WIMBLEDON GREYHOUND STADIUM SITE, PLOUGH LANE SW19
MASTERPLAN DESIGN REPORT

Submission to London Borough of Merton | 13th September 2013
This document, prepared by Sheppard Robson on behalf of Galliard Homes, sets out the outline design proposal for the masterplan scheme at the Wimbledon Greyhound Stadium site at Plough Lane.

The following design for this landmark site includes a new stadium for AFC Wimbledon restoring the football club to its spiritual home. The masterplan also includes residential, retail and leisure uses on site, as well as a new landscaped pedestrian route. The proposals are outline at this stage and are subject to further design development.

The stadium is designed by David Morley Architects, Derek Wilson and Owens Owens Design, and their proposals are illustrated in a separate document.
01 SITE CONTEXT & CONSTRAINTS

The site lies in The London Borough of Merton, and within an area providing good local transport links, and a number of amenities and green spaces

- Earlsfield Station
- River Wandle
- Burntwood School
- Golf Centre
- Garratt Park
- Wimbledon Park
- Wimbledon Park Station
- Streatham Cemetery
- National Grid Wimbledon
- Wimbledon Greyhound Stadium Site
- Wimbledon Cemetery
- Ricards Lodge High School
- Lambeth Cemetery
- Haydon’s Road Station
- Wimbledon Station
The site is also constrained by a number of physical features, and relationships with surrounding buildings and infrastructure.

1. Constraint - vehicular noise and pollution along Plough Lane

2. Constraint - outlook to car dealerships to the south

3. Constraint - outlook to blank facades of light industrial unit, and high rise residential beyond

4. Constraint - poorly fronted street and vacant former pub building

5. Constraint - poorly fronted street to the south

6. Constraint - outlook to large scale retail units to the south

7. Constraint - outlook to Wimbledon National Grid substation to the west

8. Constraint - outlook to Wimbledon Substation
02 SITE POTENTIAL

NORTH-SOUTH ROUTE
The site offers the potential to improve the connection from the residential areas of Earlsfield and Wimbledon. This could be by introducing a new street through the site overlooked by uses that provide passive surveillance. This route would be an improvement in terms of safety and environment compared with the existing streets surrounding the site.

GREEN SPACES
The site’s location between Garratts Park and Lambeth Cemetery suggest that green spaces could be provided within our site, and create a virtual green corridor.
RESPONSE TO SITE CONTEXT

The following items have been considered and incorporated into the early design in response to the opportunities provided by the site, as well as the constraints.

- The immediate area around the Corner Pin Pub has the potential to be a focal point acting as the main “address” of the residential uses.
- The North / South route should go through the centre of the site - surrounded on either side by active frontage and well over looked.
- Any residential areas should be protected from the switching station boundary by a built or landscape buffer.
- The best and most prominent “address” for any retail is along Plough Lane. This location would be complementary to the other retail uses along this road.
03 THE MASTERPLAN

The masterplan has been designed to provide the spatial concepts shown in the facing diagrams.

The new football stadium is a key focal point of the site, but the residential buildings and green spaces have been designed to provide a new residential quarter.

Communal residential entrances face onto the new north-south pedestrian route, providing active frontage. The Plough Lane frontage also incorporates a retail building and reinstates the Squash Club already on the site.

The drawings on the following pages show the proposed masterplan. The drawings included are:

- Ground Level Masterplan
- Typical Floor Level Masterplan
- Basement Level
- Section

Please note that these plans are outline at this stage and are subject to further development.
03 Courtyard green space and football pitch
04 Communal entrances from the streets
05 Private entrances from the streets
08 Private back gardens and private communal courtyards
09 The podium and landscape edge
10 The overall spatial concept
04 LAND USE

The proposed masterplan includes the following proposed land uses:

**FOOTBALL STADIUM**

Please refer to the separate design document.

**RESIDENTIAL**

c. 600 new residential units are provided in the masterplan. These are located in 3 areas:

- Main buildings to the east of the site
- A smaller residential building to the north-west of the site
- A residential building above the retail unit and squash club

The residential units will also be provided with communal green spaces, with the main residential buildings clustered around green courtyards. The residential spaces are designed to provide a varied residential mix, including larger (3 and 4 bed) units.

Approx 300-400 car parking spaces for the residential units are provided in the basement.

**RETAIL/COMMERCIAL**

Approximate area = 1,000sqm

This is located so that it faces on to Plough Lane, providing active frontage to this part of the site.

**LEISURE (SQUASH CLUB)**

Approximate area = 800sqm

This is located at grade and at basement levels, also fronting onto Plough Lane.
The outline 3D image opposite shows the approximate massing of the residential and retail/squash club elements of the masterplan.
Outline 3D view of the North-South street, view looking south

Residential

AFC Wimbledon Football Stadium

Residential

Landscaped pedestrian route
Aerial 3D view (from south-west) *Stadium 3D to show bulk only. Refer to separate document
Aerial 3D view (from north-east) *Stadium 3D to show bulk only. Refer to separate document
View of model (from south-east)
View of model (from north-west)
THE MASTERPLAN INCLUDING VOLANTE SITE

The following drawings show the masterplan should the site also include the area currently occupied by the Volante building to the east.

The drawings on the following pages show the proposed masterplan. The drawings included are:

- Ground Level Masterplan
- Typical Floor Level Masterplan
- Basement Level

Please note that these plans are outline at this stage and are subject to further development.
07 RESIDENTIAL UNITS

The design of the residential units is subject to further design development, but the plans on the facing page indicate typical current residential unit layouts.

The residential buildings have been designed to maximise the number of dual aspect units.
Indicative layout of a typical 1 bedroom residential unit

Indicative layout of a typical 2 bedroom residential unit