



Executive – supplementary – Wembley Action Plan

Monday 16 July 2012 at 7.00 pm

Committee Rooms 1, 2 and 3, Brent Town Hall, Forty Lane, Wembley, HA9 9HD

Membership:

Lead Member Councillors:

Portfolio

Butt (Chair)	Leader/Lead Member for Corporate Strategy & Policy Co-ordination
R Moher (Vice-Chair)	Deputy Leader/Lead Member for Finance and Corporate Resources
Arnold	Lead Member for Children and Families
Beswick	Lead Member for Crime and Public Safety
Crane	Lead Member for Regeneration and Major Projects
Hirani	Lead Member for Adults and Health
Jones	Lead Member for Customers and Citizens
Long	Lead Member for Housing
J Moher	Lead Member for Highways and Transportation
Powney	Lead Member for Environment and Neighbourhoods

For further information contact: Anne Reid, Principal Democratic Services Officer
020 8937 1359, anne.reid@brent.gov.uk

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The press and public are welcome to attend this meeting

Agenda - supplementary

Introductions, if appropriate.

Apologies for absence and clarification of alternate members.

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Having considered responses to consultation on the Wembley Area Action Plan Issues and Options document in September last year, it is now proposed to consult on the Council's Preferred Options. This is effectively a draft new Development Plan for Wembley. This report provides a summary of the main consultation responses, explains the contents of the draft Plan and recommends that this is made available for public consultation for 8 weeks commencing on August 13th.

Ward Affected:

Barnhill;
Preston;
Stonebridge;
Tokyngton;
Wembley
Central

Lead Member: Councillor

Contact Officer: Ken Hullock, Policy and
Research Team

Tel: 020 8937 5309 ken.hullock@brent.gov.uk

Date of the next meeting: Monday 20 August 2012



Please remember to **SWITCH OFF** your mobile phone during the meeting.

- The meeting room is accessible by lift and seats will be provided for members of the public.
- Toilets are available on the second floor.
- Catering facilities can be found on the first floor near The Paul Daisley Hall.
- A public telephone is located in the foyer on the ground floor, opposite the Porters' Lodge



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A new plan for Wembley

Brent Council is preparing a new Plan for Wembley which will determine how the area develops over the next 15 years. This is your opportunity to tell us how you would like to see Wembley develop in the future.

Contact us with any questions or for copies of this document. All the documents relating to the Wembley Area Action Plan can be found on the council's website www.brent.gov.uk/ldf. Copies are also available at libraries and one stop service offices.

You can get copies and more information by contacting the Planning and Transport Strategy team on 020 8937 5230. You can also contact the team by e-mail at ldf@brent.gov.uk or in writing at the address below:

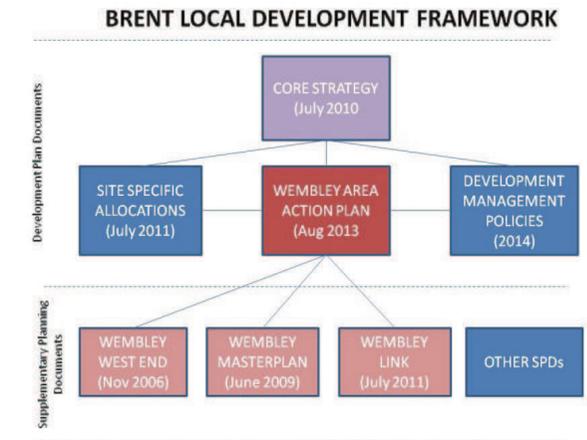
Planning and Transport Strategy Team
Planning & Development
London Borough of Brent
Brent House
349 High Road
Wembley
Middlesex
HA9 6BZ

What is the Wembley Area Action Plan?

1.1 The Wembley Area Action Plan (AAP) is an important part of the development plan for the Borough. Ultimately, the development plan will be made up of a number of documents, two of which, the Core Strategy and the Site Specific Allocation document, have been adopted already by the Council. The Core Strategy sets out the spatial planning strategy for the development of the Borough focusing growth and development in 5 key Growth Areas, the largest of which is Wembley. The Site Specific Allocations document identifies 70 sites around the borough where new development is likely to take place, and provides planning guidance for those sites. The Wembley Area Action Plan complements these documents by providing a detailed Plan for development in the Wembley Area and brings up-to-date, and consolidates, existing planning policies for Wembley in a single development plan document.

1.2 The Council's Core Strategy, adopted in 2010, sets the context for development of the Wembley Area by establishing a vision for the future of the borough as a whole, a set of objectives to be achieved by development and a set of core policies to achieve those objectives. For this reason, much of the vision and most of the objectives for Wembley are already established and are, therefore, incorporated into an updated vision and set of objectives in section 2 of this Development Plan Document (DPD).

1.3 In addition, the Site Specific Allocations DPD, adopted in 2011, has established the planning guidance for some of the development sites. Relevant site guidance from this has been carried forward into the draft Area Action Plan and supplemented by new or reviewed planning guidelines for the remaining key opportunity sites in the area. The plan, when adopted, will supersede policies and proposals currently included in the Wembley Regeneration Area chapter of the Brent Unitary Development Plan 2004. The Wembley Masterplan, which deals with the 70 hectare main regeneration area around the stadium, continues to provide detailed planning guidance on matters such as scale and massing, the public realm, streetscape and design quality for this area. In addition, the Wembley Link SPD provides similar guidance for the development of the eastern end of the High Road and the Wembley West End SPD guides development on the Curtis Lane car park site behind the High Road. Those parts of the Unitary Development Plan (2004) and the Site Specific Allocations DPD (2011) that will be superseded by the Area Action Plan are listed in Appendix A.



1.4 The area covered by the Plan is essentially the part of Wembley where most of the regeneration is needed and is likely to take place. This covers the existing town centres of Wembley and Wembley Park, the Wembley Masterplan area, including the Stadium and key development sites around it, and the industrial area extending as far as the North Circular Road, which is also the main gateway to the area by road. It covers an area of approximately 230 hectares. Although this is a tightly defined area, its future is extremely important to the borough as a whole. Half of the borough's projected new housing and most of its new commercial floorspace will be located here. Consequently, it is important that the wider community, including residents, businesses and other interested organisations, is involved in the preparation of the Plan.

1 Introduction



Picture 1.1 Area Action Plan Boundary

How does the 'Preferred Options' consultation stage fit into the process of preparing the AAP?

1.5 This round of consultation is the second stage of public consultation on the proposed Plan. The first round was a public consultation on 'Issues and Options' during which views were expressed about which options should be taken forward into a draft Plan. In preparing this document account has been taken of views expressed on the options put forward and the draft policies are therefore the council's preferred options for planning the Wembley area. The council has also provided an explanation as to why certain options have not been pursued. In addition, a Sustainability Appraisal has been carried out to assess, in general terms, the sustainability of the chosen options. A report setting out the appraisal results is also available as part of the

consultation, and comments on this are welcome. You can view the Sustainability Appraisal report at www.brent.gov.uk/ldf.

1.6 Views are being sought on the draft Plan. Where there are objections to a particular policy or paragraph then this should be clearly indicated along with how it should be changed, e.g. an alternative wording. In order to help people respond to the consultation, a questionnaire has been included at appendix 1 of this document. Separate copies of this are also available.

Next Steps

1.7 Comments will be taken into account in producing a version of the Plan that can be submitted to the Secretary of State for Examination. At this time, estimated to be about January 2013, the Plan will be published and there will be an opportunity to comment on it before it is finally submitted. Comments at this stage will be made available to an independent Inspector for his/her consideration in examining the Plan. There is likely to be an opportunity to make verbal representations to the Inspector at an informal hearing session.

1.8 Part of the process of preparing the Plan is the gathering of information or evidence to provide justification for the policies and proposals. The evidence base in support of the Plan has largely been compiled in support of the Core Strategy and Site Specific Allocations DPD's. This has been supplemented by more recent information where this is available and by further studies

commissioned to inform the AAP. All the evidence is available for viewing on the Council's website at www.brent.gov.uk/ldf. Further information relevant to the Plan will be added as this becomes available.

Finding your way around this report

1.9 The report is arranged into different sections:

- An explanation about what the Area Action Plan is and how you can get involved is in section 1
- The strategic planning context is set out in section 2
- What will Wembley be like in 2026? A vision and a set of objectives for the area is in section 3
- A set of planning policies and proposals together with the justification for these is included in sections 4 - 17

How to respond

1.10 You can respond to any aspect of the document online by using the consultation tool or just send in your comments on the draft Plan by e-mail or in writing to the address shown on page 1. Alternatively, there is a separate questionnaire which you can fill in and return and they are available from council libraries, one stop service offices and online. We would like to know whether you think the draft policies are appropriate or, if not, how you think they should be changed. Let us know as well whether you think there are policies that have not been included which should be.

Strategic Planning Context 2

2.1 A key requirement of local plans, such as the Area Action Plan (AAP), is that they must conform with national and regional planning policy. The key policies are contained in the National Planning Policy Framework published in March 2012 and the London Plan adopted in July 2011. The relevance to planning policy in Wembley is explained in individual sections of the AAP.

National Planning Policy Framework

2.2 The new National Planning Policy Framework (NPPF) sets out national planning policy and provides general guidance on a wide range of planning matters. Of general importance is the introduction of a presumption in favour of sustainable development.

Presumption in favour of sustainable development

2.3 When considering development proposals the Council will take a positive approach that reflects the presumption in favour of sustainable development. It will work proactively with applicants to find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area.

2.4 Planning applications that accord with the policies in this Plan will be approved without delay, unless material considerations indicate otherwise.

2.5 Where there are no policies relevant to the application, either within this Plan or other relevant and up-to-date plans for the area, then the Council will grant permission unless material considerations indicate otherwise – taking into account whether:

- Any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
- Specific policies in that Framework indicate that development should be restricted.

London Plan

2.6 The AAP must be in general conformity with the London Plan. Wembley is important in helping to ensure that London "retains and extends its global role as a sustainable centre for business, innovation, creativity, health, education and research, culture and art and a place to live visit and enjoy..." (policy 2.1 of the London Plan). There are a number of strategic policies and designations that are particularly pertinent to Wembley. These key policy areas are summarised below:

- London - Luton - Bedford Co-ordination Corridor (2.3) - Wembley forms part of this corridor, where there should be co-operation between authorities to deliver infrastructure needed to support development
- Opportunity Area (2.13) - Wembley is one of 43 Opportunity Areas identified across London with an indicative employment capacity of

11,000 new jobs and where a minimum of 11,500 new homes can be delivered.

- Strategic Outer London Development Centres (2.16) - Wembley is identified as a potential Strategic Outer London Development Centre with a strategic function of greater than sub-regional importance for leisure/tourism/arts/culture/sports. This includes bringing forward adequate development capacity
- Strategic Industrial Locations (SIL)(2.17) - Wembley and Neasden industrial estates are designated as SIL which are the main reservoirs of industrial and related capacity
- Arts, Culture , Sport and Entertainment (4.6) - Wembley is identified as one of nine Strategic Cultural Areas which are London's major clusters of visitor attractions

2.7 Relevant strategic policy within the London plan is also referred to in each topic chapter.

Brent Core Strategy

2.8 The Core Strategy, adopted in July 2010, is the spatial strategy for the development of the borough as a whole and was prepared with regard to national planning policy and the London Plan in force at the time. Although the NPPF has been published and a revised London Plan adopted since the Core Strategy was prepared, the council considers that the Core Strategy remains fundamentally in conformity with these documents. The Core Strategy, therefore, continues to provide the main planning policy context for the preparation

2 Strategic Planning Context

of more detailed policies and proposals in the Area Action Plan. The key objectives from the Core Strategy that are important for Wembley have been set out in the following section on 'Vision and Objectives for Wembley'. The spatial context provided by the Core Strategy for the AAP are also explained in each section of the Plan.

Vision and Objectives for Wembley 3

3.1 It is important that the council has a realistic vision as to what Wembley should be like in 15 years time. The council's vision for the growth area was launched in 2002 in the document "Our Vision for Wembley, it was refreshed in 2007 with the launch of the "Vision to Reality" document and updated for the AAP.

Vision

Wembley

A new place, a new home and a new destination - modern, urban, exciting and sustainable. At its core will be a comprehensive range of leisure and commercial facilities, exploiting excellent public transport connections to the rest of London and the United Kingdom, all in a contemporary, lively and distinctive setting. Wembley will have a modern, service based economy. Hotels, restaurants, offices, shops, leisure uses, creative industries and an array of other businesses will provide thousands of new jobs and meet the needs of both visitors and local residents. All of Wembley will be well connected, with a new pedestrian boulevard linking Wembley Park to the High Road.

Objectives

3.2 The objectives for Wembley build on the vision for the area, setting out in more detail how the council aims to achieve the vision. The objectives are drawn from the Core Strategy and are shown below by theme.

Regeneration through leisure, sport and mixed use development

- To promote the regeneration of the area for sporting, leisure, tourism and mixed-use development, including the provision of at least 11,500 new homes between 2010 and 2026, so that Wembley is developed as a major visitor destination as well as a major new community.
- To complete three large scale hotels in the Wembley area and one large regional visitor attraction.
- To increase newly approved retail floorspace in Wembley by 25%
- To ensure that the local community benefits from development, including training and access to 10,000 additional full-time jobs created by 2031.

Town centres, shopping and existing and new uses

- To ensure that the development around the National Stadium is compatible and co-ordinated with regeneration proposals in the surrounding area, and that Wembley town centre, the main focus for new retail and town centre uses in the borough, is expanded eastwards into the Stadium area.
- To enhance the vitality and viability of Wembley's town centres by maintaining their position in the retail hierarchy and maintaining a range of local services.

Modern, service based economy

- Generate 10,000 jobs across a range of sectors including retail, leisure, office and other businesses.
- Increase the supply of modern subsidised workplace developments for the arts and creative industries.
- Ensure sufficient sites and premises are available for commercial activity and that industrial/ warehousing floorspace is renewed.

Promoting Wembley as a global and distinctive tourist destination

- To provide a world class setting for a world class Stadium by creating a distinctive place with high quality building design and a positive sense of identity that is sustainable and enables progress to a low carbon future.
- Promoting new public art to support regeneration.

People's needs and associated infrastructure

- To meet social infrastructure requirements by securing provision for needs arising from new housing development, especially the provision of new education, health and community facilities.
- To provide community facilities to meet the needs of Brent's diverse community.
- To promote sports and other recreational activities by placing particular emphasis on the provision of new facilities to address

3 Vision and Objectives for Wembley

existing deficiencies and to meet the needs of new population.

- To promote healthy living and create a safe and secure environment.

Housing Needs

- To achieve housing growth and meet local housing needs by promoting development that is mixed in use, size and tenure
- To achieve 50% (approx.) of new housing as affordable

Promoting improved access and reducing the need to travel by car

- To create a well connected and accessible location where sustainable modes of travel are prioritised and modal share of car trips to Wembley is reduced from 37% towards 25%.
- To ensure that the infrastructure of Wembley is upgraded so that it supports new development and meets the needs of the local community.
- To complete first class retail and other facilities in Wembley that reduces the need to travel to other centres and improving key transport interchanges.
- To promote access by public transport, bicycle or on foot and reduce car parking standards because of Wembley's relative accessibility.

Protecting and enhancing the environment

- To preserve open spaces for recreation and biodiversity and create new and enhanced

open spaces to address deficiencies where possible, but particularly to meet the needs of additional population commensurate with current levels of provision.

- To increase the amount of public open space (at least 2.4ha within Wembley) and the amount of land with enhanced ecological value.
- To enhance green and blue infrastructure by tree planting, returning rivers to their more natural courses and mitigating the pollution effects of development.
- To achieve sustainable development, mitigate & adapt to climate change.
- To reduce energy demand from current building regulation standards and achieve exemplar low carbon schemes and a combined heat and power plants.

Urban Design & Place Making 4

Strategic Policy

4.1 The London Plan section on London's Living Spaces and Places provides the strategic context for urban design and place making in Wembley. Policies 7.1 to 7.8, dealing with matters such as building communities, design, local character, public realm, architecture, the location and design of tall buildings and heritage assets, are particularly pertinent. For example, policy 7.7 states that tall and large buildings should be part of a plan-led approach to changing or developing an area by the identification of appropriate, sensitive and inappropriate locations.

4.2 Brent's Core Strategy also includes policies which deal with urban design, place making and the public realm. Policy CP5 states that in considering major development proposals, regard shall be had to the contribution towards the creation of a distinctive place with a positive sense of identity which is well connected and accessible. Consideration should also be given to the heritage of the area and the means of introducing continuity through urban design measures should be investigated as well as the possibility of reusing and restoring buildings of merit.



Picture 4.1 Wembley Area is an example of a historic building that has been successfully revitalised

4.3 Policy CP6 deals with density and tall buildings and states that where design is of the highest or exemplary standard, higher densities will be considered. Higher densities may be acceptable where PTAL levels would be raised as a result of development or through committed transport improvements. Sites should contribute towards wider public realm improvements commensurate with the scale of development and development in growth areas should take into account the suburban interface. Tall buildings are acceptable in the Wembley Growth Area.



Picture 4.2 Central Square Development

4.4 Policy CP7 states that Wembley will drive the economic regeneration of Brent and that it will become a high quality, urban, connected and sustainable city quarter. Wembley town centre will be extended eastwards.

4 Urban Design & Place Making

Policy Context

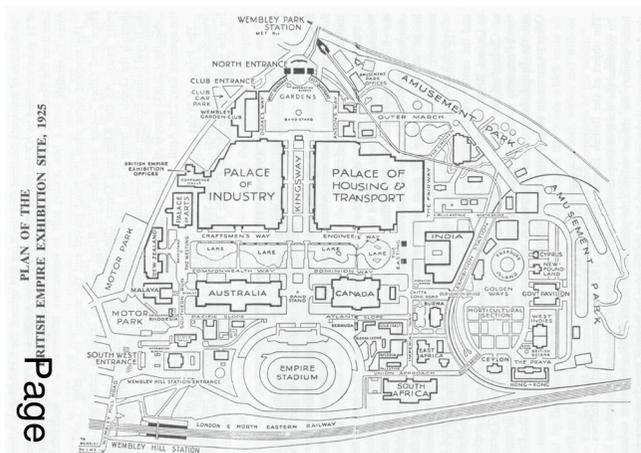


Figure 4.1 Plan of British Empire Exhibition

4.5 Wembley has a tradition of masterplanning and design. The 1924 Empire Exhibition layout introduced a strong formal character to the area. A broad avenue was established on a north-south axis from Wembley Park Railway Station to the Empire Stadium. Cutting across this route was a large rectangular lake and garden/park running in an east-west axis.

4.6 The Empire Exhibition closed in 1925 and subsequent development has slowly moved away from the Exhibition layout. The historic east-west grain is still in evidence, particularly along Engineers Way and Fulton Road but the park has been lost and the formal ceremonial route to the Stadium – Olympic Way – has no sense of enclosure.

4.7 Although there have been many significant improvements in the Wembley area over recent years, the general pattern of development over the last 80 years has removed any clear sense of urban form across the area. The Stadium area is currently functionally disconnected from the High Road and surrounding residential development by two railway lines at the north and south that converge in the east.

4.8 The Wembley Industrial Estate, located to the east of the stadium, consists of a number of smaller industrial estates of differing ages and forms. The dominance of heavy industrial uses and the presence of ‘bad neighbour’ activities means that the area has never been well integrated with the residential, retail and leisure uses that surround it. The area has a poor quality environment with many underused sites and premises that turn their back on the stadium.



Picture 4.3 Wembley Stadium & Industrial Estate



Picture 4.4 Wembley High Road

4.9 Wembley Town Centre, at its height in the 1960's, is the product of years of decline, and the gradual loss of major retailers created a limited shopping environment. However, recent improvements to the public realm and the approval and build out of a series of large scale schemes have added to the climate of change in Wembley. The town centre is now experiencing higher development pressures but this is generally occurring on a piecemeal, ad hoc basis.

Urban Design & Place Making 4

Buildings of Historic or Architectural Merit

4.10 The Plan area does not have a significant amount of historic buildings or buildings that are considered to be of an exemplary architectural quality. There are four buildings within the area that are considered to have significant historic or architectural merit:

- Church of St John - Grade II
- The Empire Pool (Wembley Arena) - Grade II
- Brent Town Hall - Grade II
- Wembley National Stadium - Not Statutorily Listed



Picture 4.6 Brent Town Hall (Grade II)

4.11 Although there are only four important buildings in the area, it is the significance of these buildings at a local, regional and national level, and their role in the townscape, that has a real impact on the character and future development of Wembley.

4.12 Historic buildings provide a depth of character to the urban experience that cannot be underestimated. The continuity and connection with an area's past provides the building blocks for developing local identity and establishing a unique character in an area. Although there are few listed buildings in the area, there are a number of

locations where a building or a collection of buildings are considered to add to the richness of the urban fabric, and any redevelopment proposals will need to fully justify the removal or replacement of such buildings.

4.13 There are two Conservation Areas on the fringes of the plan area:

- Barn Hill Conservation Area
- Wembley High Street Conservation Area



Picture 4.7 View of Wembley Stadium from Barn Hill Conservation Area

4.14 As well as development within close proximity to these Conservation Areas, consideration should also be given to the impact on views into and out of these areas.



Picture 4.5 The Empire Pool (Wembley Arena) Grade II

4 Urban Design & Place Making

Regeneration Context

4.15 In 2004 the London Borough of Brent granted outline planning permission to Quintain Estates and Development plc for a major mixed-use regeneration scheme covering 17 hectares of land surrounding the new Wembley Stadium. Much of the approved scheme called Quintain Stage 1 is still to be delivered, including infrastructure required by planning obligations attached to the phased delivery of the development.

4.16 In 2011 permission was granted for a second stage of mixed-use redevelopment to provide up to 160,000m² of floorspace in the area north of Engineers Way, from Olympic Way to Empire Way. It is likely now that the main focus for the Quintain regeneration will remain to the east of the Stadium and Olympic Way.



Picture 4.8 Quintain Estates NW Lands scheme



Picture 4.9 Artists Impression of New Development on Elizabeth House

4.17 In addition to the major regeneration being brought forward on the Quintain development, there are a number of other large scale developments underway across the Wembley area. Permission has been granted for hotels, residential development, student accommodation, retail and educational facilities, all of which will continue the momentum of change in the area.

4.18 Brent's new Civic Centre when open will bring together the many services of Brent Council under one roof, incorporating a state-of-the-art modern library and a range of civic and community spaces. The new Civic Centre will be located on Engineers Way, adjacent to Arena Square and Wembley Arena and will be an important destination for local people. It will provide the impetus and opportunity for further public services to locate here and could help stimulate a high quality office market.

4.19 By 2030 Wembley will be a national and international destination, a key contributor to the London economy and the beating heart of the London Borough of Brent. It will be a world class destination, a beacon of sporting and architectural excellence and will boast a comprehensive range of high quality hotels, leisure, commercial, residential and retail activities all in a contemporary, lively and distinctive setting.



Picture 4.10 Image of Brent's New Civic Centre

Urban Design & Place Making 4

Character & Urban Form

4.20 Across the AAP area there are a variety of different urban conditions that have evolved as a number of distinctive localities. Although in close physical proximity, currently the areas are functionally disconnected from one another and, other than the Stadium, there is nothing which defines Wembley as a whole.



Picture 4.11 Heavy Industry Located in the East of the Area

4.21 The vast amount of development already undertaken or given permission in Wembley is of a similar scale and typology (larger blocks of predominantly 1 & 2 bed flats). If Wembley is to genuinely become an attractive and sustainable mixed-use district of London it is vital that it can

offer residents and visitors a range of facilities, attractions and accommodation in a variety of urban settings.



Picture 4.12 New Apartment Blocks in the Quintain Stage 1 Development

4.22 The Wembley AAP area has been divided into 5 localities that have broadly distinctive characteristics of building typology, movement infrastructure and urban grain. This provides the basis for understanding the existing character of each area and how to develop this distinctive identity into the future. The following section will outline the broad principles that should guide development in each locality and provide an indication of the range of building typologies that the council views as acceptable.

WEM 1

Character and Urban Form

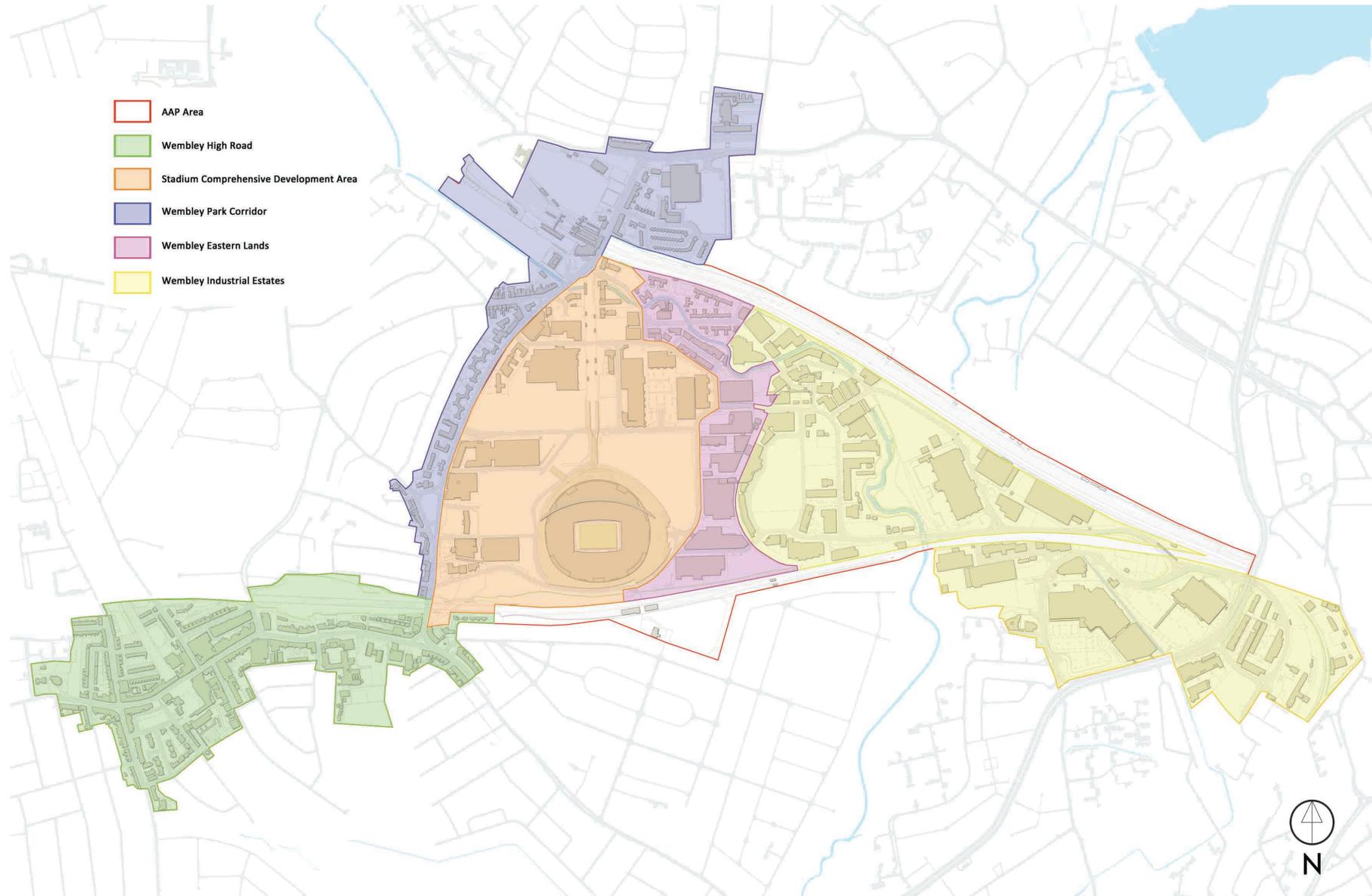
Development within Wembley should seek to reinforce and emphasise the distinctive character of each locality through well considered building and public realm design whilst strengthening the connections between each of the areas.

Alternative options not selected:
UD1

- 1. Continue to allow the market to dictate urban form.** This option was not selected principally because the current situation has created an oversupply of a single typology of residential development, which is not viewed as an appropriate way forward for Wembley.
- 2. Be prescriptive about specific locations and a range of building typologies that would be acceptable in such locations.** This option was not selected because it was viewed that it may be overly prescriptive for an Area Action Plan.

4 Urban Design & Place Making

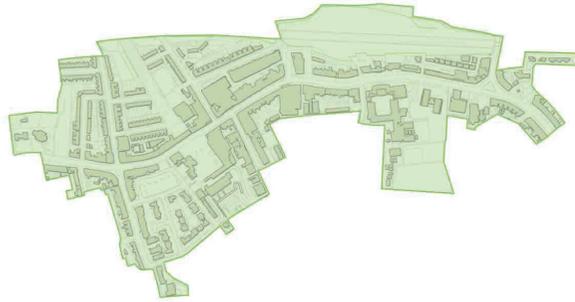
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Picture 4.13 Character & Urban Form: The Five Localities

Urban Design & Place Making 4

Wembley High Road



Picture 4.14 Wembley High Road Locality

Lane and Wembley Hill Road. Active ground floor uses will be sought with a range of alternative uses on upper floors.

4.26 Strengthening the connections between the existing town centre and the Comprehensive Development Area around the Stadium will be fundamental in securing the success of Wembley as a whole. Any new development around the Triangle junction (High Road/Wembley Hill Road) must demonstrate how the strengthening of such connections has been considered.



Picture 4.15 Artists Impression of Wembley High Road



Picture 4.16 Artists Impression of Residential Development from the Wembley Link SPD

4.23 The Wembley High Road locality comprises the existing town centre and its immediate context. Although the area developed incrementally since the 1920's, the majority of the High Road frontage development happened post-war.

4.24 The pattern of development is broadly focussed on the east-west spine of Wembley High Road with three key junctions (Ealing Road, Park Lane and Wembley Hill Road) which mark out the beginning, middle and end of the town centre and provide a visual narrative to the experience of the area.

4.25 In order to build upon and enhance the existing town centre character of this locality, the council will seek to strengthen the retail frontage on to the High Road, particularly between Park

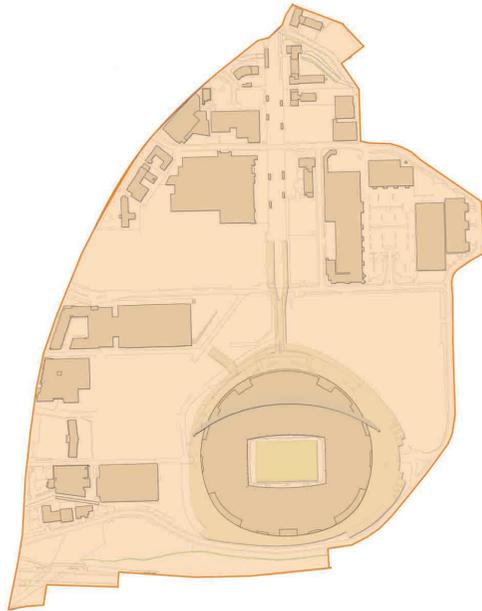
4.27 Given that public transport accessibility is high, the council will support a relatively dense form of residential development, particularly in close proximity to the stations. However, given the existing suburban character around and the significant amount of flats already permitted in the area, the council would look favourably on low-rise high density options including houses.

4.28 The council may support development of the Chiltern Cutting sites, but only where the majority of the development is focussed to the south of the railway lines and significant measures are taken to preserve the ecological value of the area.

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Stadium Comprehensive Development Area

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Picture 4.17 Stadium Comprehensive Development Area Locality

4.29 Currently the townscape character of the Comprehensive Development Area offers little in the way of consistency. There are a range of building typologies that have no real relationship to one another and the area currently lacks the appropriate quality for the setting of an international icon such as Wembley Stadium. Given the scale of planned regeneration it is more appropriate to analyse this area based on the development that has already been permitted.



Picture 4.18 Artists impression of new public space to be created to the north of the Civic Centre

4.30 The Quintain Stages 1 & 2 will dramatically alter the overall character and urban form of this locality into a much more rigorously planned, dense urban townscape, and a new Civic Centre will create a vibrant civic heart to the north west of this locality.

4.31 Olympic Way will become the principal organising structure of the locality as a grand new public space and processional route for Stadium crowds. It will also serve to delineate areas of slightly differing urban forms. To the west of Olympic Way will be a new shopping street, a landmark Civic Centre and a new public square, creating a new town centre identity, whilst east of Olympic Way will have a more residential character focussed around a newly created park.

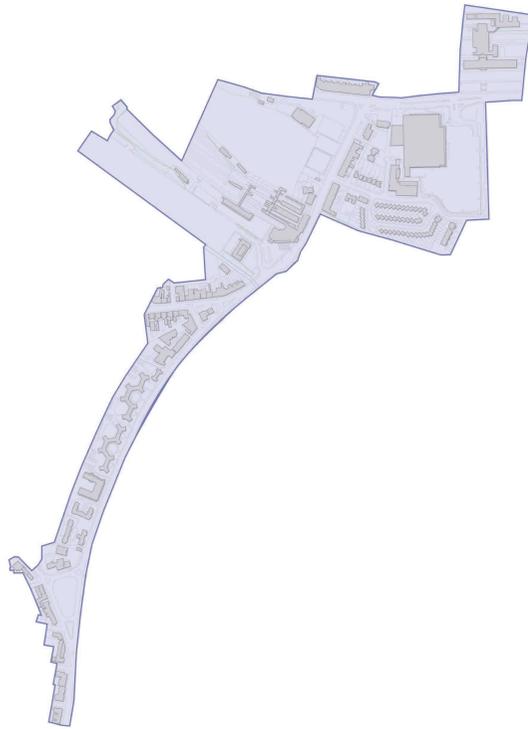
4.32 Proposals for new development fronting Olympic Way should reflect the scale and proportions of existing and proposed buildings in order to establish a formal character for this processional route. Any development north of Fulton Road should seek to maintain a regular set back from the principal pedestrian route which has already been established by the existing building lines (Stadium Retail Park & Crescent House).



Picture 4.19 Artists Impression of Olympic Way

Urban Design & Place Making 4

Wembley Park Corridor



Picture 4.20 Wembley Park Corridor Locality

4.33 The area designated as Wembley Park Corridor contains a wide variety of building typologies generally organised around the north/south spine of Wembley Hill Road/Empire Way/Wembley Park Drive. Although there are a number of key buildings in this locality, Wembley Park Station is the main activity generator and principle focus for the area. Much of this locality

operates as a physical transition in scale from the large format development in the Stadium area to the wider residential suburbia.



