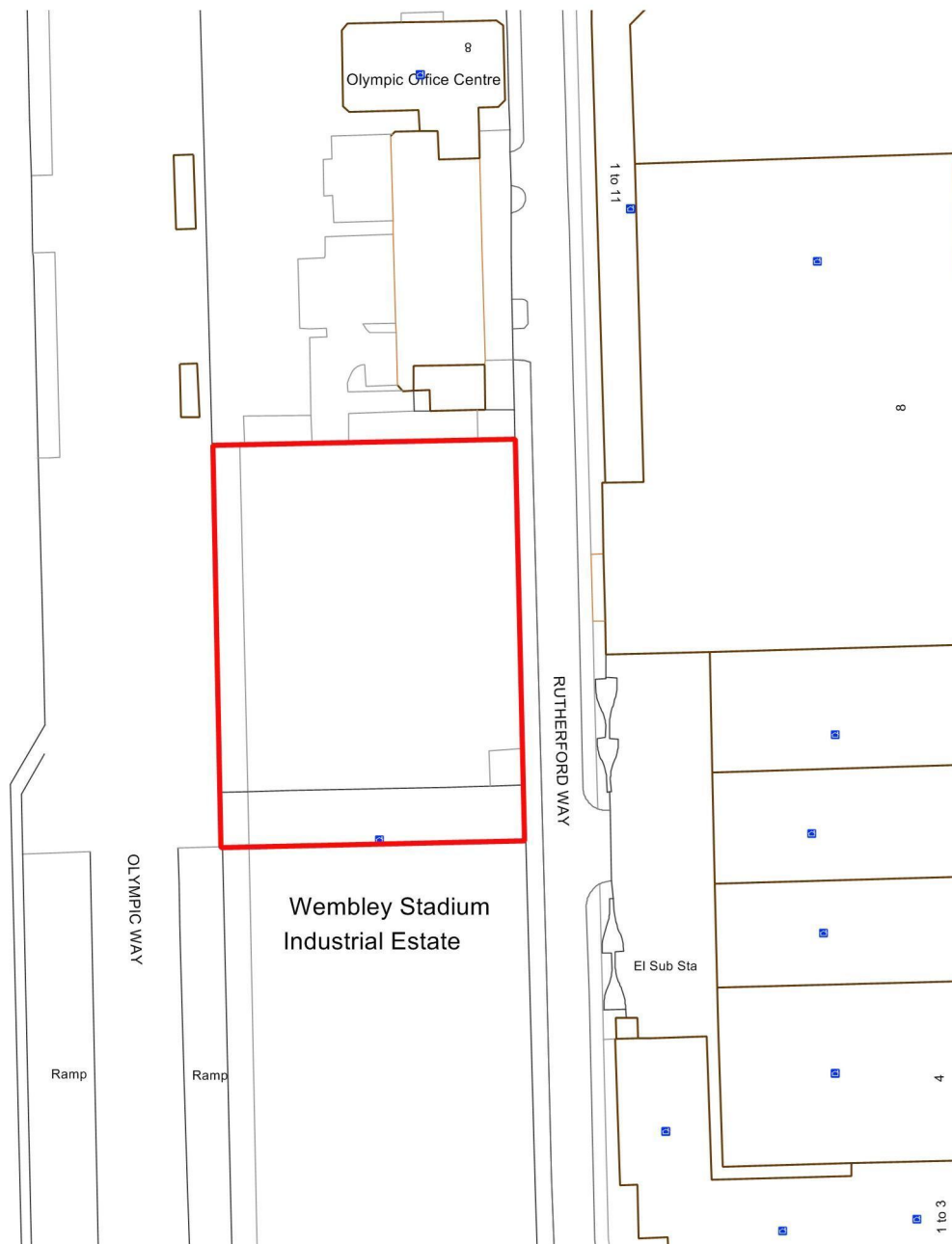




Planning Committee Map

Site address: Car Park at Olympic Office Centre, 8 Fulton Road, Wembley, HA9 0NU

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This map is indicative only.

RECEIVED: 31 January, 2014

WARD: Tokyngton

PLANNING AREA: Wembley Consultative Forum

LOCATION: Car Park at Olympic Office Centre, 8 Fulton Road, Wembley, HA9 0NU

PROPOSAL: Construction of a part 2-, part 19-storey building comprising student accommodation (704 bedrooms and ancillary facilities) and two Use Class A1/A2/A3/A4/A5 and/or Leisure units at ground and first floor level and associated landscaping, parking, servicing, public realm works and accesses to the highway.

