

MERTON

Character Study

Member summary - November 2020



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Agenda Item 5

Allies and Morrison
Urban Practitioners

Solidspace

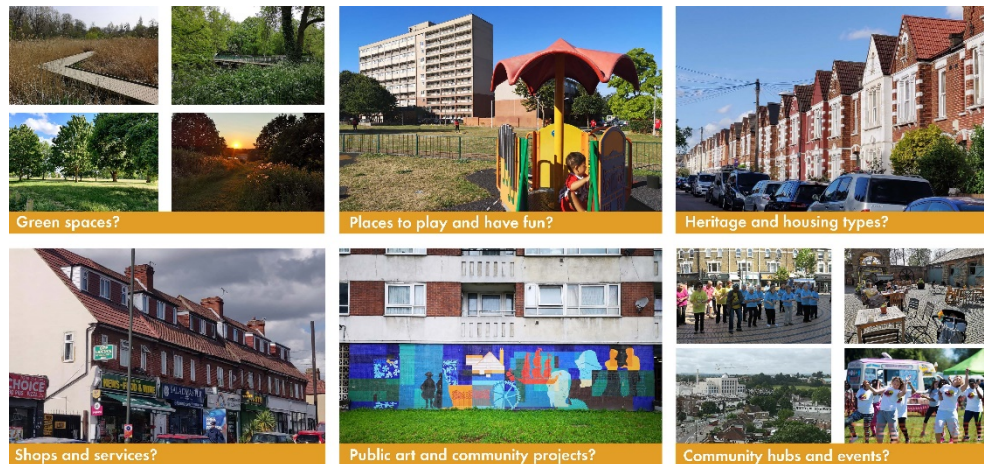
- **This work is funded by the GLA's Homebuilding Capacity Fund, which aims to increase housing delivery to meet identified housing need.**
- **We need 918 new homes every year to meet Merton's housing need.**

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To date we have:

Undertaken extensive analysis of Merton's history, development, typology and character

- Community group engagement
- Residents' survey
- Residents' workshop



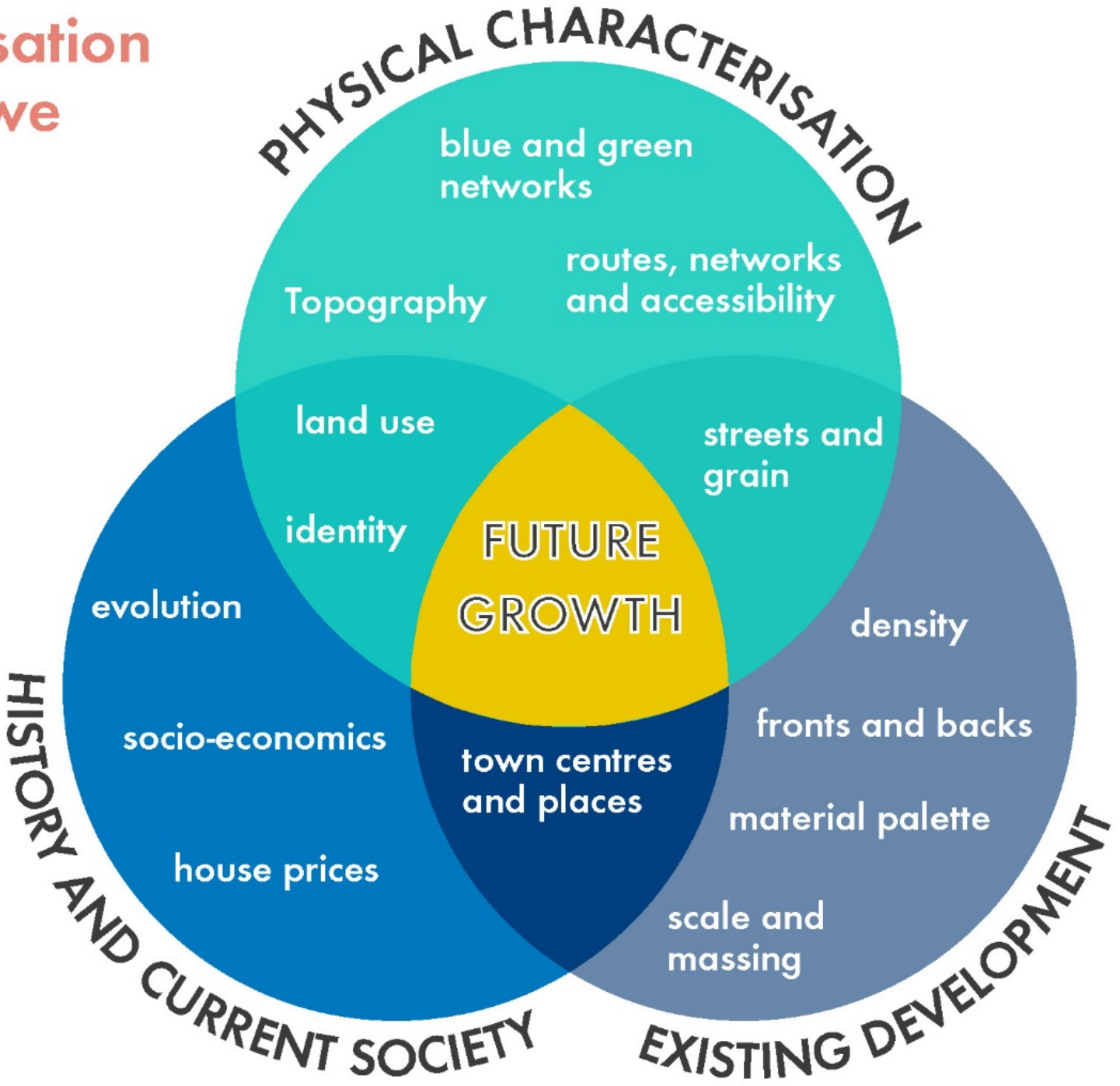
Character is more than buildings and spaces

It is social, historical and physical - and the interplay between these factors



Characterisation - what do we consider?

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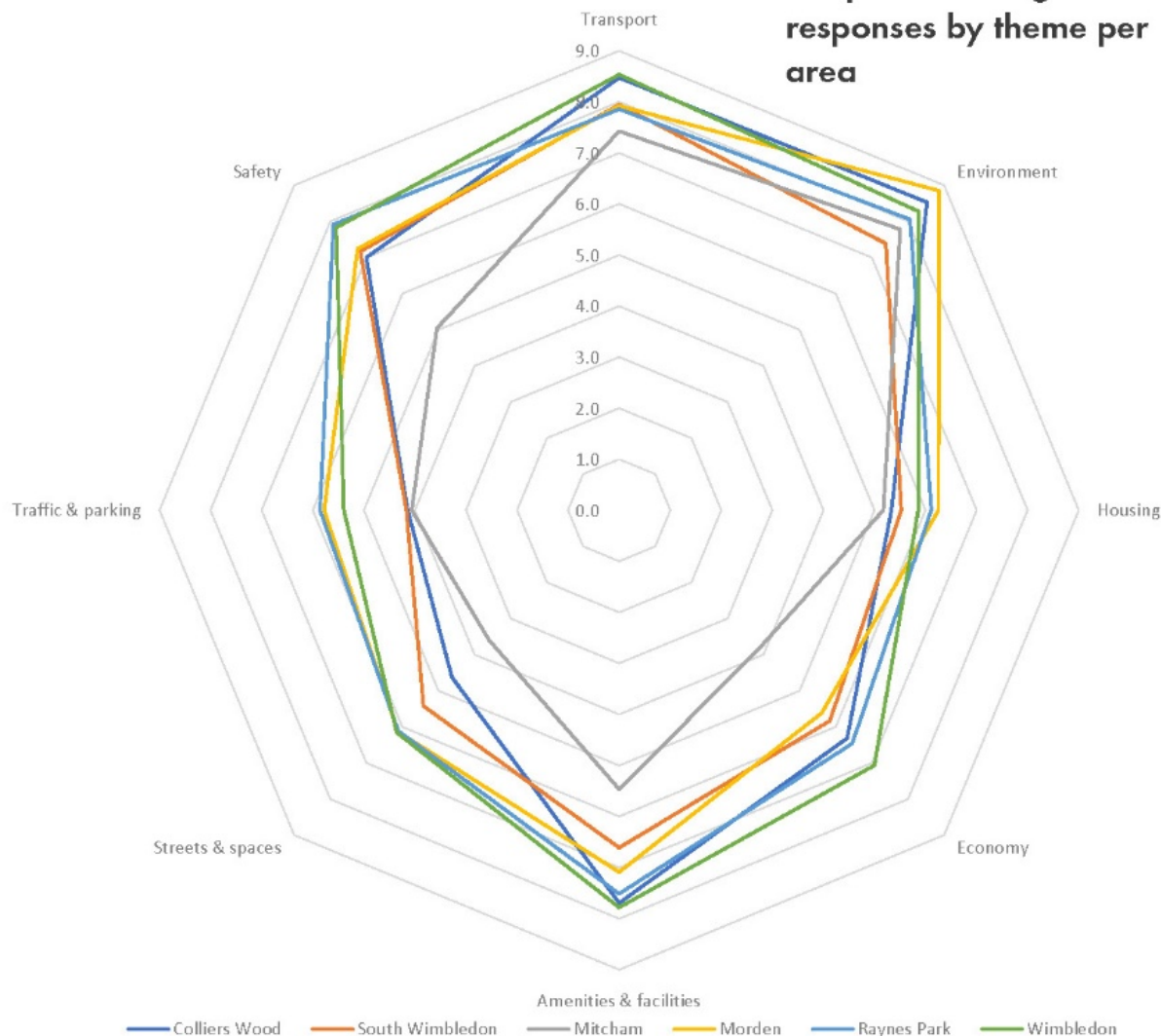
Public consultation - digital survey

