

Eastfields Masterplan Revisions



We are reviewing plans for future stages of the Eastfields regeneration.

Since the previous event, the team is continuing to develop the proposals for changes to Eastfields Phase 1E and is progressing the design improvements for Phases 2 and 3.

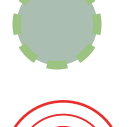
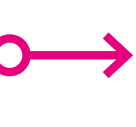
This exhibition provides an opportunity to share how the proposals are evolving, explains the revised approach to phasing, and presents an updated perspective on the future of the neighbourhood.

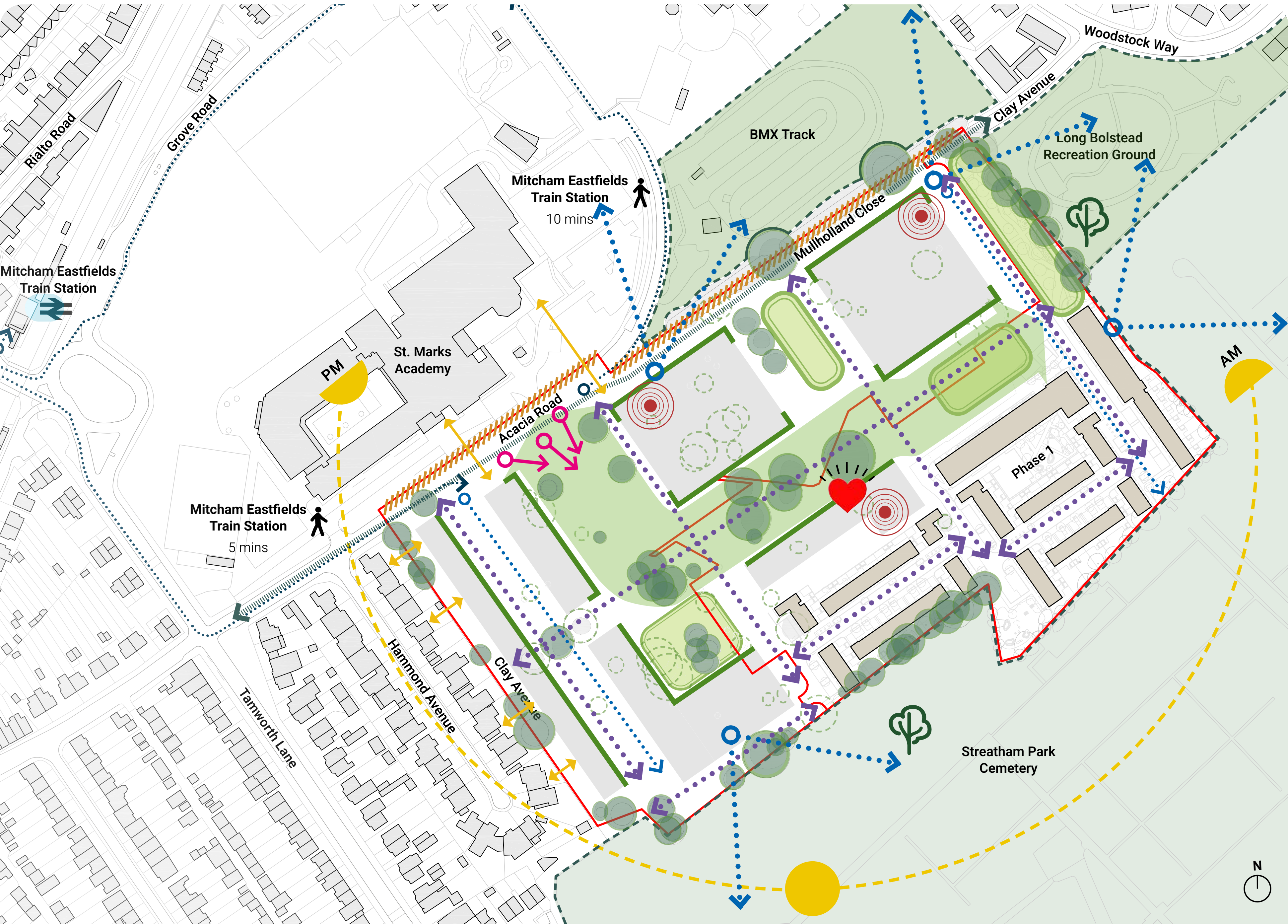


Phase 1E, 2 and 3 – Key Opportunities

 **Reviewing the original plans for Eastfields has helped identify opportunities to create a better neighbourhood for future generations.**

- Key**

 -  The Central Heart: community space
 -  Existing high quality trees
 -  Taller heights in focal areas
 -  Enhanced and activated frontages
 -  Direct links to Mitcham area
 -  Positive relationship to existing homes
-  Establishing a sense of arrival
 -  Long range views across landscape
 -  Direct pedestrian and cycle routes
 -  Building frontages to the 'green heart'
 -  Doorstep play and recreation
 -  'Green spine' providing public park
 -  Development areas



The proposed changes continue to support the vision while delivering additional benefits for the local community. These include the following objectives:

-  **Rehouse** existing Eastfields residents **according to housing needs**, respond to overcrowding, and addressing the housing waiting list.
 -  Build **additional affordable homes** while strengthening the character of Eastfields.
 -  Create **high-quality homes** that follow **latest building and safety standards**, including fire safety, energy efficiency, overheating, and energy infrastructure requirements.
 -  Build **homes designed to meet the needs** of current and future residents, as well as the wider Merton community.
-  Enhance the **neighbourhood landscape**, creating green spaces with purpose, improved biodiversity, and spaces for play and to relax.
 -  Improve the streets, routes, and connections throughout the neighbourhood, making it **easier and safer to move around**.
 -  Provide community and small-scale retail spaces that help create a **lively, active neighbourhood centre**.
 -  Integrate changes resulting from **lessons learned and resident feedback** from across the Merton Regeneration Project.

You Said, We Did



Here are highlights of the priorities, ideas and feedback shared by residents during previous engagement activities.



You said...

HEIGHTS:

The current masterplan had 3 tall buildings - are you now looking at introducing more?

The 14 storey proposed building opposite of Sparks very much impact views from Poppy heights.



We did...

Blocks J1, K2 (Private homes) and D2 are currently presented as the tall blocks in the development, which is in keeping with the approved scheme.

BUILDING DESIGN & REGULATIONS:

The block of flats needs to meet regulations, so an increase in stairwells and exits for safety is necessary.

The design of homes should be appealing, stand the test of time, and provide a place we can be proud to live in, with enough space and storage.

All blocks within the masterplan are being designed to comply with the latest Building Regulations. This includes safety measures and design qualities.

HEIGHTS & OVERSHADOWING:

We want to understand the impact of tall buildings on wind and the overshadowing of existing properties.

The proposed height of this building (F2) has now been reduced following daylight, sunlight and overshadowing assessments.