This application has been submitted pursuant to conditions 1 (the Reserved Matters), 9 (car parking), 12 (wind environment assessment) and 30 (student demand assessment) of Outline planning permission reference 13/1522.

Outline planning permission 13/1522 was for the mixed use redevelopment of the car park element of the site including the construction of new buildings and structures to provide a total of 40,000 sq m to provide a range of uses comprising: residential dwellings (Use Class C3), offices (Use Class B1), student accommodation (sui generis), hotel (Use Class C1), retail (Use Class A1/A2/A3/A4/A5) and/or leisure (Use Class D2) and associated car parking, public realm works and associated works and subject to a Deed of Agreement dated 24 December 2013 under Section 106 of the Town and Country Planning Act 1990, as amended

APPLICANT: UNITE GROUP PLC

CONTACT: Montagu Evans

PLAN NO'S:
Please see condition 1.

RECOMMENDATION

To approve the submitted details pursuant to conditions 1 (the Reserved Matters), 9 (car parking), 12 (wind environment assessment) and 30 (student demand assessment) of Outline planning permission reference 13/1522.

SECTION 106 DETAILS

The Section 106 legal agreement for this development was secured through the outline planning consent (reference 13/1522). It included provisions relating to sustainability and energy, Travel Plans, Employment Enterprise and Training, Affordable Housing (only relevant if housing is proposed) and a Parking Permit Restriction.

CIL DETAILS

This application is liable to pay the Community Infrastructure Levy (CIL). The total amount is **£78,216.91** of which **£3,789,249.11** is Brent CIL and **£695,362.89** is Mayoral CIL.

CIL Liable?

Yes/No: Yes

EXISTING

The subject site is the car park of the Olympic Office Centre in Wembley. It is situated between Rutherford Way, Olympic Way and Engineers Way and is directly to the south of the office building. The site is within a designated Opportunity Area (London Plan) and Growth Area (Brent LDF Core Strategy). The site is within Flood Risk Zone 1 (low risk of flooding).

The car park on this site serves the office building. An application for the re-provision of the car parking on

the land between the office building and Olympic Way together with the provision of retail/food and drinks units fronting Olympic Way (reference 13/1512) was approved concurrently with the outline planning consent for this site.

DEVELOPMENT SCHEDULE

The table(s) below indicate the existing and proposed uses at the site and their respective floorspace and a breakdown of any dwellings proposed at the site.

Floorspace Breakdown

Primary Use	Existing	Retained	Lost	New	Net Gain
restaurants and cafes				496	496
shops				496	496
sui generis				17861	17861

TOTALS in sqm

Totals	Existing	Retained	Lost	New	Net gain
				18853	18853

Monitoring Residential Breakdown

Existing

Description	1Bed	2Bed	3Bed	4Bed	5Bed	6Bed	7Bed	8Bed	Unk	Total
Cluster Flats û Market						4				
Bedsits/Studios & Market	60									

Proposed

Description	1Bed	2Bed	3Bed	4Bed	5Bed	6Bed	7Bed	8Bed	Unk	Total
Cluster Flats û Market										
Bedsits/Studios & Market										

PROPOSAL

See above.

HISTORY

The original outline planning consent:

13/1522: Approved 3 January 2014

Outline planning permission for the mixed use redevelopment of the car park element of the site including the construction of new buildings and structures to provide a total of 40,000 sq m to provide a range of uses comprising: residential dwellings (Use Class C3), offices (Use Class B1), student accommodation (sui generis), hotel (Use Class C1), retail (Use Class A1/A2/A3/A4/A5) and/or leisure (Use Class D2) and associated car parking, public realm works and associated works and subject to a Deed of Agreement dated 24 December 2013 under Section 106 of the Town and Country Planning Act 1990, as amended

Related Planning History: Re-provision of parking on adjoining site with retail/food and drink floorspace fronting Olympic Way:

13/1512: Approved 3 January 2014

Erection of 2-storey retail units (flexible Use Class A1 / A2 / A3 / A4 / A5 use) and 3-storey car park to accommodate 170 car parking spaces to serve the adjoining building on the site in association with cycle parking, landscaping and other works incidental to the development (parking permit restricted scheme)

