

## DEVELOPMENT DETAILS

**Ref:** 15/0139/PRE

**Location:** Olympic Office Centre, 8 Fulton Road, Wembley HA9 0NU

**Ward:** Tokyngton

**Description:** Demolition of existing 8 storey office block and erection of Part 21 / part 15 storey residential building with basement comprising: 242 mixed tenure homes, including 1, 2 and 3 bedroom apartments, and 10% wheelchair accessible units; 24 blue badge parking spaces for residents; 399 residential cycle spaces; external communal amenity space; and approximately 850sqm of ground floor commercial space.

**Applicant:** Network Housing Group

**Agent:** JLL

**Case Officer:** Andy Neidhardt (North Area Team)

## BACKGROUND

1. This proposed development is being presented to enable Members of the committee to view it before a planning application is submitted and to comment upon it. The development does not constitute an application for planning permission and any comments made upon it are provisional and subject to full consideration of any subsequent application and the comments received as a result of consultation, publicity and notification.
2. This is the first time the proposed development is being presented to Members.
3. Prior to this the applicants have been engaged in an extensive period of pre-application discussion with Council Officers, the Commission for Architecture and the Built Environment (CABE) Design Review Panel and the Greater London Authority (GLA). The application, when submitted, will be referable to the GLA under the provisions of the Mayor of London Order 2008 as it meets criteria 1A, development which includes the provision of more than 150 units, and 1C(c), the building is more than 30m high and outside of the City of London.

## PROPOSAL and LOCATION

### Site and Surroundings

4. The subject site located in Wembley and it sits within Site Proposal W17 – Olympic Office Centre Site, It is situated between Rutherford Way, Olympic Way and Fulton Road and is directly to the north of Plots B and C which have been / are being developed, implementing planning permission 14/0363 and 14/4981. These plots have been redeveloped for residential and student accommodation with mixed uses at ground floor. The site is within a designated Opportunity Area (London Plan) and Growth Area (Brent LDF Core Strategy). The site is within Flood Risk Zone 1 (low risk of flooding).
5. The site covers an area of approximately 0.44ha with a high PTAL rating of 4/5 due to its close proximity to Wembley Park Underground. There is an existing eight storey office building on the site, occupied by the applicant, Network Homes.

### Proposal

- Part 21, part 15 storey scheme, with ground floor level commercial projections that front Olympic Way;
  - 242 mixed tenure homes, including 1, 2 and 3 bed apartments, and 10% wheelchair accessible units;
  - Approximately 850sqm of ground floor commercial floorspace;
- 24 blue badge parking spaces for residents located in an underground basement;
- 399 residential cycle spaces located in secure stores, in addition to commercial cycle spaces;
- All homes have external private amenity space in the form of balconies or terraces;

- External communal amenity space for resident use (including play space for children), located on the 1st, 15th and 21st floors;
- The taller block projects towards Olympic Way, whilst the southern block aligns with Plot B;
- The northern retail drawer projects fully to front Olympic Way, whilst the southern drawer is slightly pulled back.

#### *Proposed Residential Mix*

Number of dwellings: 242

Dwelling Mix (no. residential units):

	Number	Percentage
<b>1 bed/2 person</b>	85	35%
<b>2 bed/4 person</b>	115	48%
<b>3 bed/5 person</b>	42	17%

Dwelling mix: Floorspace within each unit

Unit Type	Average GIA	Max GIA	Min GIA
1 bed/2 person	52.8	57.6	50.0
2 bed/4 person	75.7	80.2	73.3
3 bed/5 person	100.0	122.2	92.7

#### *Commercial Provision*

Approximately 850m<sup>2</sup> of commercial floorspace located with frontages onto Olympic Way, Fulton road and Rutherford Way. Servicing of the commercial units to take place along Rutherford Way

#### **Planning History**

6. The building originally included a large car parking area to the South of the existing office building. Outline planning permission (ref:13/1522) was approved in January 2014 for the redevelopment of the surface car park to provide two buildings, referred to in that application as Plots B and C. The existing building that is the subject of this proposal was known as Plot A.
7. Permission was granted for extensions to Plot A (the existing building) to provide car parking under and to the side of the building, and retail units fronting Olympic Way (reference 13/1512). This consent was not been implemented and it expired in early January this year.
8. The recently completed Unite student accommodation block is situated within Plot B. The southern plot (Plot C) contains the Barratt London residential building that is currently being built.

#### **CONSULTATION**

9. The following will be consulted regarding any subsequent planning application:

Consultee:  
(Internal)

- Ward Councillors for Tokyngton
- Transportation
- Environmental Health
- Landscape Design
- Tree Officer
- Sustainability Officer
- Housing

- Urban Design Officer
- Planning Policy
- Flood/drainage engineer
- Streetcare/waste/refuse
- Public Safety Team

(External)

- Greater London Authority (GLA)
- Transport for London (TfL)
- Secure by Design Officer (Met Police)
- Thames Water
- Wembley National Stadium Ltd
- Quintain

- All existing properties and addresses within at least 100m of the application site.

(N.B. This is not a final list and is subject to further review/change should any formal planning application be submitted)

## COMMUNITY ENGAGEMENT

10. In accordance with the National Planning Policy Framework and Brent's Statement of Community Involvement the developer is required to engage with the local community whilst developing their proposals for the site, as part of the pre-application process. No details of any pre-application consultation have been provided to date. Full details should be submitted as part of a Statement of Community Involvement document in support of any future planning application.