Picture 4.21 Wembley Park Station

4.34 The council will seek to strengthen the role of Wembley Park Station as a key gateway into the area and development around the station should reflect this. Given the scale and form of development already approved in the Comprehensive Development Area, it is even more important that this locality operates as a transition in scale and character into the suburban hinterland.

4.35 Development in this locality should seek to create a strong built frontage along the corridor with a range of uses and a consistent approach to the public realm. Although the scale of development should act as a transition between the larger scale of building in the Stadium area and the suburban

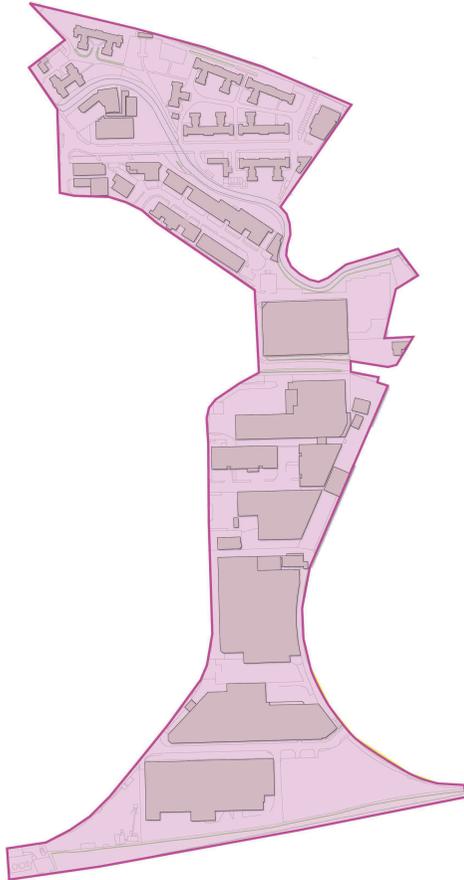
residential context, there are also opportunities to strengthen the role of key nodes through the incorporation of signature buildings and junction improvements.



Picture 4.22 Artists Impression of Empire Way

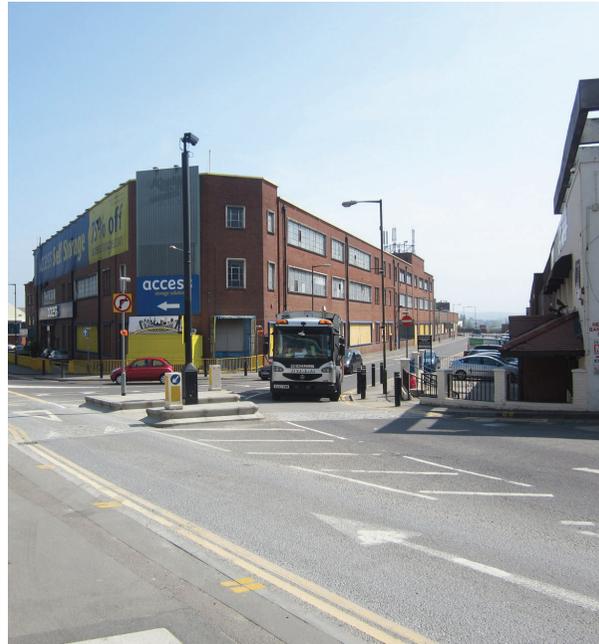
4 Urban Design & Place Making

Wembley Eastern Lands



Picture 4.23 Wembley Eastern Lands Locality

estate, whilst the remainder of the area is predominantly made up of larger scale industrial uses with some storage and cash and carry. The quality of buildings is generally low with poor public realm



Picture 4.24 Buildings at the south of the Wembley Eastern Lands Locality



Picture 4.25 Artists Impression of Wembley Eastern Lands

4.37 The aspiration for this area is to introduce a wider variety of uses in order to provide a careful transition from the broader offer of mixed used development in the west, through to the Strategic Industrial Locations in the east.

4.38 There should also be a transition in scale from the larger scale development around the Stadium to the lower rise industrial buildings in the Strategic Industrial Locations. There may be opportunities for taller development to enhance legibility at key locations.

4.39 The council will support proposals that enable greater east-west movement by increasing the permeability between blocks.

4.36 The Wembley Eastern Lands locality lies on the eastern fringe of the Comprehensive Development Area. To the north of the area is Watkin Road – a tight grained, small scale industrial

Urban Design & Place Making 4

Wembley Industrial Estate



Picture 4.26 Wembley Industrial Estates Locality



Picture 4.27 View of Stadium From the Wembley Industrial Estate



Picture 4.28 Artists Impression of Wembley Industrial Estates

4.40 The Wembley Industrial Estate has an important regional and local function, offering a strategic employment location for London and providing valuable jobs for the existing and future residents of Brent. It is the eastern gateway to the AAP area and the primary vehicular access to the Stadium.

4.41 The buildings range in typology and scale, including large scale retail units near the North Circular Road, but are predominantly large footprint industrial units. The public realm is traffic dominated with an extremely poor pedestrian experience. Brent River Park runs through the area but is difficult to find and is thus under utilised as a valuable resource for the area.

4.42 Due to its designation as a Strategic Industrial Location much of the area will remain in employment uses. The council will seek improvements to the overall quality of development with more efficient use of plots enabling higher employment densities and buildings that address the streets more appropriately.

4.43 As one of the key entrance points to the area the council will seek significant enhancements to the public realm, primarily through incorporation of soft landscaping and tree planting. Any opportunity to enhance the visibility of the Brent River Park through creation of better connections and safe, legible access will be supported.

4 Urban Design & Place Making

A Legible Wembley



Picture 4.29 An example of clear signage in the AAP area

4.44 In order to create distinctive, safe and attractive arrival points into Wembley, Brent Council has pursued a 'Three Stations Strategy' that has seen the transformation of Wembley's three stations to ensure visitors are able to arrive and depart quickly and comfortably, whilst minimising potential negative impacts on local residents and businesses.

4.45 Improvements include:

- A major refurbishment and extension of Wembley Park Station completed in 2006, increasing its capacity to 37,000 passengers per hour on stadium event days.
- The iconic White Horse Bridge and a new public square at Wembley Stadium Station, completed in 2006, designed to link the stadium and its surrounding regeneration area with the existing town centre.
- Modernisation of Wembley Central Station as part of a large mixed use development that has seen the creation of a new public square and lively heart to the town centre (improvements ongoing).



Picture 4.30 Wembley Park Station

4.46 The work undertaken to date on the three stations has made a genuine difference to the perceptions of the area. Although there have been significant improvements to the three stations, there still needs to be more work undertaken at these arrival points, particularly Wembley Stadium Station.

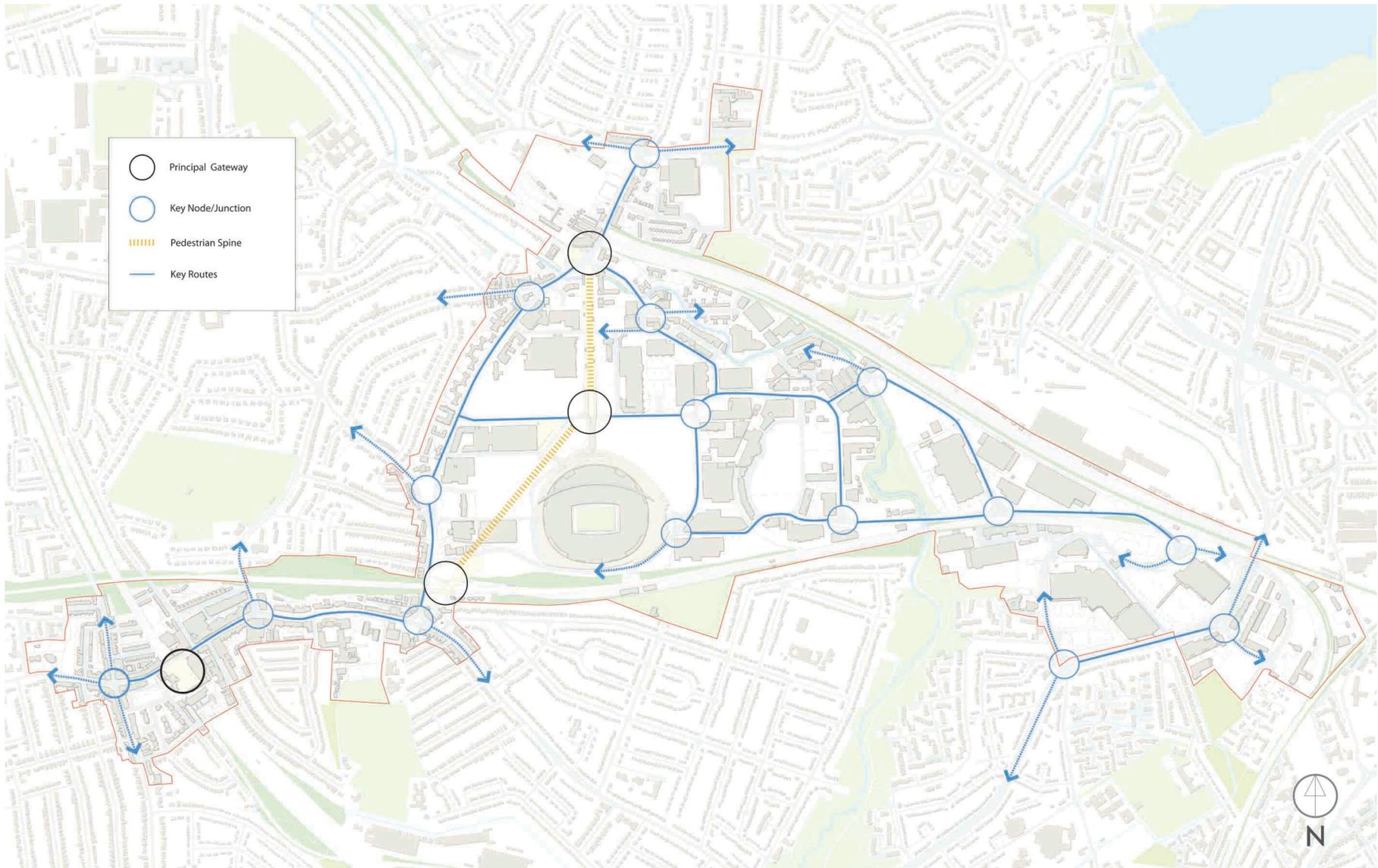


Picture 4.31 Great Central Way towards South Way, known as the Stadium Access Corridor

4.47 As well as improving the public transport infrastructure, a two-way tidal carriageway linking Wembley Stadium with the North Circular Road has been created for most of the route and, although the improvements have significantly eased traffic flows on event days, there is still no real sense of arrival when entering Wembley from the east.

Urban Design & Place Making 4

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Map 4.1 A Strategy for a Legible Wembley

4 Urban Design & Place Making

A Strategy for a Legible Wembley



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Picture 4.32 View of the Stadium from the White Horse Bridge

Given the scale of planned regeneration, the desire to create a sustainable mixed-use community and the relative ease of access to the wider London region, the council will continue to focus on the three stations as hubs of activity and foci for development in the area.

Once the Wembley Boulevard is complete, a pedestrian spine will run through the heart of the area - from Wembley Park Station to Wembley Stadium Station. The junction of Olympic Way and Engineers Way has been highlighted as a Principal Gateway due to its central location and potential role in linking together the currently disparate areas

of Wembley. This will of course only be realised if an appropriate alternative to the Pedway is delivered.

However, a significant amount of people (on both event days and non-event days) arrive in the area by bus, car or other modes of transport and the experience of coming to Wembley should equally cater for these people.



Picture 4.33 View of Wembley Stadium from the east

Although some significant improvements have been made, access into Wembley by road, particularly from the North Circular Road (A406) lacks any real sense of identity or arrival. Given that the eastern area will remain focussed on employment uses, the principal means for improving legibility and public perception of the area will be to improve the public realm and way finding throughout the industrial estate. The quality of development along

key routes and the potential to enhance important junctions will be given significant weight when considering applications in these locations.

WEM 2

Gateways to Wembley

The council will continue to focus on the three stations as the principle gateways into Wembley. The enhancement of nodes around key junctions will be sought, particularly to the east of the AAP area. Architecture and public realm design should seek to reinforce the role of these gateways and nodes as important elements of the urban experience.

Alternative options not selected: UD2

It was decided that the two options - to continue to focus on the three stations or to enhance other entrance points - were not mutually exclusive. The preferred policy incorporates both options to ensure the maximum benefit to the area.

Urban Design & Place Making 4

Public Realm: Places for People



Picture 4.34 Wembley High Road

It is envisaged that the design philosophy for the public realm could reflect local character and the land uses of a specific AAP area, rather than an area-wide corporate signature. Street paraphernalia should be kept to a minimum and, where possible, grouped and/or rationalised to minimise its cumulative impact on the public realm.

The relationship between pedestrian and vehicular circulation will have to be carefully designed to enable pedestrian predominance and movement.

Shared surfaces and dual use surfaces similar to Home Zones will be encouraged, particularly in residential locations.

The council will seek to reduce the need for physical barriers and let the quality and character of spaces control circulation, speed and direction. Safety through consideration, rather than regulation, will be the guiding principle. Vehicular speeds could be significantly reduced through passive measures rather than relying upon barriers, high kerbs and excessive signage. Consideration will be given to the removal of existing barriers to pedestrian movement wherever possible.



Picture 4.35 Street trees can dramatically enhance the urban environment

The Core Strategy sets a target of planting 1,000 trees in the Wembley Growth Area. Street trees offer an opportunity to create a local character by the careful selection of complementary species relative to their setting and location. The council will encourage the use of more mature specimens

to accelerate the greening of this, currently, rather hard urban environment. Proposals for street trees and planting should always use species appropriate to the specific conditions that will create a familiar character, and promote and benefit developing local wildlife

WEM 3

Public Realm

Public realm improvements will be sought that reflect local character as an integral element of proposals for new development.

Alternative options not selected: UD6

Seek consistency in the public realm by using a palette of materials (lighting, furniture, etc.) for all localities across the area.

This option was not considered appropriate due to the scale of the area and the existing character of different localities. It was deemed that the creation of variety across the AAP area could create more interest and diversity whilst the range of uses and different operational needs in different localities may make a consistent approach difficult to implement.

4 Urban Design & Place Making

Public Art: A Creative Urban Environment



Picture 4.36 Sculpture next to Wembley Park Station

The council recognises the role that public art can play in the creation of attractive and distinctive places and spaces. Public art engenders legibility in the landscape and promotes local identity, instilling civic pride and encouraging inclusive environments. As well as being a hub of sporting and architectural excellence, Wembley has the capacity to accommodate some significant permanent artworks as part of a coordinated approach to public realm and open space design.

Public art should connect both local people and visitors to Wembley as a destination and a “place”; it could recognise and celebrate the diversity of

Brent’s population; it could enliven buildings, spaces and places; it should stimulate, surprise, delight and amuse; and, it should enrich the lives of those who live, work and visit Wembley. Public art is not only considered to be permanent installations or artworks, but also music, dance, festivals and one-off occurrences. The design of public spaces should always consider how infrastructure such as stages, stalls and access to power and water for events could be provided where appropriate. This will influence the choice of materials as they will need to be robust enough to deal with heavy loads



Picture 4.37 Public Art at Entrance to Brent River Park

Where proposals emerge around Principal Gateways or Key Nodes (Policy WEM2) consideration should be given to the incorporation of public art as a means of enhancing legibility and a local sense of identity.

There are a number of existing open spaces in the AAP area and the Wembley Masterplan 2009 proposes a series of new public open spaces. Where development proposes the creation of new open spaces, provision should be made for the setting of public art as part of the design process.

WEM 4

Public Art

The council will seek contributions towards public art from development within the AAP area, particularly at key gateways or where new open spaces are proposed.

Alternative options not selected: UD5

Include a public art strategy in the Plan.

This option was not considered to be appropriate as there is already sufficient detail within the Wembley Masterplan SPD.

Urban Design & Place Making 4

Tall Buildings in Wembley

4.48 A range of policy documents have been produced that provide indicative building heights expected by the council. The Wembley Masterplan identifies a range of locations for tall buildings (over 30m) including 3 locations for buildings of 15-20 storeys (approx 45-75m). The Wembley Link SPD advocates a fresh approach to building heights within the town centre whereby a number of taller buildings will be considered at key locations - none of which should be higher than at Wembley Central square.

4.49 Recent planning consents, as well as existing tall buildings, provide a context for assessing where new tall buildings may be appropriate. In order to a thorough assessment of the area, it was considered necessary to undertake the production of a strategy for tall buildings, 'Tall Buildings in Wembley' in order to provide a rigorous and co-ordinated approach to building heights. This document forms the basis for the policy below and should be read in conjunction with the Area Action Plan.

4.50 The principal conclusions of the Tall Buildings Strategy are:

- Much of the scope for tall buildings has already been utilised with a number of major applications already approved or under construction.
- The focus for tall buildings should be restricted to key nodes and around the pedestrian spine between Wembley High Road and Wembley Park Station due to its accessibility, topography and the location of existing and consented tall buildings.
- Areas designated as 'appropriate' will still be required to demonstrate how they do not negatively impact on key views of the Stadium.
- Areas designated as 'sensitive' may have some scope for a tall building, but due to adjacent properties, site assembly or location of the site (orientation, etc.) will require further

work to establish an appropriate form of development.

- Protection of views of the Stadium should focus on local views and the role of the Stadium in enhancing local identity.

WEM 5

Tall Buildings

Tall buildings will be acceptable in a limited number of locations within the AAP area. In areas designated as 'appropriate' proposals must also fully demonstrate their impact on key views of the Stadium. Any application for a tall building within Wembley will be required to submit a three dimensional digital model in a format specified by the council.

Alternative options not selected: UD3

Continue with the indicative images and loose guidelines set out in SPDs.

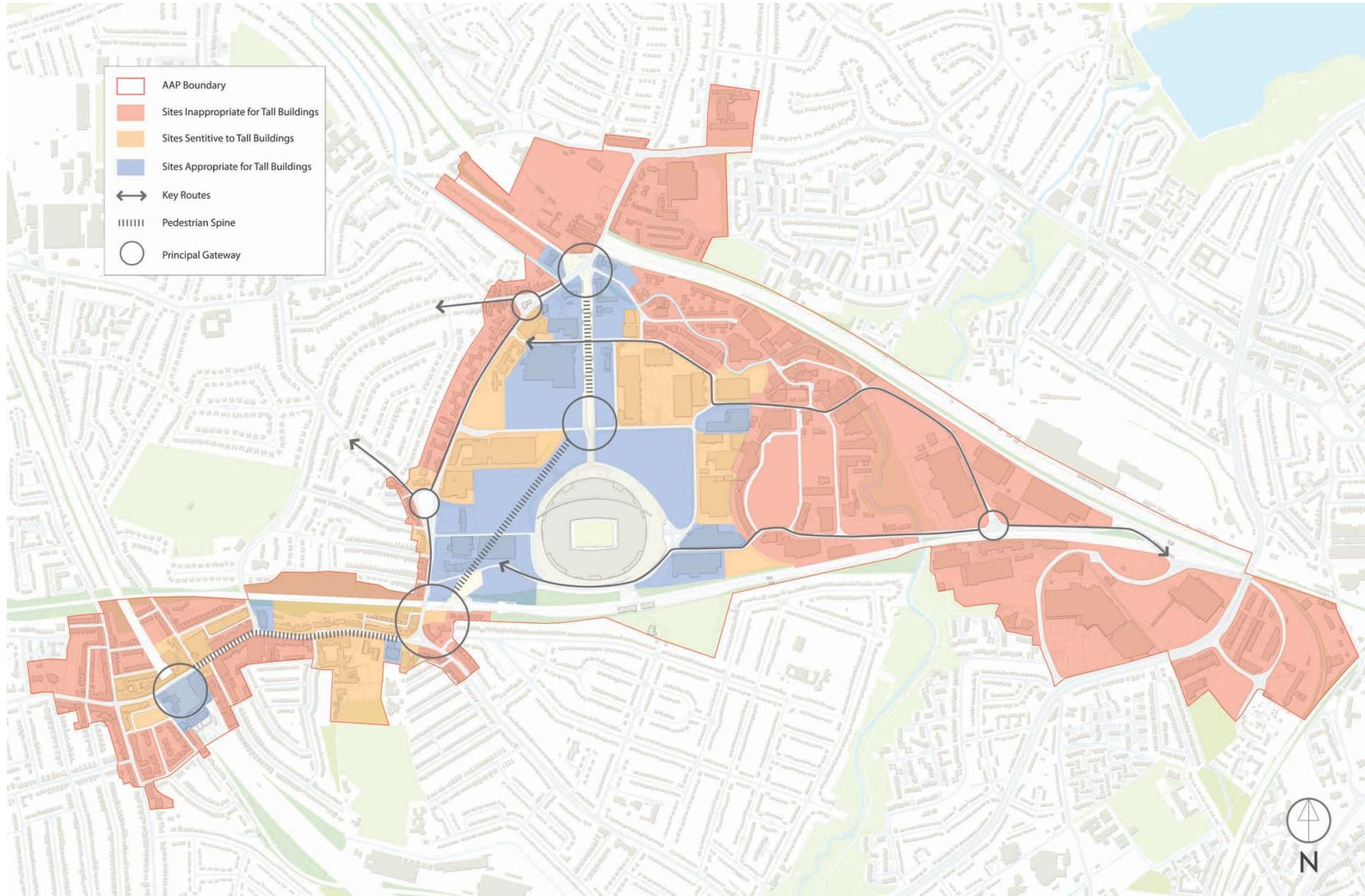
Some of the recently approved permissions are significantly higher than the indicative images set out in SPDs, therefore the council has undertaken the production of a strategy for tall buildings in order to provide greater certainty on the appropriate scale of development within Wembley.



Picture 4.38 Wembley Central Square Development

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Map 4.2 A Strategy for Tall Buildings

Urban Design & Place Making 4

Protection of Stadium Views

4.51 The National Stadium plays an important role locally, regionally, nationally and in an international context. It is a major venue for world class events, and attracts millions of visitors each year. It is an iconic landmark, a large employer and a significant revenue generator for current and future local businesses. The impetus provided by the Stadium has now provided a shift in perceptions of Wembley into a global brand worthy of substantial investment.

4.53 Views of the Stadium contribute a significant amount to the perception of Wembley as a whole, performing a range of functions that add a layer of depth to the visual experience of the area.

4.54 These functions include:

- Civic pride
- A sense of local identity
- A prominent local way finding device
- Stimulating sporting aspiration
- A sense of arrival: event crowds
- Aiding legibility across the wider area

Brent's UDP (2004)

4.55 Policies BE34, WEM18 and WEM19 of the UDP seek to protect a range of short, middle and long distance views of the National Stadium. Although the initial assessment was based on the original stadium, the protection of such views extends to the new stadium. A fundamental element of the development of a Strategy for Tall Buildings for Wembley was the evaluation of the views set out in the UDP. The study recommended the removal, retention and addition of a number of important views that will need to be considered as part of any application for tall buildings.

WEM 6**Protection of Stadium Views**

Regard should be had to the impact of development on the following views of the National Stadium:

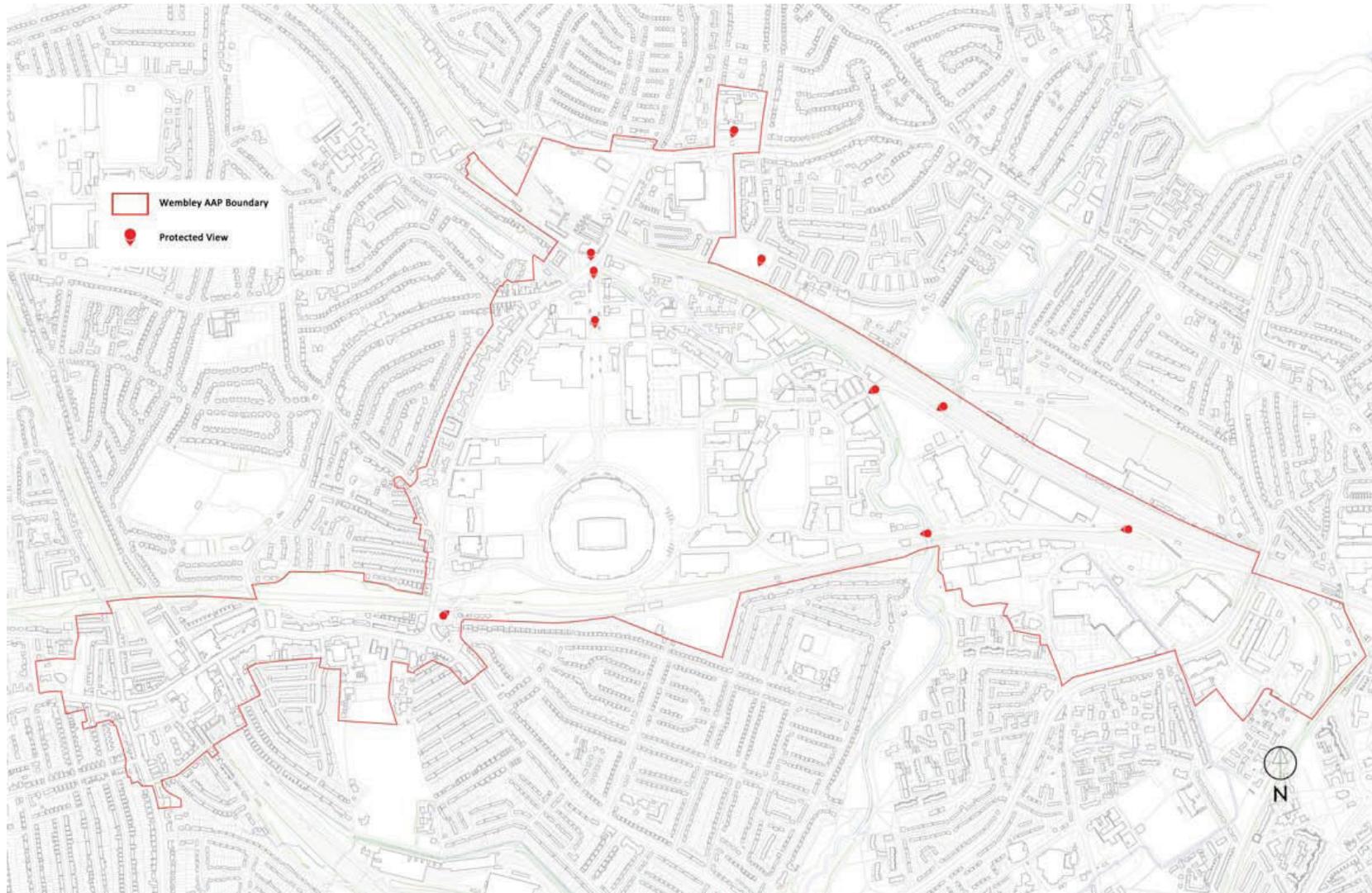
1. Barn Hill, Wembley
2. Elmwood Park, Sudbury
3. Horsenden Hill, Perivale
4. Welsh Harp Reservoir
5. Wembley Park Station
6. South Way at the River Brent Bridge
7. The Bobby Moore Bridge
8. Olympic Way North of Fulton Road
9. Chalkhill Park, Wembley
10. The White Horse Bridge
11. Great Central Way
12. Metropolitan & Jubilee Line north of Neasden Station



Picture 4.39 View of Wembley Stadium from Chalkhill Park

4.52 The Stadium is undoubtedly the most significant building in Wembley. It simultaneously creates a strong and distinct identity for the area, whilst also being somewhat alien to its suburban residential context in terms of scale and function.

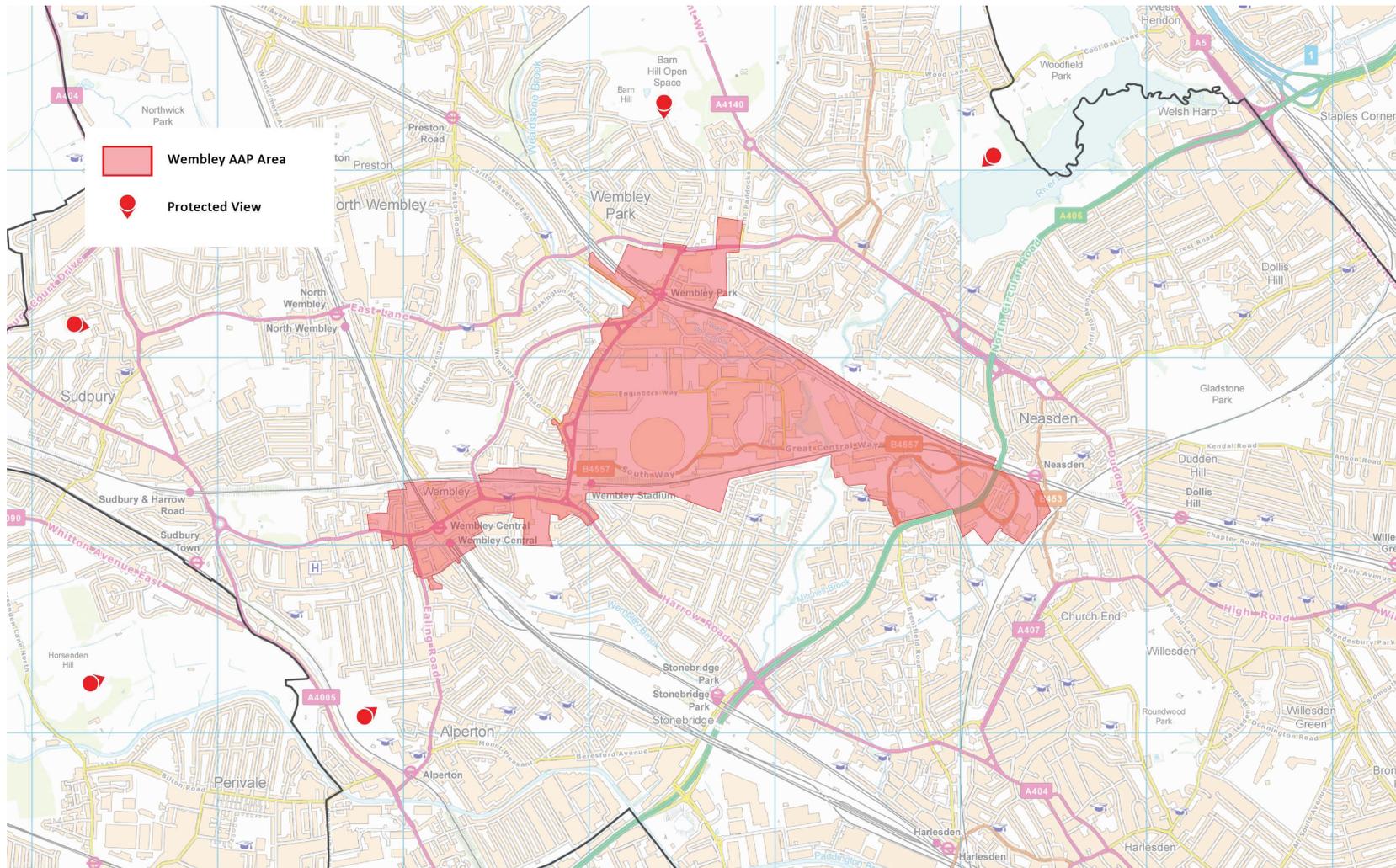
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Map 4.3 Protected Local Views of the Stadium

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Map 4.4 Wider Protected Views of the Stadium

4 Urban Design & Place Making

Protecting the Special Character of Olympic Way

4.56 The importance of Olympic Way for the successful regeneration of Wembley cannot be underestimated. It is an internationally recognised processional route and perhaps one of the most important streets in Brent. It is an integral part of the visitor experience for Stadium events but it is the continued every day use of this street that is regarded as the highest priority. The creation of an exciting, active and animated Olympic Way at all times of the day and throughout the year, whilst ensuring safe access to and from Stadium events, is regarded as fundamental to the success of the area.



Picture 4.40 View of Wembley Stadium from Wembley Park Station



Picture 4.41 Artist's impression of Olympic Way

4.57 The principle of creating a number of smaller pocket spaces along the route has been firmly established by the Wembley Masterplan and subsequent approval of the Quintain North West Lands development. This will create a series of unique spaces with a more intimate, human scale containing a range of soft landscaping, water and lighting, as well as dedicated spaces for performance, public art and seating that will encourage people to meet, dwell and socialise. In order to establish a rigorous and consistent design approach, any proposed development flanking Olympic Way must seek to incorporate complementary pocket spaces, or otherwise demonstrate how it successfully contributes to significantly enhancing the public realm.

WEM 7

Character of Olympic Way

Proposed Development on Olympic Way must be carefully designed and scaled to respect the predominance of Wembley Stadium and its arch. Proposals for tall buildings must demonstrate that they have no adverse visual impacts on views of the stadium from Olympic Way. The council will seek active ground floor uses either side of Olympic Way that can be appropriately managed on Event Days.

Alternative options not selected: UD4

Review and strengthen the design code for Olympic Way.

This level of detail was not considered to be appropriate for an Area Action Plan.

Urban Design & Place Making 4

Securing Design Quality



Picture 4.42 A well detailed contemporary home extension

4.58 High quality design should be an integral part of scheme development and should be built into all budgetary projections. A good building design is often a function of the materials specified for construction. All buildings, to a greater or lesser extent, are a function of their construction detail. The choice of materials is second only to the way their connections and junctions are detailed. Such a choice should be a fundamental consideration of the development of a design proposal for a building.

4.59 All too often, the quality of materials used in the final build out of development is reduced significantly after planning permission has been granted. The 2009 Masterplan aspires to secure quality detailing at an early stage of the design process in order to avoid such 'value engineering'. Brent Council welcomes examples of the quality and type of materials proposed at the time of application and it should not be assumed that the choice can be made at a later date.

4.60 The council encourages the provision of information on the quality of details as part of planning submissions, to illustrate and promote the overall design theme. Securing detailed specifications as part of the planning consent would give all parties the confidence that the quality of the final buildings would remain high.

WEM 8

Securing Design Quality

The Council will require the submission of detailed specifications as part of all major applications within the AAP area.

Alternative options not selected:
UD7

Continue to work under the current system.

In many cases the current system is failing to deliver the quality of buildings that should be secured in the borough's most important Growth Area.