POLICY CONSIDERATIONS

NATIONAL

National Planning Policy Framework

REGIONAL

The Mayor of London
The London Plan 2011

The revised London Plan was adopted in July 2011 and sets out an integrated social, economic and environmental framework for the future development of London. Relevant Policies include:

- 3.3 Increasing Housing Supply
- 3.4 Optimising Housing Potential
- 3.8 Housing Choice
- 3.9 Mixed and Balanced Communities
- 4.2 Offices
- 4.5 London's Visitor Infrastructure
- 5.1 Climate Change Mitigation
- 5.2 Minimising Carbon Dioxide Emissions
- 5.3 Sustainable Design and Construction
- 5.6 Decentralised Energy in Development Proposals
- 5.7 Renewable Energy
- 5.9 Overheating and Cooling
- 5.10 Urban Greening
- 5.11 Green Roofs and Development Site Environs
- 5.12 Flood Risk Management
- 5.13 Sustainable Drainage
- 5.15 Water Use and Supplies
- 5.21 Contaminated Land
- 6.3 Assessing Effects of Development on Transport Capacity
- 6.9 Cycling
- 6.10 Walking
- 6.13 Parking
- 7.1 Building London's Neighbourhoods and Communities
- 7.2 An Inclusive Environment
- 7.3 Designing Out Crime
- 7.4 Local Character
- 7.5 Public Realm
- 7.6 Architecture
- 7.14 Improving Air Quality
- 7.15 Reducing Noise

The Mayor's Transport Strategy

Supplementary Planning Guidance – Sustainable Design and Construction (May 2006)

Supplementary Planning Guidance – Accessible London: Achieving an Inclusive Environment (April 2004)

LOCAL

Brent Local Development Framework Core Strategy 2010

- CP 1 Spatial Development Strategy
- CP2 Population and Housing Growth
- CP3 Commercial Regeneration
- CP5 Placemaking
- CP6 Design and Density in Placemaking
- CP7 Wembley Growth Area
- CP15 Infrastructure to Support Development
- CP16 Town Centres and the Sequential Approach to Development
- CP18 Protection and Enhancement of Open Space, Sports and Biodiversity
- CP19 Brent Strategic Climate Mitigation and Adaptation Measures
- CP21 A Balanced Housing Stock

Brent Unitary Development Plan 2004

Policies

- BE2 Local Context & Character
- BE3 Urban Structure: Space & Movement
- BE4 Access for disabled people
- BE5 Urban clarity and safety
- BE6 Landscape design

BE7 Streetscene
BE8 Lighting and light pollution
BE9 Architectural Quality
BE12 Sustainable design principles
H11 Housing on Brownfield Sites
H12 Residential Quality Layout Considerations
EP2 Noise and Vibration
EP3 Local air quality management
EP6 Contaminated land
EP15 Infrastructure
TRN2 Public transport integration
TRN3 Environmental Impact of Traffic
TRN4 Measures to make transport impact acceptable
TRN9 Bus Priority
TRN10 Walkable environments
TRN11 The London Cycle Network
TRN15 Forming an Access onto a Road
TRN22 Parking Standards – Non-Residential Developments
TRN23 Parking Standards – Residential Developments
TRN30 Coaches and Taxis
TRN34 Servicing in new developments
TRN35 Transport access for disabled people & others with mobility difficulties
Appendix TRN2 Parking and Servicing Standards
EMP4 Access to Employment Opportunities
SH2 Major Town Centres
SH10 Food and Drink (A3) Uses
SH11 Conditions for A3 Uses
SH19 Rear servicing
WEM2 Pedestrian Route/Promenade
WEM4 Residential Development within the Wembley Regeneration Area
WEM7 Access to development – the National Stadium Policy Area
WEM9 Comprehensive Development – The National Stadium Policy Area
WEM11 On-street parking controls for Wembley
WEM16 Urban design quality – Wembley Regeneration Area
WEM17 The public realm – Wembley Regeneration Area
WEM18 Design of Buildings Along Olympic Way
WEM19 Views of the Stadium

Brent Council Supplementary Planning Guidance and Documents

SPG3 Forming an access to a Road
SPG12 Access for disabled people
SPG17 Design Guide for New Development
SPG19 Sustainable design, construction and pollution control
SPD Section 106 Planning Obligations

SUSTAINABILITY ASSESSMENT

The sustainability targets were set out within the Section 106 agreement for the Outline planning consent.

