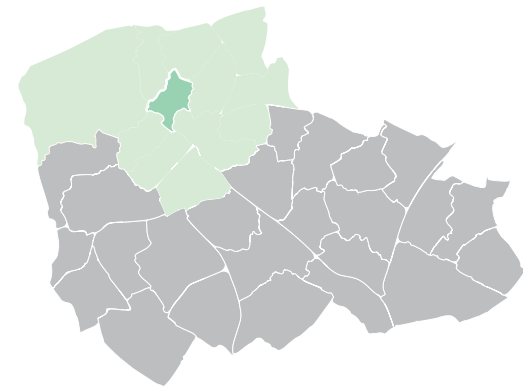
Wimbledon

What do you think is special about the character of the area where you live?

- Village atmosphere
- Proximity to amenities of village shops and restaurants
- Open spaces of the common and parks
- Easy access to the transport system including rail and underground and tram services.

Are there any areas in your neighbourhood that need improving? Why?

- The village requires further investment given it is such a significant draw
- Traffic and pollution
- Curation of shops in village - less charity, less chain and less vacant
- Wimbledon stables - cleaning



3 responses

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

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

WIMBLEDON TOWN

Wimbledon

What do you think is special about the character of the area where you live?

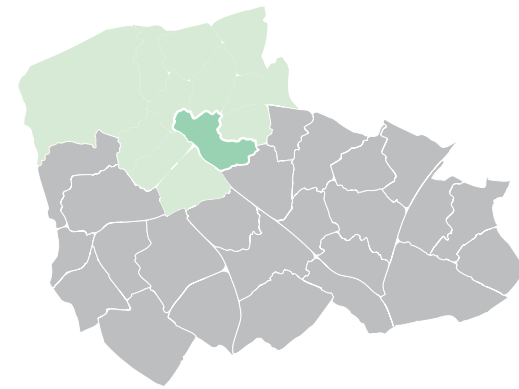
- Strong blend of commerce, culture, retail and residential.
- Green spaces and leafy feel
- South Park Gardens
- Wimbledon tennis as a key draw
- Sense of community - schools, library and churches and within each small residential neighbourhood
- Variety of shops and services
- Entertainment (theatres/cinema)
- Connections
- Low-rise quality and characterful residential streets - consistency is key
- Historic landmarks - on Broadway and also old Pelham school

"A mix of closely related residential houses of all types coupled with almost adjoining in some cases, commercial buildings. A contrast of accessible retail areas, leisure facilities and attractive residential architecture"

Are there any areas in your neighbourhood that need improving? Why?

- Concern about high-rise development
- Traffic - congestion and rat running on residential side streets
- Cycling - comments to improve the Broadway
- Find a way to give restaurants space for outdoor seating - further pedestrianisation?
- Vacancy on the high street - need for shop front improvements
- New affordable homes with gardens
- Street scape in general - poor paving, street furniture, lighting etc.
- Aim for high quality new development in the high street
- Maintenance regime for new tree planting
- More music and arts
- Kingston Road - opportunities for improvement
- Vacancies in centre court - no reason to go here

"Wimbledon town centre needs to be pedestrianised for character and to encourage footfall and local businesses"



46 responses

"The risk is of high rise development taking over - the public have consistently told the Council that they don't want this yet the Council consistently goes against the public's wishes by granting planning consents for such developments"

"Feels very suburban even though I am close to more urban facilities with lots of conveniences."

"The natural habitat that was incorporated in the original lay-out of the roads and its houses, such as the front gardens and grass verges with their trees and shrubs. Also the original architecture of the older buildings, with their pitched roofs, stained glass windows, boundary walls, front garden paths, gates and front door porches. All these features are being lost at an unprecedented rate."

WORPLE ROAD

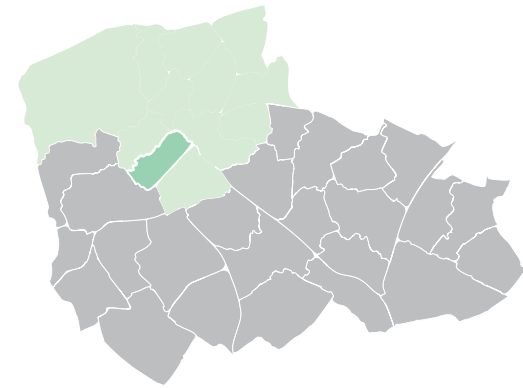
Wimbledon

What do you think is special about the character of the area where you live?

- Quiet suburban feel
- Green spaces and street trees - close to the common
- Local low rise shopping centre which is useful without being a 'destination'.
- Adjacent to the town centre and the village for amenities

Are there any areas in your neighbourhood that need improving? Why?

- Undeveloped plot of land next door to Sainsbury's on George St could be either turned into a larger supermarket or accommodation or offices (NOT high Rise)
- Concern about scale of new development
- Parking - not enough, too expensive and no monitoring
- Pedestrian connection along the railway - litter and graffiti
- Affordable housing
- Traffic and air quality



7 responses

"A quiet suburban feel of the neighbourhood, the presence of wonderful green spaces, the access to a low rise shopping centre which is useful without being a 'destination'."

"Low rise different properties with gardens which retain the character of the past."

WIMBLEDON COMMON

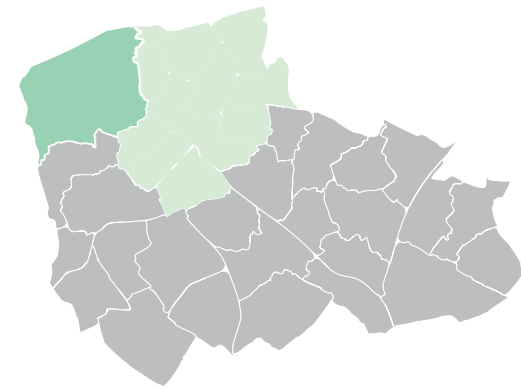
Wimbledon

What do you think is special about the character of the area where you live?

- A village feel close to the city
- Green spaces
- High quality homes
- Close to shops, services, cultural and community facilities
- Not dominated by high-rise

Are there any areas in your neighbourhood that need improving? Why?

- Natural children's play areas on the common on Cannizaro Park
- Increasing number of vacant shops
- Street clutter improvements



2 responses

"I really praise the way Merton has kept its libraries open, and re-thought their uses."

"It has the feel of a village but is a part of London and very close to the city"

WIMBLEDON CHASE

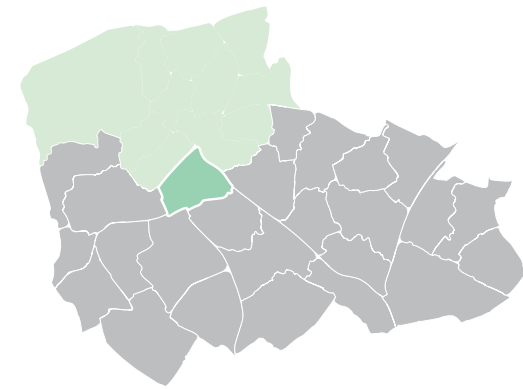
Wimbledon

What do you think is special about the character of the area where you live?

- Full of trees and hilly hedges
- Green spaces and sports facilities
- 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.
- History and characterful streets with variety and interesting history - John Innes and St Mary's church
- Well cared for by the residents
- Nelson Hospital valued
- The town centre has a mix of business and residential areas.
- Well connected with good transport links

Are there any areas in your neighbourhood that need improving? Why?

- Traffic and run-running
- Support for better cycle provision
- Support local parades and shop front improvements - more shops, cafés and restaurants
- Retain mix of residential and employment
- Litter, potholes and fly tipping - better cleaning
- Public realm improvements including tree management and wider pavements needed
- Lighting at night at the station and step-free access
- More community spaces and gym equipment in parks for social gatherings and public toilets
- More electric charging points and car clubs



35 responses

"Cycling is ignored and its the way forward"

"Heritage and community cohesion with long term stability."

"Recycling and rubbish bins are very unsightly in front gardens. A scheme to encourage householders to have a small shed or at least a cover, perhaps with a living roof, would help to cover them."

RIDGEWAY

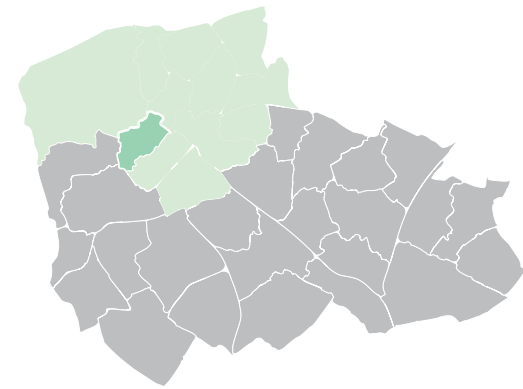
Wimbledon

What do you think is special about the character of the area where you live?

- Green space
- Detached large houses
- Peaceful
- Historic urban environment and Listed Buildings

Are there any areas in your neighbourhood that need improving? Why?

- Too many charity shop
- Traffic, congestion and poor road condition
- Changes to individual dwellings - basement construction



5 responses

“Wimbledon has everything, vibrant area, good shopping, great selection of restaurants etc, great transport links, and open spaces with the Common. Just a great place to live!”