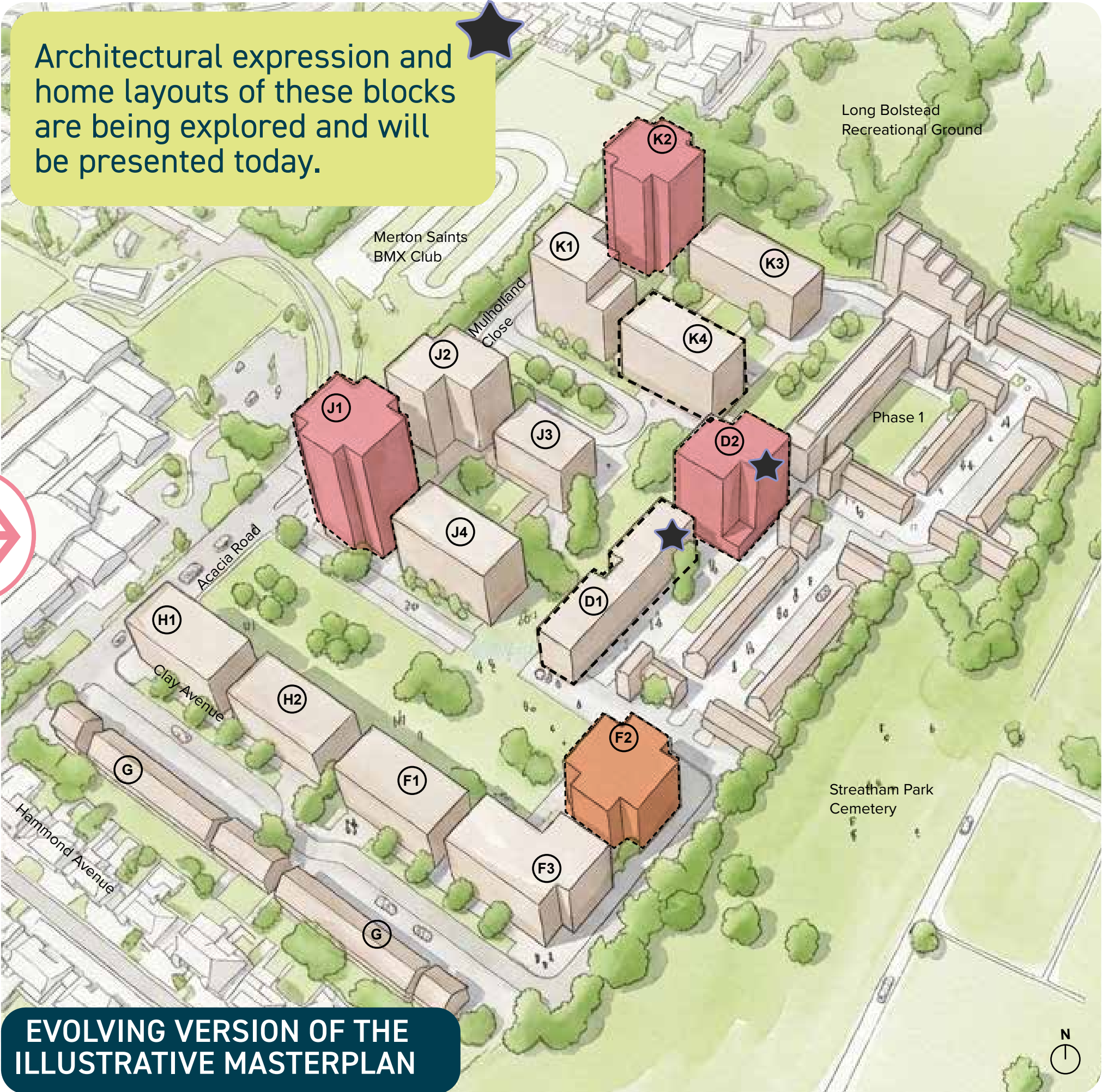
BUILDING DESIGN & SUSTAINABILITY:

What about addressing overheating, utilising solar gain and grey water, and incorporating green design principles?

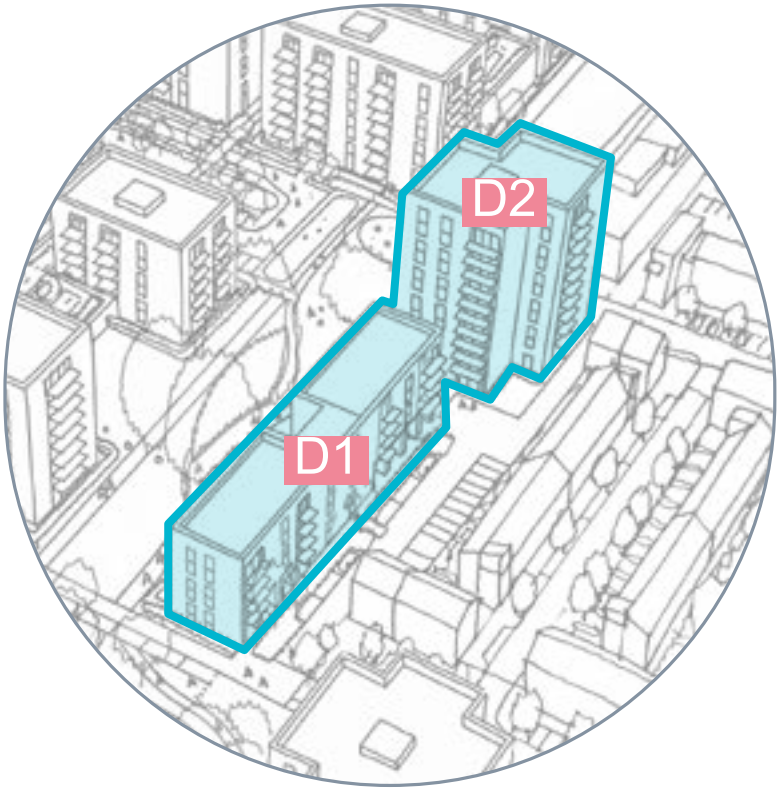
These matters are being incorporated within the design process to ensure the development is fit for the future.

The proposed changes are colour-coded on the view below.

Check the illustrative view to see the changes we have been incorporating:



Phase 1E Amendments

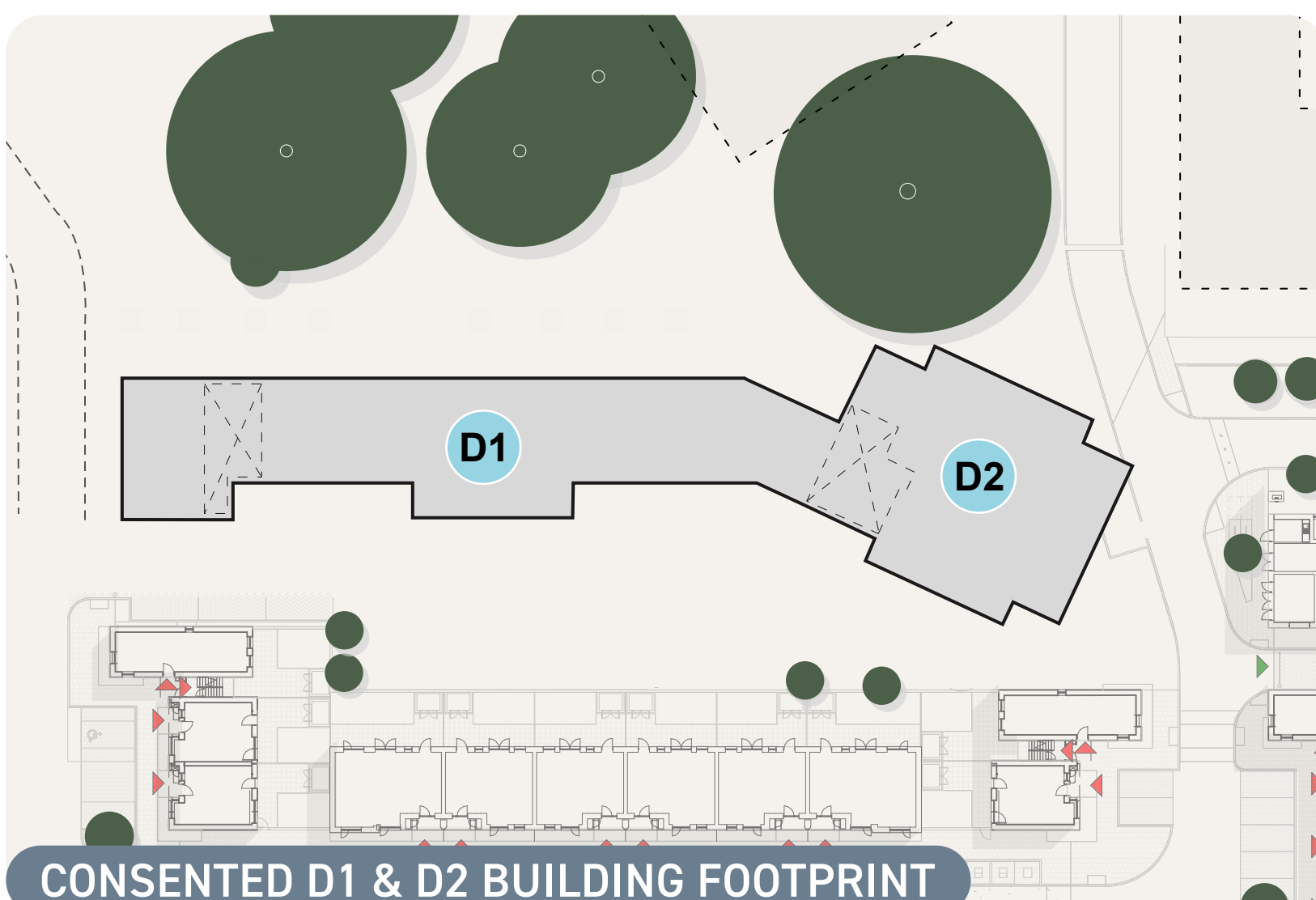


We are proposing redesigns for Phase 1E to ensure proposals better meet the needs of existing residents, while aligning with the latest building and fire safety requirements. The design updates are mostly to apartment blocks D1 and D2.

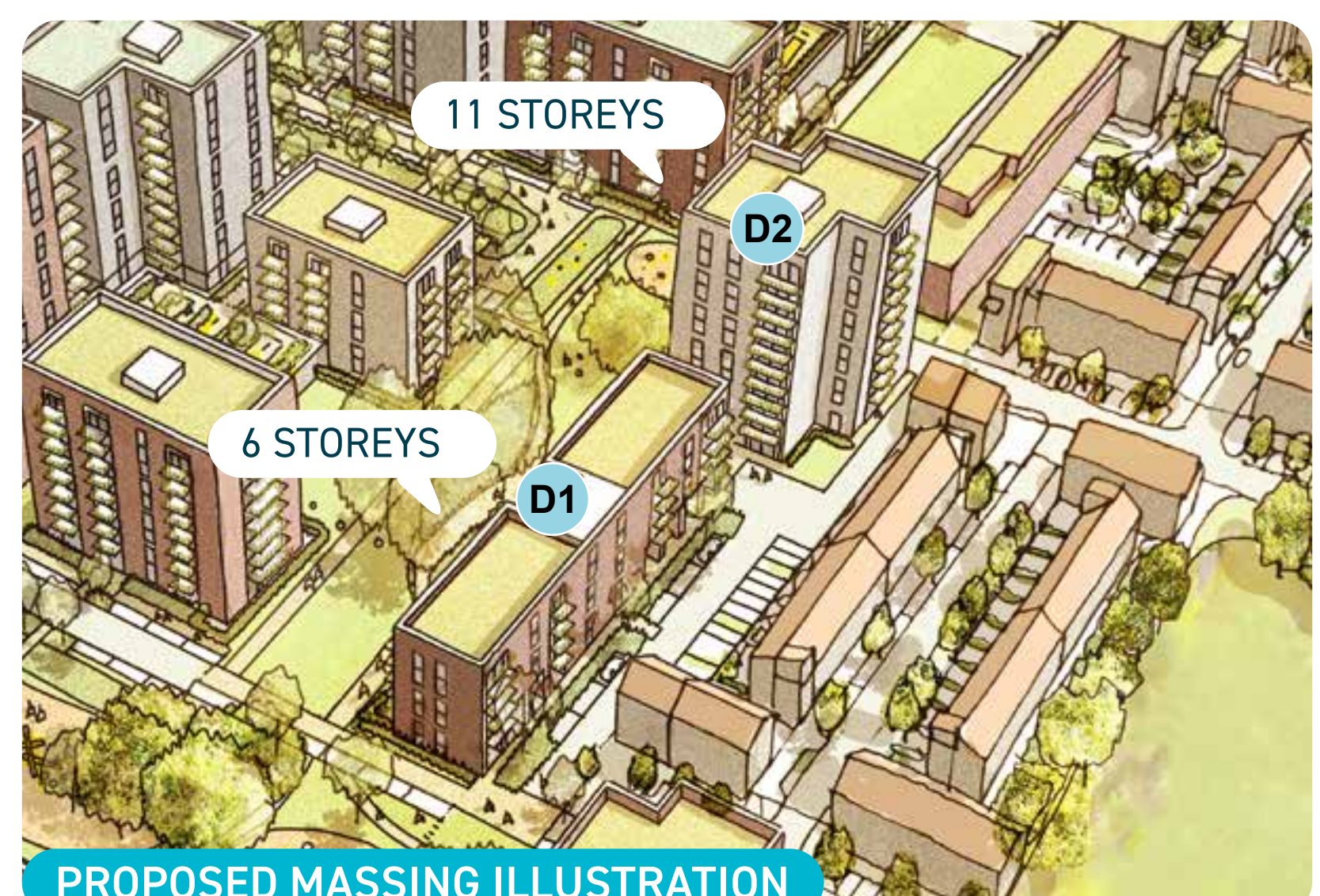
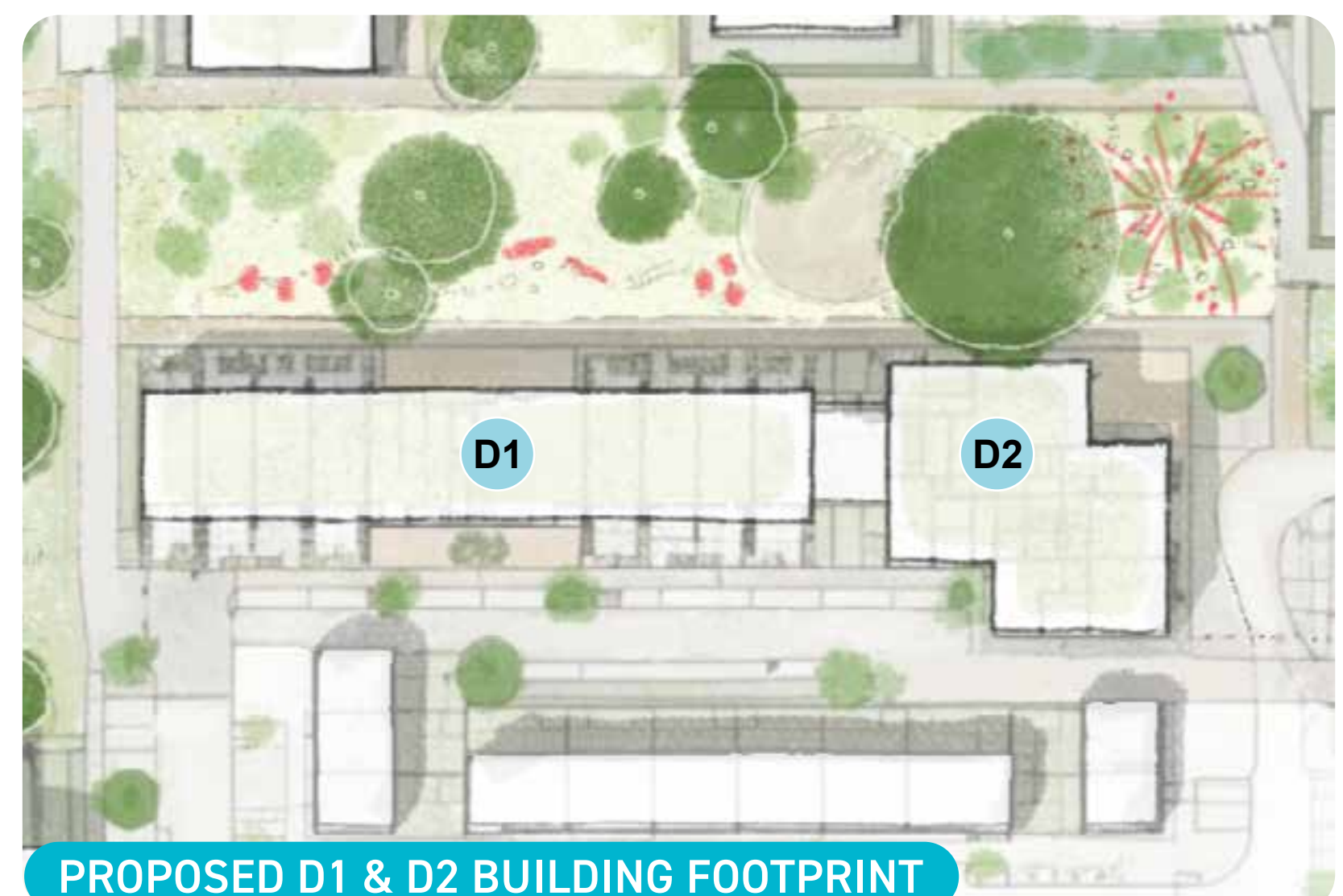
Key proposed changes include:

- **Layout adjustments:** Updated based on feedback on Phase 1C.
- **Apartment redesign (Blocks D1 & D2):** Updated to meet latest fire and safety regulations (dual staircases and lifts). Our designs have evolved from two separate blocks to two re-connected buildings following feedback from planners.
- **Addressing overheating:** Integrated to meet building requirements.
- **Tree retention:** Preserved existing trees north of Block D1.
- **Enhanced green spaces:** Community gardens for socialising and growing, seating, and relaxation areas for all ages, walking paths and play areas.
- **Pedestrian-first design:** Prioritised for people with restricted vehicle access.
- **Dual-aspect homes:** 92% designed for better light and ventilation.
- **Block D1 height:** 6 storeys, aligned with neighbouring Phase 1 buildings.
- **Block D2 height:** 11 storeys, offset to minimize overlooking.
- **Community centre:** Exploring future uses and operations.
- **Maisonettes on ground floor with gardens fronting the parks/open space** responding to resident feedback.

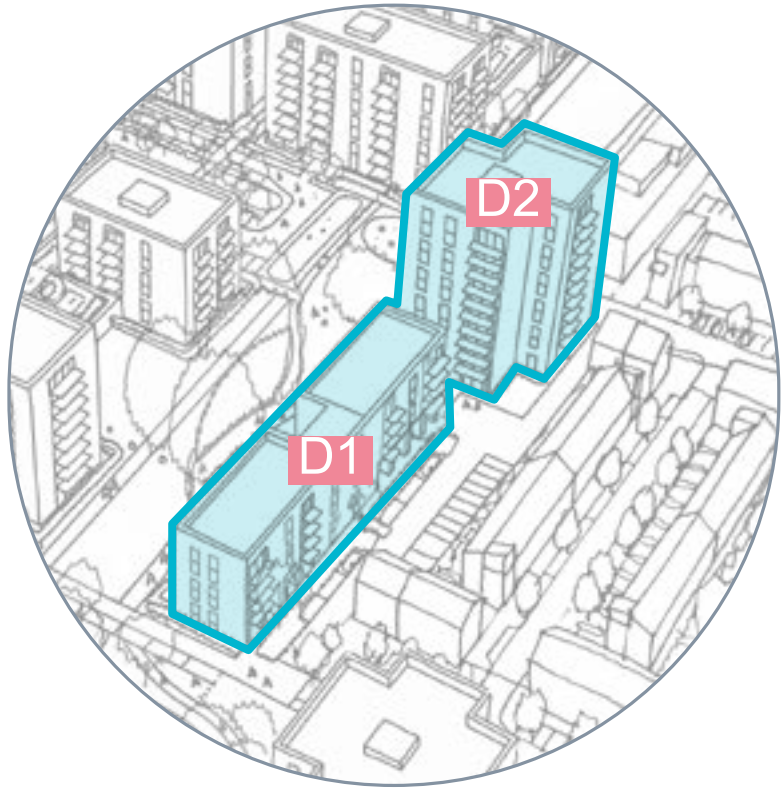
Consented Original Design



Current Proposed Design



Phase 1E Architectural Features



The proposals for the revised design of the apartment blocks in Phase 1E reference the local architectural character.

This includes:

- Housing typologies
- Façade design
- Window style and material
- Brick type and colour
- Frontage style
- Building entrances
- Inset design
- Balcony style and material

Block D1



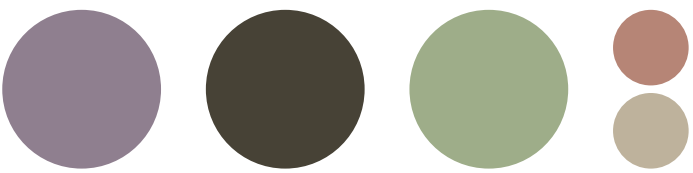
OLD SURREY - PICKING MITCHAM LAVENDER
c1908

COLLECTORCARD
Croydon CR0 1HW






TONAL PALETTE



MITCHAM LAVENDER FIELDS

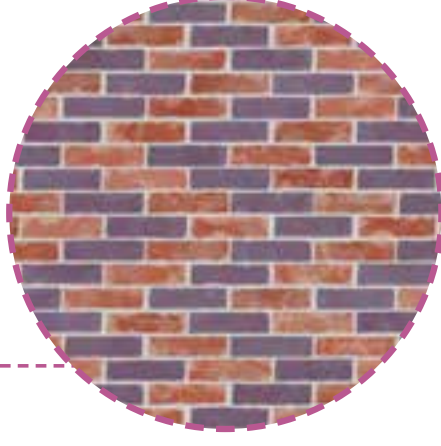
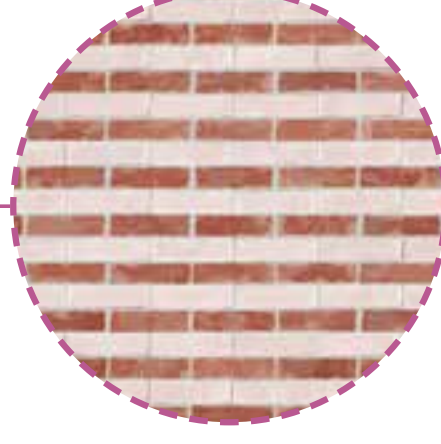






Maisonette Maisonette

Apartments

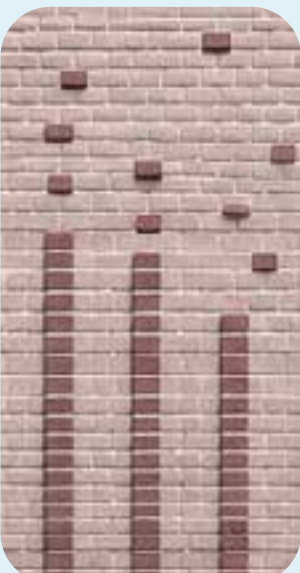

Maisonette

D1 - NORTH BAY STUDY

Block D2





TONAL PALETTE



PAIN'S FIREWORKS



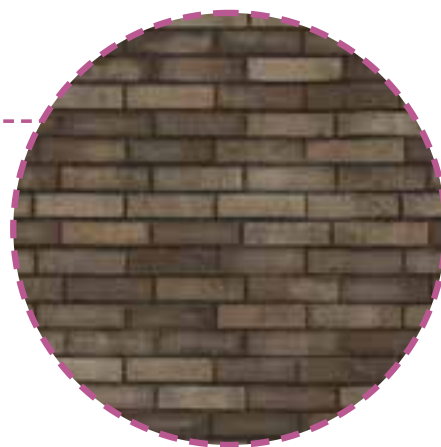




Community Centre

Apartments






D2 - NORTH ELEVATION BRICK PATTERN STUDY

Phase 1E Property Layouts



The emerging floor plans and home layouts being developed have been shaped by resident feedback and lessons learned from earlier phases of the regeneration.

