

Wembley Link

Supplementary Planning Document

draft

London Borough of Brent Feb 2011



Way out to
Wembley Stadium,
Arena and High Road

Foreword

We would like to endorse and recommend this exciting development framework for the east end of the High Road, it describes the Council's ambitions for this important part of Wembley town centre that is the vital connection between Wembley Central and the Stadium masterplan area. Wembley is one of London's most exciting regeneration opportunities and the scale and pace of change in the last few years has been breathtaking, but we are only at the beginning. This planning document will help guide the Council's development partners in the delivery of sustainable, high quality buildings and landscapes that will constitute the new "Link" and coordinate development to deliver the new Wembley.

With the successful opening of the new Wembley Stadium, the re-interpretation of the Arena and its Square; the confirmation of Wembley as one of London's most exciting places is fast becoming a reality. However, we need to look at Wembley as a whole and focus the regeneration momentum on creating an instantly recognisable and distinct area of London. This Supplementary Planning Document is essential if we are to achieve these goals and ensure that development within Wembley is coordinated and mutually beneficial.

We believe that with strong partnership and clear guidance a new connected and reinvigorated Wembley will emerge. The new Wembley will be an exciting and attractive place to live, work and play with all the facilities that its residents need and deserve.



Cllr. Ann John
Leader of the Council



Cllr. George Crane
Lead member for Regeneration

The Vision

1.0 Introduction - Reconnecting Wembley

2.0 Wembley High Road Today

3.0 Wembley Link: A Connected Future

4.0 A Framework for Sustainable Mixed Use Development

5.0 Delivering Change

6.0 Policy Framework & Process

The Vision



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.....



Wembley — A New Identity

There are some great things happening in Wembley today. Wembley City – anchored by Wembley Stadium and Wembley Arena, has advanced plans for a new shopping street, a designer outlet shopping centre, offices, residential and a range of leisure and entertainment uses including a multiplex cinema. New development at Wembley Town Centre has included the Wembley Central Square mixed use scheme.

The Wembley Link Supplementary Planning Document (SPD) 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 a range of high quality active frontage development to this part of the High Road;
- Facilitate medium density development and identify 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 environment with a strong identity that can develop the town centre as an attractive and exciting destination for shopping, living, working and visiting, whilst ensuring development is as sustainable as it can be;
- Encourage the provision of family housing where appropriate and meet the Mayor of London’s objectives, including reference to the draft Housing Design Guide.

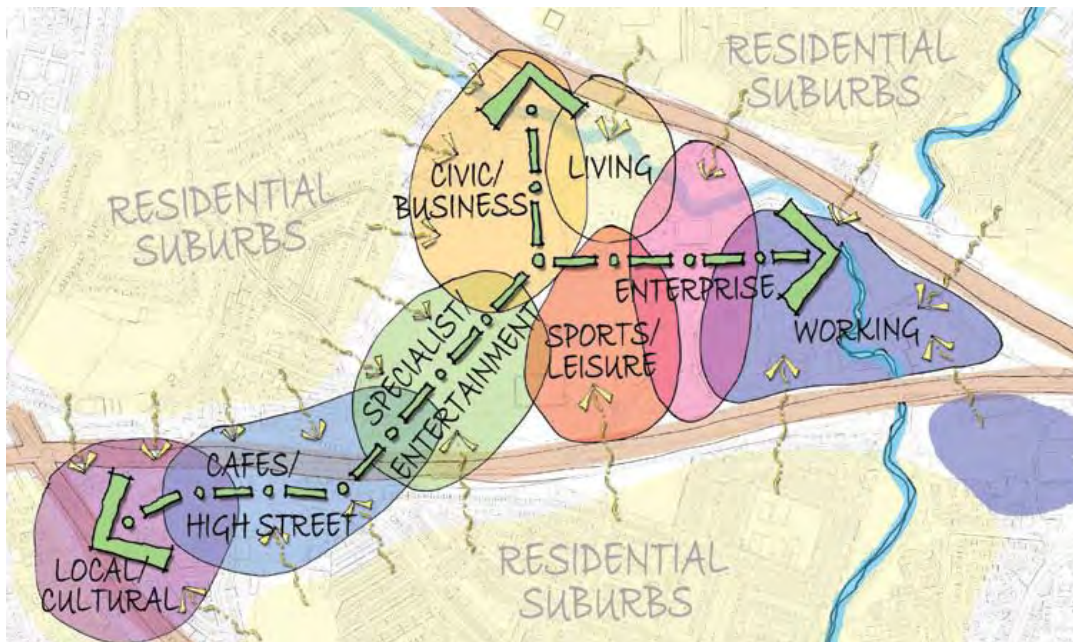
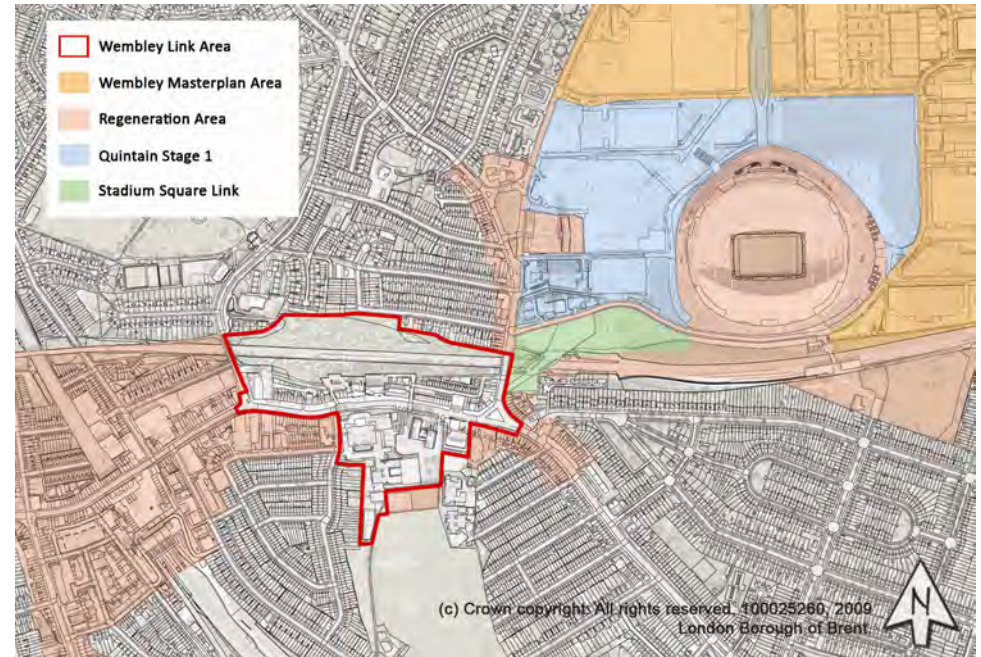
The plans, maps and diagrams in this document showing proposals for the Wembley Link area are illustrative and are not intended to preclude innovative design solutions. They should be considered flexibly in order to deliver change to High Road. They do however illustrate important planning and design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



1.0 Introduction - Reconnecting Wembley

The Wembley Link area is the crucial crossover between new developments in the town centre and the emerging Wembley City development and it must draw people from one to the other for their mutual benefit. Our strategy, as set out in the Local Development Framework (Policy CP7), 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 proposes to bring forward with the twin aims of regenerating the High Road and supporting any future proposals to deliver a new school. This stretch of 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, work and visit.



1.1 Creating the 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 new and ‘old’ centres.

1.2 Strategic Objectives

The London Plan requires that Brent plans for 11,500 new homes by 2026. Brent's LDF Core Strategy (Policies CP1 & CP2) 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 improved 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.

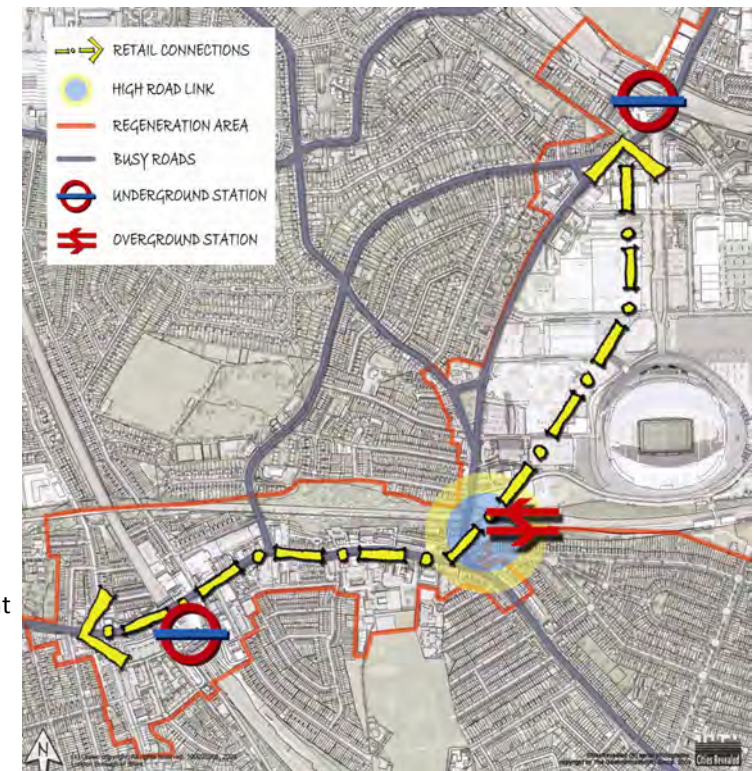
The strategic objectives of the Wembley Link SPD are to:

- 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, jobs, services and infrastructure;
- Deliver a definable and legible place where people will want to live, work and visit, by producing a quality environment;
- Develop a distinct urban character of buildings, streets and spaces capitalising 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.

