

Forward Plan Select Committee

17th March 2004

Briefing Note requested by the Select Committee on 25th February 2004

WEMBLEY MASTERPLAN

Background

The new National Stadium, which is currently under construction, will be a beacon of sporting excellence and an iconic architectural building. When completed in September 2005, it will add a distinctive landmark to the London skyline. Locally, the Stadium has acted as a major catalyst to regeneration, creating significant interest in redevelopment opportunities in Wembley and attracting investment to the region. Wembley is changing. The Council is supportive of this change and the regeneration opportunities.

Within the Adopted Unitary Development Plan (2004), policies support the regeneration of the Wembley area as a regional sport, entertainment and leisure destination. The regeneration of Wembley town centre is also supported which will involve the eastward expansion of the existing centre towards the Stadium. The Council believes that a comprehensive approach is needed to achieve a world class setting for the stadium and this strategy has also been supported by the Inspector at the inquiry into the UDP. In her report, the Inspector recommended the establishment of a development framework and Masterplan for the Comprehensive Development Area identified in the UDP plan.

The Mayor of London supports the need for regeneration at Wembley and has designated the Wembley Regeneration Area as a nationally important Opportunity Area in the London Plan.

The Council has set out its vision for the future redevelopment of the area in its 'Vision for New Wembley' (2002) document. It describes, in broad brush terms, the core principles for and key components of the regeneration of Wembley. The Wembley Development Framework (Destination Wembley – a Framework for Development 2003) sets out in more detail the principles and parameters for development. This document is endorsed by the Mayor of London.

The Masterplan should be read in conjunction with these documents. Together, they will form the detailed guidance which allows for the consideration of future planning applications.

Masterplan Area

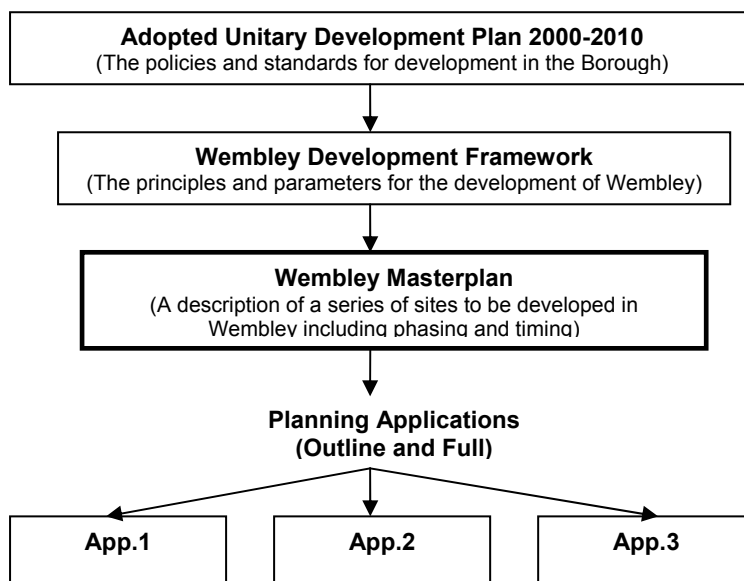
The Masterplan covers an area of approximately 75 ha and is broadly defined by Empire Way to the west and the two rail lines that converge to the west of the North Circular Road. However, the core area of the Masterplan is based on the Comprehensive Development Area, but including the pedestrian link to Wembley High Road in the south west, to Wembley Park Station in the north and eastwards along the Stadium Access Corridor (SAC).

The land within the Masterplan area is in multiple ownership. There are, however, fewer landowners in the western area, with Quintain Estates & Development plc being the majority owner in the Comprehensive Development Area.

Process

The Masterplan sets out the long term vision/strategy for physical, social and economic regeneration of the area. As a document, it has been prepared in response to the Wembley Development Framework.

The Masterplan has been developed in consultation with key landowners and stakeholders in the area. The draft Masterplan was subject to a wide consultation with approximately 2400 consultees. The revised document will, when read in conjunction with the Development Framework, enable the Council to consider planning applications for development sites within the Comprehensive Development Area and in adjacent areas covered by this document.



Given the extent of complexity of the regeneration of the Comprehensive Development Area and the wider Wembley Regeneration Area, it is not possible at this stage to define how the area as a whole will be developed over the many years ahead. The purpose of the Masterplan is therefore to address the key principles and issues required to bring forward regeneration so that there is a comprehensive approach to the Masterplanning process for the area as a whole. This Masterplan will therefore necessarily have to be flexible and responsive to changing circumstances over the life of the regeneration of Wembley. The Masterplan creates the basis for co-ordination of the regeneration process.

Timescales for decision

A report is scheduled to go to the Executive on 29th March 2004, at which time Members will be asked to agree the Masterplan which will, in conjunction with the Wembley Development Framework, be used to determine the acceptability of planning applications within the Comprehensive Development Area.

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