The targets were:

How the development will achieve:

- A minimum of BREEAM “Excellent” or other rating as is approved in writing by the Council and is the maximum feasible;
- A minimum score of 50 % on the Brent Sustainability Checklist;
- A minimum CO2 reduction of 25 % from 2010 TER (regulated) including a minimum of reduction of 20 % through on-site renewables.

The applicant has submitted a Sustainability Statement and Energy Statement which proposes that the building meets BREEAM “Excellent” for the Student Accommodation (i.e. the majority of the building) and BREEAM “Good” for the two retail/food and drinks units. A 22.8 % reduction is proposed from baseline CO2 emissions through “be-lean” measures, the use of CHP and 320 sqm of PV panels, which translates to a 2 % reduction through on-site renewables. This is below the target levels. However, the submitted reports specify that the developer expects to meet the 25 % target once a more accurate baseline is established at design stage, at which time the sizing of CHP and PV systems can be finalised to meet the targets. The

submitted TP6 Sustainability Checklist has been scored by the applicant at 57.4% and is above the 50 % threshold.

The submitted reports are still being assessed by consultees and further information will be provided within the Supplementary Report. However, the target levels and timescales for the final approval of the energy and sustainability strategies have already secured through the Section 106 agreement. As such, these matters can be dealt with prior to the commencement of works on-site if the submitted details are not found to be sufficient.

CONSULTATION

Letters sent: 14 February 2014
Site Notices: 14 February 2014
Press Notice: 20 February 2014

Letters were sent to 23 adjoining and nearby owners and occupiers.

No letters of objection were received from third parties.

Internal consultees:

Safer Streets / Environmental Health:

No objections. Matters relating to the CHP emissions, noise and contamination are covered by conditions 20, 21, 22 and 23 and the applicant is reminded that these details must be submitted in due course.

Highways:

No objections. An informative is recommended advising the applicant to contact the Head of Transportation to arrange for the necessary highway works to form the new accesses to the site, including the relocation of bus stops and removal of parking bays to be undertaken at the developer's own cost.

Landscape Design

Landscape initially recommended that more features are incorporated around the building (in addition to trees) and that some alternative plant species were selected. Further details were requested on a number of matters. However, many of those are secured through condition 7 of the outline consent. Revised landscape drawings were submitted and these are currently being considered by the Landscape team.

External consultees:

Thames Water

Thames Water have no observations to make.

REMARKS

Nature of application

1. This application seeks approval of the detailed design of the building (The Reserved Matters) following the grant out Outline Planning Consent at the start of this year. It also includes details relating to condition 9 (car parking), 12 (wind environment assessment) and 30 (student demand assessment) of the outline planning consent.
2. Matters that were approved through the Outline consent, such as the general principle of the proposed uses and the height and location of the building will not be discussed in detail within this report. The plot layout, height and the uses are in accordance with the Outline Planning consent.
3. This proposal includes 704 rooms of student accommodation of which 644 are within "clusters" of up to 10 en-suite rooms which share a living room/kitchen while the remaining 60 are studio units. The total floorspace is within the maximum levels specified within the Outline consent.

Design, layout and landscaping

4. The Reserved Matters proposals were drawn up by the same firm of architects as the original scheme for the outline consent and represent the evolution of the design previously considered by members. The layout of the building has been rationalised, with standardised layouts on many of the floors. This has resulted in some of the variation in the external façade being removed from the scheme. However, following discussions with your officers, projecting Oriel windows have been incorporated into the façade to re-introduce the visual interest that was incorporated into the outline application scheme.
5. The building is underpinned by robust design principles, which break the upper part of the building into

three visually distinct elements. The two projecting retail/food and drink units are located on either side of the main entrance to the student accommodation which is also highlighted by a large entrance feature. A large entrance has been incorporated within the Rutherford Way frontage, which is internally connected to the Olympic Way lobby. This lobby together with two meeting provide activity within the Rutherford Way frontage. The need to incorporate cycle storage, refuse storage and plant reduces the ability to provide visual activity within this frontage. However, your officers consider that this is acceptable given the level of active frontage that is achieved and the siting of the active spaces (within the centre of the elevation). An “activity room” (i.e. gym) and rooms and living rooms of student units are situated on the first floor within this frontage and also provide natural surveillance of the street. The retail/food and drink units together with the main entrance to the student accommodation provide a significant level of activity within the Olympic Way frontage.