A digital survey (7 Sept - 5 Oct 2020) which 416 people responded to

- test proposed neighbourhoods
- review boundaries
- understand what people value about each area
- understand what could change and improve

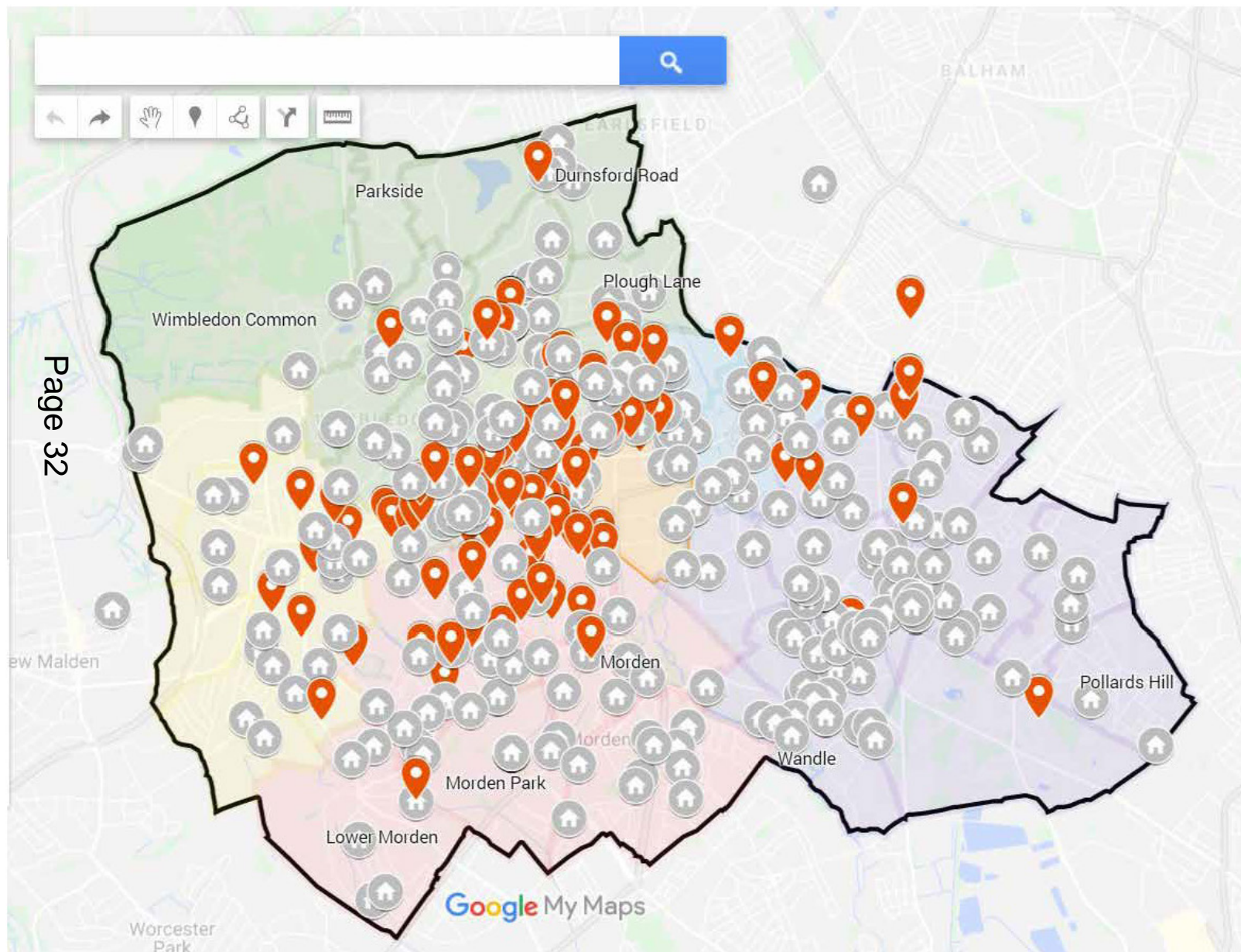
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Graph illustrating responses by theme per area



Public consultation

3/4 respondents were happy with the way the boundaries had been drawn...



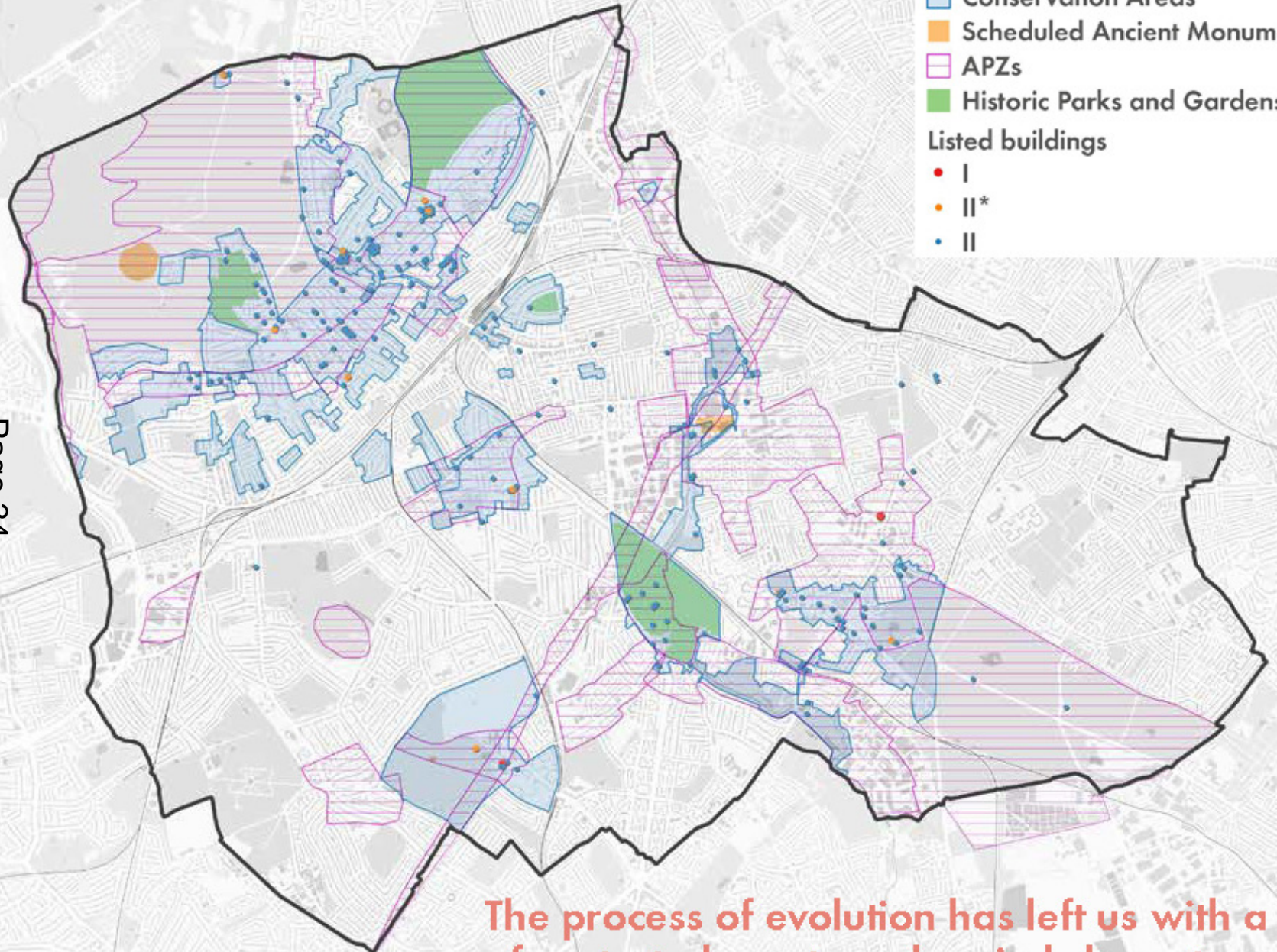
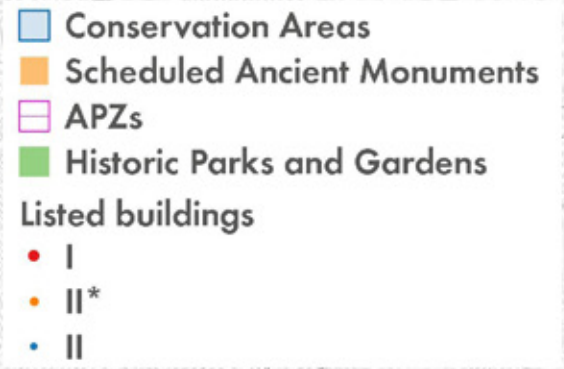
Historic analysis