“Stop giving planning permission to noisy construction of ‘vanity’ basements that blight the landscape for a year or more”

QUEENS ROAD

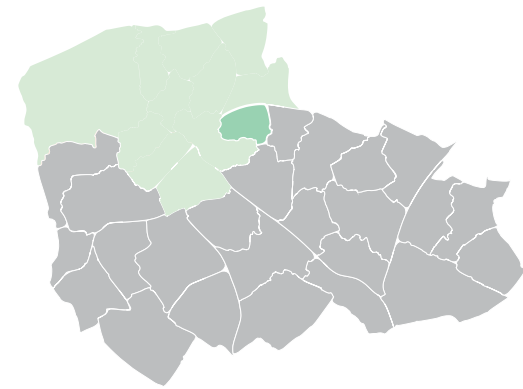
Wimbledon

What do you think is special about the character of the area where you live?

- South Park Gardens and other green spaces
- Terraced housing - quiet residential streets with historic character
- Local schools
- Convenience of neighbourhood

Are there any areas in your neighbourhood that need improving? Why?

- Concern about the negative character developing on the Broadway - poor quality new development - need tree planting and greening
- Haydons Road - negative impact of traffic and poor quality buildings
- More independent shops and too much vacancy
- Traffic and car parking concerns
- Need better cycle lanes
- Concern about tall buildings and development of extra storeys on the existing blocks of flats
- Public realm - street clutter
- More affordable housing
- Retain front gardens



20 responses

“An indoor market like the one Wimbledon used to have and a fishmonger and butcher in the high street would be great.”

“The Broadway is becoming too concrete and losing the charm and character of the area. Too many ugly new blocks that keep going higher”

“New buildings which are too bulky for their surroundings with unattractive facings using cheap materials which require more upkeep than they are likely to get.”

PLOUGH LANE

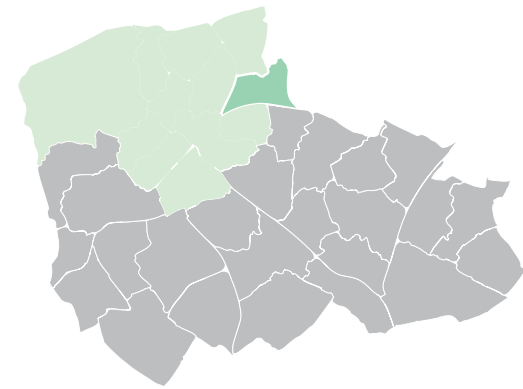
Wimbledon

What do you think is special about the character of the area where you live?

- Quiet residential area
- Multi-cultural neighbourhood
- Close to good transport links and convenient for shopping,
- Near to high quality green spaces.

Are there any areas in your neighbourhood that need improving? Why?

- Concern about adjacencies of industrial sites in close proximity to residential areas, damaging local green spaces
- Need more community resources
- Public art
- Step-free access to station
- Traffic and disjointed cycle lanes
- HGVs particularly from waste disposal



3 responses

“Awkward misuse of industrial sites in close proximity to residential areas, and these damage the integrity of local green spaces”

““Wandle Trail” is just a sleazy short-cut through industrial scrubbery. No attempt to either cultivate or “re-wild” the nearby former sewage works.”

“Pedestrians and cyclists should come first in highways terms. Lack of safe cycling provision between this neighbourhood, Wimbledon, Wandsworth and Morden puts many vulnerable road users off”

PARKSIDE

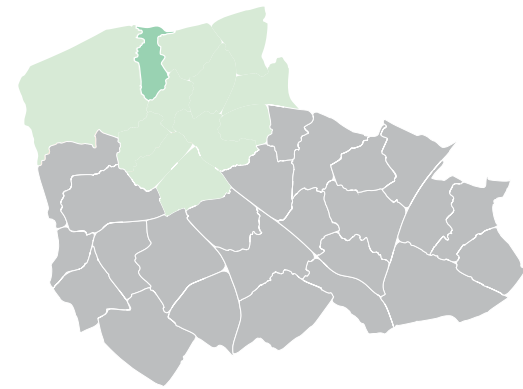
Wimbledon

What do you think is special about the character of the area where you live?

- Green space - Wimbledon Common
- Excellent transport - TfL and SW Rail as well as A3
- Wide range of services/shops

Are there any areas in your neighbourhood that need improving? Why?

- Schemes to reduce through traffic
- A greater variety of shops in village and town centre



1 responses

“Wimbledon Village and Town both need a greater variety of shops and a scheme to reduce through traffic”

LEOPOLD ROAD

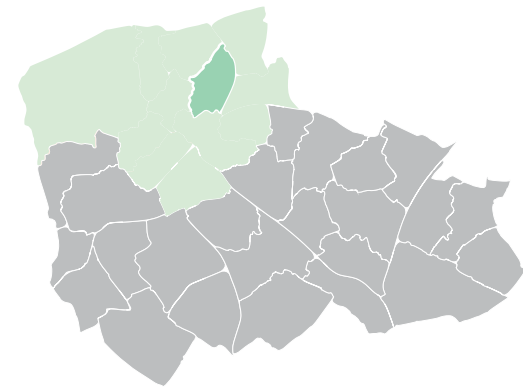
Wimbledon

What do you think is special about the character of the area where you live?

- Green suburban area with trees in the street-scene
- Good transport access
- Classic terraced housing interspersed with blocks of flats
- Leopold Road shopping parade
- Concern the character area is too large and heterogeneous

Are there any areas in your neighbourhood that need improving? Why?

- Reduce congestion by encouraging other modes of transport
- Wimbledon Park - poor maintenance, excessive events and projects. Need for free to use facilities
- Public realm improvements including more benches
- Wimbledon station - a neglected, run-down look
- St Georges carpark needs to be improved to make it encouraging and inviting for use.
- Elm Grove 'business estate' needs a formal plan for the future - concern about residential conversion
- More EV charging points
- Bike storage in streets to encourage ownership



9 responses

"The heritage value of the Grade II Wimbledon Park is being degraded by insensitive planning, poor maintenance, excessive events and projects"*

"Too much parking allowed half on and half off the pavement. Cars do seem to have priority here"

"Wimbledon hill road needs updating to make nicer and greener, its a poor looking public space. Need to return more streets to tree-lined as over the years too many trees have been cut down"

DURNSFORD ROAD

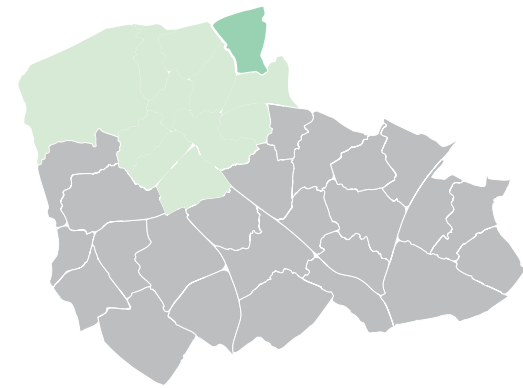
Wimbledon

What do you think is special about the character of the area where you live?

- Good access to green spaces
- Golf course and tennis club
- Consistent housing types in grid pattern with no through traffic
- Good transport links

Are there any areas in your neighbourhood that need improving? Why?

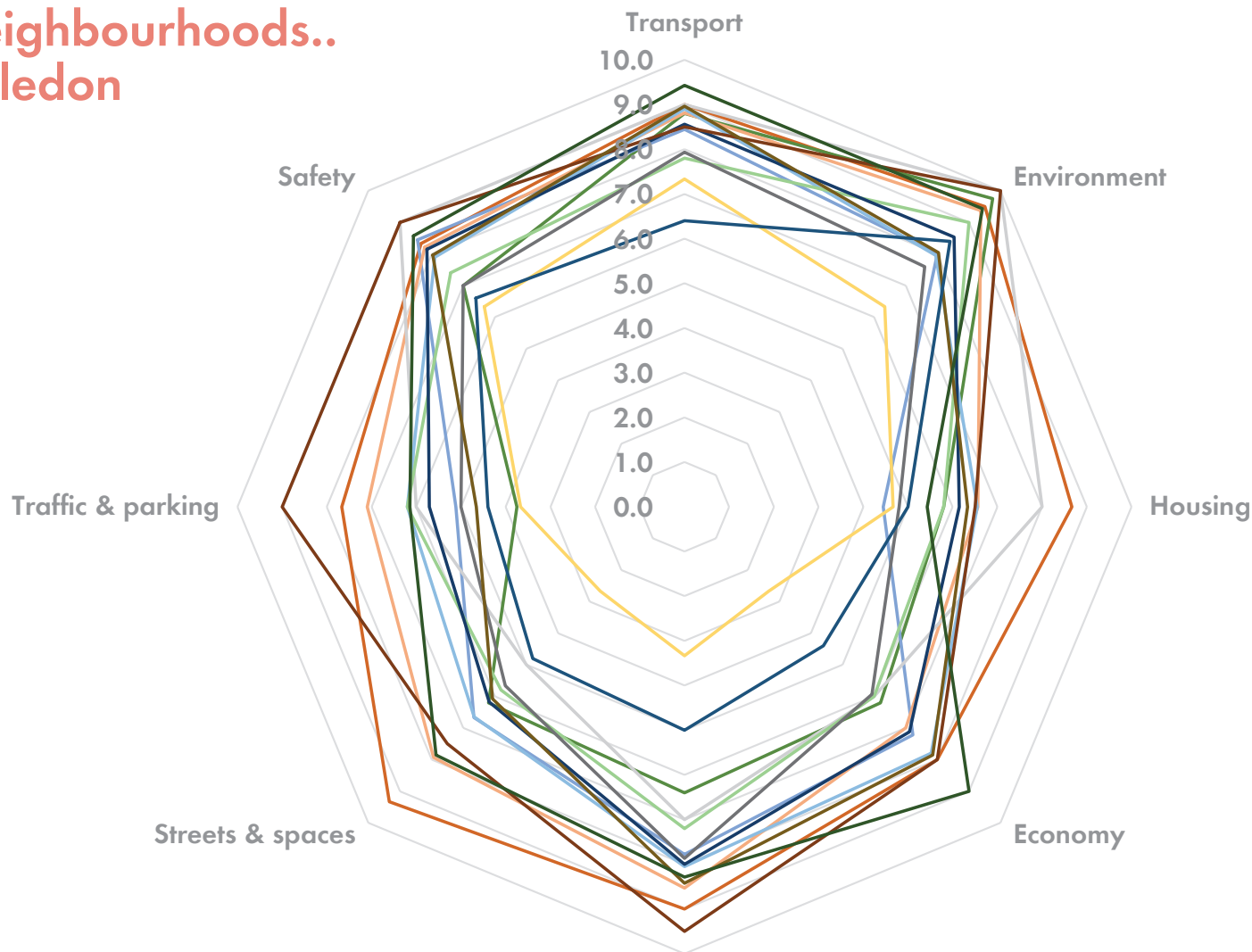
- Concern about golf course redevelopment
- Durnsford Road itself felt to be unpleasant
- Litter and rubbish
- Protect front gardens
- Concern about damage to Wimbledon Park
- Better access in Wimbledon Park e.g. path around the lake
- Better access to sports facilities for all