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 mitigate the impacts of development on traffic flow in the affected areas
- To protect the nature conservation value of the Chiltern Line Cutting whilst enabling development on the south side and limiting development on the north side to a level that minimises impact on the surrounding suburban residential scale and character
- 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 footprint retail units currently lacking in the High Road



2.0 Wembley High Road Today



2.1 The Wembley Link Area

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 SPD because any development is likely to have significant impacts on these locations. Consideration should be given to the wider historic character context of the SPD area which proposals will impact and need to successfully integrate with, such as its residential scale.





1 Chiltern Railway (looking east)



4 Rear of High Road



7 Copland School



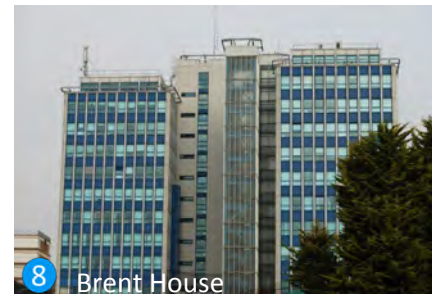
10 Ecclestone Place



2 Chesterfield House



5 Rear of High Road



8 Brent House



11 Chiltern Railway (looking west)



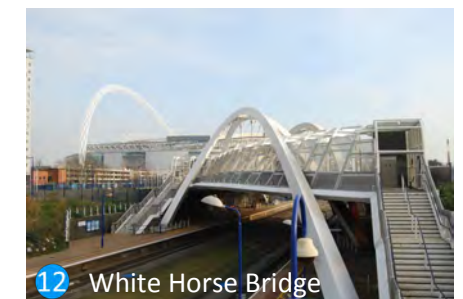
3 Park Lane Junction



6 High Road



9 Mostyn Avenue



12 White Horse Bridge

Historically the area consisted mainly of edge of town centre 1930's shops with residential accommodation above in buildings of 2-3 storeys. Some of them were replaced in the 60's—80's by a number of speculative office blocks that are no longer fit for purpose. There is a single terrace of Victorian housing in Ecclestone Place, to the east of the Wembley Link area. Planning permissions have already been granted for the construction of taller 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 Road 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.

2.2 Land Use

Small local shops on North side of High Road

Office ground floor uses in these locations lack High Road activity

Lack of Active frontage on south side



2.3 Building Heights, Scale and Massing

The adjacent diagram shows the current building heights along the High Road, as a guide to the existing context. Wembley today is a fairly typical suburban town centre, with predominant building heights ranging between 2-4 storeys. There are a number of exceptions to the rule, particularly within the SPD area, which currently has a fragmented and disjointed feel due to an inconsistent mix of different heights, scale, massing and gaps in the building line.



The topography of the site is particularly important as there is a significant drop in levels from north to south (see below). This has implications for the scale of development because it will be highly visible from the south. Conversely, the impact of development on buildings to the north of the area is likely to be less apparent.



2.3.1 A Fresh Approach to Building Heights

There are two major extant planning permissions in the Wembley Link area. Permission was granted for a 17 storey office development at Chesterfield House and for a 28 storey mixed use development at Copland School. Neither of these developments have materialised on the ground and during this period development has been completed at Central Square and Elm Road.

With a greater understanding of the economics and urban design impacts of taller development, the council has looked at the issue of building heights afresh and proposes a departure from the Copland 28 storey approval and the large office block consent on Chesterfield House. These proposals for very high buildings do not sit comfortably within the suburban context of the area and permissions for such high buildings appear even less likely to be built. The Central Square, Elm Road and Elizabeth House developments show a new mid range height that appears both developable and comfortable in the context of the High Road and the surrounding housing.



A key consideration of this SPD is the identification of taller buildings at either end of the Wembley Link as part of a co-ordinated strategy for Wembley. Any new building on the sites identified for taller development (Chesterfield House, the Triangle) should reflect the heights of Wembley Central Square and Elm Road rather than significantly depart from them. The prominence and height of the new Central Square development should be greater than the buildings within the Wembley Link area to reflect its location next to Wembley Central Station and square.

2.4 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 Copland School playing fields. The heritage value of the King Edward VII Park should be recognised in any proposals and opportunities identified to conserve this value. There are two primary schools located adjacent to the Copland School playing fields. Any proposals should make provision for the fields to be shared with the primary schools. The new Copland School development should demonstrate how community use of the playing fields can be successfully incorporated into new proposals.

New open spaces should be delivered as part of major development proposals to provide public amenity and activity. These will enable a 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. The council expects play space to accord with the Mayor's draft SPG on "Providing for Children and Young People's Play and Informal Recreation". Proposals should also refer to London Play Policy 3D.11.i.

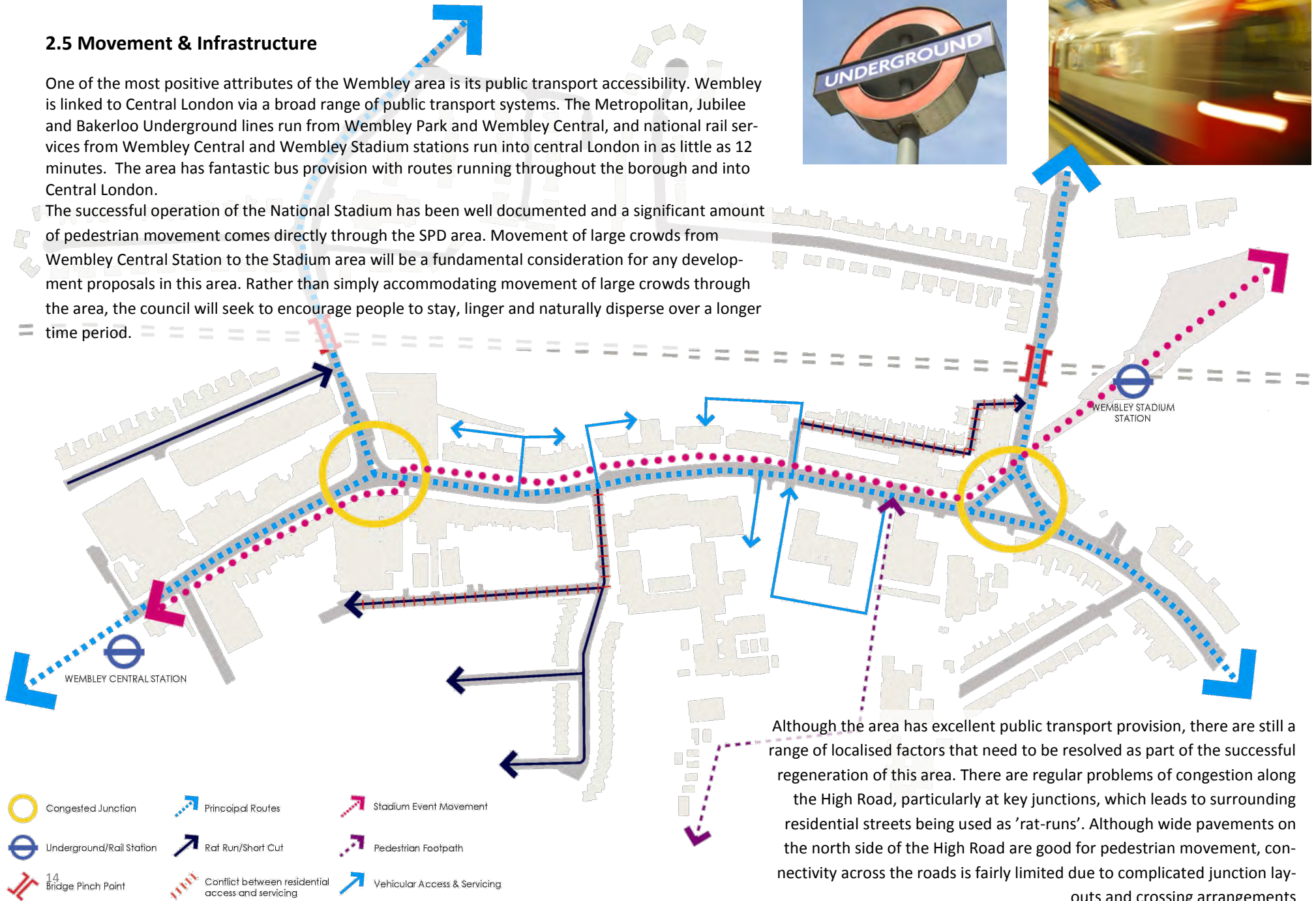


New development in this area should fully consider the principles of natural play through improving the connectivity between parks and open spaces, as part of the Wembley Link falls within an Area of Deficiency in Access to Nature. Brent's Biodiversity Action Plan should be consulted while producing any landscaping proposals. For guidance on ecological soft landscaping enhancements, the London BAP Habitat Suitability maps and the London Regional Landscape Framework should be used.

2.5 Movement & Infrastructure

One of the most positive attributes of the Wembley area is its public transport accessibility. Wembley is linked to Central London via a broad range of public transport systems. The Metropolitan, Jubilee and Bakerloo Underground lines run from Wembley Park and Wembley Central, and national rail services from Wembley Central and Wembley Stadium stations run into central London in as little as 12 minutes. The area has fantastic bus provision with routes running throughout the borough and into Central London.