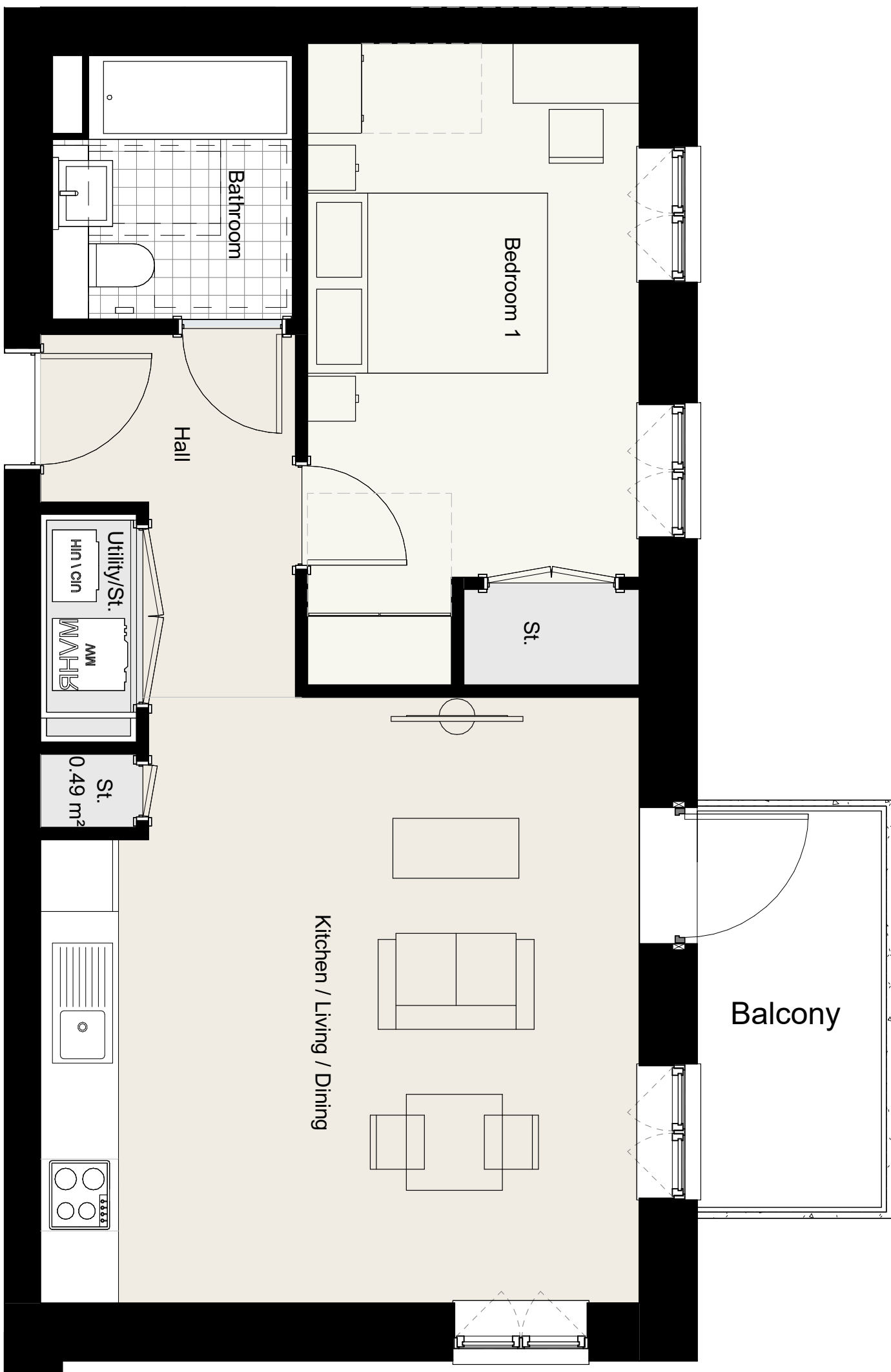
The focus is on creating practical homes that meet the needs of current and future residents. The proposals aim to provide comfortable, accessible and energy-efficient living spaces, with layouts designed to support everyday life.

Block D1



EXAMPLE OF 3-BED 5-PERSON MAISONETTE LAYOUT

- Property layouts:**
- The layouts shown are examples with further updates to follow
 - All homes meet London Plan space standards
 - Each home has private outdoor space and access to public amenity space
 - Majority of homes are dual aspect; some smaller homes are single aspect, with wide frontage to maximise light.
 - Good balance of property sizes distributed throughout the apartment blocks



EXAMPLE OF 1-BED 2-PERSON FLAT LAYOUT

Phase 1E Property Layouts



Block D1



EXAMPLE OF 3-BED 5-PERSON FLAT LAYOUT

Block D2



EXAMPLE OF 2-BED 4-PERSON FLAT LAYOUT



EXAMPLE OF 1-BED 2-PERSON FLAT LAYOUT

Ground Level Proposals – Phase 1E



Landscape and play provision

We are carefully considering how residents use the green spaces, what is required now and in the future as the community grows. Resident feedback is important as the design develops to ensure each space is welcoming, safe and has a purpose.



Community facilities

Residents are helping to shape the community facilities at Eastfields, Local people have shared their priorities for spaces that support community activities, wellbeing and connection.



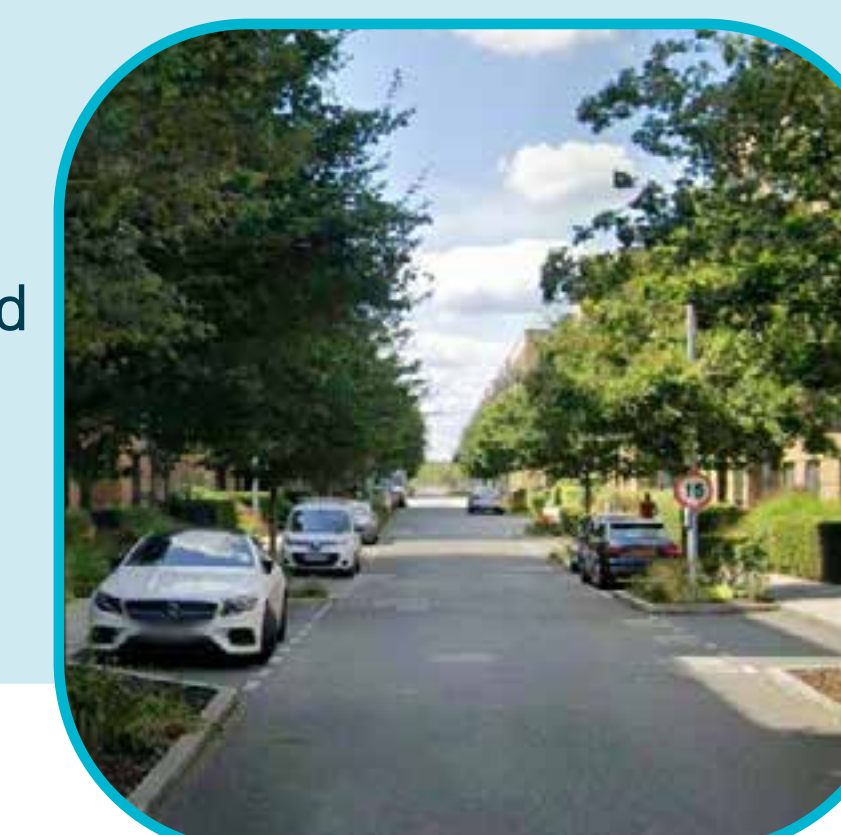
Cycle storage & routes

- Secure cycle stores in blocks D1 and D2
- Bike-friendly routes through the estate