5 responses

“Wimbledon Common is my favourite feature, it is a great open space right on our doorstep.”

Q6 neighbourhoods.. Wimbledon



- Amenities & facilities**
- 5 West Wimbledon
 - 5 Merton Park
 - 5 Queens Road
 - 5 Wimbledon Common
 - 5 Wimbledon Village
 - 5 Durnsford Road
 - 5 Parkside
 - 5 Ridgeway
 - 5 Wimbledon Major Centre
 - 5 Worple Road
 - 5 Leopold Road
 - 5 Plough Lane
 - 5 Wimbledon Chase
 - 5 Wimbledon Town

GRAND DRIVE

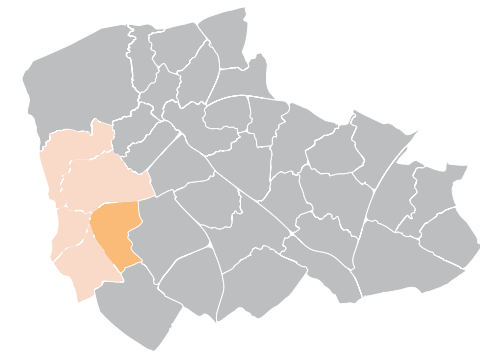
Raynes Park

What do you think is special about the character of the area where you live?

- Green spaces - Sir Joe hood Memorial Playing Field, Bushey Mead and Cannon Hill Common.
- Excellent local schools
- Quiet residential area with varied house types
- Limited shops including the parade on West Barnes Lane, and the corner shop on Seaforth Avenue.
- Established sense of community with residents association - community hubs include West Barnes Library (very active as social centre) Sacred Heart School, Raynes Park high School, the churches (St Saviours, Holy Cross, The Lighthouse in Seaforth Avenue). The Residents' Association Pavilion, the Paddock Allotments and other halls, e.g. the Scout hut in Motspur Park, are well used; also several sports clubs.

Are there any areas in your neighbourhood that need improving? Why?

- Bellway need to open the Sports Field for children's sport and community use; they must not be allowed to build on it.
- Improve railway bridges, particularly in Cannon Hill Lane
- Burlington Road between the West Barnes level crossing and Shannon Corner is in need of some regeneration.
- Improvements and maintenance to pedestrian connections - e.g. the alleyway that leads between Burlington Road and the A3
- Public and community projects: Shannon Corner needs to be tidied up - let's have some artwork from local schools.
- Traffic on Grand Drive turning side roads into 'rat-runs' and concern about increase in development causing more congestion
- Improvements and increase in bus routes



9 responses

"I believe that green spaces are what make Raynes Park, and to a greater extent Merton, special. There are large park spaces that are largely left to be wild apart from trails and certain fields"

"Varied residential - it's quite mixed up, so there tend not to be too many concentrations of one type of housing or people"

COPSE HILL/WEST WIMBLEDON

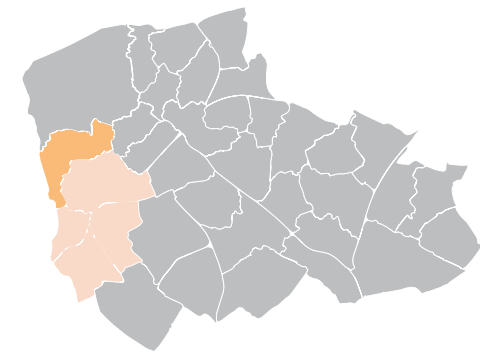
Raynes Park/Wimbledon

What do you think is special about the character of the area where you live?

- Green feel and green spaces
- Quiet
- A village atmosphere

Are there any areas in your neighbourhood that need improving? Why?

- Need better transport links - more regular buses
- Traffic speeds too high
- Access into Coombe Lane from cul de sacs needs improving.
- The bridge over the A3 - negative impact and issues with pedestrian safety



3 responses

“The Copse Hill/West Wimbledon area benefits from large amounts of green space and a village atmosphere”

MOTSPUR PARK

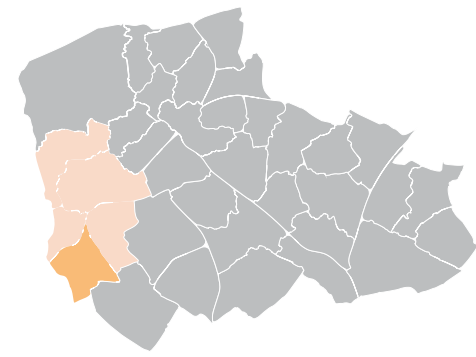
Raynes Park

What do you think is special about the character of the area where you live?

- Green spaces
- Community feel
- Low rise and comparably more affordable housing

Are there any areas in your neighbourhood that need improving? Why?

- Area around the station needs improving
- High street 'lacking' with no community offer



2 responses

"Train stations need a facelift"

"There is no community hall with events"

RAYNES PARK

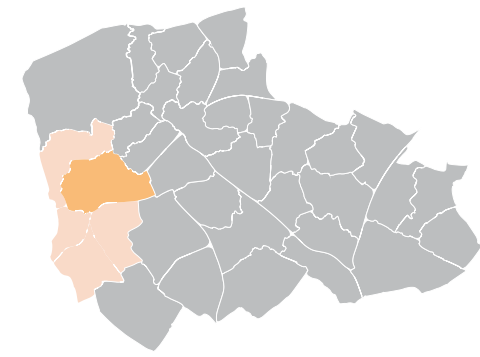
Raynes Park

What do you think is special about the character of the area where you live?

- Quiet residential street with many nearby schools - 'village' feel
- Parks and access to green open space - Holland Park and Cottenham Park
- Excellent transport links
- Characterful historic terraced streets
- Community feel and projects such as Lantern Arts Centre, Cavern Freehouse, MyRaynesPark Festival, Love & Dye

Are there any areas in your neighbourhood that need improving? Why?

- Traffic flow and parking concerns - road systems make it hard to navigate by bike
- Better use of empty land - 'pointless green triangle in the middle of roads' and 'vacant plots not being developed quickly enough'
- More restaurants
- Poor repair of streets and pavements and street clutter
- Poor condition of the station and the surrounding area
- Deteriorating maintenance in the parks - new children's play area
- Vacant shops and buildings needing attention
- Improved pedestrian routes between green spaces and wider pavements near schools
- Concern about loss of local employment sites to housing
- Concern about development on green space and adding additional storeys



