

Future Wimbledon Masterplan

Wimbledon Community Forum
14th March 2016

www.merton.gov.uk/ldf



Setting the scene

2013 Future Wimbledon Conference

Got the conversation started

2014 Future Wimbledon Ideas Competition

Got the ideas out there – many from you, the community

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2015 Crossrail 2 consultation

Catalyst for change / major opportunity / major headache?

2016 Future Wimbledon Masterplan

The long term plan to manage change & coordinate investment

Setting out our collective ambition

Distilling into deliverable actions and projects



Challenges

Retail competition from Wandsworth Southside & Ram, Putney Exchange, Kingston, Richmond, Croydon Westfield & Battersea Power Station.

Office competition with Chiswick, Richmond and Hammersmith.

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Not enough space, not the right space

Mediocre architecture and design

Promote the reverse-commute



The Objectives

We already know the common themes of Future Wimbledon.
New thinking, new possibilities around...

- Recognise and reflect the eclectic / idiosyncratic nature of Wimbledon
- Reflect the aspirations of the community (existing and new)
- Define and celebrate brand Wimbledon SW19
- Create a greener town centre (both leafy and in the sustainable sense)
- Create solutions to deal with through-traffic
- Create a major new civic space (public realm)
- Create better quality commercial space
- Commercial led mixed-use offer (increasing the floorspace and jobs)
- Finer grain, human scale and activity at street level

Pre-Requisites:

- Create new capacity first
- Protect listed buildings / facades of heritage value

Masterplan

A Master Plan, also called a comprehensive plan or framework, provides a long-term vision for the built environment of a community.

It guides the appropriate use of land and form of development and spaces within an area. Its concerned with how a place functions; not necessarily how it looks.

Along other issues, the Master Plan can identify

- suitable locations for commercial, housing and mixed-use development;
- locations where the town should increase density, promote redevelopment and growth, or intervene in other ways;
- opportunities to extend and/or improve open space, recreational areas, and civic facilities;
- strategies from increasing economic development;
- environmental, historic and cultural resources that need conservation; and
- strategies for solving congestion and improving transport

As a result, the Master Plan has a direct relationship to its citizens, whether you live, work, or own a business in Wimbledon

The FutureWimbledon Plan will;

- Be a vision and action plan
- Illustrate our ambition
- Guide investment decisions between 2015-2030
- Provide planning certainty for the market and land owners
- Promote growth and positive change
- Act as a lobbying document for Wimbledon
- Be the key instrument for our communities to co-design our town centre

Masterplan: Delivery

Statutory Document – Policy (LBM)

Landowners forum

Development Management (LBM)

Community Infrastructure Levy (LBM)

Inward investment (LBM)

Partnerships across GLA / TfL

Clearly defined actions and timescales for all parties.



How, Who, When?

	Who	Q1 2016 Jan-Mar	Q2 2016 Apr-Jun	Q3 2016 Jul-Sept	Q4 2016 Oct-Dec	2017	2018 >
M'plan Brief	LBM	■					
M'plan commissioned	LBM		■				
Design Workshops	Design Team & LBM		■	■	■	■	
Community Participation	Design Team			■	■	■	
LBM Adopt Plan	LBM					■	
CR2 Build	TFL						■

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