Parking

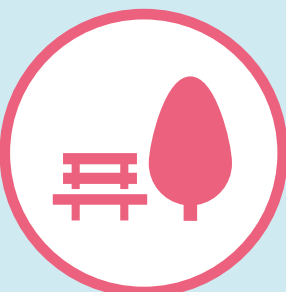
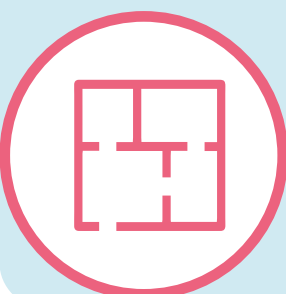
- Reprovision of parking for existing residents
- Parking bays integrated in green streets with trees and shrubbery
- Blue Badge provision



Phase 2 and Phase 3

Changes to planning regulations require updates to the masterplan, creating a new opportunity to improve the neighbourhood.

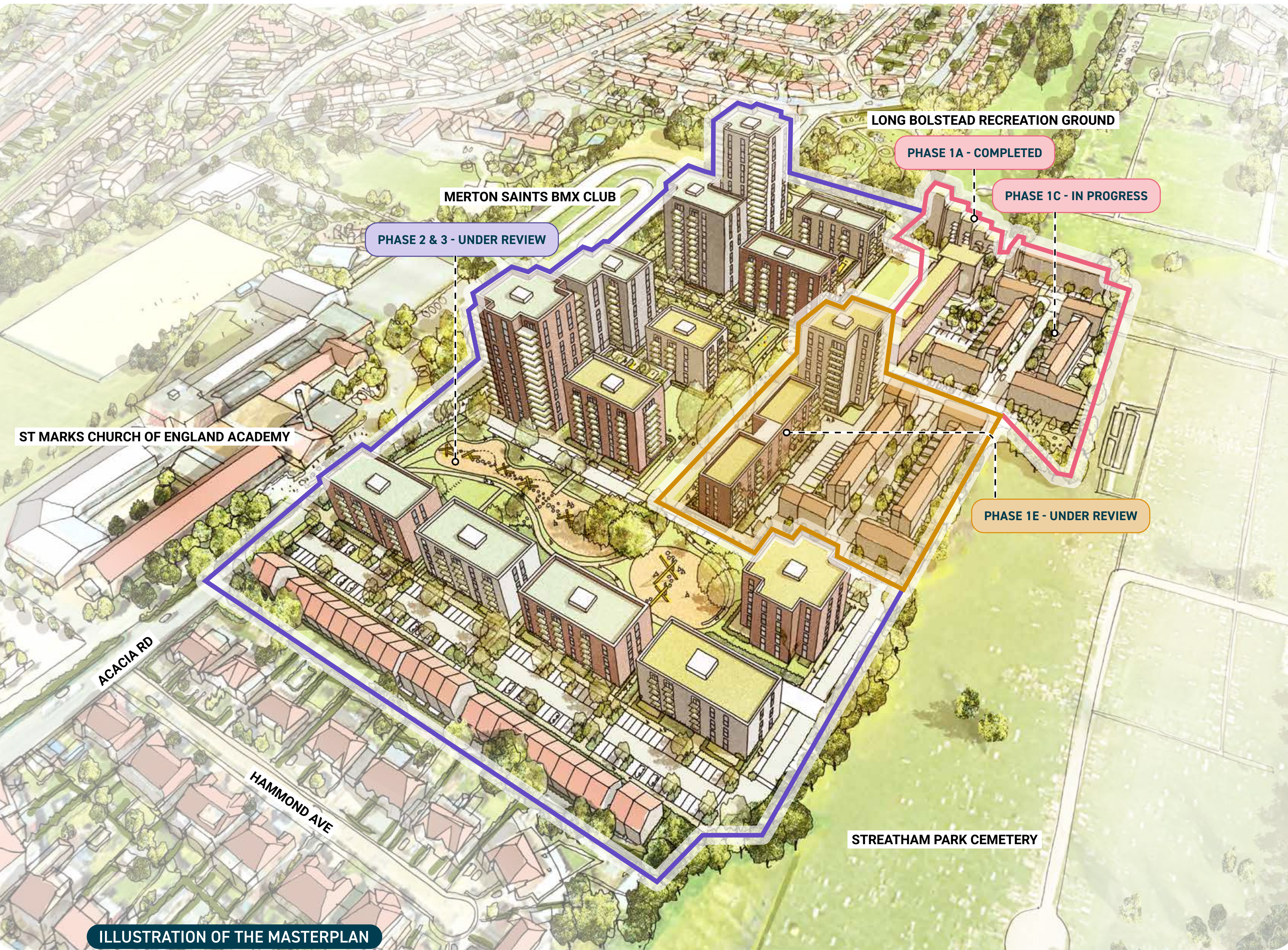
The revised proposed masterplan will deliver:

-  More homes, including affordable homes.
-  Better outdoor areas for everyone and improved connections.
-  Higher-quality housing.

Target mix of homes proposed for Phases 1 to 3:

- The approved masterplan only had an increase of 15 Social Rent homes compared to the existing estate.
- The new masterplan targets an increase of 125 Social Rent homes compared to the existing estate.
- We're also targeting the provision of 159 Affordable Home Ownership opportunities, compared to zero previously.

Tenure	Eastfields Estate	Current Outline	Proposed Phases 1 to 3	Difference (current vs proposed)
Social	247	262	372	110
Replacement	0	58	74	16
Shared ownership	0	0	159	159
Private Sale	219	480	450	-30
Total	466	800	1055	255



Phase 2 and Phase 3 - Heights and massing



A detailed review of the Eastfields masterplan introduces new building proposals.

- Taller buildings will:
- Provide more affordable homes for Merton residents
 - Maximize the amount of open space within the site
 - Improve daylight and sunlight
 - Be located considering residents' feedback

Developing plans include:



Variety of building heights throughout the design
to provide a thoughtful townscape complemented by integrated green spaces.