5 Business, industry and waste

Strategic Policy

5.1 The Wembley area includes a significant proportion of the Borough's industrial land in two industrial areas at Wembley and Neasden. They are separately identified as Strategic Industrial Locations (SIL). This means that under policy 2.17 of the London Plan they should be promoted and protected as main reservoirs of industrial capacity and related activities such as logistics, waste management and utilities. London Plan policy is reflected by policy CP20 of Brent's Core Strategy which promotes SILs for industrial employment and closely related uses. However, the boundaries of such areas are not sacrosanct and the level of employment land protected should reflect changed circumstances, especially changing levels of demand for industrial land. London Plan policy 2.17 recognises that flexibility over the designation of such land may be required and suggests that this may be achieved through "a strategically co-ordinated process of SIL consolidation through an opportunity area planning framework or borough development plan document".

5.2 Strategic planning policies for waste management are also important for industrial locations. London Plan policy recognises that London needs to increase its waste processing capacity and SILs are seen as a major source of new sites. The London Plan safeguards existing waste management sites by allowing their loss only where additional compensatory provision is made (policy 5.17). Brent, together with other west London boroughs, has prepared a Joint Waste Plan

which identifies new sites across the sub-region for processing waste. One new site in Brent, at Hannah Close within the Wembley SIL, has been identified and this is now operational.

5.3 London Plan and Brent Core Strategy policy seeks to promote office development and redevelopment in strategic locations such as Wembley, so that it can be ensured that, in accordance with the London Plan, there is "enough office space of the right kind in the right places to meet demand from an increasingly service based economy". However, currently because of demand in Wembley continues to be and is unlikely to pick up in any significant way in the short to medium term. Boroughs are urged by the Mayor to renew and modernise office stock in viable locations but also to manage changes of surplus office floorspace to other uses (London Plan para. 4.12). In this context it should be noted that the London Plan identifies Wembley as a Strategic Outer London Development Centre where, if justified by demand, the renewal and modernisation of office stock is appropriate.

Policy Context

5.4 There have been substantial changes in the nature of businesses operating in Wembley over the last 20 or more years, with a significant decline in the amount of office space available as office buildings have been converted to other uses, together with a decline in manufacturing and other industrial activity. There has been a consequent reduction in office and industrial employment. The

retail sector and other services have not experienced the jobs growth that many other parts of London have so, overall, employment levels have fallen. Brent's Employment Land Demand Study 2009 estimated the likely demand for employment land across Brent up to 2026. It concluded that 13 hectares of land could be released from the existing stock of 266 hectares across the borough.

5.5 The opening of the new Stadium in 2007 gave a major boost to the local economy, although most new jobs will be delivered by the regeneration of the area around the Stadium. Quintain Estate and Development's stage 1 scheme is well underway and is expected to provide over 6,000 jobs. More recently, permission for major, mixed use residential and commercial development on the north west lands at Wembley will provide a further 2,300 jobs.

5.6 It is not possible to separately estimate the changes in employment across the industrial area (SIL). However, this is likely to have declined over the past 20 years or so as industrial activity has reduced and sites have increasingly been given over to open storage and similar uses. The level of waste management undertaken in the industrial area has also increased and may be reaching a level where it is impacting upon Wembley's regeneration prospects.

5.7 Road access to the industrial area has improved now that the new estate access corridor linking to Great Central Way is open so that businesses in most of the area can benefit from a minimum of interference from events at the Stadium

Business, industry and waste 5

and Arena. However, there remain problems for those operations which are located adjacent to the Stadium or which have direct access from the one way system along Fourth and Fifth Way.



Picture 5.1 South Way approach to Wembley

Strategic Industrial Location (SIL)

5.8 The SIL, immediately to the east of the Wembley Growth Area, was established in the 1980s when policy protecting employment land was first introduced. There has been substantial change since the current boundaries of the SIL were established in the UDP 2004. Not only have there

been changes locally in terms of the use and occupation of land in the industrial estate, but also in terms of the demand for industrial premises and land as a result of the national economic downturn. By 2011 vacancy levels in the Wembley SIL had increased by 36% to 8.4 hectares from 6.2 hectares in 2003. Likewise vacancies in Neasden increased from 2.8 hectares in 2003 to 3.9 hectares in 2011. In addition to this, it is also clear that substantial areas of land are underused, particularly in terms of the level of employment provided. For example, a number of large sites are now given over to open storage, builders yards or waste transfer, some of which have only temporary planning consent. The area of land accommodating such uses has increased from 1.71 hectares in 2003 to 3.16 hectares in 2009.

5.9 It is proposed that the SIL area will be reduced slightly to the new boundary as shown on the extract from the Proposals Map above. Planning policy towards proposals for development within the SIL will be in accordance with London Plan policy 2.17 and Brent's Core Strategy policy CP20 together with policy WEM8 for Wembley Stadium Business Park set out below.

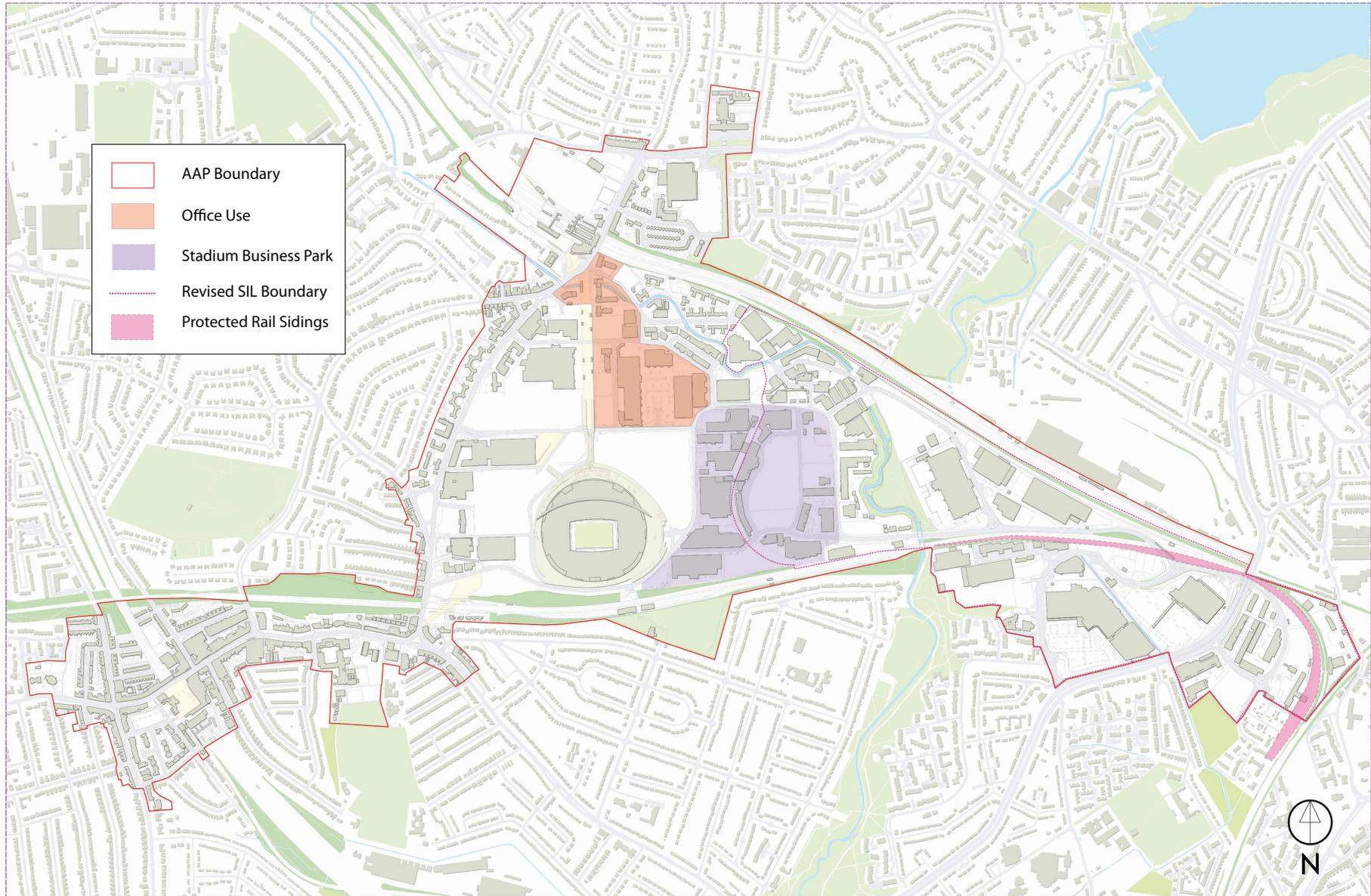
Alternative options not selected: BIW 1

Options referred to the the extent of the designated SIL. The chosen option is option 3, i.e., to keep any de-designation to a minimum and to limit this to sites immediately adjacent to key sites identified for regeneration.

De-designating substantial parts of SIL would be likely to result in more unacceptable operating conditions for businesses in the area and potential impacts from industry and other activity on new residential. Although vacancy levels in the industrial estate have increased during the recent economic downturn, they are not at levels which would point to a longer term lack of demand. The borough's Employment Land Demand study in 2009 recommended a limited release of employment land only and the 2011 survey shows that the position has not significantly changed.

It is also considered that de-designation of SIL adjacent to key sites is preferable to a policy of limiting the range of uses permitted. This would be inconsistent with SIL designation.

5 Business, industry and waste



Map 5.1 Business, Industry & Waste Designations

Business, industry and waste 5

Wembley Stadium Business Park

5.10 Although little business (B1) development has come forward since the business park designation was established in the UDP 2004, it remains a good option for promoting regenerative development of run-down parts of the industrial estate. In this way modern premises can be provided which can boost job generation locally as well as improving the environment and townscape on the main access route to the Stadium and to Wembley City. It is now considered, however, that a more realistic designation is that shown on the Proposals Map extract below. This reduces the area to that bounded by First Way and Fourth Way and allows for more general industrial, distribution and open storage or waste management uses to locate to the north and east. Not only are waste management uses considered incompatible with business park development but their potential impact upon regeneration can be minimised by limiting them to the estate further away from key regeneration sites. It is, therefore, appropriate to limit such uses within the area designated as business park.

WEM 9

Wembley Stadium Business Park

Redevelopment for business use of the area east of the Stadium, as shown on the Proposals Map, will be encouraged.

Development attracting large numbers of trips should contribute towards transport improvements appropriate to the scale of the proposed development.

Development for waste management, and related uses such as aggregate storage and transfer, will not be appropriate in this area. The relocation of such uses from within the business park area will be encouraged.

Alternative options not selected: BIW 2&3

Options BIW 3 asked whether the business park designation should be retained or reduced in size. It is considered that the business park designation should be retained as it will help to promote regeneration and environmental improvement as well as substantially increasing the job creation potential of the estate. However, a reduced area is proposed allowing for more general industrial and related uses to locate further to the east.

Options under BIW2 considered how best to manage the location of waste management and open storage uses. It is considered unreasonable prevent further such uses from locating in the area because of likely continuing demand and SILs are generally highly appropriate locations for such uses. However, by limiting such uses to the estate

outside of the business park designation it is considered that new operations can benefit from good access to the strategic road network whilst minimising potential harmful effects upon the attraction of the area close to the Stadium to regenerative investment.



Picture 5.2 Towers Business Park, Carey Way

5 Business, industry and waste

Offices



Picture 5.3 Brent House, Wembley High Road

Increasing the number of jobs available in Wembley is a key element of the vision and objectives for the area and this is reflected in the targets for new jobs in both the London Plan and the Core Strategy. Wembley, because of its excellent public transport access and the availability of development land According to the latest assessment of demand, the 2009 London Office Policy Review, office based employment will continue to grow in London although historic performance has shown that employment growth has not translated into office floorspace demand. It is likely that there will be little demand for new purpose-built offices at Wembley for the foreseeable future and, as a consequence, other types of development are likely to drive job creation. Although permissions exist for over 100,000 sq metres of new office space in Wembley, in light of past trends in take-up locally and the

national economic downturn, it would be prudent to assume that significant demand will only arise if there is a major change in circumstances. Although the Council will be moving into 15,000 sq metres of new space by the end of 2013 when the new civic centre is occupied, it will also be freeing up a greater amount of existing space. The London Office Policy Review 2009 recommends that a realistic view is taken of outer London centres which are recognised as having no significant part to play in the London office market, other than providing for local needs. It is unlikely that demand will pick up in the short to medium term.

5.12 Without significant demand for office development, if current planning permissions are built out it is likely that there will be a significant excess of office floorspace in the Wembley area. In accordance with London Plan and existing UDP policy, it is reasonable that, if there is shown to be a surplus of office floorspace, and that there is no prospect of re-use in the medium term, to allow this to be converted to appropriate alternative uses such as hotel, education use or housing. Lack of effective demand for occupation as offices will normally be demonstrated by, for example, the vacancy of similar premises in the area or by the lack of success in finding an occupier after vigorous marketing efforts. The vacancy of buildings for at least two years, despite marketing efforts, would generally be seen as confirming a lack of effective demand.

WEM 10

Offices

The development of new office floorspace will be encouraged, particularly where it can form part of major mixed use development.

The re-use or redevelopment of redundant, purpose-built office buildings for appropriate alternative uses will generally be permitted subject to evidence to demonstrate that there are no prospects of occupation in the medium term.

5.13 There are currently few sites or premises where low-cost space for new business start-ups is available. It is appropriate therefore, as an alternative to office-based employment, to encourage the provision of new low-cost space for business start-ups, subject to demand.

WEM 11

Low-cost Business Start-up Space

The provision of new low-cost space for business start-ups will be encouraged in the SIL and as part of major mixed use development.

Business, industry and waste 5

**Alternative options not selected:
BIW 4**

Options referred to whether or not purpose-built offices should be allowed to convert to other uses and whether low-cost, managed workspace should be promoted.

In order to be compatible with the London Plan, and to allow for some flexibility in the use of space for which there is no longer demand, it is proposed that policy should allow for the appropriate alternative use of redundant office space, providing that the lack of demand in the medium term is clearly demonstrated.

WEM 12**Protected Rail Sidings**

The rail sidings known as Neasden Stone Terminal and Neasden Drury Way, and as shown on the Proposals Map, are safeguarded as strategic sites.

Protected Rail Sidings

5.14 Brent's Core Strategy identifies Neasden Stone Terminal and Neasden Drury Way rail sidings as strategic sites that should be safeguarded, in accordance with London Plan policy 6.14. These sidings are shown on the Business, Industry & Waste map shown above.

6 Transport

Strategic Policy

6.1 The London Plan and the Mayor's Transport Strategy seek improvements to public transport, walking and cycling capacity and accessibility where it is needed, including areas designated for development and regeneration. Although national planning policy, as expressed in the NPPF, no longer requires that maximum parking standards be applied, the London Plan specifies maximum parking standards for new development with the aim of encouraging a move to sustainable transport modes and reducing the need to travel by private car. Currently, Brent's parking standards, as provided in the adopted UDP, do not mirror those in the London Plan. For Wembley, parking standards have been modified to align with those in the London Plan 2011, bearing in mind the regeneration objectives of the Wembley Growth Area as well as the potential negative impact that this could have on Wembley's town centres.

6.2 London Plan policy for the Wembley Opportunity Area sees upgrades to the 3 stations as important and recognises that "improvement of public transport will play a key role in managing heavy demand for mass movement" and that "links between the stations and strategic leisure facilities should be improved".

6.3 One of the main objectives in Brent's Core Strategy is that access by public transport, bicycle and on foot should be promoted and car parking standards reduced in Growth Areas because of

their relative accessibility. A specific aim for Wembley is to reduce modal share of car trips from 37% towards 24%.

6.4 Policy CP7 of the Core Strategy highlights a need for new road connections and junction improvements in the Wembley regeneration area, these include:

- North End Road/Bridge Road junction;
- The Triangle junction of the High Road, Harrow Road and Wembley Hill Road;
- Widening of the bridge on Wembley Hill Road over the Chiltern Railway; and
- Conversion from one way to two way operation of South Way and Fifth Way to the east of the Stadium.

6.5 Policy CP14 highlights a need to enhance the key interchanges at Wembley Central and Wembley Stadium. It also states that the council will promote improvements to orbital transport routes which link strategic centres in North West London and the Growth Areas, making use of contributions from development where appropriate. Improved links from Wembley towards Brent Cross and Ealing (via Park Royal) are sought. Improvements to the distribution of buses through the Wembley area are a priority.

Policy Context

6.6 Wembley is a generally well connected area, particularly by public transport, with connections from the Metropolitan and Jubilee lines at Wembley Park, the Chiltern line at Wembley Stadium station, and from London Overground and the Bakerloo line at Wembley Central, all of which provide key access gateways into Wembley for public transport users. Wembley is therefore a very sustainable location for major trip generating development. 80% of event crowds choose to use public transport. When the level of bus services is added, the area has a Public Transport Accessibility Level (PTAL) rating of up to 6 (out of 6) which means it is one of the most accessible locations in London. Nevertheless, orbital public transport connections, for example linking to Brent Cross or Ealing, are not as good as the radial connections into central London or outer London and beyond. This is identified as a key area to be addressed by the Core Strategy although it should be recognised that the Council is not the responsible authority for such service improvements. These reside with Transport for London, Network Rail and the train operating companies, although the Council can promote new or improved services and also introduce supporting infrastructure improvements.

Transport 6



of funding difficulties / security concerns. Congestion occurs regularly on main roads through the area and at key junctions. Also, there are few dedicated routes for cyclists within the area and the main rail lines provide barriers to pedestrian and cycle movements. Studies which have just been completed address some of these issues to reduce through traffic, improve the environment for pedestrians, cyclists and public transport users, while providing convenient access for motor vehicles served by better located car parks. The approach to facilitating the level of development that has been estimated as likely to come forward in Wembley, therefore, is one which balances the need to minimise car use whilst ensuring that the area is also attractive to those who wish to come by car.

Approach to Transport Improvements in Wembley

In investing in new transport infrastructure in Wembley, a balance will be struck between providing major infrastructure improvements which benefit car access and the needs of pedestrians, cyclists and public transport users.

Road and Junction Improvements

6.9 The Wembley Masterplan Transport Review, Nov 2008 concluded that the level and type of growth proposed could be accommodated providing

that it was primarily based on public transport access. However, it was concluded also that there would be a need for some additional junction and access improvements, particularly the effectiveness of the junction at the Wembley Triangle and the South Way junction complex. Subsequently, the Transport Strategy Key Component Study, February 2009 re-affirmed the conclusions of the initial study and recommended potential measures to both minimise the need for travel and secure a substantial travel mode shift away from the private car towards the use of sustainable transport modes. Through the provision of enhanced bus services and facilities, and the implementation of a range of travel demand management measures, sufficient reduction in development related traffic would be achieved to allow the level of development envisaged in the Masterplan.

6.10 The roles of South Way and the Wembley Hill Road/Empire Way/Forty Lane corridor are pivotal in providing the best balance of accessibility into Wembley by each mode. Issues of access for pedestrians and cyclists along Wembley Hill Road, and traffic congestion affecting bus reliability will be addressed through a strategy for this corridor. At the same time, access into Wembley via Great Central Way and South Way will be developed in a way which does not encourage through traffic through Wembley High Road. This will be supported by parking in locations which supports these objectives.

6.7 In addition, public transport connections in the east of the area are less than satisfactory. Some improvements to Wembley Central and Wembley Stadium stations remain outstanding.

Those at Wembley Central are being progressively implemented over the next few years, with the first stage providing improved access between the ticket hall and National Rail platforms. Those at Wembley Stadium station are dependent on development of adjacent lands, the timescale for which depends on the pace of progress of site promoters.

6.8 Although road connection via the North Circular Road (NCR) is generally good, there are concerns about operational effectiveness and potential congestion on the road network within, around and through the Wembley area when major development is delivered in Wembley, alongside developments further afield at Brent Cross. Road connections to the NCR and through the main regeneration area, planned prior to the stadium redevelopment have not been completed because

6 Transport

6.11 It should be recognised also that for new major trip-generators such as shops and leisure facilities to be attracted to the area, then some dedicated parking provision for customers who wish to use their car is also necessary. A parking strategy has recently been concluded which has started to address this issue.

6.12 There is a need to encourage housing and commercial growth, and to promote the vitality and viability of town centres in Wembley, without giving rise to unacceptable environmental conditions and levels of traffic congestion. It is also important that travel choices contribute towards sustainability objectives, including that modal share of car trips be reduced from 37% in 2009 towards 24%.

6.13 There are a number of road improvements that could be implemented, some of which are necessary to enable development. There are also specific road proposals which were included in the UDP in 2004 and which have been completed only in part, the remaining parts being potentially unnecessary to deliver the growth proposed but which would help to promote the regeneration of the area and lead to environmental improvements. For example the UDP includes a proposal to re-align South Way, the main route to the Stadium from the North Circular Road. The proposal is referred to as the Stadium Access Corridor.

6.14 A study has recently been completed which has recommended changes and improvements to South Way to improve car access and movement

within the Masterplan area to access car parks, but in a way which does not encourage through traffic through Wembley town.

6.15 A number of junctions have been identified as needing improvements to mitigate against the impacts of traffic generated from developments to maintain highway reliability for existing users including public transport users. Junctions improvements will take into account the needs of pedestrians and cyclists with these users prioritised on the Western Highway Corridor which runs from Forty Lane to Wembley High Road. The junction of Wembley Hill Road and Empire Way has recently been improved. The following junctions are expected to require improvement, where applicable, land take is identified on the proposals map:

- Wembley Hill Road/Harrow Road/High Road (land take required) - known as Wembley Triangle, which would include widening of Wembley Hill Road over the Chiltern Railway
- Wembley Hill Road/South Way (land take required)
- High Road/Park Lane
- High Road/Ealing Road (feasibility study required)
- Empire Way/Engineers Way
- Empire Way/Fulton Road
- Wembley Park Drive/Empire Way
- New junction between North End Road/Bridge Road (land take required)
- Bridge Road/Forty Lane (feasibility study required)

6.16 In addition, to enable two way operation on Fifth Way and South Way a number of junction improvements will be required. These include:

- Fifth Way/Atlas Road
- Fifth Way/Fulton Road
- Fifth Way/First Way/Engineers Way (land take required)
- South Way/First Way

WEM 13

Road and Junction Improvements to Stadium Access Corridor and Western Access Corridor

The council will develop improved highway access for car travel from the North Circular Road by improving the Stadium Access Corridor (Great Central Way/South Way) and the Western Access Corridor (Atlas Way/Fifth Way/Fulton Road) with two way working restored to both South Way and Fifth Way. The remaining parts of the gyratory system will be returned to two-way working as development comes forward on adjacent sites. A new road connection will be provided from North End Road to Bridge Road to provide an alternative route through Wembley Park.

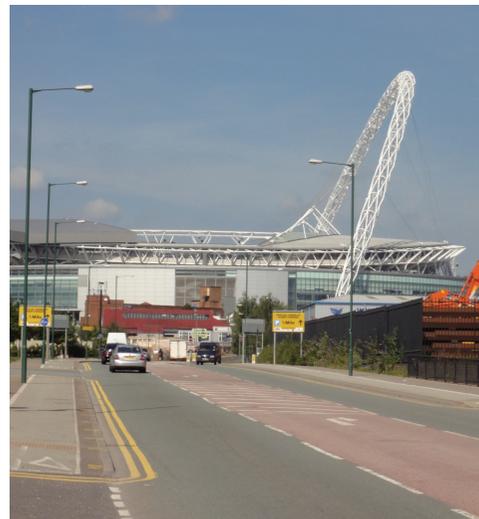
Alternative options not selected: TS1

1. Minimum road improvements necessary to prevent unacceptable levels of traffic has not been selected as it is deemed that more investment than the minimum is required to ensure the area is attractive to those wishing to travel by car
2. More significant road and junction improvements to accommodate additional car trips has not been selected as this would have a high cost, would create an unattractive urban environment and would not meet the objective of the car strategy to reduce car trip modal share
3. Full conversion of the one-way sections of the gyratory to two-way operation was deemed unnecessary. The South Way and Fifth Way components of the gyratory will be converted to two-way operation but the remaining sections will only be converted as development comes forward on adjacent sites.
4. The completion of the Stadium Access Corridor by altering the current alignment of South Way, whilst providing a much better level of accessibility on both event and non-event days would prove costly as significant land acquisition is required, and is not being progressed.

WEM 14

Western Highway Corridor

The council will develop improved access for public transport, pedestrians and cyclists, especially from Forty Lane to Ealing Road via Empire Way and Wembley High Road. Junction and highway improvements along this route are required to facilitate development and will be designed to favour these users as well as improve general highway performance.



Picture 6.1 Great Central Way towards South Way - 'Stadium Access Corridor'

Car Parking in Wembley

6.17 Parking provision can be used as a mechanism for implementing a policy of restraint on car usage and promoting other more sustainable modes of travel. At the same time, however, there is a need to promote successful regeneration. In Wembley, success will be measured in part by the amount of retail floorspace and other visitor attractions that are provided, and the number of visitors to the area. In order to promote such development it is necessary to provide a level of car parking similar to other competing centres and development that can attract those people who wish to travel by car whilst encouraging people to use other modes of travel, particularly public transport. The aim is to achieve an appropriate balance between restraint on car use, by allowing fewer parking spaces associated with development, and promoting regeneration, with more generous allowances for parking. The London Plan establishes the parameters within which levels of parking required can be varied.

6.18 A study of parking has just been completed which recommends a strategy which provides parking in locations which support the key approaches promoted for access by car. The main parking locations will be on the edges of the town centre, so that the central parts of the town can be protected to support their use by pedestrians and allow public realm improvements to be delivered to reduce the impact of through traffic routing through the town centre. The future locations for parking will also support the use of the boulevard

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in providing improved walking and cycling accessibility between the Masterplan area and Wembley town centre.

6.19 An updated set of parking standards has been developed for Brent, for regeneration areas, and specifically for Wembley. The revised parking standards offer greater flexibility for approving appropriate parking levels for Wembley taking account of different PTAL levels, land uses, existence of CPZs and the role of car free developments while promoting inward investment because Wembley is a regeneration area. The council aims to restrain car use by applying low maximum standards and direct resources towards improving public transport and walking and cycling routes. The standards seek a balance between the London Plan standards, the existing Borough standards and the need to ensure new development is served adequately in keeping with the regeneration initiatives for the Wembley Growth Area.

PTAL	Housing Type		
	1-2 beds	3 beds	4+ beds
1-3	0.5 spaces per unit	0.75 spaces per unit	1 space per unit

PTAL	Housing Type		
	0.4 spaces per unit	0.6 spaces per unit	0.6 spaces per unit
4-6			

Wembley Area Action Plan: Residential Maximum Car Parking Standards

PTAL	Housing Type		
	B1	A2	B2 and B8
1-3	1 space per 200m ²	1 space per 200m ²	1 space per 200m ²
4-6	1 space per 400m ²	No additional parking	1 space per 400m ²

Wembley Area Action Plan: Employment Maximum Car Parking Standards

	PTAL 1-3	PTAL 4-6
Food - up to 500m ²	1 space per 100m ²	1 space per 200m ²
Food - up to 2,500m ²	1 space per 60m ²	1 space per 120m ²

	PTAL 1-3	PTAL 4-6
Food - over 2,500m ²	1 space per 30m ²	1 space per 60m ²
Non-food	1 space per 50m ²	1 space per 100m ²
Garden Centre	1 space per 50m ²	1 space per 100m ²
Town Centre, Shopping Mall, Department Store	1 space per 50m ²	1 space per 100m ²

Wembley Area Action Plan: Retail Maximum Car Parking Standards

WEM 15

Car Parking Strategy

The Council will continue to develop the car park strategy for the area by encouraging car parking for town centre uses, in locations on the edge of the town centre to reduce the negative impact of traffic along Wembley High Road.

Transport 6

Alternative options not selected: TS3

1. Rather than defining regeneration exceptions for parking standard which are common to all regeneration areas, a bespoke set of standards has been developed for the Wembley regeneration area which takes account of its local characteristics.

modal shift towards public transport usage will be necessary if the level of development planned for is to be accommodated without resulting in excessive congestion around the road junctions.



Picture 6.2 Wembley Park underground station

6.21 Orbital access, and in particular connection between the major centres of Ealing, Wembley and Brent Cross, and the major employment areas of Wembley Park and Park Royal, is poor. As development intensifies, and in order to encourage investment in appropriate development in line with regeneration initiatives, improvements to orbital connectivity and linkage with key centres of attraction should be pursued. Brent, together with neighbouring authorities and partnerships, has been supportive of new and/ or improved connections and is promoting such initiatives with Transport for London as part of its involvement in the West Sub Regional Transport Plan. However, it must be recognised that such initiatives require the Council

to justify to Transport for London that any improvement proposals are compatible and consistent with the West Sub Regional Transport Plan. Proposals may subsequently require funding support from Transport for London, and requests for additional services will need to be prioritised against other requests.



Picture 6.3 Bus 182

6.22 In response to the above requirements, a Strategic Corridor Study has just been completed for a consortium known as WestTrans (on behalf of all West London Boroughs in West London) which has highlighted specific issues relating to the Brent Cross - Wembley Corridor, and the Wembley

WEM 16

Car Parking Standards

The Council will adopt car parking standards in Wembley as set out in the tables above.

The Council will promote the implementation of car-free development where it can be associated with good public transport accessibility.

Public Transport

6.20 The implementation of the Three Stations Strategy over the last 10 years means that the area, which was already a destination where the primary means of access was by public transport, is even better served by its rail and Underground stations. In assessing the likely travel impacts of future development, it has been concluded that a further

6 Transport

- Ealing corridor. These include congestion issues affecting buses serving the Wembley Hill Road/ Forty Lane corridor, and reliability issues for bus services between Wembley and Ealing. The study recommends a number of improvements which assist with facilitating better orbital connectivity, and improving movement for non-car modes.

6.23 Significant progress towards implementing the improvements needed to fulfil the objectives of the “Three Stations” strategy had been made by the time the National Stadium opened in 2007. The refurbishment and increase in capacity at Wembley Park station had been completed; major access improvements had been made to Wembley Stadium station through the construction of the White Horse Bridge; and at Wembley Central a new passenger bridge delivered for use during major events, improved access between the ticket hall and platforms with refurbishment at the station continuing.

6.24 These improvements have gone a long way towards cementing Wembley’s position as a public transport destination and, consequently, a location where major visitor attractions can be developed in a sustainable way. Nevertheless, there continues to be a need for improvements such as an improved ticketing hall when development takes place on sites adjacent to Wembley Stadium station.

6.25 In the meantime, improvements to orbital public transport are identified in the Core Strategy as being necessary if Wembley is to be enhanced as an accessible destination. Improvements to

orbital public transport are also seen by neighbouring authorities, Barnet and Ealing, as essential to facilitate growth in suburban outer London. It is Brent Council’s view that such orbital improvements should be focused on bus services and, along with Park Royal Partnership and Ealing Council, has been promoting a proposed new express bus service linking Wembley with Park Royal and Acton. Recent work undertaken by Transport for London, in association with West London Boroughs and key stakeholders/agencies/partnerships, and encapsulated in the Mayor’s West Sub-Regional Transport Plan, gives further credence to this approach with key links targeted for investigation between Ealing and Wembley and Ealing and Brent Cross.

6.26 There is an issue also about how far into the new urban quarter of Wembley that buses should penetrate, and whether they should be routed along the new Boulevard and shopping street or Olympic Way given the potential conflicts with shoppers and other pedestrians.

6.27 Furthermore, the availability of funding is a major consideration when considering alternative options for new public transport infrastructure.

Priorities for Bus Service Improvement

The council will:

- Further investigate options for providing improved interchange facilities at Wembley Stadium Station
- Focus on significant bus service improvements to improve orbital access, including reducing journey times.
- Implement more bus priority schemes and improve interchange facilities between bus and rail.
- Seek the routing of buses into the heart of the new urban quarter along the proposed new Boulevard and shopping street.
- Promote the environment for public transport users along Wembley Hill Road and Empire Way.
- Seek further bus service enhancements in the east of the area to provide improved connectivity to Wembley town, Wembley Stadium and Wembley Park stations

Alternative options not selected: TS4

1. To ensure that improvements provide good bus accessibility throughout the masterplan area, restrictions on bus movement are minimised as part of Wembley’s public transport strategy

Walking and Cycling

6.28 If a modal shift away from the car is to be achieved, then enhancement of the pedestrian environment, together with public transport improvements, will encourage people to choose alternatives to the car. Also, the provision of attractive spaces where people can gather free from the intrusion of vehicles will help promote walking. A number of new public spaces have been provided, such as an expanded Central Square in Wembley and the new Stadium and Arena Squares close to the stadium. Further public spaces are required when further development takes place, as set out in the Core Strategy. It is important also to recognise the benefits of cycling; both walking and cycling can bring health benefits as well as delivering modal shift to help reduce carbon emissions.



Picture 6.4 cycle route

6.29 The provision of shared surfaces, where all the users of streets share the public realm, is a recognised way of improving the environment and safety of pedestrians and cyclists as it leads to much more considerate use by drivers of motor vehicles. Clearly, exclusively pedestrian streets will also provide a safe and attractive environment, especially for shoppers, and dedicated cycle routes will encourage people to access the area by bicycle. The London cycle network aims to provide convenient, safe and accessible radial and orbital linkages throughout London. Wherever possible, these should be segregated and protected from major road traffic. Limited facilities and routes exist in the Wembley area, therefore further enhancements would be desirable. Secure public cycle parking and options for a public cycle hire scheme, such as the Central London scheme, could also be considered.



Picture 6.5 Cycle path, Great Central Way

6.30 The needs of spectators coming to the Stadium are also important. There are still some locations where there is potential conflict between crowds and traffic, such as along Wembley High Road and the crossing of Wembley Hill Road by the White Horse Bridge. It is also an option to remove the pedestrian ramp over Engineers Way to the Stadium from Olympic Way and replace it with steps. This would mean, however, that an alternative east – west through-route for vehicular traffic would be needed, especially for event days. The council considers that the removal of the pedway and its replacement with an improved access arrangement between Olympic Way and the Stadium would greatly enhance the southern

6 Transport

part of Olympic Way and remove what is currently a poor street environment. It would be supportive of the removal of the pedestrian ramps whilst ensuring that access to the Stadium remains adequate.