6. The design and appearance of the retail/food and drink units is similar to the approach detailed within the outline consent and reinforces the “pocket spaces” approach of small privately owned publicly accessible spaces flanking Olympic Way that are flanked by active uses. The inclusion of the roof terraces for the student accommodation on top of these retail units will provide additional activity along this frontage.
7. The area around the building is to be predominantly hard surfaced, which is considered appropriate given the nature of the area. However, the proposal includes a significant number of trees, predominantly along the sides of the building and within the Rutherford Way frontage. This approach is considered to be acceptable given that a number of trees are already situated within Olympic Way itself and improvements to Olympic Way are also secured through the Quintain “North-west Lands” outline planning consent. In response to comments from our Landscape Design team, creatively designed seating has been incorporated along the southern side of the building to increase its usability.

Accessibility

8. A condition has been attached to the outline planning consent which requires recommended which requires 10 % of the rooms of student accommodation to be provided as Wheelchair Accessible. The Design and Access statement confirms that the appropriate proportion of rooms will be provided and typical layouts have been provided. However, the floor plans do not show the required number (70) of accessible rooms. Revised drawings have been requested from the applicant and this will be discussed further within the supplementary report.
9. The spaces and accesses within and around the building have been designed to meet accessibility requirements.

Highways

10. A 5 m wide service “road” is proposed within the Rutherford Way frontage which is accessed via two 7 m die crossovers, leaving a 1.6 m wide footway within the site immediately in front of the main entrance. Space within this servicing road is shown for servicing and disabled parking. Seven external cycle stands are proposed, providing space for 14 cycles. 4 of these are within the Rutherford Way frontage while the other 3 are adjacent to the Olympic Way entrance to the student accommodation. Bicycle parking (354 spaces on double-height racks) is proposed within a room on the ground floor with a further room shown for refuse storage (14 Eurobins).
11. The outline planning consent included requirements for a Car Park Management Plan and Travel Plan to help to manage parking demand, with future students of the building also being disqualified from applying for on-street parking permits for the Wembley Stadium area Controlled Parking Zone, or any other future year-round CPZ that is introduced in the area. A Student Management Plan was also secured to manage the moving of students into and out of the building across at the start and finish of term.
12. The proposed provision of disabled parking spaces only is considered to be acceptable given the nature of the uses and the location of the site and this is considered to be sufficient to warrant the approval of details pursuant to condition 9 of the outline planning consent in relation to this plot. The proposed number of cycle spaces meets the Council’s parking standards for Student Accommodation (1 space for 2 bedrooms) whilst the provision of 14 spaces is welcomed, being in broad compliance with the requirements for the commercial units. The siting of the waste storage area allows for easy collection from the servicing area. The total capacity is considered to be low for the proposed number of rooms. However, as collection will need to be managed by the private management company so this is considered to be acceptable.
13. The distance from the servicing bay to the rear doors of the retail units is considered to be long (around 35 m). Whilst not ideal, this is considered to be acceptable. The service road is sufficient to

accommodate 10 m rigid vehicles, which is considered to be acceptable, particularly given that the units are likely to be used for food and drink purposes. A Delivery and Servicing Plan was also secured through the Outline Planning consent to address this potential issue.

14. The proposed new vehicular accesses are approximately 12 m wide at their widest point. The northernmost of these proposed accesses conflicts with an existing bus stop and the stop will therefore need to be moved approximately 8 m northwards. The southbound stop may also need to be re-sited so that they don't overlap and changes will need to be made to an existing Traffic Management Order. All works to form the new accesses will therefore need to include the payment of Brent's associated traffic order costs involved in removing and repositioning parking spaces and bus stops. An informative has been recommended regarding this.
15. A Transport Statement has been submitted with this application which specifies that the detailed scheme (as shown within this application) is likely to result in an additional 61 journeys to and from the site in the morning peak hour and 82 journeys in the evening peak hour by all modes, representing a 20-25 % test over the indicative mix that was tested in the outline application. Given that the vast majority of the movements are not expected to take place by car, the marginal increase in vehicular traffic are not considered to be significant enough when set against the scale of the overall Masterplan proposals for the area to warrant any further assessment of junction performance in the immediate area. In terms of non-car trips, Highways consider that the increase in bus and train/tube trips set out in the Transport Statement is also considered to be marginal and not significant enough to warrant further consideration. It is predicted that the increase about the scenario tested in the outline consent will be approximately 4 arrivals/17 departures and 19 arrivals/8 departures in the morning and evening respectively in relation to the train and tube, and 3 arrivals/14 departures and 16 arrivals/7 departures in the morning and afternoon in relation to bus trips.
16. Highways consider the proposals to be acceptable on transport grounds.

