
Wembley Link

London Borough of Brent

Supplementary Planning Document
DRAFT FOR CONSULTATION — October 2010



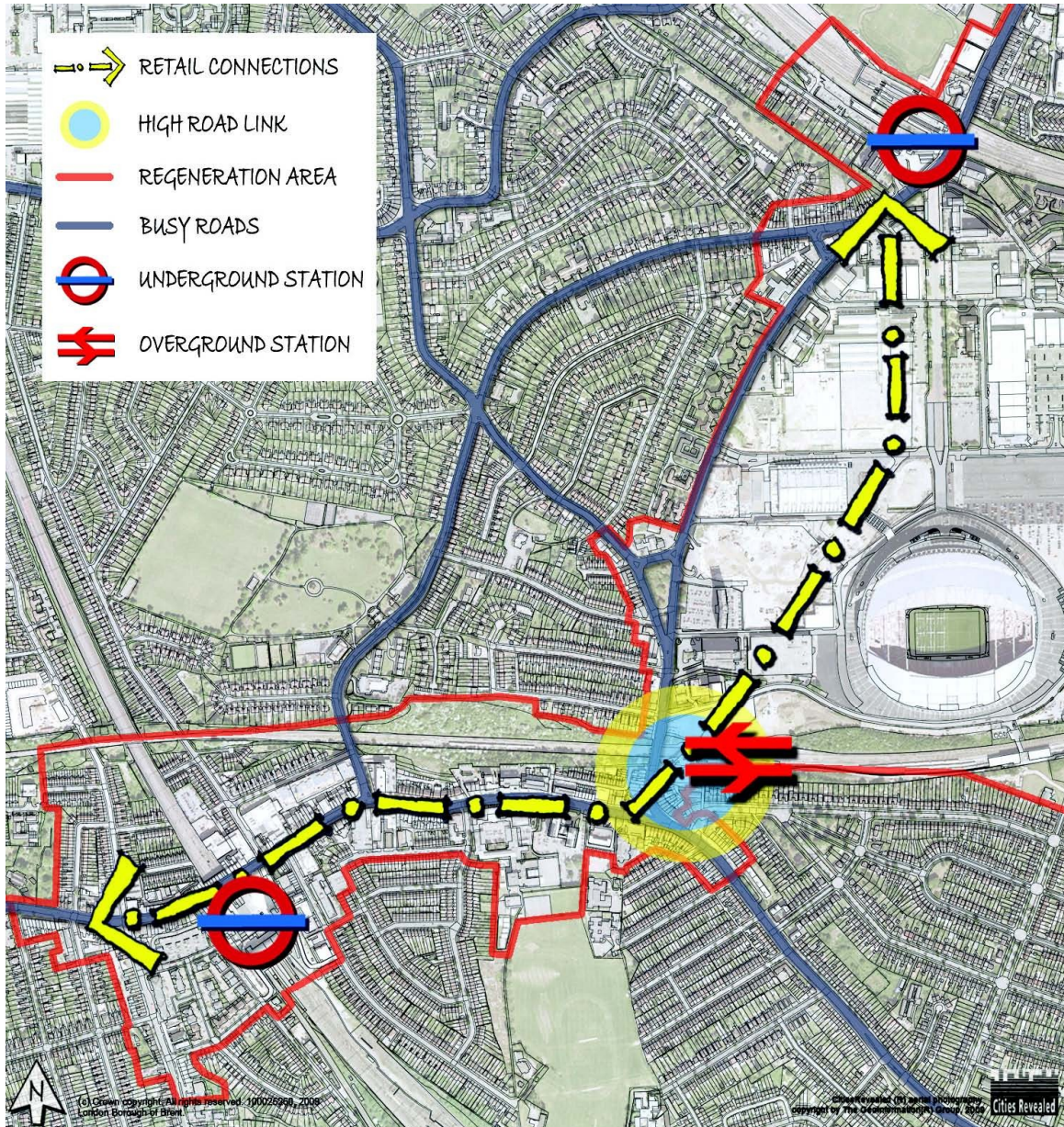
Wembley Link Masterplan

Supplementary Planning Document

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1. Vision



Fixing the link

There are some great things happening in Wembley today. Wembley City – anchored by the stadium and arena, has advanced plans for a new retail shopping street, offices, residential and a range of leisure and entertainment uses. New development at Wembley Town Centre has included the Wembley Central Square mixed use scheme.

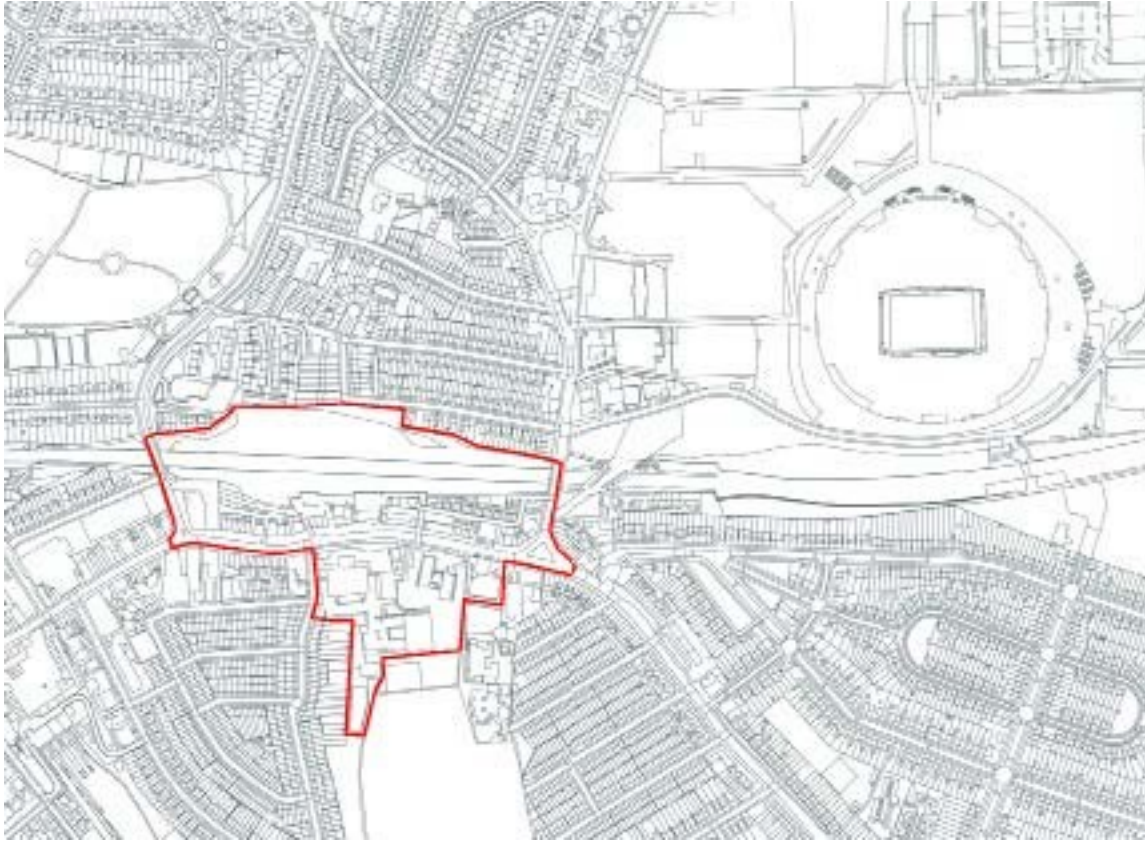
However, the area in between needs attention. The Wembley link area is the crucial crossover between these two destinations and must draw people from one to the other for their mutual benefit. Our strategy, as set out in the LDF, is to promote the expansion of the town centre eastwards towards Wembley Stadium. The stadium development includes a new high street running parallel to Olympic Way and this will create a continuous “retail” strip from the high road to Wembley Park.

The key sites in this area include the Brent House office building and adjacent Copland School site which we propose to bring forward with the twin aims of regenerating the High Road and supporting any future proposals to deliver a new school. The High Road is visibly run down and disadvantaged mainly by a large amount of vacant office accommodation. Our vision for Wembley Link is to transform this disjointed part of London into a coherent and attractive place to live, shop and work.

The Wembley Link masterplan will:

- Contribute to the delivery of a significantly enhanced retail offer for Wembley.
- Develop and stimulate the regeneration of the area known as “Wembley Link” so named as it forms the important connection between the Wembley Stadium development and Wembley’s primary shopping area around central square.
- Include for a range of high quality active frontage development to this part of the High Road
- Facilitate medium density development identifying a number of locations which will provide an opportunity for taller buildings.
- Encourage exemplary standards of design to reflect the benchmark provided by the stadium. Only the highest quality architecture and urban design can achieve a distinctive development with a strong identity that can develop the town centre as an attractive and exciting destination for shopping, living, working and visiting.
- Encourage the provision of family housing where appropriate in the context of and supply of one and two bedroom dwellings and meet the Mayor of London’s objectives.

The plans, maps and diagrams in this document showing proposals for the Wembley Link area are illustrative and are not intended to preclude innovative design solutions. They should be considered flexibly in order to deliver change to High Road. They do however illustrate important planning and design concepts and principles that the council wishes to secure.



Map showing the Wembley Link area .

The site considered within this spd is outlined in red. There is however reference to the Copland school playing fields to the south of the red line.

Wembley High Road—a new identity

Our ambition is to establish some new active frontages along the High Road, to support a vibrant mixed use community.

Drawing west from the stadium development will be the start of a busy and energetic stretch of Wembley High Road, linking in a selection of shops, restaurants and public transport facilities. A number of locations for taller buildings have been identified, to mark the beginning and end of the Wembley Link area.