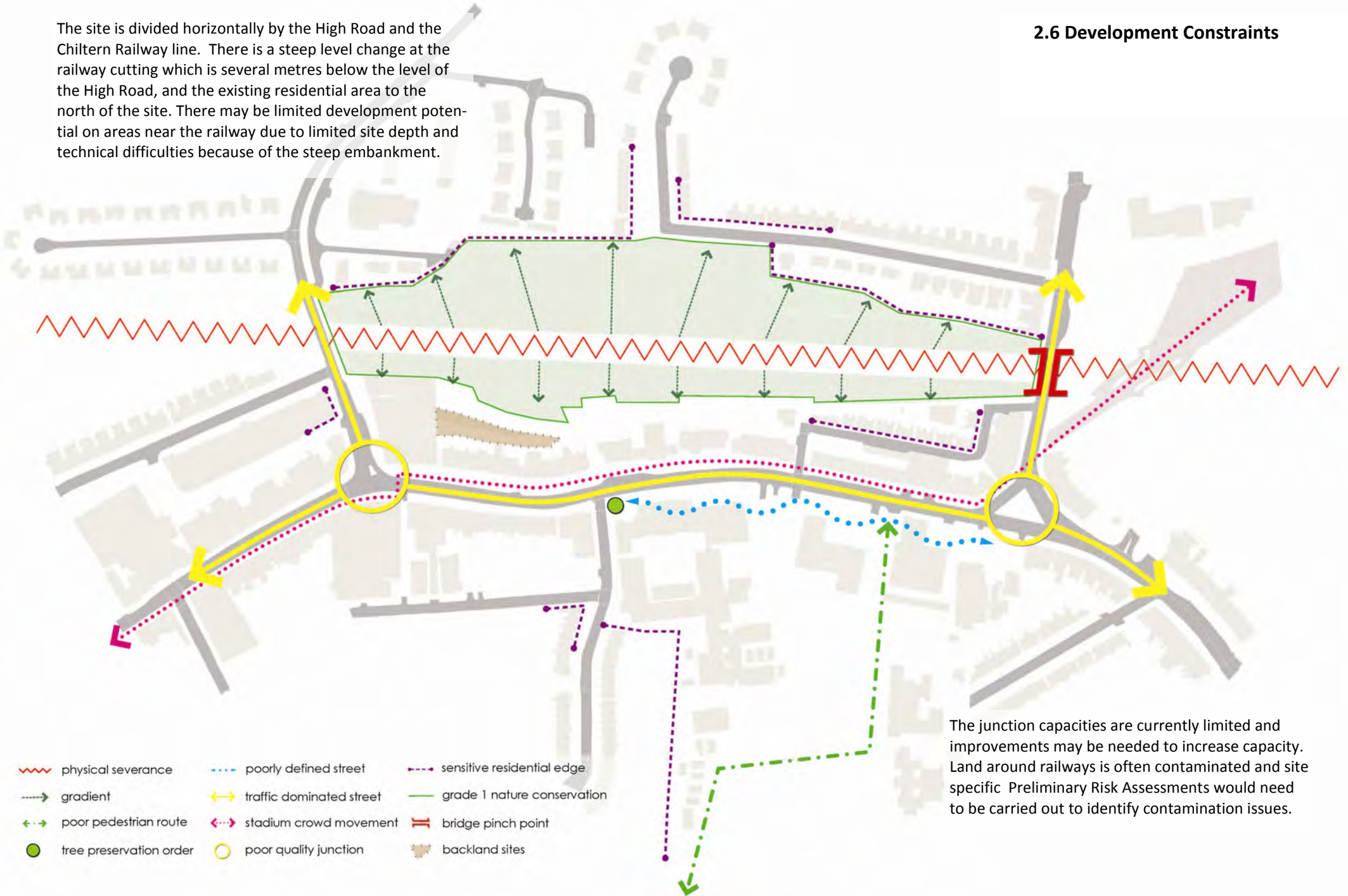
The successful operation of the National Stadium has been well documented and a significant amount of pedestrian movement comes directly through the SPD area. Movement of large crowds from Wembley Central Station to the Stadium area will be a fundamental consideration for any development proposals in this area. Rather than simply accommodating movement of large crowds through the area, the council will seek to encourage people to stay, linger and naturally disperse over a longer time period.



Although the area has excellent public transport provision, there are still a range of localised factors that need to be resolved as part of the successful regeneration of this area. There are regular problems of congestion along the High Road, particularly at key junctions, which leads to surrounding residential streets being used as 'rat-runs'. Although wide pavements on the north side of the High Road are good for pedestrian movement, connectivity across the roads is fairly limited due to complicated junction layouts and crossing arrangements

2.6 Development 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 because of the steep embankment.



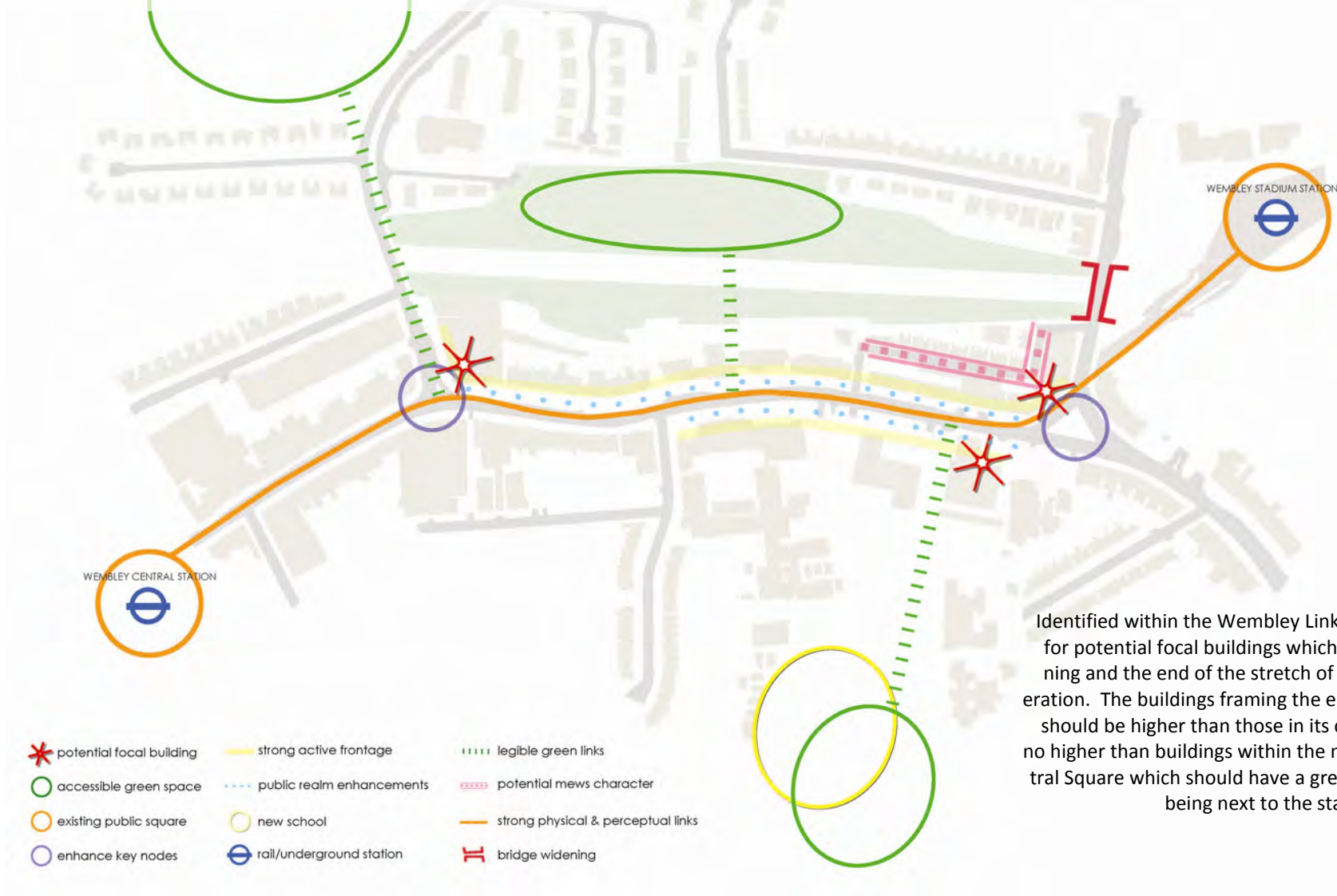
The junction capacities are currently limited and improvements may be needed to increase capacity. Land around railways is often contaminated and site specific Preliminary Risk Assessments would need to be carried out to identify contamination issues.

- ⚡ physical severance
- ⋯ poorly defined street
- - - sensitive residential edge
- - - gradient
- ↔ traffic dominated street
- grade 1 nature conservation
- - - poor pedestrian route
- - - stadium crowd movement
- } bridge pinch point
- tree preservation order
- poor quality junction
- ▨ backland sites

