

North End Road Reconnection Q & A



Dear residents/businesses

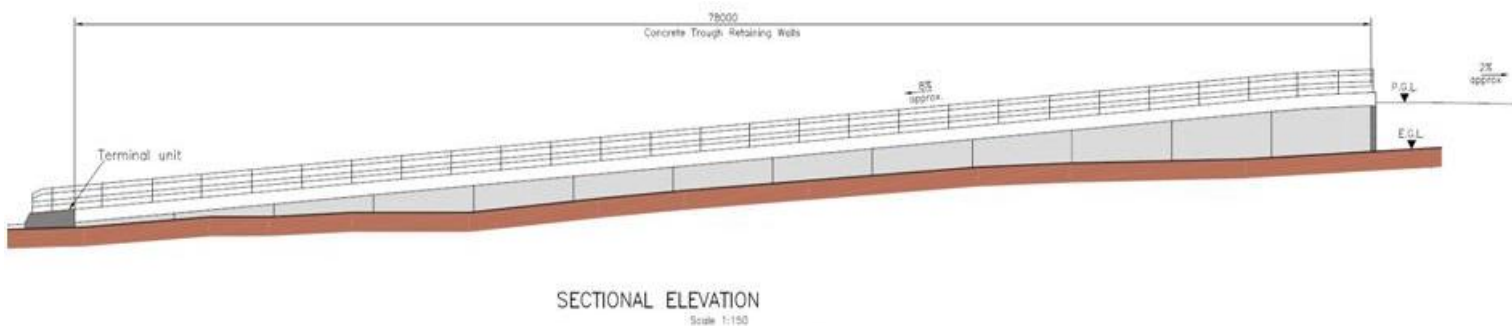
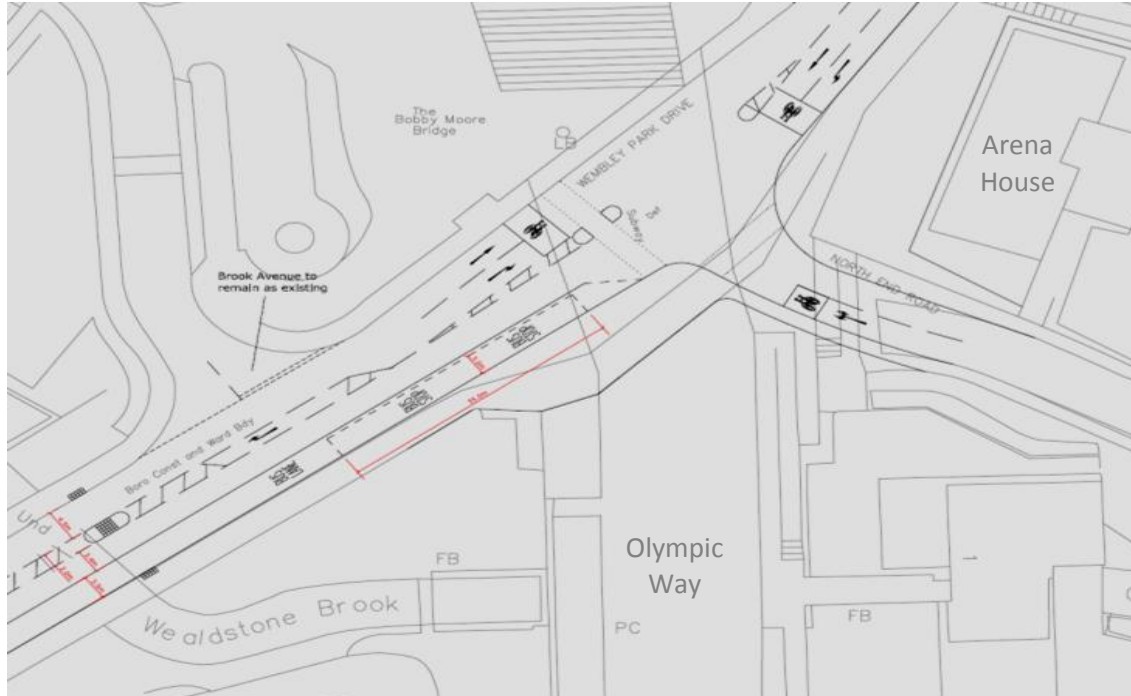
15 March 2009

By now you will have heard about the proposed reconnection of North End Road, which was one of many proposals included within the draft Wembley Masterplan that you were consulted on recently. We have had many positive responses on this major consultation and some of you have written to us to express your concern about this particular proposal. Before answering your questions, we'd like to explain in detail what is actually proposed.

At present there is no vehicular access between North End Road and Wembley Park Drive. The access was closed on 1992 as part of the Olympic Way/Bobby Moore Bridge Enhancement. On event days at new Wembley Stadium, high pedestrian flows and security issues also require Brent Council to close South Way and Fulton Road and the partial closure of Engineers Way, representing a significant constraint to east-west vehicular movements including buses. Proposals to reconnect North End Road to Bridge Road are included in the draft Wembley Masterplan to providing an alternative east-west route largely unaffected by stadium related traffic movements.