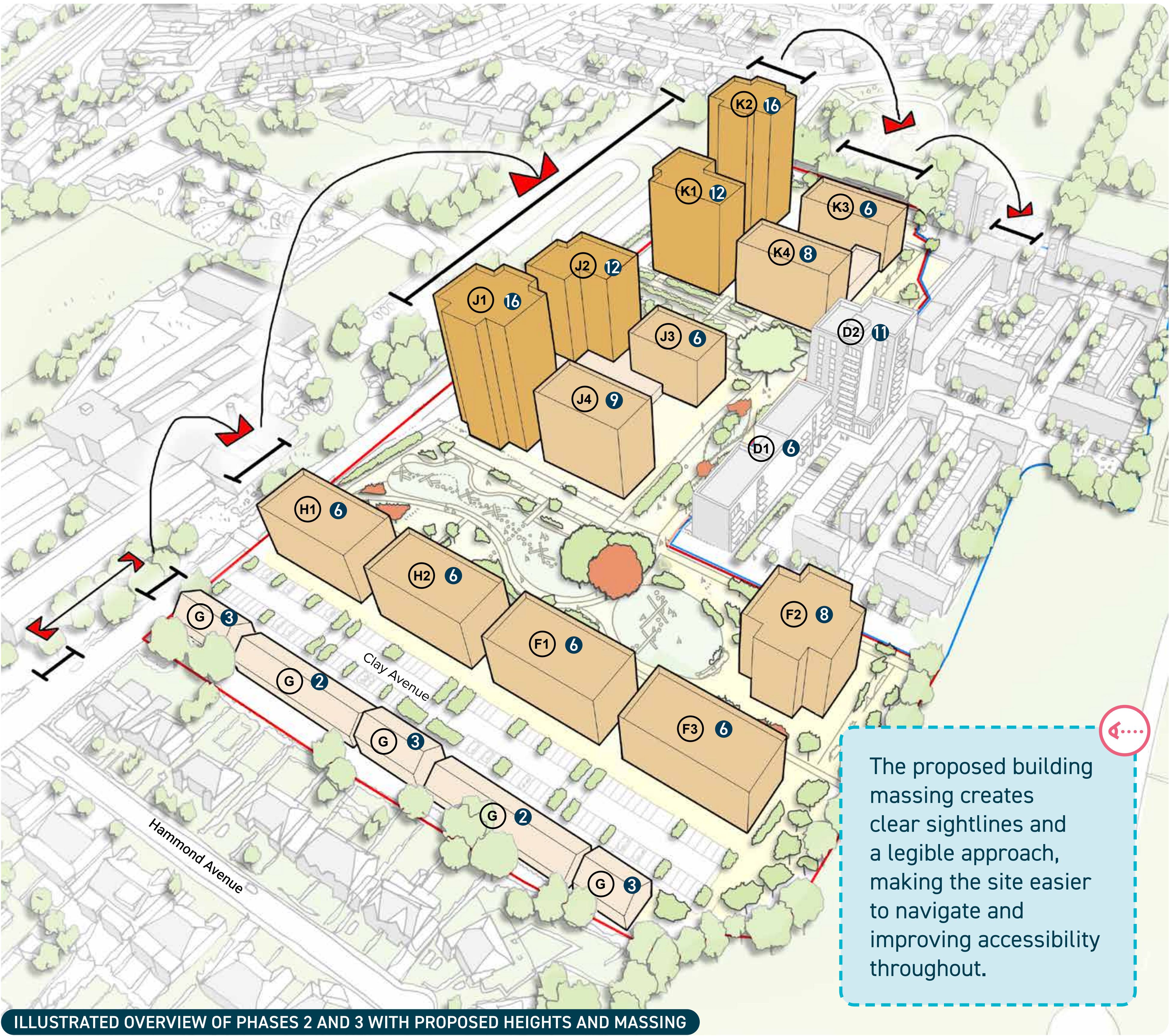
Taller building toward Mulholland Close on the edge of the estate
to offer more homes and green spaces, while improving daylight, sunlight, and public space.



Low building heights for the area backing Hammond Avenue
to ensure thoughtful integration in the existing context.



A mix of property types and sizes across the estate
to meet the needs of different size households.



ILLUSTRATED OVERVIEW OF PHASES 2 AND 3 WITH PROPOSED HEIGHTS AND MASSING

Phase 2 and Phase 3 – Landscape and public space

With residents we are reviewing the approach to the landscape and public space, how they complement the architecture and respond to local people's needs.

Creating green spaces with purpose that provide places for small children and young people to play, and for adults of all ages seeking rest and relaxation.



Central green park with integrated landscape amenities

- Designated **play spaces for all ages**
- **Growing space** – community garden
- **Rest and relaxation** space



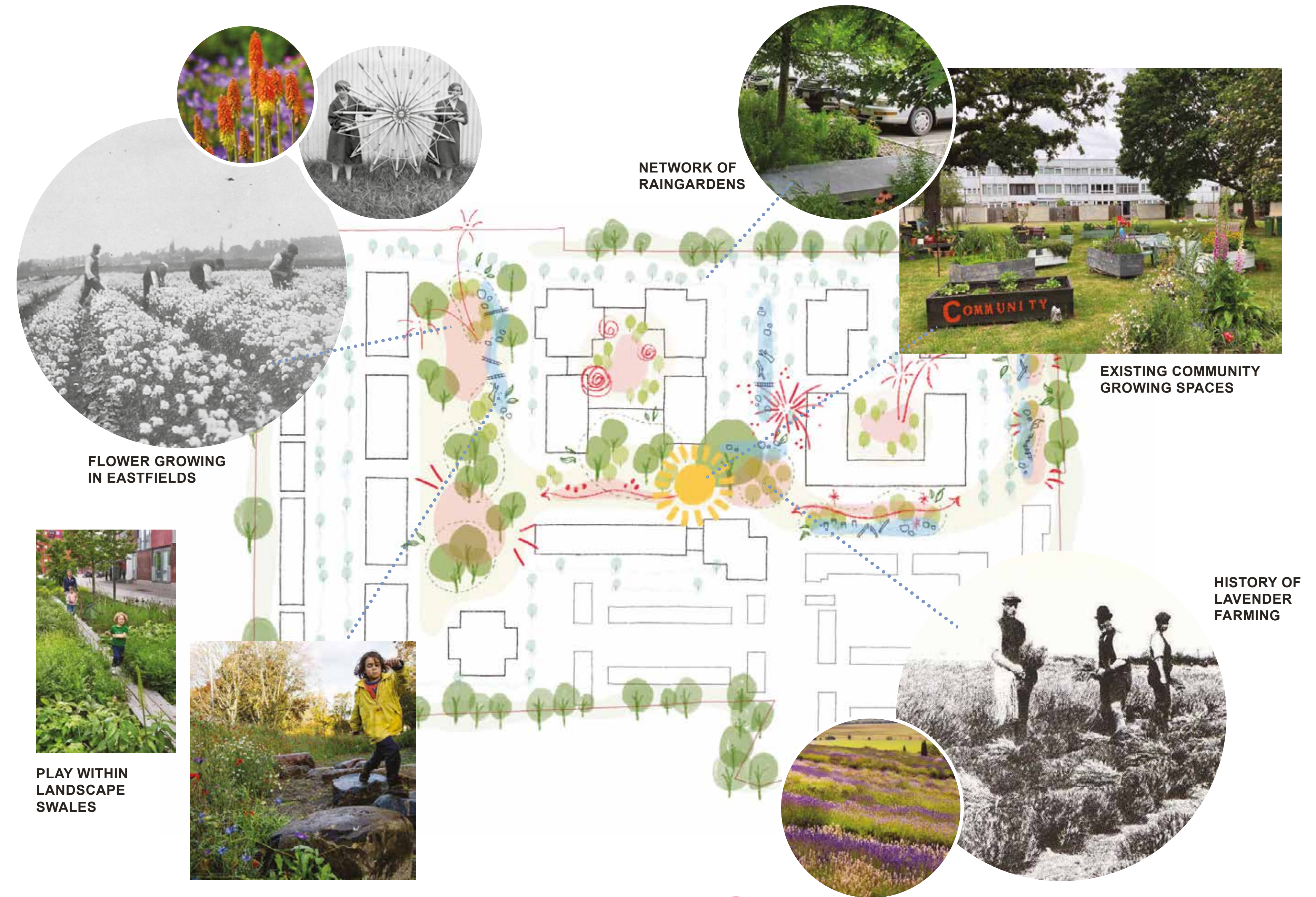
Parking spaces with integrated **planting**, soft landscape, and **rain gardens**