3.0 Wembley Link: A Connected Future

3.1 Development Opportunities

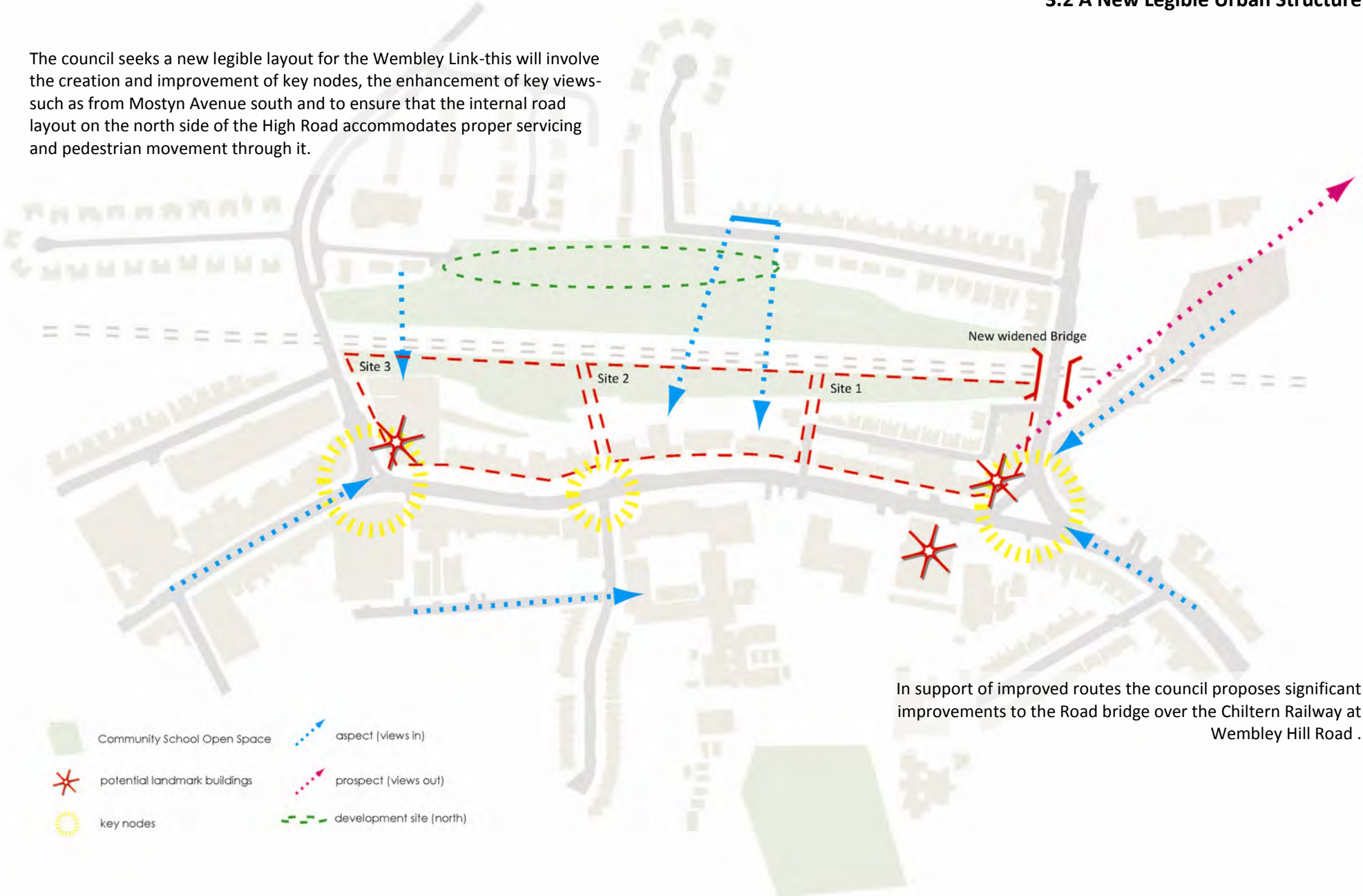
The overarching concept for this SPD is to strengthen and enhance the role of this part of the High Road as an attractive route from Wembley Central to the Stadium area as well as a place with its own character and identity.



Identified within the Wembley Link area are three locations for potential focal buildings which coincide with the beginning and the end of the stretch of High Road under consideration. The buildings framing the ends of the Wembley Link should be higher than those in its centre but this should be no higher than buildings within the main town centre at Central Square which should have a greater level of prominence being next to the station and public square.

3.2 A New Legible Urban Structure

The council seeks a new legible layout for the Wembley Link-this will involve the creation and improvement of key nodes, the enhancement of key views-such as from Mostyn Avenue south and to ensure that the internal road layout on the north side of the High Road accommodates proper servicing and pedestrian movement through it.



In support of improved routes the council proposes significant improvements to the Road bridge over the Chiltern Railway at Wembley Hill Road .

3.3 A Strategy for Movement

At the heart of the transport strategy will be the creation of streets as places (rather than vehicular routes) focused on accommodating pedestrians, cyclists and other road users in attractive, safe and legible urban streetscapes. Access and movement considerations are important in deciding 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. This will limit pressure on junctions and encourage public transport use.



Junction Improvements

With the level of development envisaged over the life of this SPD it will be necessary to make some significant enhancements to the Triangle Junction and the bridge over the Chiltern Line on Wembley Hill Road. Improvements could include additional lanes and pedestrian crossings as well as potential bridge widening works. 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.

Parking:

Controlled Parking Zones (CPZ) already cover surrounding streets in the vicinity of the SPD area. This should help prevent residents of new developments 'over-spill' parking in neighbouring streets. Residents of new developments will not be allowed to apply for residents' parking permits and event day parking permits, and will therefore not be allowed to park on those streets.'

Where the impact of overspill parking from new developments will impact on local streets, consideration will be given to compensating affected residents by the introduction of reduced charge parking permits or, in certain cases, free parking permits over a defined period where new or amended CPZs are introduced.'

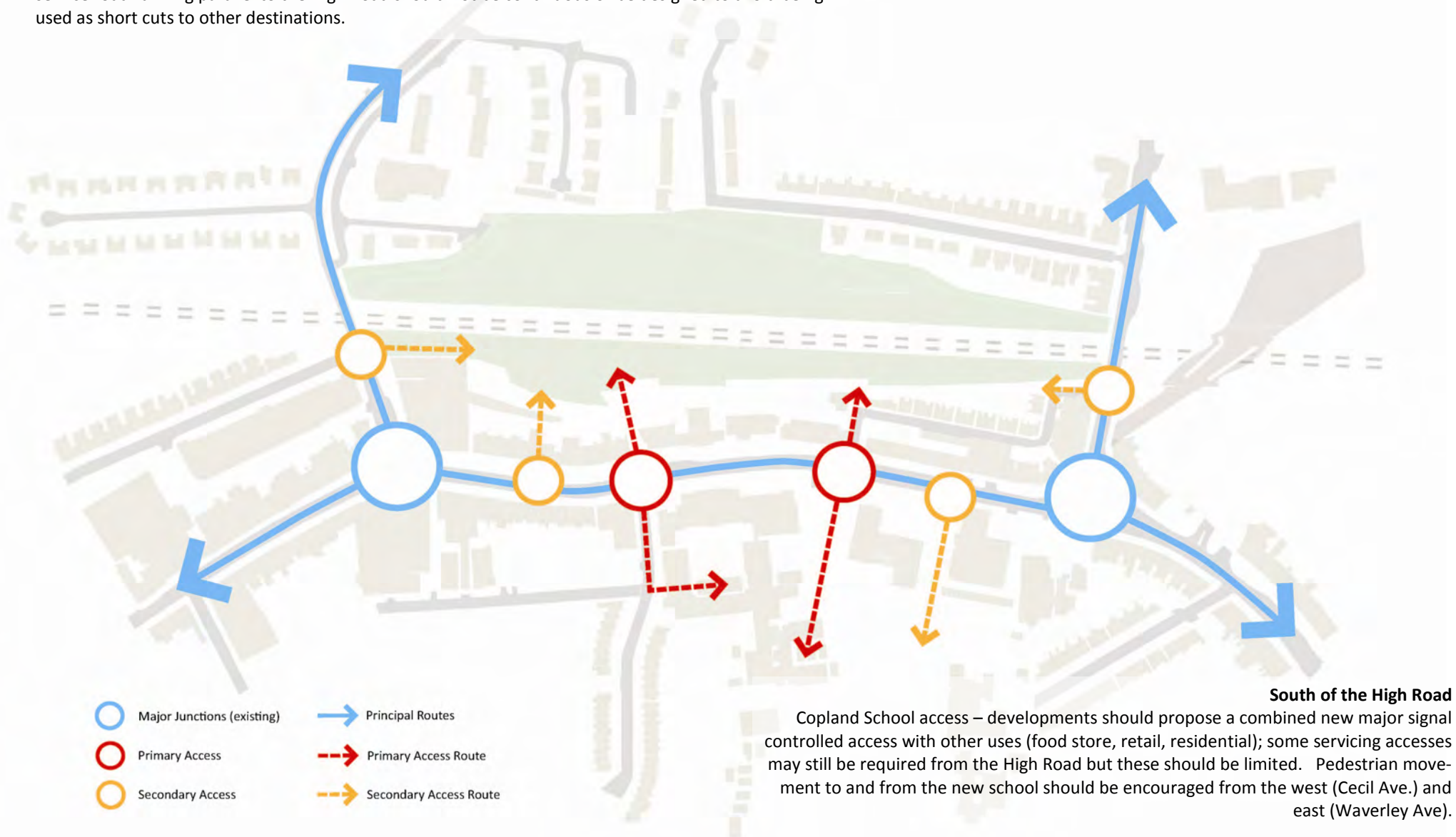
Maximum parking ratios for new residential development in the area will be set at 0.5 spaces per residential unit.



3.4 Access & Movement Opportunities

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.



4.0 A Framework for Sustainable Mixed Use Development

4.1 Celebrating the Street

Urban Design Principles for the High Road

Our ambition is to strengthen the nature of the 'Link' by focussing on the High Road as the principal public space. This will be achieved by creating a strong, consistent building line, establishing new active frontages and a co-ordinated and innovative public realm strategy.

The council is not seeking to achieve a monotonous line of buildings of the same height but a comprehensive boulevard feel with wide pavements and generous planting. A number of locations for taller buildings have been identified, to mark the beginning and end of the Wembley Link area.



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;
- Strong visual and physical connections from the High Road to a range and diversity of open spaces;
- Public realm improvements;
- 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.





4.2 A Place to Live, Work & Shop

Our aspiration for this area is to provide a range of uses (a new school, shops, cafes, houses and offices) that will encourage different communities and user groups to live, work and socialise in a unique and diverse urban area.

