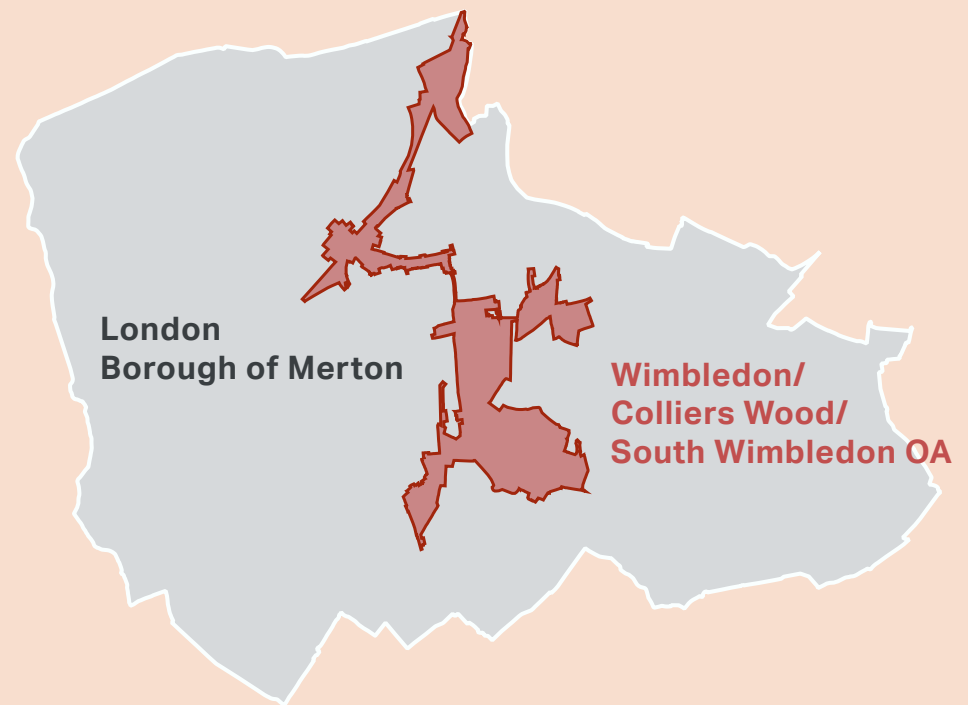


Opportunity Area Portrait

Wimbledon/ Colliers Wood/ South Wimbledon



Introduction

List of acronyms and abbreviations

- OA: Opportunity Area
- LP: London Plan
- GLA: Greater London Authority
- TfL: Transport for London
- OAPF: Opportunity Area Planning Framework
- CAZ: Central Activities Zone
- LESD: London Employment Sites Database
- SHLAA: Strategic Housing Land Availability Assessment
- LB: London Borough
- RB: Royal Borough
- AAP: Area Action Plan
- SPD: Supplementary Planning Document
- SIL: Strategic Industrial Land
- LSIS: Locally Significant Industrial Sites
- BID: Business Improvement District
- CEZ: Creative Enterprise Zone

Introduction

Purpose of this document and clarifications



What is a pen portrait:

- A strategic analysis/ summary of an OA.
- We collected a series of data on delivery of homes, jobs, town centres and high streets, transport, land use and industrial land to assess local change at a strategic level, to better understand places in the OAs, and evaluate how they are performing against the expectations in the London Plan 2021.



How will this information be used?

- This evidence base supports the OA propositions in the Towards a new London Plan document.
- The OA propositions include:
 - change in the status of the OA to reflect the housing and/or infrastructure delivery since 2019
 - highlight opportunities to review the OA boundary and/ or OA designation.



Data sources and clarifications

Homes

- The London Plan 2021 identifies indicative homes capacities (10 year, 22 year).
- The indicative homes capacities are based on the SHLAA 2017.
- The monitoring year for the London Plan 2021 starts in 2019.
- This document includes an overview on the progress against the SHLAA 2017 to understand what has happened in the OA.
- Acknowledging that a lot has changed since 2017, including the adoption of new development plans, the current document provides an overview of site allocations based on the latest publicly accessible information.
- All spatial data is available in the London Datastore, unless stated otherwise.
- All data relating to development progress is available via the Planning Data Hub, unless stated otherwise.

Introduction

Purpose of this document and clarifications

Data sources and clarifications

Jobs



- The LESD is a database that records recently completed employment developments and those in the pipeline in London to produce an estimate of London's additional employment capacity.
- Since the adoption of the London Plan 2021, a new London Employment Sites Database was produced in 2021. This provides up to date estimates by OA.
- A jobs dashboard has been produced to monitor the jobs' performance in the OAs.

Local Plan status



- Local Plan status information is based on publicly available data, or information received by the boroughs.

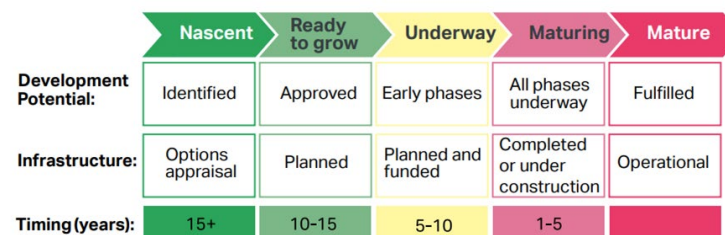
OA boundaries

- The London Plan designates OAs, whilst the boundary can be adopted through development plans. See more on [OA boundaries](#).

OA status - London Plan 2021

- The OA categorisation in the Key info refers to the London Plan 2021 Figure 2.2 - OAPF process diagram, also shown below:

Figure 2.2 - OAPF process diagram

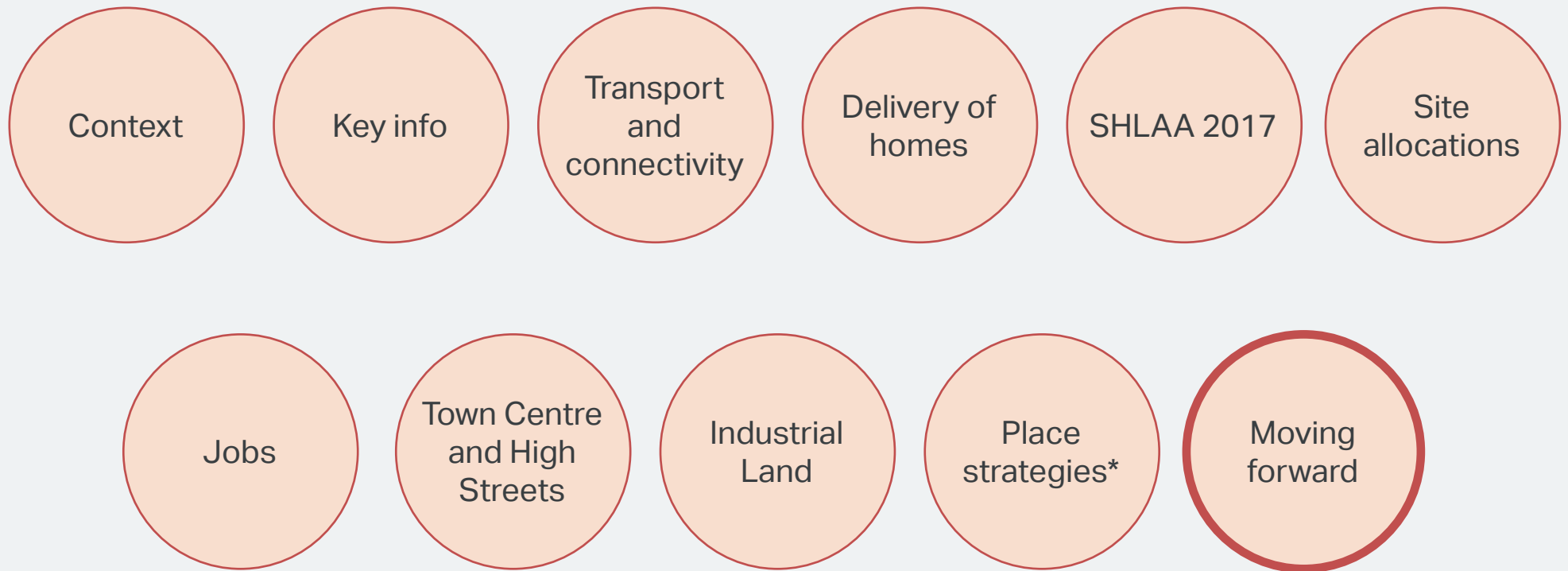


Additional resources

- Growth Corridors: [Engagement summaries from Planning for London events \(November/December 2024\)](#)
- Opportunity Area monitoring GLA [webpage](#).

Introduction

Contents



* This section refers to existing/ emerging strategies for the OA.