The spd identifies 3 character areas:

1. The Brent House / Copland School site

The Brent House / Copland School site will be considered as one combined site, to maximise their potential and to stimulate redevelopment on the rest of the high road. The preferred proposal is a mixed use development incorporating a new foodstore on the current Brent House location. This will act as an anchor for the link area and will help support an certain amount of adjacent retail .

Copland School rebuilt will be a local hub, providing extended services to the wider community.

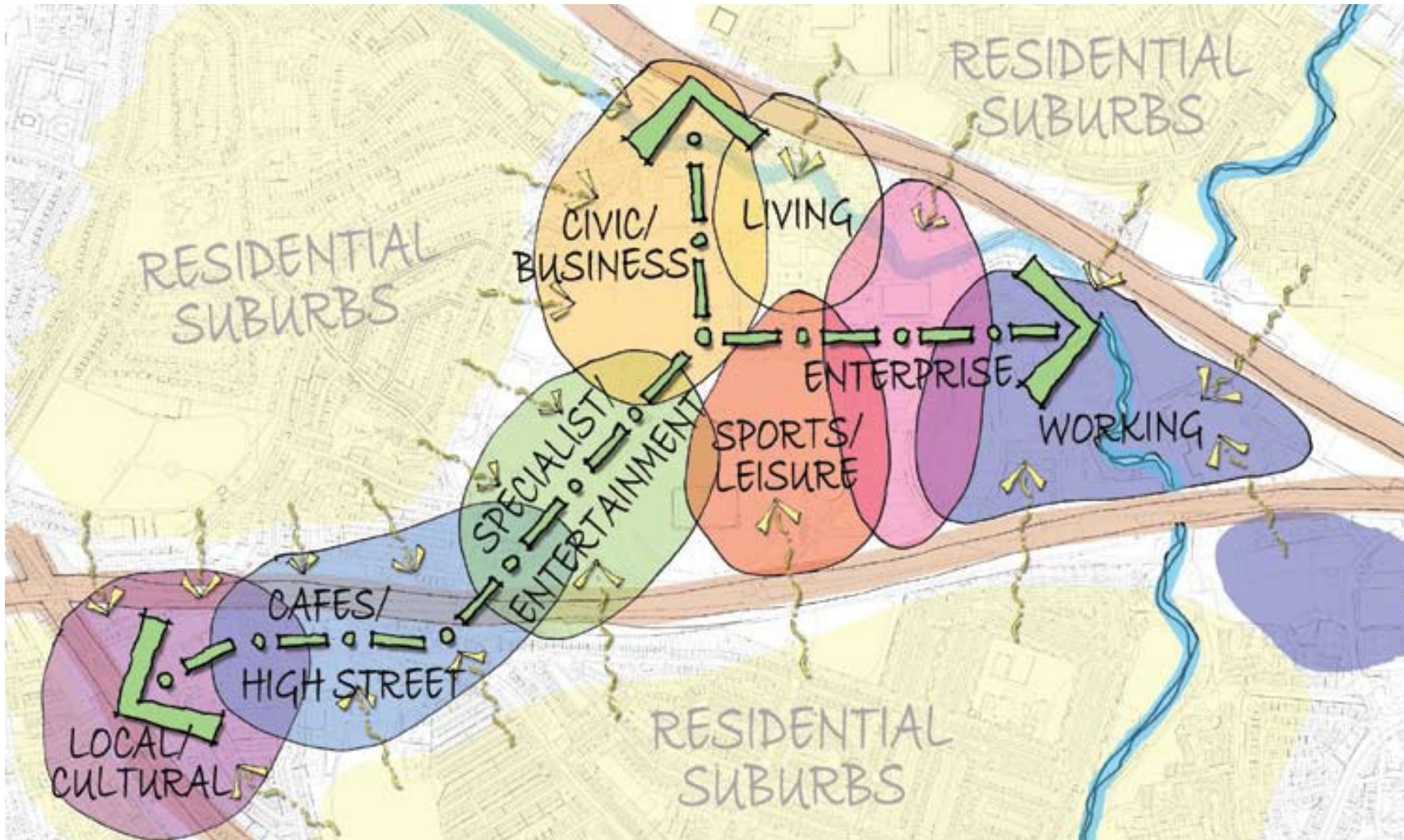
2. North of the High Road, South of the Railway

To facilitate redevelopment this stretch of the high road can be broken down into 3 distinct zones. Our vision will facilitate each zone to be advanced separately, while following the masterplan design strategy.

3. North of the Railway

This area would support on a very limited amount of new development . The scale of any new development should relate to and respect the adjacent existing neighbourhoods to the north of this character area.

2. Introduction — The Role of the Wembley Link



The Wembley Masterplan illustrates the connecting role that the Wembley link will have. New retail development in the Wembley City (stadium) area will be contingent on strong linkages between the primary shopping area of the High Road and the Wembley City development. Thus the Wembley Link proposes an intensification of retail, offices, cafes and other town centre uses that provides the link between the two new and 'old' centres.

Strategic Planning Objectives

The London Plan requires that Brent plans for 11,200 new homes by 2026. Brent's LDF Core Strategy identifies the Wembley Growth Area (including Wembley Link) to accommodate the majority of this, generating 10,000 new jobs across a range of sectors and at least 11,500 new homes over the next twenty years.

This spd will describe the planned transformation of Wembley Link which will include these new homes as well as new space for business, jobs and a renewed social and physical infrastructure. The spd details what, how, when, where and why development will occur and should be used as a guide to developers in the preparation of development proposals, while the council will use it to assess development proposals.

The strategic objectives of the Wembley Link spd are to:

- Address the missing link between the established primary shopping area of the high road and new retail development proposed in the Stadium area.
- Demonstrate how the Wembley Link can be transformed through growth to deliver a new school, homes, business space and jobs, services and infrastructure
- Deliver a definable and legible place where people will want to live, work and visit producing a quality environment
- Develop a distinct urban character of buildings, streets and spaces building upon existing local assets .

The Council will support and encourage development proposals that deliver the Vision and objectives of the Wembley Link spd while resisting those that threaten it.

Planning Objectives

The council is also seeking to secure other planning objectives:

- To reduce on site car parking to a minimum on the north side of the Wembley link and allow car parking that serves a food store on the south side
- To secure contributions that will be used to improve traffic flow and pedestrian safety of Wembley Triangle and improve the road-bridge over the Chiltern Line at Wembley Hill Road, including the improvement of the South Way junction.
- To support the development of the Railtrack embankment on the south side of the Chiltern line Cutting but limit development on the north side to a level that limits damage to its nature conservation value. The council would also encourage a footbridge/pedestrian link between the two embankments.
- To improve the physical and visual links between the Stadium White Horse Bridge and the High Road
- To create a boulevard feel to this part of the High Road.
- To secure a rear servicing road on the north side of the High Road that allows appropriate servicing of the retail units
- To secure larger footplate retail units currently lacking in the high road.

Status of the document

The Wembley Link will be a Supplementary Planning Document (SPD) to Brent's Core Strategy June 2010. The intention is to merge various Wembley SPD's including the Wembley Link into a single Wembley Area Action Plan Development Plan Document (DPD). However there is an urgent need to bring forward this SPD particularly to assist in the provision of Copland School since the collapse of the Building Schools for the Future programme and also to set out the infrastructure improvements needed to Wembley triangle and Wembley Hill bridge. In the interim, this leaves a number of planning documents that need to be considered in the development of land in the Wembley Link.

Core Strategy, June 2010

Brent's Local Development Framework (LDF) Core Strategy sets out the council's ambitions for Wembley as the borough's key growth area that will drive the economic regeneration of the borough. Policy CP7 seeks the provision of 10,000 new jobs and over 11,500 new homes in the Wembley area. It is intended that jobs will be provided in a range of sectors including retail, offices, hotels, sports, leisure, tourism, creative and cultural industries. New retail facilities are promoted with a growth of the town centre eastwards into the stadium area. As well as this substantial housing and jobs growth, social and physical infrastructure will be required to meet the needs of the new population living and working in the Wembley Area. <http://www.brent.gov.uk/tps.nsf/Planning%20policy/LBB-26>

London Plan, Consolidated with Alterations since 2004

The London Plan is also part of the council's Development Plan and is used in determining planning applications in the borough. Wembley is an Opportunity Area in the London Plan. Opportunity Areas are identified as areas with good public transport facilities, capable of accommodating substantial growth with appropriate social infrastructure. Wembley is also recognised as an important visitor attraction.

Brent's Unitary Development Plan (UDP) 2004

Policy WEM28 deals with development sites in the Wembley Link area, WEM28 (e) sets out development proposals for Copland School and WEM28(f) for Chiltern Line Cutting.