Planting along footpaths and Green streets with integrated footpaths



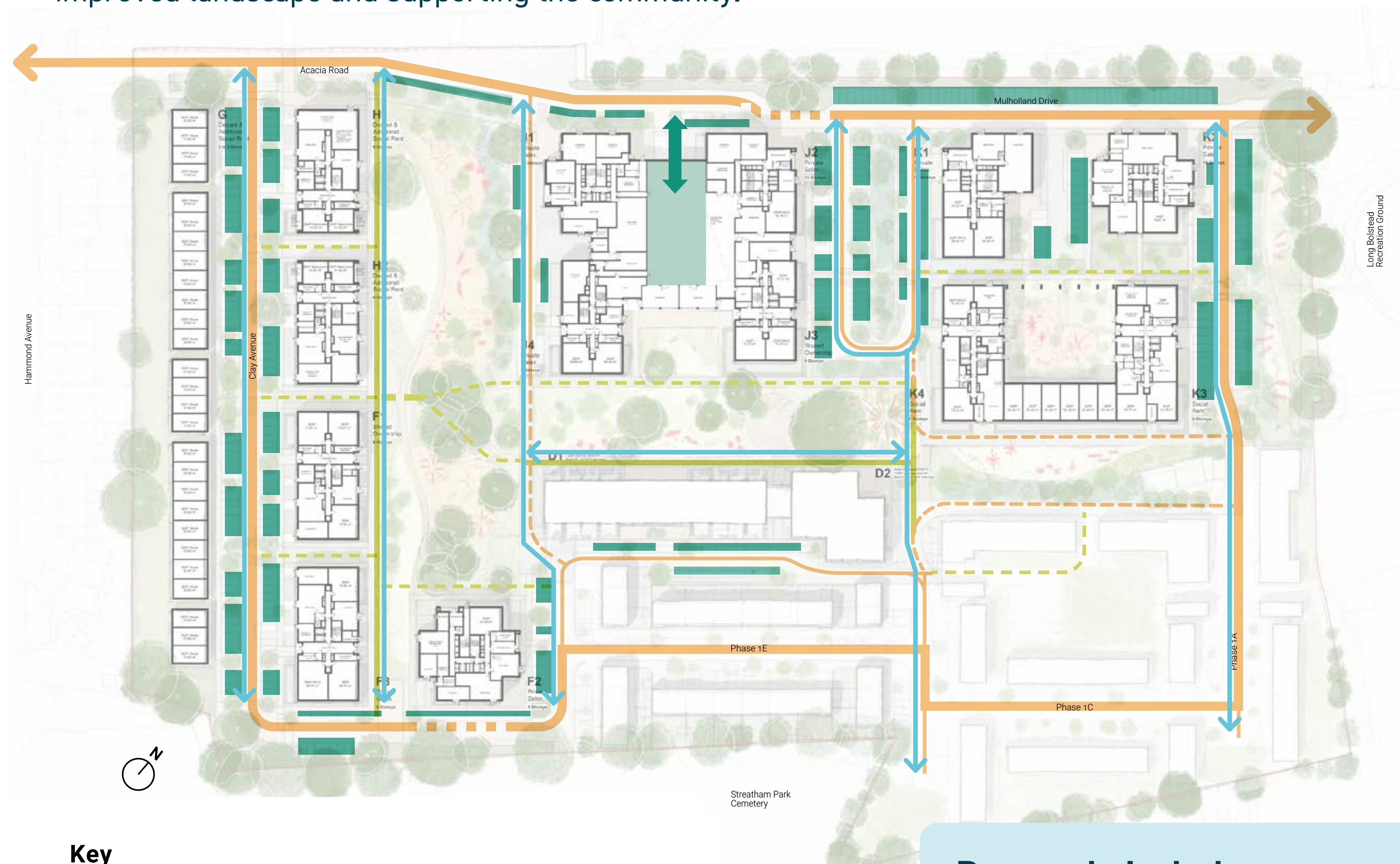
Retaining as many **mature trees** as possible throughout Eastfields



Phase 2 and Phase 3 - Streetscape and parking provision

The emerging masterplan design builds on the approved design for the Eastfields regeneration.

Taking residents' needs into account while providing additional homes, integrating a diverse housing mix, improved landscape and supporting the community.



Key

- | | | | |
|---|--|---|-------------------|
|  | Streets |  | Control Point |
|  | Main Higher Order Routes (Vehicles) |  | Podium Car Park |
|  | Inner Streets (Vehicles) |  | On Street Parking |
|  | Servicing Routes (Restricted Vehicle Access) | | |
|  | Park Street (Pedestrian / Cyclist) | | |

Proposals include:

- Reimagining the arrival point and entrance to the Eastfields estate
- Exploring ground floor activation at street level
- Softening the existing dominant hard landscaping
- Retaining mature trees
- Create green streets with active frontage
- Providing pedestrian and cycle priorities with safe crossing places
- Reverse the proposal for an east west link

ACCESS, MOVEMENT AND PARKING

EXISTING STREETScape



PRECEDENT IMAGES OF PROPOSED CHANGES



Next steps



The final design changes will be part of planning proposals submitted to the London Borough of Merton, with Phase 1E to be submitted in winter 2026



Indicative Time Scales



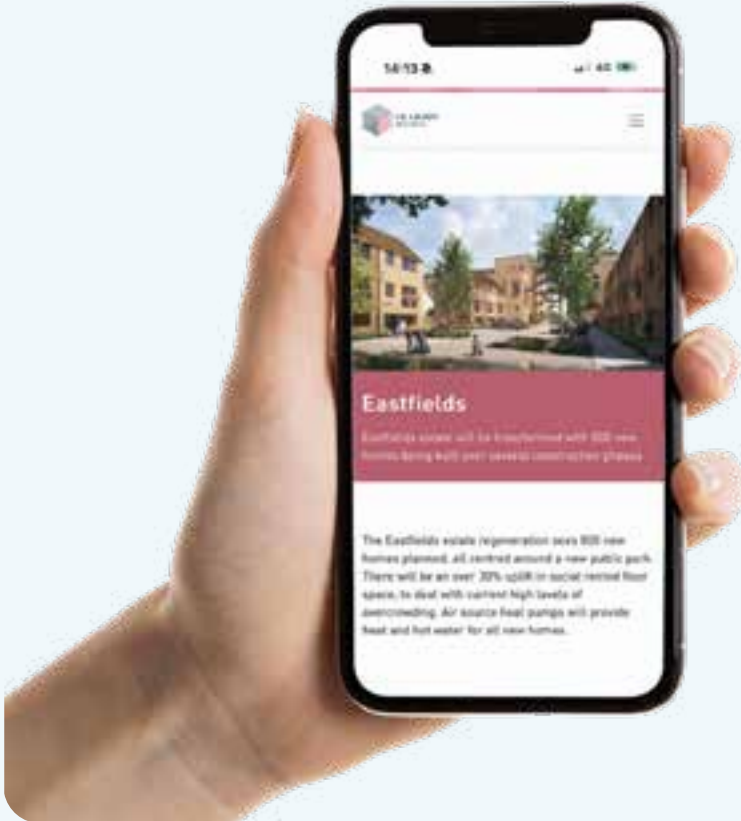
Don't forget to leave us your comments



Scan the QR code to view the consultation feedback survey



Eastfields Live
<https://eastfieldslive.com>
Scan the QR code to view the Eastfields Live website.



Eastfields Consultation Page
<https://eastfieldslive.com/pages/consultation>
Scan the QR code to view the Eastfields project page & consultation page.



The project team

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