6.31 Although improvements to pedestrian and cycle facilities have taken place, there are still barriers to movement across the main rail lines which bound the eastern part of the area. A study into additional bridge crossings recommended a bridge over the railway lines (Underground and Chiltern) near St David's Close at it was both feasible and offered substantial connectivity benefits by linking green space at Chalkhill to development sites and provides a strategic link between existing and future footpaths along the River Brent and Wealdstone Brook. This proposed bridge is shown on the Proposals Map.

WEM 17

Walking and Cycling

Measures the council will seek to implement to encourage walking and cycling are:

1. Shared surfaces where appropriate in the new urban quarter close to the Stadium.
2. Promote space for pedestrians, cyclists and public transport users in the traditional town centre and reduce the proportion of through traffic using routes through Wembley town centre.

3. Provide exclusively pedestrian streets in locations with the heaviest footfall, and restrict servicing to early morning only.
4. A new pedestrian and cycle bridge over the Metropolitan/Jubilee/Chiltern rail lines near St David's Close.
5. Ensure that any junction/ highway improvements and new streets take due account of pedestrian/ cycle access and convenience and the need to ensure a high quality public realm.
6. Enhance existing secure cycle parking and introduce a cycle hire 'hub' scheme within the area.
7. Continue to progress feasibility work on the Western Footbridge

Alternative options not selected: TS5

1. Footbridge across rail line at Wembley Park showed poor cost - benefit ratio, and the South Way bridge has deliverability issues, so these bridges are not being progressed at this stage
2. The replacement of the pedestrian ramps with steps would open up the approach along Olympic Way and offer a greater degree of flexibility in providing an attractive environment but at a significant cost which could only be delivered by, and funded through, development of adjacent sites. This option would also

mean that an alternative east – west through-route for vehicular traffic would be needed, especially for event days.

Major Event Related Activity

6.32 Wembley Stadium is a world renowned centre for sporting and other events regularly attracting crowds of up to 90,000 spectators. In addition, other attractions take place at Wembley Arena with a capacity of 12,500 attendees. The area around the Stadium and Arena is currently subject to major redevelopment including housing, shopping, leisure and commercial uses with further significant development planned over the next 10-20 years. Most travel to events is by public transport but with crowds completing the last leg of their journey on foot. 2,900 car parking spaces are provided on major event days and key events can attract as many as 450 coaches. A temporary traffic and crowd management plan is activated on event days and the partial completion of the Stadium Access Corridor provides a tidal flow traffic system to be operated for vehicular travel to and from the North Circular Road.

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Picture 6.6 Event day coach parking



Picture 6.7 Event day crowds

6.33 The key issues to be addressed include ensuring the safety and security of residents and visitors alike, providing a high quality pedestrian environment, and managing car and coach access

and parking effectively. In many respects, a significant amount has already been achieved including increased public transport capacity and access improvements at Wembley Park Station and improvements for passengers queuing after events at Wembley Central and Wembley Stadium Stations, improved access through the development of the White Horse bridge linking the stadium to Wembley town centre, and better vehicular access to and from the North Circular Road. However, there are still concerns over matters such as coach access and parking, maintenance and improvement of pedestrian facilities and crossings; maintenance and enhancement of the public realm; and providing a balance to maintain public security and safety whilst allowing major development to function and prosper.

6.34 Our strategy aims to make use of available additional capacity which is provided for Event Days, but use of which may not be maximised during non-event times for access to and mobility within Wembley town.

WEM 18

Event Related Transport

In considering the location of new coach parking for Wembley Stadium, any new facility should:

- Be within 960m crow fly distance from the centre of the stadium;

- Vehicular access and egress from the coach park must not conflict with event day pedestrian movements
- Have an appropriately sized dedicated pedestrian route to the Stadium
- Be easily accessible from the major highway network especially the North Circular Road
- Be located away from the town centre to avoid the need for coaches to use town centre roads
- Be sufficiently large to allow coaches to manoeuvre easily
- Be flexible to allow use by cars if required

Other measures the council will seek to implement to improve event day transport are:

1. Introduce more effective signage for pedestrian and vehicular travel
2. Provide an enhanced pedestrian environment and introduce high quality public realm improvements without detriment to residents and visitors alike
3. Provide new crossing facilities, primarily for spectators walking to the stadium, across Wembley Hill Road.

Alternative options not selected: TS6

1. It has not been possible to identify specific alternative sites for coach parking

6 Transport

but, instead has indicated the appropriate general location and set out criteria that should be met in proposing a site.

2. 'Gateway' enhancements are addressed in the Urban Design section of the AAP

Priorities for Investment

6.35 The range of transport improvements that can be promoted as part of an overall package of improvements in the Wembley area will require a significant level of investment. Some of this investment will be delivered as part of the development process and some will be drawn from local and regional funding e.g. TfL. However, there are limits as to the amount of funding available and the council has, therefore, identified priorities for scheme funding and will produce a programme for implementation alongside other priorities in key areas such as education, housing and community infrastructure.

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Map 6.1 Transport Improvements

7 Housing

Strategic Policy

7.1 The National Planning Policy Framework (NPPF) aims to deliver a wide choice of high quality homes and to boost significantly the housing supply. Local planning authorities should identify deliverable sites and set out an approach to housing density which reflects local circumstances.

7.2 The London Plan sets out a target for housing provision for Brent, and the Core Strategy has reflected this in policy CP2 which provides for at least 22,000 additional homes between 2007 and 2026, of which 11,500 are to be delivered in Wembley. The borough also aims to achieve a target that 50% of new homes should be affordable and that at least 25% of new homes should be family sized in accordance with London Plan policy 3.8 on Housing Choice.

7.3 The council promotes additional housing as part of mixed use development in town centres where public transport access is good.

7.4 Policy CP21 of the Core Strategy seeks to maintain and provide a balanced housing stock in Brent by ensuring that new housing appropriately contributes towards the wide range of borough household needs including:

- An appropriate range and mix of self contained accommodation types and sizes, including family sized accommodation on suitable sites
- Non-self contained accommodation to meet identified needs

- Care and support accommodation to enable people to live independently
- Residential care homes which meet a known need in the Borough

7.5 Policy CP22, Sites for Nomadic Peoples, protects the existing Lynton Close Travellers site and sets criteria that proposals for new sites should meet.

7.6 The Mayor of London has recently consulted on draft alterations to the London Plan to amend policy to take account of affordable rent in the definition of affordable housing.

Policy Context

7.7 Wembley is a residential neighbourhood as well as a visitor destination. In bringing forward new development it is important to bear in mind that the Wembley area should also become a healthy and sustainable community. Over 5,000 homes have already been granted planning consent in Wembley and there is scope to accommodate more than double this number. Critical to the success of Wembley as a residential area is the need to ensure a suitable balance of unit size and tenure. Whereas the sites immediately adjacent to the Stadium were not considered particularly appropriate for family accommodation, this is not the case for subsequent phases of the area's development and, accordingly, there is scope for greater provision of family housing.

Housing Need & Mix

7.8 Brent's Housing Needs Survey 2005 and the West London Strategic Housing Market Assessment 2010 show an affordable housing requirement that outstrips total housing supply. The high demand for affordable housing is unlikely to change over the lifetime of the Core Strategy. In order to meet current and future demand for housing, the council expects that a significant amount of residential provision will be met within the Wembley area. The majority of new buildings within the Wembley area are likely to contain a mix of uses, with commercial and retail uses at ground floor and residential above. This will create areas that are animated throughout the day and allow for sustainable environments where people can live and work in the same building, thus reducing the need to travel. Introducing residential uses at lower levels may be appropriate in selected buildings as a means of establishing a variety of character on certain streets, particularly in the North East area where more family homes could be located.

7.9 The Wembley Masterplan identifies the North East District as being appropriate for a higher proportion of family housing. Table 7.6 below gives indicative proportions for the different areas. Typically (based on 60:40 market to affordable ratio) the North West and First Way districts could deliver around 19% family housing and the North East District around 30% family housing. The council recognises that a mixed and balanced community should contain a range of homes for groups that are often socially disadvantaged and

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considers that there will be locations where market provided sheltered housing will be suitable. One of the council's current priorities is the provision of extra care housing for the elderly.

7.10 It is not always easy to accommodate families in higher density housing and it will be essential to make sure that, where possible, ground floor units are provided. At higher levels, balconies, terraces and roof spaces will be required for amenity provision to supplement that provided at ground level.

7.11 Brent Council supports the current Mayor of London's desire for more affordable family sized homes. There is a need to provide for family housing to encourage people to stay and contribute to the establishment of a long term mixed and sustainable community. It is not the intention of the council to build a large transitional location for single people and childless couples who may be forced to move on because there is no choice of family homes available. The proportion of larger social rent units set out below follows the proportions set out in the West London Affordable Housing (WLAH) Investment Guide 2008-11, and is broadly in line with the London Housing Strategy target that 42% of social rent and 16% of intermediate homes be family sized homes having three bedrooms or more, but recognises the practical difficulty of providing such a high proportion of social rented 4 bed+ homes in Wembley. Instead, a split with a higher proportion of 3 bed units is proposed.

7.12 Indicative new household sizes by tenure

Beds	%* of units		%* of units Intermediate		%* of units Sale/Market		WLAH Investment Requirement Social Rent (2008-11)
	Social/Affordable Rent		NW/NE	NE	NW/NE	NE	
	NW	NE	NW/NE	NE	NW/NE	NE	
	First Way		First Way		First Way		
1	15	10	45	40	30	30	15
2	35	40	45	40	55	45	35
3	45	40	10	20	15	25	25
4+	5	10					25

Indicative new household sizes by tenure (*% refer to units)

7.13 New Affordable Rent that meets the needs of households eligible for social housing at a cost low enough for them to afford will be accepted as part of the tenure mix in order to maintain a new supply of affordable housing in Wembley. Introduction of different affordable housing tenures into the Wembley housing mix, for example market sale products, will be considered where demonstrable housing need can be met and viability grounds evidenced.

Affordable Housing

Proportion of Affordable Housing

7.14 Brent council will seek the maximum amount of affordable housing in line with London Plan policy 3.11, subject to viability and the achievement of other planning objectives.

7.15 The council will work closely with its partner Registered Providers (RPs), who are key stakeholders in Wembley and across Brent. Partners are selected on the basis of their wide range of community development services and their experience of supporting regeneration initiatives to create sustainable communities. They will build affordable homes to high design and quality standards, promote resident involvement in their activities and support initiatives to promote training, employment, community development and quality of life within the new Wembley.

Affordable Rent

7.16 The reduction in capital funding for affordable housing under the Comprehensive Spending Review 2011-15 will significantly curtail the delivery of traditional new build social rented housing at target rents in the short to medium term. In June 2011 a new category of affordable housing was added for planning purposes.

7 Housing



Picture 7.1 Forum House, Empire way

7.17 Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent, including service charges. Affordable rent now forms part of the tenure mix in Wembley in order to maintain a new supply of affordable housing in Wembley in the short to medium term, and support regeneration and growth in the borough. In line with the NPPF and the London Plan, the council will require Affordable Rent housing meet the needs of households eligible for social housing at a cost low enough for them to afford, determined with regard to local incomes and local house prices. Affordable Rents, inclusive of service charge, will need to be set well below 80% of the local market rents in certain cases in order to meet this affordability requirement, for example, on development of larger family accommodation which will be occupied by households with a greater

number of dependents. The council will provide further guidance on new Affordable Rent in its Tenancy Strategy.

WEM 19

Affordable Rent

Affordable Rent subject to rent controls that require a rent of no more than 80% of the local market rent, including service charges, are an appropriate part of the tenure mix in Wembley.

Affordable Rent will be required to meet the needs of households eligible for social housing at a cost low enough for them to afford, determined with regard to local incomes and local house prices.

Alternative options not selected: H1

Seeking to retain social rent housing at target rent levels as the principal element of affordable housing within the Wembley housing tenure mix would fail to take account of the recent move to the new affordable rent model and would lead to a reduced supply of new affordable housing in Wembley in at least the short to medium term.



Picture 7.2 Ada Lewis House, Empire Way

Housing Mix (tenure and unit size)

7.18 In line with the London Plan and the Core Strategy, the maximum reasonable amount of affordable housing will be sought on individual private residential and mixed use schemes, having regard to a number of considerations, including financial viability. London Plan Policy 3.11 sets a strategic objective that new affordable housing be provided at a 60:40 social rent to intermediate housing ratio. In Brent, because of local need, a broad objective of 70:30 has been set and, within this, different affordable housing tenure ratios can be better suited to specific circumstances, informed by such factors as the need to balance existing area tenure profiles to support sustainable

Housing 7

communities, the character of an area and the form and density of new development, financial viability and funding availability.

7.19 Table 7.6 above is based upon the Wembley Masterplan housing mix and provides specific guidance for First Way / North West Lands and North East Lands unit size mix. However, permissions granted already, which will provide the bulk of the delivery in the area, are failing to deliver against this in certain respects.

7.20 The current Wembley housing mix has been informed by Brent's Housing Needs Survey 2005 and the West London Strategic Housing Market Assessment 2010 and is considered appropriate to meet the wide range of household needs in the borough. The current Wembley housing mix guidance will therefore be adopted by the Wembley Area Action Plan. However, as indicated above, new Affordable Rent will be part of the tenure mix in order to maintain a new supply of affordable housing in Wembley. Site proposals will also provide specific guidance on mix where sites are located outside the Wembley Masterplan districts, or where sites are viewed as being more suited to a particular housing mix. The council will encourage intermediate affordable housing tenures, such as discounted market sale products, where the council can secure future equity payments that can be recycled into new affordable housing

WEM 20

Housing Mix

The housing mix guidance provided in table 7.12 will be applied in the relevant parts of Wembley. Additionally, new Affordable Rent that meets the needs of households eligible for social housing at a cost low enough for them to afford will be accepted as part of the tenure mix.

The council will encourage intermediate affordable housing tenures, such as discounted market sale products, where the council can secure future equity payments that can be recycled into new affordable housing.

Alternative options not selected: H2

2. The current Wembley housing mix is considered appropriate to meet the wide range of household needs in the borough.

Proportion of Family Housing

7.21 Given the limited supply of larger family housing and high levels of overcrowding in the borough, there is a pressing need to deliver larger family housing of three bedrooms and greater. This is reflected in the Core Strategy, that development

should achieve at least 25% 3 or more bedrooms. Consideration will be given to the suitability of sites in the Wembley area to be dedicated to more suburban, low to mid rise, terraced housing, or possibly stacked maisonettes, such as at:

- North East Lands
- Brent House / Copland School site
- Chiltern Line Embankment

7.22 The Core Strategy target that at least 25% of new homes should be family sized with 3 bedrooms or more is an overall borough-wide target. Given the significant capacity for new housing identified in the Wembley Growth area this target will apply in Wembley. Further guidance on the appropriate unit size mix for new housing in Wembley is set out in Table 7.6 above, which identifies the North East District as able to provide a higher proportion of family housing.

7.23 An analysis of sites within the Wembley area has identified a number that are considered suitable for development of family housing. These sites are detailed in the Site Proposals section of the Plan and are predominantly located in more peripheral areas and adjacent to existing low rise housing and close to open space.

7 Housing

WEM 21

Family Housing

At least 25% of new homes in Wembley should be family sized, with 3 bedrooms or more.

The North East Olympic Way district is identified as suitable for a higher proportion of larger family housing. See also Site Proposals W25 and W26, where a higher proportion of family housing is sought.

Care housing comprises self-contained homes with design features and support services available to enable self-care and independent living, with the level of care and support tailored to individual needs. Extra Care housing is popular with people whose disabilities, frailty or health needs make ordinary housing unsuitable but who do not need or want to move to long term care in the form of residential or nursing homes. Older people make up the majority of users of Extra Care. However, people with disabilities that are not age related are increasingly making use of this type of housing. 20 units are currently under construction at Charles Goddard House, High Road, Wembley. The only other site in the Wembley area identified for extra care housing is in Vivien Avenue. The most suitable sites within the Action Plan area are likely to be those on the periphery of the main regeneration area, such as in the North-East District shown in the Masterplan, where amenity and access to open space are better. An example of such a site, should housing development be brought forward, is Watkin Road (see site proposal WEM?).

WEM 22

Extra Care Housing

An element of extra care housing will be sought on appropriate sites. These will generally be sites where proposed development is primarily residential, where residential amenity is good and where it is near to open space.

Alternative options not selected: H4

1&3. Brent's Extra Care Housing Strategy identifies demand for 300 units of Extra Care accommodation over the period 2010-15. As an important growth area Wembley will be expected to deliver new housing that will contribute to meeting this demand. However, targets alone will not meet this demand and may place a ceiling on the total amount delivered.

Housing Needs of Disabled People

7.26 Information from the 2001 Census indicates that 15.6% of Brent's population and 14.6% of the West London population had a limiting long term illness or disability.

7.27 The West London Strategic Housing Market Assessment refers to recent Local Authority survey data in West London that indicates that 14% of all households contain someone who has a special need, including 9.3% of households which contained at least one member with a physical disability. Other special needs groups prevalent in households include frail elderly people, as well as people with mental health problems, impaired sight or hearing, and people with learning disabilities.

7.28 In line with London Plan policy 3.8, Brent requires all homes be built to Lifetime Homes standards and 10% to be wheelchair accessible or

Supported Housing

7.24 Supported housing need in the borough accommodates a wide range of client groups, which include some of the most vulnerable people in the borough, including frail elderly people and individuals and households with multiple, complex needs. The provision of new care and support accommodation, as well as the remodelling of existing facilities to enable people to live more independently, is a strategic priority for the borough. As the lead growth area, Wembley is expected to deliver a new supply of predominantly self-contained one and two bedroom accommodation that can help address these needs.

Extra Care Housing

7.25 Brent's Extra Care Housing Strategy identifies demand for 300 units of Extra Care accommodation over the period 2010-15. Extra

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easily adaptable for residents who are wheelchair users. This will be applied to all relevant proposals in Wembley. Where there is an ostensible difficulty or failure in the private sector to deliver more than only new homes easily adaptable for residents who are wheelchair users, the council may take the position of concentrating wheelchair housing in new affordable homes in order to provide fully wheelchair accessible housing for physically disabled people.

7.29 Loss of existing supported housing schemes will be resisted under Core Strategy policy CP21, which protects existing accommodation that meets known needs. In such cases where existing facilities cater for a particular supported housing need for which there is currently no demand, efforts should be made to remodel and adapt such facilities to current supported housing needs. More generally, new supported housing facilities should be designed wherever possible with a view to flexibility and the need to adapt to changing and future patterns of supported housing demand.

WEM 23

Supported Housing

10% of new housing in Wembley should be designed to be wheelchair accessible or easily adaptable for residents who are wheelchair users.

Loss of existing supported housing schemes in Wembley will be resisted.

The council will support proposals for smaller supported housing schemes for more specialist groups that are designed to provide self contained accommodation and communal facilities, and which are sufficiently flexible to accommodate a range of support and care services so they can be adapted to meet different needs as priorities change over time.

Private Rent Sector

7.30 Brent has one of the largest private rent sectors in London, with approximately 20,000 dwellings representing over a fifth of the private sector stock. The private rented sector market consists mainly of assured shorthold tenancy lettings that meet demand from a diverse group of households and offers a great deal of choice due to its high turnover, thus enabling tenants to live in the best quality housing that they can afford, allowing for constraints over location. The private rented sector is an essential resource with a number of constituent niche markets that meet a variety of housing needs, from high income renters in corporate lettings, economically active people unable to access home ownership opportunities, homeless families receiving housing benefit and in temporary accommodation, to slum rentals at the bottom of the sector where landlords accommodate often vulnerable households in extremely poor quality properties.

7.31 Effective partnership with landlords under private sector leasing arrangements has been central to the council's work in tackling homelessness, in terms of both temporary and permanent solutions. At the same time, the sector is dominated by smaller landlords and, while many of these provide a good service to tenants, the sector still contains some of the worst conditions and poorest standards of management. In essence, the priorities are to facilitate access and sustain occupation in the private rented sector while improving supply on the one side and enforcing standards on the other.

7.32 Wembley is a town centre location that represents an opportunity to deliver a new type of private rented accommodation. The council is keen to see private rented accommodation delivered at a scale that can support more professional and less fragmented management, as well as greater stability and longer rental periods. The council recognises the financial challenges of delivering a new supply of high quality private rented sector accommodation and will, therefore, seek to stimulate greater institutional investment in private rented accommodation that can offer a quality housing option accessible to people on low incomes, but also form part of a truly mixed housing solution open to people in a wide range of circumstances. The council is prepared to take a flexible approach to housing unit size mix and the proportion of affordable housing on viability grounds, where it is assured that such provision can deliver high standards of accommodation and housing

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management at affordable rents, and that appropriate long term financial and nominations arrangements can be secured.

WEM 24

Private Rented Sector

The council will encourage the development of purpose-built private rented sector accommodation where dwellings are of demonstrably good design and there are suitable long term financial, management and nominations arrangements. Where such accommodation can be delivered, the council will be flexible on housing unit size mix and the proportion of affordable housing, if that accommodation, or a reasonable proportion thereof, can be made available at or below local housing allowance levels.

Alternative options not selected: H6

The current private rented sector is unregulated and characterised by smaller landlords and poor standards of accommodation. There are benefits, therefore, if the council actively works with private sector partners to secure the necessary investment and to incentivise delivery of a new private rented product.

Student Accommodation

7.33 Policy 3.8 of the London Plan states: “Londoners should have a genuine choice of homes that they can afford and which meet their requirements for different sizes and types of dwellings in the highest quality.” The policy, which acknowledges that London’s universities make a significant contribution to its economy and labour market, aims to ensure that London’s universities attractiveness and potential growth are not compromised by inadequate provision for new student accommodation.

7.34 The situation in Wembley can reflect the continuous growth of the student accommodation sector. Over the past few years, a number of major planning applications for Wembley have involved student accommodation. By 2012, 1,095 new student rooms will be completed. Further student accommodation proposals are in the pipeline which would provide 2,636 bedrooms in total.

APPLICATION	STATUS	ROOMS
Quintain North West Lands	Cttee approved 12.05.11 subject to s106 and GLA approval	up to 880
Dexion House	Consent granted 14.06.11	661
Quintain iQ	To be completed by summer 2012	660
Victoria Hall	September 2011	435
	Total	2,636

Permissions for student accommodation in Wembley

7.35 The student accommodation sector in the UK has been growing particularly when other investment sectors are still volatile. The situation in Wembley can reflect the continuous growth of this sector. Wembley is well served by public transport and it takes only 10 minutes by rail to get to Central London where most of the higher educational institutions are based. Over the past few years, a number of major planning proposals in Wembley have involved student accommodation that would provide around 2,600 student bedrooms in total if all are implemented. This will result in almost 10% of the new population for Wembley Growth Area being students.

7.36 The London Plan recognises that London’s universities make a significant contribution to its economy and labour market. It is important that their attractiveness and potential growth are not compromised by inadequate provision for new student accommodation. New provision may also reduce pressure on other elements of the housing stock currently occupied by students, especially in the private rented sector. Nevertheless, the requirements for student housing should not compromise capacity for conventional homes.

7.37 Brent acknowledges that students can contribute significantly to the local economy. However, an increase in student population can also put pressure on some types of services and facilities such as leisure and health facilities. Another issue is that student accommodation use is competing with other land uses which can provide more employment opportunities or relieve identified

housing need within the borough. If purpose-built student accommodation developments are to be successful, they must be located and managed to minimise adverse impacts on the surrounding community and also be in locations which will be attractive to students. Appropriate locations include, for example, Chesterfield House and Dexion House.



Picture 7.3 Student housing under construction in North End Road

WEM 25

Student Accommodation

To avoid over-concentrations of purpose-built student accommodation, and to meet conventional housing need, an element of student accommodation will normally be allowed at locations where major mixed use development is appropriate, subject to consideration of whether it would undermine the delivery of conventional housing.

In order to maintain a balanced community the development of purpose -built student accommodation will be controlled. Student accommodation developments will not be allowed once the total number of approved student bedrooms exceeds 20% of the projected increase in population in the Wembley Growth Area.

Alternative options not selected: H7

Leaving provision of student accommodation to market forces could result in student accommodation being located at the wrong places or competing with other land uses which are more beneficial to wider regeneration

Nomadic People

7.38 The existing Lynton Close travellers site is located within the Wembley Area Action Plan area and is the only travellers site within the borough. The site provides 45 pitches and is adjacent to an aggregates transfer depot.

7.39 The London Boroughs' Gypsy and Traveller Accommodation Needs Assessment (GTANA) identifies the need for between 7 and 13 additional pitches in Brent over the period 2007 to 2013.

7.40 Brent's entire current provision of accommodation for nomadic peoples is on the existing Lynton Close travellers site. With 45 pitches, the GTANA identifies Brent as having the second highest number of pitches amongst London boroughs. Therefore, whilst there may be an identified need for additional pitches in Brent, an increase in the provision of accommodation for nomadic peoples locally would be considered an over-concentration of such accommodation within the Wembley area.

Alternative options not selected: H8

Given the size of the existing Lynton Close travellers site, increased provision of accommodation for nomadic peoples locally would be considered an over-concentration in the Wembley area.

8 Town centres, shopping, leisure and tourism

Strategic Policy

8.1 The Wembley area currently includes two town centres; Wembley town centre to the south west and Wembley Park to the north. Wembley and Wembley Park are designated as a Major Centre and a District centre respectively within the London Plan and the council's Core Strategy. A fundamental aspect of both National Policy, as set out in the National Planning Policy Framework, and in London Plan policy 4.7, is the sequential approach to development whereby development should be focused on sites in town centres first and, only if no in-centre sites are available, on sites on the edges of centres. Policy 2.15 of the London Plan also promotes the extension of existing centres where appropriate, and providing that it is co-ordinated strategically, and policy 4.8 states that borough LDFs should take a proactive approach to planning for retailing, including bringing forward capacity for additional comparison goods retailing.

8.2 The London Plan identifies Wembley as a Strategic Cultural Area where London's major clusters of visitor attractions are located. Policy 2.16 promotes Wembley as a Strategic Outer London Development Centre with a strategic function related to leisure, tourism, arts, culture and sports which is considered to be an economic function of greater than sub-regional importance.

8.3 The strategic policies outlined above are reflected in Brent's Core Strategy. This promotes Wembley as the main focus of new retail and town centre uses where the town centre will be expanded

eastwards into the Stadium area in accordance with the sequential approach (CP16). Policy CP1 states that Wembley will deliver most of the borough's new development, including retail and office growth as well as being the primary location for new hotels and the focal point for tourism and large scale visitor attractions. Policy CP7 highlights the key role of Wembley in driving economic regeneration including development of the range of uses appropriate to an expanding town centre and Strategic Cultural Area. A further 30,000 sq m net of new retail floorspace is proposed over and above that granted planning consent up to July 2011.

Policy Context

Wembley Park

8.4 Wembley Park is designated as a District centre, extending both north and south of Wembley Park underground station. Wembley Park contains almost 16,400sqm of floorspace, of which 95% (15,600sqm) was in retail (A class) use in 2008. The presence of Asda, Lidl and other smaller grocery stores means that Wembley Park is dominated by convenience goods accounting for 60% of the total floorspace in the centre (10,000sqm). The centre contains a high proportion of food and drink uses, mostly restaurants, cafes and takeaways (10% of total floorspace).

8.5 There are no development opportunities identified within the centre itself - currently approved applications lie outside the town centre boundaries.

South of the centre, construction has started on a new Wembley designer outlet centre and cinema and food and drink complex alongside the new Wembley pedestrian boulevard. Also, in 2011 planning consent was granted for a new retail street which will link the Boulevard with Wembley Park centre. This will be a further extension of Wembley town centre as the new boulevard will extend from close to Wembley Stadium station eastwards to Engineers Way.

Wembley Town Centre

8.6 Wembley town centre has approximately 67,850 sq m of retail floorspace. The nearest Metropolitan town centres of Ealing and Harrow as well as Brent Cross regional shopping centre are substantially bigger. Wembley, however, has considerable scope for expansion as there is a large amount of potential development land, particularly to the east of the centre. In 2009, the GLA Town Centre Health Check survey, estimated that unimplemented planning permissions accounted for 2.88 hectares – the ninth largest amount of land in London.

Town Centre Hierarchy

8.7 In 2003-04, data from an index of the rank of shopping centres in the UK showed that Wembley was a declining centre and has been falling down the UK shopping centre index ranking. In 2003-04 Wembley was ranked in 491st place in the UK shopping index, which represents a fall of more than 200 places from its position in 1995-96. However, Wembley's vacancy rate has been falling;

Town centres, shopping, leisure and tourism 8

18.4% in 2005 to 4.7% in 2007. Despite the recession, the vacancy rate has marginally decreased further to 4.3% in 2009. The council's adopted Core Strategy seeks to continue to reverse this decline, improve its position in the shopping hierarchy and increase the amount of floorspace in the centre in line with capacity and growth forecasts.

Convenience and comparison floorspace

8.8 In 2009, 17,700 sq m of Wembley town centre's floorspace was comparison goods, accounting for 26% of total floorspace.

Convenience floorspace accounted for only 6,670 sq m (9.8%) whilst 17,430 sq m (25%) was service floorspace.

Potential for retail growth in Wembley

8.9 Brent Retail Needs and Capacity Study 2008 reviewed the level of retail growth that could be accommodated across Brent's town centres. For the comparison goods allocation, it was recommended that 27,000 sq m would be required up to 2026, to be located primarily in Brent's two major town centres. However, given the lack of available sites in Kilburn, the approach in the Core Strategy is to identify Wembley as the main location for this growth.

8.10 For the convenience goods allocation, the total requirement of 12,500 sq m up to 2026 was considered to be sufficient for at least two new medium sized food stores within the borough as a whole.



Picture 8.1 Central Square

Civic, leisure, hotel and conferencing uses

8.11 Brent council's new Civic Centre is to be located within the heart of the new Wembley, close to the stadium. The Civic Centre will provide civic and community uses, as well as some conferencing facilities. Other new developments will also contribute to this offer including two schemes which are currently being constructed including the new

Hilton Hotel and Shubette House. A new swimming pool has also been approved as part of an application for a mixed use scheme at Dexion House. Wembley Stadium provides conferencing accommodation on non-event days.

8.12 Although conferencing facilities have been a key part of the council's vision for Wembley, conferencing facilities have been scaled back in recent years following the loss of the Wembley Conference Centre and associated exhibition space, and the council's vision for Wembley is to re-provide these uses in the form of a Convention Centre. While many of the land owners within Wembley do not consider these uses to be overly profitable, there is some appetite to provide these on a smaller scale, creating an agglomeration of these uses which could collectively meet the council's vision for the area.

Wembley as a cultural destination

8.13 Wembley has a number of cultural assets, including the National Stadium, Fountain TV Studios and Wembley Arena, with the area hosting some events for the 2012 Olympics. The Wembley Area Action Plan seeks to build upon this cultural and artistic offer and further promote Wembley as a cultural destination.

8 Town centres, shopping, leisure and tourism



Picture 8.2 New cinema & retail outlet stores

Expansion of the Town Centre

8.14 Wembley's town centres currently perform roles in providing primarily for the local community as well as to visitors for events at the Arena and Stadium. Core Strategy policy seeks to extend Wembley's retail offer, and this could potentially impact on existing centres if it is allowed to develop in an unplanned way. The vision for Wembley identifies a number of specific town centre uses across the area, including meeting local convenience needs within the existing Wembley town centre, providing service related retail at Wembley Park for Stadium visitors and providing

more specialist or niche retail uses across the new part of the centre extending to the east of the High Road.

8.15 Planning policy for the town centre should be sufficiently flexible to allow for appropriate development to be attracted to the area, which will expand the town centre, whilst protecting the key roles that different parts of the area perform, especially in meeting the needs of the local community. For this reason it is considered important that these different roles are made explicit and that they should be protected and enhanced where appropriate.