Site Specific Allocations DPD, Submission version June 2010

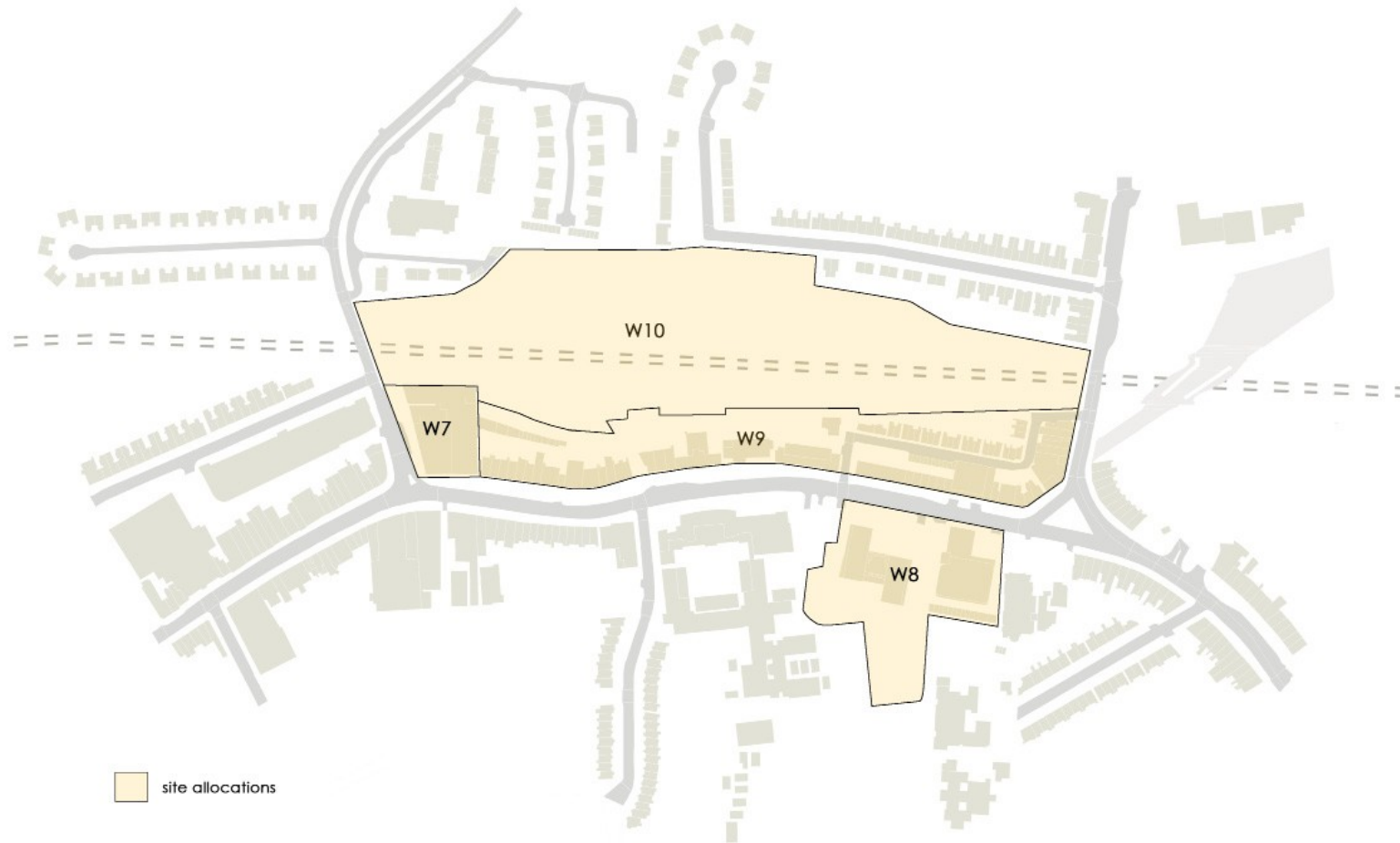
These policies and proposals will be replaced by Proposals within Brent's draft Site Specific Allocation DPD, notably with the following sites:

- W7 Chesterfield House
- W8 Brent House & Elizabeth House
- W9 Wembley High Road
- W10 Wembley Chiltern Embankments

These SSA's can be seen in full in the submission version of the site specific allocations document at <http://www.brent.gov.uk/tps.nsf/Planning%20policy/LBB-27>. The Site Specific Allocations Document DPD is the subject of an Examination in Public (EIP) in November 2010 before an independent inspector who may recommend changes to the current draft. Once this process is complete the council will be able to adopt the Site Specific Allocations Document as a DPD and replace the UDP 2004 proposals.

The Wembley Link SPD

The role of this SPD is therefore to set out more detailed proposals than the strategic policies in the Core Strategy and the brief ideas set out in the Site Specific Allocations. The Wembley Link is the result of a considerable body of work to ensure that the proposals are realistic, viable and deliverable. The proposals within the Wembley Link will be set out in some detail but the council is clear that they will be interpreted flexibly to deal with changing circumstances. They are not intended as a blueprint but to provide the public, developers and landowners of the nature and quality of development the council is seeking.



Local policy site specific allocations diagram

Consultation

This spd will follow this programme of consultation with local residents, groups and organisations.

Key date	Event
20th October 2010	Planning Committee approves draft SPD
1st November 2010	Public Consultation commences
10 th November 2010	Public Consultation Meeting
17 th December 2010	Consultation ends (7 weeks)
2 nd February 2011	Report to Planning Committee
15 th February 2011	Executive Committee

3. Wembley Link Today



The site

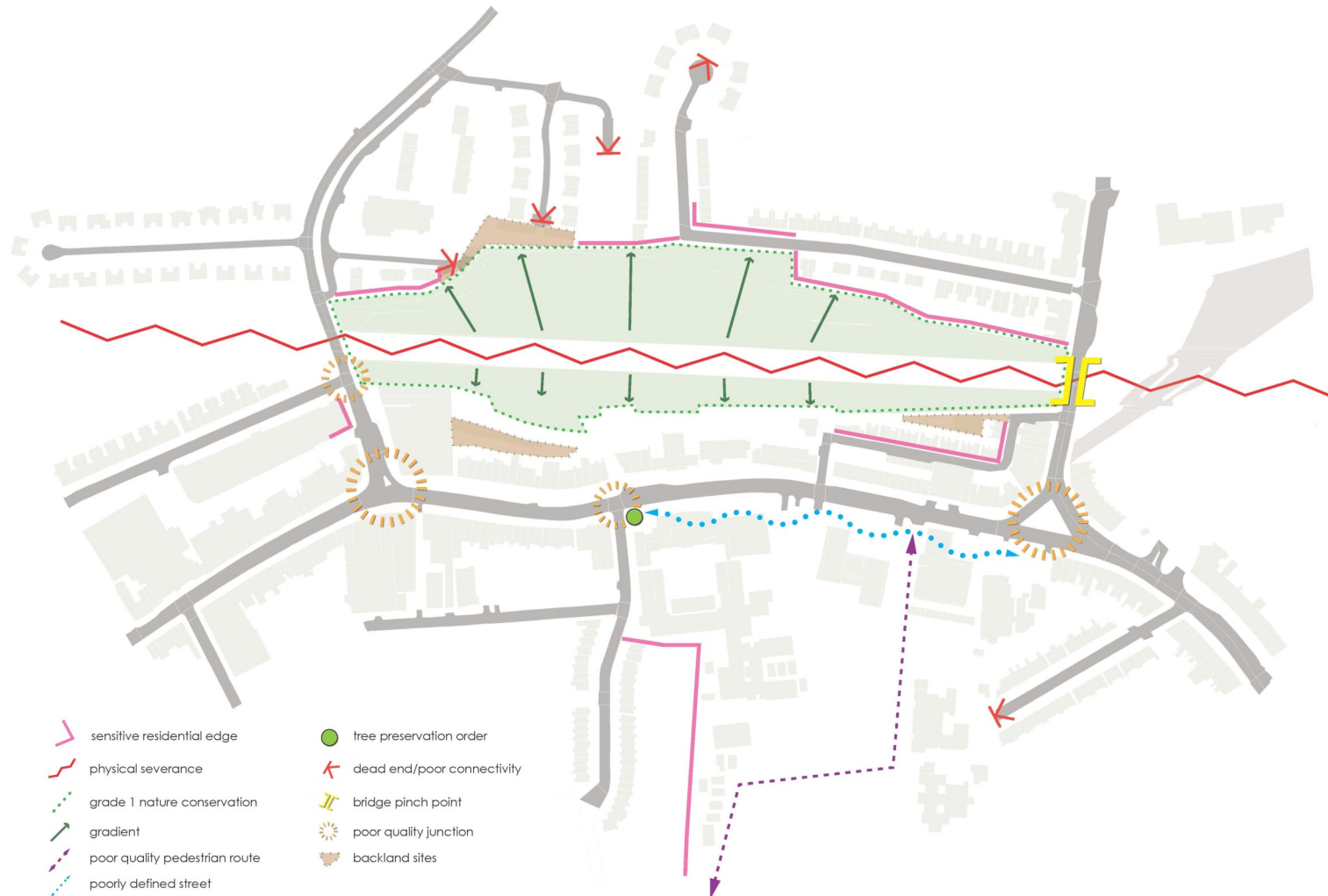
The site area is approximately: 11.16 Ha overall. It includes Copland School, Brent House and Elizabeth House to the south of the High Road and all properties between Park Lane and Wembley Hill Road to the north of the High Road. Chesterfield House forms the western end of the Wembley Link. An area of 4.48 Ha consists of the Chiltern Line railway cuttings and tracks. Major junctions at Park Lane and the Triangle are included in the study area because any development is likely to have significant impacts on these areas.

Historically the site consisted mainly of edge of town centre 1930's shops with residential accommodation above in buildings of 2-3 storeys high. There is a limited amount of Victorian housing in Ecclestone Place, to the east of the Wembley Link area. These were replaced in large part in the 60's—80's by a number of speculative office blocks that are no longer fit for purpose. Planning permission already exists for the construction of tall buildings on the current locations of Elizabeth House, Chesterfield House and Copland School. To address the challenge of regenerating the area the Council suggests a planned approach of bold themes to create a unified comprehensive design and encourage the emergence of a shopping street between Wembley Central and Wembley City. The High Street has positive features including wide pavements and a good public realm. This is a good setting for buildings that should be of a much higher quality to frame the street and provide a quality town centre environment.



Site Constraints

The site is divided horizontally by the High Road and the Chiltern railway line. There is a steep level change at the railway cutting which is several metres below the level of the High Road, and the existing residential area to the North of the site. There may be limited development potential on areas near the railway due to limited site depth and technical difficulties due to the steep embankment. The junction capacities are currently limited and work may need to be undertaken to increase capacity.