Understanding how the borough has evolved gives us a better understanding of the current day

- the borough's street pattern
- building types
- how evolution has continued to change its character
- uses and town centres
- interesting social history
- identity and psyche

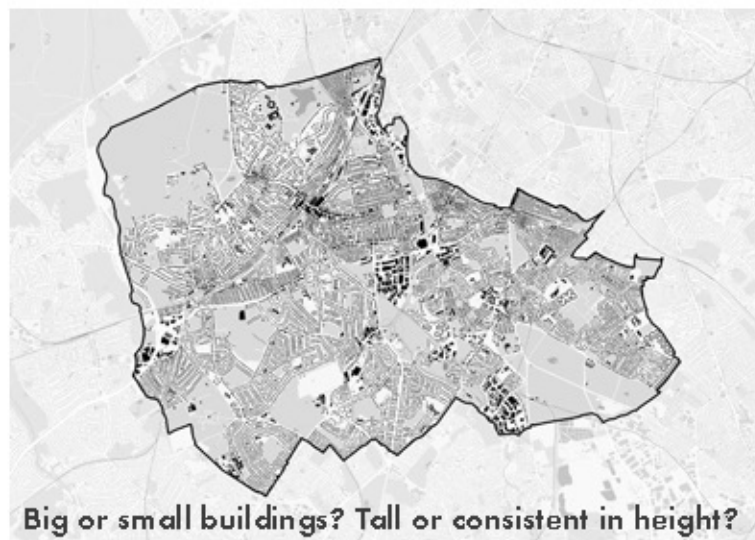
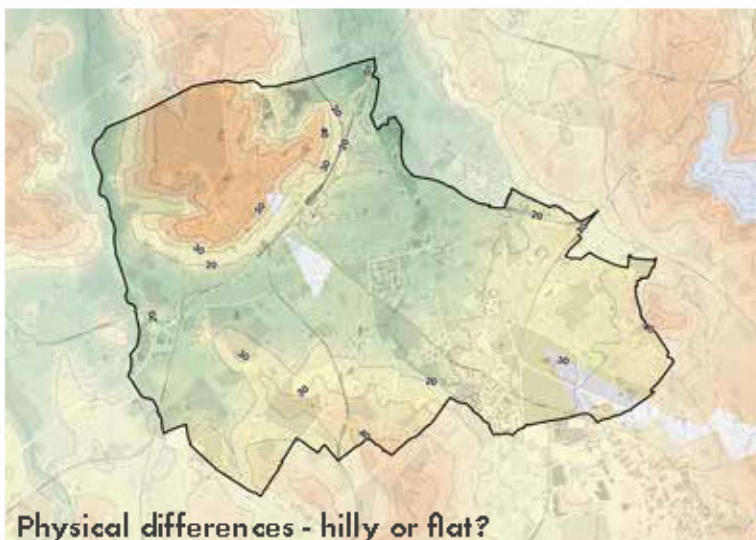
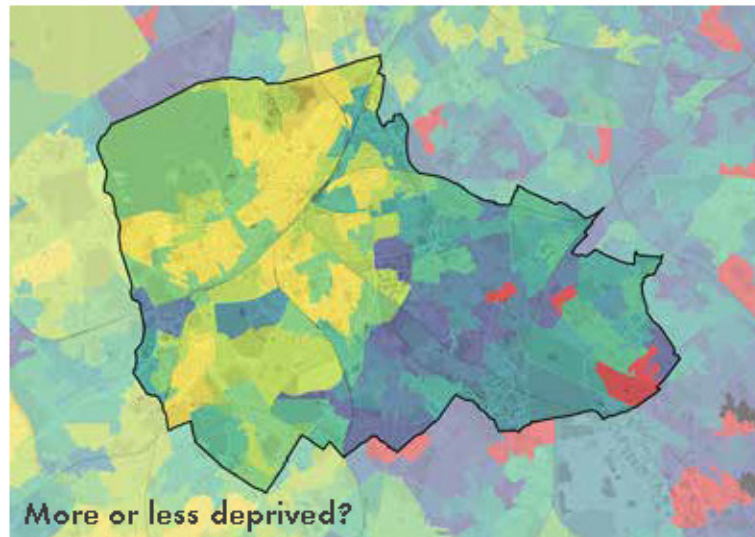
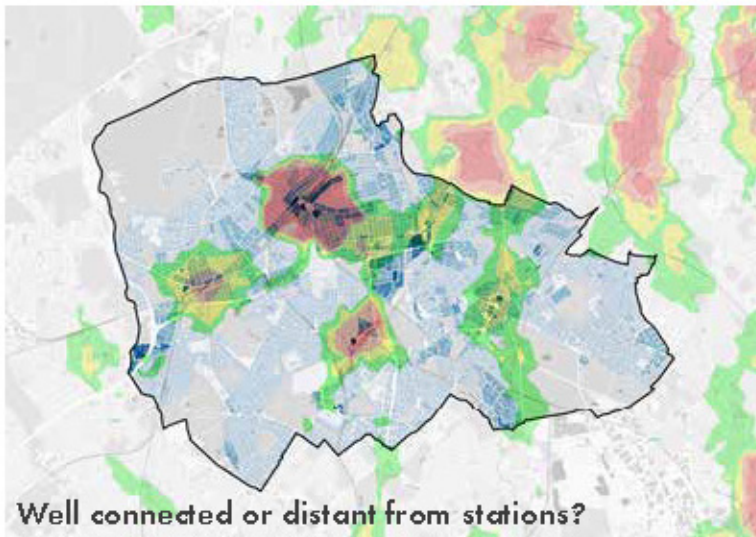
....so that the past helps to shape the future

....acknowledging that character is a shifting thing....



The process of evolution has left us with a set of protected assets and varied character...