Wimbledon/Colliers Wood/South Wimbledon

Context

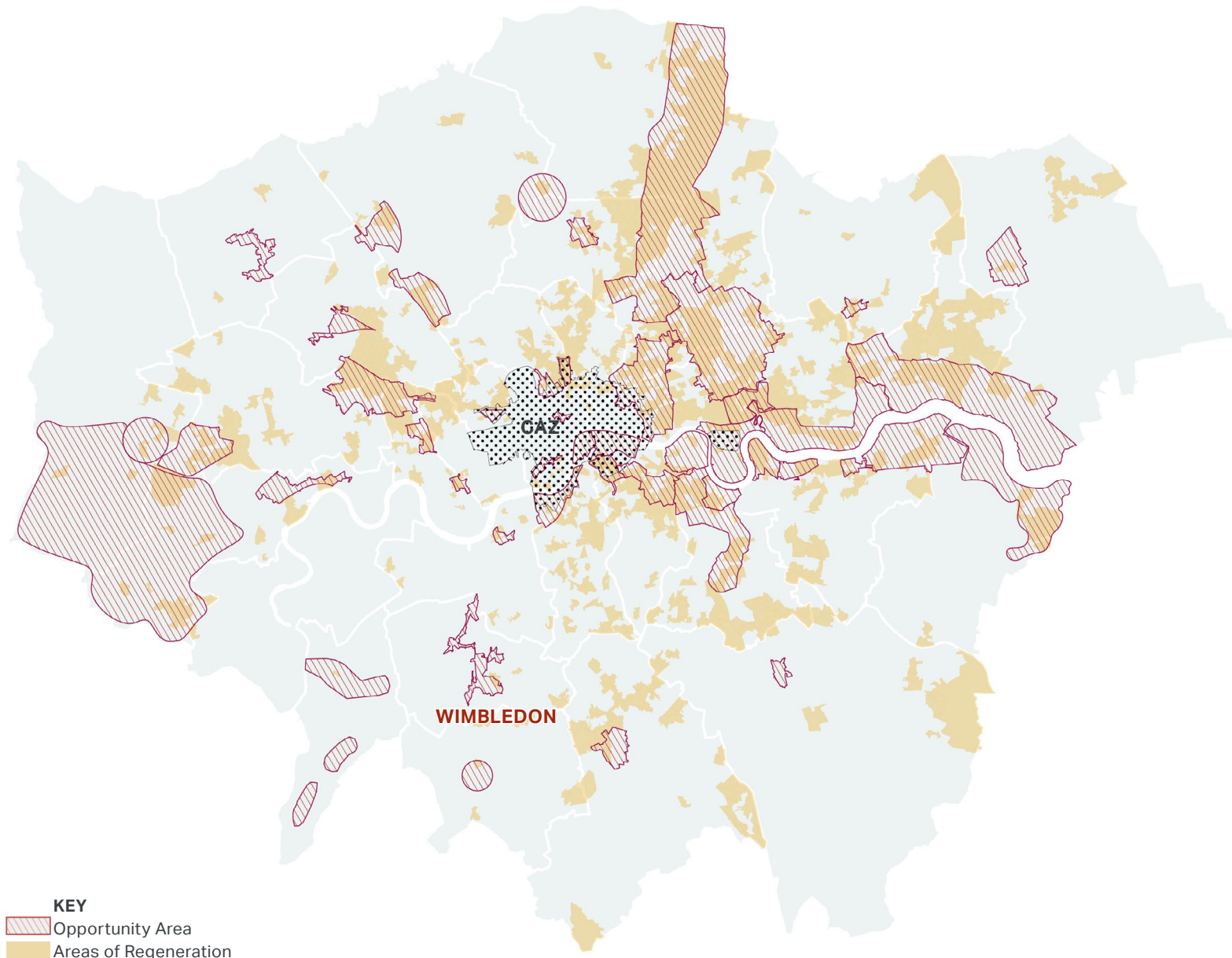
OAs in the CAZ

- King's Cross (Maturing)
- Tottenham Court Road (Maturing)
- Victoria (Maturing)
- Waterloo (Maturing)
- London Bridge/ Bankside (Maturing)
- Euston (Ready to Grow)
- VNEB (Underway)
- Paddington (Underway)
- Elephant & Castle (Underway)
- Part of City Fringe/ Tech City (Underway)

The OA is not within the CAZ.

Areas of Regeneration

Areas of regeneration in the OA. The recently adopted Merton Local Plan identifies Morden Regeneration Zone which is expected to deliver 2,000 homes.



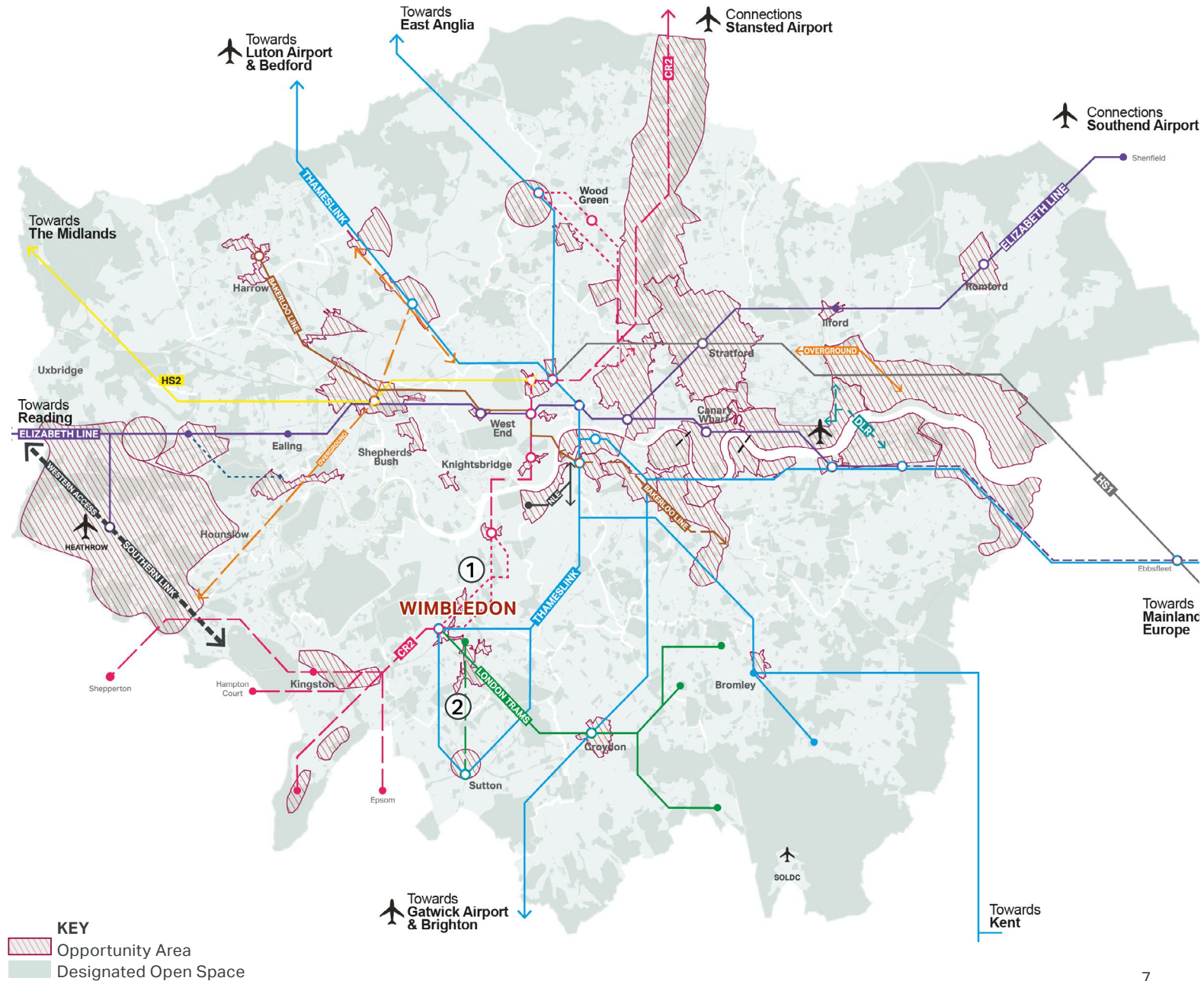
Source: Areas of Regeneration as per London Plan 2021

Wimbledon/ Colliers Wood/ South Wimbledon

Context

Transport and Growth Corridors

- ① Potential delivery timescales for Crossrail 2 (a major new line connecting south west London to north east London) are now beyond 2040.
 - ② TfL's London Tramlink is centred in Croydon and connects to Wimbledon, Beckenham Junction, Elmers End and New Addington (opened in 2000).
- Trams extension to Sutton is not going to be progressed.



Source: Planning Data Map

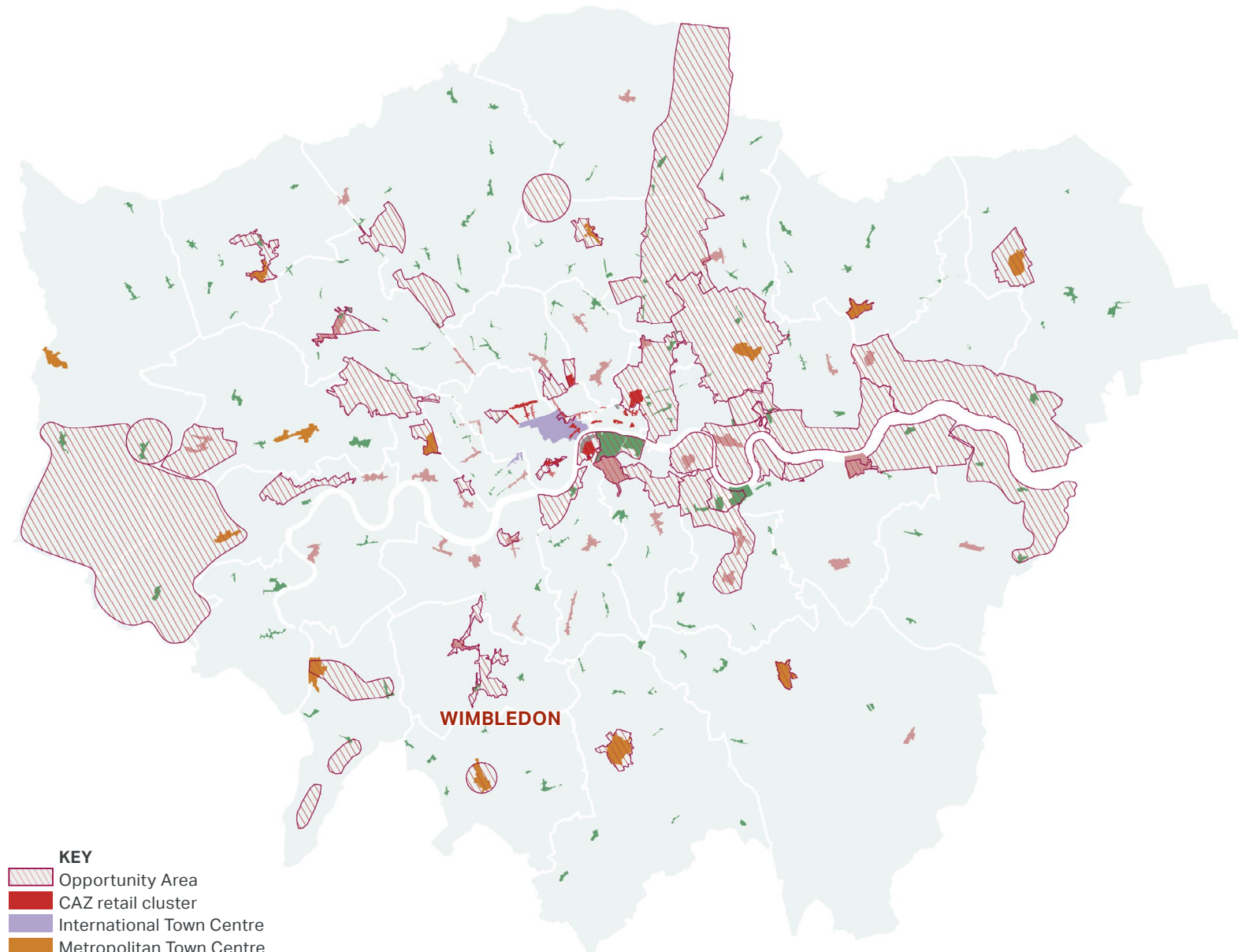
Wimbledon/Colliers Wood/South Wimbledon

Context

OAs and Metropolitan Town Centres

- Olympic Legacy (Maturing)
- Harrow & Wealdstone (Underway)
- White City (Underway)
- Croydon (Ready to grow)
- Romford (Ready to grow)
- Ilford (Ready to grow)
- Wood Green (Nascent)
- Kingston (Nascent)
- Bromley (Nascent)
- Sutton (Nascent)

A nascent OA that is home to a number of town centres: Wimbledon Major Town Centre, Morden District Town Centre, Colliers Wood District Town Centre. South Wimbledon (local centre) is also in the OA.