The Masterplan Process

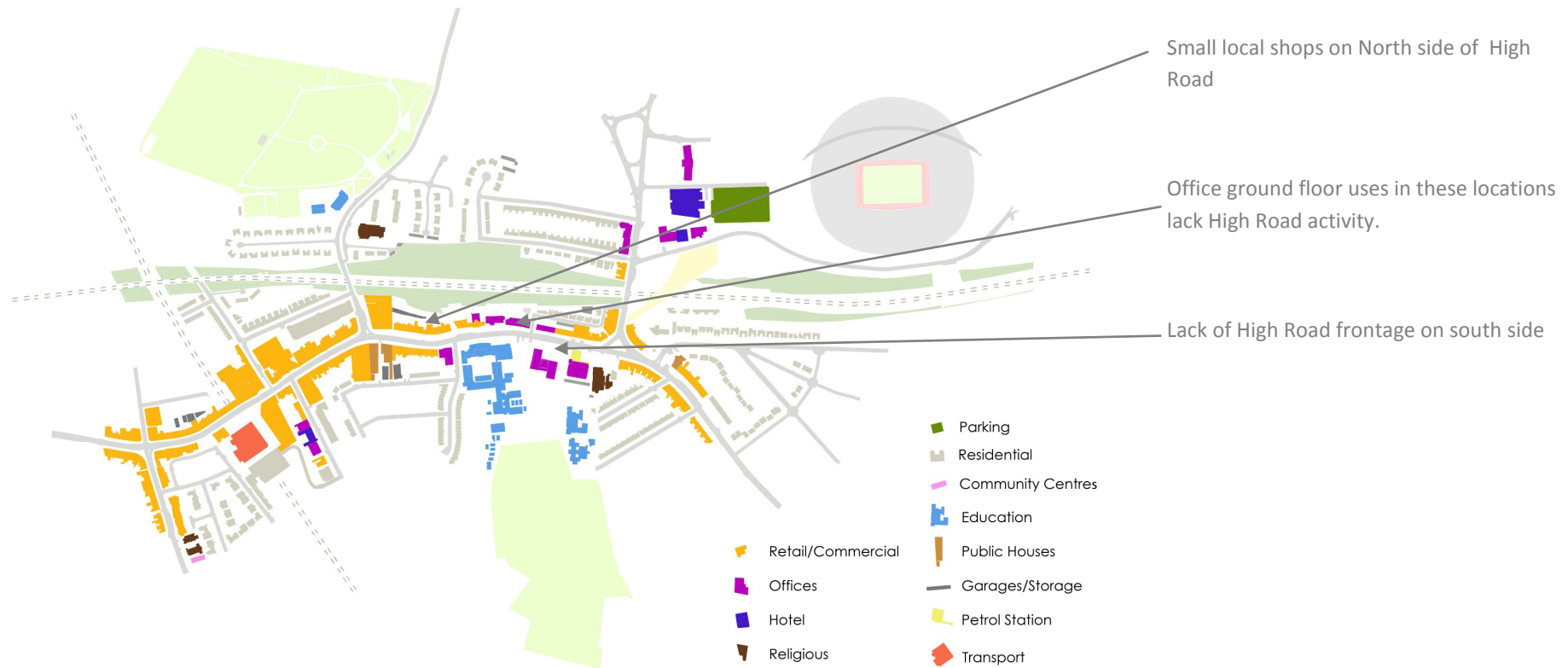
To bring forward regenerative proposals on this challenging site the Council has looked carefully at ways of developing the Wembley Link area and considered the viability of a number of options. This background work has resulted in the production of this SPD which shall now be the subject of a public consultation.

The illustrations below show some of the previous design ideas for the Wembley Link.



4. Land Use – Enabling Growth

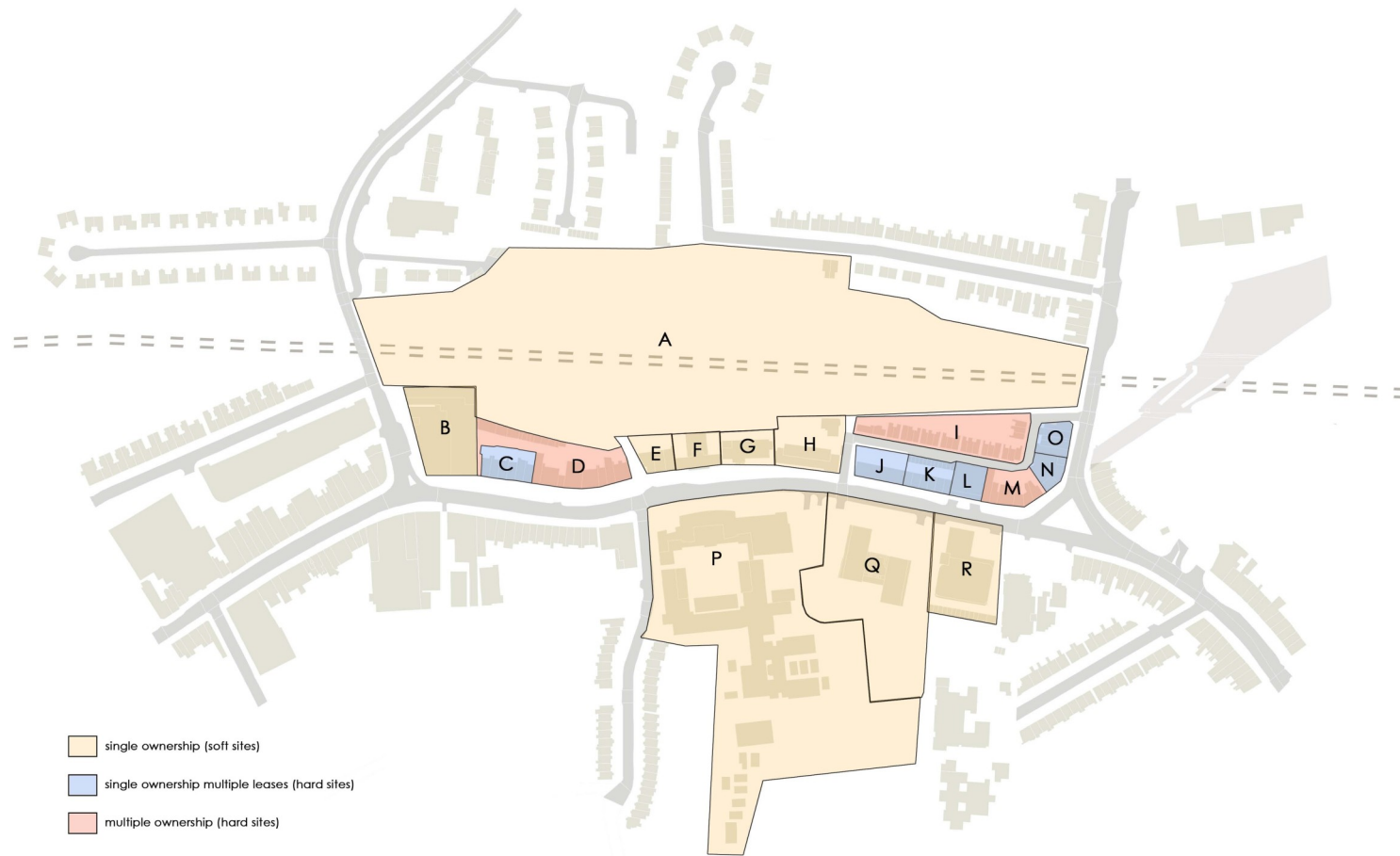
The diagram below shows current land uses. Some of the urban design shortfalls have been highlighted.



The purpose of the SPD is to encourage the redevelopment of the Wembley Link to:

- Improve retail and other town centre uses (Cafes, pubs, offices, community facilities) in order to strengthen the link between the existing town centre and the new stadium retail developments and create a strong and continuous ground floor frontage.
- Secure office floor space as part of mixed developments to meet the council's employment objectives and add to the vitality of the town centre.
- To bring forward the development of a new and expanded Copland school.
- Allow residential development over commercial development that wherever suitable provides family accommodation

Land Ownerships in the Wembley Link area



A - Network Rail

B - Single Ownership
 C - Single Ownership
 D - Multiple Ownership

E - Single Ownership
 F - Single Ownership
 G - Single Ownership
 H - Single Ownership

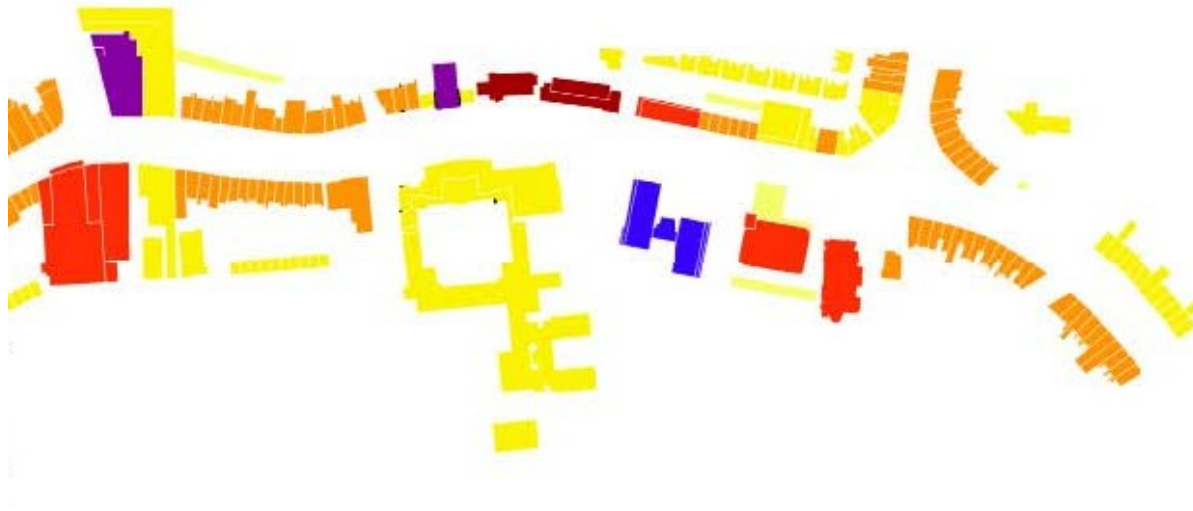
I - Multiple Ownership
 J - Single Ownership
 K - Single Ownership
 L - Single Ownership
 M - Multiple Ownership
 N - Single Ownership
 O - Single Ownership