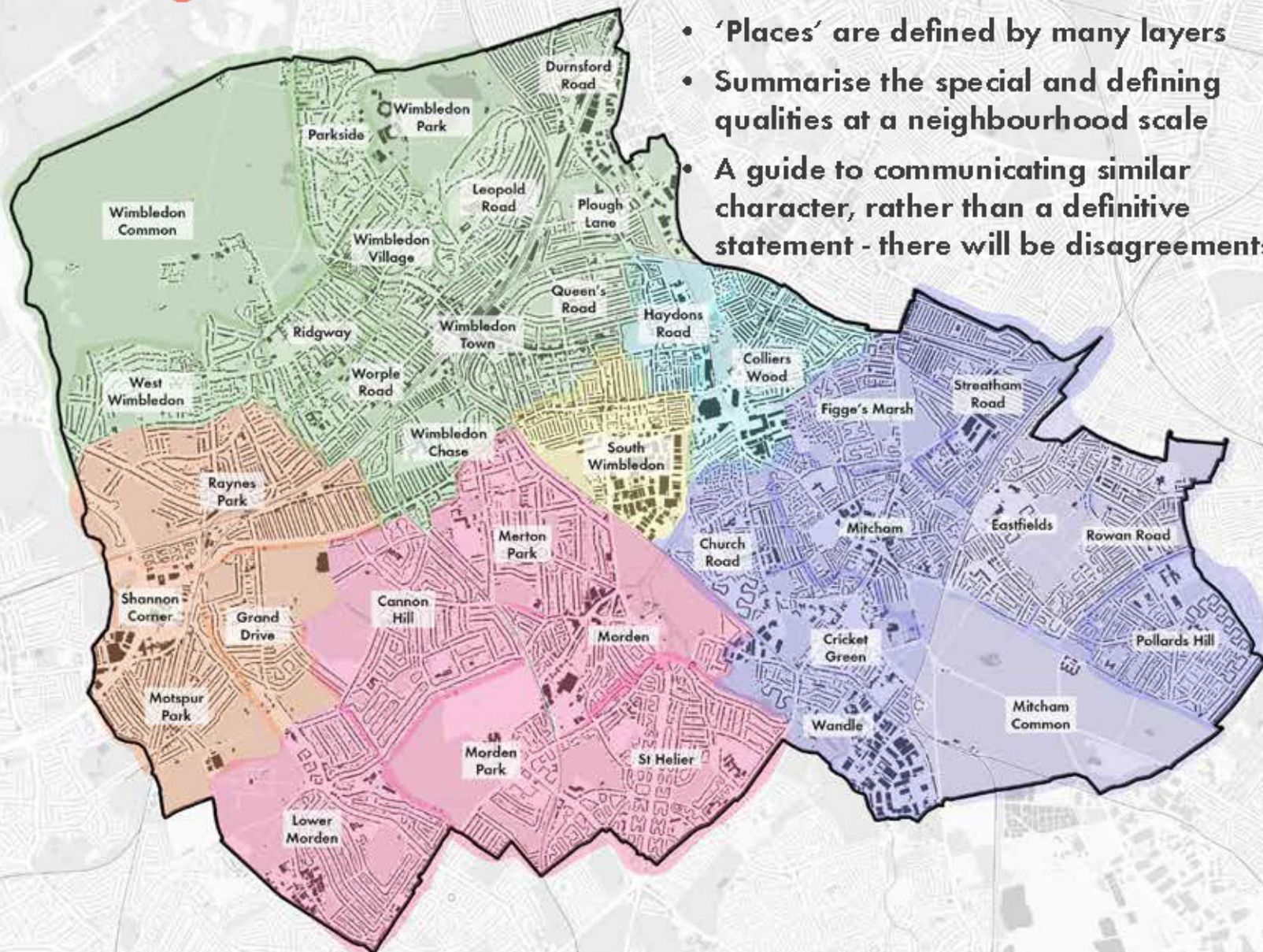
**How do we best communicate this variety in character?
And provide guidance for areas of the borough outside of
conservation areas? What are the common characteristics?**



Define neighbourhood character areas...

- 'Places' are defined by many layers
- Summarise the special and defining qualities at a neighbourhood scale
- A guide to communicating similar character, rather than a definitive statement - there will be disagreements!

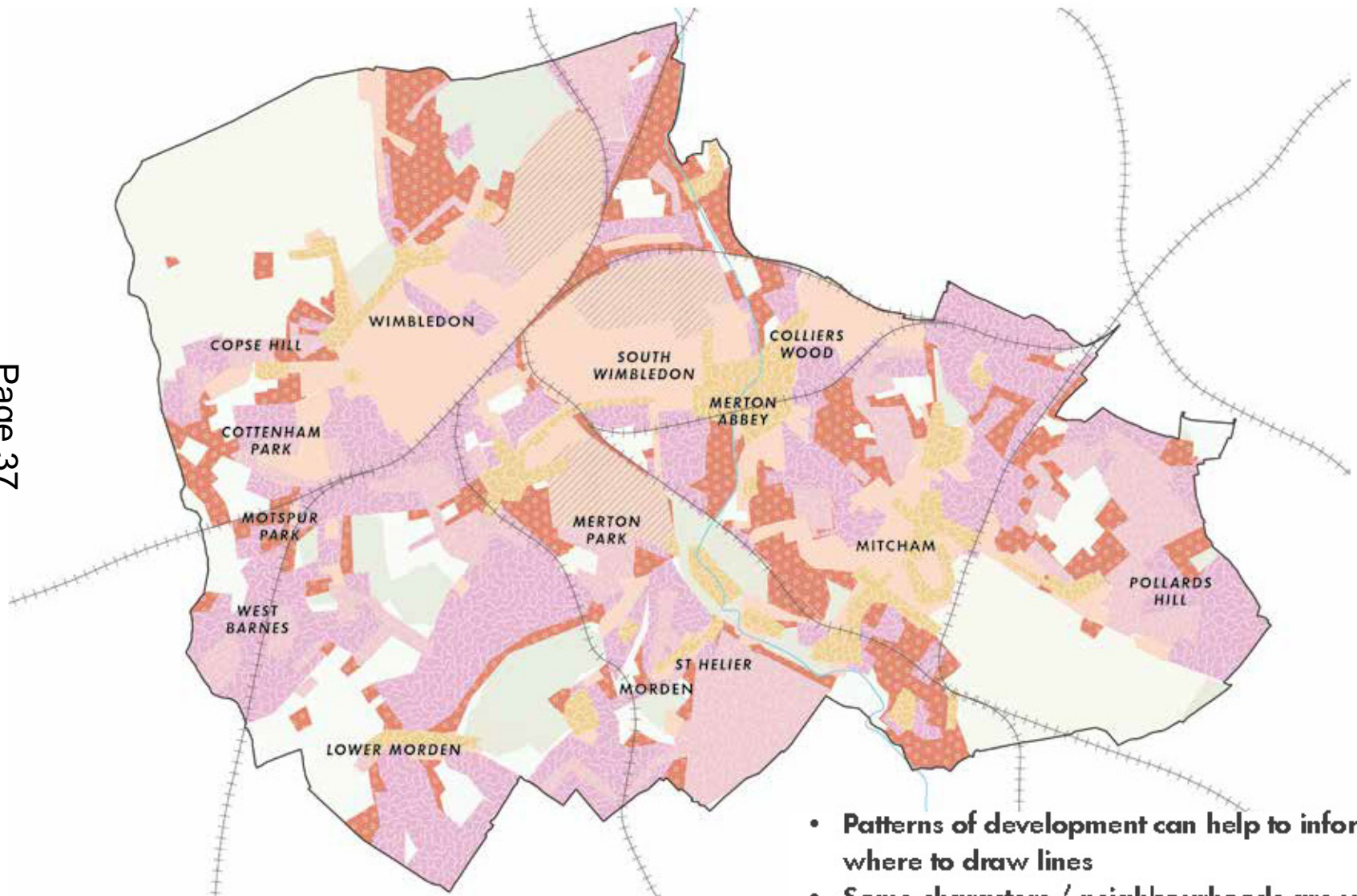
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How to define a neighbourhood character area...

History

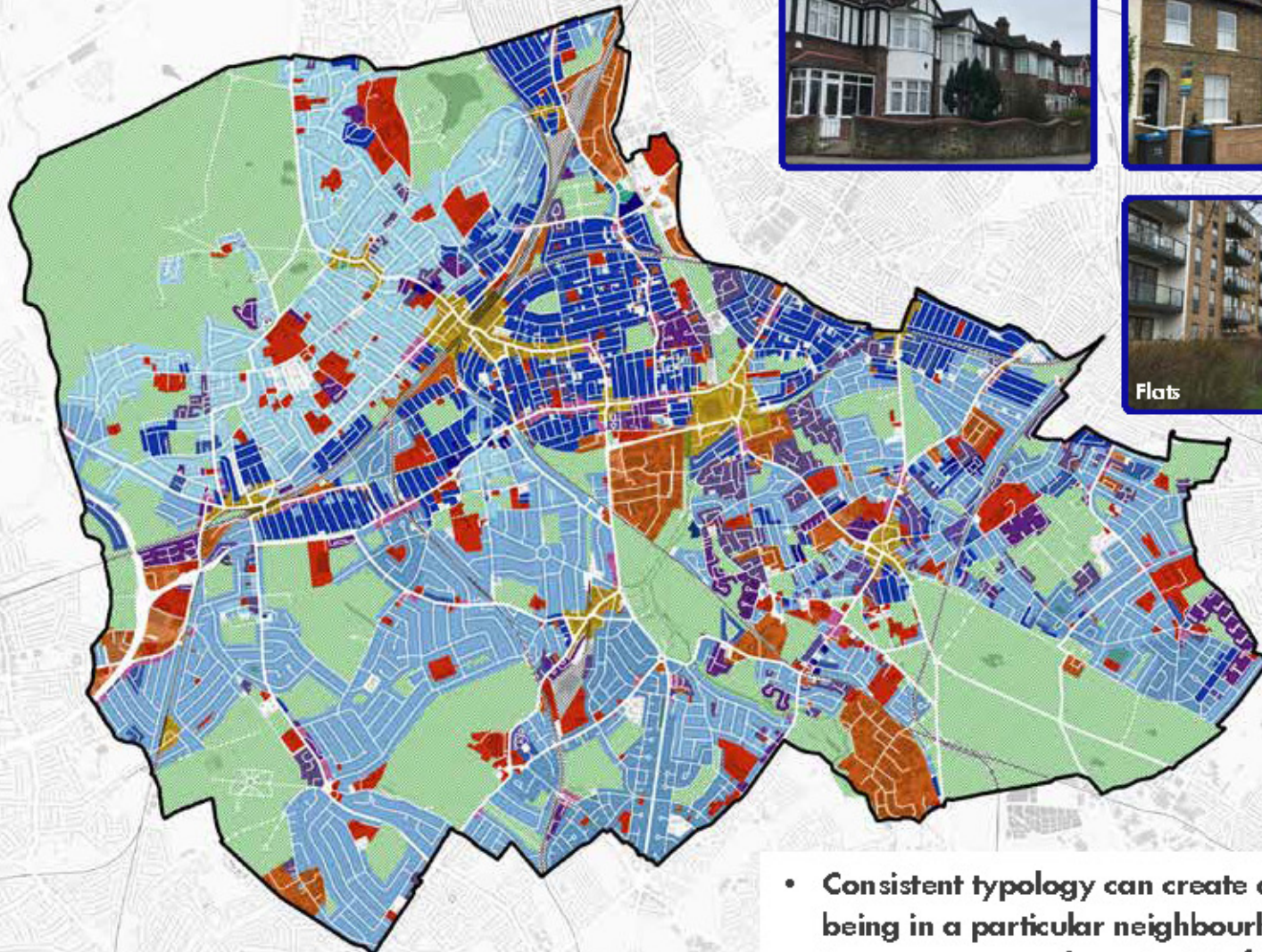
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- Patterns of development can help to inform where to draw lines
- Some characters / neighbourhoods are very consistent e.g. South Park Gardens