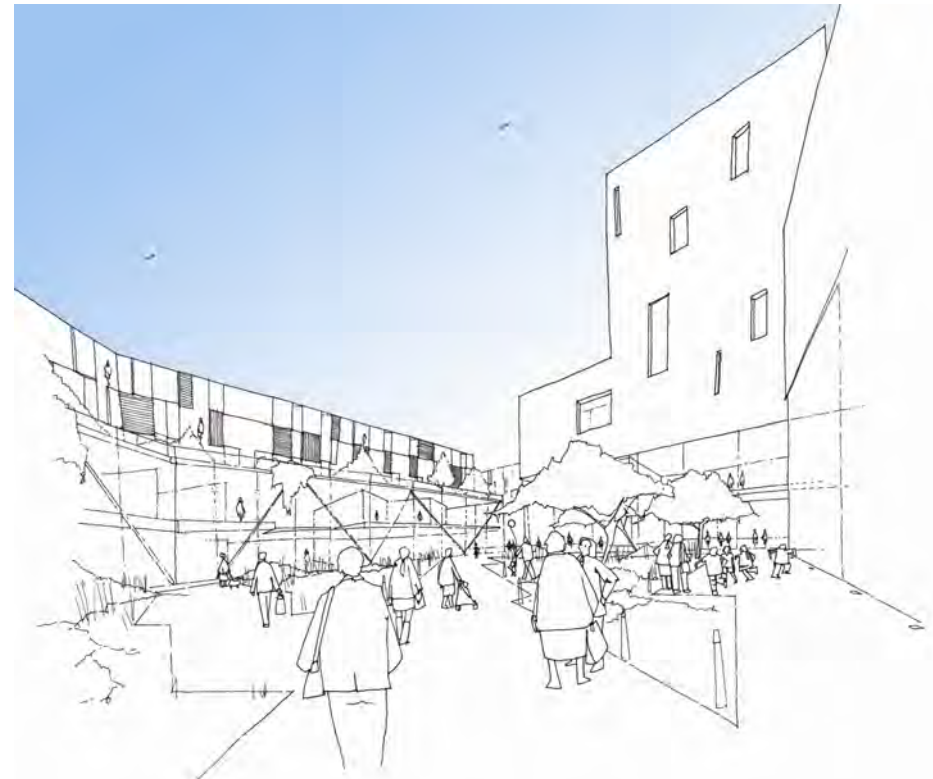
As a way of complementing the existing local retail offer along the High Road, this SPD identifies a suitable location for a medium sized food store. The rationale behind the provision of a new supermarket will be to provide local residents with greater diversity of shopping opportunities within the town centre without adversely impacting on existing retail development. The external treatment of any new supermarket will be critical to the creation of an attractive streetscape. The council will seek active uses fronting all streets where long and blank elevations will be avoided.



One of the core aspirations of this document is to promote this part of Wembley as a place to live as well as a vibrant and active retail destination. 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.

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

- improve retail and other town centre uses (cafes, pubs, restaurants, offices, leisure and 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.
- bring forward the development of a new and expanded Copland School.
- allow residential development over commercial development that wherever suitable enables the provision of family accommodation
- to encourage and promote local employment



4.3 A Comprehensive Approach

Having established a series of firm principles based on legibility, connection and movement throughout the area, a physical interpretation of the vision has been created that represents a clear manifestation of character and place. Due to the variety of ownerships across the site this document will put forward two options for development on the north side of the High Road. One option is based on a scenario where the land owned by Network Rail does not come forward for development. This depicts a limited amount of development along the High Road frontage (see Development Area Two) The image below represents an indicative layout for the council's preferred development scenario: A comprehensive, mixed-use development across the site.





4.4 Scale & Massing

The council will expect development to generally conform with its usual design standards set out in Supplementary Planning Guidance 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. Proposals should provide variation in the height of buildings, both within and between sites for visual interest and to allow sunlight through the space between buildings

4.5 Environmental Sustainability

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 with opportunities to establish a district wide system. Core Policy 19 requires development in Wembley to connect to, provide or contribute towards CHP. The use of photovoltaic panels, solar water heaters and green roofs would also be encouraged.



A sustainable urban drainage scheme should be proposed, and reference should be made to the Environment Agency's (EA) "Practical Guide to SuDS". Developers should incorporate SuDS early in the site evaluation and planning processes and include provision for maintenance. The EA will require Flood Risk Assessments with specific regard to surface water for developments within the SPD area that are over 1ha. All new development must fully consider water and wastewater infrastructure capacity both on and off the site in order to avoid any potential problems for existing or new users. Developers will be required to demonstrate that adequate capacity exists and in some circumstances it may be necessary for developers to fund studies early on the design process to ascertain whether the proposed development will lead to overloading of existing water and sewerage infrastructure. Where there is a capacity problem and no improvements are programmed by the statutory undertaker, then the developer needs to contact the undertaker to agree what improvements are required, how they will be funded and when they will be provided. Any upgrades required will need to be delivered prior to any occupation of the development.

Brent Council would support the inclusion of green infrastructure such as parks, gardens, allotments, trees, green roofs and natural habitats into the proposed development to improve site resilience to climate change and the urban heat island effect.



4.6 The Development Areas

Due to the physical constraints and the range of land owners in the area, the site has been broken down into three development areas. The purpose of this is to allow for the vision to be brought forward either comprehensively or on a plot by plot basis.

The 3 development areas:

Development Area One: High Road South

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 (they could, however, come forward separately). The preferred proposal is a mixed use development incorporating a new food store on the current Brent House location. This will act as an anchor for the link area and will help support a certain amount of adjacent retail.

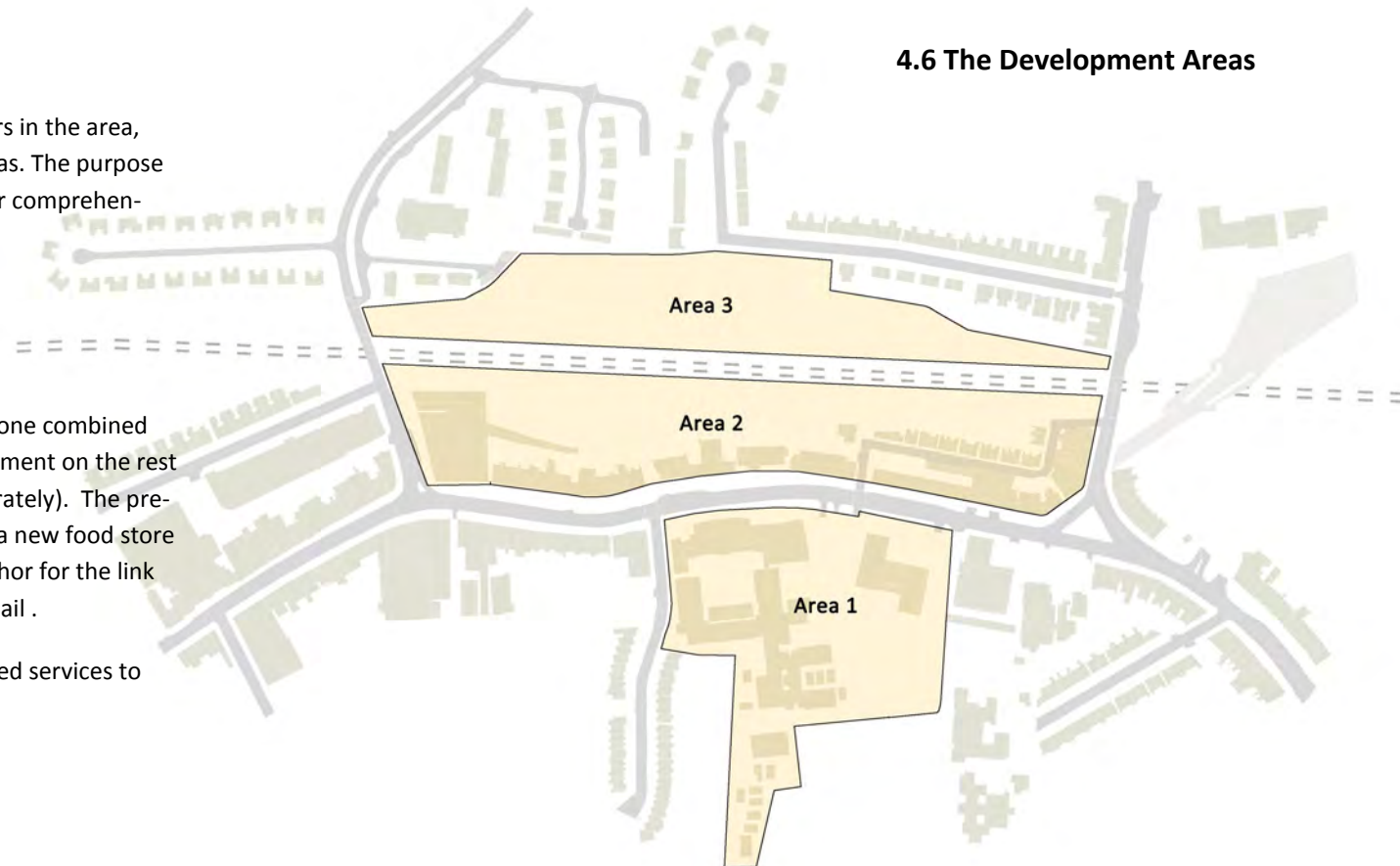
Copland School rebuilt will be a local hub, providing extended services to the wider community.

Development Area Two: High Road North

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. Two development scenarios are provided for this area to enable a flexible approach to the delivery of development. Option 1 uses the existing plots without including any of the Network Rail owned land, whilst Option 2 suggest proposals that make use of the whole area up to the railway including the land currently owned by Network Rail.

Optional Development Area Three: Mostyn Avenue

This area would support only 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 development area. The council will seek to maintain and enhance the nature conservation value of this site.