P - Copland School
 Q - London Borough of Brent
 R - Single Ownership

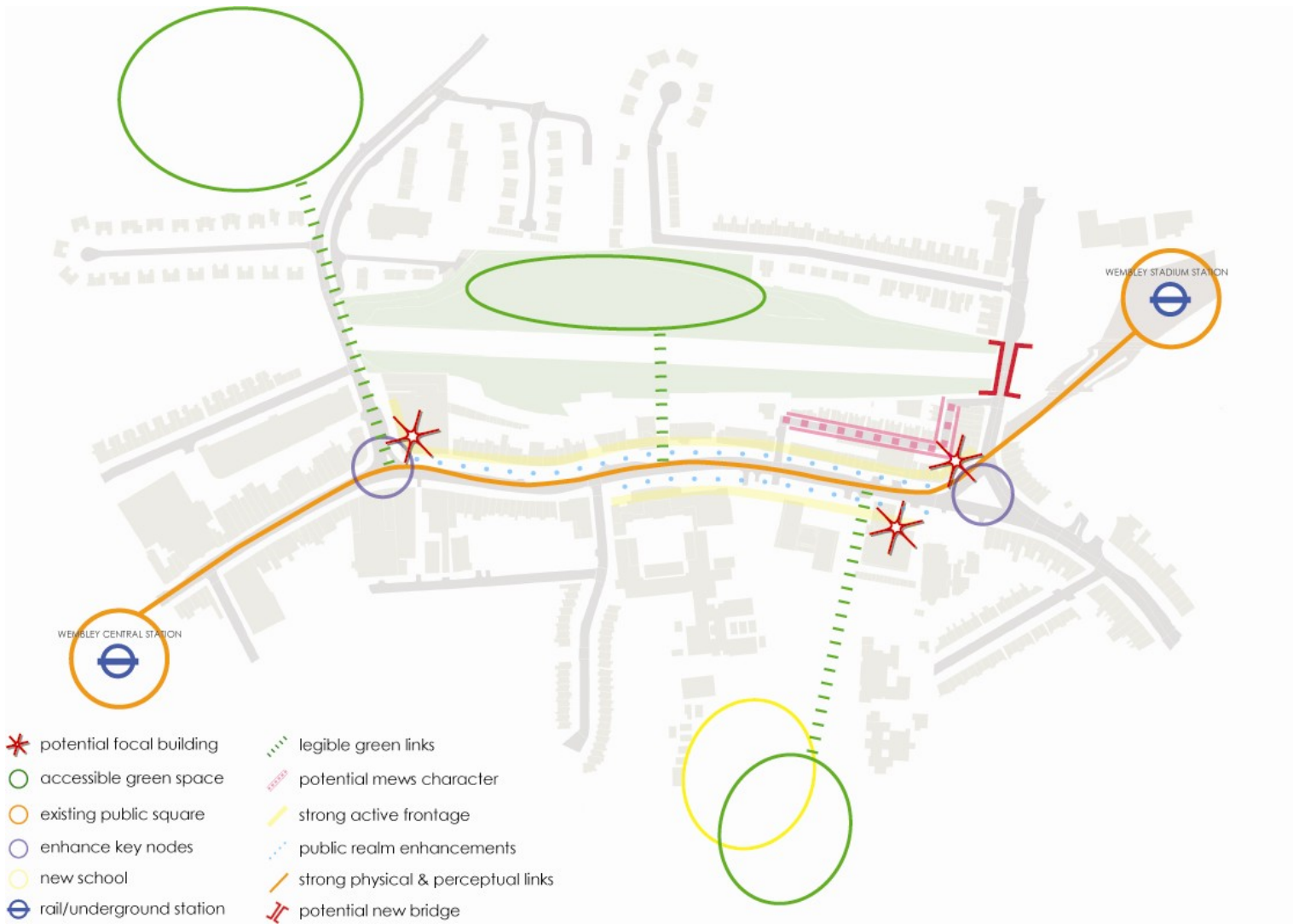
The two largest pieces of land in the area are A & P. A is the land either side of the railway cutting and is owned by Network Rail. P is the land occupied by Copland School and is adjacent to Q, the Brent House site owned by Brent Council. These 2 sites form Character Area 1. Character Area 2 comprises sites B to O along the High Road and the Network Rail owned land which lies south of the railway. This has been divided into 3 sites for the purposes of this study. Due to the limited number of ownerships in the middle site (site 2—E-H) significant attention has been given to this site. Character Area 3 is the remaining land in A which lies north of the railway.

Building Heights, Scale and Massing

The diagram below shows the current building heights along the High Road, as a guide to the existing context. The high road currently has a fragmented and disjointed feel due to an inconsistent mix of different heights, scale and massing, and gaps in the building line. To improve on this, the council is not seeking to achieve a monotonous line of buildings of the same height but a comprehensive boulevard feel in line with the wide street and generous pavement depths.

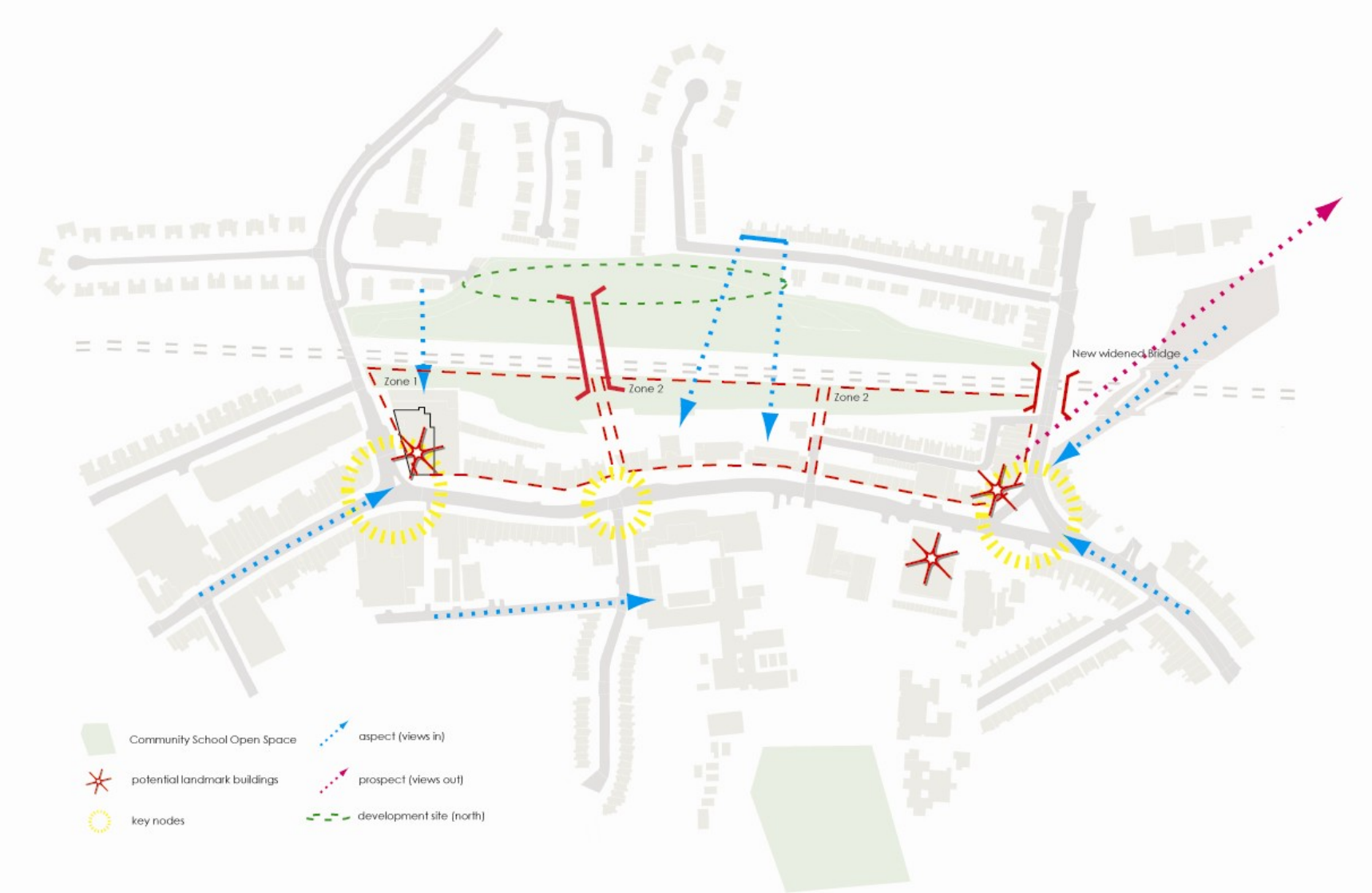


5. A framework for sustainable and mixed development - Site Opportunities



Identified within the Wembley Link area are 3 locations for potential focal buildings which coincide with the beginning and the end of the stretch of High Road under consideration.

A new legible urban structure



Open spaces

The largest open spaces in the area are the King Edward VII Park to the north-west of the Wembley Link., and the playing fields behind the Copland school. There are also two primary schools located adjacent to these playing fields and any proposals should make provision for the fields to be shared with the primary schools or show why this would not be possible. The new school development should also show how community use of the open spaces can be successfully incorporated into the new proposals.