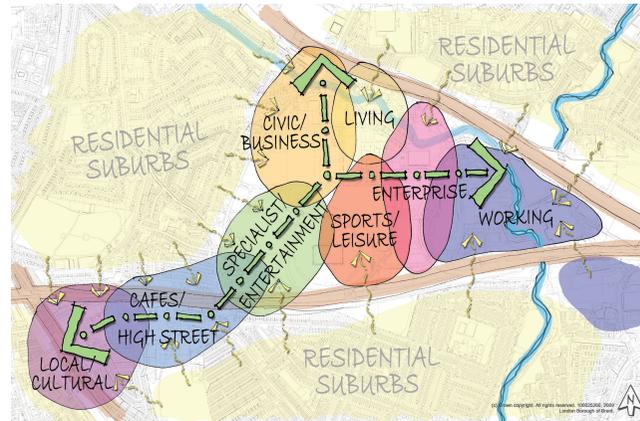
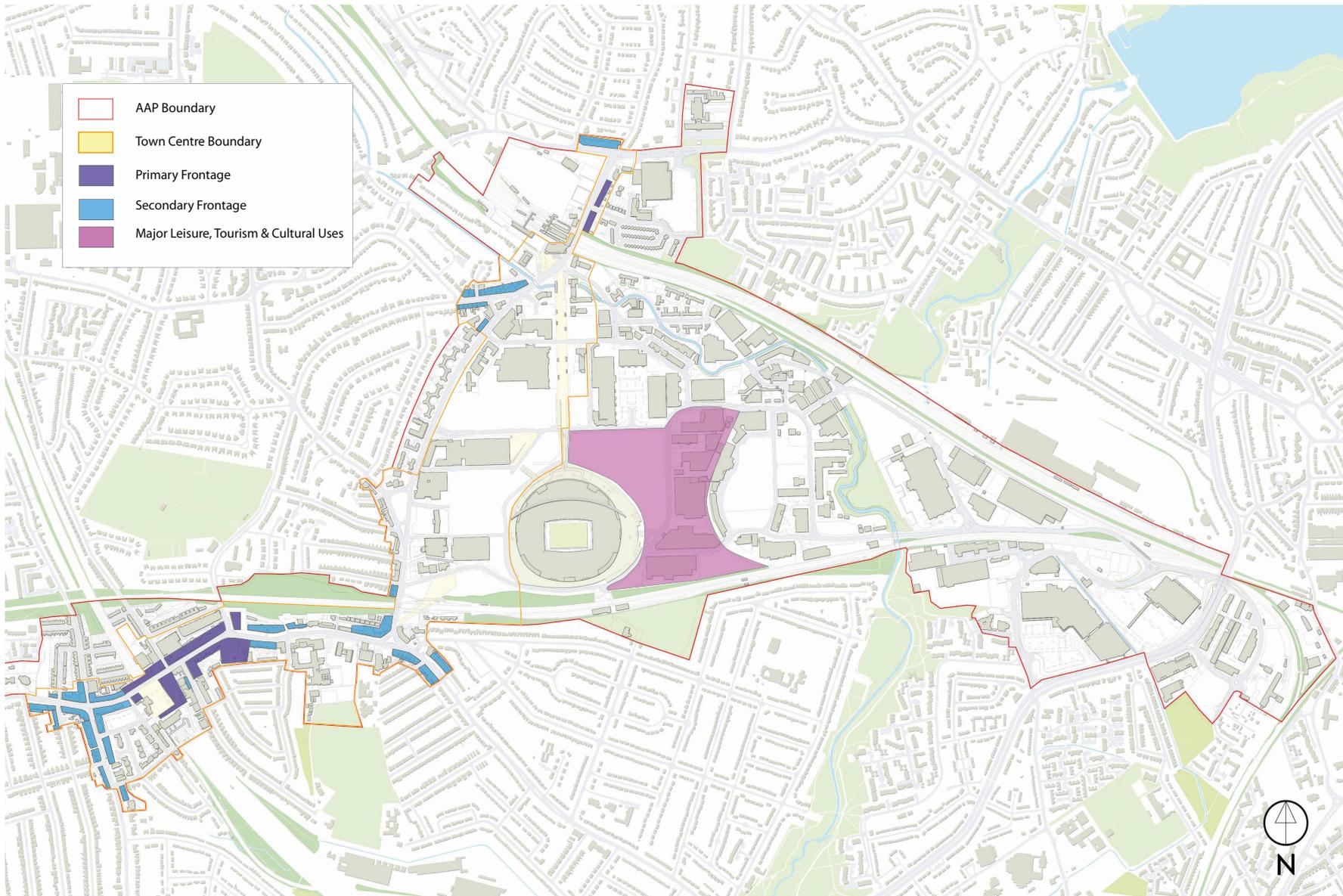


Figure 8.1 Diagram from Wembley Masterplan showing indicative roles for parts of the area

8.16 The boundary of Wembley town centre defined in the Core Strategy takes account of, and includes, land where consents have been granted for retail expansion. This includes land at South Way close to Wembley Stadium station as well as the proposed outlet centre, cinema, etc., currently under construction to the west of the Stadium. However, since the Core Strategy was adopted in 2010, consent has been granted for a further 30,000 sq m of new floor space on the NW Lands to provide a new shopping street between the two centres. When all schemes are implemented, there will be largely continuous active frontage from Ealing Road to Bridge Road. It is logical to define the town centre from Wembley Park to Ealing Road as shown on the extract from the Proposals Map below. This includes the office buildings and hotel on the east side of Olympic Way. Within this, the long-standing designated Primary and Secondary frontages will remain largely as currently defined for the present, although the Council is committed to reviewing these once the new retail and leisure developments (Quintain stage 1 and North West Lands) are built out and open.

Town centres, shopping, leisure and tourism 8



Map 8.1 Town Centre Designations

8 Town centres, shopping, leisure and tourism

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New retail, leisure and office development

New retail, leisure and office development will be directed to the town centre as defined on the Proposals Map. Edge of centre retail and leisure development will be considered appropriate only when existing town centre sites have been developed or where the proposed use, because of its size, is incapable of being accommodated on an existing town centre site.

Large foodstores (over 2,000 sq m gross) will be directed to sites within or adjoining Wembley High Road.

Shops (Use class A1) will not generally be appropriate on the eastern side of Olympic Way.

promote development accordingly, it is likely that investment would be discouraged if the council is overly prescriptive about the type and size of new retail development that is appropriate within different parts of the extended town centre. However, in order to promote and protect the High Road's more local, convenience role in meeting the needs of the local community, it is considered appropriate to limit the location of any major new foodstore to sites on or adjacent to the High Road. There are two or three sites where such a store could be located, at Wembley West End, the Chiltern Line Cutting/High Road or, the council's preferred option, at Brent House/Copland School site.

Alternative options not selected: TC1-3

1. In light of the permission granted in 2011 for up to 30,000 sq metres of new retail floorspace on the North West Lands site, it is no longer appropriate to define two separate centres.
2. Whilst it is may be appropriate to identify key roles for parts of the centre and



Picture 8.3 Specialist jewellery shop in Wembley



Picture 8.4 Wembley Big Dance Event

Town centres, shopping, leisure and tourism 8

Leisure, Tourism and Cultural uses

8.17 Wembley has long been a focal point for leisure, tourism and cultural uses. Often these uses are of a scale, and consequently have a level of impact, which is not conducive to a traditional town centre location. However, land to the east of the area, including the current stadium car park for example, is capable of accommodating such uses. Development in this area can also help create a buffer against the impact from waste operations and other 'bad neighbour' uses to the east.

Alternative options not selected: TC 1

1. It is unnecessary to promote one major leisure attraction with a site allocation as demand for such a use is uncertain and it would be overly prescriptive to designate a single site.
2. Wembley is identified in the London Plan as a Strategic Cultural Area where leisure, tourism, and cultural uses are appropriate so it is important that policy should promote such uses.



Picture 8.5 Wembley Arena

Hot Food Takeaways

8.18 Wembley has a large number of takeaways and fast food outlets, partly as a result of demand generated by those attending events at the Stadium and Arena. (Map to be inserted) There is evidence that large concentrations of fast-food takeaways contribute to unhealthy lifestyles particularly amongst young people and, consequently, they are considered to be a particular problem when located

WEM 27

Leisure, Tourism and Cultural uses

Leisure, tourism, and cultural uses are encouraged within the area. Major leisure, tourism and cultural development is appropriately located on sites to the east of Olympic Way as shown on the Proposals Map. Significant improvements to public transport will be required where development will attract a large number of trips.

8 Town centres, shopping, leisure and tourism

close to schools because of links with childhood obesity. There is some evidence that suggests that "increased geographic density of fast food restaurants and convenience stores is also related to increased BMI".⁽¹⁾ It is becoming more widely accepted that it is appropriate to control such uses in certain locations to help reduce the impacts on the health of the local population, particularly school children. However, it is also recognised that the Stadium and Arena in particular will give rise to particular demand for fast-food close to these facilities. Policy must, therefore, seek to balance the needs of visitors to the area with the impacts that fast food restaurants can give rise to, including for example, increased levels of litter and noise as well as on the health of local people. Borough-wide policy (as currently set out in the UDP 2004, policies SH6 - SH8) limits the amount of frontage in the primary parts of town centres that can be occupied by non-retail uses. This will continue to apply in Wembley. However, there is a need for policy to further limit the level of A5 uses, particularly in secondary frontages where there are currently no limits.

WEM 28

Hot Food Takeaways (A5 Uses)

In recognition of the specialist role that the town centres in Wembley have in meeting the needs of visitors to the area, outside of primary and secondary frontages applications for new A5 uses will be considered on their merits.

There will be a limit of 7% on the proportion of A5 use in any single length of primary or secondary frontage of Wembley / Wembley Park town centres. No further A5 uses will be permitted within 400 metres of a school entrance/exit point.

Alternative options not selected: 1

1. A continuing significant increase in takeaway/ fast food outlets in Wembley is considered likely to have a negative impact on the health of the local population, particularly school children and to give rise to greater problems of litter and noise.
2. The chosen option is considered to provide a balance between allowing an increase in A5 uses whilst limiting the

potential adverse impacts, especially on health of increased concentrations

Conferencing Facilities

8.19 Conferencing facilities have been scaled back locally following the loss of the Wembley Conference Centre and associated exhibition space. The council's vision for Wembley is that these uses be re-provided in the form of a Convention Centre. In the current climate there appears to be little appetite for the private sector to provide such a purpose-built facility. Nevertheless, Wembley, particularly because of the Stadium but also the Arena and hotels, remains an important conference venue. It may be possible, through collaboration between different providers such as the Stadium, Arena, hotels and the Council, to develop in partnership a form of "virtual conference centre" where major conferences or exhibitions can be held by making use of the various facilities that will be available in the area.

Town centres, shopping, leisure and tourism 8

WEM 29

Conferencing Facilities

The development of new conferencing facilities is promoted in Wembley, either purpose-built or as part of major mixed-use development. Good access to public transport will be important in determining proposals.

are likely to be long-term vacant or underused land and buildings, boost jobs, promote the cultural offer and increase the number of visitors to Wembley.

WEM 30

Temporary Creative Uses

The use of vacant sites or buildings will be promoted for occupation by temporary creative uses, especially creative industries that will benefit Wembley's retail, leisure, tourism and creative offer.



Picture 8.6 Performance art at Arena Square

Alternative options not selected: 2

1. No policy which promotes conferencing facilities locally would be contrary to the aspirations for the area as set out in the council's Vision for Wembley
2. Specifying a specific site, or sites, for conferencing facilities is considered to be overly prescriptive and could potentially blight land for use by appropriate alternative uses.

Alternative options not selected: 3

1. Vacant land and shops left without any purpose or use for a long period of time will detract from the attractiveness of the area without holding any significant economic, social or cultural benefit.
2. Identifying sites would be inflexible over the plan period.

Temporary Creative Uses

8.20 The regeneration programme for Wembley reaches beyond 2026, and the impact of the recession has meant that the realisation of regeneration will be slower than anticipated. Meanwhile, there are a number of locations which could be exploited to create temporary creative uses at Wembley which could make use of what

9 Social infrastructure

Strategic Policy

9.1 London Plan policy 3.16 recognises the need for additional and enhanced social infrastructure provision to meet the need of a growing and diverse population and suggests that boroughs should ensure that adequate social infrastructure provision is made to support new developments.

9.2 Policy 3.18 requires that boroughs should provide the framework for assessing education provision needs and to secure sites for future provision whilst policy 3.17 states that boroughs should work with the NHS, social care services and community organisations to regularly assess the need for health and social care facilities.

9.3 Policy CP7 of the Core Strategy anticipates need for the following infrastructure;

- 2 new 2-form entry primary schools
- Extensions to existing schools
- Nursery places
- Health facilities with space for 14 GPs and 11 new dentists
- New multi use community facilities

9.4 Policy CP15 states that before granting planning permission for major proposals, the council will have to be satisfied the infrastructure requirements arising from the scheme will be met by the time it is needed. Additionally policy CP23 protects existing new Community and Cultural Facilities and further states that new multi-functional community facilities should be provided at 370m² per 1000 population.



Policy Context

9.5 Social infrastructure such as schools, health centres, community facilities and leisure / recreation facilities ⁽²⁾ are essential in supporting sustainable communities. As new development leads to population growth, it is vitally important that supporting infrastructure is adequate. Existing

social infrastructure in Wembley is under pressure, particularly school provision, although this has been addressed in part recently by the opening of the new Ark Academy. Further school places will be needed as the population grows and the Infrastructure and Investment Framework (IIF) identifies the anticipated future level of demand.

9.6 In terms of health provision, the borough is well served by two large hospitals, but local treatment centres will be needed in Wembley as the population grows. Space for new health facilities can be secured in new development. However, fitting out and opening new health facilities will rely on the resources of the local health service.

9.7 Brent's diverse communities require a range of community, social and cultural facilities. There is a range of existing community space in Wembley including religious and non religious facilities. Some facilities successfully rent out community space to provide revenue for management and maintenance; however, others lack revenue funding and are in need of renovations. Dennis Jackson Centre and Wembley Youth Club have closed due to cuts in funding.

9.8 The Infrastructure and Investment Framework, prepared on behalf of the council to support the policies and proposals in the LDF, identifies specific infrastructure needs, including social infrastructure, for Wembley as well as the rest of the borough. This was updated in 2011 and

² see also the open space and sports chapter

Social infrastructure 9

the council is committed to further updates on a regular basis so that the necessary provision to meet needs arising from development are known.

School Places

9.9 As there is an increase in local population with new housing development there will be a need for additional nursery and school places. Providing for additional primary school places needs to be addressed urgently. Currently there are 11 primary schools in the Wembley area. In addition, planning permission has recently been given for a new primary school in the grounds of Preston Manor High School which is due to open in September 2011. Population growth with housing development will need further primary school provision, which could be met by building new and/or expanding existing primary schools in the area. New secondary school places are also needed. However, pressure on existing secondary schools is currently less critical and as their catchment area is larger, these do not necessarily need to be located directly within the area of population growth. As new nursery and other day care provision have limited space requirements, these can be accommodated relatively easily within the AAP area as and when demand grows. Likewise nursery facilities have small space requirements and could be combined with other new or expanded primary school facilities.

Health

9.10 Population growth from new housing development will need additional space for primary health facilities. The Core Strategy sets out that affordable floorspace to accommodate 1 new GP for every 1,500 people will be required from new housing development. In Wembley, the IIF estimates that space for 17 GPs and 12 dentists will be needed by 2019. In recent years the Primary Care Trust have developed expanded health facilities at Chalkhill and Monks Park Clinics, so there is not an immediate need for additional provision. Quintain built a 1469 sq m health facility as part of Quadrant House which is currently vacant. Strategic decision making within the health sector is at the present time going through a period of uncertainty as the government implements healthcare reform.



Picture 9.1 Monks Park health clinic

9.11 It is therefore proposed that these two health facilities should absorb the current population growth and thereafter new supply will be required in the Wembley growth area to pick up increased demand for new housing.

Community and Cultural Facilities

9.12 Wembley's diverse population should be supported by a range of community facilities including facilities for young people, cultural, community and religious use. While the council can only provide a limited amount of space directly to help meet these needs, new development provides an opportunity to improve and expand provision. The Core Strategy commits to providing multi-functional community facilities (excluding schools and health facilities) at a rate of 370m² per 1000 new population. Part of this will be met by the new Civic Centre which includes a 750m² community library. There are a number of existing community facilities in Wembley, some of these lack sufficient funding or have recently closed. Funding derived from new development could provide investment for these existing facilities. Additional new community space will be needed as demand from a growing population increases and could be provided in a number of shapes and forms and through different mechanisms.

9.13 The diversity of Wembley's population means there is additional pressure for places of worship to meet demand from different faiths. Faith groups can find it difficult to find sites for new or expanded places of worship which are affordable.

9 Social infrastructure

As there is a lack of suitable sites or premises the faith groups are encouraged to make use of shared space.

9.14 One of the most pressing problems is affordability which often condemns community groups to poor quality facilities without the means to improve them. To address the problem of affordability, the council in approving the North West lands application has secured a lower quantum of community space than expressed by the Core Strategy but at no rent. The council will be prepared therefore to reduce the overall quantity of community floor space requirements where this is reflected in substantially affordable rents. Most if not all council facilities will be multi-use community facilities for the whole community. The council will however support the provision of community and religious groups bringing forward its own community facilities provision.

WEM 31

Community Facilities

In considering the needs for Community Facilities provision the council will:

1. Secure at least four forms of entry at primary level to be secured on development sites within the Wembley area, noting provision of one site in site proposal W 18.

2. Secure contributions for secondary school provision through planning obligations and then through the use of the Community Infrastructure Levy

3. Require new GP/dentists provision in the AAP where other local capacity (e.g. Chalkhill Health Centre) is used up in the longer term as population grows

4. Seek the provision of multi-use community facilities at the rate set out in the Core Strategy accepting a lower provision when costs of provision or rents are substantially reduced;

5. Support the provision of community facilities including religious, community and cultural provision within the AAP area; and

6. Actively support the provision of meanwhile and temporary uses that will provide opportunities for social interaction

Alternative options not selected: SI1-4

Options SI 1

A combination of the options is needed to meet demand arising from the rising child population.

Options SI 2

It is now considered that a more pragmatic approach to the provision of health facilities in the area is needed rather than the options proposed and that the best option for meeting demand late in the plan period will be assessed closer to that time.

Options SI 3

Site availability is a major constraint on the delivery of multiple facilities.

Specialised single use facilities will require more funding.

Options SI 4

There is insufficient employment land that is not protected in the Wembley area that would be suitable for religious facilities.

Changes of use within the main parts of the town centre would adversely affect vitality and would be inappropriate in many frontages.

Response to climate change 10

Strategic Policy

10.1 As the scientific understanding of climate change and its likely impacts become clearer since the Kyoto protocol was drawn up in 1997 to implement the United Nations Framework Convention for Climate Change, there have been various international, EU, national, London and local climate mitigation targets set to tackle climate change collectively. The National Planning Policy Framework acknowledges that planning plays a key role in helping shape places to secure radical reductions in greenhouse gas emissions, minimising vulnerability and providing resilience to the impacts of climate change, and supporting the delivery of renewable and low carbon energy and associated infrastructure.

10.2 UK Climate Projections predict that summer average temperatures in London will, given a low emissions scenario, rise by 1.6°C over 30 years between 2010 and 2039, that summer rainfall will decrease by 7% in 2020 and that winter rainfall will increase by 6% in the same time period. The main climate change impacts on London will be overheating (urban heat island effect), water scarcity, Increases in the frequency of flooding, severe weather events and more frequent heat waves. Increasingly it is acknowledged that a certain level of climate change is inevitable and development will need to be built to cope with a changing climate.

10.3 The London Plan sets out a comprehensive range of policies to underpin London's response to climate change. It reckons the effects of climate change could seriously harm Londoners' quality of life, particularly the health and social and economic welfare of vulnerable people. The Mayor's Climate Change Mitigation and Energy Strategy contains further proposals to reduce carbon dioxide emissions and to tackle climate change through decarbonising London's energy supply, reducing the energy consumption of London's existing building stock and moving towards zero emission transport in London.

10.4 Nearly all residential development will be within the Wembley growth area where major residential proposals are required to achieve a minimum rating of Code for Sustainable Homes Level 4 in line with policy CP19 of Brent Core Strategy. A rating of BREEAM "Excellent" is expected for major non-residential developments.

Policy Context

10.5 Wembley Area Action Plan covers a diverse mix of residential, industrial, shopping, leisure, entertainment, community and office land uses in fragmented land ownership, such that the area presents challenges when trying to achieve social, economic and environmental sustainability. There are mechanisms to reduce carbon emissions from new developments in Wembley through the London Plan, UDP and LDF planning policies, building regulations and other initiatives. The first step in reducing carbon emissions from development in

Wembley is to ensure new development uses less energy in line with the Mayor's energy hierarchy to "be lean, be clean and be green."

10.6 Climate change will have a significant impact on the economic, social and environmental well being of Wembley. Hotter summers will have a bigger impact in Wembley because of the predominance of concrete and buildings. Heat waves will mean more people are likely to suffer from illnesses and could also lead to damage to roads, railways and buildings. Heavy thunderstorms and intense winter downpours will become more common, and will lead to flash flooding where the drainage system cannot cope with the increased rainfall. It is therefore crucial that future development in Wembley addresses these impacts and limits its contribution to climate change by minimizing carbon emissions.

10.7 Specific issues for Wembley include the legacy of industrial use in the area which led to a lack of green and 'cool' spaces. Much of Wembley is deficient in open space and there are few mature trees. Land adjacent to the Wealdstone Brook is most at risk of flooding, although much of Wembley is also prone to surface water flooding. In addition, the majority of the sewer network in the Wembley area is undersized.

10 Response to climate change

Climate Change Mitigation

Decentralised Energy

10.8 Under policy 5.5 of the London Plan, the Mayor expects 25 per cent of the heat and power used in London to be generated through the use of localised decentralised energy systems by 2025. Currently schemes coming forward are proposing site-wide combined heat and power (CHP) solutions, however greater efficiencies could be achieved if a wider Wembley network was established. This would need to overcome barriers of connecting different sites to one another and fitting a site for a single energy centre. There is a significant financial risk in pursuing a single energy centre solution for Wembley and this would require substantial viability testing. It is considered more appropriate to ensure developments within Wembley are network ready by installing the appropriate infrastructure to connect to any future district energy network should it be forthcoming in the future.

WEM 32

Decentralised Energy

Major developments will be expected to connect to or contribute towards a decentralised energy system unless it can be demonstrated that such provision is not feasible or the proposed heating system is 100% renewable. Developments completed

prior to the implementation of the energy centre should be designed so that they can switch to the energy centre once it is available. Decentralised energy systems incorporating energy from waste will be supported.

Alternative options not selected: CC2

It is undesirable to build on, and expand, capacity of the Civic Centre CHP where the plant room is too small. However the Civic Centre is future proofed that can be connected to a decentralised energy system.

Energy from Waste

10.9 The London Plan supports possible decentralised energy opportunities to utilise energy from waste. The EU Waste Framework Directive clearly ranks the 'waste hierarchy'. Prevention, which offers the best outcomes for the environment, is at the top of the priority order, followed by preparing for re-use, recycling, other recovery and disposal, in descending order of environmental preference. Good progress is being made to recycle more in Brent; however, there is still some left over waste, known as 'residual waste', which cannot be recycled and is currently disposed of to landfill. Waste to energy (in the form of electricity and/or heat) or energy from waste conversion is

an increasingly recognised approach to resolving two issues in one - waste management and sustainable energy. Facilities to recover energy from waste particularly if combined with heat recovery for a decentralised energy network to provide heat to residential, commercial and community units in Wembley will make Wembley self-sufficient. There are a number of new and emerging technologies that are able to produce energy from waste without direct combustion. Any proposed technologies must not pose a threat to human health or the environment. A high standard design of the building and chimney stack must be achieved.

WEM 33

Energy from Waste

Major energy from waste facilities will be allowed only in the area east of Fourth Way. Environmental impact assessments and health impact assessments will be required to accompany the planning applications for such facilities which also have to deliver high quality design. Small scale proposals to recover energy from waste generated locally will be supported providing there will be no detrimental impact on human health and no increase in pollution emissions and greenhouse gases and the environmental impacts from vehicular movements are acceptable.

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**Alternative options not selected:
CC3-4**

Without policy intervention, residual waste would be transported outside the area to landfill, which is not sustainable. There would be no joint action between heat suppliers and heat users either.

The Brent Energy from Waste study suggests other energy from waste technologies should be considered in Wembley apart from anaerobic digestion. The new policy could encourage investments in suitable locations for waste fuel industries subject to the scale and constraints.

enhance biodiversity, provide amenity space, provide opportunities to grow food and improve appearance.

WEM 34**Urban Greening**

Development proposals must incorporate urban greening measures such as green roofs, green walls, trees and soft landscaping. Where site constraints limit the level of urban greening that can be provided on site, a financial contribution will be required. Local food growing facilities will be supported as stated in (see policy WEM 38 In Open Space chapter).

**Alternative options not selected:
CC6**

The only target is 1,000 new trees to be planted by 2026. It would be too prescriptive to set targets for other urban green measures. However, developments still have to include these measures to tackle overheating and flood risk.



Picture 10.1 Living wall & planted balconies

Climate Change Adaptation**Greening Wembley**

10.10 Brent Council seeks to increase the amount of surface area greened in the area and 1,000 new trees are expected to be planted by 2026. The roofs of existing buildings are mostly underused. Policy 5.10 of the London Plan encourages the use of planting, green roofs and walls and soft landscaping that can mitigate the effects of climate change, such as the urban heat island while bringing in health and social benefits. Green roofs also support sustainable urban drainage by absorbing rainfall to reduce flooding,

Flooding

10.11 There are two types of floods in the area, one is associated with the river when the actual amount of river flow is larger than the amount that the channel can hold, and river will overflow its banks and flood the areas alongside the river. Land adjacent to the Wealdstone Brook is the area at risk of flooding. The map shows the areas at risk of flooding. Brent seeks to ensure that all new

10 Response to climate change

development in flood risk areas is appropriately flood resilient and resistant and that any residual risk can be safely managed.

10.12 As required by the National Planning Framework, the sequential approach should be used in areas known to be at risk from any form of flooding. Inappropriate development in areas at risk of flooding should be avoided by directing development away from areas at highest risk, but where development is necessary, making it safe without increasing flood risk elsewhere.

10.13 In most of the urban area, roads and land are usually impermeable which can lead to surface water flooding. Much of Wembley is prone to surface water flooding. The Flood and Water Management Act 2010 requires local authorities across England and Wales to develop, maintain, apply and monitor a strategy for local flood risk management in their areas. Brent Surface Water Management Plan (BSWMP), which contains the Preliminary Flood Risk Assessment and a Flood Risk Management Plan, aims to help manage and reduce surface water flood risk in Brent.

10.14 The Act also introduces the requirements for developers of property to construct sustainable urban drainage systems (SUDS). Rainwater harvesting and grey water recycling can help relieve pressures on the drainage system. It can reduce flood risk and the demand for fresh water. SUDS

such as green roofs, filter strips and swales, storm water storage tanks, permeable and porous pavements, basins, reed beds can help reduce the volume and speed of water flowing into drains and eliminate surface water flooding. BSWMP favours the application of SUDS.



Picture 10.2 Sustainable urban drainage scheme

10.15 In addition, most of the sewer network in the Wembley area is undersized. Careful consideration must be given to issues of sewer flooding, both on and off site, as a result of new development. Developers may be required to carry out studies to ascertain whether proposed development will lead to overloading of the existing sewer infrastructure.

WEM 35

Flood Risk

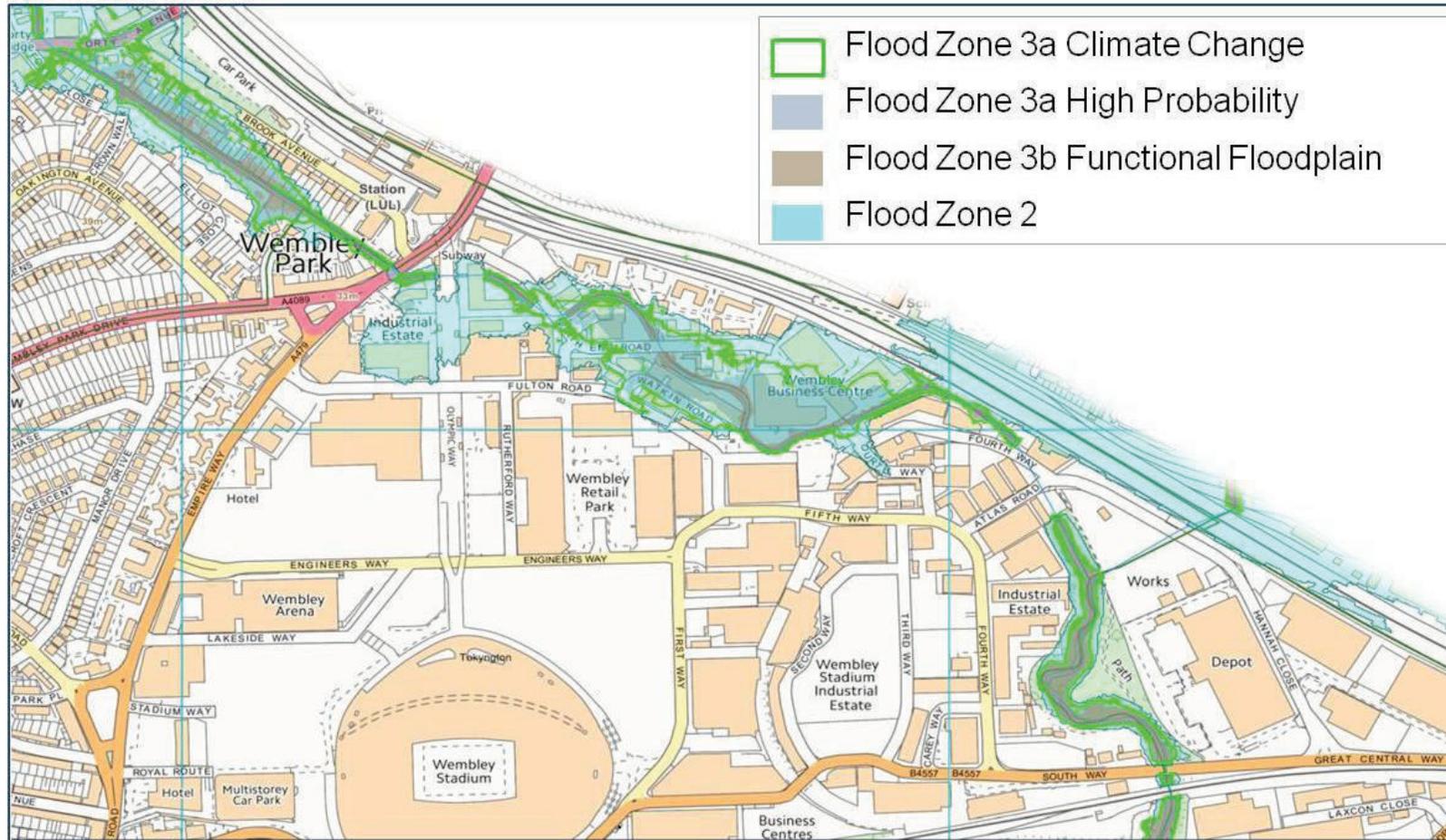
Proposals within Flood Risk Zones 3a (High Probability and Climate Change) and 2 (Medium Probability) will be required to pass the Sequential Test, and where a site is affected by Flood Zone 3a, the Exception Test must be applied. Proposals will need to demonstrate how flood risk is reduced by sequential layout of the site and form of development. All proposals for development in Flood Zones 2 and 3a&b will require a full Flood Risk Assessment (FRA). Proposals in Flood Zone 1 which are over 1 hectare in size will also require a site specific FRA.

Development proposals in the area above must demonstrate that there will be no net loss in floodplain storage nor an increase in maximum flood levels, within adjoining properties as recommended by Brent's Strategic Flood Risk Assessment Report Level 1 (2007).

In order to reduce surface water flood risk in the area, all major proposals will be required to apply SUDS in accordance with Brent Surface Water Management Plan.

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Map 10.1 Flood Zones in Wembley

11 Open space, sports and wildlife

Strategic Policy

11.1 There is a lack of open space in Wembley and access to existing open spaces is limited. The strategic policies set out in the London Plan support the protection of local open space and require open space deficiencies to be addressed (policy 7.18). The River Brent forms part of the Blue Ribbon Network, London Plan policy 7.24 recognises the Blue Ribbon Network as important series of linked spaces and policy 7.28 seeks the restoration and enhancement of rivers. Improving people's accessibility to nature and the protection of wildlife habitats is supported in London Plan policy 7.19, whilst policy 7.22 protects existing allotments and supports identification of spaces for community food growing and innovative approaches to providing space to grow food. Furthermore, access to good quality play and informal recreation provision for children and young people is supported in London Plan policy 3.6. Although Wembley Stadium is home to international and national football, Brent has one of the worst participation rates in England for sport and physical activity (Sport England's Active People Survey 2005-6). London Plan policy 3.19 encourages the enhancement and increased provision of sports facilities.

11.2 Wembley's deficiency in open space and lack of participation in sports is reflected in the Brent Core Strategy objectives to protect and enhance Brent's environment and to promote sport and other recreational activities with new facilities in areas of deficiency, including at least one new

pool. Policy CP18 Protection & Enhancement of Open Space, Sports & Biodiversity seeks new parks in Wembley and contributions from development will be sought towards sports facilities. The Core Strategy policy CP7 Wembley Growth Area identifies the need for a new park (1.2ha) and 3 pocket parks (0.4ha each), improve quality & accessibility of existing open spaces, a new community swimming pool, indoor & outdoor sports facilities, play areas and the planting of a minimum of 1,000 trees. Core Strategy Wembley Growth Area Key Diagram shows existing open spaces and indicates the location of 4 new public open spaces and proposed pedestrian links to open space.

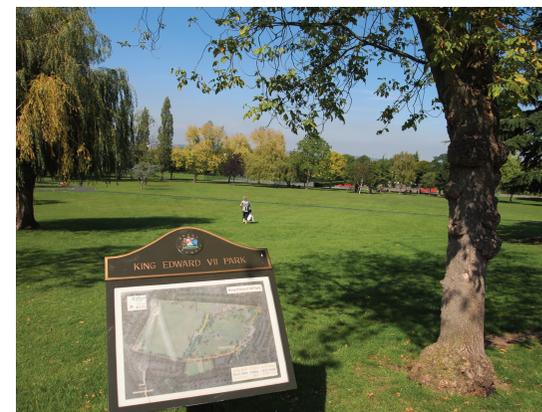
Policy Context

11.3 The majority of the Wembley area is more than 400m walking distance from either King Edward VII Park or Brent River Park and is therefore considered to be deficient in public open space. There are also few small public open spaces in the Wembley area. The nearby Sherren's Farm and Chalkhill open spaces are separated from the main regeneration area by the Metropolitan, Jubilee and Chiltern railway lines. The nearest playgrounds at King Edward VII and Brent River Park are outside the area. The area south of the High Road and Harrow Road is a priority area for new play provision.

11.4 Sports facilities are available at King Edward VII Park (tennis, football and bowls) and the new sports hall, synthetic turf pitch, netball, basketball

and tennis courts are located at Ark Academy school are available for community use. In addition, Power League 7 a-side and 5-a-side football pitches are situated next to Wembley Arena. The Council is supportive of the provision of commercial owned sports and recreational facilities. Brent Planning for Sports and Active Recreation Facilities Strategy 2008-2010 identifies a significant lack of swimming pool provision in the borough and recommends a new pool is needed to serve central areas of the borough. Other sport facility improvements also sought in Wembley include:

- New and upgraded sports halls
- Pitch and changing facilities at King Edward VII Park and Chalkhill open space
- New multi use games areas (MUGAs) at King Edward VII Park, Sherren's Farm and Chalkhill Youth Centre
- Refurbished BMX track at Chalkhill



Picture 11.1 King Edward VII Park

Open space, sports and wildlife 11



Map 11.1 Existing Open Spaces

11 Open space, sports and wildlife

11.5 The Wembley Masterplan identifies the future role of Olympic Way as the centrepiece to the open space network with good pedestrian links to the rest of the area. The provision of open space at Olympic Way would help meet the open space needs for the Wembley area.

11.6 There has been some progress towards the increase of open space in Wembley. In 2011, an outline planning permission which was granted to Quintain Estates and Development PLC at the former Palace of Arts & Palace of Industry Site included a new public open space of 0.4 hectares. The expected population growth within Wembley will require new public open space and sports provision. Anticipated facilities needs are set out in the Infrastructure and Investment Framework.

Open Space in Wembley



Picture 11.2 New park - artists impression

11.7 A new 1.2ha park will be the principal new open space in the Plan area. It is required to meet the needs of the increased resident and working population of the area. The expected population growth would normally require a 2ha public open space. However, it is recognised that this would be impractical to deliver. The Core Strategy therefore states that the new park should be at least 1.2ha in size. In addition to the new 1.2ha park, a series of well connected pocket parks are required to provide sufficient open space within a densely populated area.

