



Highways Committee
23rd March 2011

**Report from the Head of
Transportation**

For information

Wards Affected:
Wembley Central, Tokyngton

Briefing Report - Olympic Corridor Project

1.0 Summary

- 1.1 During the forthcoming 2012 Olympics both Wembley Arena and Wembley (National) Stadium will be Olympic venues.
- 1.2 Officers are currently working on a series of 6 schemes within the Wembley area that fall on the routes between Wembley Park, Wembley Central and Wembley Stadium Stations and these Olympic Venues. These 6 schemes together form the Olympic Corridor Project.
- 1.3 The aim of these schemes is to promote accessibility within the Wembley area and create an improved public realm.
- 1.4 These projects are programmed to be completed in advance of the Olympics in order that the benefits can be utilised to support the additional pedestrian activity that will take place at that time.
- 1.5 This report informs members of the current progress on this project

2.0 Recommendation

- 2.1 That the Committee notes the contents of this report.

3.0 Detail

- 3.1 In 2009 Transport for London invited Boroughs to bid for funding towards Olympic Venue accessibility and public realm improvement projects. Brent submitted a bid focused on promoting accessibility and improving the public realm between the three Wembley Stations and the two Olympic Venues. However there was a high demand on limited level of funding and Brent was unsuccessful with its bid.

- 3.2 However the development of the bid did identify a need to improve accessibility through the Wembley area - not just to support the existing pedestrian activity but also to support the ongoing regeneration of Wembley. The opportunity to create an improved public space at the Empire Way/ Wembley Hill Road junction as a facility for the community was also identified.
- 3.3 It was considered desirable, within the constraints of not prejudicing future development or funding opportunities as part of the Wembley regeneration, to deliver these accessibility improvements prior by the end of the 2011/12 financial year to support the additional activity that would take place in Wembley during the Olympics.
- 3.4 Six schemes have been developed under the umbrella of the Olympic Corridor Project. All of the schemes support the original aspiration of promoting accessibility from the 3 Wembley Stations to the two Olympic venues but , also offer significant benefits to the existing community promoting sustainability and improving road safety by addressing existing personal injury accident problems.
- 3.6 The six schemes are;
- Bridge Road / Brooke Avenue (Plan enclosed as Appendix 1). The main aim of this scheme is to improve pedestrian accessibility from Wembley Park Station and around the junction of Brook Avenue, Bridge Road and Wembley Hill Road, to improve the street scene of the area and address road accidents
 - Empire Way / Wembley Hill Road (Plan enclosed as Appendix 2). The main aim of this scheme is to provide a more attractive and easily accessible public space for the community through the removal of the existing gyratory.
 - South Way / Wembley Hill Road (Plan enclosed as Appendix 3). The scheme introduces formal pedestrian crossing 'Green man' facilities at the existing signalised junction.
 - Wembley High Road outside of Brent House (Plan enclosed as Appendix 4). The proposal is to construct a central reservation on the High Road outside of Brent House. The central reservation will provide protection for the high level of pedestrian's activity that takes place at this location, will reduce the number of accidents involving pedestrians and provide the opportunity for public realm improvements including tree planting.
 - Park Lane / High Road (Plan enclosed as Appendix 5). This scheme introduces formal pedestrian crossing 'Green man' facilities across the Park Lane arm of the junction adding to the existing facilities that exist across the High Road.

- Legible London Signing: The scheme proposes to introduce "Legible London" in Wembley. The Legible London signing system uses a range of information, including street signs and printed maps, to help people find their way. It's also integrated with other transport modes so when people are leaving the Underground, for example, they can quickly identify the route to their destination

4.0 Progress

- 4.1 Officers have been concerned to design a project comprising elements that (i) are of permanent benefit, (ii) are deliverable prior to the Olympics, (iii) are consistent with the design principles set out in the Council's "Place-making Guide" and other guidance/advice for the area and (iv) do not compromise wider regeneration aspirations or (developer) obligations.

Discussions have taken place with both The London Organising Committee of the Olympic and Paralympics Games (LOCOG) and The Olympic Delivery Authority (ODA) in relation to the proposals. Feedback has been positive.