Source: Planning Data Map

Wimbledon/ Colliers Wood/ South Wimbledon

Key info

London Plan Designation Year

2004	2008	2011	2016	2021
------	------	------	------	------

Borough
LB Merton



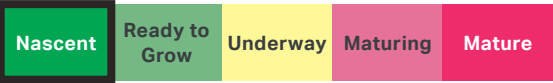
OA specific plans
Not started

Local Plan status
Adopted (November 2024)

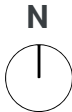
Growth Corridor
Crossrail 2 - South

Housing Delivery Test 2023
Action Plan

OA status (London Plan 2021)



London Plan 2021 capacities by 2041



Source: Google Earth

KEY
Opportunity Area

*Note that the LESD (2021) decreased the capacity to 300 new jobs

Wimbledon/ Colliers Wood/ South Wimbledon

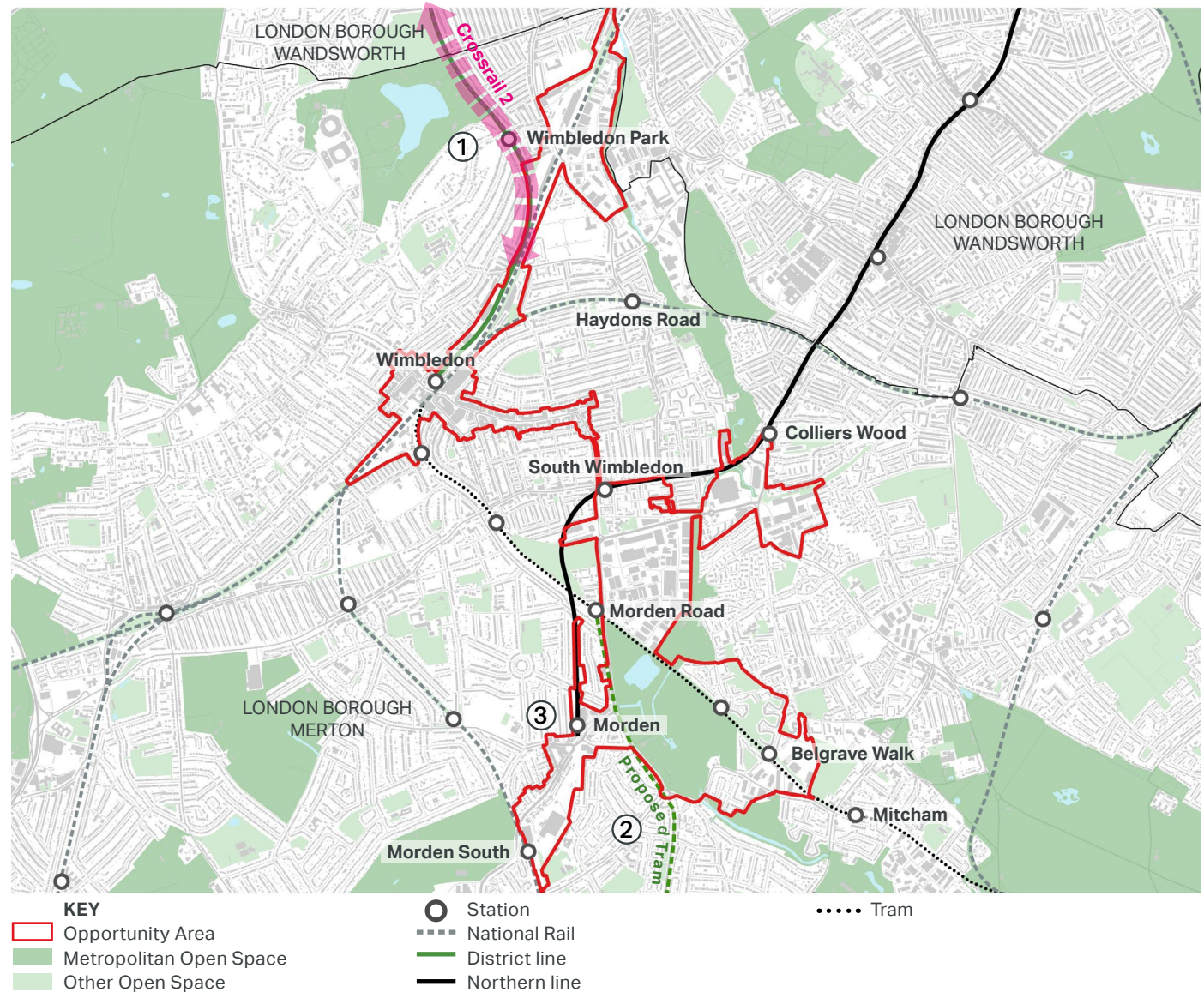
Transport and connectivity



- Delivery/ growth may be impacted by the pause of Crossrail 2 (CR2).
 - Tram extension to Sutton paused.
- ① LB Merton identify that paused transport infrastructure limits growth potential - particularly Wimbledon Park/Durnsford Road which was to be a CR2 depot.

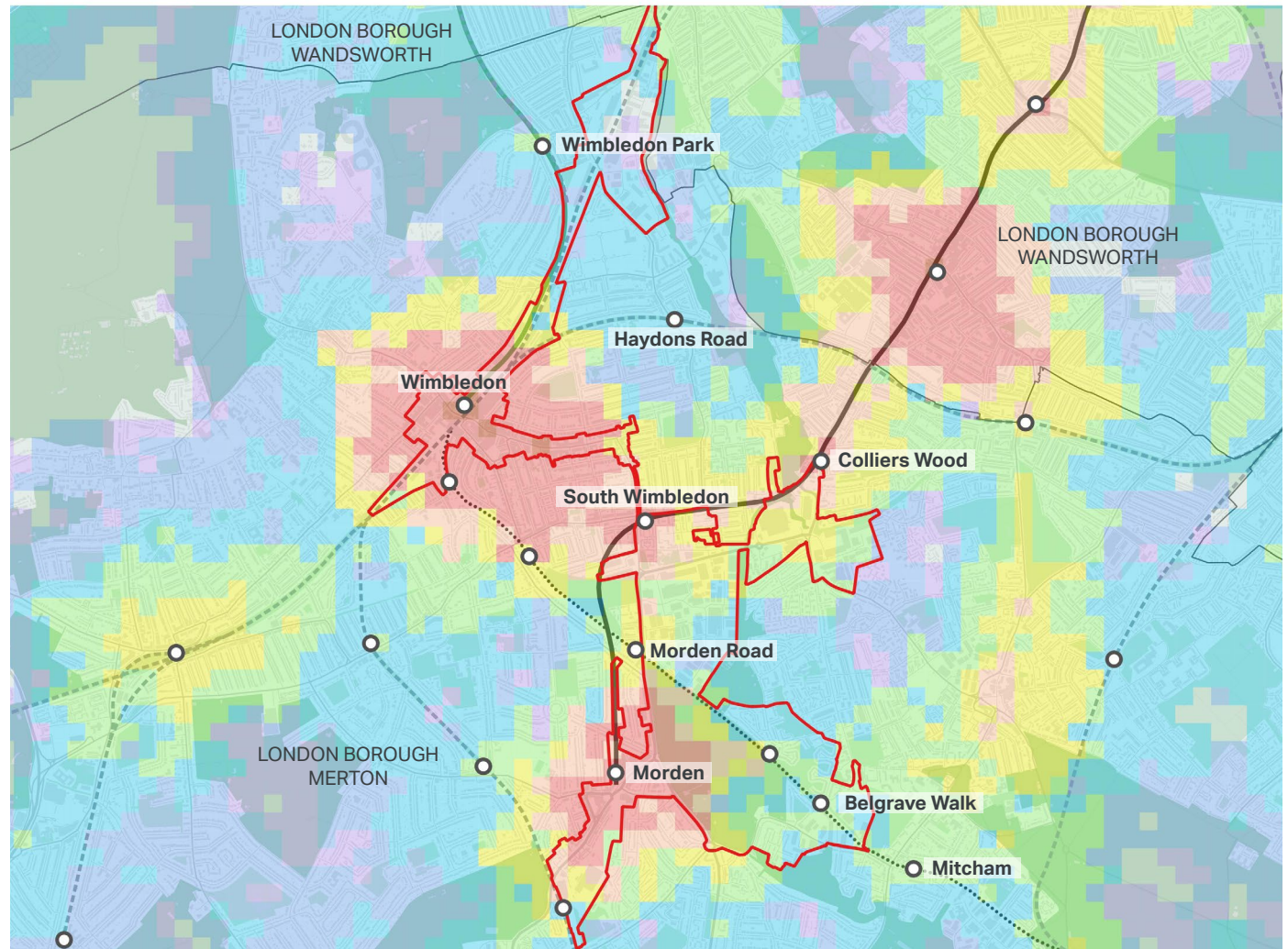
Morden

- ② The current location of the bus standing facilities directly outside the underground station creates a poor user experience.
- ③ Dominant road network; potential removal of the gyratory discussed in the Local Plan.
- LB Merton identifies the above as significantly holding back the regeneration of Morden and is open to further working with GLA and TfL to unlock values.