WEM 36

Open Space Provision

The council will require a new park in Wembley to be at least 1.2 ha in size, located adjacent to Engineers Way, orientated East to West. The new park will provide for a range of sporting activities and play facilities. It should create pedestrian links/strong physical connections between the eastern and northern districts, linking with Olympic Way and other major spaces. A further three pocket parks of 0.4ha each will be sought in the Wembley area.

Development proposals which fall within an area of open space deficiency will be expected to provide new open space in line with the

requirements set out in the council's Infrastructure and Investment Framework document.

Alternative options not selected: OS1

Options OS1 asked whether the Plan should include detail about the location and size of a new park in Wembley. Option 1 made no further requirements regarding the new park other than repeating the quantum of open space set out in the Core Strategy. Although this option is the most flexible, there is a risk that the wider benefits from the new park might not be achieved such as a link between the districts. Option 2 asked whether the location of the new park should be specified, adjacent to Engineers Way and orientated east to west. It is considered that this option would maximise the natural daylight to the park, opening up the area and providing a physical link to the surrounding area and the Wealdstone Brook. Option 3 asked whether a set of additional criteria for the new park should be specified. However this option has not been taken forward because it would be too prescriptive and affect deliverability.

11.8 The Infrastructure and Investment Framework document sets out infrastructure requirements principally in the borough's housing

Open space, sports and wildlife 11

growth areas and some of its key regeneration areas, specifying open space provision required to support new housing growth.

Open Space Improvements

11.9 The need to enhance and improve public open space in Wembley is established in the Core Strategy. Open space improvements will also have wider health and well-being benefits providing opportunities for active and informal recreation. Chalkhill Park, is a new park where community consultation played a key role in the design of the development and is currently under construction.

This area was previously used as a health centre and car park. As part of the redevelopment of these temporary facilities, a community park was required under a Section 106 Agreement. The new public open space will provide amenity green space, formal recreational areas, play area, a sculpture area, along with habitat creation and enhancement of the wildlife corridor.



Picture 11.3 Green Flag award

11.10 There are a number of options for achieving this including creating new public open space and improving access to existing open spaces. Any improvements will require initial investment and ongoing maintenance and management. Development contributions towards open space improvements will be included in appropriate site allocations.

WEM 37

Open Space Improvements

The council will support the enhancement and improvements of open space in the Wembley area including:

- Creation of public access to Copland playing fields
- Creation of a new woodland walk along Chiltern Embankments
- Semi-naturalisation of the Wealdstone Brook and the creation of a linear open space for informal recreation
- A new pedestrian bridge across the Metropolitan, Jubilee and Chiltern railway lines to link to Chalkhill Open Space at St David's Close

Where appropriate, contributions from development proposals will be sought towards local open space improvements.

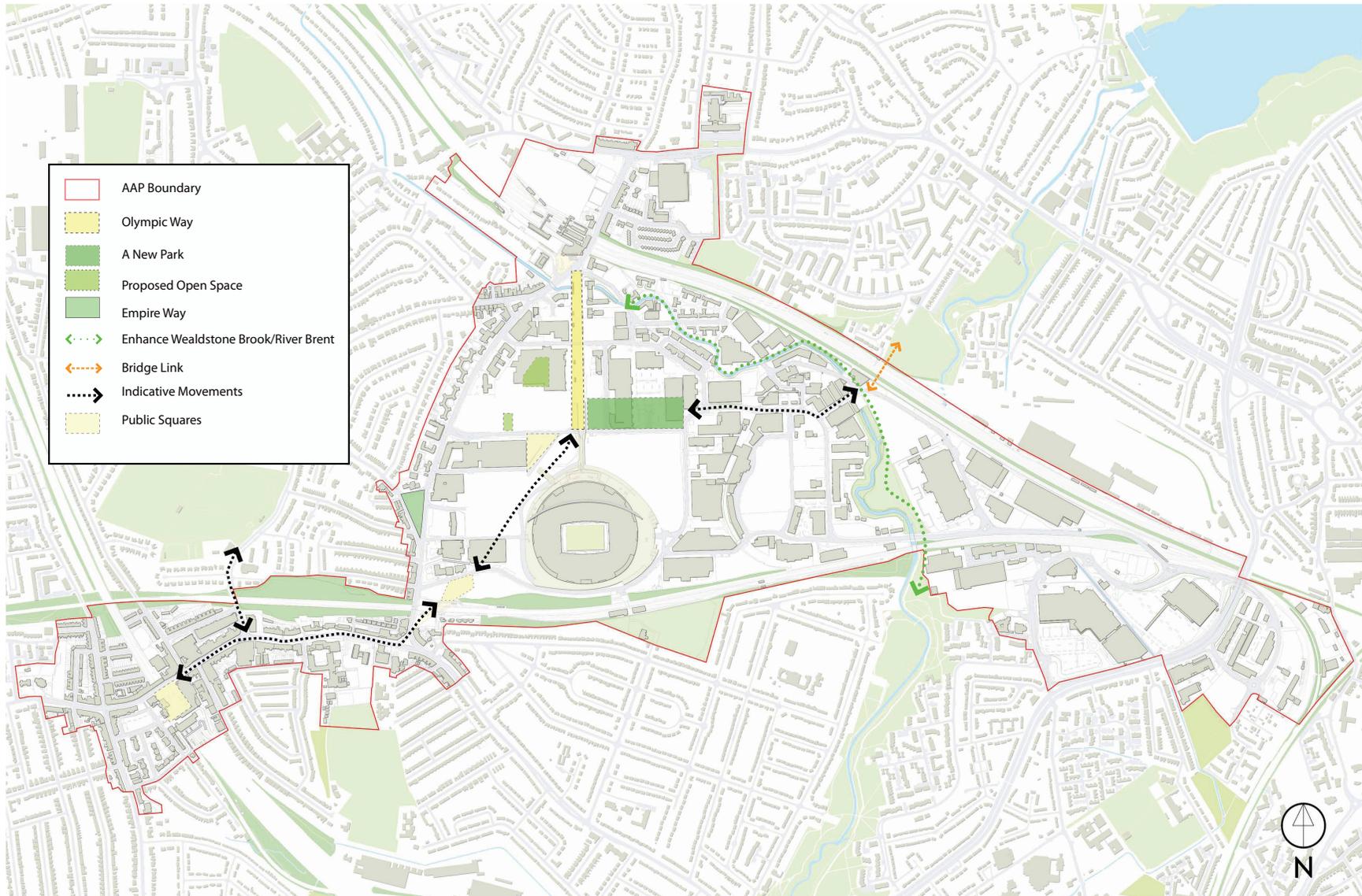
Alternative options not selected: OS2

Options OS2 asked what other open space improvements in Wembley should there be. Option 1 included new pedestrian bridge links to connect open spaces. A study into additional bridge crossings recommended a bridge over the railway lines (Underground and Chiltern) near St David's Close at it was both feasible and offered substantial connectivity benefits by linking the Green Chain to Chalkhill open space and a strategic link between existing and future footpaths along the River Brent and Wealdstone Brook. Options 2, 3 and 4 would

11 Open space, sports and wildlife

help relieve the pressure on existing open spaces in an area of deficiency. These options can be delivered by requiring development proposals to contribute towards open space improvements. Option 5 asked whether criteria could be set for Olympic Way to ensure its role as a public space with dedicated space for performance public art and seating. However this would be too prescriptive and would not provide flexibility for new development. Option 6 referred to the creation of a new public space at St. John's churchyard but this has not been taken forward due to difficulties with deliverability. Option 7 referred to the inclusion of a green grid policy. However it is considered that a separate green grid policy is unnecessary because this will be covered by the detail in the open space policy on accessibility and urban design policies.

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Map 11.2 Open Space Designations

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Food Growing

11.11 Local food growing supports healthy living and has environmental and community benefits. In the Wembley area, there are public allotments available at Cecil Avenue, Lyon Park Avenue, Bovington Avenue and a small number of private allotments at Vivian Avenue. However, these allotments have long waiting lists, are not located within the Wembley Area Action Plan boundary and so consequently are not easily accessible to much of the area. Limited development is promoted at Vivian Avenue to enable improvements to the allotments and existing tennis courts and club house (SSA25 of the Site Specific Allocations DPD). The Brent Open Space Report – PPG17 Assessment identifies a local standard of 1 new allotment plot per 200 new residents. The report recognises the constraints in providing new allotment plots and promotes allotment gardens in new housing developments that can be placed on flat roof spaces where large beds can provide for food growing and recreational use.

WEM 38

Food Growing

The council will promote local food growing by encouraging major new residential development, to include space for residents to grow their own food and/or for the establishment of gardens for community food growing. The use of vacant spaces temporarily

for food growing will be encouraged. The council will seek contributions from development at Vivian Avenue to enable allotment expansion.

Alternative options not selected: OS3

OS3 asked whether there is a need for new food growing space to be provided in the Wembley area. Option 1 asked if new development could be required to provide space for food growing in communal spaces or rooftop gardens. This option has been taken forward because it will provide growing space next to demand. Option 2 asked whether allotment space could be expanded on existing open spaces such as Vivian Avenue or Vale Farm. This will expand food growing space but not necessarily near to the increase in demand, therefore Vale Farm has not been included in the policy because of its distance from Wembley. Option 3 asked if school redevelopments could incorporate food growing space which would provide an educational resource. It is considered impractical because of the space constraints on new schools in the Wembley area. Option 4 put forward the use of vacant spaces temporarily for food growing. This would be a good temporary use of vacant spaces as planting containers can be moved in the future.



Picture 11.4 Example of food growing

Sports Facilities

11.12 The council has secured a new community swimming pool and health and fitness centre as part of the redevelopment of Dexion House, Empire Way. The council's Sports department is implementing the priorities of the Facilities Strategy and has recently laid out football pitches at King Edward VII park and installed a new MUGA. Other sports facilities will be needed and these could be delivered in a number of ways including council capital investment, access to school facilities and funding from development.

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spend and S106/CIL received from development to improve sports facilities and option 2 for schools to be required to make new or upgraded sports facilities available for community use out of school hours are effective and deliverable sport facilities improvements. Both options are considered appropriate.

Play Provision

11.13 As with other forms of open space, there is a shortage of play provision in Wembley. The only existing equipped play areas are at King Edward VII and Brent River parks. However, there are other opportunities for informal play such as the water fountains at Arena square. New development will increase demand for play facilities. In line with the Mayor of London Providing for Children and Young People's Play and Informal Recreation SPG (2008), the Infrastructure and Investment Framework identifies the need for 5 new neighbourhood play areas by 2026. It highlights the importance of links to open space and play areas critical in an area of high density in the absence of certainty regarding open space provision. It will be further supplemented by formal play provision in public open space.

WEM 40

Play Provision

The council will require new, major housing development to provide children's play space according to the following standards:

- A minimum of 10m² per child (5-17 years) of 'neighbourhood playable space'.
- A minimum of 10m² per child (0-5 years) of 'doorstep playable space'.

WEM 39

Sports Facilities

The council will seek contributions from development and use these to improve the provision of sports facilities in Wembley and will work in partnership with schools to make new or upgraded sports facilities available for the local community use out of school hours, e.g. Copland Community School.

Alternative options not selected: OS4

OS4 asked how can improvements to sports facilities in the Wembley area be made. It is considered that option 1 to use council capital

Alternative options not selected: OS5

OS5 asked how and where should play provision be increased in the Wembley area. Option 1 referred to the provision of formal neighbourhood play areas in open spaces by development and at Sherren's Farm open space. The provision of new play areas by development is required by the London Plan and is supported by the Infrastructure and Investment Framework document. However, the provision of a play area at Sherren's Farm is not considered to be deliverable because it is located adjacent to the railway line and is therefore not easily accessible for residents in the plan area. Only the provision of a

11 Open space, sports and wildlife

pedestrian bridge over the railway line would significantly improve access; however, it is expensive.

Option 2 asked whether a more play friendly environment with child-friendly streets and public spaces should be required. This option is considered impractical because the majority of the development in this area will be mixed use with a need to provide space for servicing from heavy vehicles.

11.14 The standards required in the Play Provision policy are in line with the Mayor of London's Providing for Children and Young People's Play and Informal Recreation SPG (2008) and set out in the Wembley Masterplan. With the expected density level, a minimum of 10m² per child (5-17 years) of 'neighbourhood playable space', could be partly accommodated within the three district open spaces of at least 0.4 hectares. However, the provision of 'doorstep playable space' should be an integral part of development proposals.

Access to Nature

11.15 There are limited areas of nature conservation value in Wembley, reflecting its built up urban character. The main areas of habitat are the Chiltern line embankments, Wealdstone Brook and Brent River Park. There are also smaller wildlife pockets at St John's churchyard, Oakington Manor Primary School, Copland Community School, Ark

Academy and the Metropolitan Line embankment. Much of Wembley is considered to be deficient in areas of wildlife that people can enjoy and relax in.



Picture 11.5 Example of a green roof

WEM 41

Access to Nature

The council will seek public access on the northern side of the Chiltern railway line embankments to enhance the nature conservation value. Naturalisation of the River Brent and the Wealdstone Brook will also improve access to nature (see Policy WEM 42 River Brent and Wealdstone Brook). Where appropriate, the council will require new

development proposals to include wildlife enhancements, e.g., green roofs, living walls, tree planting, landscaping, bat and bird boxes.

Alternative options not selected: OS6

Options OS 6 asked how can wildlife and people's access to nature be improved. Option 1 asked if a new public access and green link through the northern side of the Chiltern Railway line embankments could be provided as part of a development scheme. This will be sought by the council as development proposals come forward and is detailed in the site proposal W 3 Chiltern Line Cutting North. Option 2 asked if the council should commit to improving biodiversity and the semi naturalisation of the Wealdstone Brook. This option has been taken forward into policy WEM 42 River Brent and Wealdstone Brook. The Wealdstone Brook Restoration Study contains proposals and costings. Whilst Option 3 asked if a River Brent restoration phase 2 would remove the concrete channel and extend the riverside park and natural corridor. This has not been taken forward as the removal of the concrete channel is considered to be very costly. Option 4 asked if St John's churchyard could be converted into a public garden. However this option has not been taken forward due to issues with deliverability. Option

Open space, sports and wildlife 11

5 asked if new development could be required to make wildlife enhancements as part of the built environment. As development proposals come forward they can be required to provide wildlife enhancements as part of the scheme.

11.16 Detailed requirements for providing or improving public access to nature conservation is set out in the site proposal W 3 Chiltern Line Cutting North in the Wembley High Road chapter and site proposals; W 25 Amex House, W 26 Watkin Road and W 27 Euro Car Parts in the Wembley Eastern Lands chapter.

The River Brent and Wealdstone Brook

11.17 The River Brent and the Wealdstone Brook natural open spaces have an important role in providing open space provision, increasing biodiversity and reducing flood risk. They provide a natural landscape in an urban setting and offer a different type of open space in Wembley. The River Brent is a Site of Borough Nature Conservation Importance Grade I and the Wealdstone Brook is a Site of Borough Nature Conservation Importance Grade II. The River Brent open space is poorly connected to the surrounding area and is under used. Historically the Wealdstone Brook has been canalised and culverted along its length to make way for development. Future regeneration should use the opportunity to restore the natural river corridor by partial naturalisation. The enhancement and improvement of these

natural open spaces will contribute towards combating the deficiency in the provision of open space in Wembley.

11.18 Improvements to the River Brent and the Wealdstone Brook would help meet the requirements of the Thames River Basin Management Plan and the need to improve water quality. Under the Water Framework Directive (WFD), rivers and river bodies are assessed on their water quality. The assessment classified the River Brent as having a poor ecological status and the Wealdstone Brook as having a moderate status. The WFD has set the objective for these to achieve a good status or good potential by 2027.

11.19 The Wealdstone Brook Restoration Study contains proposals for the improvements and restoration of the Wealdstone Brook. The proposals include the partial naturalisation of the Wealdstone Brook, tree planting to identify its location, a brook side walk, and ecological improvements. These proposals are accompanied by an indicative costing for each one put forward.

Wealdstone Brook should undertake the opportunities to provide amenity space, improve biodiversity, public access, and semi naturalisation. Whilst development proposals adjacent to the River Brent should have regards to its natural setting and enhance biodiversity.

11.20 The flood risk policy in the Climate Change chapter should be referred to in conjunction with this policy. In addition the detailed requirements of sites located in close proximity to the Wealdstone Brook are set out in site proposal W 21: 21- 31 Brook Avenue in the Wembley Park/Empire Way Corridor chapter and site proposals: W 25 Amex House, W 26 Watkin Road and W 27 Euro Car Parts in the Wembley Eastern Lands chapter.

WEM 42

River Brent and Wealdstone Brook

The council will work in partnership with the Environment Agency and use development contributions to aid the restoration of the River Brent and the Wealdstone Brook. The development of sites adjacent to the

12 Wembley High Road

Wembley High Road: Site Proposals

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Map 12.1 Wembley High road

Wembley High Road 12

12.1 Wembley High Road forms a vital connection between the new Wembley Masterplan areas and Wembley town centre. At the same time as the development within the Masterplan area builds out, the High Road link will be developed in a way which provides an improved public realm and pedestrian environment, and reducing the effects of through traffic. By doing this, pedestrian movement will be facilitated between the stadium area and attractions within the existing town centre, thereby retaining the vitality and viability of the town centre. The route needs to accommodate a number of different movements along its length, including movement of spectators for Wembley Events between Wembley Central and Wembley Stadium.

12.2 To support these objectives, the eastern section will be developed for street cafes and restaurants, and high quality retail and leisure facilities, with more local retail and local attractions being offered along the western stretch. Preference will be given to development which supports the objectives of maintaining vitality and developing a vibrant town centre, as they will benefit from the good quality public transport access and space for people afforded by the improvements to public realm.

Wembley West End

Context

12.3 The western end of Wembley town centre is not subject to the same development pressures as the masterplan area, but is a designated

Opportunity Area, and is seen to be key to the continued improvement of the town centre. Due to the complexity of the site, the change in levels between the High Road and Montrose Crescent (up to two storeys) and the multiplicity of ownership, a series of development schemes have not been progressed, resulting in steady decline over a number of years.

12.4 Wembley West End site has a Supplementary Planning Document to support development on the site at the junction of Wembley High Road and Ealing Road. Although the site is not the only potential for regeneration, is the next major potential development site within the town centre.

12.5 The Council considers this area to be suitable for a mixed use redevelopment scheme, incorporating new residential and retail uses. This will develop the site as a key gateway to the town centre and create sufficient development to stimulate the regeneration of the west end of Wembley High Road, complementing the development of Central Square.

Planning History

12.6 No relevant planning history exists for this site.

Site W 1

Wembley West End

(0.8 hectares)

This site is suitable for comprehensive mixed use development including retail or other town centre uses and residential. A replacement town centre car park and amenity/open space should be provided. The development should improve and diversify Wembley's retail offer and include active frontages to Wembley High Road and Ealing Road.

Land for a bus lane and an improved footway is required along Wembley High Road to provide better pedestrian access along the High Road to Wembley Central Station. Provision for pedestrian access between the High Road and Ealing Road should either be provided along the alignment of the High Road or Ealing Road, or be incorporated within the ground floor design for any new development on this site. The provision of improved highway access by providing easier turning movement left from High Road into Ealing Road should be built into the development design, and potential use of the land behind the development to provide increased capacity at the Montrose Crescent car park, serving the western gateway to the town centre.

Indicative Development Capacity - 250 units

12 Wembley High Road

Justification

12.7 The site is identified within the adopted Wembley West End Supplementary Planning Document 2006. The Council's 2006 retail capacity study concluded that Wembley Town Centre is suffering decline and identified this site as a retail opportunity. In line with national and regional policy, the site proposal promotes the mixed use redevelopment of a brownfield site for uses that are suitable for a town centre location. This is an opportunity to establish a regenerative anchor at the western end of Wembley town centre.

12.8 The Ealing Road section has been included to encourage a comprehensive approach to development. The transport and mobility elements of the allocation are a critical element of providing a western gateway into the town. Better pedestrian access between Ealing Road onto High Road and up to Wembley Central will help cater for the large volume of pedestrian movements in this area, and connects into the pedestrian route onward to Wembley Stadium. Providing this, in combination with improved highway accessibility, and potential improved parking to cater for demand at this western end of the town, will help enhance the effectiveness of public realm enhancements within the town centre.

London Road

Context

12.9 The northern part of this site is situated on the High Road and consists of a 3 storey building which contains five ground floor units made up of retail, financial/professional services, take away and restaurant uses. There is some office space available on the first floor and residential use on the second floor. Adjacent to this building is a mixed use development forming part of Wembley Central square. The eastern side of the site is located along London Road and there are eight single storey units making up Sevenex Parade. They are used for a mixture of retail, financial/professional services, take away, cafe and restaurant uses.

Planning History

12.10 There is no relevant planning history for this site.

Site W 2

London Road

(0.19 hectares)

Mixed use development. Appropriate uses include retail and other town centre uses on the ground floor and residential uses above. There should be active frontages to both the High Road and London Road.

Indicative Development Capacity - 50 units

Justification

12.11 This site is currently underused and could accommodate higher density development. The site is suitable for housing as well as town centre uses because it is located in a town centre close to a predominantly residential area and in an area of very good public transport accessibility. The provision of housing on this site will support the Council's growth policy.

Chiltern Line Cutting North

Context

12.12 The site comprises steep railway embankments to the north of the Chiltern Line tracks. It is adjacent to existing dwellings along Mostyn Avenue. Much of the embankment is covered by vegetation, including woodland, and is identified as a Site of Importance for Nature Conservation as well as a Wildlife Corridor in Brent's UDP 2004. Consequently, the site can support only a very limited amount of new development.

12.13 More detailed planning guidance for the site is contained within the Wembley Link SPD adopted in July 2011

Wembley High Road 12

Planning History

12.14 There is no relevant planning history for the site.

Site W 3

Chiltern Line Cutting North

(2.3 hectares)

This area would support only a very limited amount of new housing development. The scale of any new development should relate to, and respect the adjacent existing neighbourhoods to the north of this area. The council will seek to maintain and enhance the nature conservation value of the site and mitigation and compensation measures will need to be provided to ensure that there is no overall net loss to biodiversity value and a continuous wildlife link is provided through the site. Public access through part of the site will be sought on development.

Indicative Development Capacity - 15 units

Justification

12.15 As the whole of the cutting on the north side is identified as an Area of Nature Conservation Importance as well as a Wildlife corridor, then significant development would be appropriate only if there were substantial benefits in terms of the

regeneration of the town centre as well as major compensatory provision for the loss of habitat. The existing residential areas to the north are predominantly two storey which limits also the scale of development that would be appropriate. Consequently, only a limited development can be accommodated.

High Road/Chiltern Line Cutting South

Context

12.16 This site covers the section of land set alongside the north side of Wembley High Road currently occupied by small office blocks (some vacant) and small retail units, as well as the southern portion of the Wembley Chiltern Embankments site, behind the existing office and retail units along the High Road. The cutting is designated as a Site of Nature Conservation Importance in Brent's UDP 2004, and development at the site needs to take account of this.

12.17 More detailed planning guidance for the site is contained within the Wembley Link SPD adopted in July 2011.

Planning History

12.18 For the Chesterfield House site, planning permission renewal (LPA ref: 06/1864) was given in February 2008, for demolition of the existing building and erection of part 11-storey and part 17-storey building, comprising retail/restaurant use

on ground and first floors fronting the High Road and Park Lane, and remaining accommodation as Class B1 offices, with basement parking for 28 cars.

Site W 4

High Road / Chiltern Line Cutting South

(4 hectares)

A key aspect of the development of the High Road area is maintaining viability and vitality of Wembley town centre. Development should support these objectives and will need to be in keeping with providing improved public realm and pedestrian access through this area.

Development should also support the objective of creating a link to encourage movement to and from the new Wembley re-development via the White Horse Bridge and the forthcoming Wembley City Boulevard.

The Council's objective is to transform the Wembley Link area into a sustainable mixed use community. This would be best delivered through developing the concept for cafes, restaurants and bars and appropriate retail along the frontage, potentially with office above these, and residential above this, where appropriate. Student accommodation or hotel would also be appropriate within this site. Development proposals should include active frontages.

12 Wembley High Road

Land will be required for road widening on redevelopment of the site, as shown on the Proposals Map.

Indicative Development Capacity - 890 units

Justification

12.19 The existing units are located within a prime position between the emerging Wembley City and the existing town centre. They currently present, however, a disparate environment and a low quality townscape. A high quality redevelopment, having regard for other local proposals, will contribute to the regeneration of Wembley at a prominent site within the town centre. New retail activity and vitality will help to secure the regeneration of the existing town centre in the light of activity around the Wembley Stadium. New affordable offices can provide local employment and enterprise opportunities. The site benefits from excellent public transport accessibility with a selection of rail and bus services within walking distance

12.20 Development along the Wembley Chiltern Embankments needs to have careful regard to existing dwellings. It should be subject to an assessment of the nature conservation value of the embankments and include mitigation measures for its loss, including public access and a green link through the site.

Copland School and Brent House

Context

12.21 The site comprises Copland School, including a small northern part of the playing fields, together with the adjacent Brent House office building and car park.

12.22 More detailed planning guidance for the site is contained within the Wembley Link SPD adopted in July 2011.

Planning History

12.23 Outline planning consent (LPA ref: 02/2699) for

Site W 5

Copland School and Brent House

(4 hectares)

Mixed use development on the High Road frontage with new / rebuilt school to the rear.

The ground floor on the High Road frontage should be commercial retail development, potentially including a medium sized food store (approximately 6000m²) with associated car parking. Residential development either above or adjacent to the retail should include a high proportion of family housing.

Development of the school to the rear of the site should accommodate, if possible, an additional form of entry on current capacity.

The scale of new development near to Cecil Avenue should respect the adjacent suburban character.

Car parking on the retail site should have shared use for town centre parking. There should be an active retail frontage with servicing off Wembley High Road. Access from Cecil Avenue will be limited to residential access only.

In the event of the school not coming forward as part of a joint scheme, proposals may be brought forward for the Brent House site as a standalone development.

Indicative Development Capacity - 370 units

Justification

12.24 Copland Community School buildings are badly in need of renewal and, consequently, are best re-provided at the rear of the existing buildings. This provides an opportunity to regenerate with an active frontage on the High Road helping to link the existing town centre with the regeneration area into the east. Brent House is also to be vacated by the council in 2013. This creates an opportunity for a comprehensive development of both sites to include uses appropriate to a town centre location as well

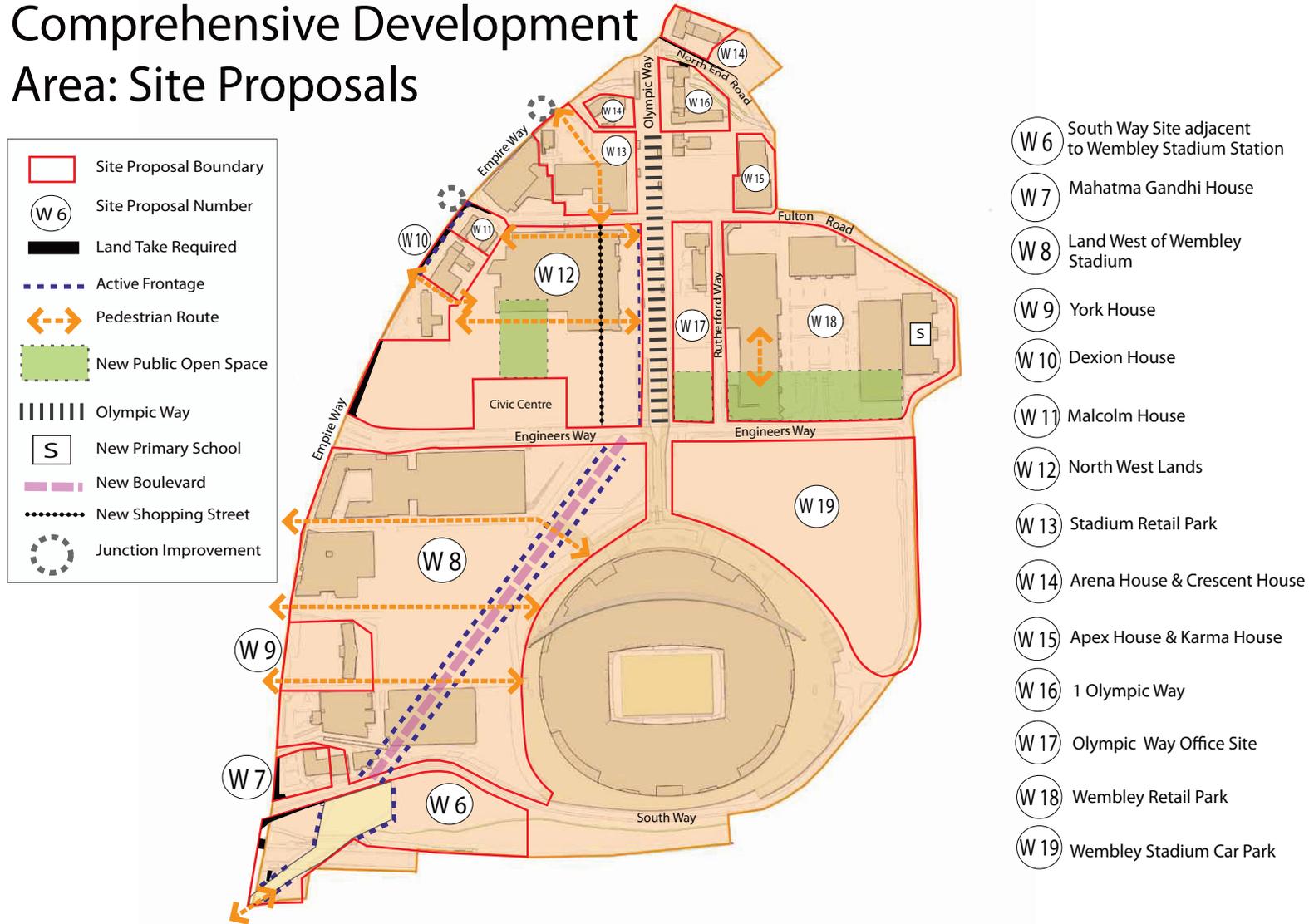
Wembley High Road 12

as residential. A large foodstore with parking for the town centre is the favoured option for the Brent House site.

13 Comprehensive Development Area

Comprehensive Development Area: Site Proposals

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Map 13.1 Comprehensive Development Area: Site Proposals

Comprehensive Development Area 13

13.1 This section deals with sites within the main regeneration area around the Stadium west of the industrial estate and east of Empire Way/Wembley Hill Road/Wembley Park Drive. It comprises of about 40 hectares of land and buildings and most of the new development in Wembley is focused here and a number of sites are already built-out, under construction or have planning consent. The Stadium itself, including its operation particularly on event days, has a major influence on how nearby sites can be developed. All of these sites are within the Wembley Growth Area. The sites within this comprehensive development area have been further divided up into distinct districts.

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LAND AROUND WEMBLEY STADIUM STATION/HIGH ROAD LINK

Context

13.2 These sites present one of the more challenging issues relating to the regeneration and development of Wembley - how to effectively link the High Road and Town Centre to the Stadium and surrounding development sites. This link is vital to ensure that event day pedestrian traffic can be properly accommodated at both Wembley Central and Wembley Stadium stations and to properly integrate new town centre development to the east with the High road. All the sites are within the defined town centre and the Wembley Growth Area.

13.3 The Land Around Wembley Stadium Station site includes a number of potential development areas which are under different ownerships. This, together with the irregular shapes of some of the development sites constrains potential development.

13.4 There is potential to re-align South Way to enable a larger development parcel including both the LDA Land and Mahatma Gandhi House.

13.5 A key requirement for the site is to ensure that it forms one of the gateways to the new development and stadium while integrating it with the existing town centre and high road.

13.6 As developments progress in the immediate and wider area, road junctions adjacent to this site are likely to come under pressure. Therefore, it will be necessary to identify and safeguard suitable land to widen the road at the bridge and improve the junction layouts at Wembley Triangle and between South Way and Wembley Hill Road.

South Way Site adjacent to Wembley Stadium Station

Planning History

13.7 Outline planning permission (LPA ref: 04/0379) granted in 2004 for mixed-use redevelopment to include:

- Business and employment uses: up to 21,747 sqm
- Retail and Food and Drink: up to 7,475 sqm

- Residential apartments: up to 43,160 sqm (up to 495 units)
- Community cultural and leisure facilities: up to 12,961 sqm

13.8 The proposal also included new station facilities at Wembley Stadium Station including a new bridge and platform access, and a new public square.

13.9 Phase 1 of the work, which provided a new town square and a new pedestrian bridge link, "The White Horse Bridge", over Wembley Stadium Station with new stairs and lifts to platforms, was completed in 2006. The rest of the site remains cleared and vacant.

13.10 Alternative proposals to that detailed above will be considered equally acceptable by the council providing that they are in accordance with the site proposal below and with other policies in the Plan.

Site W 6

South Way Site adjacent to Wembley Stadium Station

(1.29 hectares)

The location of this site means that it is ideally suited for major mixed use development, with a limited scale of development on the south side of White Horse Bridge. A retail component will be important in providing a link between the High Road and Wembley Park

13 Comprehensive Development Area

Boulevard. Pubs, bars or cafes would also be appropriate along with other town centre uses such as residential and student accommodation. Residential uses would be best suited to areas away from the main pedestrian thoroughfare while an employment hub would be encouraged for the land to the east of the square. Consideration would need to be given to access arrangements to this part of the site on event days due to the need for the public square to act as a holding area for passengers boarding rail services from Wembley Stadium railway station.

Active frontage should be provided at ground floor level on both the public square and the pedestrian link between The Triangle and Wembley Stadium. Car park access to the site should not conflict with pedestrian movements and the closure of South Way on event days.

New station facilities, including ticket office, should be provided together with an improved bus interchange

The height of buildings should not block the view of the stadium from Wembley Triangle with a 6-7storeys maximum height on the south side of site.

Land is required for bridge/road widening as shown on the Proposals Map.

Indicative Development Capacity - 341 units

Mahatma Gandhi House

Context

13.11 Mahatma Gandhi House is an office building on the north side of the junction of South Way and Wembley Hill Road which is to be vacated by the council early in 2013. It is to be available for re-occupation, conversion or redevelopment.

Planning History

13.12 No recent, relevant planning history.

Site W 7

Mahatma Gandhi House

(0.29 hectares)

Suitable for redevelopment or conversion for residential or office use. Any redevelopment should include an active ground floor onto South Way.