4.7 Development Area One: High Road South

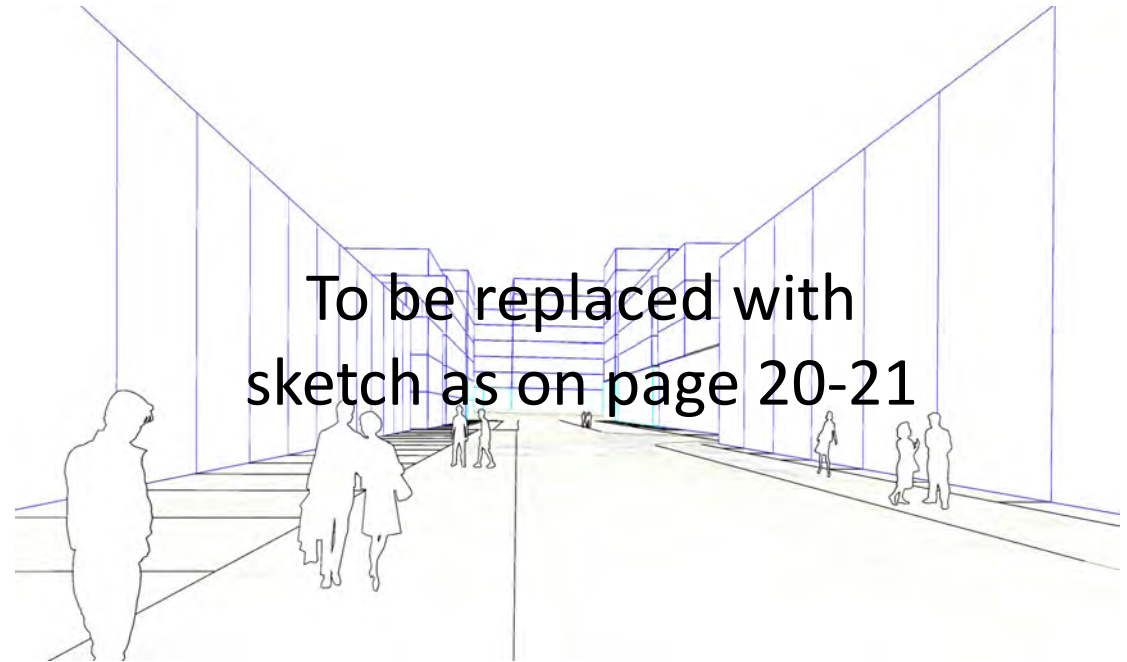


Development Area One is the combined Brent House and Copland School site. Brent House is a 10 storey office building built in the 1960's but subsequently refurbished. It is currently occupied by Brent council staff but will become empty in 2013 on completion of the new civic centre and the relocation 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.

A Sustainable Mix of Uses

This SPD proposes a ground floor commercial retail frontage including a medium sized food store (approximately 6000m²) with undercroft parking predominantly using the natural fall of the site to avoid the costs associated with providing basement parking.

The council is trying to achieve a large proportion of family housing. Housing types should be a mix of units, with a substantial proportion being larger family units (3 beds or more). The council will be seeking to maximise family units, as there is a local need for affordable family housing and the form of proposals should follow this provision. In the event of the school not coming forward with joint development proposals, proposals may be brought forward for the Brent House site only.



Site Area	30955m ²
Development Potential (Estimated)	Food Store: 6250m ² Local Retail: 1400m ² Residential: 325 flats & 45 houses
Parking (Estimated)	435 spaces

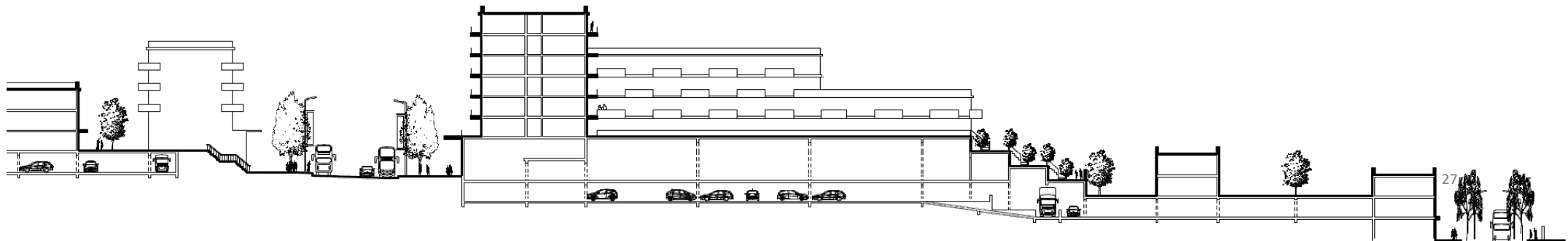
Scale of Development

The heights of the proposed scheme have been assessed as likely to be viable at a maximum of 6 storeys over a double height ground floor for the retail units. The council will be flexible on considering proposals but there will be a preference for lower height schemes. The scale of new development near to Cecil Avenue should respect the adjacent suburban surroundings.



Access & Servicing

Car parking on the food store site should have shared use for town centre parking. The Council's normal parking standards for retail parking will be applied (1 space per 50m² gfa) with the proviso that, subject to available space considerations, the council may accept a suitable enhancement to ensure that the car park is available for town centre users as a whole. In this respect, a suitable charging regime will be applied recognising that a proportion of time may be considered as 'free' time limited parking associated with the site specific retail element. There will be a requirement to achieve an active retail frontage with servicing off Wembley High Road. Access from Cecil Avenue should be limited to some of the residential development only.



4.8 Development Area Two: High Road North

The area divides into three **sites** which are formed by existing access roads:

Site 1

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

Ecclestone Place is one way from 1 – 25 Ecclestone Place and 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 SPD options show proposals which include retaining the existing housing on Ecclestone Place.



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

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

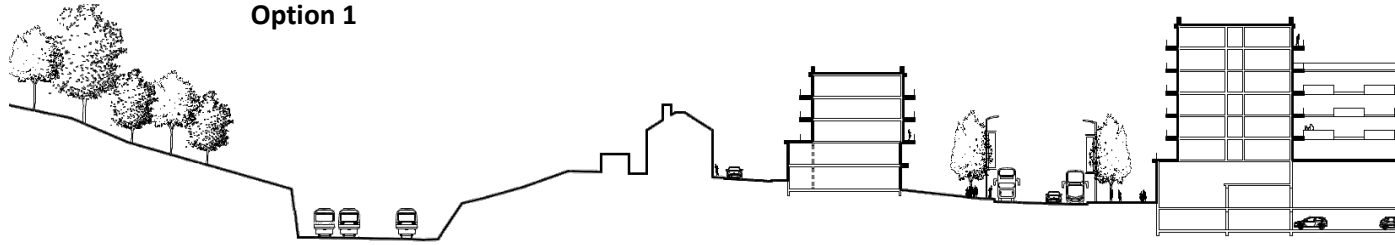
A Sustainable Mix of Uses

Both options consist of a mixed use development with a strong retail frontage onto the high Road and Wembley Hill Road. There is the potential to include office uses above the retail as well as a range of residential accommodation. Option 2 allows for the creation of further residential development to the rear which could take the form of larger family housing. This option creates a solution whereby parking and servicing is undertaken from within the development (under a podium). This reduces the current problems of conflicting land uses.

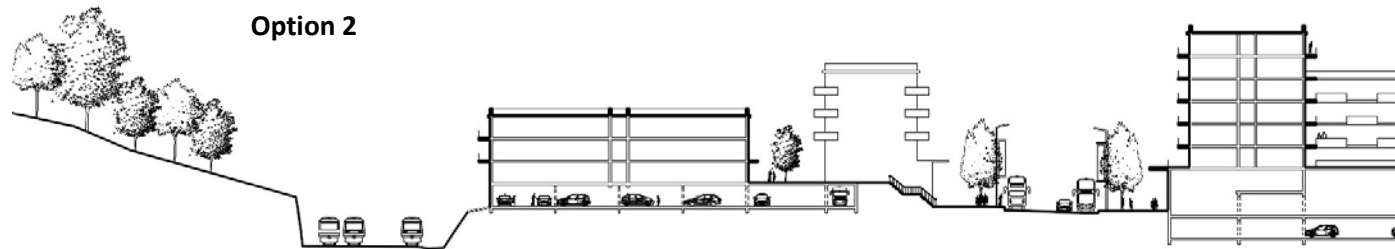
Scale of Development

The open nature of the Triangle junction and its role as a gateway to the area mean that it is considered appropriate for a taller building on this corner. The relationship with existing buildings at Ecclestone Place means that the frontage development in Option 1 should be no higher than 4-6 storeys. Option 2 allows for significantly more development across the site, but heights should remain relatively low at 4-6 storeys on the frontage and 3 storeys above a podium at the rear.

Option 1



Option 2



Access & Servicing

Both options should propose improving the servicing arrangements without encouraging a through route. Proposed transport improvements to the Triangle junction involve the 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 aspiration.

Site 2

The area which this plot covers is defined by the High Road to the south, Chiltern railway line to the north, Ecclestone Place to the east and the existing access road to the west. The site is made up of four principal blocks fronting onto the High Road and a residential property to the rear. There are a range of uses including some ground floor retail, but principally the existing buildings are in use as offices. All of the existing buildings are somewhat dated and provide a significant opportunity for redevelopment or refurbishment.

There are two options for the development of Site 2, depending on whether Network Rail embankment land is added to the rear of the 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. Frontage buildings in this option will be lower in height overall than in option 1

A Sustainable Mix of Uses

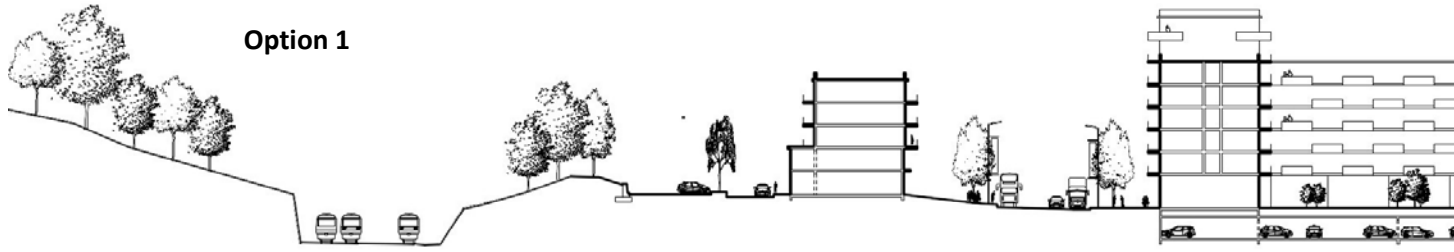
The council will support the following form of development:

- A commercial ground floor that supports retail and other town centre uses (4.5m floor height) 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)

Scale of Development

Over the whole of Site 2 frontage development should sit within a 4-8 storey envelope. This building footprint is estimated to provide a viable development quantum of floor-space. It is however important to ensure that sites are deliverable.