20 responses

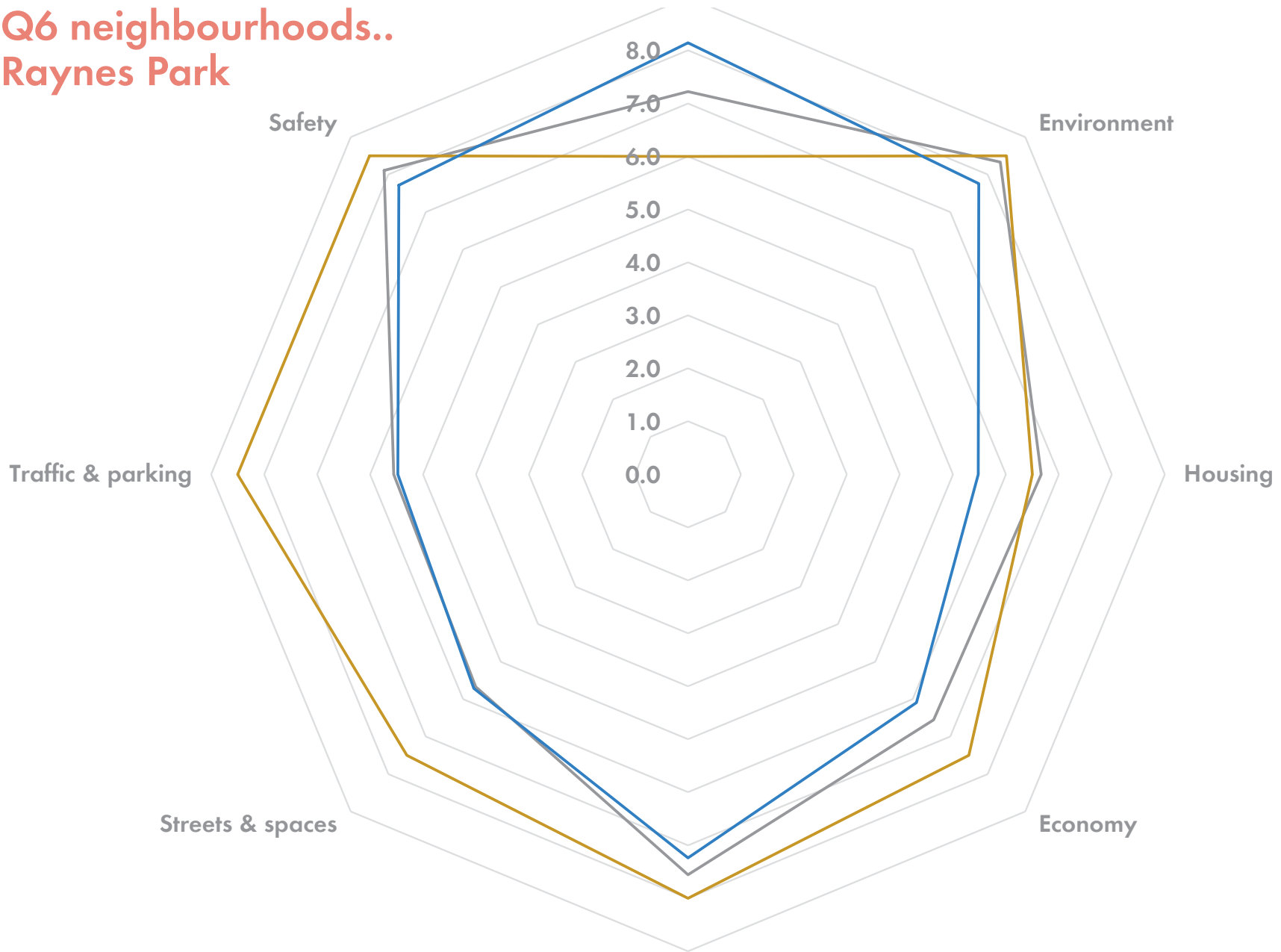
No responses in Shannon Corner

"Raynes Park centre is overly dominated by high traffic roads and suffers from a poor quality public realm as a result; I would be keen to see one side of the one-way system removed, in order to create more public space and improve the quality of the urban realm"

"Section of "dual carriageway" on Kingston Road is completely unnecessary and could be removed and used to create more public space."

"We need to make it better for pedestrians and cyclists and reduce the motor traffic"

Q6 neighbourhoods.. Raynes Park



Amenities & facilities
— 4 Grand Drive — 4 Motspur Park — 4 Raynes Park

ST HELIER

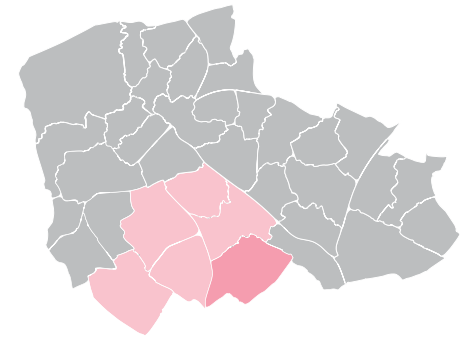
Morden

What do you think is special about the character of the area where you live?

- Green spaces - Morden Hall park, Ravensbury Park, Wardle River
- Local shops and services
- A range of housing types
- Local transport connections

Are there any areas in your neighbourhood that need improving? Why?

- Improve Morden town centre - so much potential
- Community and health uses in Morden Centre
- Street improvements - improve road side verges
- Walking and cycling infrastructure improved
- Traffic and car parking on pavements
- Litter and fly-tippng



10 responses

"Great on green spaces. Quite alright on transport. Not so great on shops."

"Morden high street is an abomination, it needs a lot of updating and renovating. It is amazingly located right by Morden Hall Park and the Tube station, yet it looks so run down! It has so much potential, but all the attention goes to Wimbledon and SW postcode areas."

MORDEN PARK

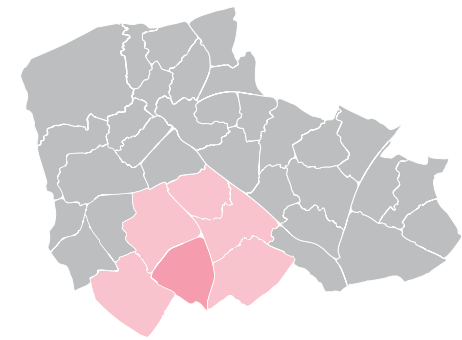
Morden

What do you think is special about the character of the area where you live?

- Green spaces
- Green feel - grass verges, trees, parks and green spaces
- Good transport links

Are there any areas in your neighbourhood that need improving? Why?

- Concern about the decline of the high street and vacancies
- Reduce street clutter
- Litter and street cleaning
- Maintenance of green space and more planting
- Traffic
- More affordable housing



8 responses

“The amount of parkland and green space in Morden is something special”

“Local high street decline due to loss of much needed shops.”

MORDEN

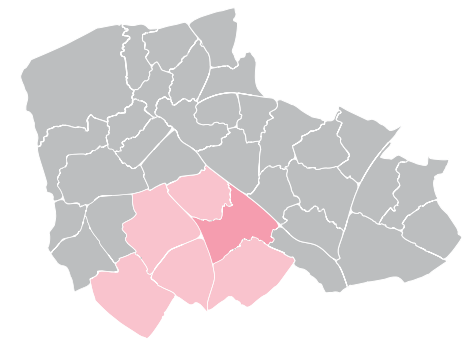
Morden

What do you think is special about the character of the area where you live?

- Park and green feel - Morden Hall Park
- Tube station
- Independent retail
- Safe

Are there any areas in your neighbourhood that need improving? Why?

- Ravens Park needs investment
- Better local facilities and shops and restaurants - less vacancy
- Sport and leisure facilities
- Proposals that move cars away from town centre - pedestrian friendly spaces
- Deer Park Road - lots of construction
- Hamseys Bed Centre - potential site



9 responses

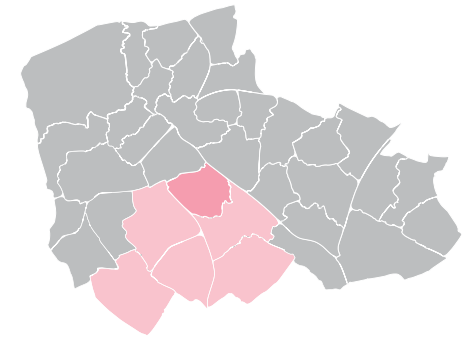
“Morden Hall Park and Morden tube station are major factors. Few good cafés and restaurants have also popped up in past year. Quality public art and community projects are practically non-existent.”

“Town centre dominated by motor traffic”

“On some roads cars are parked on a sidewalk - it doesn't look nice and can make it hard to walk”

MERTON PARK

Morden



What do you think is special about the character of the area where you live?

- Green spaces - John Innes
- Tree lined streets and greening - holly hedges
- Friendly / community / village feel
- Schools and sports ground
- Historic buildings - church, Victorian and Edwardian homes
- Variety in architecture and types of homes - houses and flats
- Restaurants and evening entertainment
- Cafés with outside seating in Morden
- Good transport links
- Diverse community

Are there any areas in your neighbourhood that need improving? Why?

- Rat-running
- Better community and leisure facilities in Morden
- Greening in the town centre
- Better connection between green spaces
- Return the town centre to 2-way traffic and create a pedestrian friendly area
- Sites: car park behind the tube, Kenley Road, Sandbourne Avenue, the White Hart pub - a new community centre
- Kendor Gardens needs investment
- Street cleaning and rubbish
- Poor retail to resi conversions
- Public realm improvements - cracked pavements
- Concern about height and density of new homes - should be matched with infrastructure provision

32 responses

"Morden town centre buildings need smartening up and the car parking behind the tube. Morden needs help to become more than just a transport hub"

"Merton Park is nice and doesn't need much. If you are talking Morden then it needs a lot, around crown house is terrible (civic centre ugly), crown lane shopping parade looks bad & dated. Morden station and shops feel like the 1980s"

"The McCarthy and Stone development on the old hospital car park shows what is possible. Change doesn't have to be cheap and nasty."

LOWER MORDEN

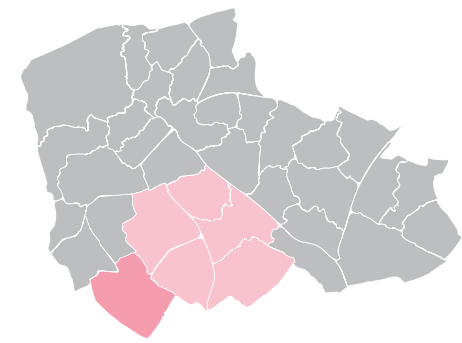
Morden

What do you think is special about the character of the area where you live?