This site is adjacent to the Ibis Hotel therefore a building of a similar scale is appropriate.

Land is required to improve South Way/Wembley Hill Road junction, as shown on the Proposals Map.

Indicative Development Capacity - 76 units (if residential)

Justification

13.13 The land around Wembley Stadium station is well served by public transport and provides a vital link and opportunity for development along the High Road and around the Stadium. It is therefore suitable for mixed-use development with a retail component to provide a link between the High Road and Wembley Park Boulevard retail areas.

13.14 Most of the land is vacant and White Horse Bridge provides a new high quality pedestrian link over the railway alongside a new public space.

13.15 Mahatma Gandhi house provides an opportunity for conversion or redevelopment. There has been little demand for offices therefore alternative use is considered appropriate.

Land West of Wembley Stadium

Context

13.16 Quintain Estate and Development's Wembley City Scheme, which covers the largest part of this area, is currently being built out. It is creating a number of new employment and leisure opportunities and helping to create a year-round destination in the heart of Wembley. Forum House and Quadrant Court on Empire Way, providing housing as part of mixed use schemes, were completed in 2008 and 2010 respectively whilst a new student block and a Hilton Hotel were completed in summer 2012. Currently under construction is a further phase which will provide a major new designer outlet shopping centre and

Comprehensive Development Area 13

new leisure complex including a multi-screen cinema, due to open in 2013. Prior to this the Arena was completely refurbished and re-orientated to face onto a new Arena Square at the northern end of a new pedestrian boulevard. It hosted its first concert in April 2006.

Planning History

13.17 In 2004 the London Borough of Brent granted outline planning permission (LPA ref: 03/3200) for a major mixed-use regeneration scheme covering 42 acres of land surrounding the new Wembley Stadium. The permission covered land to the west and east of the stadium; this site deals only with the area west of the Stadium.

Site W 8

Land West of Wembley Stadium

(8.4 hectares)

A key component of this area is the Boulevard connection which runs from the north east to the south west through the development site. This is critical in ensuring a connection to, and therefore integration with, the High Road as well as to Wembley Park to the north. The Boulevard connection should enable the use of buses, taxis and cycles. To integrate the Boulevard with the rest of the development area and existing developments to the west,

it is important that pedestrian links are provided east/west through the site to ensure permeability.

Outstanding parcels of undeveloped land should provide a mix of uses appropriate to a town centre location such as retail, leisure, office, community and residential. At ground level there should be active frontages to the boulevard. Development of sites to the east of the boulevard should allow for easy pedestrian access to the stadium.

The existing 5-a-side football centre should be relocated to a nearby site on development of its current site.

Royal Route should provide an at-grade crossing with the boulevard to provide for public transport access.

Indicative Development Capacity (remaining)
- 1,500 units

Justification

13.18 Most of this area has been built out or is under construction. It is important that the development of remaining parcels is in accordance with a town centre location and maintains the boulevard connection through the area, thus building upon the huge changes that are being made to ensure that Wembley is a destination 365

days a year. Development in the area should also continue to contribute towards meeting the new housing target figures for the borough.

York House

Context

13.19 The York House office building is immediately adjacent to the Designer Outlet centre development currently under construction. It is currently occupied and is unlikely to come forward for development in the near future. It has a large open car park fronting onto Empire Way

Planning History

13.20 Planning permission (LPA ref: 08/0827) granted in July 2008 to integrate the outlet centre into York House.

Site W 9

York House

(0.76 Hectares)

It is unlikely that York House will be redeveloped in the timescale of this Action Plan. However, there may be an opportunity to build on the car park. Any proposed development on the car park should be relatively low rise, mixed use and include a

13 Comprehensive Development Area

substantial area of open space. It should integrate with public realm improvements in the vicinity.

Indicative Development Capacity - 60 units

Justification

13.21 There is an opportunity to take advantage of the large open car park in front of York House to enhance the area and to provide new commercial space or to meet housing need.

NORTH WEST DISTRICT

Context

Area: 9.7 hectares

13.22 The North West District of Wembley's main regeneration area will provide a new heart for Wembley, with the 21st century Civic Centre and a major new shopping street linking through to the existing district centre at Wembley Park. It will be a new residential quarter forming part of a major mixed commercial and residential development supported by new public open space, car parking and good links to public transport. The northern part of the area, being close to Wembley Park station, is well located for business development where new purpose-built offices are an appropriate part of the mix.

13.23 Although much of the area is available for development, and there are existing planning consents for most of it, there are also some existing buildings which are unlikely to come forward for development in the foreseeable future such as the Fountain TV studios and the Quality Hotel. Additionally, the new Civic Centre is under construction and will be completed early in 2013.

Dexion House

Context

13.24 A part-occupied office building with potential for redevelopment. Within the designated Wembley Growth Area and town centre.

Planning History

13.25 Planning permission (LPA ref: 11/0142), granted in June 2011, for the development of a building ranging in height from 9 - 18 storeys, consisting of 661 bed spaces of student accommodation, 2,499 sqm of community swimming-pool and fitness facilities and 530sqm of commercial units.

13.26 The council would support a comprehensive approach to the redevelopment of Dexion House and Malcolm House together should development of each site individually not come forward.

Site W 10

Dexion House

(0.37 hectare)

Mixed use development. Appropriate uses include retail, office, leisure, residential, student accommodation and hotel. The provision of a community swimming pool is a requirement for the site. Active frontage should be provided at ground level onto Empire Way. Height should not exceed 18 stories. Public pedestrian access from Empire Way to the rear of the site should be provided on redevelopment.

Justification

13.27 Although currently part occupied, the building is no longer attractive for occupation for office use and is appropriate for redevelopment meeting a variety of needs. Brent Planning for Sports and Active Recreation Facilities Strategy 2008-2010 identifies a significant lack of swimming pool provision in the borough and recommends a new pool is needed, including substantial need arising at Wembley associated with population growth from new housing, to serve central areas of the borough. The outstanding planning consent commits the community pool to this site.

Comprehensive Development Area 13

Malcolm House

Context

13.28 Cleared site which was formally an office building at the junction of Fulton Road with Empire Way. Within the designated Wembley Growth Area and town centre. It is very close to Wembley Park station so benefits from excellent public transport accessibility. It is, therefore, within the area identified as appropriate for purpose-built office development.

Planning History

13.29 Detailed planning permission (LPA ref: 08/2633) granted in 2008 for a part 7-storey and part 11-storey hotel with 262 rooms and ancillary restaurant/bar/meeting room with basement parking for 53 spaces, totalling a 10,791 sq m of floor space.

13.30 As stated above, the council would support a comprehensive approach to the redevelopment of Dexion House and Malcolm House together.

Site W 11

Malcolm House

(0.21 hectare)

Mixed use development. Appropriate uses include retail, office, leisure, residential, hotel and community use. Active frontage should

be provided at ground level onto Empire Way. Land will be required on redevelopment of the site for the junction improvement as shown on the Proposals Map.

Justification

13.31 It is a vacant site in need of development which could meet a range of needs. The junction improvement is necessary to help facilitate the density of development proposed for the area.

North West Lands

Context

13.32 This site comprises the formerly listed Palace of Arts and Palace of Industry, most of which have been demolished. Part of the site, fronting onto Engineers Way, is being developed as Brent Council's new Civic Centre, including an open space at the western end, scheduled to open in April 2013. Much of the remainder of the site is laid out as temporary car, with temporary accommodation for the Olympics also erected on the Engineers way frontage. The remaining development area, at 5 hectares, is the largest single development site outstanding in Wembley.

Planning History

13.33 Outline planning permission (LPA ref: 10/3032) granted in 2011 for 160,000 sqm of mixed use development across 5.71 hectares including:

- Retail/financial and professional services/food and drink: 17,000sqm to 30,000sqm
- Office: up to 25,000sqm
- Hotel: 5,000sqm to 20,000sqm
- Residential: 65,000sqm to 100,000sqm (815 to 1,300 units)
- Community: 1,500sqm to 3,000sqm
- Leisure and Entertainment: up to 5,000sqm
- Student accommodation/ serviced apartments/ apart-hotels: 7,500sqm to 25,000sqm

Site W 12

North West Lands

(5 hectares)

Mixed use development. Appropriate uses include retail, office, leisure, residential, student accommodation, hotel and community use.

A key element of the development of the North West Lands is the provision of the shopping street parallel to Olympic Way to the east of the Civic Centre to ultimately extend north of Fulton Road. It is important also that pedestrian links are provided east / west through the site to provide permeability between areas and onto Olympic Way. Active frontages should be provided at ground level to Olympic Way. A public open space of at

13 Comprehensive Development Area

least 0.4 hectares should be provided in the centre of the area. Development should include a publicly accessible car park.

Proposals should be accompanied by a flood risk assessment.

Indicative Development Capacity - 815 units

Justification

13.34 This is a key development site which will contribute to creating, alongside the Civic Centre, a new heart for Brent. A major new shopping street and park will give a focus to the area as well as providing new shops and services meeting the needs of the local community as well as visitors. It will also make a big contribution to meeting housing need.

Stadium Retail Park

Context

13.35 The site is dominated by two relatively large retail sheds, includes a Macdonald's restaurant and is adjacent to the Fountain TV studio complex. To the north of the site is Crescent House, a part of the College of North West London. There is also a MacDonald's restaurant within the retail park. The buildings form a perimeter around a large car park that services the shops and the restaurant. There is potential to redevelop with a range of uses

at significantly higher densities. The site is within the designated Wembley Growth Area and town centre.

Planning History

13.36 The Stadium Retail Park has no outstanding planning permissions and is currently occupied by retail and restaurant uses. There is no relevant planning history for this site.

Site W 13

Stadium Retail Park

(1.1 hectares)

Mixed use development with predominantly commercial uses. Appropriate uses include retail, office, leisure, student accommodation, hotel and community use with a limited amount of residential.

It is important that redevelopment of the site should allow for the extension of the pedestrian route from the shopping street to be developed in the North West Lands site south of Fulton Road. Active frontages should be provided onto Olympic way

Development should contribute towards environmental improvements, including road and junction adjustments on the gyratory at the junction of Wembley Park Drive, Empire Way and Bridge Road. Landscape

improvements fronting onto Empire Way, and especially Olympic Way, should also be included.

Indicative Development Capacity - 50 units

Justification

13.37 The site offers substantial development potential albeit in the longer term. The Wembley Masterplan suggests that there are a number of mixed use options where creative office and other accommodation can be combined with educational and commercial accommodation at lower levels with residential development in upper storeys. Proposals should maximise opportunities for development that would benefit from a town centre location with excellent public transport access and the close proximity to bus, rail and underground transport interchanges.

Arena House and Crescent House

Context

13.38 Arena House is located on the northern side of North End Road and is currently used by the College of North West London. It is a former office block converted to educational use in 1994. The site is close to Wembley Park station and therefore has good public transport links. The site is set back from Bridge Road on the western side, is bordered by the Metropolitan and Jubilee Lines

Comprehensive Development Area 13

to the rear and the new student accommodation block to the east. It is within both the designated Growth Area and the town centre.

13.39 Crescent House is currently vacant as the College has consolidated in nearby Arena House. The intention of the College now is to reoccupy the building without redevelopment and to vacate Arena House. Should redevelopment proposals come forward then account needs to be taken of Flood Risk Zone 2 across most of the site and the opportunity that may be presented to semi-naturalise, and provide better access to, the Wealdstone Brook which runs through the site in a concrete channel.

Planning History

13.40 Crescent House has detailed planning permission (LPA ref: 08/2672) granted in 2009 for the erection of an 8 and 9 storey educational facility. There is no relevant recent planning history for Arena House.

Site W 14

Arena House and Crescent House

(Arena House - 0.29 hectares and Crescent House - 0.37 hectares)

At least one of the buildings should be retained in educational use.

On redevelopment or conversion of either building appropriate uses include offices, education, student housing or hotel, providing active frontages on the ground floor.

Arena House is a suitable location for a tall building subject to preserving views of Wembley Stadium from Barnhill. A small area of land on North End Road and Bridge Road is required, as shown on the Proposals Map, to allow North End Road to be re-opened. Any new development should create a main entrance on Bridge Road.

Any redevelopment of Crescent House should have regard to flood risk and flood risk assessment will be required. Opportunities to semi-naturalise the Brook and provide for public access will be sought on redevelopment of the site.

Justification

13.41 Because of the noise generated by the railway and station, and the limited residential amenity, long term residential development of Arena House is not considered appropriate on the site. Potential heights set out in the Wembley Masterplan need to be considered in the light of protection of local stadium views. The North End Road connection is justified by the scale of development in the regeneration area and is a priority for funding from existing and new planning obligations/CIL.

13.42 Opportunities to enhance the brook by giving it a more natural appearance and improving tree cover should be taken. Providing public access alongside the brook will enhance open space provision locally as well.

NORTH EAST OLYMPIC WAY

13.43 The area includes a number of sites / land parcels which vary in terms of their potential for redevelopment. The most advanced is the former Shubette House site where a major scheme for a 225 bed hotel and 158 residential units is now under construction. South of this, Olympic House (0.28ha) is a recently refurbished 1980's office building with a large undeveloped space to the south whilst to the east there is Apex House (0.14ha), an industrial premises in multiple occupation by businesses, Karma house (0.17ha) which is currently occupied for business use but has planning consent for major redevelopment and to the north, at 1 Olympic Way, is the Olympic Office Centre (0.68ha) which is considered unlikely to come forward for redevelopment in the short to medium term.

13.44 The council is keen to retain office floor space, particularly on the well-located northern part of this area in order to maintain important employment generating floor space in a very accessible location. The Council is also looking to support employment generating and active uses for the east side of Olympic Way, limiting retail uses so that there is not a distraction from the new main

13 Comprehensive Development Area

shopping street on the west side of Olympic Way. There should also be active uses on to Engineers Way and Albion Way.

Apex House & Karma House

Context

13.45 These two adjoining industrial buildings are to the east of the former Shubette House site and face onto Albion Way. They are close to Wembley Park station and therefore they can benefit from higher densities enabled by very good public transport access. The site is within the Wembley Growth Area.

Planning History

13.46 Karma House has as unimplemented permission for a 120 bed hotel and 108 room apart-hotel (LPA ref: 05/0626).

Site W 15

Apex House & Karma House

(0.3 hectares)

The Apex House and Karma House sites are suitable for hotel or residential development, providing commercial uses such as affordable work space on the ground floor. In spite of the extant permission on Karma House a courtyard type development, as illustrated in the Wembley Masterplan, is favoured for the site.

Indicative Development Capacity (if residential)
- 85

Justification

13.47 A well-located site outside the designated SIL. Two relatively low-grade industrial buildings with ancillary offices which could be redeveloped at substantially higher densities.

1 Olympic Way

Context

13.48 1 Olympic Way is a prominent, refurbished 14 storey office building at the northern end of Olympic Way close to Wembley Park station and, consequently, with excellent public transport access. The proximity of Wealdstone Brook at the rear means that it is in flood zone 2.

Planning History

13.49 None relevant.

Site W 16

1 Olympic Way

(0.68Hectares)

Any redevelopment of the existing offices is expected to follow the form set out in the masterplan in order to maintain Olympic way

as an internationally recognised processional route to the stadium. Redevelopment should re-provide office floor space.

The council would wish to improve the setting of the Wealdstone Brook and the tree belt through the north of the site. Opportunities to semi-naturalise the Brook and provide for public access will be sought on any redevelopment of the site. Redevelopment proposals must be accompanied by a flood risk assessment.

Development of this site should contribute to an upgrading of the northern part of Olympic Way including the underpass to Wembley Park underground station.

A small area of land on North End Road is required, as shown on the Proposals Map, to allow the road to be re-opened at the junction with Bridge Road.

Justification

13.50 The building is ideally located for continued use as offices.

Olympic Way Office Site

Context

13.51 The site includes the Olympic office block with a significant area of car parking to the south. It is a prominent site on the eastern side of Olympic

Comprehensive Development Area 13

Way and is within the Wembley Growth Area and the office block, which has recently been refurbished, is within the designated town centre.

Site W 17

Olympic Way Office Site

(1.2 hectares)

The redevelopment of this site should largely mirror the development pattern on the western side of Olympic Way in scale and form - these are detailed and illustrated in the Wembley Masterplan. This requires the pulling back of taller elements to secure an 80m zone with maximum projections of 25m separated by 'outdoor rooms'. Office and hotel development would be acceptable throughout the development, while residential development should be confined to upper floors as set out in the Wembley Masterplan. The council will strongly encourage active ground floor uses such as cafes, restaurants and bars on the Olympic Way side. The building at the southern end should complement the park and the plot should provide a generous open space connecting to the new public open space on Engineers Way.

Development of this plot should also ensure that buses can be accommodated on Rutherford Way, turning in and out of Engineers Way and Fulton Road.

Justification

13.52 The main departure from the Wembley Masterplan is that the council is now proposing that buses are run up and down Rutherford Way and, therefore, the council accepts that a more formal building at the southern end of the Olympic office block site that marks the end of plot would be acceptable with a clear, generous and formal public open space link to the main park that will be laid out on the other side of Rutherford Way.

Wembley Retail Park

Context

13.53 The site comprises the main retail park, containing retail and restaurant uses along with car parking, together with the Wembley Industrial Park to the east. The site is located on the north side of Engineers Way, to the east of Rutherford Way and to the south of Fulton Road. The site is almost equidistant from Wembley Stadium and Wembley Park stations. Development will come forward as leases on the retail park expire. The proposals are long term as the current leases have a long unexpired term. The council will shortly complete an option to secure the Wembley Industrial Park for a new primary school (to be provided when leases expire in 2017)

Planning History

13.54 The retail park was substantially re-built after consent was granted in 2004 (LPA ref: 04/2158). A further planning consent granted in

2011 (LPA ref: 11/1566) removed the restriction of bulky goods retail to the eastern part of the retail park subject to certain requirements which included a limit on the sub-division of units.

Site W 18

Wembley Retail Park

(4.9 hectares)

This site will provide a new residential district supplying a high proportion of family sized housing including dwellings at ground level. The Wembley Masterplan sets out general 4-6 storey heights with taller elements (8-12 stories) on identified corner plots on key junctions. Development should include a new public open space orientated east/west and facing onto Engineers Way. The emphasis is on a much more domestic scale and character than the regeneration area to the west of Olympic Way.

A new primary school will be provided on the site of the Wembley Industrial Park. If the site is not required for a new school then it will provide affordable housing as an alternative.

Indicative Development Capacity - 500

13 Comprehensive Development Area

Justification

13.55 The Council is looking to provide a mix and balance of housing types, hence the emphasis on family housing closer to the main open space and the potential provision of a new school. The retail businesses will be moved westwards into the defined town centre and the area best served by public transport, thus freeing up this site for lower density family housing. The Infrastructure and Investment Framework identified the need for new public open space, as well as a new school, to help develop and provide for a new community.

WEMBLEY STADIUM CAR PARK

Context

13.56 This site is currently the main Stadium car / coach park. It is immediately adjacent to the Stadium to the south of Engineers Way and west of First Way. It also accommodates Wembley Sunday Market on the northern part next to Engineers Way.

Planning History

13.57 Outline planning permission (LPA ref: 03/3200) granted in 2004 as part of Quintain's Stage 1 proposals to include major office and residential development and public space over a basement car / coach park.

Site W 19

Wembley Stadium Car Park

(4.5 Hectares)

The Wembley Masterplan seeks the development of a major leisure attraction that will complement and add to Wembley's offer on stadium non event days. It is likely that the site is large enough, and in such close proximity to the Stadium, that a multi use complex can be accommodated and serviced. The physical and operational relationship between any new development and the Stadium will require careful policy management and planning.

Any development on the site which would result in the loss of coach and car parking would need to provide replacement coach and car parking elsewhere nearby (see policy WEM17).

Justification

13.58 Since outline planning permission was granted for this site, concerns about the the security of basement coach parking being situated so close to the Stadium have arisen; this means that the consented basement coach / car parking is no longer suitable for this site. There is also no certainty that, without an upturn in demand for offices, major new office development will come

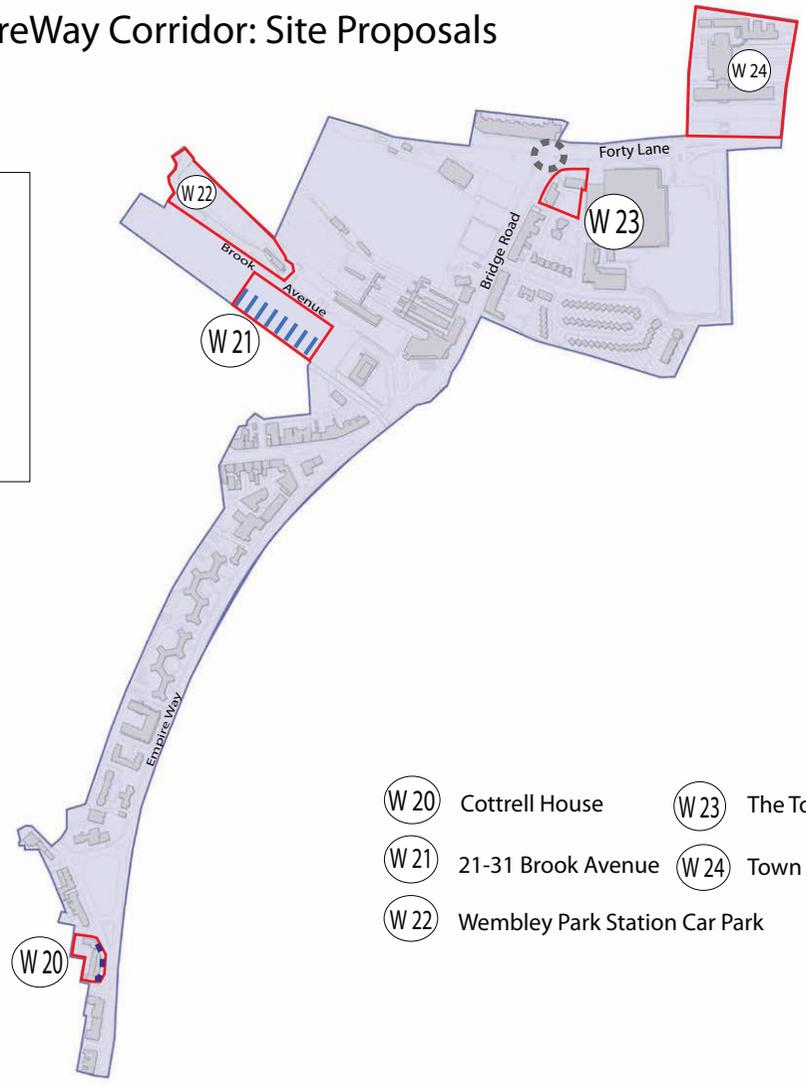
forward on this site given that sites closer to Wembley Park station, because of the high level of public transport access, are more appropriate for offices.

13.59 The scale of the stadium adjacent suggests building that may be up to 9 or 10 commercial storeys which would keep the majority of any new buildings mass beneath the lip of the main bowl of the stadium. The site is a particular opportunity within Stage 1 of the Wembley Masterplan and the nature of the potential future uses means that the building form and scale will have to respond to the volumetric requirements of the use that it is intended to accommodate. A new attraction is important in keeping Wembley a busy and economically sustainable area. Events at the stadium have helped to develop the local economy but Wembley needs to be attractive to potential visitors all day every day. A new complex may provide a snow or surf dome, a free fall wind tunnel or other sports facility. A major attraction of this type is appropriate to the east of Olympic Way because of the potential availability of sites and ease of access from the North Circular Road for the likely traffic generation . The site offers a significant challenge to designers but with innovative approaches there may be a potential, subject to access and servicing, for a new form of residential development above a large volume podium.

Wembley Park/Empire Way Corridor 14

Wembley Park/EmpireWay Corridor: Site Proposals

Site Proposal Boundary
W 20 Site Proposal Number
 Active Frontage
 Buffer Zone
 Junction Improvement



Map 14.1 Wembley Park/Empire Way Corridor: Site Proposals

14 Wembley Park/Empire Way Corridor

14.1 This section deals with potential development sites located outside of the comprehensive development area from Wembley Park towards Wembley Triangle.

Cottrell House & Norman House

Context

14.2 This site is located to the west of Wembley Hill Road. It comprises of Cottrell House which has residential, office and restaurant uses with a disused forecourt located on the ground floor and a car park at the rear. Adjacent to Cottrell House, is the Norman House office building which is located on the corner of Wembley Hill Road and Deodar Avenue. There is an empty parcel of land located to the rear of this building. It is within the Wembley Growth Area.

Planning History

14.3 There is no relevant planning history for this site.

Site W 20

Cottrell House & Norman House

(0.2 hectares)

Mixed use development. Appropriate uses include residential, retail, commercial and community facilities. Residential development

should provide amenity space. The design of new development on this site could be integrated with Norman House.

Indicative Development Capacity - 55 units

Justification

14.4 This site is currently underused and could be redeveloped or refurbished. It is suitable for housing because it is located in a residential area with good transport accessibility. The provision of housing will support the council's growth policy.

21-31 Brook Avenue

Context

14.5 These are detached and semi-detached houses opposite the station car park of Wembley Park which backs onto the Wealdstone Brook, hence part of the land is at risk from flooding. To the east is the major new residential development of 5-7 storeys. The proximity of Wembley Park station presents an opportunity to redevelop suburban housing at significantly higher density.

Planning History

14.6 In June 2011, planning permission was granted for a part 5,6 and 7 storey buildings comprising of 33 flats (planning ref: 10/2814).

Site W 21

21-31 Brook Avenue

(0.6 hectares)

Redevelopment for residential use including at least as many family sized units as would be lost and associated amenity space. Development should provide a buffer to the brook of at least 8 metres and semi-naturalisation of the brook will be sought.

Proposals in Flood Zones 2 and 3 must be accompanied by a flood risk assessment and the sequential test and exception test should be applied. Development should not impede flood water flows and should not increase surface water run-off or reduce water storage. Basement dwellings will not be allowed in flood Zone 3.

Indicative Development Capacity - 160 units

Justification

14.7 This site is currently under used and it has excellent public transport accessibility, it is therefore suitable for high density residential development. Redevelopment of this site can contribute towards an improved setting for the Wealdstone Brook, including the delivery of open space and river restoration work to improve ecological diversity and climate change adaptation and help meet the

Wembley Park/Empire Way Corridor 14

requirements of the Water Framework Directive. This is supported by policy on Flood Risk in the Climate Change chapter and the Wealdstone Brook and River Brent policy in the Open Space chapter.

Wembley Park Station Car Park

Context

14.8 The site borders the railway line to the north, the remainder of the car park to the east, Brook Avenue to the south and Forty Avenue to the west. There are a number of mature trees along the southern and north western boundaries. Beyond the site's north western boundary stands the Origin Housing Association three storey apartment block Pargraves Court.

Planning History

14.9 The site has no relevant planning history.

Site W 22

Wembley Park Station Car Park

(0.92 hectares)

The site is considered suitable for residential development including a significant proportion of family housing and appropriate amenity space. Mitigation for noise and vibration from the railway line to the north will be necessary.

Indicative Development Capacity - 100 units

Justification

14.10 The site is located in a predominantly residential area, outside the Wembley town centre, and is, therefore, considered suitable for residential development, which will contribute towards delivery of the Council's growth strategy.

The Torch/Kwik Fit Euro

Context

14.11 This site is located on the corner of Bridge Road and Forty Lane. The Torch public house fronts Bridge Road and Kwik Fit Euro fronts Forty Lane. The Torch is located opposite the Ark Academy, with a pay and display car park located to the rear and to the south is a small parade of shops. Adjacent to Kwik Fit Euro is the Asda supermarket.

Planning History

14.12 There is no relevant planning history for this site.

Site W 23

The Torch/Kwik Fit Euro

(0.37 hectares)

Mixed use development. Appropriate uses include residential with retail at ground floor level. An active frontage should be provided

at ground level on Bridge Road and Forty Lane. Any residential development should have regard to the neighbouring uses and provide amenity/open space. Proposals should take account of potential junction improvements.

Indicative Development Capacity - 100 units

Justification

14.13 This site is suitable for housing because it is located in a predominantly residential area and in an area of good transport accessibility. Retail or other town centre uses on the ground floor is appropriate within the town centre. The provision of housing on this site will support the Council's growth policy.

Town Hall

Context

14.14 The site comprises of a Grade II Listed Building and is situated in a residential suburban area. There are outbuildings to the rear which have been added over time and these are not subject to the Listing. To the east, the site is bounded by The Paddocks, which is lined by two storey large suburban houses. Kings Drive runs along the western boundary, which is flanked by four storey apartment blocks. To the South are new multi storey housing units in Chalkhill.

14 Wembley Park/Empire Way Corridor

14.15 More detailed guidance on the redevelopment of this site is contained in the Draft Town Hall Planning Brief 2011.

Planning History

14.16 The Town Hall was built in 1940 and was built in a modern art deco style. Planning permission was granted for a single storey detached building facing Kings Drive, planning ref: 05/0011.

of the Town Hall of 5 storeys. A Flood Risk Assessment will be required as the site area is over 1 hectare.

Indicative Development Capacity - 156 units

Justification

14.17 Brent Council is currently building a new Civic Centre on land off Engineers Way in Wembley and plans to vacate the Town Hall by mid 2013. The site allocation for the Town Hall is in keeping with the planning guidance set out in the Draft Brent Town Hall Planning and Development Brief 2012 and with the Council's adopted Site Specific Allocation W3. Brent Town Hall in the Site Specific Allocations DPD.

Page 10
Site W 24

Town Hall

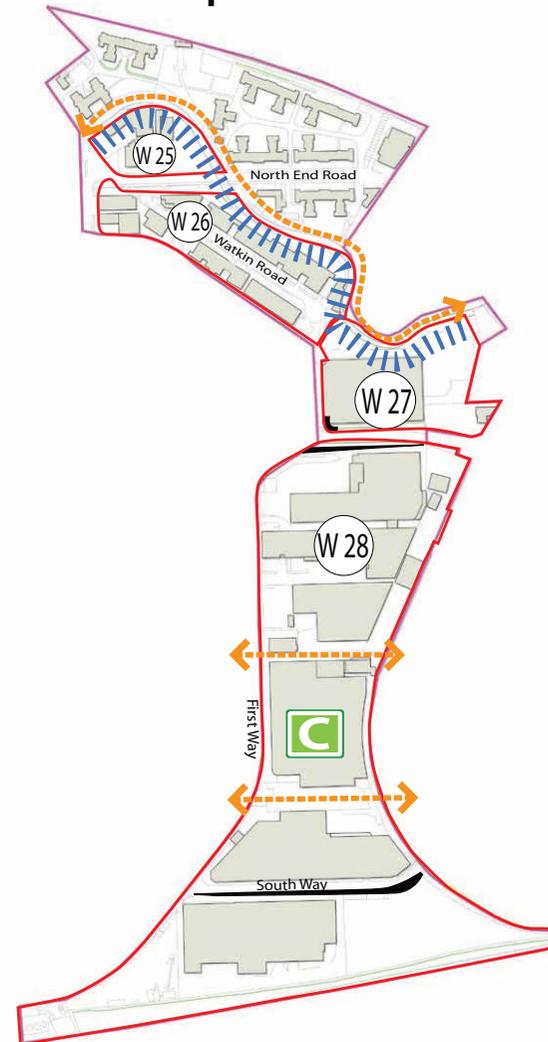
(2.1 hectares - 0.5 assumed developable area)

Mixed use development. Appropriate uses include offices, retail (for local needs only), residential, hotel and community facilities ensuring the retention of the Listed Building. Any change of use and/or development should enhance and not detract from the character and importance of the Town Hall, and have regard for existing traffic problems to surrounding residential areas and seek to improve these conditions. Due to the Listed Building status, the entire area has not been used to estimate the indicative development capacity. The area to the rear of the building could possibly be used for development. Height should not exceed the current height

Wembley Eastern Lands: Site Proposals

- W 25 Amex House
- W 27 Euro Car Parts
- W 26 Watkin House
- W 28 First Way

	Site Proposal Boundary
W 26	Site Proposal Number
	Land Take Required
	Buffer Zone
	Pedestrian Route
C	Future Coach Park



Map 15.1 Wembley Eastern Lands: Site Proposals

15 Wembley Eastern Lands

15.1 These sites are mainly industrial in character but are outside the designated Strategic Industrial Location (SIL) and, being adjacent to the main regeneration area with relatively good access to public transport, provide an opportunity for sustainable redevelopment. Amex House, Watkin Road and Euro Car Parts sites have a common feature – the Wealdstone Brook which is part of the Blue Ribbon Network as designated in the London Plan. Currently the concrete channel is hidden and forgotten. The canalised brook, a tributary of River Brent, divides this site and the residential area, Deane and Empire Courts. The London River Restoration Action Plan has identified this as an opportunity to restore and enhance the Blue Ribbon Network and, additionally the council have commissioned a study called 'Wealdstone Brook Restoration Proposals'. The Wealdstone Brook should be opened up so that it can become a focus and valuable asset to the area. The development of sites adjacent to the Brook will offer a significant opportunity for the creation of a “green network” to provide a continuous footpath system – a riverside walk and wildlife corridor. The improved setting will provide a better environment for those who are going to live or work there.

Amex House

Context

15.2 A mix of industrial storage, ancillary office buildings and car repair garages adjacent to the Wealdstone Brook within the northern section of

the Wembley regeneration area and within the Wembley Growth Area. The whole site is in Flood Zones 2 and 3.

Planning History

15.3 There is no relevant planning history for this site.

Site W 25

Amex House

(0.5 hectares)

Amex House site is appropriate for mixed use development, including residential, office and managed affordable workspace for creative industries, to support the wider regeneration of the Wembley Park area. Family housing should form part of the housing mix.

Biodiversity improvements and flood risk adaptation measures will be sought when development proposals come forward. A buffer strip of at least 10 metres wide should be retained for a publicly accessible brook-side park to allow for a cycle way/footpath, associated landscaping, tree planting and street furniture, as agreed in consultation with the Environment Agency and Brent Council .

Development should allow for a nodal point on the brook where the buffer strip should be widened to about 20 metres. Removal of part

of the canalised wall and regrading of the bank to provide a more natural setting will be sought. The site would be suitable for housing facing the brook providing the restoration work is carried out.