Option 1



Option 2



Development on Option 1 is serviced via an service road and parking spaces to the rear of the development whilst the building in Option 2 are serviced from within the buildings. The access roads on both options are based on the existing access into the site.

Access & Servicing

Site 3

The site defined by the High Road to the South, Chiltern Railway line to the north, Park Lane to the west and the existing access road to the east. 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.



To be replaced with
sketch as on page 20-21

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.

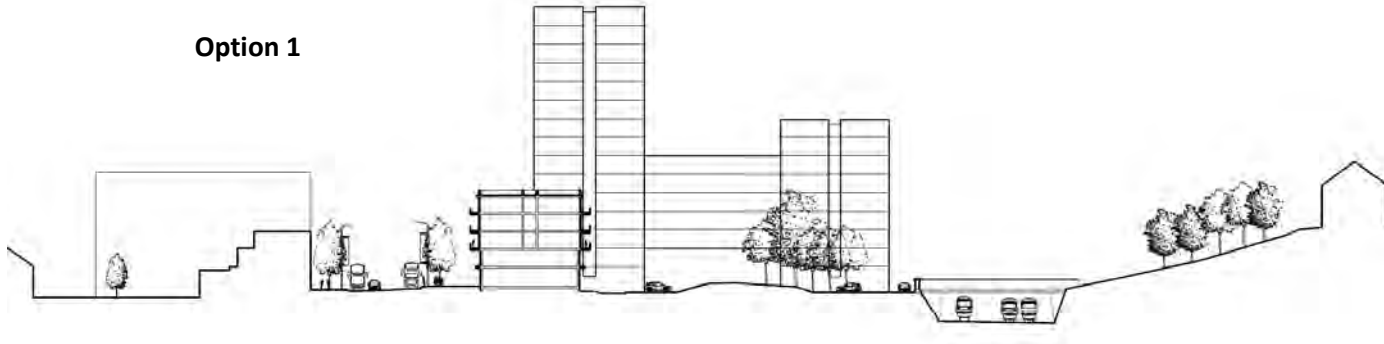
A Sustainable Mix of Uses

- the provision of 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

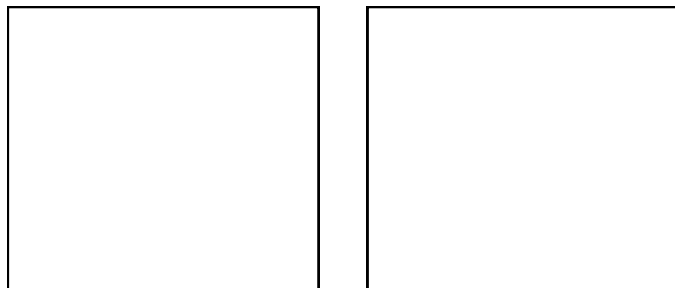
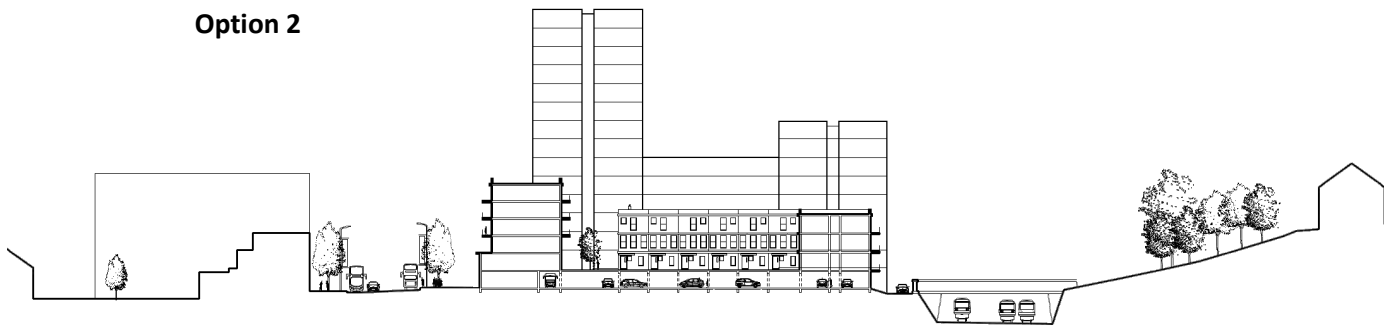
Scale of Development

- a new approach that limits heights to reflect those established by the newly approved and built schemes (Central Square and Elm Road).
- set back of any building on the corner and the provision of an expanded public realm
- the provision of a more considered relationship to the east and a more neighbourly building through set backs from the boundary and other devices

Option 1



Option 2



Access & Servicing

The provision of a new access road into the east of plot 1 to improve servicing arrangements

4.9 Optional Development Area Three: Mostyn Avenue

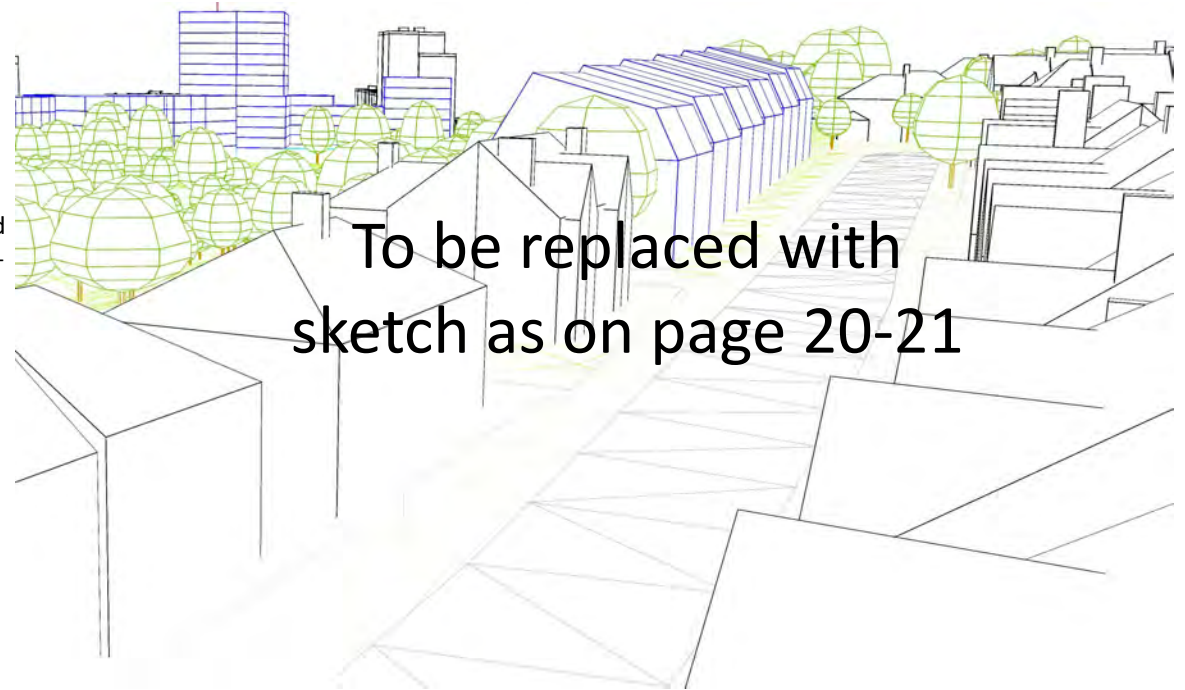


The area north of the railway comprises Network Rail owned land bounded by the Chiltern Railway to the south and existing residential areas of predominantly 2 storey housing to the north.

Ecology considerations and development opportunities

The Chiltern railway 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.

Planning policy guidance for this area 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 envisages 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. Both the UDP and the SSA 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 adjacent plan 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 storeys 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.

Any redevelopment of this area should be accompanied by an assessment of the nature conservation value and contributions towards improvement of the nature conservation area with the potential to secure public access to this space.



5.0 Delivering Change

5.1 Working together

The two largest pieces of land in the area are owned by Network Rail (site A) and Copland School (site P). Brent House (site Q) is owned by Brent Council. Brent Council will work together with delivery partners to bring forward development in accordance with this guidance and the council's Core Strategy and Site Specific Allocations (SSA) Development Plan Documents (see Section 6.0). The SSA document includes targets for the delivery of housing and the phasing of development. If it becomes apparent that targets are unlikely to be met, the council will review its approach to delivery. Of particular importance is the council's role in delivering or facilitating infrastructure provision necessary to enable development.



Brent Council has a key facilitation role to play in terms of:

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

Flagship projects will exist in which the council will have a direct role in 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 be minded to use them to remove blockages to the transformation of Wembley Link to deliver the objectives.

5.2 Development Phasing

The delivery of the Wembley Link is likely to take more than a decade, so careful consideration has been made of the various options for the phased development of the area. This notional sequence of development represents an indicative timeline for the implementation of projects on the ground. It is designed to illustrate a logical phasing of buildings that could enable distinctive places to be created with the right level of infrastructure to address the needs of new development.

Although there are many combinations of possible proposals and design schemes the council is of the opinion that in the light of advanced negotiations, the south side of the High Road, encompassing Brent House and Copland School will come forward for development first. However, phasing in the Wembley Link area is not sequentially constrained or inter-reliant upon other phases or site schemes. The sequence of development is not designed to be overly prescriptive as the council will assist in the development of all suitable sites, providing the necessary infrastructure can be delivered.