- Green spaces
- Quiet residential area

Are there any areas in your neighbourhood that need improving? Why?

- Public realm - de-clutter and damaged pavements
- Improve cycling provision
- Litter
- Vacant shops
- Parking problems
- Use raised table junctions not road closures to prevent rat-running



7 responses

“Generally quiet, good quality residential area”

“No matter how good the public transport, cars will always be needed in this type of location. This must be acknowledged in planning. Loss of front gardens for parking has reached a tipping point where there may soon be no place to park on the street. Additional yellow lines and EV parking further reduces this and compels people to apply for crossovers. This creates a poor walking environment where pedestrians walk in the street rather than the ‘rollercoaster’ footway.”

CANNON HILL

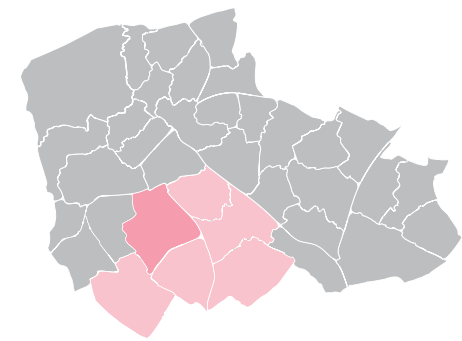
Morden

What do you think is special about the character of the area where you live?

- Green spaces and woodland
- Multicultural area
- Low rise quiet suburban character
- Good bus links and relatively good wider connectivity

Are there any areas in your neighbourhood that need improving? Why?

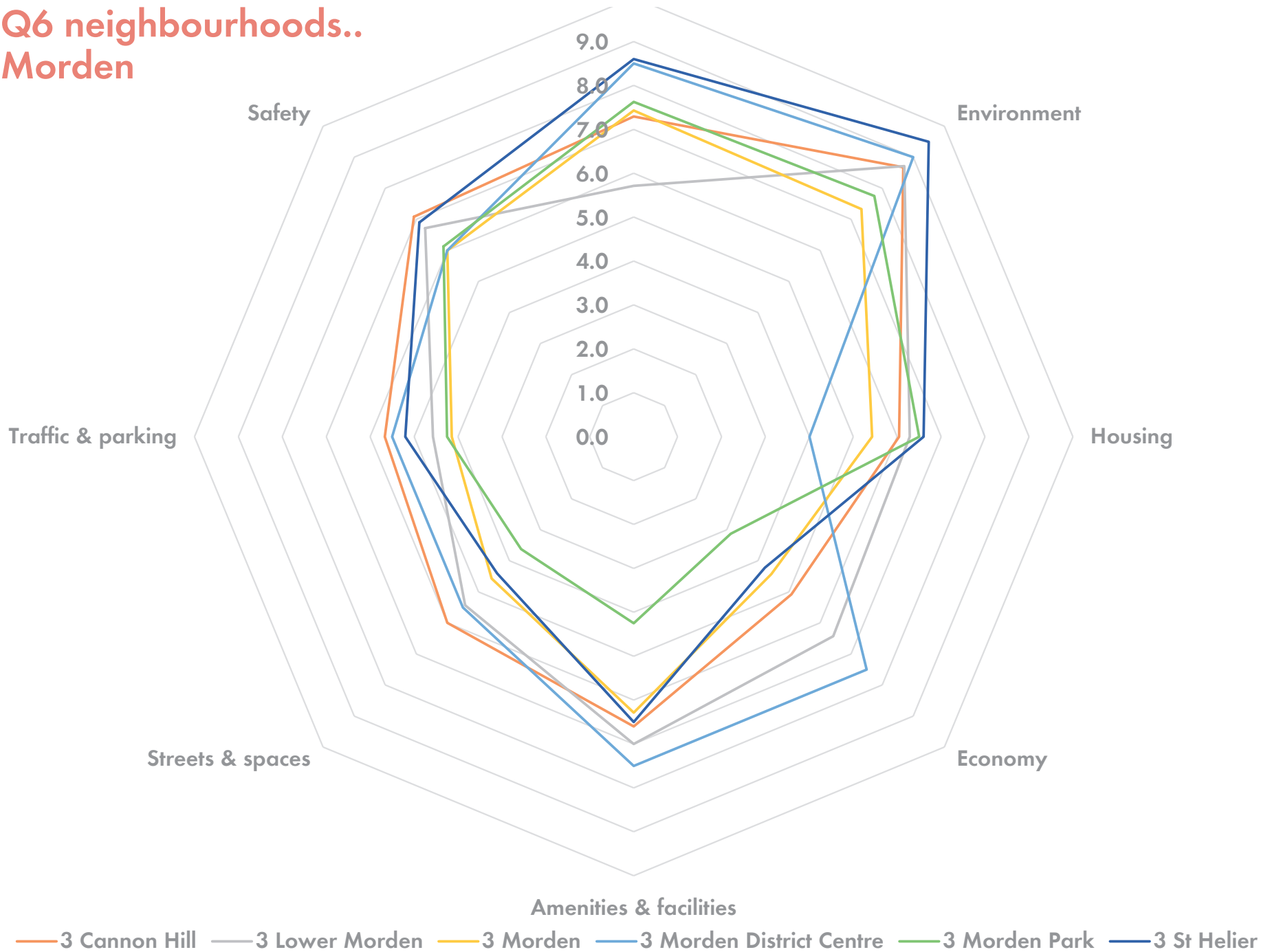
- Morden Town centre regeneration
- More collaboration like that with The Sound Lounge, for vacant properties
- Prevent HMOs
- Traffic management
- Car parking problems
- Better children's play equipment - Joseph Hood Recreation Ground
- More street trees and biodiversity planting
- Concern about high rise development
- Convert shops to housing
- Affordable housing
- Cycle safety - along Martin Way



25 responses

“Some time ago the Council consulted on the redevelopment of Morden town centre. What happened? The pedestrian area either side of the tube station, where people wait for buses, is particularly poor. The town centre would benefit from regeneration.”

Q6 neighbourhoods.. Morden



CRICKET GREEN

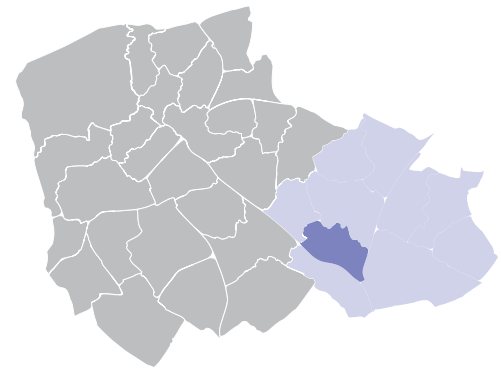
Mitcham

What do you think is special about the character of the area where you live?

- History - cricket green buildings
- Green spaces / commons - the field has a country feel
- The Wilson hospital
- Interesting mix of uses
- People and community feel
- Good transport

Are there any areas in your neighbourhood that need improving? Why?

- Fly tipping
- Any way to improve transport accessibility?
- Conservation areas need better maintenance and enforcement for inappropriate development
- HGVs should not be allowed to park in residential areas
- Pavement parking is a problem
- Better playgrounds
- Regeneration of empty buildings
- Sites: The London Road between the Cricket Green and the Tramlink has many areas awaiting redevelopment, The Burn Bullock
- Pubs overlooking the green: vacant - find new use for community or affordable housing
- High street feels neglected - Better shops and restaurants - reduce vacancy
- More affordable housing



18 responses

“We are a mixed area and we all get along”

“Green spaces such as Cranmer Green, London Road Playing Field and Mitcham Common could do with some nice little food outlets: local bakery, a pop-up coffee van, a nice cafe.”

“Mitcham town centre desperately needs TLC. Its run down, dirty, unattractive shops, no draw to it at all. It feels like it has been neglected for a long time compared to neighbouring areas like Wimbledon, tooting and Streatham”

EASTFIELDS

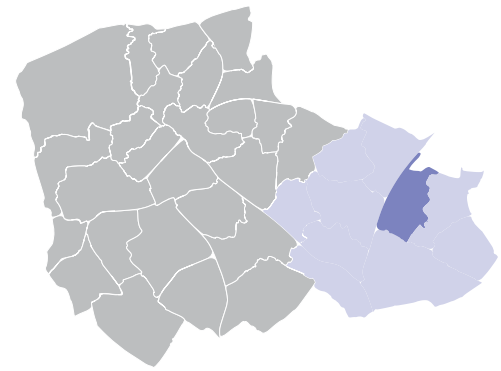
Mitcham

What do you think is special about the character of the area where you live?

- Green open spaces
- Sense of community
- A mix of urban and more rural

Are there any areas in your neighbourhood that need improving? Why?

- Affordable housing
- Street cleaning and flytipping
- HMO issue
- More diversity of shopping in town centre
- Traffic congestion and parking concerns



7 responses

"Mitcham is unfortunately known as the 'poor relation' to Wimbledon, and this appears true on so many fronts."

"Its urban with a nice mix of concrete and tress and grass areas. There is a good selection of people most polite and welcoming"

FIGGES MARSH

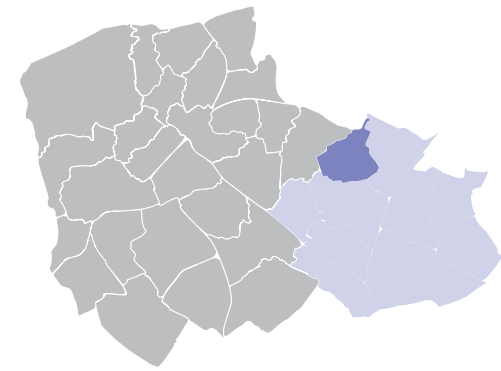
Mitcham

What do you think is special about the character of the area where you live?

