

25th September 2012

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Dear Sir,

Wimbledon Stadium: Addendum to representations submitted in March 2012 in response to the Draft Sites and Policies DPD

We write on behalf of the Greyhound Racing Association (GRA) to provide an updated position on our client's proposals for the redevelopment of Wimbledon Greyhound Stadium (as identified by the red line boundary on page 68 of the Draft Sites and Policies DPD ("Site Proposal 37")).

Following recent discussions with your Authority and AFC Wimbledon, both of whom have outlined their desire to relocate a modern stadium within Merton, we seek the incorporation of the following description of development into future iterations of the Sites and Policies DPD:

"The comprehensive redevelopment of the greyhound stadium to accommodate a new 10,000-15,000 seater football stadium and associated community / leisure facilities, circa 450 -500 residential units, and a substantial retail store."

For ease of reference, we attach an illustrative masterplan and 3D model providing details of the proposal. Significant background work in terms of flooding, highways and other capacity issues have been undertaken in developing this proposal. The scheme will be developed in the coming months following further detailed technical work and consultation with LB Merton, LB Wandsworth, AFC Wimbledon, EA, other statutory consultees and local residents / groups.

The relocation of a football stadium on the site will generate a significant number of full time and permanent jobs (pre and post construction) and generate millions of pounds of supplier spending per annum, much of which will of benefit to the local area. Spending by home and away fans during visits to the new stadium will also generate significant spending per season for the local economy, boosting trade for local businesses (crucial in these tough economic times).

This accords with the NPPF which states that *"the Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system."*

The scheme will also provide wider community benefits through a range of initiatives associated with the football club to include facilities and programmes coaching courses which promote sport to young people and the socially disadvantaged as an alternative to anti-social behaviour. Other proposed facilities for the community include the retail store, benefitting local residents. This reflects the NPPF's aspiration to *"plan positively for the provision and use of shared space, community facilities (such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship) and other local services to enhance the sustainability of communities and residential environments"*.

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The NPPF also sets out the Government's current and future requirements for boosting significantly the supply of housing (to drive economic growth) with a priority to provide "*the supply of housing required to meet needs*" and "*plan for a mix of housing based on current and future demographic trends, market trends and the needs of different groups in the community*".

Appendix B of the Draft Site and Policies DPD consultation document acknowledged that Merton's birth rates have risen substantially every year since 2003 which is expected to continue. This demographic trend coupled with increasing life expectancies and shrinking household sizes means that even before considering migration, the natural growth of the existing population generates the requirement for a significant number of new homes. It is clear that over the next 10 years there is a need to address these housing shortages. In accordance with the adopted Core Strategy's "Strategic Objectives", it will also be important to provide a choice and mix of housing types and tenures while enhancing the public realm and improving access to education, training and jobs. The scheme provides the opportunity to meet the Council's aspiration to provide a substantial sporting use on the site. The existing greyhound track is leisure, not a sporting use.

The site therefore represents a unique opportunity to realise the development potential identified in the London Plan for almost a decade. It is the largest brownfield site identified within the Site and Policies DPD and the only one in the Area for Intensification considered to have the critical mass to deliver a football stadium, a genuine mix of housing, in addition to significant socio-economic improvements and public realm improvements (linked to the emerging green grid, in turn improving access to open space for new and existing nearby residents).

A new residential population at this site will directly support planned business and social infrastructure for existing and future communities. The site benefits from excellent access to a range of local employment opportunities to ensure that both current and future residents of the locality are able to access nearby employment opportunities leading to the creation of more sustainable live-work movement patterns.

The provision of a football stadium for AFC Wimbledon will represent a return of the club to their historic home after over 20 years. The social benefits to the local community for generations to come should not be underestimated. Such a milestone scheme will help to facilitate LB Merton's aspiration for regeneration and transformational change. This will assist in achieving the step change in the perception of the area required to facilitate much needed inward investment, in turn leading to better homes, local amenities and safer, more attractive and connected environments.

The landmark scheme represents a genuine "*integrated approach to considering the location of housing, economic uses and community facilities and services*" in accordance with the NPPF, that will deliver significant long term, socio-economic and environmental benefits to the local community and wider borough.