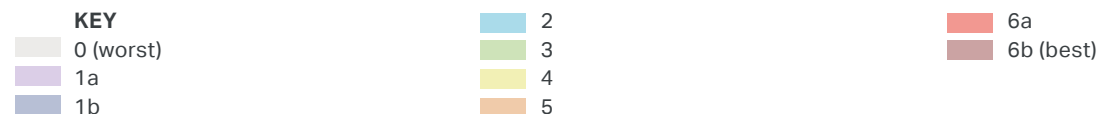


Wimbledon/ Colliers Wood/ South Wimbledon

Transport and connectivity: PTAL 2031



Source: Transport For London



Wimbledon/ Colliers Wood/ South Wimbledon

Delivery of homes

Delivery post - 2019 (London Plan 2021)

Progress against 22yr, 10 yr capacity

22 yr **5,000**

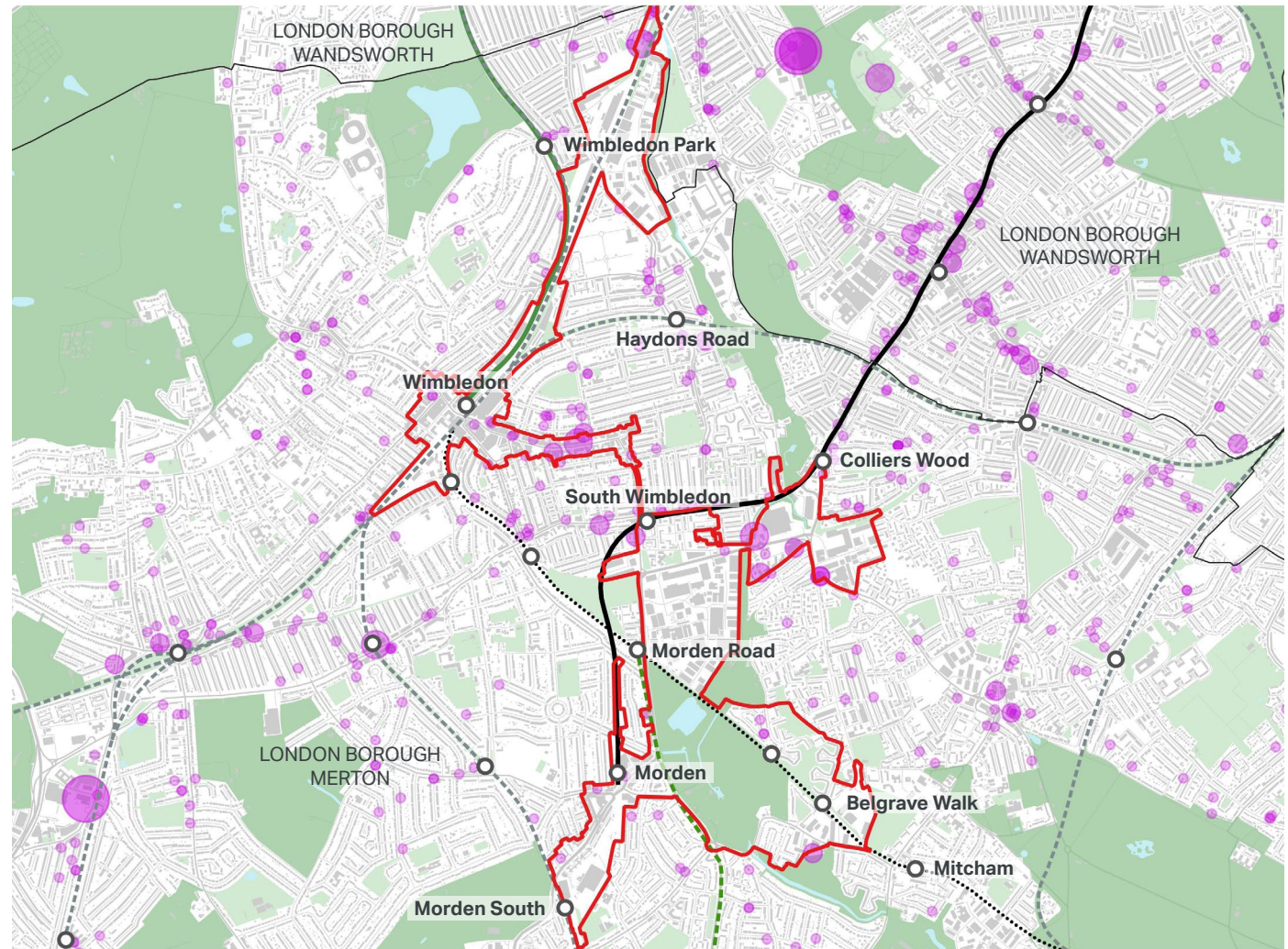
10 yr **N/A**

Completed **335**

Pipeline **768**

The OA was designated in 2021. The completions between 2019 and 2024 and the current pipeline would account for 22 per cent of the indicative homes capacity. The OA is delivering at a rate of 67 (homes/year), which is below the expected delivery rate 228 for the OA, and below the London OA average. Despite the OA's potential, the pipeline is relatively low (amongst the bottom 10 lowest across London).

LB Merton report that estate regeneration in South Wimbledon is still in the decant and re-housing phase. New homes delivery is expected towards the end of the 10-year pipeline. Mitcham Town Centre has emerged as a growth area with circa 1000 new homes in the pipeline, but outside the OA.



KEY
 [Red outline] Opportunity Area
 [Purple circle] Pipeline (Planning Datahub, May 2023). Size of circle is proportionate to the number of homes.

*[Completions](#) account for all types of supply between 2019/2020 to 2023/2024.

** [Residential Pipeline in 2023/2024](#)

Wimbledon/ Colliers Wood/ South Wimbledon

SHLAA 2017: Approvals and Allocations



① High Path Estate:

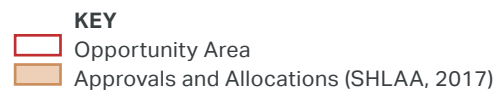
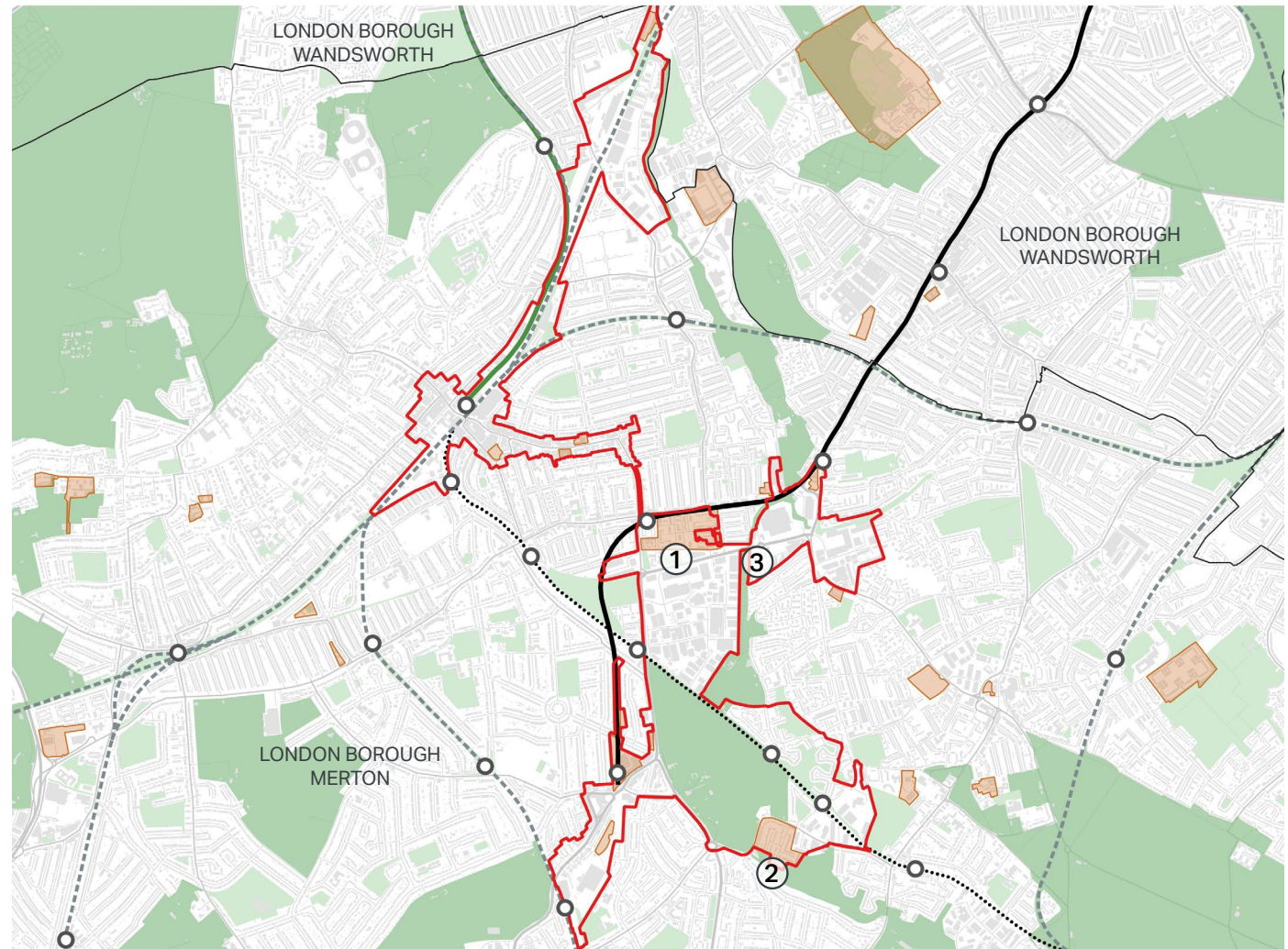
- Developer: Latimer / Clarion Housing Group.
- 1,570 new homes, 20% affordable.
- Permitted before 2023. Phase 1 complete and Phase 2 under construction

② Ravensbury Estate:

- 180 new homes, 54% affordable
- Permitted 2019 (outline)
- Phase 1 completed
- Phase 2 completing in 2025
- Phase 3 in 2038

③ Station Road:

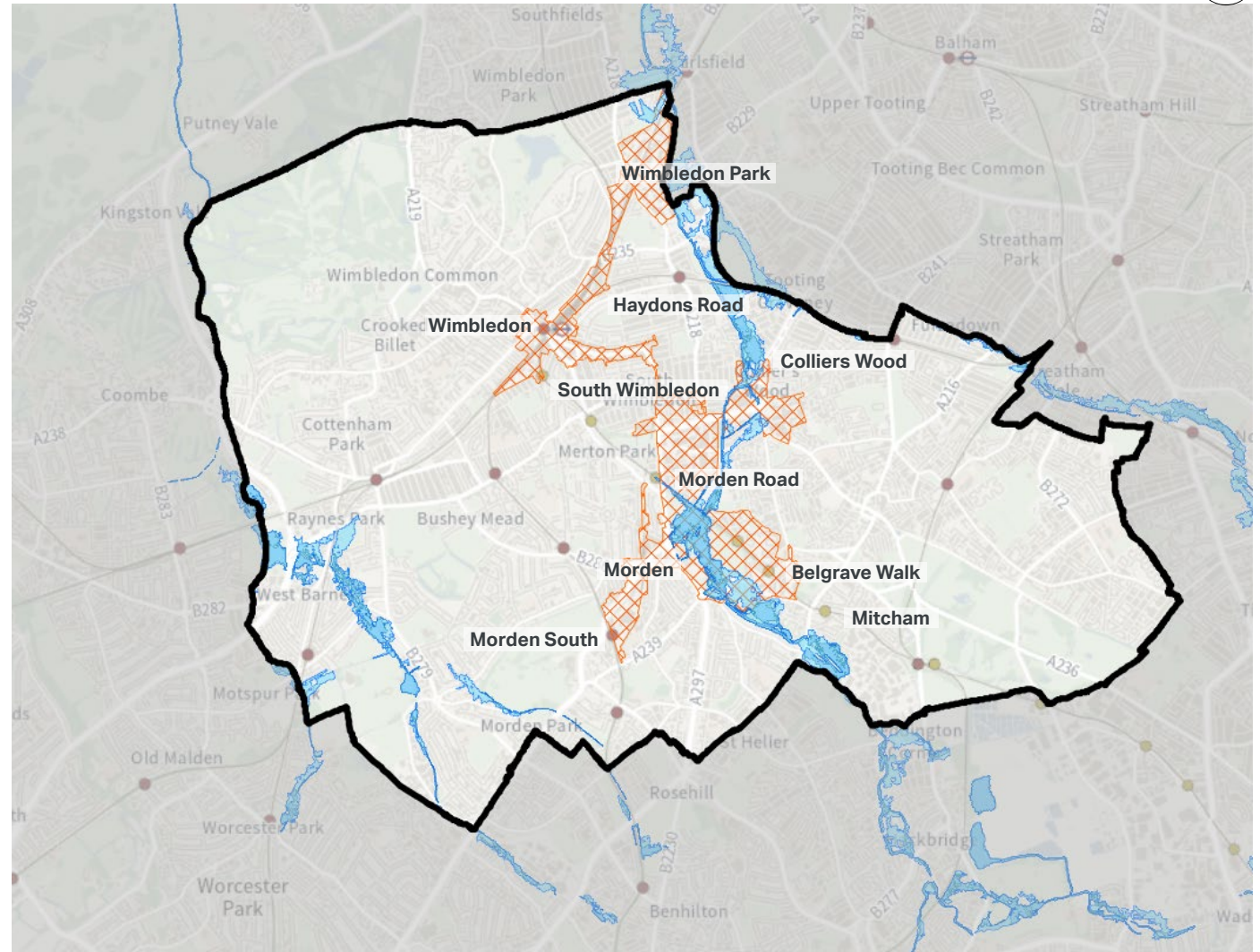
- 98 new homes (affordable)
- Under construction



Wimbledon/ Colliers Wood/ South Wimbledon

Site allocations: Flood zones

- The Merton Local Plan adopted in 2024 identify Flood Zone 3a and Flood Zone 3b in the OA.



Source: [LB Merton Policies Map \(2025\)](#)

Wimbledon/ Colliers Wood/ South Wimbledon

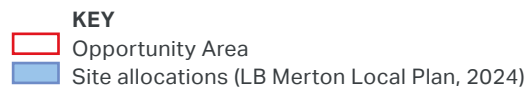
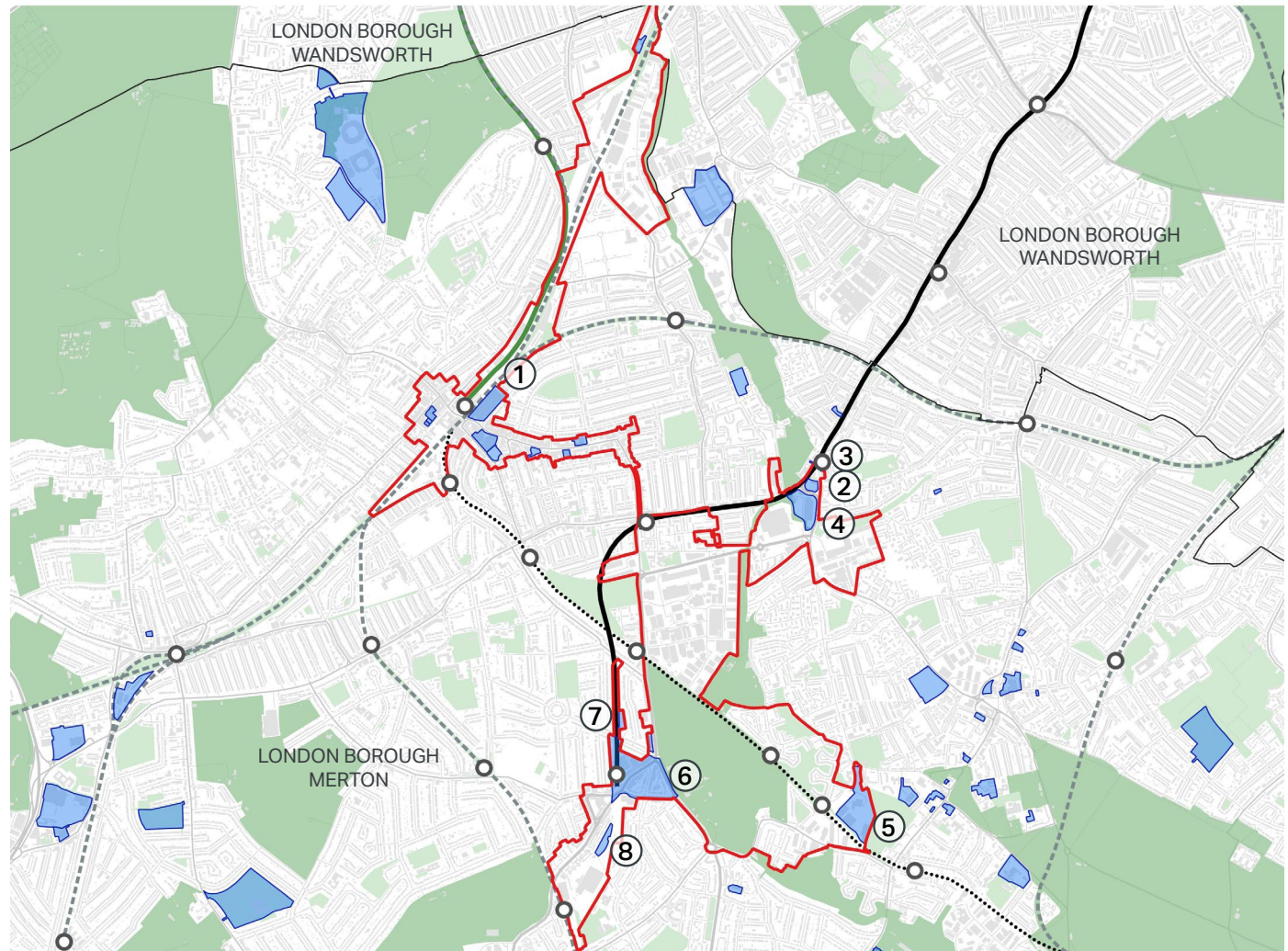
Site allocations: LB Merton Local Plan



- ① Site Wi16: Centre Court Shopping Centre, The Broadway, Wimbledon SW19. Phase 1 complete, Phase 2 in pre-app

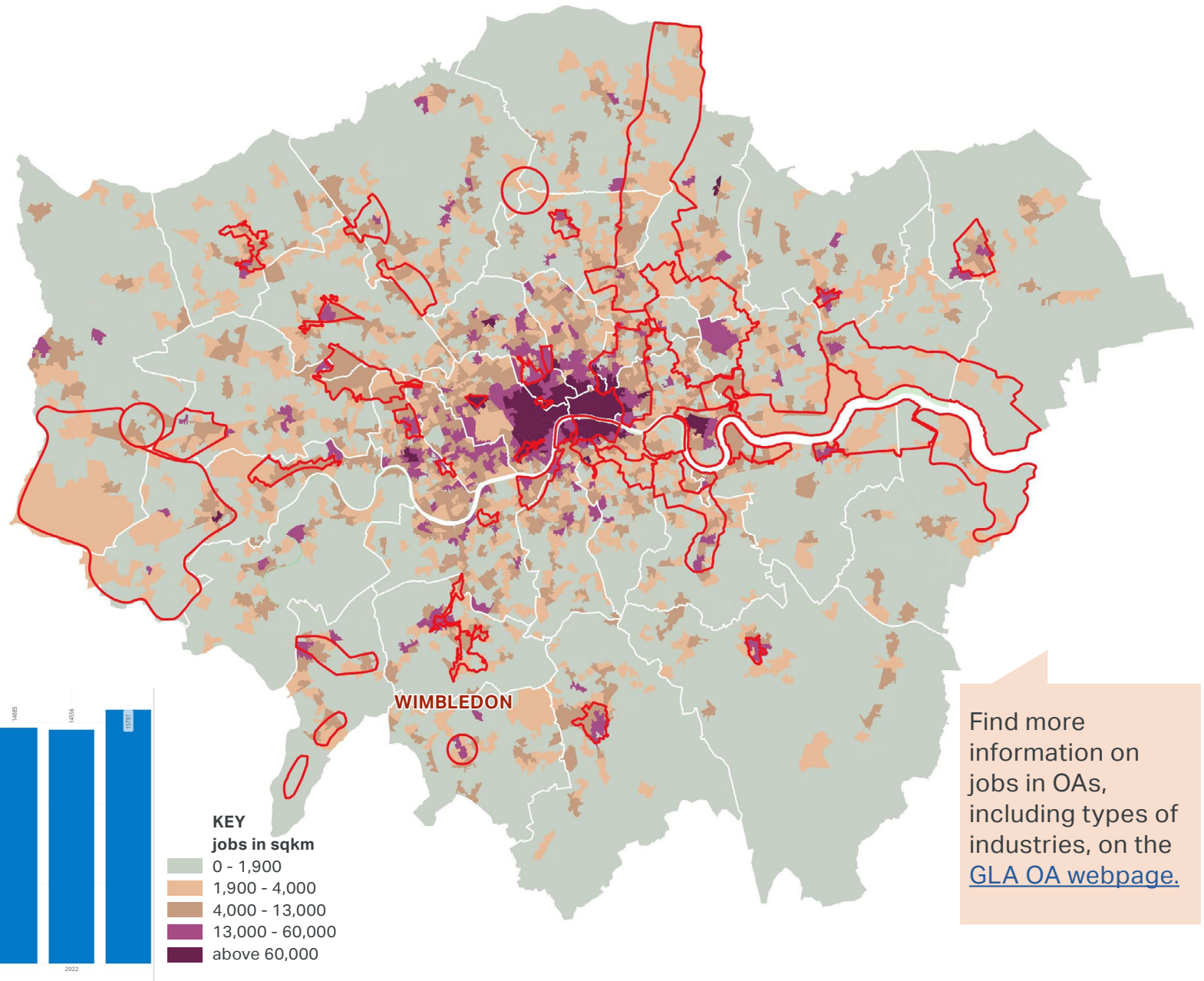
Indicative capacities for new homes in the allocated sites are as follows:

- ② Site CW2: Car Park South Of Britannia Point, 125 High Street Colliers Wood. 150-220 new homes
- ③ Site CW4: Colliers Wood Station, 2-24 Christchurch Road, Colliers Wood. 25-35 new homes
- ④ Site CW5: Priory Retail Park, Colliers Wood, 2-24 Christchurch Road, Colliers Wood, 80-120 new homes, flood zone.
- ⑤ Site Mi1: Benedict Wharf, Mitcham. 650-850 new homes. Granted
- ⑥ Site Mo1: Morden Regeneration Zone, indicative capacity: 2,000 new homes
- ⑦ Site Mo5: Morden Road Clinic and Morden Hall Medical Centre Morden Road. 38-54 new homes
- ⑧ Site Mo6: York Close Car Park Morden, SM4. 35-45 new homes

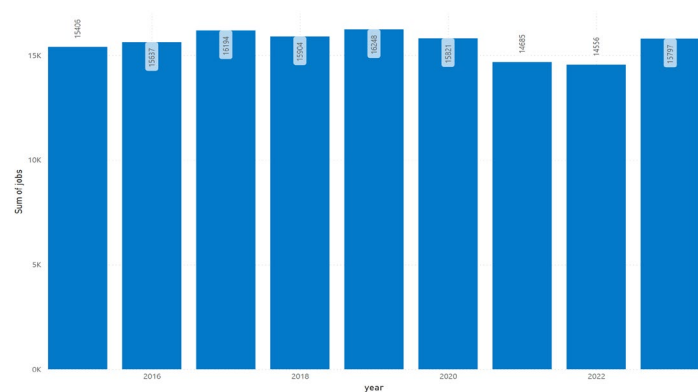


Wimbledon/ Colliers Wood/ South Wimbledon Jobs

- High density in Wimbledon - hotspot outside of Central London.
- Decreasing jobs since 2019 but began picking back up in 2023 with 15,797 jobs in the OA.
- According to nomis, in 2023, the OA had 15,800 jobs which accounted for 20 per cent of total jobs in the Borough (82,000 jobs).



Jobs by year in the OA



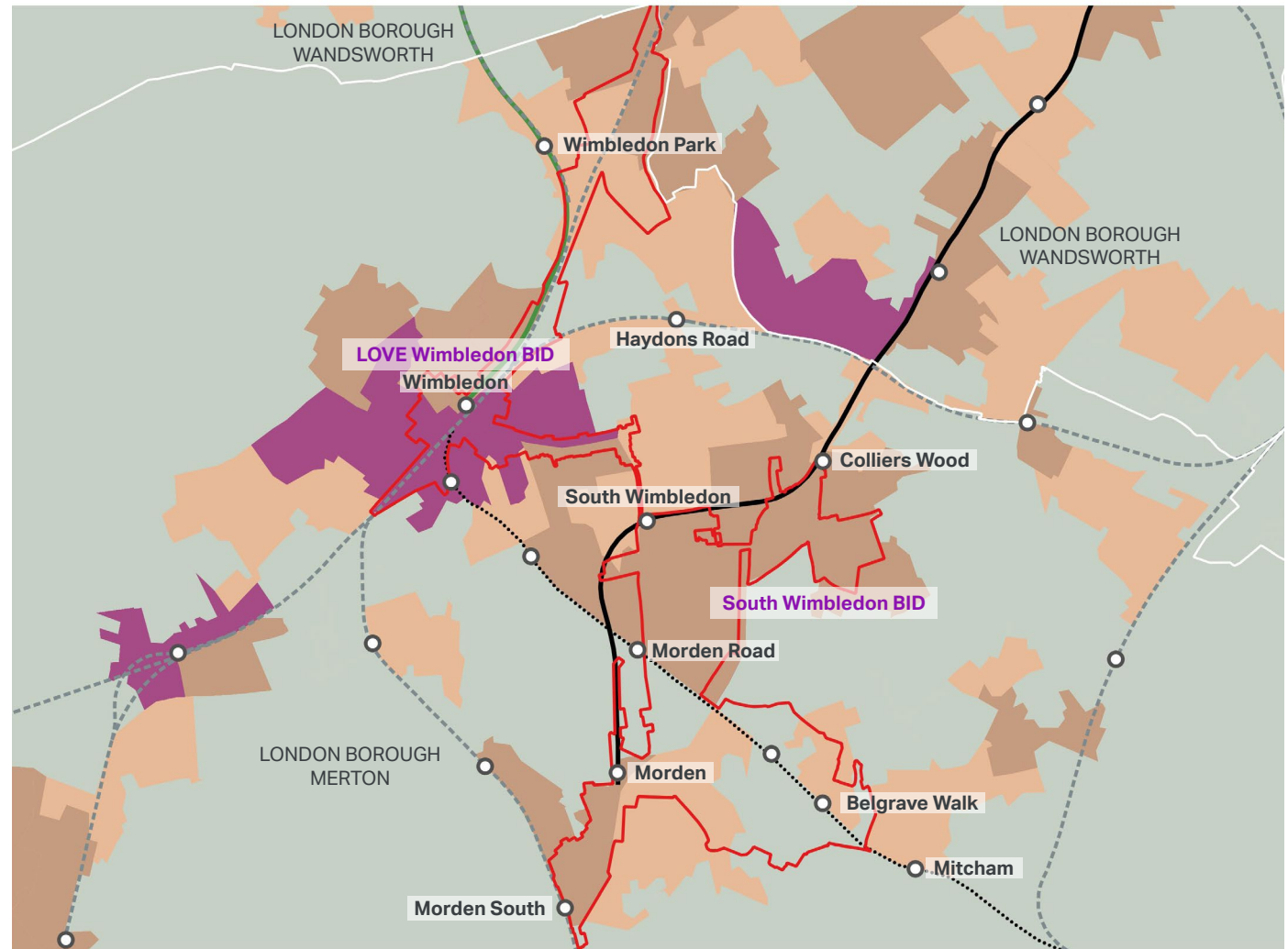
Source: Census, Business Register

Find more information on jobs in OAs, including types of industries, on the [GLA OA webpage](#).

Wimbledon/ Colliers Wood/ South Wimbledon

Jobs

- OA includes South Wimbledon Business Area BID and Love Wimbledon town centre BID.
- LB Merton reports that there is less demand for office space and increasing interest in residential / co-living in Wimbledon town centre.

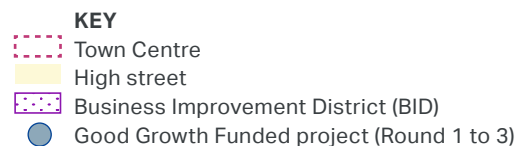
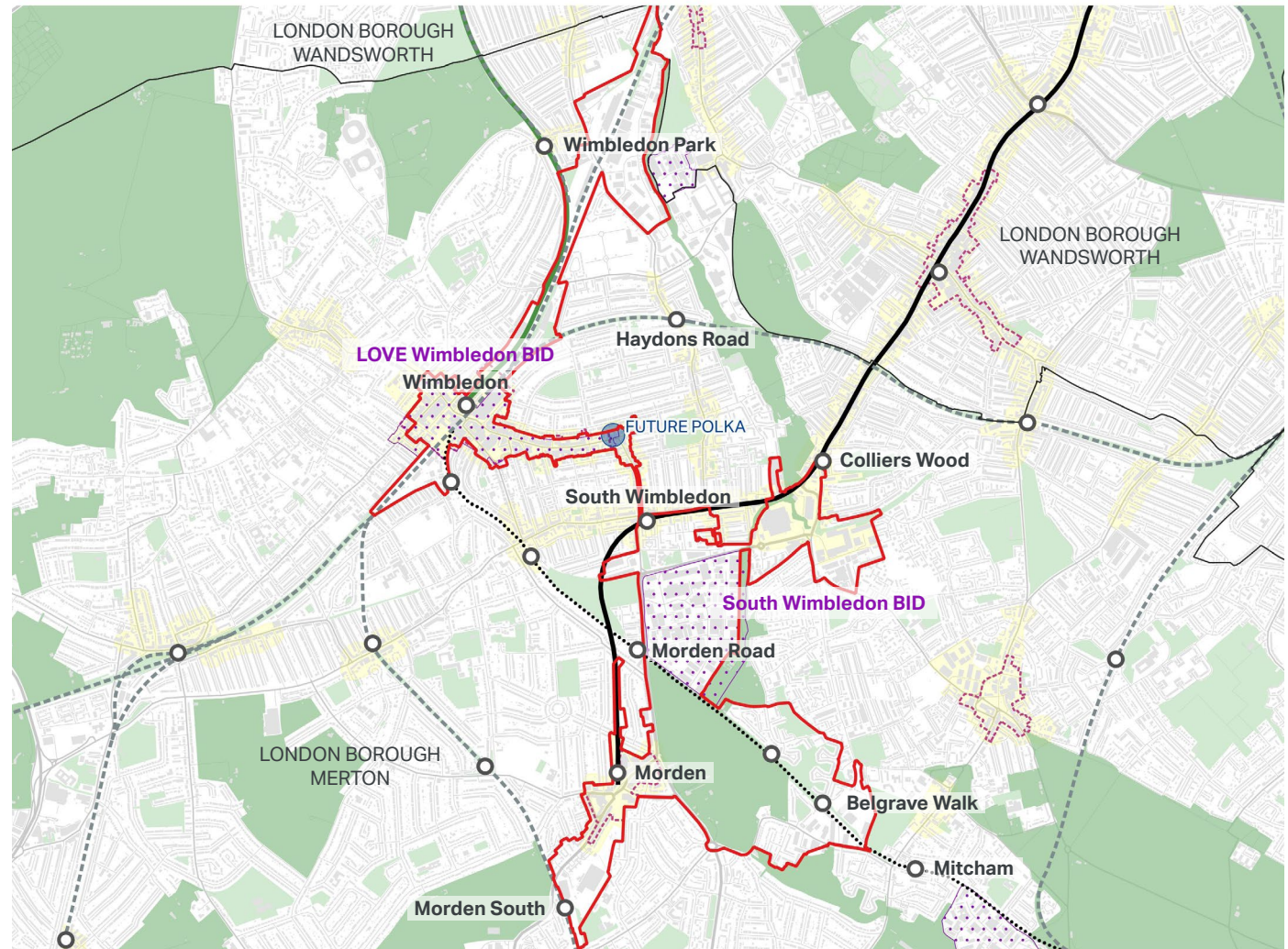