Proposals in Flood Zones 2 and 3 must be accompanied by a flood risk assessment and the sequential test and exception test should be applied. Development should not impede flood water flows and should not increase surface water run-off or reduce water storage. Basement dwellings will not be allowed in flood Zone 3.

Indicative Development Capacity - 150 units

Justification

15.4 This is an opportunity for a mixed use scheme in an important location delivering a mix of employment opportunities and meeting residential need. The site is well served by public transport and is close to existing and planned shops and services. Development at this site can bring forward an improved setting for the Wealdstone Brook including the delivery of open space and river restoration work to improve ecological diversity and climate change adaptation and help meet the Water Framework Directive.

Wembley Eastern Lands 15

Watkin Road**Context**

15.5 The site is dominated by car repair garages, accompanied by a mix of industrial, storage and ancillary office buildings. It is in the Wembley Growth Area. The site is adjacent to Wealdstone Brook and predominantly in Flood Zones 2 and 3.

Planning History

15.6 There is no relevant planning history for this site.

Site W 26**Watkin Road**

(1.5 hectares)

Watkin Road is appropriate for mixed use development including office, leisure, residential, managed affordable workspace (including for creative industries), and community use. Extra care housing or family housing could form part of any housing mix.

Biodiversity improvements and flood risk adaptation measures will be sought when development proposals come forward. A buffer strip of at least 10 metres wide should be retained for a publicly accessible brook-side park to allow for a cycle way/footpath,

associated landscaping, tree planting and street furniture, as agreed in consultation with the Environment Agency and Brent Council.

Development should allow for two nodal points on the Brook where the buffer strip should be widened to about 20 metres. Removal of part of the canalised wall and regrading of the bank to provide a more natural setting will be sought. The site would be suitable for housing facing the brook providing the restoration work is carried out. Development of parts of the site outside of Flood Zone 3a will be required to contribute towards the restoration work.

Proposals in Flood Zones 2 and 3 must be accompanied by a flood risk assessment and the sequential test should be applied. Development should not impede flood water flows and should not increase surface water run-off or reduce water storage. Basement dwellings will not be allowed in flood Zone 3.

Indicative Development Capacity - 400 units

Justification

15.7 This is an opportunity for a mixed use scheme in an important location delivering a mix of employment opportunities and meeting residential need. The site is well served by public transport and is close to existing and planned shops and services. Development at this site can bring forward an improved setting for the Wealdstone

Brook including the delivery of open space and river restoration work to improve ecological diversity and climate change adaptation and help meet the Water Framework Directive.

Euro Car Parts**Context**

15.8 The site consists of the retail warehouse of Euro Car Parts, its car park and the adjacent vehicle /skip site for Generay. The site is adjacent to Wealdstone Brook and is within the Wembley Growth Area.

Planning History

15.9 There is no relevant planning history for this site.

Site W 27**Euro Car Parts**

(1.35 hectares)

The site is appropriate for mixed use development including office, leisure, residential, student accommodation, managed affordable workspace (including for creative industries), hotel and community use. The creation of an appropriate buffer between the existing industrial and new non-industrial uses will be required.

15 Wembley Eastern Lands

Biodiversity improvements and flood risk adaptation measures will be sought when development proposals come forward. A buffer strip of at least 10 metres wide should be retained for a publicly accessible brook side park to allow for a cycle way/footpath, associated landscaping, tree planting and street furniture, as agreed in consultation with the Environment Agency and Brent Council.

Development should allow for a nodal point on the brook where the buffer strip should be widened to about 20 metres. Removal of part of the canalised wall and regrading of the bank to provide a more natural setting will be sought. The site would be suitable for housing facing the river providing the river restoration work is carried out. Development will be required to contribute towards the restoration work.

Proposals must be accompanied by a Flood Risk Assessment. Development should not impede flood water flows and should not increase surface water run-off or reduce water storage.

Indicative Development Capacity - 360 units

Justification

15.10 This is an opportunity for a mixed use scheme in an important location delivering a mix of employment opportunities and meeting

residential needs. The site is directly opposite the proposed primary school site. Development at this site can improve the setting for the school and the Stadium and can contribute towards an improved setting for the Wealdstone Brook, including the delivery of open space and river restoration work to improve ecological diversity and climate change adaptation and help meet the requirements of the Water Framework Directive.

First Way

Context

15.11 A mix of industrial, storage, warehouse uses and a waste facility to the east of Wembley Stadium. The site is in Wembley Growth Area and borders the Wembley Strategic Industrial Location. It is currently accessed at various points from the one way, gyratory system. .

Planning History

15.12 A full planning application (12/1293) was received on 22 May 2012 for the redevelopment of Kelaty House at the northern end of the site. Proposals comprise the erection of 5 buildings ranging in height from 4 to 13 storeys for a mix of uses including hotel/serviced apartments, student accommodation and flexible business/retail/community/leisure uses and ancillary development including basement car park.

15.13 A full planning permission (10/2680) was granted to Generay on 18 January 2011 for the construction of an extension to existing waste transfer station to enclose existing operations.

Site W 28

First Way

(9 hectares)

The site is appropriate for mixed use development including leisure, hotels, offices, amenity/open space, residential development and student accommodation. The Council is seeking the delivery of complementary land use relationships across the site. Alternatively, the creation of an appropriate buffer between the existing industrial and new non-industrial uses will be sought. In particular, new development will be required to have careful regard for the relationship with, and impact of, the waste facility on Fifth Way and industrial units set along Second Way. Public transport accessibility improvements will be sought for development of this site. New streets/pedestrian routes are sought to create east-west links through the site. A small portion of land, as shown on the Proposals Map, will be required to enable the introduction of two way traffic on South Way/ First Way.

Wembley Eastern Lands 15

A Transport Assessment will be required to assess the impact of trip generation on the local and wider road network.

As the site is within easy walking distance of the Stadium, part of the site may be appropriate to meet the need for coach parking. Any new coach park should be used for non parking activities outside of event days to maximise job opportunities.

Proposals must be accompanied by a Flood Risk Assessment as the site is over 1ha in size.

Indicative Development Capacity - 1,500 units

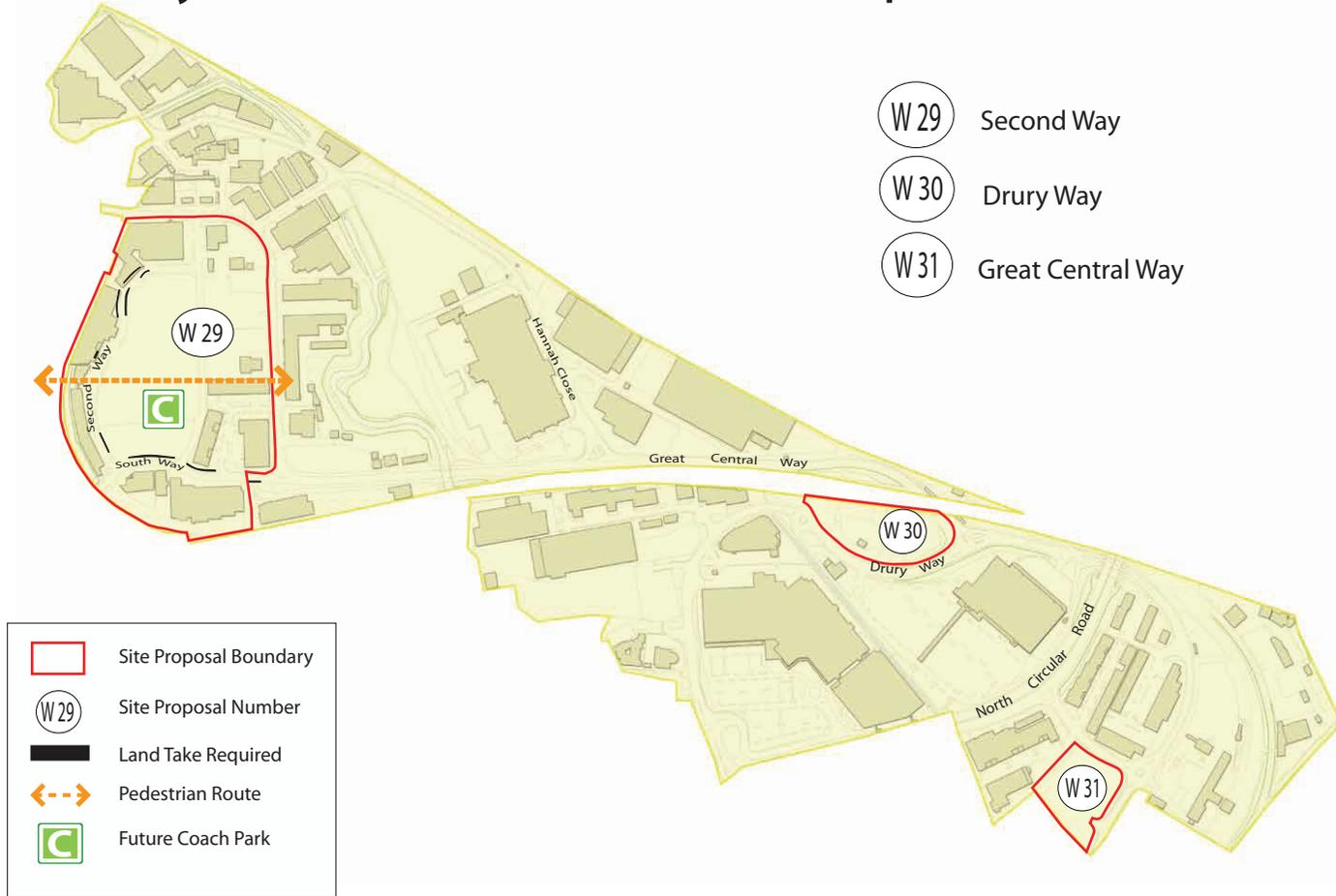
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Justification

15.14 Wembley is the main focus for growth and economic development in the borough. This is a major opportunity for a new urban quarter with new floor space for jobs, new homes and hotel bedrooms, taking advantage of the new Stadium and public transport accessibility. A mix of uses will deliver jobs and homes and bring about greater movement for pedestrians and cyclists. Development will help to define a regenerated employment area to the east and deliver a managed land use relationship between higher and lower value land uses.

16 Wembley Industrial Estates

Wembley Industrial Estates: Site Proposals



Map 16.1 Wembley Industrial Estates: Site Proposals

Wembley Industrial Estates 16

16.1 All three sites in this section fall within the SIL so there are constraints on the type of uses that are acceptable in accordance with policy CP21 of the Core Strategy and Policy 2.17 of the London Plan. Additionally the specific location of two of the sites gives rise to further constraints on the nature of uses, acceptable. The sites do benefit though from good access to the North Circular Road.

Second Way

Context

16.2 The main feature dividing the First Way site and the Second Way site is the former railway loop which was constructed for the British Empire Exhibition held at Wembley in 1924 -1925 but which has since been partly used for waste management. The site once had an important regional and local function when major food manufactures were located here. Apart from light industry and offices occupying Metro Trading Centre, Pyramid House and the Tower Business Park, the rest of the area is used for open storage, depot, car parks and storage for recycling materials. The site is within the area proposed as a business park.

16.3 This site should continue to provide jobs whilst capitalising on the development potential of industrial plots. It is the Eastern Gateway to the stadium. A large proportion of people coming to Wembley by car travel directly past this site, and first impressions are likely to be lasting. It is Brent Council's aspiration to see the site transformed so that it provides a better setting and environment for

workers and visitors. South Way was once proposed to be straightened and widened to improve traffic flow on event days. However circumstances have changed and now only minor road alignments are needed to return the road to two way operation.

Planning History

16.4 In January 2011 planning permission (10/2367) was granted for a change of use of Unit 4, Second Way, from warehouse to waste transfer station for a limited period of five years.

Site W 29

Second Way

(10.21 hectares)

The site is considered suitable for offices, light industry, storage and distribution, some transport related functions, utilities and wholesale markets. Given the proximity of potential residential uses on First Way, the site is not considered suitable for long term occupation by waste management uses. In view of the site being within walking distance of the Stadium, part of the site is maybe appropriate as a "satellite" coach park if replacement or additional coach parking is needed. Any new coach park should be used for non parking activities on non event days. If part of the site were to be used as a coach

park then a dedicated, safe pedestrian route to the Stadium should be created. A small part of land (as shown on the Proposals Map) would be acquired to enable the introduction of two way traffic on South Way.

Justification

16.5 This site is in a SIL and designated Preferred Industrial Location (PIL) in the London Plan. It is also designated as a business park. The proposed uses are compatible with these designations.

Drury Way

Context

16.6 The site is currently used as a builder's storage yard and depot, is located within a designated SIL and is on a main route to the Stadium a regeneration area. To the north of the site is the Chiltern Railway Line, Metropolitan and Jubilee lines. There is a small area of open space to the west and is a road junction where Great Central Way meets Drury Way to the east of the site. To the south of the site is Tesco super store and Ikea.

Planning History

16.7 There is no relevant planning history for this site.

16 Wembley Industrial Estates

Site W 30

Drury Way

(1.21 hectares)

Industrial and employment uses are suitable for this site. Waste management will not be acceptable in this location. This site is adjacent to protected railway sidings and proposals could make use of these railway sidings. The site is not within an identified flood zone however proposals must be accompanied by a Flood Risk Assessment as the site area is over 1ha.

Page 9 of 18

Justification

16.8 This site is in a SIL. The Council is seeking industrial or other employment development uses for this site. The promotion of the use of the railway sidings is supported by the London Plan Policy 6.14 which requires the protection of existing sites which enable transfer of freight to rail or water. Waste management use is inappropriate because of the environmental impacts on one of the main access routes to the Stadium and the rest of the regeneration area.

Great Central Way

Context

16.9 Vacant site, east of the North Circular Road, on the corner of Great Central Way and Yeats Close. The site is diamond shaped and borders Great Central Way and the North Circular Business Park to the north east, Brent Trading Estate to the north west, allotments to the south west and the residential Lynton Close and Yeats Close to the south east. Access to the site is via a roundabout off Yeats Close. The site is in a Strategic Industrial Location. The western part of the site is of Borough (Grade II) Nature Conservation Importance.

Planning History

16.10 In 2004, a planning application granted for the erection of two buildings for B1, B2 and B8 use, a single large industrial unit of 3,730 sqm, and a smaller 600 sqm two storey building.

Close to the south east of the development, the site is not considered suitable for waste management use.

Justification

16.11 The site is in a SIL and designated for employment uses, but proximity to residential uses constrains the range of uses that are appropriate. It is also on a major route to the Stadium and regeneration area.

Site W 31

Great Central Way

(0.96 hectares)

The site is considered suitable for industrial, warehousing or other business uses, subject to a full ecological appraisal and appropriate mitigating measures. Given the proximity of residential uses on Lynton Close and Yeats

Delivery and Monitoring 17

Delivery

17.1 Achieving the council's vision for Wembley will mean that the area is transformed from that which pre-dates the rebuilding of the stadium. This transformational change is already well underway with substantial major development completed, under construction or committed. Also important in delivering regeneration, and new development in particular, is the provision of the necessary infrastructure, both to meet the needs of the increasing resident population but also to meet the needs of the increasing number of visitors to the area. Much of this new infrastructure has been completed, such as the rebuilding of Wembley Park station and improvements to the Jubilee line which have increased capacity. A much needed new secondary school, the Ark Academy, has also been provided. However, much remains to be done as outlined in this Plan.

17.2 The section of Brent's Core Strategy which deals with Monitoring and Implementation explains how the strategy for development in the borough as a whole is to be delivered. This obviously applies to Wembley so it is unnecessary to repeat it all here. However, it is worth highlighting again that an Infrastructure and Investment Framework (IIF) was produced alongside the Core Strategy. This sets out the requirements resulting from the implementation of the growth and regeneration strategies of the LDF as a whole. There is a section on Wembley within the IIF which details the infrastructure requirements of the Wembley Growth Area. It includes information about potential funding sources. The IIF was updated in 2011 to take account of changing circumstances and it will be reviewed periodically during the plan period.

17.3 As the council has very few land or property holdings in the area aside from its own offices, achieving the vision is reliant upon implementation of the Plan by private sector developers and landowners. The council has formed and will continue to form therefore, partnerships with key developers such as Government Agencies, the Mayor of London, neighbouring boroughs and RSLs as well as helping to facilitate development by the private sector. Key to this are the plans and planning guidance for Wembley which form part of the borough's Local Development Framework.

Monitoring

17.4 In order to assess progress in the delivery of the Plan it is necessary to monitor development in the area against the objectives that have been set. This involves the setting of targets and measuring progress against those targets in the council's Annual Monitoring Report. Given that Wembley is providing half of the borough's new housing growth and most of the commercial growth, nearly all of the monitoring indicators set out in the Core Strategy are relevant to Wembley and, therefore, development in Wembley is monitored as part of those measures. There are also some targets and performance measures that have been specifically established for Wembley in the Core Strategy. These are set out below:

STRATEGIC OBJECTIVE 1

Promoting Economic Performance & Regeneration - by creating five main growth areas of mixed use, mixed tenure development, the largest being Wembley which will be the main focus of new retail and town centre uses (expanding the town centre eastwards into the Stadium area).

Delivery Agencies: Developers, Brent Council

17 Delivery and Monitoring

Performance Measure	Target	Monitoring Point	Specific Policies to be monitored
Local Indicators:			
Local employment change.	10,000 new jobs within Wembley to 2026.	Net increase of 500 jobs p.a. in Wembley area. When: Annually	Policies CP1, CP3 and CP7
Amount of new retail floorspace developed by type in Wembley.	30,000 m ² increase in the new retail floorspace in Wembley, on that currently existing or consented, by 2026.	Percentage and amount of completed gross retail floorspace by type in Wembley. When: Annually	Policies CP1, CP7 and CP16

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STRATEGIC OBJECTIVE 8

Reducing the Need to Travel and Improved Transport Choices – by completing first class retail and other facilities in Wembley that reduces the need to travel to other centres. Improving key transport interchanges of Wembley, Alperton, First Central and Queen's Park. Promoting access by public transport, bicycle or on foot and reducing car parking standards for growth areas because of their relative accessibility. Reducing modal share of car trips to Wembley from 37% towards 25%. Completing at least 5 car-free schemes per annum in the Plan period.

Delivery Agencies: Brent Council, Greater London Authority (GLA), Highways Agency & Transport for London (TfL)

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Local Output Indicators:			
Proportion of trips made by public transport.	Reducing proportion of car trips as a result of Wembley development from a baseline (currently estimated at 37%), by a minimum of 10% over the life of the development	MVA model currently calculates modal share if no intervention of 37% car use. Re-run model to refine estimates as land uses become more certain. Monitor targets through the travel plan process	CP7

Delivery and Monitoring 17

		When: every 3-5 years	
Secure interchange improvements.	Secure major improvements at Wembley Stadium and Wembley Central stations by 2017	Record Planning Obligations and direct works that secure improvements. When: Annually	CP14 and CP15

STRATEGIC OBJECTIVE 9

Protecting and Enhancing Brent's Environment - by preserving the borough's open spaces for recreation and biodiversity and creating new and enhanced open spaces to address deficiencies where possible, but particularly to meet the needs of additional population commensurate with current levels of provision. To increase the amount of public open space in the borough (and at least 2.4ha within Wembley) and the amount of land with enhanced ecological value. Enhance the borough's green and blue infrastructure by tree planting, returning rivers to their more natural courses and mitigating the pollution effects of development. To protect the borough's built heritage.

Delivery Agencies: Brent Council, Greater London Authority (GLA), Environment Agency, Developers.

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Local Output Indicators:			
Provision for new or extended public open space.	To meet open space targets in growth areas Wembley - 2.4ha	Measure new open spaces created and laid out as a result of development. When: Annually	CP7, CP8, CP9, CP11, CP12 and CP18
New Tree Planting for new neighbourhoods.	To meet tree planting targets in growth area set out in IIF, by 2017 Wembley 1,000	Count of new trees planted in growth areas. When: Annually	CP7, CP8, CP9, CP10, CP11 and CP12

STRATEGIC OBJECTIVE 10

17 Delivery and Monitoring

Achieving Sustainable Development including mitigating and adapting to climate change - By promoting mixed use, mixed tenure development in growth areas integrating infrastructure and housing provision, reducing energy demand in the growth areas from current building regulation standards and by achieving exemplar low carbon schemes and CHP plants.

Delivery Agencies: Brent Council, Greater London Authority (GLA), PCT

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Local Output Indicators			
Secure district wide CHP in Wembley Area.	Complete one CHP plant	To meet GLA energy hierarchy on very large regeneration schemes. When: Annually	CP7

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In addition, the council will monitor the following indicators which relate to policy / proposals which are specific to the Wembley Area Action Plan which are not covered by indicators set out in the Core Strategy.

OBJECTIVE

Promoting Wembley as a global and distinctive tourist destination -To provide a world class setting for a world class Stadium by creating a distinctive place with high quality building design and a positive sense of identity that is sustainable and enables progress to a low carbon future.

Promoting new public art to support regeneration.

Delivery Agencies: Brent Council, Greater London Authority (GLA)

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Output Indicators			
Tall buildings	None in areas deemed inappropriate	Measure number of consents When: Annually	WEM5

Delivery and Monitoring 17

OBJECTIVE

Promoting improved access and reducing the need to travel by car - To create a well connected and accessible location where sustainable modes of travel are prioritised and modal share of car trips to Wembley is reduced from 37% towards 25%.

To ensure that the infrastructure of Wembley is upgraded so that it supports new development and meets the needs of the local community.

To complete first class retail and other facilities in Wembley that reduces the need to travel to other centres and improving key transport interchanges.

To promote access by public transport, bicycle or on foot and reduce car parking standards because of Wembley's relative accessibility.

Delivery Agencies: Brent Council, Greater London Authority (GLA), TfL

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Output Indicators			
Road / Junction Improvements	All those proposed implemented in lifetime of the Plan	Number of schemes completed. When: Annually	WEM13 & 14
Roads pedestrianised or with shared surface	Provided with redevelopment in Comprehensive Development Area	Length of street pedestrianised or with shared surface When: Annually	WEM17

OBJECTIVE

Housing Needs - To achieve housing growth and meet local housing needs by promoting development that is mixed in use, size and tenure

To achieve 50% (approx.) of new housing as affordable

Delivery Agencies: Brent Council, Greater London Authority (GLA)

17 Delivery and Monitoring

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Output Indicators			
Family-sized units	Achieve at least 25% of total new units in Wembley	Number of units consented When: Annually	WEM21
Extra care housing	At least 1 scheme delivered in Wembley by 2017	Number of units consented When: Annually	WEM22
Student accommodation	No more than 5,000 student bedspaces by 2026	Number of beds consented When: Annually	WEM25

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OBJECTIVE

People's needs and associated infrastructure - To meet social infrastructure requirements by securing provision for needs arising from new housing development, especially the provision of new education, health and community facilities.

To provide community facilities to meet the needs of Brent's diverse community.

To promote sports and other recreational activities by placing particular emphasis on the provision of new facilities to address existing deficiencies and to meet the needs of new population.

To promote healthy living and create a safe and secure environment.

Delivery Agencies: Brent Council, Greater London Authority (GLA)

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Output Indicators			
Hot food take-aways	No more than 7% in any length of frontage	Shop unit survey When: Annually	WEM28

Delivery and Monitoring 17

OBJECTIVE

Protecting and enhancing the environment - To preserve open spaces for recreation and biodiversity and create new and enhanced open spaces to address deficiencies where possible, but particularly to meet the needs of additional population commensurate with current levels of provision.

To increase the amount of public open space (at least 2.4ha within Wembley) and the amount of land with enhanced ecological value.

To enhance green and blue infrastructure by tree planting, returning rivers to their more natural courses and mitigating the pollution effects of development.

To achieve sustainable development, mitigate & adapt to climate change.

To reduce energy demand from current building regulation standards and achieve exemplar low carbon schemes and a combined heat and power plants.

Delivery Agencies: Brent Council, Greater London Authority (GLA), West London Waste Authority, Environment Agency

Performance Measure	Target	Monitoring Point	Specific Policies to be Monitored
Output Indicators			
Energy from waste	1 energy from waste plant in Wembley in the plan period	Planning permission When: Annually	WEM33
Improvements to access to open space	Various proposals implemented in the plan period	Completed schemes When: Annually	WEM36
Food growing	At least 1 scheme established as part of new development by 2017	Completed schemes When: Annually	WEM38

17 Delivery and Monitoring

Semi-naturalisation of Wealdstone Brook	150 metres semi-naturalised by 2022	Completed schemes When: Annually	WEM42
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17.6 Monitoring of site proposals will also be measured in the Annual Monitoring Report. No phasing of development has been estimated. The vast majority of sites are privately owned and will be brought forward for development by private developers so there is little opportunity for the council to intervene directly to ensure implementation. Where it is apparent that development is not being brought forward as anticipated then the council will seek to establish with land owners or agents what the obstacles to delivery are.

17.7 Sites will be monitored to not only establish whether development is being brought forward but also whether it is in accordance with the guidance set out in this Plan.

Appendix A: Superseded Policies 18

18.1 Chapter 14 of Brent UDP 2004, Wembley Regeneration Area, will be replaced in its entirety (i.e. policies WEM1 - WEM31) by the Wembley Area Action Plan when it is adopted.

18.2 In addition, the table below sets out those allocations in the Site Specific Allocations DPD, July 2011, of the Local Development Framework that will be superseded by new site proposals in the Wembley Area Action Plan

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Site Specific Allocations DPD, July 2011. Allocations Superseded	Superseded by Wembley Area Action Plan Policy/Proposal
W1. Wembley West End	Site W1 Wembley West End
W3. Brent Town Hall	Site W24 Town Hall
W4. Shubette House/Karma House/Apex House	Site W15 Apex House & Karma House
W5. Wembley Eastern Lands	Site W28 First Way
W6. Amex House	Site W25 Amex House
W7. Chesterfield House	Site W4 High Road / Chiltern Line Cutting South

Site Specific Allocations DPD, July 2011. Allocations Superseded	Superseded by Wembley Area Action Plan Policy/Proposal
W8. Brent House and Elizabeth House	Site W5 Copland School & Brent House
W9. Wembley High Road	Site W4 High Road / Chiltern Line Cutting South
W10. Wembley Chiltern Embankments	Site W3 Chiltern Line Cutting North

19 Appendix B: Glossary

Affordable Housing

Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing.

Amenity Space

External amenity space comprising gardens (private and communal), roof terraces and balconies should normally have some sunlight, and should normally be directly accessible from a room other than a bedroom. The ground level amenity space should be mainly grassed and landscaped. For family housing and category 1 elderly person's accommodation, amenity space should mainly be provided in the form of gardens (in the latter case wheelchair accessible planting bays should be provided).

Areas of Low Townscape & Public Realm Quality

Priority design areas where a higher level of positive design policy and development control is required to ensure improvement of areas which currently have a low quality of architecture and landscape.

Blue Ribbon Network

Mayor's spatial policy which includes the Thames, the canal network, the other tributaries, rivers and streams within London and London's open water spaces such as docks, reservoirs and lakes. It includes culverted (or covered over) parts of rivers, canals or streams.

Brownfield Sites (See also previously developed land)

Previously developed urban land. Government strategy is to maximise new development on Brownfield sites.

Community Infrastructure Levy (CIL)

As set out in the Planning Act 2008, it is a levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area. The rates are set locally and are charged on new developments on the basis of £ per square metre. It would normally be charged on developments which result in a net increase of more than 100sqm on a site, or the creation of one or more new dwellings.

Density (Housing)

The number of dwellings per net residential area, normally measured in Habitable rooms per hectare but sometimes by dwelling per hectare.

Development Plan

It sets out the objectives, policies for development in an area. Prior to the commencement of the Planning Compulsory and Purchase Act 2004, London boroughs were required to prepare a Unitary Development Plan for their areas under the Town and Country Planning Act 1990. The London Plan now forms part of Brent's Development Plan.

Family Housing

A self-contained dwelling that is capable of providing 3 or more bedrooms.

Green Chains

These are areas of linked but separate open spaces and the footpaths between them. They are accessible to the public and provide way-marked paths and other pedestrian and cycle routes.

Key Diagram

The diagrammatic interpretation of the spatial strategy as set out in the Core Strategy. (As distinct from a Structure Plan Key Diagram prepared to explain its policy content).

Kyoto Protocol

The Kyoto Protocol signed in 1992, was designed to take the United Nations Framework Convention on Climate Change (agreed in 1992) aspiration of stabilising greenhouse gas emissions a step further. It was the first ever international treaty to set legally binding emission reduction targets on developed countries that have ratified it. Developed countries agreed to targets that will reduce their overall emissions of six greenhouse gases (carbon dioxide, methane, nitrous oxide, hydrofluorocarbons, perfluorocarbons and sulphur hexafluoride) by 5.2% below 1990 levels over the period 2008-2012.

Major Proposal

10 or more residential units, 1000 sqm (or more) gross commercial space, also includes new schools and hospitals.

Major Retail Development

Development for retail use which provides for more than a purely local service such as a superstore (over 2,500 sq metres)

Appendix B: Glossary 19

Major Town Centres

They are the principal centres in a local authority's areas which function as important service centres, providing a range of facilities and services for extensive catchment areas.

National Planning Policy Framework

Published in March 2012, it sets out the government's planning policies for England and how these are expected to be applied. It must be taken into account in the preparation of local and neighbourhood plans, and is a material consideration in planning decisions.

Open Space

Open space is land, airspace, or a body of water or a combination of these elements which is relatively free of buildings and/or surface infrastructure. It can be both public or private. The broad range of open spaces that may be of public value include: parks and gardens; natural and semi-natural urban greenspace; green corridors; outdoor sports facilities; amenity greenspace; provision for children and teenagers; allotments, community gardens, and city farms; cemeteries and churchyards; accessible countryside in the urban fringe areas; and civic spaces, including civic and market squares, and other hard surfaced areas designed for pedestrians. There is a general presumption against the loss of open space, and it will therefore be protected from inappropriate development. Inappropriate development in this context is defined to be any development harmful to the use or purpose as open space.

Opportunity Areas

Areas designated in the London Plan as offering opportunities for accommodating large scale development to provide substantial numbers of new employment and housing, each typically more than 5000 job and/ or 2500 homes, with a mixed and intensive use of land and assisted by good public transport accessibility.

Planning Permission

Formal approval given by a local planning authority for Development requiring planning permission, usually valid for three years for a full permission or three years for an outline permission in which details are reserved for subsequent approval.

Play Space

A dedicated safe area for children and young person's to play. New housing developments with family sized accommodation should provide external communal children play space, either through new provision or enhancement of existing facilities as appropriate in relation to the scale of the family sized accommodation.

Public Realm

Public realm is the space between and within buildings that are publicly accessible, including streets, squares, forecourts, parks and open spaces.

Public Transport Accessibility Levels (PTALs)

PTALs, as adopted by TfL, indicate public transport accessibility represented on a map. They assist boroughs in assessing appropriate parking provision. The PTAL score ranges from 1 (very poor) to 6 (excellent).

Section 106

Is the section under the Town and Country Planning Act 1990 provides for the creation of 'Planning Obligations'. A Planning Obligation is a legal undertaking entered into in connection with a planning permission under Section 106 of the Town and Country Planning Act 1990. Such obligations may restrict development or use of land; require operations or activities to be carried out in, on, under or over the land; require the land to be used in any specified way; or require payments to be made to the planning authority either in a single sum or periodically. Planning obligations may be created by agreement or by unilateral undertakings on the part of the developer/ owner of the land.

Sequential Approach

The National Planning Policy Framework encourages the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value. A sequential test should be applied to planning applications for main town centre uses that are not in an existing centre and are not in accordance with an up to date Local Plan. The sequential approach requires the allocation or development of certain types or locations of land

19 Appendix B: Glossary

before others e.g. town centre locations before edge of centre locations before out of town locations.

Sites of Importance for Nature Conservation

A series of sites identified by the Greater London Authority and Brent Council that represent the best wildlife habitats and nature conservation sites in the borough. Sites are classified into Sites of Metropolitan, Borough (Grade I and II) and Local Importance for Nature Conservation.

Strategic Cultural Area

An area with internationally important cultural institutions, which are also major tourist attractions.

Strategic Industrial Location (SIL)

Coherent areas of land within the main industrial estates which are, in terms of environment, road access, location, parking and operating conditions, well suited for retention in industrial use.

Supplementary Planning Document (SPD)

Guidance additional and supplementary to the Local Development Framework on how to implement its policies, similar to the former Supplementary Planning Guidance for the UDP.

Sustainable Development

Development which meets the needs of the present without compromising the ability of future generations to meet their own needs and aspirations (Resolution 42/187 of the United States General Assembly)

Sustainable Urban Drainage System (SUDS)

SUDS is an alternative approach to conventional urban drainage which have been developed to cope with drainage water in an environmentally save way. SUDS can reduce pressure on the existing drainage systems, prevent or reduce the likelihood of flooding and may also help clean up pollutants in run-off.

Tall Buildings

Buildings or structures that are more than 30 metres in height or significantly taller than surrounding development.

Transport nodes

Major transport interchanges, where people can easily transfer from one mode of transport to another. i.e. where buses, mainline rail services, and tube lines meet.

Transport Plans (Sometime called Green or Commuter Plan)

A document submitted as part of a transport impact assessment setting down proposed measures by the developer to deliver sustainable transport objectives, including: measures for reducing car usage (particularly single occupancy journeys) & promoting and securing increased use of walking, cycling and public transport.

Waste Hierarchy

The order of the most desirable waste management options, in which the prevention and reduction of waste are prioritised, then the reuse and recycling options and lastly the optimisation of its final

disposal. The concept is described by the “3Rs” – Reduce, Reuse, Recover – followed by unavoidable disposal.

LIST OF ABBREVIATIONS

AAP Area Action Plan	NCR North Circular Road
BREEAM Building Research Establishment Environmental Assessment	NPPF National Planning Policy Framework
CHP Combined Heat & Power	LPA Local Planning Authority
CIL Community Infrastructure Levy	S106 Section 106
CO2 Carbon Dioxide	SIL Strategic Industrial Location
DPD Development Plan Document	SPD Supplementary Planning Document
EA Environment Agency	SPG Supplementary Planning Guidance
FRA Flood Risk Assessment	SSA Site Specific Allocation
GLA Greater London Authority	SUDS Sustainable Urban Drainage System
GTANA London Boroughs Gypsy &	UDP Unitary Development Plan

Appendix B: Glossary 19

Traveller Accommodation Needs Assessment	
LDA London Development Agency	WFD Water Framework Directive
LDF Local Development Framework	

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