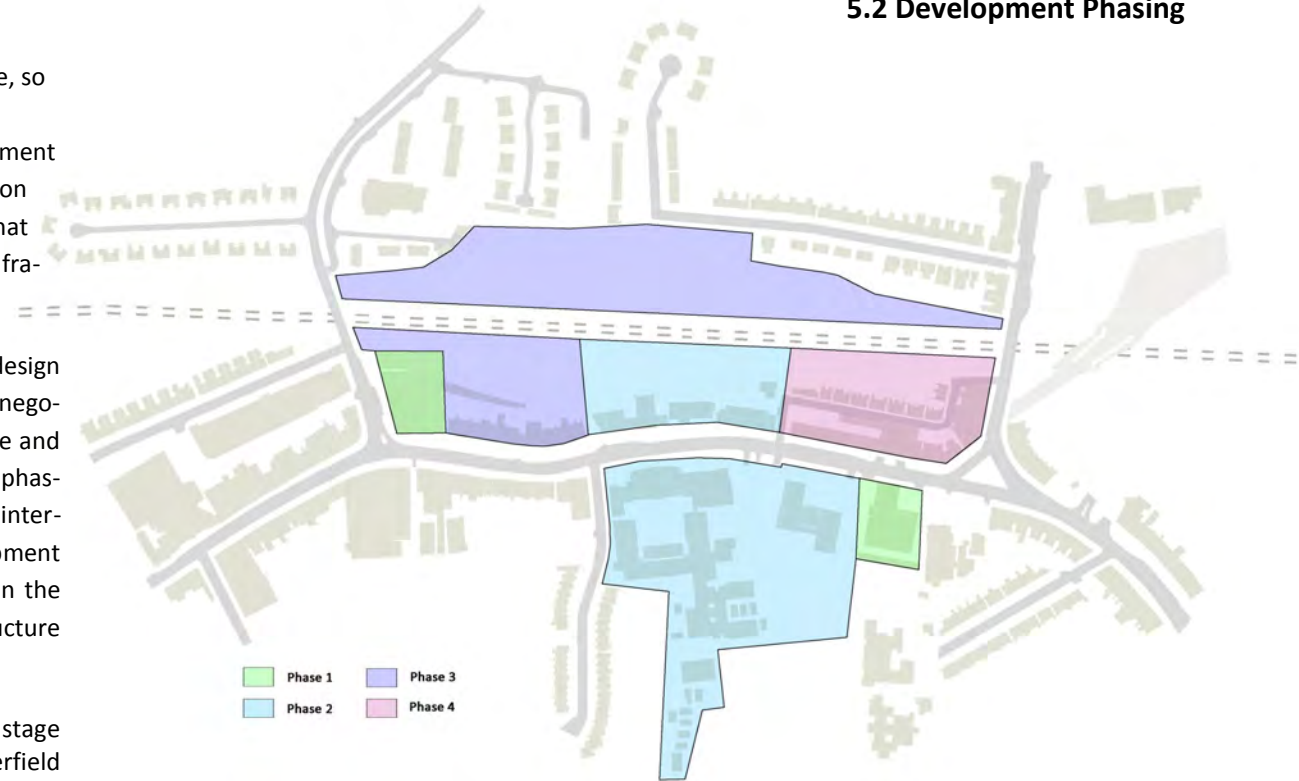
There are a number of projects that could be delivered at an early stage of development, such as Elizabeth House, Brent House and Chesterfield House. These all have the potential to build investor and community confidence and set the benchmark for design quality in the area.

It is likely that the phasing of the Wembley Link will be dictated by land owner partnerships and cooperation. There is much to be gained from comprehensive development and the council encourages partnership working with fellow land owners, developers and Housing Associations.

5.3 Business relocation

The message of this SPD 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 and copying). This will require the management of space across premises.



5.4 Securing the Infrastructure

Section 106 Strategies (S.106)

Contributions from Planning Obligations (s106 agreements) are determined and triggered by the quantum and nature of proposed development. The council has a Supplementary Planning Document that outlines its community benefits requirements and sets out a standard charge for most forms of development.

This SPD establishes a number of essential infrastructure priorities that would result from a comprehensive development of the Wembley Link area. The highest priority is to deliver a new, fit for purpose secondary school to replace Copland School. The second highest priority will be to seek contributions to junction and bridge improvements at the Triangle Junction and the Chiltern line railway bridge on Wembley Hill Road. The list below sets out potential mitigation to the public realm and open spaces in and around the High Road. The total planning contributions will, of course, need to be tested against the viability of developments. The council is considering the conversion of the s106 standard charge into new Community Infrastructure Levy provisions and is likely to bring these forward later in 2011.

Social Infrastructure

- Affordable housing
- Affordable work space/B1 office space
- Biodiversity measures including: maintenance, partial restoration and enhancement of the railway cuttings as a wildlife corridor
- Play space/community space
- Public conveniences
- Community access to school playing fields & facilities

Sustainability

- District wide or clustered Combined Cooling, Heat and Power
- Demolition Protocol
- Renewable energy where energy savings are not met
- Ensure appropriate recycling facilities are in place
- Sustainable Urban Drainage Systems (SUDS)

- Local sustainable transport measures
- Considerate constructors scheme

Transportation

- Site wide cycling and walking routes and links to wider networks
- Parking strategy and travel plans
- Bus network enhancements
- Bus priority and infrastructure improvements
- Smarter travel initiatives (separate from parking strategy)
- Traffic and public transport monitoring
- Car clubs
- Cycle clubs/cycle hire schemes
- Signage
- Car-free development

Others

- Public art and public realm contributions
- Local employment and training
- CCTV cameras
- Waste management Strategies

6.0 Policy Framework & Process

6.1 Status of the document

The Wembley Link will be a Supplementary Planning Document (SPD) to Brent's Core Strategy (Policy CP7) which was adopted in July 2010 and also to SSA DPD Policies W7-W10. The intention is to bring together and review policy for the Wembley area that is contained in the Wembley regeneration area chapter of the UDP and the SSA DPD together with the key guidance in various Wembley SPDs, to form a single Wembley Area Action Plan Development Plan Document (DPD). However, in the mean time 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, July 2010

Brent's Local Development Framework (LDF) Core Strategy sets out the council's ambitions for Wembley up to 2026 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.

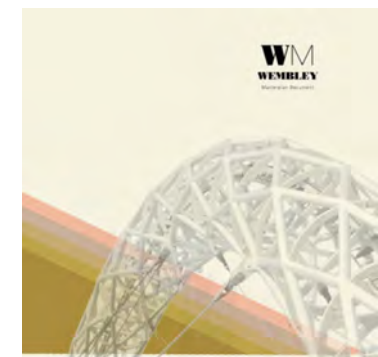
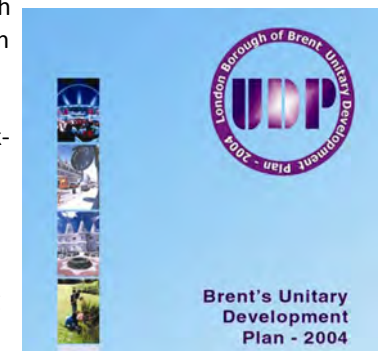
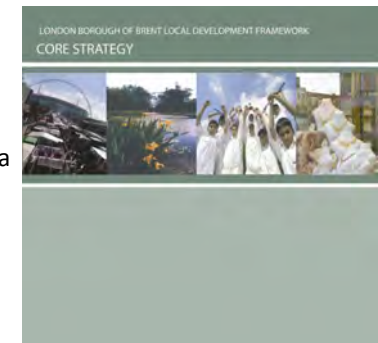
http://static.london.gov.uk/mayor/planning/docs/parkroyal/park_royal_1_thematic_strategies.pdf

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 Cuttings.

Wembley Masterplan SPD 2009

This document sets out a clear strategy for the development of the area to the north and east of the Stadium over the next 20 years. It has significant impacts for development in the Wembley Link area and any potential developer should fully consider this document in order to provide a response that is successfully coordinated with the wider Wembley area.



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 in Spring 2011.



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 broad parameters for development 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 in this document are 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 rigid blueprint for future proposals but simply to provide the public, partner organisations, developers and landowners of the nature and quality of development that the council is seeking.

6.3 Consultation Process

This SPD has followed a rigorous 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	Exhibition (Copland School)
24 th November 2010	Public Consultation Meeting (Patidar House)
17 th December 2010	Consultation ends (7 weeks)
9 th March 2011	Report to Planning Committee
14 th March 2011	Executive Committee

6.4 Contacts & Useful Links

Luke Joyce – Senior Urban Designer
Tel. 020 8937 5014
luke.joyce@brent.gov.uk

Joyce Ip – Principal Planner
Tel. 020 8937 2274
joyce.ip@brent.gov.uk

Mark Smith – Team Manager: Design & Regeneration
Tel. 020 8937 5267
mark.smith@brent.gov.uk

Neil McClellan – West Area Team Manager (Planning Applications)
Tel. 020 8937 5243
neil.mcclellan@brent.gov.uk

David Glover – West Area Team Deputy Manager (Planning Applications)
Tel. 020 8937 5344
david.glover@brent.gov.uk .

Enquiries in writing should be addressed to:

The Planning Service
Brent House
349 High Road
Wembley
Middlesex HA9 6BZ

Useful Links:
www.brent.gov.uk/wembley
www.brent.gov.uk/planning

Disclaimer

The information contained in this SPD is, as far as Brent Council is aware, correct but developers should satisfy themselves about any information contained within it. The council is not responsible for any loss arising from any error of information contained in the SPD.

Potential purchasers and developers are advised to consult the relevant Brent Council officers about their specific proposals before making any application for redevelopment within this area. The SPD does not bind Brent Council to grant consent for any particular development within the area.



London Borough of Brent Feb 2011