How to define a neighbourhood character area...

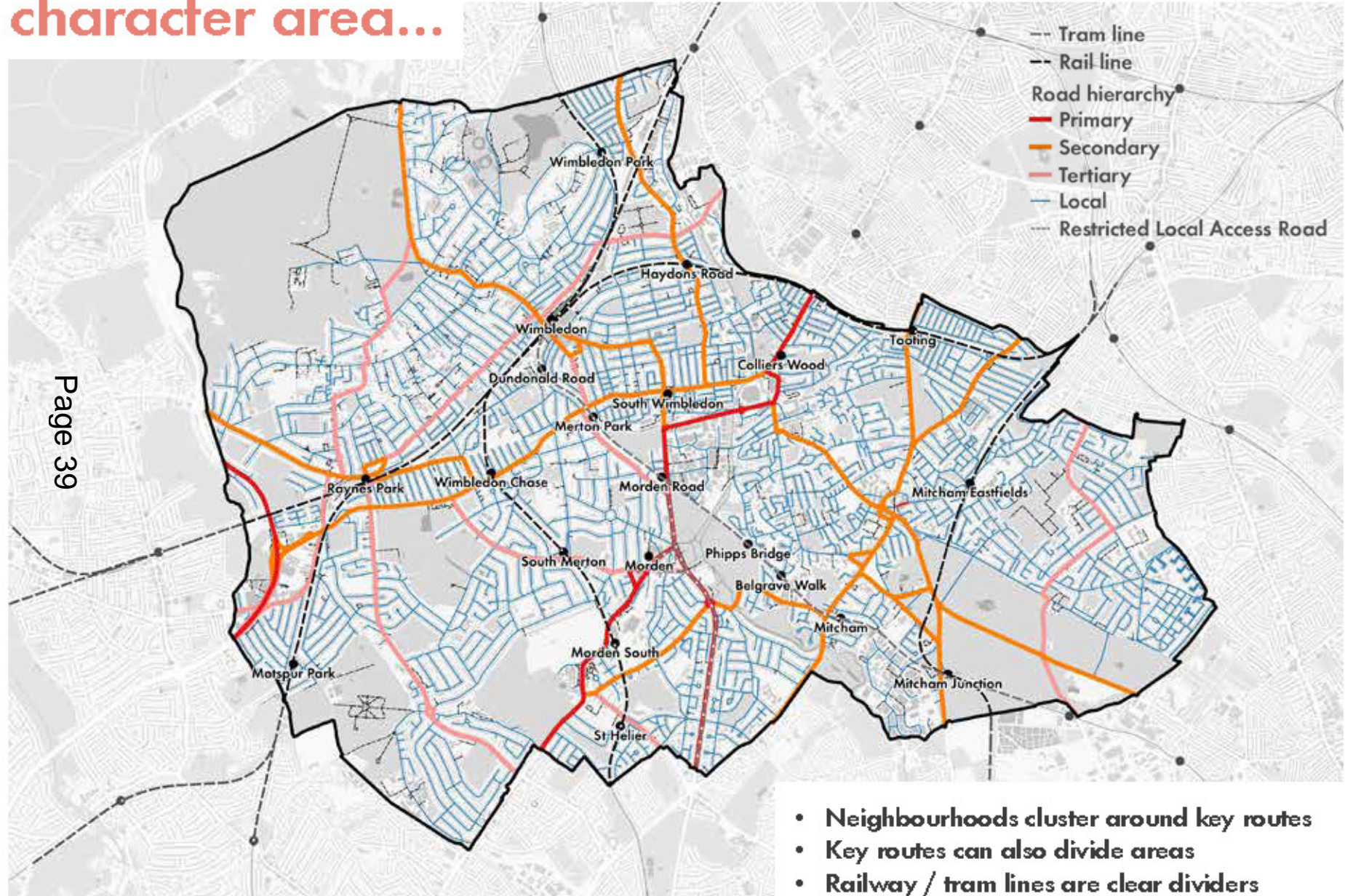
Building typologies



- Consistent typology can create a sense of being in a particular neighbourhood
- Some areas are characteristic for their mix of typologies

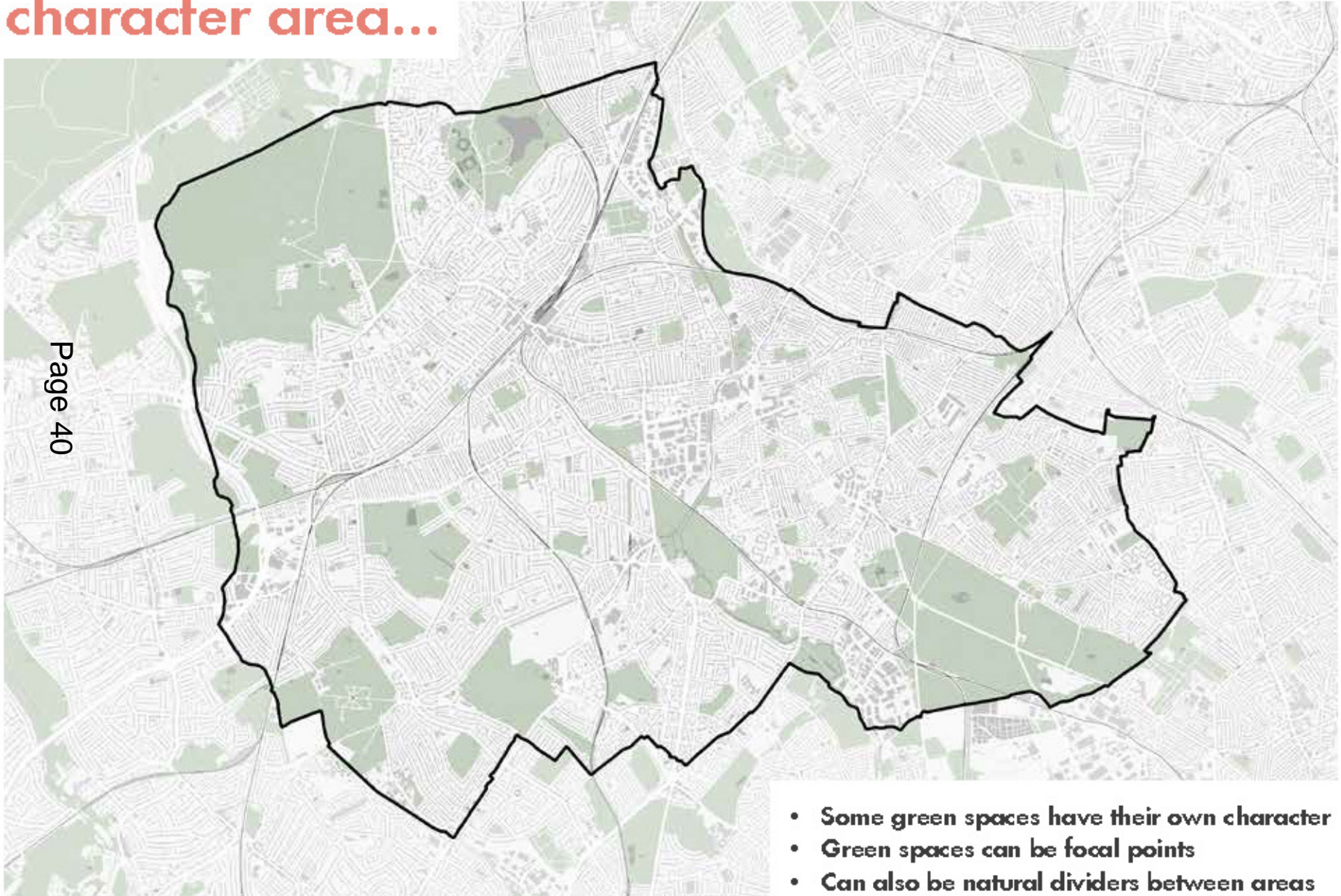
How to define a neighbourhood character area...