A series of new smaller spaces could be delivered as part of larger scope development proposals to provide public amenity and activity. These will exploit the new retail environment to be combined with active space for commercial or community based uses. The principal open spaces will be improved in terms of quality of landscape, facilities and accessibility, including play facilities with robust furniture and lighting.



Transportation issues

Access and movement considerations are important in considering how plots can/should be developed. Developments should continue to exploit the proximity of Wembley Central and Wembley Stadium stations and the very good bus routes in the area. The onus will be to reduce car parking and provide car free development for commercial and residential units on both sides of the High Road to limit pressure on junctions and and encourage public transport use.

North of High Road:

The narrow depth of site makes access very difficult. Access solely from Park Lane / Wembley Hill Road would be problematic; at least one major access from the High Road would be desirable. Any service road running parallel to the high road should not be continuous or be designed to avoid being used as short cuts to other destinations.

South of High Road:

Car parking on the foodstore site should be used for town centre as a whole

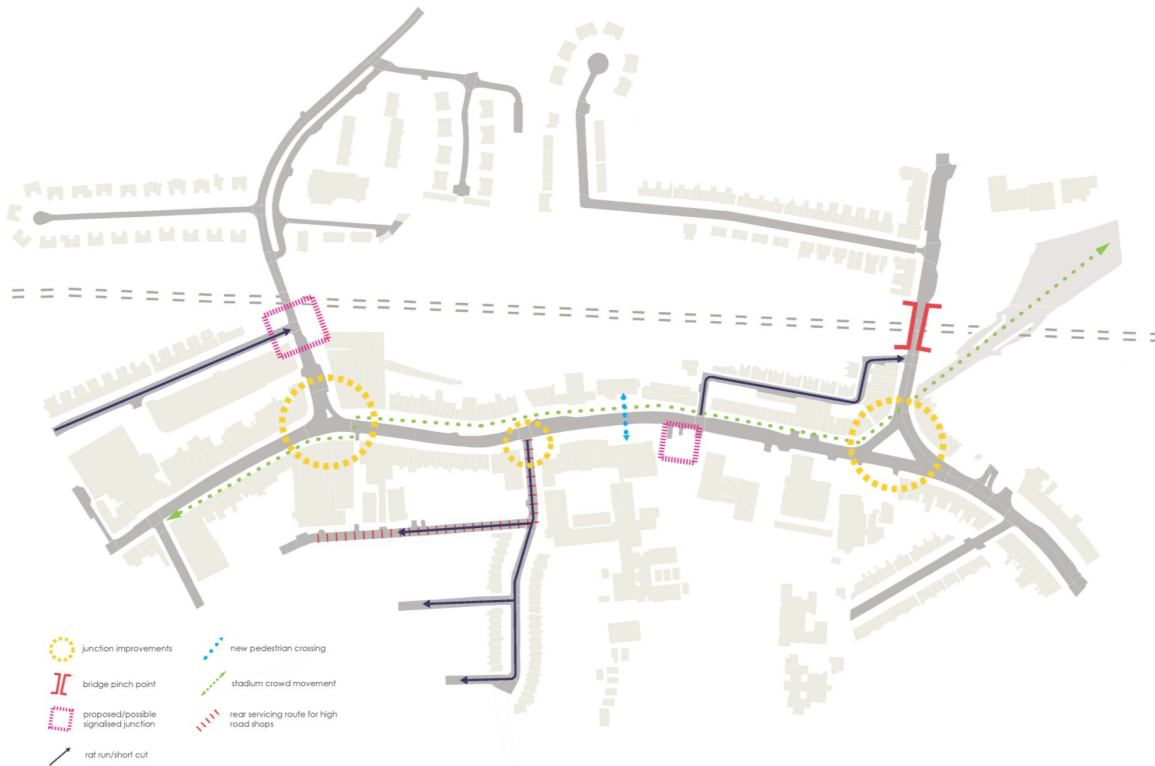
Copland school access – developments should propose a combined new major signal controlled access with other uses (superstore, residential); some servicing accesses may still be required from the High Road but these should be limited. Pedestrian movement to and from the new school should be encouraged from the West (Cecil Ave.) and East (Waverley Ave.)

The masterplan proposes that controlled parking zones will be introduced across surrounding streets in the vicinity of the masterplan to stop residents of new developments 'over-spill' parking in neighbouring streets. This process would require to be funded by the new development.

Residents of surrounding streets will have parking permits (paid in full for the first 5 years by local development proposals)?? Residents of new developments will not be allowed to apply for these permits, and will therefore not be allowed to park on those streets.

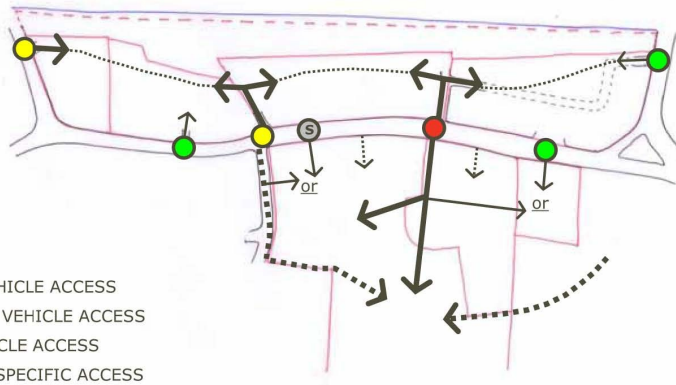
Average parking ratios for the respective Character areas are as follows

South of High Road	0.6 spaces per unit
North of High Road	0.4 spaces per unit
North of Railway	0.65 spaces per unit



Current transport diagram

- junction improvements
- bridge pinch point
- proposed/possible signalised junction
- rat run/short cut
- new pedestrian crossing
- stadium crowd movement
- rear servicing route for high road shops



- PRIMARY VEHICLE ACCESS
- SECONDARY VEHICLE ACCESS
- MINOR VEHICLE ACCESS
- SERVICING-SPECIFIC ACCESS
- PEDESTRIAN/CYCLIST ACCESS
- POTENTIAL MOVEMENT ROUTE THROUGH PLOTS 1-3

Transport analysis of proposals

Renewable energy

New development will need to mitigate climate change and be adapted to its impacts. The council will seek sustainable redevelopment of the Wembley Link area which addresses transport, energy, water, waste, pollution and biodiversity issues.

Transport is one of largest contributors to carbon emissions as well impacting upon local air quality (the site is within Air Quality Management Area, where levels of pollutants exceed EU standards). Wembley Link area has very good links to public transport and proposals should encourage people to use public transport by providing a safe and attractive walking and cycling environment for visitors, workers, students and residents.

New developments should be built to substantially reduce energy and water use. Building designs should follow the London Plan principles of Be Lean, Be Clean, Be Green. Core Strategy policy CP19 requires new housing to be built to Code for Sustainable Homes level 4 and commercial or community development to BREEAM Excellent.

The mix and density of uses within the masterplan provides a good opportunity for Combined Heat and Power technology. Electricity is generated onsite and heat can be piped to a variety of buildings which require heat at different times of the day, via a district heating network. Core Policy 19 requires development in Wembley to connect to, provide or contribute towards CHP.



6. Character Area 1 – Brent House / Copland School

Character area 1 is the combined Brent House and Copland School site. Brent House is a 10 storey office building built in the 1960's but subsequently refurbished. It is currently occupied by Brent council staff but will become empty in 2013 on completion of the new civic centre and the relocation of the Brent Council staff. Copland school is a community school also built in the 1960s but in a very bad state of repair. Behind the school are large playing fields which are also referred to in this SPD.

Mixed use retail proposal

The Wembley Link SPD proposes a ground floor commercial retail frontage including a large retail store with undercroft parking predominantly using the natural fall of the site to avoid the costs associated with providing basement parking. The council are trying to achieve a large proportion of family housing. The heights of the proposed scheme have been assessed as likely to be viable at a maximum of 7 storeys above ground over a double height ground floor for the retail unit heights. The council will be flexible on considering proposals but there will be a preference for lower height schemes. There will be a requirement to achieve an active retail frontage with servicing off Wembley High Road, Cecil Avenue should be limited to some of the residential development only. Submitted proposals will require detailed work in respect of transport studies and reasonable contributions to the Wembley Triangle and other adjacent transport improvements will be sought.

In the event of the school not coming forward with joint development proposals the council will bring forward proposals for the Brent House site only.

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

Housing

Housing types should be a mix of units, with a substantial proportion being larger family units (3 bed or more). The council will be seeking as many family units as possible as there is a local need for affordable family housing and the form of proposals should follow this provision. There is currently a significant proportion of already consented 1-2 bed accommodation on the nearby Wembley City developments. The council will be seeking to now rebalance that lack of family provision at Wembley City in order to generate a more mixed and balanced community.

Although this is a Town Centre area where the provision of non-family housing may be the more obvious choice, careful design should not preclude family housing by using opportunities to create larger units with suitable amenity space in the form of ground floor units with gardens and large apartments with generous balconies and terraces.