Student Housing Demand Assessment

17. London Plan policy requires proposals for Student Housing to demonstrate that there is sufficient demand for the proposed accommodation and a Student Housing Demand Assessment has been submitted with this application. The assessment highlights the return to growth in Higher Education Institution (HEI) applications following a drop in applications in 2011/2012. It is specified that the proportion of students living in purpose built accommodation in London is below proportions in other regions and the average for England, and that the student accommodation that is in the pipeline in London is not sufficient to meet demand. It is suggested that this will have an impact on private rented accommodation. The spatial distribution of the majority of proposed student accommodation is largely concentrated in East and Central London Boroughs rather than west London. The assessment also highlights that the proposal does not result in an exceedance of the policy level set out in the Wembley Area Action Plan. Your officers consider that the assessment provides sufficient reassurance regarding the demand for Student Housing to warrant the approval of details pursuant to condition 30 of the outline planning consent.

Wind environment

18. This application has been accompanied by a "Wind Microclimate Desktop Commentary" report which specifies that no significantly adverse wind conditions are expected on the site of the development or in the adjacent pedestrian environment. The submitted report is considered sufficient to warrant the approval of details pursuant to condition 12 of the outline planning consent.

Summary

19. The submitted reserved matters application represents the evolution of the design of the building that was shown in the original outline planning application, with changes to the internal layout, a rationalisation of the floor plan, associated changes to the façade and a number of other amendments to the layout, design and landscaping. The proposal complies with the parameters set out within the Outline Consent subject to revisions relating to Accessible rooms and the consideration of the Sustainability and Energy submission.
20. Your officers consider the design to be based on robust principles and that the development will add visual interest together with activity to Olympic Way and Rutherford Way. As with most development and in particular, tall buildings, the quality of the external materials will be of paramount importance. The proposal is considered to be acceptable on highways grounds, being in accordance with the Council's standards and only representing a marginal increase in the traffic and non-car trips that were predicted in the indicative scenarios tested for the outline planning consent.

21. The approval of the Reserved Matters and conditions 9, 12 and 30 is recommended.

RECOMMENDATION: Grant Consent

REASON FOR GRANTING

(1) The proposed development is in general accordance with policies contained in the:-

National Planning Policy Framework
London Plan 2011
Brent Local Development Framework Core Strategy 2010
Brent Unitary Development Plan 2004
Council's Supplementary Planning Guidance

CONDITIONS/REASONS:

(1) The development hereby permitted shall be carried out in accordance with the following approved drawing(s) and/or document(s):

Site Plan
A(02)100 Rev 01
A(02)101 Rev 01
A(02)102 Rev 01
A(03)110 Rev 02
A(03)111 Rev 01
A(03)112 Rev 02
A(03)113 Rev 02
A(03)127 Rev 01
A(03)128 Rev 01
A(03)129 Rev 01
A(04)001 Rev 02
A(04)002 Rev 02
A(04)003 Rev 02
A(04)004 Rev 02
A(05)005 Rev 02
A(05)006 Rev 02
SK008 Rev 00
SK009 Rev 00
MW-P-012 Rev 00
MW-P-013 Rev 00
Design and Access Statement Parcel B – Reserved Matters Submission 20140325_Rev A
Transport Statement dated October 2013
Olympic Way, Wembley Parcel B – Student accommodation block Sustainability Statement dated December 2013
Parcel B, Olympic Way, Wembley Energy Statement dated December 2013
Olympic Way Wembley Parcel B – Wind Microclimate Desktop Commentary date 17 October 2013
Olympic Office Centre Student Accommodation Need Assessment dated December 2013

Reason: For the avoidance of doubt and in the interests of proper planning.

INFORMATIVES:

(1) The applicant is advised to contact the Head of Transportation to arrange for the necessary highway works to form the new accesses to the site, including the relocation of bus stops, removal of parking bays and any required changes to Traffic Management Orders, which are to be undertaken at the developer's own cost.

Any person wishing to inspect the above papers should contact David Glover, Planning and Regeneration, Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ, Tel. No. 020 8937 5344