- Well located - zone 3
- Green spaces
- Diverse community
- Strong connection to Wandsworth/ Tooting for shopping
- Convenient shops

Are there any areas in your neighbourhood that need improving? Why?

- Regeneration of Mitcham town centre
- Traffic congestion impacts on buses
- More frequent rail services
- Cheap new development that does not fit in with surroundings
- Services and leisure to compete with Wimbledon
- More trees on residential streets
- Antisocial behaviour
- Investment in cycle infrastructure



11 responses

“New housing being built is ugly and overpriced and doesn’t take into consideration increased impact on public transport or the architectural style of the neighbourhood (see the new Graveney Mews development which is an ugly collection of yellow bricks right in the middle of 3 Edwardian terraced streets). Building should be built to better fit in their surroundings. ”

“At the back of my house is the so called Nature Reserve it is a mess and not well looked after”

“More investment in parks would also be great - Figge’s Marsh used to have beautiful flower beds.”

MITCHAM COMMON

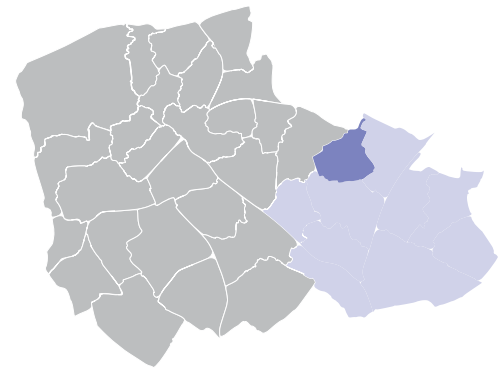
Mitcham

What do you think is special about the character of the area where you live?

- The common
- Green space with eco possibilities lined by early 20thC housing

Are there any areas in your neighbourhood that need improving? Why?

- Fly tipping
- Better transport connections
- Better local shopping
- Eco friendly development on the edge of the common



2 responses

STREATHAM ROAD

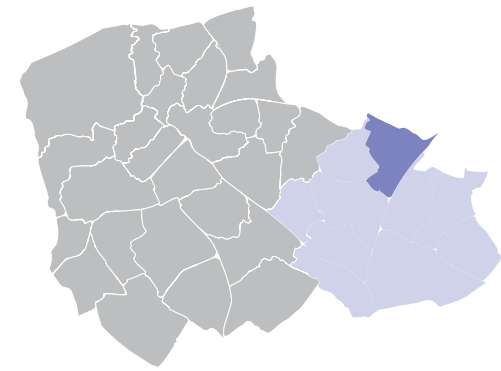
Mitcham

What do you think is special about the character of the area where you live?

- Green spaces - Figges Marsh
- Tooting over ground and easy access to Tooting Broadway
- Tooting is natural centre for the area - not Mitcham town centre.
- Some attractive Edwardian buildings
- Family sized homes
-

Are there any areas in your neighbourhood that need improving? Why?

- Streetscape on London Road from Amen Corner to Figges Marsh is poor
- The traffic calming design by Figges Marsh/Bruce Road isn't in keeping with the quality of the neighbourhood
- More tree planting
- Fly tipping, street lighting and road repair. Cost of car parking
- Figges Marsh - needs investment including better boundaries
- HMOs
- No closure of streets without consultation
- Disused spaces which could be developed eg along Streatham Rd
- Improved amenities eg range of shops/cafes in Mitcham town centre
- Better bus links to Tooting Broadway and other major transport hubs eg Streatham common station



13 responses

"The natural neighbourhood centre for shopping and leisure is Tooting. There is no natural connection to Mitcham town centre."

"London Road is shabby and dirty."

CHURCH ROAD

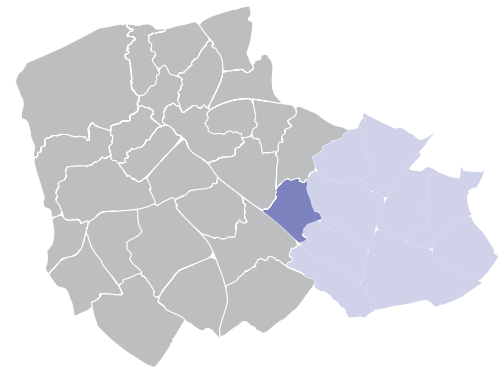
Mitcham

What do you think is special about the character of the area where you live?

- Open spaces close by
- Local history and heritage
- Multi-cultural community.
- Community Centre in the heart of the Phipps Bridge Estate.
- Most high-rise blocks have been removed.
- Some good schools.
- Local children's play-park is one of the best in Merton.
- Good Bus and Tram links.
- Deen City Farm is excellent.
- Some local shops. Lots of larger shops nearby

Are there any areas in your neighbourhood that need improving? Why?

- Morden has vacant shops which could be re-purposed perhaps?
- Mitcham has pound shops and charity shops but supermarkets seem not to survive there.
- Repair work to streets is slow to happen.
- Our estate has a litter problem (Phipps).
- Car parks look increasingly rough and seem not to be maintained well.
- More use of open spaces and more project work with young people are very much needed.



3 responses

"I value the Community Centre in the heart of the Phipps Bridge Estate. The Local children's play-park is one of the best in Merton."

POLLARDS HILL

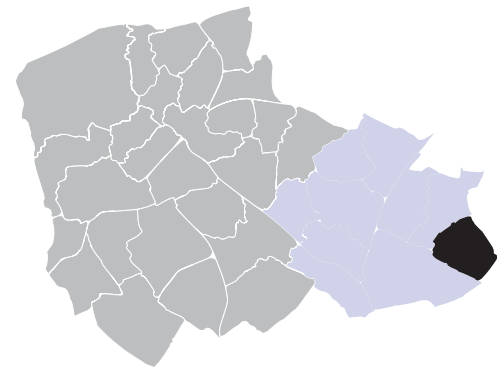
Mitcham

What do you think is special about the character of the area where you live?

- Working class community
- The library and community centre

Are there any areas in your neighbourhood that need improving? Why?

- Regeneration of the area
- Rubbish and fly tipping
- Safety on the common



2 responses

“Mitcham is run down generally, the buildings are looking neglected. The residents no longer take pride in the area and rubbish is dumped on every street corner and against bins and trees. All of the above scenarios require attention.”

MITCHAM

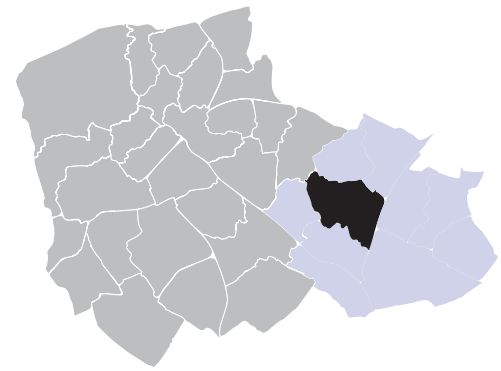
Mitcham

What do you think is special about the character of the area where you live?

- Shops and services
- Green spaces
- Well connected to central London
- Historic features like cricket green area
- Diverse and tolerant community
- Dean city farm close by

Are there any areas in your neighbourhood that need improving? Why?

- Mitcham high street feels uncared for
- Rubbish and street cleaning
- Tree maintenance and planting
- Need better shops, cultural activities, leisure, sports facilities
- More police presence - antisocial behaviour
- Neglected private homes
- More space for walking and cycling - better cycle connections
- Support for a better market in Mitcham
- Car parks suggested as development sites for new businesses and housing



30 responses

“Green spaces everywhere yet very well connected to public transport to get to central London”

“The madness of allowing buses through the centre of Mitcham again cutting through the heart of what could have been usable social & pedestrian space”

“We have a mural on the wall of the perimeter road, painted by some of the children that live on the estate 17 years ago. Most of them still live here or are still connected to the area. To this day the wall has not been graffitied on”.

“Greater variety of independent shops and cultural activities to support art, music etc.”

ROWAN ROAD

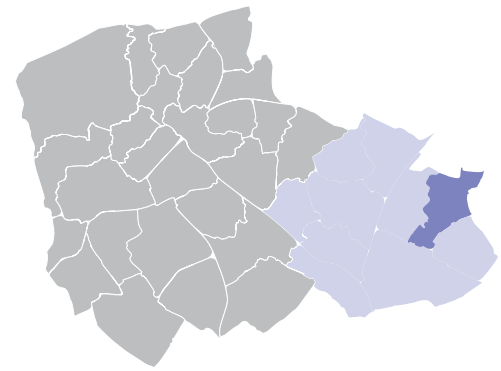
Mitcham

What do you think is special about the character of the area where you live?

- Green spaces - Cricket Green, The Canons and Mitcham Common
- Village feel
- Community / belonging
- Good places to play for children
- Shops and services

Are there any areas in your neighbourhood that need improving? Why?