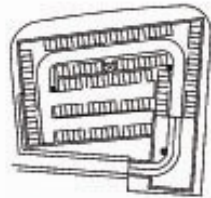
Development Site

- Major Retail 6265m²
- Local Retail 1400m²
- Residential 328 Flats (flexible)
38 Houses
- Total Parking 356 spaces
- Residential 0.3-0.5 per unit = 90-150 spaces
- Retail = 206-266 spaces

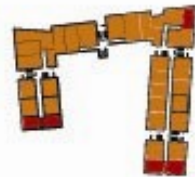


Brent House Copland School

Floor Plans



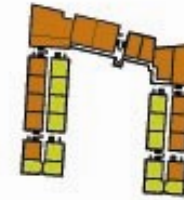
Undercroft car park



3rd floor



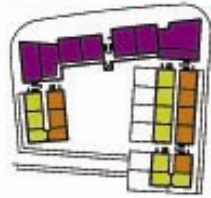
Undercroft car park



2nd floor



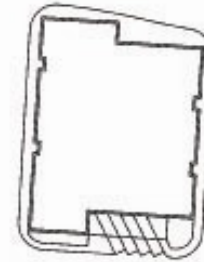
6th floor



Ground Floor



4th floor



Ground Floor



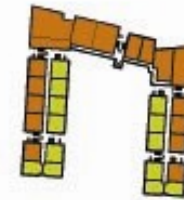
3rd floor



1st floor



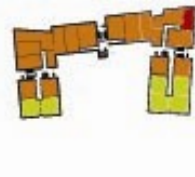
5th floor



4th floor



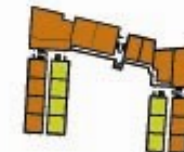
2nd floor



6th floor



1st Floor



5th floor

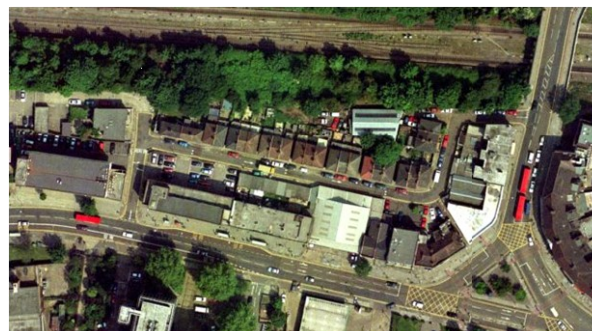
7. Character area 2- North of the High Road, South of the Railway

The area divides into three zones which are formed by existing access roads for consideration:



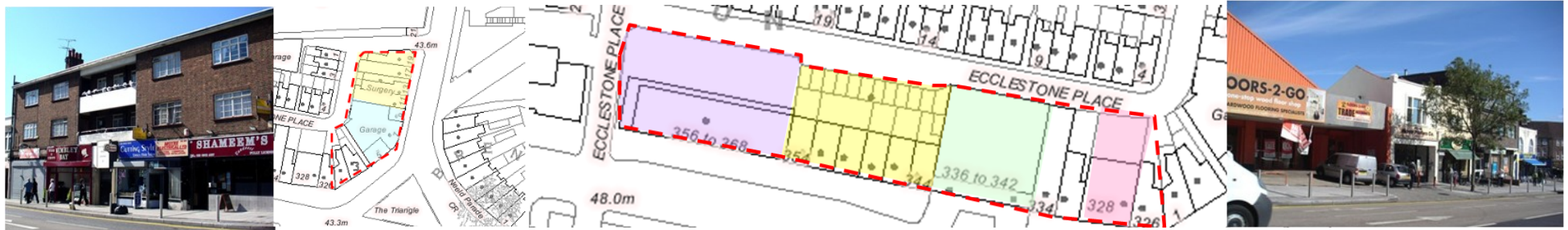
Site 1

The area, which this study covers, is an area defined by Ecclestone Place to the west, Chiltern railway line to the north, Wembley Hill Road to the east and Wembley High Road to the south. The boundary includes part of the railway embankment which currently is designated as wildlife corridor in the UDP. Network Rail requires an 8m buffer from the railway line. Nevertheless a 16m buffer is required if additional tracks are planned. Planned transport improvements to the triangle junction propose removal of the “triangle” and an increased pavement width on the corner, opening the opportunity for public realm improvements and a landmark public space opposite the White Horse Bridge marking the beginning of the High Road. Any proposals for this corner should continue this concept.



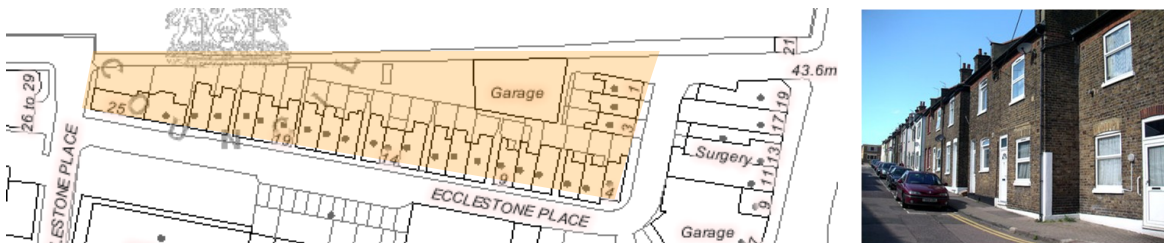
1 – 19 Wembley Hill Road & 326-356 Wembley High Road

There is a variety of different building uses, ages and conditions, with multiple commercial ownerships



Ecclestone Place

Ecclestone Place is one way from 1 – 25 Ecclestone Place. It is currently used as a rat run by drivers who try to get to Wembley Hill Road from the High Road. The properties are mainly two storey, two-bedroom houses. They lack front gardens, privacy and off street parking, The masterplan options show proposals which include retaining the existing housing on Ecclestone place.



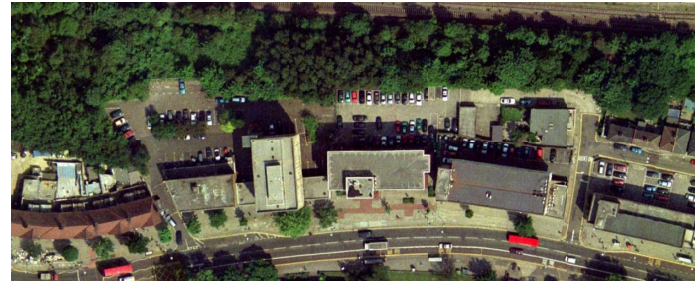
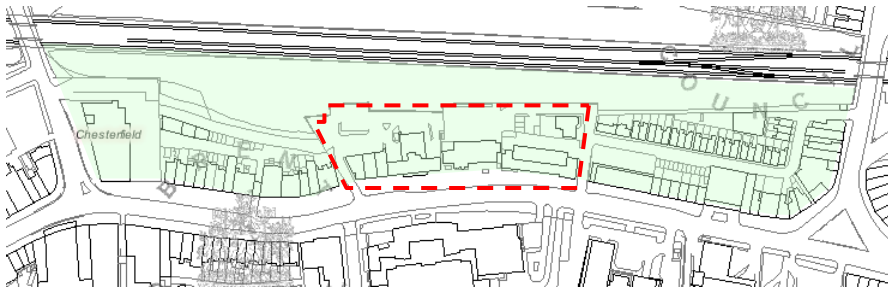
There are two options for redeveloping the land in Site 1:

1. Take in the railway embankment and include Ecclestone place in a more comprehensive development.
2. Concentrate the development on the land to the south of Ecclestone place.

Both options should propose improving the servicing arrangements without encouraging a through route.

Site 2

The 1.65 acre (0.67ha) plot mainly consists of multi-storey, dated office buildings on the High Road.



The council will support the following form of development:

- A Commercial ground floor that supports retail and other town centre uses (4.5m high ground) and provide sufficient depth (20m) to provide deeper plots not available in the primary frontage.
- Upper floors may contain residential but should also contain an element of office accommodation (needing similar floor heights to commercial)
- Over the whole of Plot 2 frontage development should sit within a 4-8 storey envelope

This building footprint is estimated to provide a viable development quantum of floorspace. It is however important to ensure that sites are deliverable.

There are two options for the development of Plot 2, depending on whether Network Rail embankment land is added to the frontage development sites.

The first option without the embankment secures a strong frontage with some buildings running to the rear boundary and depends on a rear service road to meet servicing requirements and providing limited parking.

The second option that includes the embankment proposes a series of streets and squares, creating a distinctive character from the High Road, providing a mixture of private and semi-private space with a more intimate scale and character. Buildings and spaces between them will need careful design to ensure good daylight and sunlight and frontage buildings in this option will be lower in height overall than in option 1

Site 3 – Wembley Court Parade and Chesterfield House

The area which this plot covers is an area defined by Park Lane to the South, Chiltern railway line to the north, Park Lane to the west and Wembley High Road to the south. Wembley Court Parade is a three storey, brickwork, mock Tudor block with shops on ground floor, residential above.

Apart from multi-ownership of the area, the state of the back land is also very challenging. The back land area not only is used as a business car park but also used by a car repair business. Access to the back land via the passage under 428 High Road is regularly blocked with vehicles attempting to manoeuvre. All the flats above shops at Wembley Court Parade are accessed from the stairs at the back. Some of the duplex maisonettes have been subdivided into smaller flats.



Chesterfield House

Chesterfield House is located within the primary shopping frontage of Wembley Town Centre at the corner of Park Lane and Wembley High Road. The existing building is a 7 storey 1960's building on a 2.67ha site comprising office and retail accommodation. Vehicular access to the site is off Park Lane.

There is an extant planning permission for a 17 storey office block and a current application for hotel accommodation of similar height but in a bulkier building. The Wembley link SPD gives an opportunity to re-think the role of taller buildings within the area both here and at Copland School. This is both in the light of taller schemes that have been consent and built (notably Central Square and Elm Road) and relating those to an approach across the Wembley link area that seeks to moderate early ideas that promoted higher buildings. A key consideration of this SPD is the identification of taller buildings at either end of the Wembley Link. However any new building on the Chesterfield House site in its elevated position should better reflect the heights of Wembley Central Square and Elm Road rather than significantly depart from them.