- 4.2 Discussions have also taken place internally with the Wembley Project Group, the Planning Service, specifically in relation to strategic planning for the area and in particular the "North West Lands" application, the Network Management Team whom are responsible for the management of events at Wembley National Stadium. Again, feedback has been positive.
- 4.3 Preliminary discussions on proposals between officers and Ward Members took place during January/February 2011. Consultation with the wider community on the various schemes took place during February/March 2011, closing on the 14th March. Results of the consultation exercise are currently being analysed.
- 4.4 Subject to outcomes of the consultation process, officers would expect to be able to commence a staged implementation of the individual elements. Works are programmed to commence in quarter 1 of the 2011/12 financial year with a programme completion by the end of quarter 3.

5.0 Funding of the Schemes

- 5.1 The largest contribution of £715,000 will be provided by Transport for London (TfL) through the Council's annual Local Implementation Plan (LIP) "corridors & neighbourhoods" programme. That programme was approved by the Committee at their meeting on 9th February 2011.
- 5.2 A further £492,000 will be provided from Developer (Section 106) contributions that have been ring fenced for sustainable transport, accessibility and landscaping.

- 5.3 Finally, and subject to Executive Committee approval on 14th March 2011, approximately £200,000 of essential carriageway and footway renewal work will be undertaken, integral within the overall project, utilising the (2011/12) Councils Highways Maintenance Capital Programme Budget.

5.0 Financial Implications

- 5.1 This is essentially an information item and has no financial implications at this time.