Source: Census, Business Register

Wimbledon/ Colliers Wood/ South Wimbledon Town Centres and High Streets



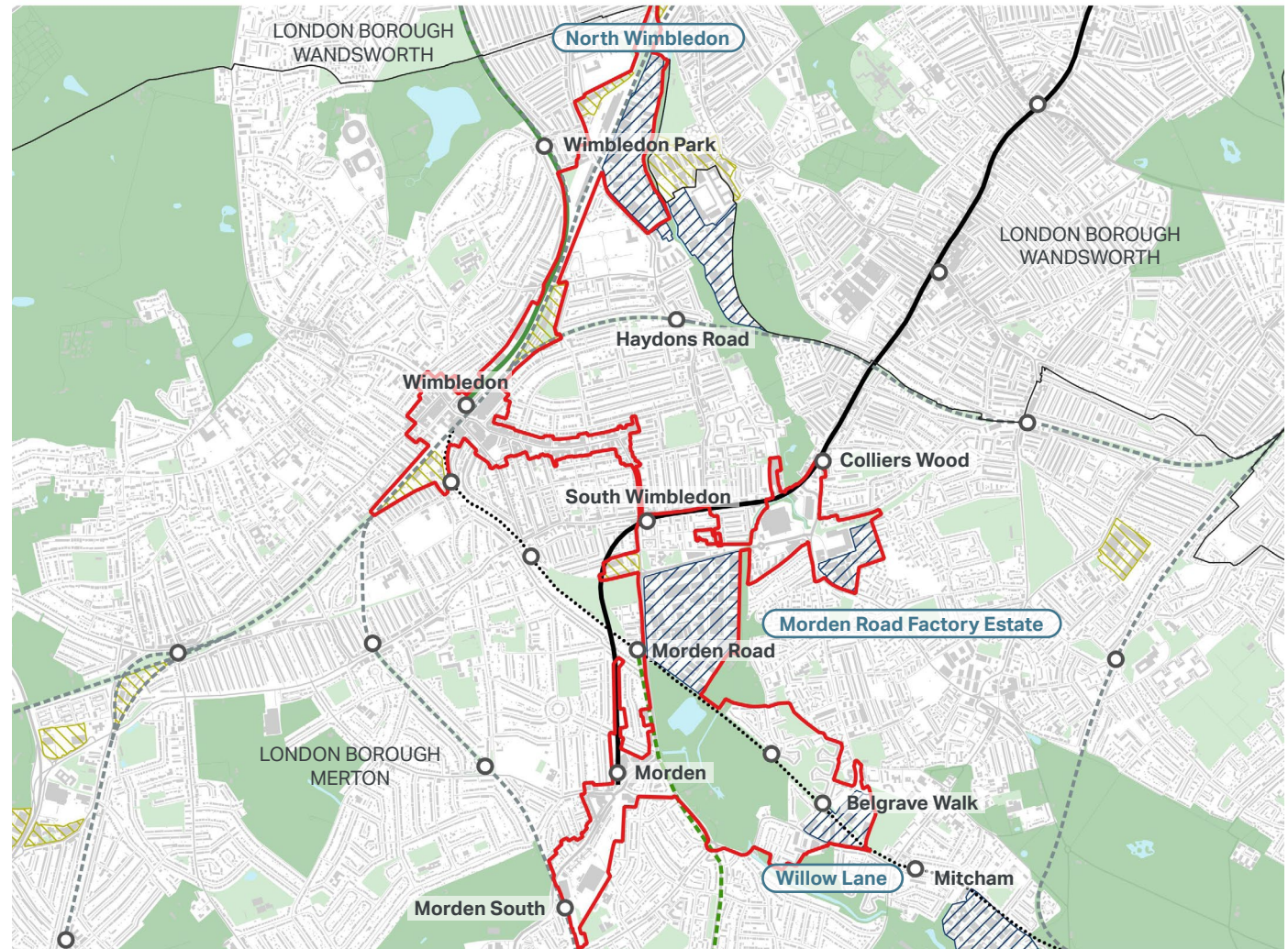
- The OA is home to four high streets and several town centres, including Wimbledon Major Town Centre, Morden District Town Centre, Colliers Wood District Town Centre. South Wimbledon (local centre) is also in the OA.
- There are two business improvement districts; one town centre (Wimbledon), and one industrial (South Wimbledon).
- 65 per cent of all businesses in Morden Town Centre are small independents, with more than half of all premises being retail shops.
- According to the new local plan, South Wimbledon Business Area is already one of south London's largest and most successful business areas (outside town centres).



Wimbledon/ Colliers Wood/ South Wimbledon

Protected Industrial land

- Almost 28 per cent of the OA is protected industrial land.
- Large parts of the OA are designated SIL (North Wimbledon, Willow Lane, Morden Road Factory Estate).
- Locally Significant Industrial Sites (LSIS) in Wimbledon.