Physical barriers

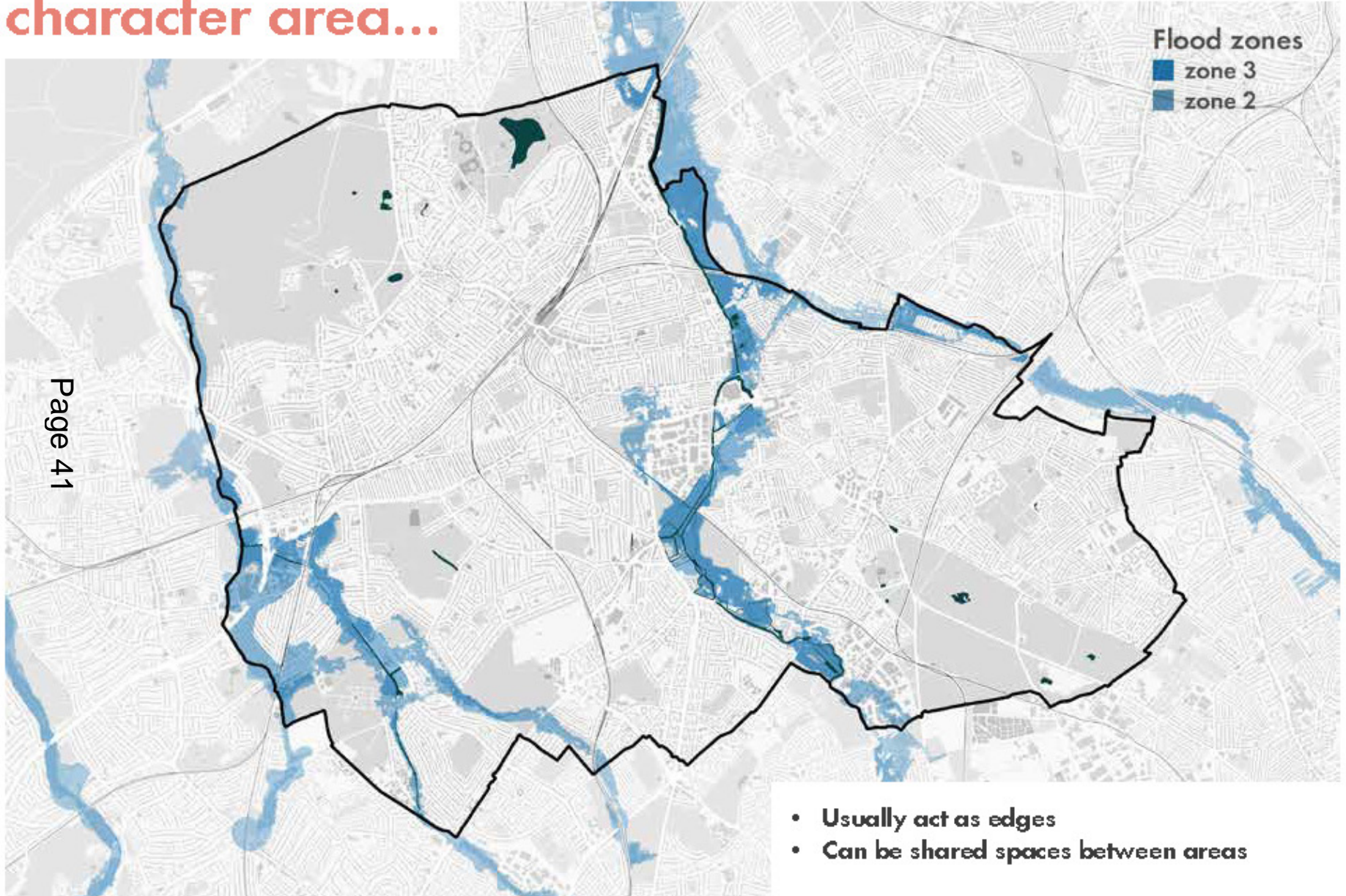


How to define a neighbourhood character area...

Green space

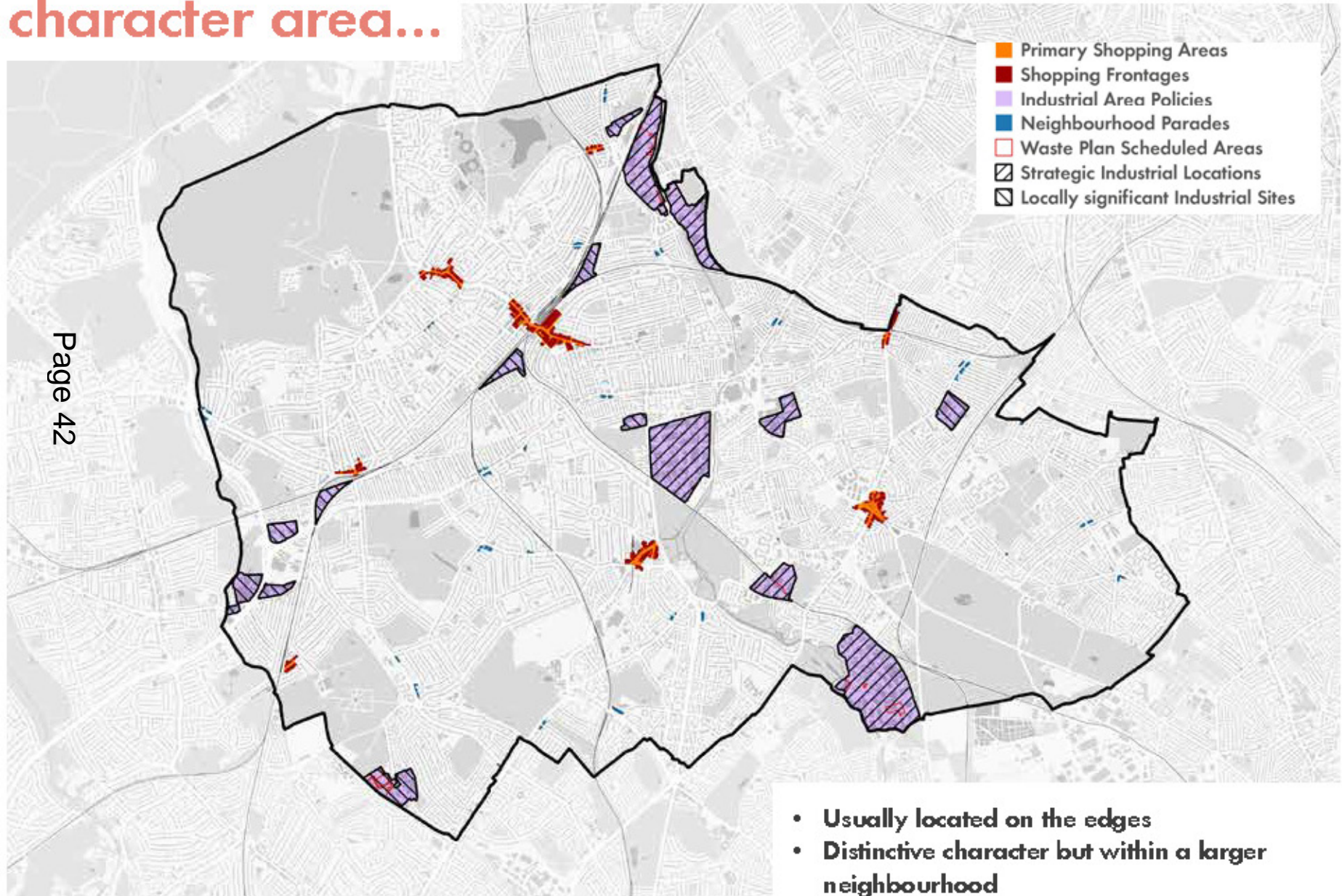


How to define a neighbourhood character area...