6.0 Legal Implications

- 6.1 None at this time

7.0 Diversity Implications

- 7.1 No significant issues

8.0 Staffing/Accommodation Implications

- 8.1 None at this time

9.0 Environmental Implications

- 9.1 None at this time

Background Papers

None

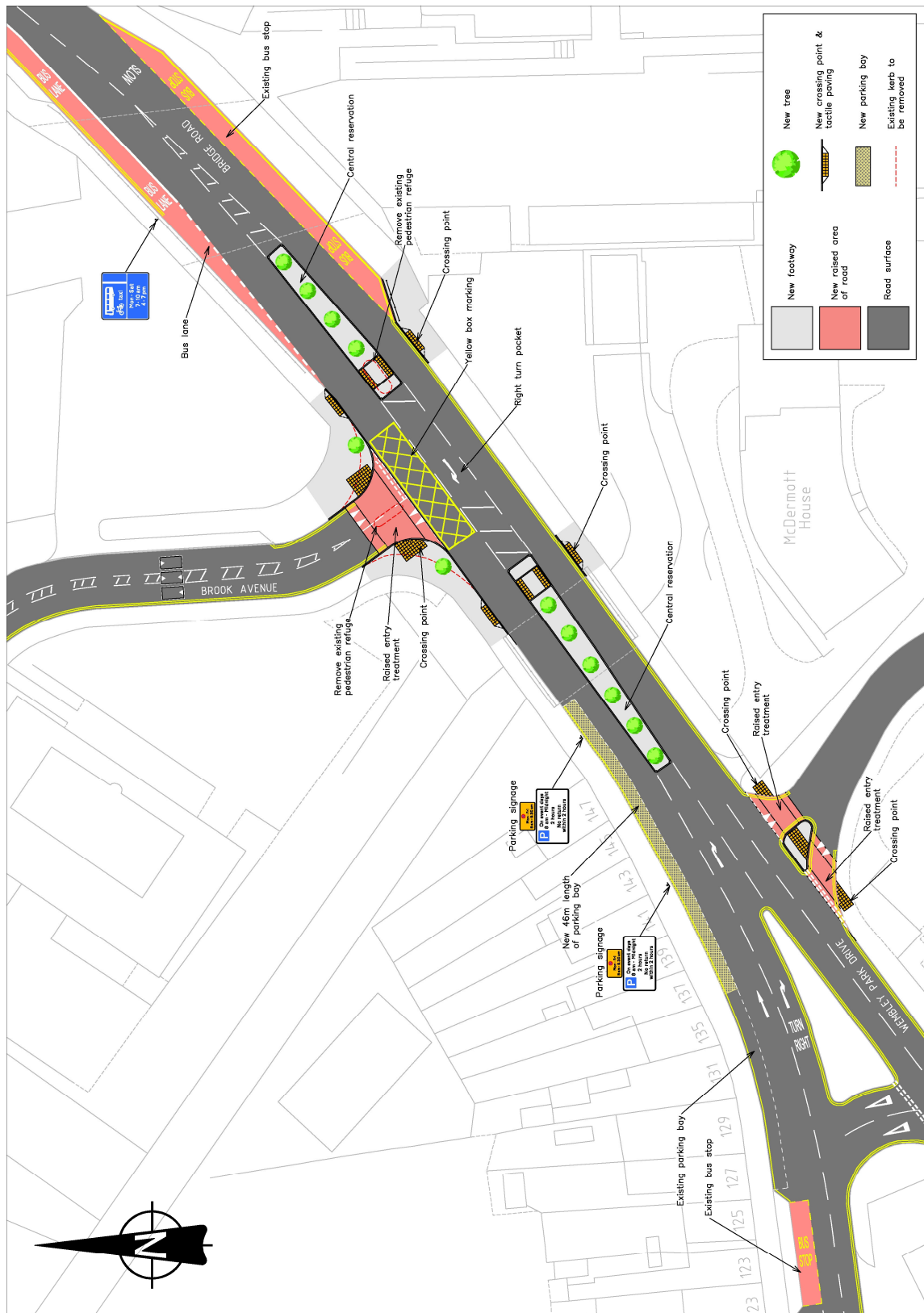
Appendices

- Appendices 1-5 :Scheme drawings
- Appendix 6 – Photograph of a typical Legible London way-finding sign