- Need a community centre to bring people together
- Better street cleaning and flytipping issues
- Congestion
- Better care of public spaces - planting, new equipment



6 responses

“Green spaces - these could be improved by putting in things like exercise equipment and making them more accessible and improving the play areas”

WANDLE/MITCHAM BRIDGE

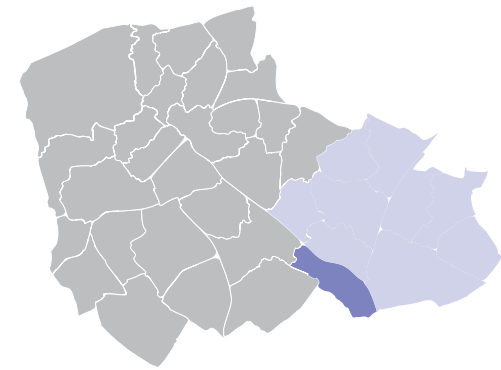
Mitcham

What do you think is special about the character of the area where you live?

- Green spaces and rivers
- Family homes

Are there any areas in your neighbourhood that need improving? Why?

- Traffic and congestion
- More diverse shops and leisure uses and activities for young people
- Public realm - reduce street clutter, repair pavements
- Vacant shops eg tyre shop on London Rd opposite to Mitcham Tram stop.
- Neglected private homes



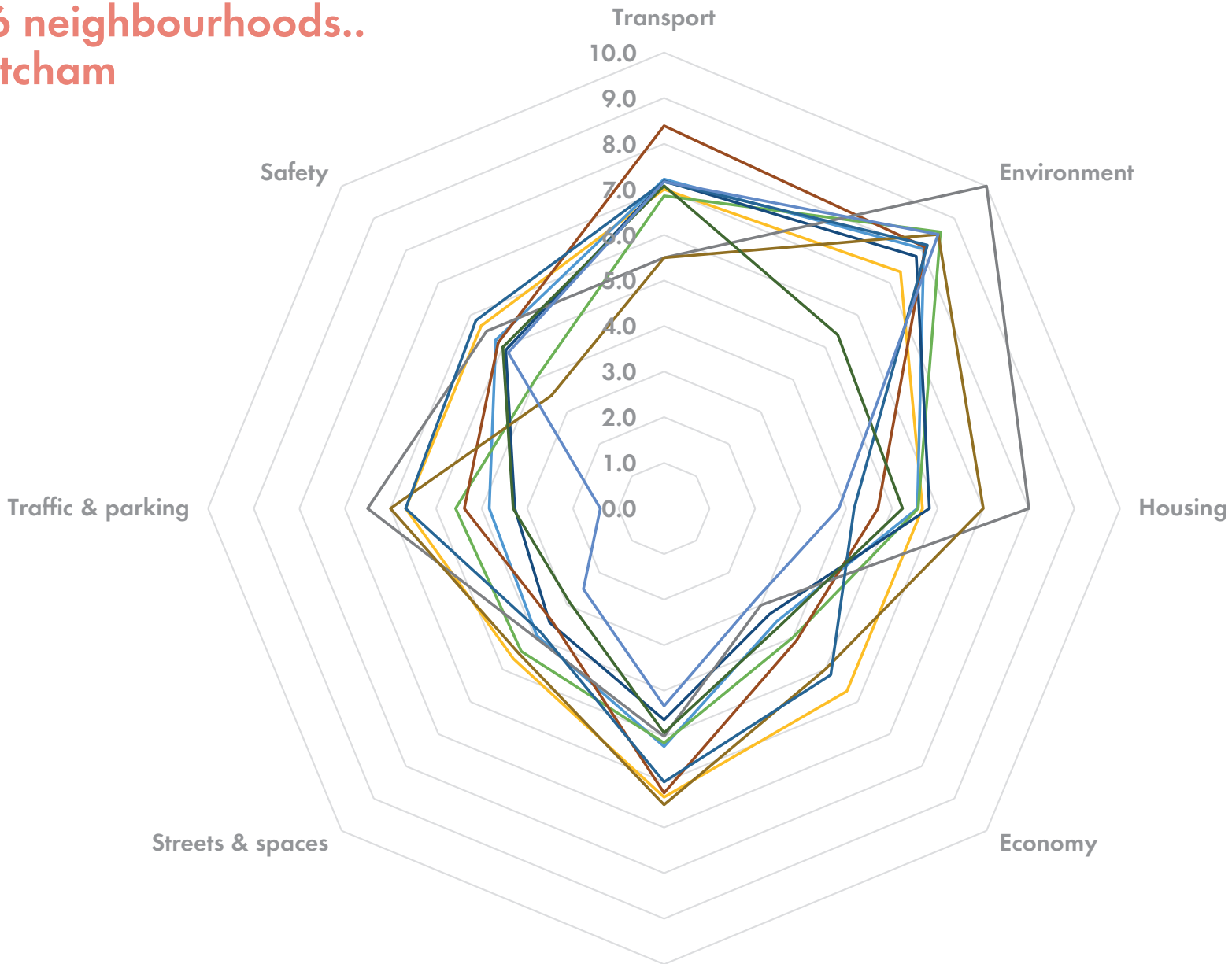
6 responses

“Would love to see more independent shops, cafés and restaurants. Also an arts space with cinema, work out classes, workshops etc”

“Closure of Bishopford Road bridge has temporary improvement to local traffic levels but long term access issues”

“Unfortunately the biggest street problem of the Mitcham neighbourhood is constant litter and fly-tipping. This really makes it hard to like the neighbourhood. And includes parks.”

Q6 neighbourhoods.. Mitcham



Amenities & facilities

- 2 Church Road
- 2 Cricket Green
- 2 Eastfields
- 2 Figgs Marsh
- 2 Mitcham
- 2 Mitcham Common
- 2 Pollards Hill
- 2 Rowan Road
- 2 Streatham Road
- 2 Mitcham Bridge



Workshop

MERTON CHARACTER STUDY

Stakeholder workshop note – Tuesday 17 November 2020

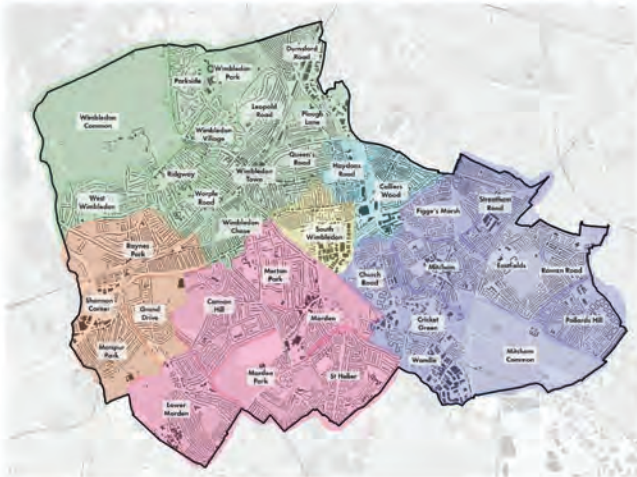
Around 30 people attended the Character Study Workshop – both residents and representatives from local groups and organisations. Attendees were organised into groups to discuss the parts of the borough that they were most interested in.

The agenda for the evening was as follows:

- 18:00 Introductory presentation
- 18:20 Discussion 1 – the neighbourhood boundaries
- 18:30 Presentation – existing character and opportunities for each borough area
- 19:00 Discussion 2 – area ideas and opportunities
- 19:30 Next steps and close

Notes and feedback from discussion 1:

Attendees were asked to comment on the draft neighbourhood areas which had been identified. These have been evolved and reviewed as a result of 400+ comments received through a recent online survey.



The following comments were received:

South Wimbledon area: It was felt by some that South Wimbledon should either be separate or joined with Wimbledon, not discussed alongside Colliers Wood.

Raynes Park area: Some in the group thought that the Raynes Park boundary is along the railway line and the north of the railway should be considered 'West Wimbledon'. It felt that the boundary of West Wimbledon should include the conservation area.

Mitcham area: Comments from individuals included:

- It was suggested that 'Wandle' is an unsuitable name for the southern character area as the Wandle spans across the borough and beyond. Mitcham Bridge was suggested.

- It was suggested that Mitcham Town Centre should be recognised as Mitcham Village.
- Boundaries that interface with Mitcham TC (or Mitcham Village) should be fuzzy and fluid.
- Description of Mitcham Town Centre is crucial to guide future projects to be more suitable for its context.
- Canons area should be integrated with the Cricket Green - currently there is a boundary running through it.
- More clarity on the plan needed between wandle and cricket green.
- Eastfields / Rowan Rd - split through the cemetery – is this correct?

Wimbledon area: Comments from individuals included:

- **Wimbledon Park Boundary:** Northern boundary Wimbledon Park around 11 conservation area similar to Dundonald conservation area in Wimbledon and Sheridan Road / Dorset Road similar in character to John Innes. Poplar Road and down Erridge Road - John Innes bought the whole place for the garden-suburb. Includes the Quartermain cottages on London Road and also Marlin Way down the other end of Mastyn Road - all part of John Innes estate. Need to take northern boundary right up to Dundonald Road north, Victorian terraces, because it was the Merton Park estate.
- **Belvedere area:** crosses over into the Lancasters and down to Ridgeway, Belvedere Drive, Mary's Road, all the Lancasters, Haygarth Road.
- **Wimbledon village:** boundary needs to carry on to Maryat road / War Memorial includes shops, Rose and Crown etc
- **Parkside:** starts after Maryat Road, includes shops, Rose and Crown etc
- **West Wimbledon:** Wimbledon finishes at the end of Ridgeway, near the roundabout where SW19 finishes

Morden area: Comments from individuals included:

- **Wimbledon Park Boundary:** the boundary of this area should extend north and include Kingston Road. It is important that it includes the whole of the area developed by John Innes, not just the core that is the Conservation Area.
- **Wimbledon Park Boundary:** comment that the southern part of this area is sensitive to the growth of Morden town centre and therefore a need to be careful about the boundary
- General comment that drawing defined lines around places is a very difficult thing and that an absolute boundary is not possible, and therefore an appreciation of 'fuzzy' boundaries.