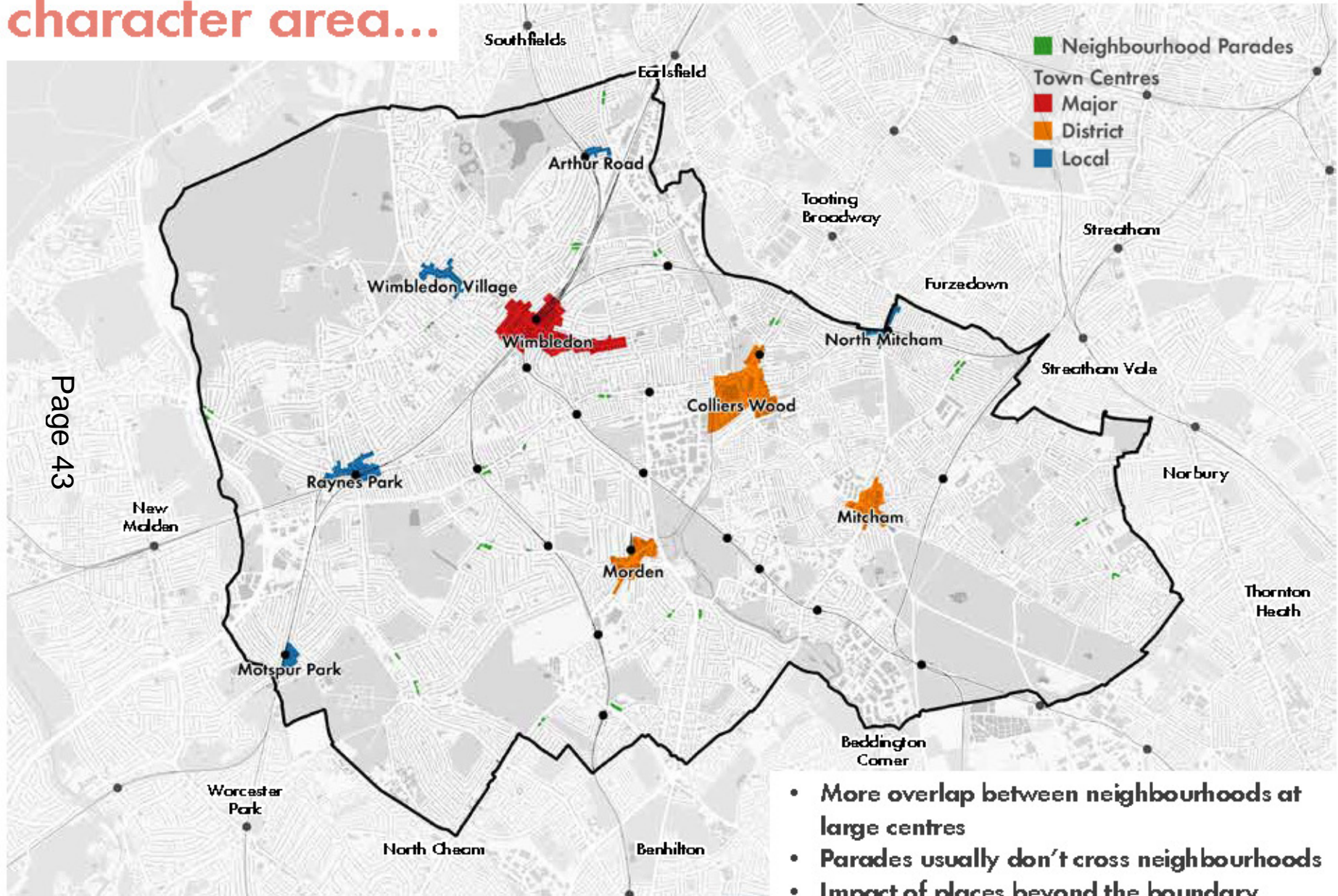
How to define a neighbourhood character area...

Employment



How to define a neighbourhood character area...

Town centres



- More overlap between neighbourhoods at large centres
- Parades usually don't cross neighbourhoods
- Impact of places beyond the boundary

Suggested changes

Digital survey

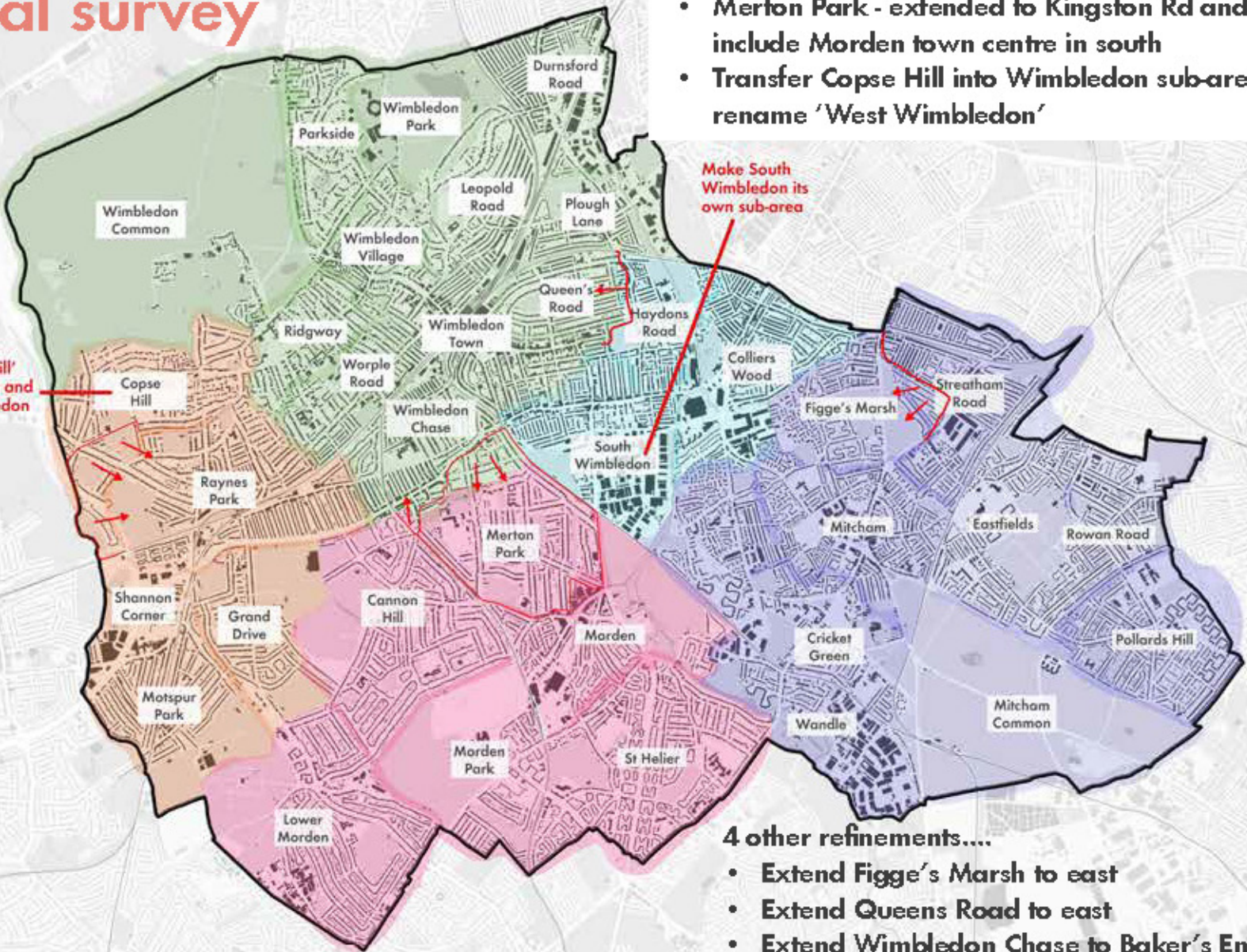
3 significant edits....

- Make 'South Wimbledon' its own sub-area
- Merton Park - extended to Kingston Rd and not include Morden town centre in south
- Transfer Copse Hill into Wimbledon sub-area and rename 'West Wimbledon'

Rename 'Cope Hill' 'West Wimbledon and move into Wimbledon sub-area (green)

Make South Wimbledon its own sub-area

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4 other refinements....