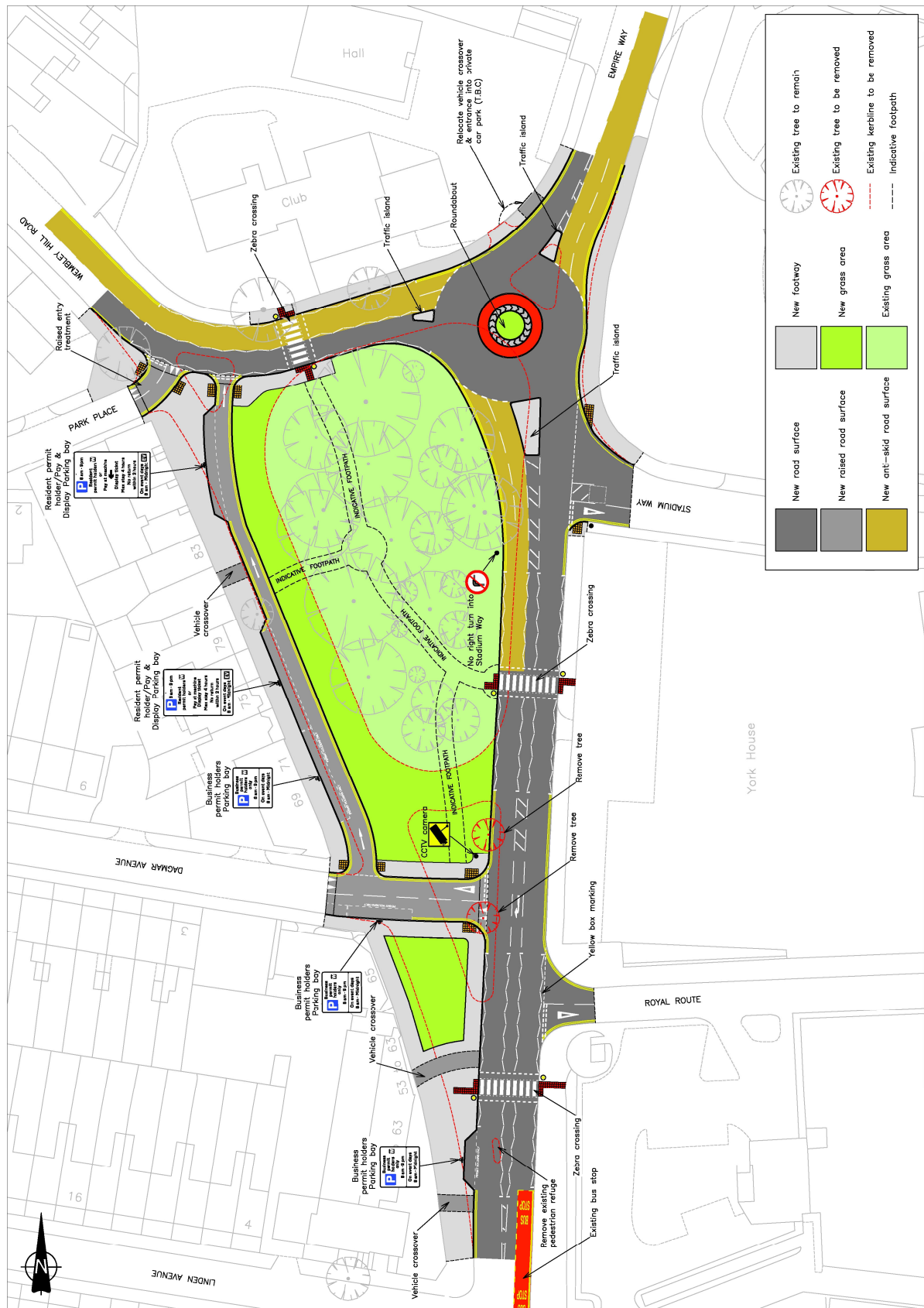
Contact Officers

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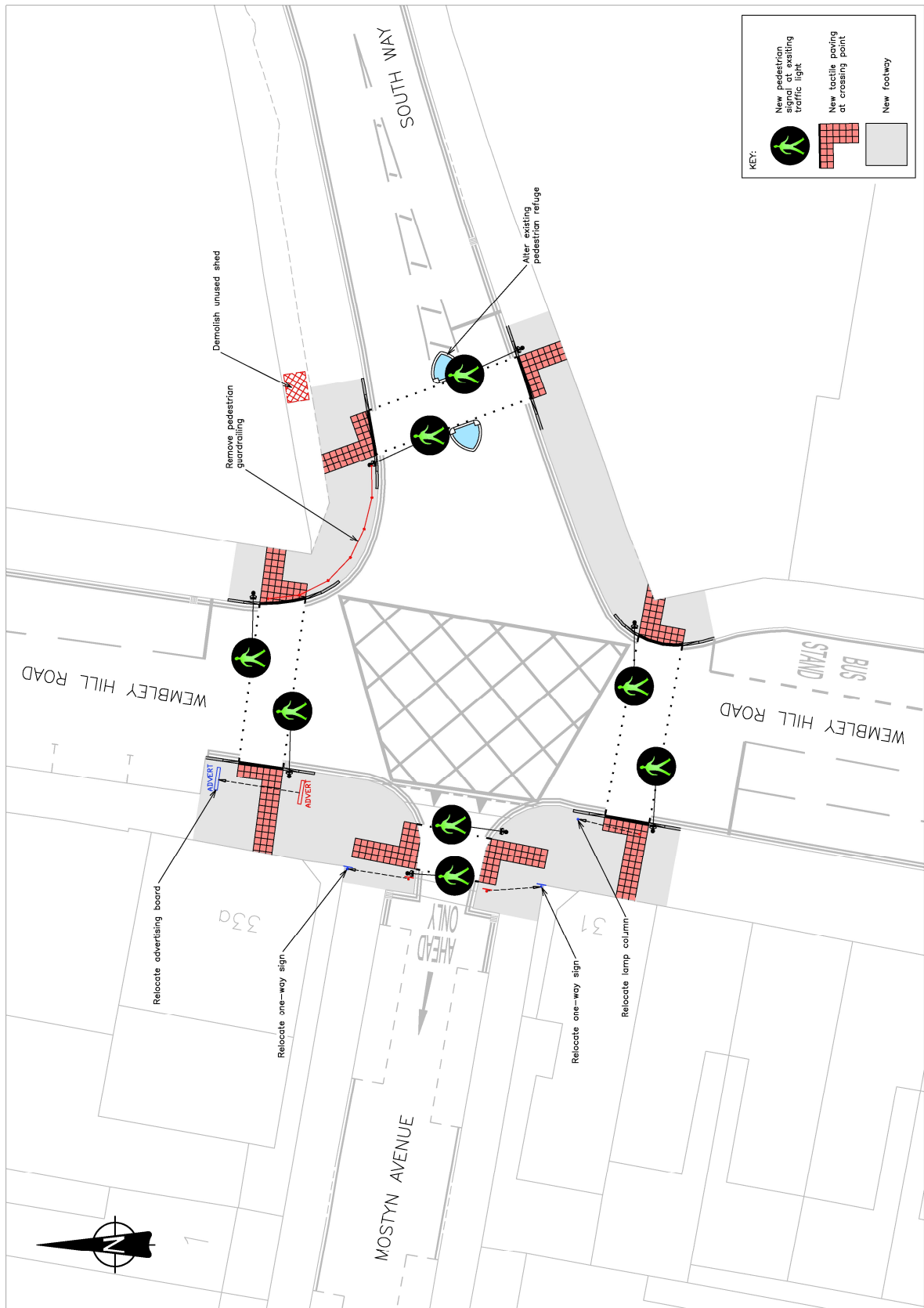
Appendix 1: Bridge Road / Brooke Avenue