Notes and feedback from discussion 2:

During the second discussion, attendees were asked to consider the following questions within their discussion groups which related to a section of the borough:

- What are the area's key assets? How would you describe its character?
- What are the key issues for the area?
- What are the key opportunities for the area's continued evolution?

Notes of the key discussions have been summarised below for each area in turn:

RAYNES PARK

Key assets identified:

- Good schools in the area are a draw for people.
- Many open and public spaces. Existing open character should be protected.
- Access routes between parades in Molsput Park and Raynes Park is key to the area's character.

Key issues identified:

- Long overdue improvements to railway stations. Step-free access to Molspur Park and West Barnes station.
- If Molspur Park station closes due to Crossrail 2, what will happen to the parade?
- Retain industrial uses in Shannon corner. Nothing wrong with having an industrial character.
- Pedestrian access on Grand Drive inhibits access. Widen pavement.
- Crossings around Shannon corner don't encourage pedestrian movement. Passages underneath the A3 should be improved to make more appealing/safe.
- Preserve the scale of the place.

Key opportunities identified:

- Improve pedestrian routes between Molspur Park and Raynes Park parades.
- GP provision in new developments to save residents trips into Kingston for minor issues.
- More office spaces to south of railway station to create to overcome severance.
- Removing or rationalising the one-way system to Raynes Park station would help pedestrian movement.
- Consolidate access through the railway station arches to improve pedestrian access and movement.

MITCHAM

Key Assets

- Mitcham is very green, with large and small spaces combining to create discrete character. *'Wimbledon's character is described as green and open, and Mitcham isn't, even though we are.'*
- Local Parades are key assets also. They go hand in hand with the network of green spaces.
- One key issue is permeability – maybe the network of green is a solution to this.
- *'Would be interesting to know car ownership in Mitcham.'*
- *'we talk about bad transport connections and low density being negatives – but maybe they are the character. Beer cycling and pedestrian routes would improve the situation.'*
- *'The businesses around Mitcham town centre, how can they be helped to improve the area?'*

Key issues

- maintaining uniqueness
- permeability
- Transport links are poor
- Mitcham businesses need help
- Walkability and Wayfinding to make Mitcham more connected and support active travel
- Green links for quiet links to connect places
- Local parades are key to character of 'micro' neighbourhoods
- *'the various benches around Mitcham town centre and others areas not utilized, sadly seem to be - used for too much drinking which causes problems for others'*

Issue/Opportunity:

- Community influence and management of spaces
- Access to community spaces (buildings)
- Sense of responsibility and engagement
- London Road and busy corridors
- Lower Green Gyralay
 - make more permeable with crossings, green central reservations

- Church Rd HGvs
- The green spaces are a plus, to walk around/exercise. Perhaps possible liaising with local police/groups to help quieter or hot spot areas?
- Phipps Bridge - better connected to Morden than Mitcham
- Benedit Wharf - opportunity to connect Cricket Green
- Mitcham Market - can add to character.
- London Road Parades - not pleasant aesthetically, but socially, serve communities
 - Local Policing of spaces and places is needed.
 - Economy: Willow Lane industry and small scale workshops – add some vibrancy and mix
 - Threat/Danger – losing character to 'standard' new builds
 - IBM – need a stronger vision, more control
 - Natural Env - trees, woodland, ponds no just in the common (assets)
 - Assets – dark spaces. It's nice that not everywhere is brightly lit by street lamps

COLLIERS WOOD AND SOUTH WIMBLEDON

Key assets identified:

- Culture
- Strong sense of community
- Lots of local independents and entrepreneurial people
- Trails that communicate and celebrate heritage

Issues and opportunities:

- Focus on the people who live there first, before planning for new residents. The character study should be for the people who live there – provide for the people there first, support the wonderful businesses there, and then focus on new homes / residents.
- As one of the main arteries out / into London, businesses are dependent on passing trade. The cycle lanes that were put in recently have prevented people from stopping by to use the local shops. Has not been thought about holistically.
- Only have one community centre which is not thriving, and public transport is not good (tube has not increased capacity). Concern that the social infrastructure to support new development in Colliers Wood is not there e.g. schools, community spaces, public transport.
- Focus on investing in the existing fabric, to value the small heritage things which add up to more than the sum of their parts. This only requires simple changes e.g. repainting facades, cleaning the area up, pulling up some of the concrete and replanting. Need proper planning, not token planting. Explore opportunities for reusing buildings for community focused uses where different groups mix e.g. live / work / place spaces where older people and children interact.
- Focus on sustainability by adopting the 15-minute neighbourhood concept and providing car rental schemes in the area (currently they are all in Wimbledon)
- Colliers Wood is the second largest retail centre despite it not being a town centre, but it is the only area without a masterplan
- Should we be making decisions about the future when we don't know what that will look like? (because of Covid)
- Strong feeling that Council are spending a lot of money not in a way residents want it to be spent e.g. social distancing measures that are causing challenges for local businesses trading.

WIMBLEDON

Key assets:

- World famous destination due to tennis, why people know it and come and visit it

- Town centre is an asset, thriving compared to outer London town centres, need to be conscious as to how it evolves
- Wimbledon Common
- Lots of pressure on smaller green spaces (e.g. John Innes Park). People in new homes / flats will want more
- Availability of greenspace in Wimbledon town centre puts lots of pressure on South Park Gardens green space
- Wimbledon is safe because of the way it is laid out

Issues/negative character

- Depends on the time of day, night time economy
- Premier Inn development
- Wimbledon town centre to South Wimbledon is poor
- Fridge on the bridge
- Done unbelievably well = Wellington House. Need more of these. Beautiful finish, quality development
- In Wimbledon Village there was a beautiful building at LK Bennett, now horrible
- Centre Court 25 storeys is terrible
- Transport around Wimbledon is really bad because people can't get across the railway line
- Leopold Road is a wonderful little shopping area, quite a nice mix of shops, mini village, hardware, etc But it does get an awful lot of traffic coming down the hill onto Gap Road. Like the Leopold Road stone sign
- Wimbledon Park - a bit tired looking, good mix of shops, suffers from a lot of traffic. Wimbledon Village, Leopold Road, Wimbledon Park - all very linear
- If I wanted to walk from the Village to Wimbledon Park it is at least 20 mins. Could do with a facelift.
- Need more schools and health facilities if you are going to increase the population. Need the infrastructure to go with it.
- Berkley Homes down Copse Hill - only one bus route. No real shops, need to go down to Raynes Park, or Coombe Lane

Opportunities:

- All about Wimbledon town centre, the local centres, making the connections between them:
- Residential areas can look after themselves.
- How are we going to respond to all the bigger changes - changes in retail habits, how and where people work, how these town centres are going to survive this?
- Opportunities around the fringes of town centres.
- Broadway / South Park Gardens transitional area between town and residential

MORDEN

Key assets identified:

- Conservation areas and their buildings contribute to the area's character, but other aspects are important too - the nature of streets and areas outside conservation areas
- Green spaces are key assets - particularly Morden Hall Park and Morden Park, both with important history
- Morden town centre should be considered almost as important as Wimbledon town centre in the borough

Issues:

- Lack of knowledge about Morden Park - hidden, but also perhaps overlooked as there are many other green spaces closer to homes.
- Transport - need to slow down traffic generally and also reduce the amount of traffic. Kingston Road could be great if the traffic was reduced.
- Morden town centre - need to treat growth to the north carefully and sensitively given change in character.

Opportunities:

- A24 along Morden Hill Park could be a location for development - opportunity to enhance through new development/intensification.
- Area around Morden South station and the Baitul Futuh Mosque could be an opportunity. Need to engage with the Mosque as part of any area changes. Opportunities around it and the station to really lift this part of the sub area.
- Tram is now really well used - need to look at tram crossings and potential to grow activities around stops.
- Regeneration around the River Wandle in the Mitcham sub area has been really positive and a big change. This highlights what can be achieved along river corridor and more generally - need to see more of this to lift up the Morden area.
- Transport - lots of opportunities to really enhance streets to support walking and cycling. Consider reducing vehicle speeds to support this too.
- Affordability of parts of the area could be part of the solution in transport - drawing people out to the area without cars.

OTHER GENERAL COMMENTS

- We're asked what makes Merton.....Merton? In terms of "character" there's little that's distinctively Merton - it is after all just a 50 year old political construct. It is the neighbourhoods within it that have distinct character
- Interesting/disturbing to note that the "emerging" character for the different parts of the borough is increasingly similar to each other - variety across the Borough being diluted by most recent changes

NEXT STEPS

The team will be reviewing the information from the workshop and using it, alongside analysis and information received through the public survey, to develop character recommendations and design guidance for each of the borough areas. This will feed into the emerging Local Plan. The Draft Character Study is expected to be published in early 2021. It will be adopted as a Supplementary Planning Document (SPD) which will have a formal 6-week consultation period.

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