The key considerations are:

- Provides active ground floor uses with a mix of uses on the upper floors that could include office, hotel and/or residential uses (where suitable amenity space can be provided)
- Where hotel or residential uses were provided solely there is a limited element of office use
- A new approach that limits heights reflecting newly approved and built schemes
- Sets back any building on the corner and provides an expanded public realm
- Provides a more considered relationship to the East and provides a more neighbourly building through set backs from the boundary and other devices
- Provides or secures a new access road into the east of plot 1 to improve servicing arrangements



Chesterfield House

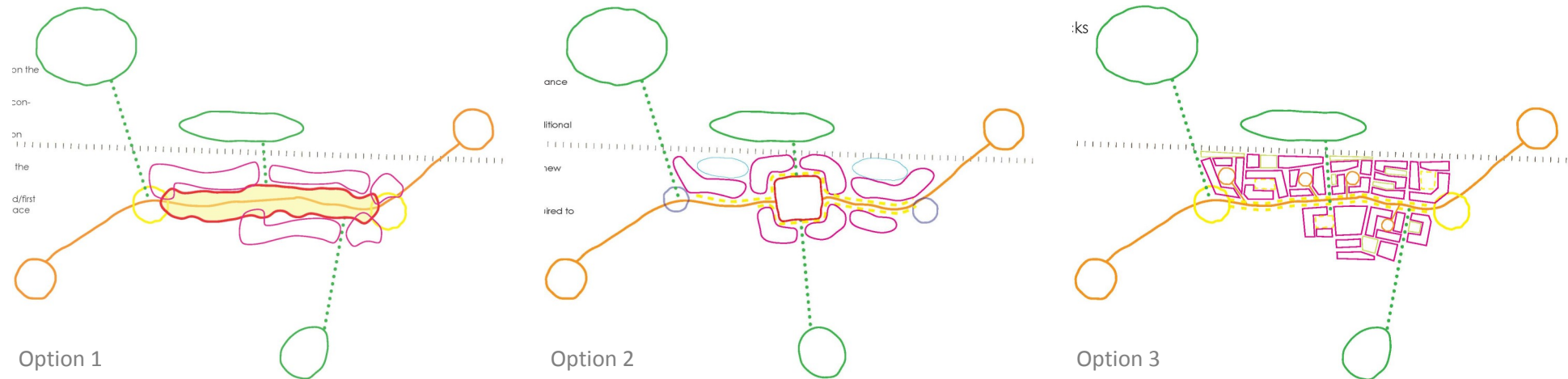


Extant planning permission

Masterplan options—design principles

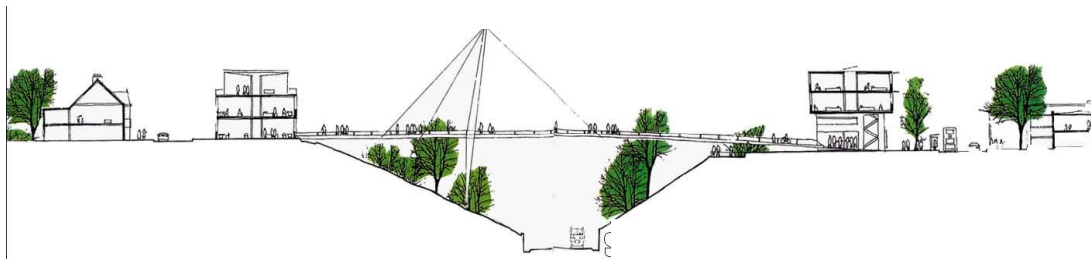
Analysis of the three study areas have resulted in three strategic options to allow flexibility. Option 1 uses the existing plots without including any of the Network rail owned land. Options 2 & 3 suggest proposals that make use of the whole area up to the railway including the land currently owned by network rail. Option 2 has a larger courtyard arrangement and option 3 has a tighter grain smaller courtyard arrangement.

The council's preference is to achieve option 3 (or then option 2) which requires the inclusion of the Network Rail owned embankment land. However the council will work up option 1 which allows a frontage development and service road to be accommodated if Network Rail land does not come forward. In this way the SPD is flexible to accommodate a range of possible circumstances.



Consideration should be given to the following issues:

- The architectural treatment at the triangle junction corner of the site should be considered carefully in relation to creating public space, and greater visibility between the White Horse Bridge and the High Road.
- Public Realm improvements.
- There may be an opportunity to reduce congestion through introduction of a one way system down St Johns Road / Elm Road.
- High road enhancements would be welcomed to reinforce the “road to Wembley”
- The commitment to public art
- Potential to reinforce tree planting to create a boulevard between park lane and the triangle.
- The Café Quarter design guide 2003 is a design guide to encourage active café / restaurant uses to spill out onto streets, includes guidance on boundary treatments, furniture, awnings etc. The aspirations should be considered in relation to the Wembley link, although this spd seeks to provide predominantly retail high street active frontages.
- A potential new link across the Chiltern cutting opposite Copland school.—see illustration below:



Masterplan layout options

Due to its location the council considers the area to be suitable for a mixed use redevelopment scheme incorporating new residential uses. The spd establishes firm principles of connection and movement through the area. Around this, an interpretation of the vision has been designed, presenting clear manifestations of character and place.

The council will expect development to generally conform with its usual design standards set out in SPG 17. However the Wembley Link spd does allow an opportunity to respond positively to something interesting and distinctive with character and identity that will realise increased values from inherent quality. This will need to be demonstrated in the quality of design, build, material and surface including both buildings and the public realm and set out in such detail as to ensure delivery on the ground.

The illustrations that follow show design options that have been developed by the council to illustrate a range of possible proposals for regenerating character area 2 of the Wembley Link area. They all include the proposal for the mixed use retail development on the Brent House / Copland School site south of the High Road.



Option 1 layout :

This option uses no Network Rail owned land and proposes a strip of mixed use buildings along the High Road. The heights proposed are between 4 & 8 storeys.



Option 2 layout :

This option uses the Network Rail owned land south of the railway and proposes large courtyard arrangements with commercial uses on the ground / lower floors along the High Road and residential accommodation above and behind. The heights proposed would be up to 6 storeys along the high road and 3 storeys behind.



Option 3 layout :

This option uses the Network Rail owned land south of the railway and proposes smaller courtyard arrangements with commercial uses on the ground / lower floors along the High Road and residential accommodation above and behind. The heights proposed would be up to 5 storeys along the high road and 3 storeys behind. This proposal has a much tighter grain than option 2 and would need to be carefully designed with respect to daylight and sunlight and SPG 17 guidelines.

Layout Options—3d views

Option 1



Option 1 - view east along the High Road

Option 1



Option 1 - view west along the High Road

Option 2



Option 2 - view east along the High Road

Option 2



Option 2 - view west along the High Road

Option 3



Option 3 - view east along the High Road

Option 3



Option 3 - view west along the High Road



A selection of illustrations showing how the regenerated Character Area 2 may look.

8. Character area 3 – North of Railway

The area north of the railway comprises Network Rail owned land bounded by the Chiltern Railway to the south and existing residential areas of predominantly 2 storey housing to the north.



Ecology considerations and development opportunities

The Chiltern Line embankments are designated Grade I for nature conservation importance. The area is also protected as wildlife corridor and provides a continuous wildlife link between Barham Park and the River Brent. There is roughly 1 ha of vegetated area south of the railway line and 2 ha north of the railway line. Taken together this provides one of the largest areas of woodland in Brent. Development on the site of nature conservation importance will only be accepted where it provides substantial benefits to the town centre and meets the objectives of this SPD. Mitigation and compensation measures will need to be provided to ensure there is no overall net loss to biodiversity value and a continuous wildlife link is provided through the site.

Development proposals for the embankment are set out in the council's Unitary Development Plan (UDP) 2004 and in the council's draft Site Specific Allocations 2010 (SSA W10). The UDP envisaged potentially a more significant development linking both sides of the embankment with a range of town centre uses. The draft SSA in 2010 seeks a mixed use development on the south side of the Chiltern Railway and limited residential development on the north that is respectful of the nature conservation value of the northern embankment in particular. It also seeks links across the railway to form a pedestrian/cycle link between both sides of the embankment. Both the UDP and the SSA's refer to the need for a more detailed masterplan that sets out key development considerations and this SPD is intended to fulfil this role.

The plan below illustrates one possible solution restricting residential development to the northern part of the embankment using Mostyn Avenue as a connection. The road connection allows some views of the embankment to be maintained. It is expected that any development close to Mostyn Avenue will be of a similar height to existing properties and that development can then use the slope to increase stories without increasing heights. A possible alternative is to create a ribbon development between Mostyn Gardens and Park Court at the southern end of Lea Gardens again restricting low scale residential development to the northern edge of the embankment and limiting the impact on the nature conservation value of the site.



9. Delivery and implementation

Working together

Brent Council and delivery partners will devise a narrative for Wembley Link as a successful and sustainable place, including a series of specific infrastructure interventions. This masterplan is part of that narrative. Developers, including the council's housing association partners will deliver homes and space for community and commercial uses within that narrative. Brent Council has a key facilitative role to play in terms of:

- Negotiating development proposals through the planning system
- Securing planning obligations
- Forming partnerships between delivery agencies
- Implementing public realm infrastructure projects

Flagship projects will exist in which the council will have a direct role of delivery. For many other projects, delivery will rely on development coming forward, and the council will need to secure these projects through the planning process. The council does have compulsory purchase powers and will mindedly use them to remove blockages to the transformation of Wembley Link to deliver the masterplan.

Phasing plan to be determined

Business relocation

The message of this masterplan is clear. The run down Wembley Link area will be transformed into a sustainable mixed use community.

A supply of space could be delivered that includes a number of units at a range of sizes. Rents could be "stair-cased" or "pump primed" so that early years were more affordable but could then increase as businesses grow. Units could be located around shared business administrative space (such as meeting space, reception, copying). This will require the management of space across premises.