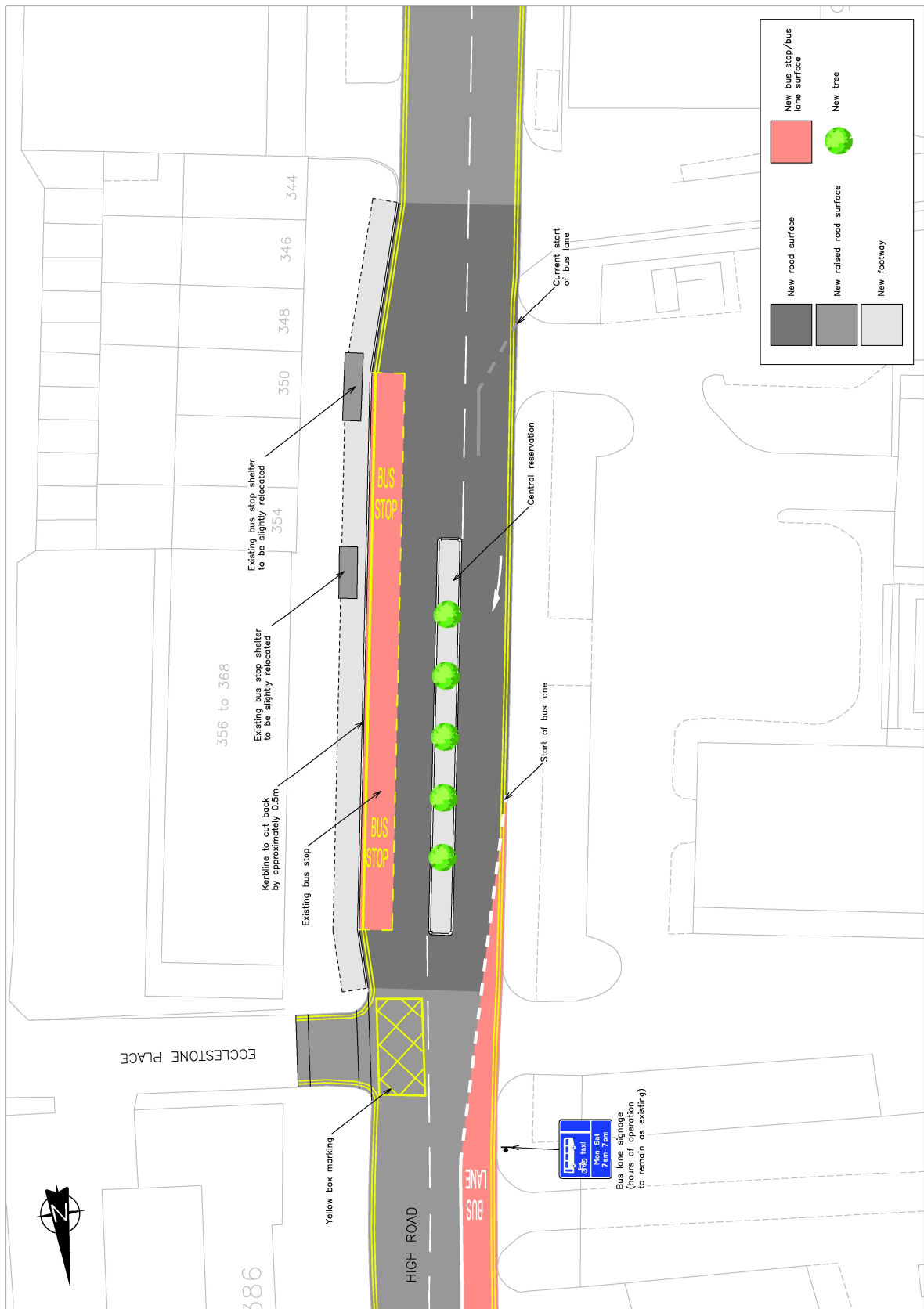
Appendix 2: Empire Way /Wembley Hill Road



Appendix 3: South Way / Wembley Hill Road



Appendix 4: High Road outside of Brent House



Appendix 6: Legible London



A "Minilith" style sign on-street, part of the central London pilot projects.