The lower end of North End Road will remain closed - no access to/from the Wembley Stadium Industrial Estate. Brent Council has commissioned independent consultants to look at the proposals and it is feasible for an 80 metre long ramp to connect to the top end of North End Road. The scheme proposals below provide the connection via an all movement signal junction. A signaled pedestrian crossing is shown at the North End Road junction. The Consultants' Reports on the junction capacity assessment confirm that the scheme layouts will operate satisfactorily with the predicted traffic volumes arising from the development of the Masterplan area. All the proposals are subject to Council Committee approvals and planning consents.

Chris Walker, Director of Planning



The benefits of reconnection include:

- Creating much improved pedestrian and cycle access onto Olympic Way
- Providing an opportunity for a new bus route(s) to serve the area more easily
- With other measures, the North End Road reconnection will ensure that the new development envisaged by the Wembley Masterplan will not create adverse traffic impacts on the local area
- The reconnection of North End Road allows east-west connection on Stadium event days, thus enabling existing and future residents and businesses to gain access to areas that are currently blocked for significant amounts of time
- Enabling routes intersecting with Olympic Way to become less traffic dominated
- Creating an actual and perceptual link into an area that currently suffers from problems of poor quality public realm
- Providing an additional access for emergency services if there was an accident/fire at the junction of Albion Way and Fulton Road - currently, the only emergency access is through the private industrial estate.

Your Questions

“The reconnection will have a detrimental impact on local residents and businesses and also create huge problems for traffic on Bridge Road, Empire Way and Wembley Park Drive”

Independent consultants MVA studied the Masterplan-related traffic flows and degree of saturation in terms of junction performance. A list of junction modifications has been proposed to accommodate the increased traffic and the improvements will be funded through Section 106 contributions from developers, which Brent Council will negotiate through its planning processes.

“We will be left with a huge bill that we have to pay for”

We anticipate the reconnection will be required by year 2014.

“The traffic will be dreadful every day and particularly on event days.”

The Wembley masterplan also proposes a new two way road system in the area. Accessing the North Circular Road from South Way will provide for most efficient route. Most of the traffic using Stadium car parks on event days uses Great Central Way and traffic is diverted back to Great Central Way during dispersal.

“The Stadium is meant to be a public transport destination, is it a reverse of the policy to improve access to the car?”

Wembley will remain a public transport destination and all event visitors will continue to be encouraged to use public transport. In addition, the ability to diver bus route PR2 to North End Road will provide better public transport links and east-west public transport movements on event days.

“Increased traffic will bring more noise, more rubbish, more risk to safety and could lead to significant health needs, particularly to increased stress levels”

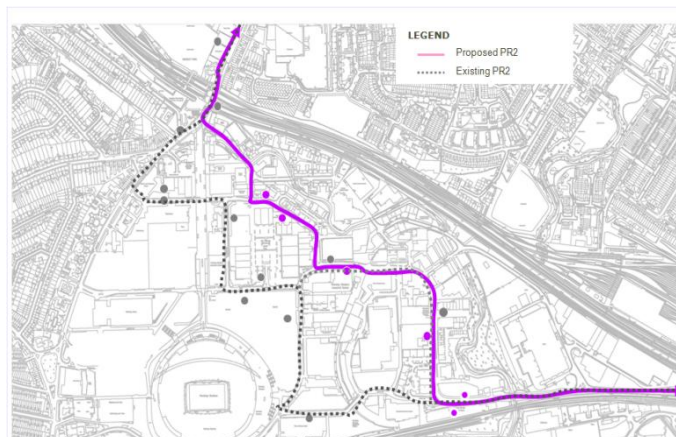
Brent Council will monitor the level of traffic generated and impose restrictions if necessary. Mechanical road sweepers will more easily clean the through road than a dead end. The new ramp structure will include 2m wide footways either side of the carriageway. Tree planting for new developments will be required in the area to improve air quality and biodiversity.

“The masterplan should not be adopted prior to the resolution of feasibility study of North End Road.”

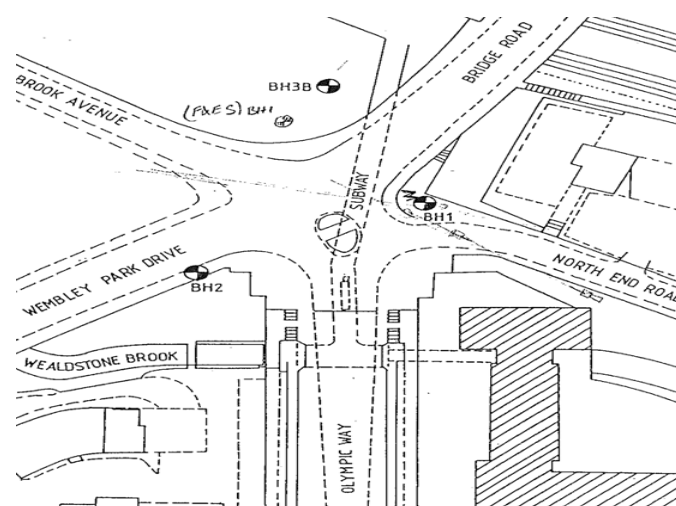
A feasibility study has already been carried out by independent consultants, MVA and Gifford to examine the costs, deliverability and building design on different junction and ramp designs. Brent Council is assured that the improvements are feasible and deliverable.

www.brent.gov.uk/wembley

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Proposed rerouting of bus PR2



North End Road in the early 90s