- Extend Figge's Marsh to east
- Extend Queens Road to east
- Extend Wimbledon Chase to Baker's End
- Extend Raynes Park to Aboyne Drive

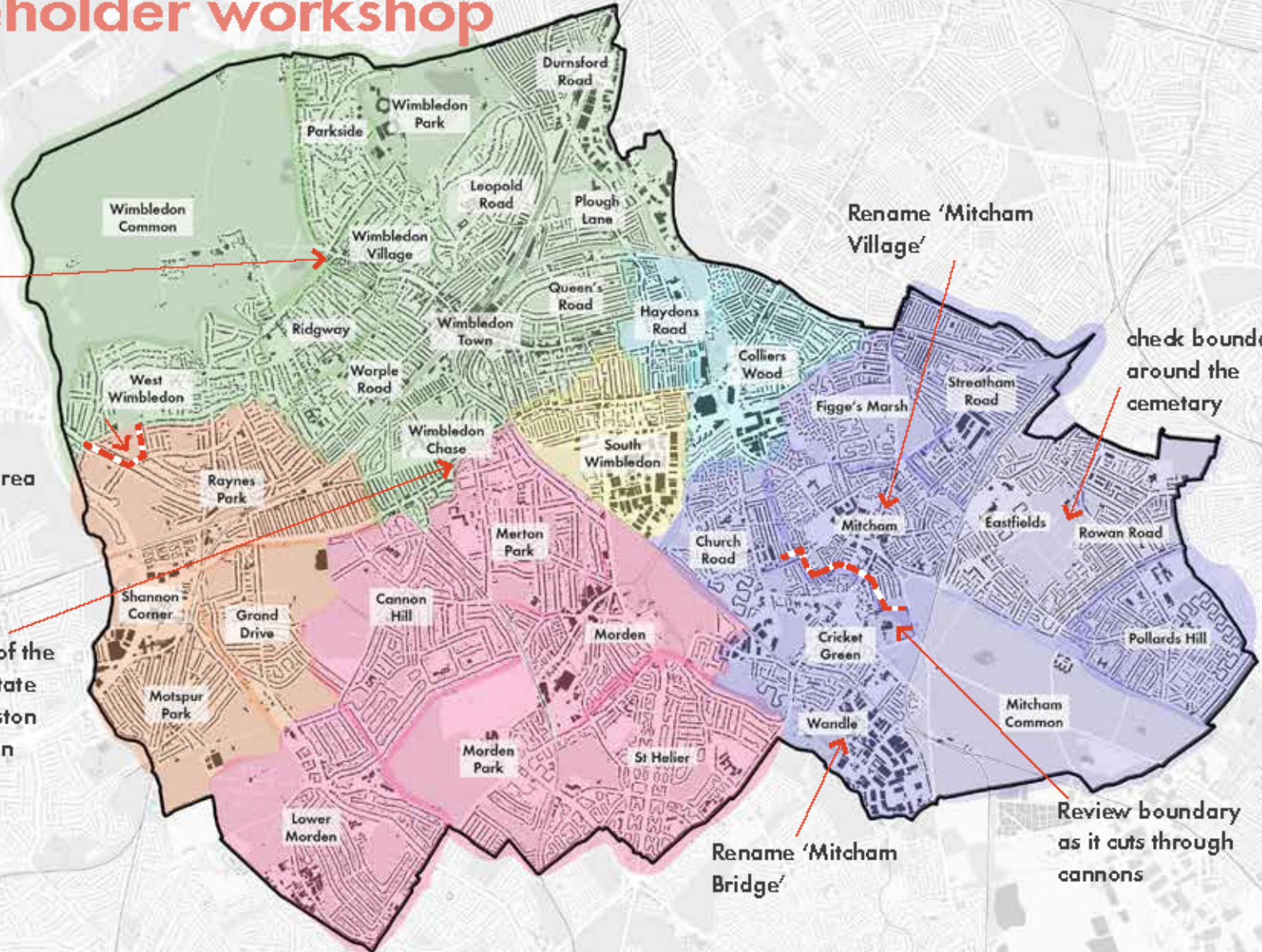
Suggested changes

Stakeholder workshop

A location where many boundaries meeting - but it is part of the village

Edits to West Wimbledon to include the conservation area

Should parts of the John Innes estate north of Kingston Road be within Merton Park?



Rename 'Mitcham Village'

check boundaries around the cemetery

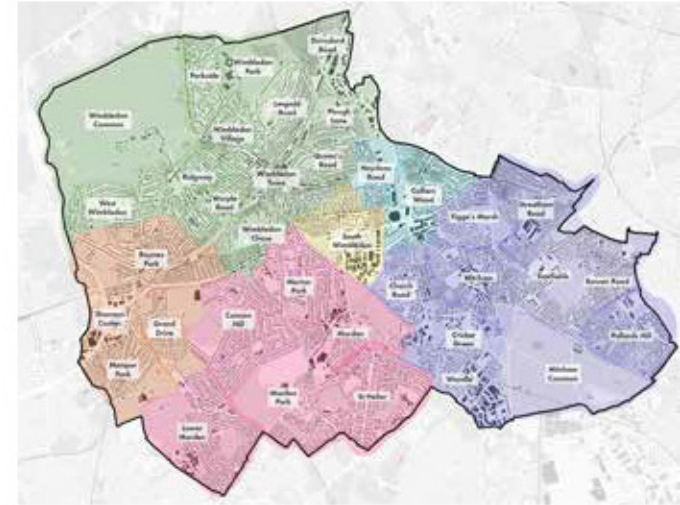
Rename 'Mitcham Bridge'

Review boundary as it cuts through cannons

Borough areas - ideas and opportunities

Purpose:

- Draw out the distinctiveness in different areas of the borough - What do we want to emphasise in terms of the existing character and heritage in each area?
- How could/should each area continue to evolve?
- **Growth delivered by repairing, reinforcing or reimagining character** - in even the most sensitive historic settings. Development that responds to existing grain, evolution, building typologies and local need



Repair

Reinforce

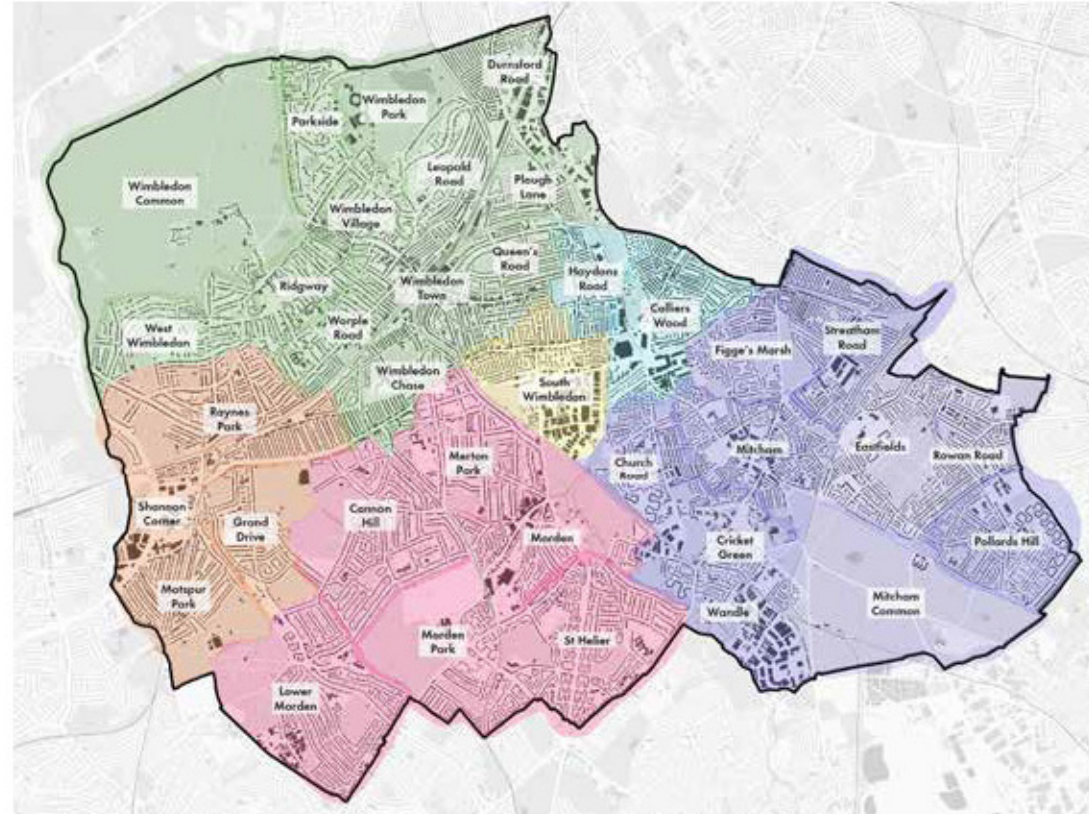
Reimagine

Next steps

Develop a policy approach and design guidance for each of the areas to feed into the emerging Local Plan

Draft Characterisation Study - early 2021

To be adopted as a Supplementary Planning Document (SPD) - with a formal 6 week consultation period



Questions?

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