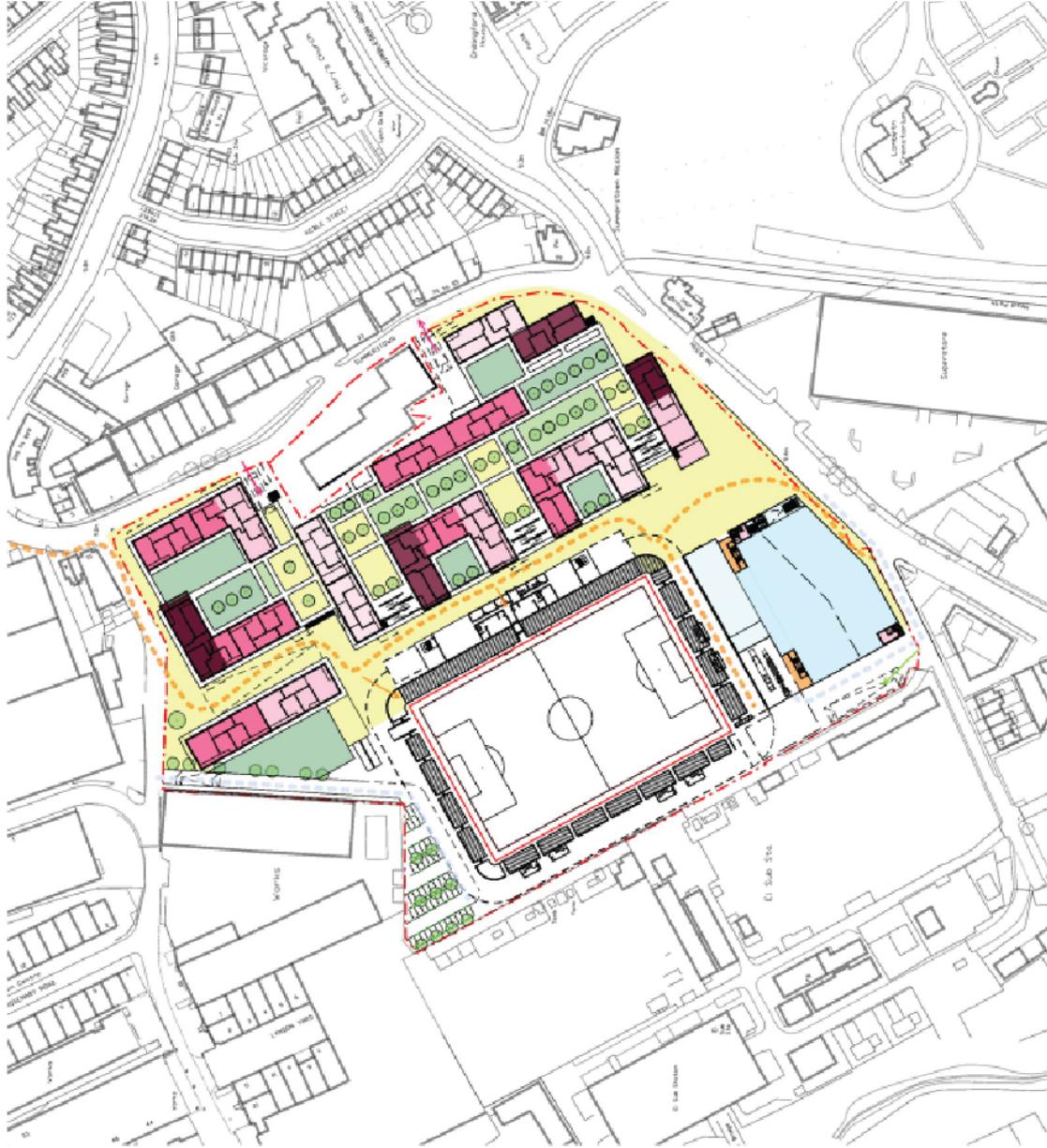
I trust you will find the above acceptable; however, should you have any queries or require additional information, please do not hesitate to contact me.

Yours sincerely

Duncan Parr
Director

Enc -Illustrative Layout
-3D Model

MASTERPLAN



HEIGHTS

The residential blocks are between 4 and 8 storeys
The retail unit provided over two storeys

ACCESS

Distinct vehicular access is proposed to each use; the retail cars and servicing vehicles enter to the South of the site; the residential cars enter the basement car park to the East of the site; and the stadium vehicles to the North.
The central pedestrian route will be used by all three users as the residential, stadium, and retail entrances are located off this route. It is also proposed that residential delivery and service vehicles are permitted loading access along the central route.

LANDSCAPE

Hierarchy of spaces as described on the previous pages.

KEY

- Spectator route from station to stadium
- Vehicular servicing to stadium and retail
- Residential carpark access
- Residential carpark access
- Retail carpark access

- eight storeys
- seven storeys
- six storeys
- five storeys
- four storeys

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Site massing viewed from the south east

SHEPPARD ROBSON

WIMBLEDON GREYHOUND STADIUM - LE MERTON PRESENTATION