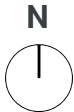


Source: London Industrial Supply Study

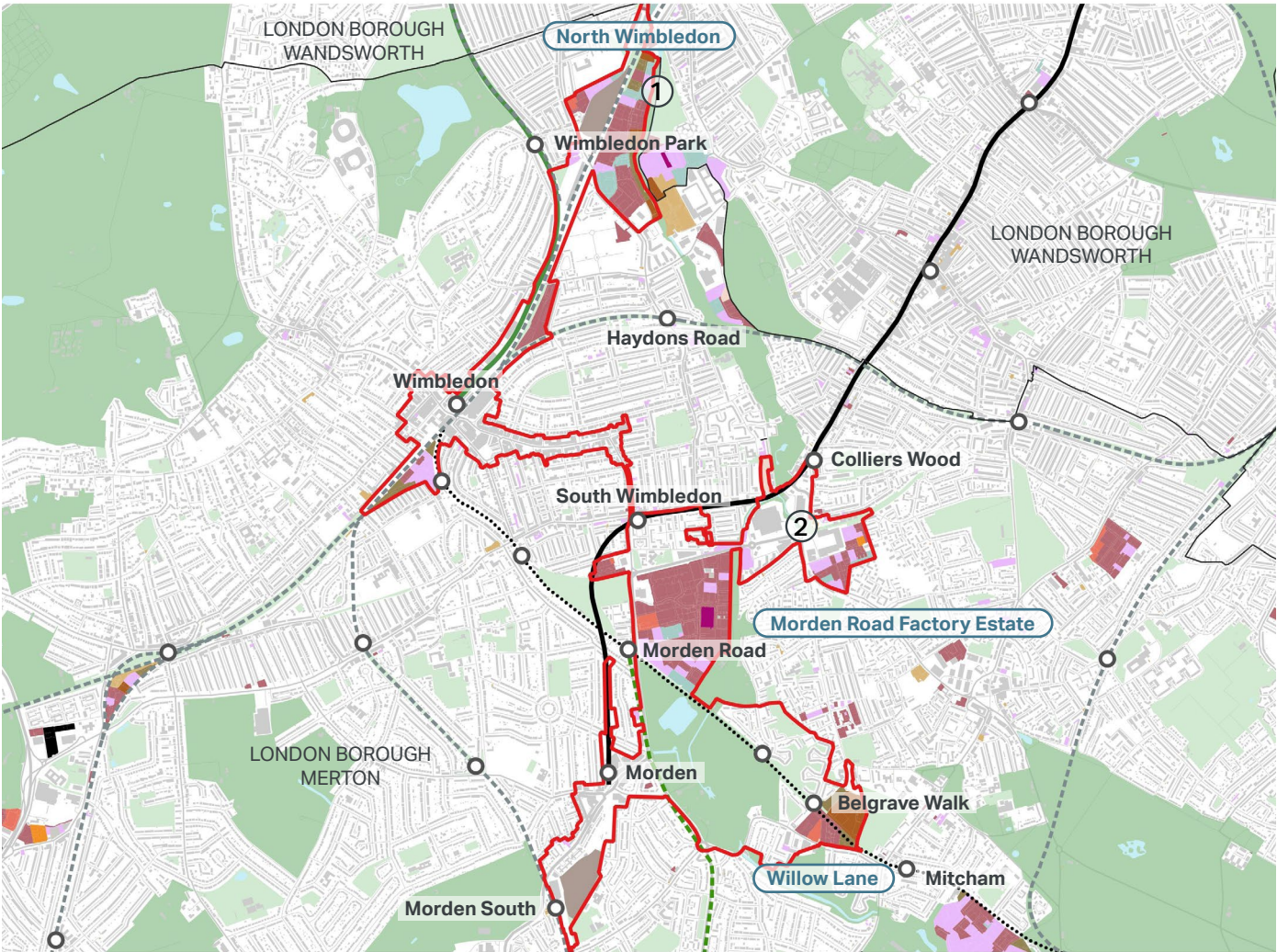
KEY
SIL
LSIS

Wimbledon/ Colliers Wood/ South Wimbledon

Industrial land



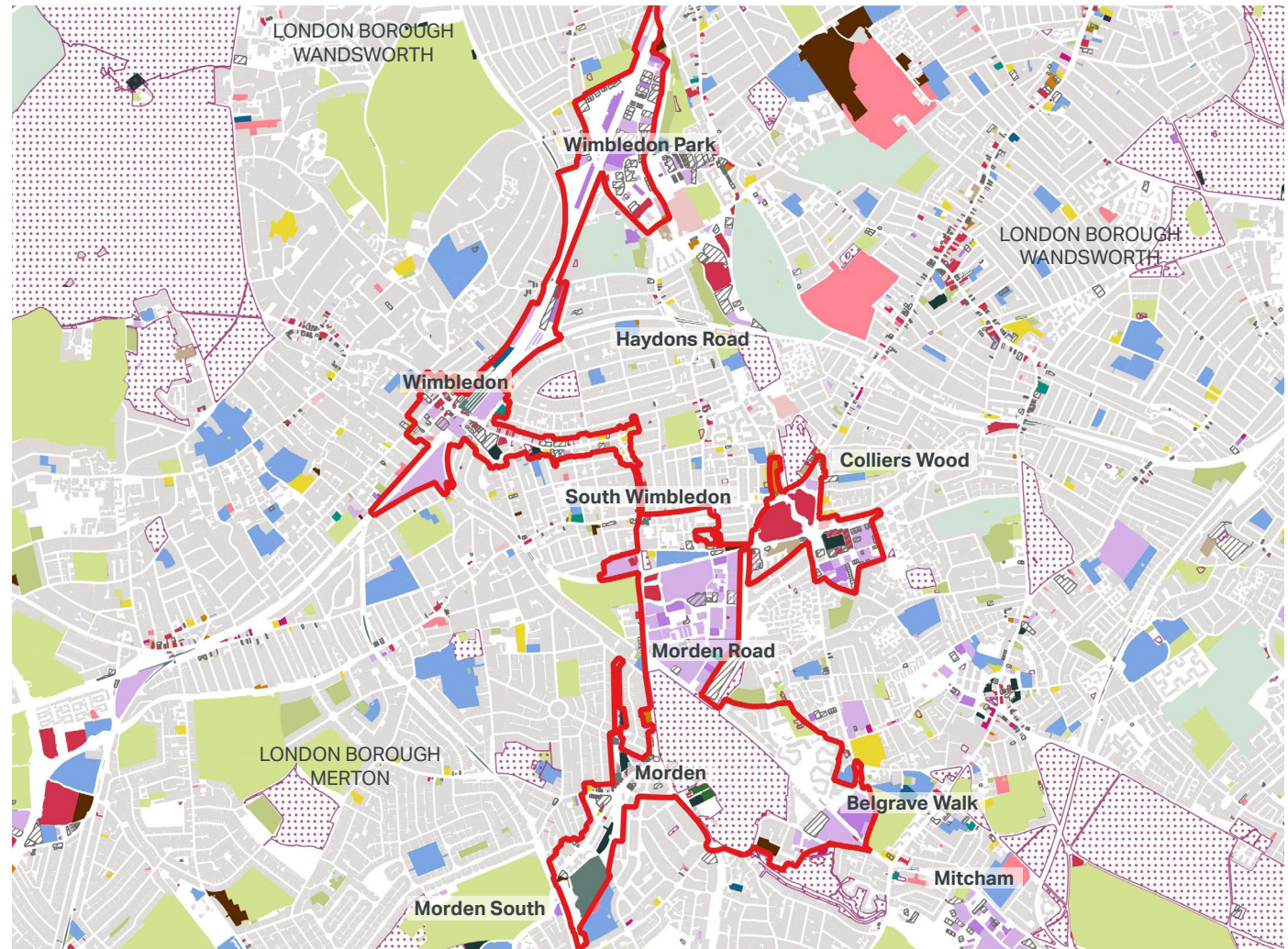
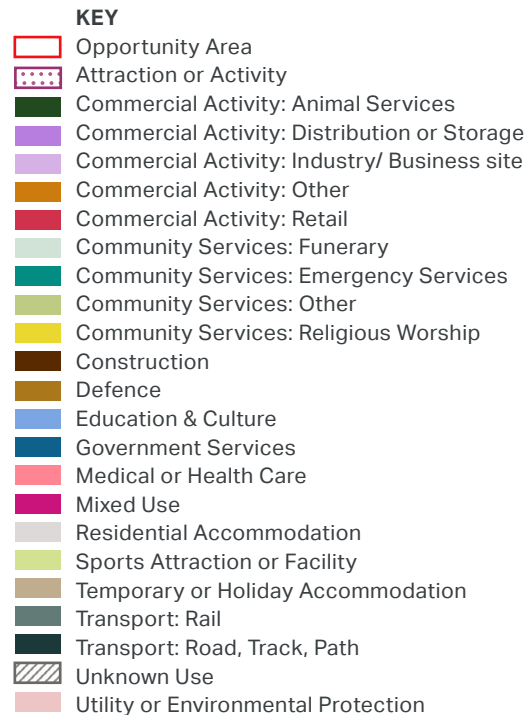
- KEY**
- General Industry
 - Community Services
 - Land for buses
 - Land for rail
 - Open storage
 - Self storage
 - Utilities
 - Vacant industrial land
 - Warehouse
 - Waste management and recycling
 - Film and TV Studios
 - Light industry



Source: London Industrial Supply Study

Wimbledon/ Colliers Wood/ South Wimbledon

Land uses



Source: OSNGB, City Intelligence Unit (GLA)

Wimbledon/ Colliers Wood/ South Wimbledon

Place strategies: Morden Town Centre Regeneration

- **2009:** 'moreMorden' vision was endorsed by the council.
- **2015:** Transport for London, a major landowner within Morden town centre, identified the Morden underground station site as one of its priority development sites. The Mayor of London announced Morden as one of the GLA's Housing Zones
- **2018:** Merton Council and Transport for London jointly appointed consultants to develop a Strategic Development Framework (SDF) for the regeneration of the Morden Regeneration Zone.

Make More of Morden

London Borough of Merton and Transport for London are working together in partnership to redefine the next generation of suburban London living. The proposals for Morden will signal a step-change in design and quality not seen since the advent of the tube network in the early 20th Century.

Morden is setting its sights on being the first in a new generation of re-invigorated town centres providing enhanced liveability, affordable housing, adaptable commercial and coworking environments, transformed transport infrastructure and highly accessible attractive public spaces.

Underpinning these proposals will be a commitment to developing sustainably and collaborating with the local community. Together we will co-create a global benchmark that goes beyond best practice and positively asserts a confident new local identity. Morden is changing.



Hawkins/Brown © | July 2019 | Morden Town Centre Strategic Development Framework

Challenges:

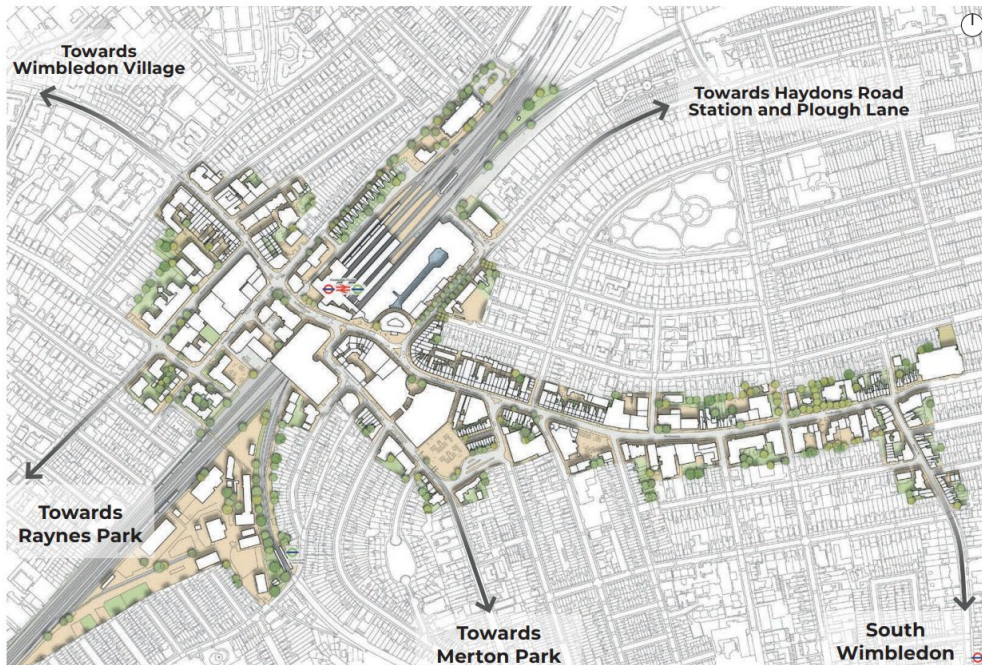
- Road layout, visual dominance of buses
- Public realm and safety
- Quality, quantity and mix of housing offer
- Intensification and character
- Types of businesses and economy



Wimbledon/ Colliers Wood/ South Wimbledon

Place strategies: Future Wimbledon - Town Centre SPD

- Adopted in 2020
- The plan also recognises the importance of the public realm in supporting town centre uses.
- LB Merton identify that multiple sites in the SPD are developed.



THE VISION

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



Wimbledon/ Colliers Wood/ South Wimbledon

Moving forward

- **The OA reflects a group of town centres and industrial areas** stretching from Wimbledon to Colliers Wood (east), and Merton to the south. Majority of emerging local plan allocations are in the OA.
- **OA Boundary is not contiguous** or focused on a core area, rather a linear, disjointed boundary which serves to weaken its status as an OA.
- Merton is keen to work with the GLA to **develop a strategic framework to guide growth**. As expressed in Merton's local plan the aspiration is for the strategy to be delivered in a **collaborative way with the area's diverse communities** (including children and young people).
- **Possibility of land assembly strategy:** Transport for London and Merton ownership in Morden Town Centre, and other multiple ownerships.
- **Transport interventions and public realm improvements in Morden Town Centre** (including bus standing area) can improve the arrival experience to the OA, and enable a comprehensive delivery of new homes and jobs.
- The OA contains large parts of **protected industrial land**. This is mainly general storage and distribution. The interface with residential areas, including safe and legible connections, will be important. Employment space typologies that could be accommodated and optimisation of industrial land could be explored.
- Flood Zone constraints.

Proposition

- OA to be de-designated given the Crossrail 2 potential timeframes being beyond 2040. Potential for future OA. In the meantime, growth can be supported through town centre policies and regeneration areas.
- Potential focus for Place Unit to support land assembly and connectivity.
- Intensifying industrial land may present an opportunity in the area. Merton note that redevelopment opportunities are limited as most industrial estates are fully let.