## POLICY CONTEXT

- **National**
- National Planning Policy Framework 2012
- **Regional**
- The London Plan consolidated with alterations since 2011 (March 2016)
- **Local**
- Brent Local Plan 2016
- Wembley Area Action Plan 2010
- Brent Local Development Framework Core Strategy 2010
- Brent Supplementary Planning Guidance
- SPG17 Design Guide for New Development

11. Site specific context:

12. The Wembley Area Action Plan (AAP) was adopted in January 2015, and sets out the strategy for growth and regeneration in Wembley over the next 15 years.

13. The existing site sits within the boundary of the Wembley AAP, and there are a number of important sections contained within the Wembley AAP that will affect the layout, scale and massing of any proposed development on the site.

14. The site is located on the eastern side of the central Olympic Way route. The Wembley AAP identifies both the eastern and western sides of Olympic Way as appropriate sites for tall buildings.
- Regard should be had to the impact of development on local and wider views of Wembley Stadium.

- Proposed Development on Olympic Way must be carefully designed and scaled to respect the predominance of Wembley Stadium and its arch.
  - Tall buildings must demonstrate that they have no adverse visual impacts on views of the stadium from Olympic Way.
15. The Wembley AAP identifies Fulton Road as Primary Highway Access. Therefore, the junctions between Fulton Road and Olympic Way and Rutherford Way respectively will need to be carefully considered in relation to any proposed development on the proposed site. The Wembley AAP states that development of the site plot should ensure that buses can be accommodated on Rutherford Way, turning in and out of Engineers Way and Fulton Road.
16. The site is designated within the WAAP as Site W17 - Olympic Way Office Site (1.2 hectares). The site description is as follows: "The redevelopment of this site should largely mirror the development pattern on the western side of Olympic Way in scale and form - these are detailed and illustrated in the Wembley Masterplan.
17. This requires the pulling back of taller elements to secure an 80m zone (40 m either side of the centre of Olympic Way) with maximum projections for the lower floors of 25m separated by 'outdoor rooms'. Office and hotel development would be acceptable throughout the development, while residential development should be confined to upper floors as set out in the Wembley Masterplan. Development of this plot should also ensure that buses can be accommodated on Rutherford Way, turning in and out of Engineers Way and Fulton Road".

## **MATERIAL PLANNING CONSIDERATIONS**

### **Proposed Uses**

18. In relation to this site, the Wembley Area Action Plan specifies that office and hotel development would be acceptable throughout the development and that residential development should be confined to the upper floors. It sets out that the Council will encourage active ground floor uses such as cafes, restaurants and bars on the Olympic Way side.
19. As such, the primary use of the proposed building as residential accommodation is in accordance with this policy. The inclusion of such a use is also in accordance with adopted planning policy which seeks the provision of residential homes (Use Class C3) on brownfield land. Whilst the Area Action Plan refers to the inclusion of cafes, restaurants and bars fronting Olympic Way, the inclusion of Use Class A1 floorspace would also provide activity along Olympic Way and the site is considered to adjoin a major town centre.

### **Affordable Housing**

20. The submission documents have not included details on the proposed provision of affordable housing within the scheme, officers understand that this is still under consideration by the application team and will be included within any submission. London Plan policy 3.12 requires borough's to seek the maximum reasonable amount of affordable housing, taking account of a range of factors including local and regional requirements, the need to encourage rather than restrain development and viability. The policy requires borough's to take account of economic viability when negotiating on affordable housing.
21. The applicant will be required to demonstrate that the maximum reasonable amount of affordable housing is being provided in this scheme, and this would need to be tested through the submission of a financial appraisal submitted with any future planning application which would be subject to scrutiny by or on behalf of your Officers.

### **Design, massing and scale**

22. An indicative visual impact assessment has been submitted which demonstrates the potential impacts of the proposal on some of the surrounding views to the stadium. The proposed

building is generally shown as being below the roof of the Stadium within the majority of the views.

23. Wembley Area Action Plan Site Proposal W17 specifies that the development should largely mirror the development pattern on the western side of Olympic Way in terms of scale and form.
24. The taller element of the proposed building is higher than the surrounding properties in this envelope of development (Olympic Way, other sites in Office Centre plot along the approach to the stadium). However, taller buildings have been approved nearby, including the Apex House building at the corner of Fulton Road and Albion Way and Plot NE06 within the Quintain Masterplan.
25. The lower element of the proposal continues and replicates the established form of development. The detail and execution of the design have not been included in the submission. Full details of the proposed materials would need to be submitted at application stage rather than being secured via condition, this is to ensure that the finished appearance of the building is appropriate.
26. A Design Code which provides further information and sets some key principles regarding the detailed design of the building should be included at application stage. The redevelopment of the site has the potential to result in a high quality building that contributes significantly to the regeneration of Wembley.

## **Impact**

27. The proposed siting of the building's footprint and open spaces around it appears to be generally in accordance with site proposal W17 within the Council's Wembley Area Action Plan which specifies that the taller elements of buildings should secure an 80m zone between buildings on either side of Olympic Way (so therefore 40m from the centre) with maximum projections of 25m separated by "outdoor rooms", however, this will need to be clarified.
28. The proposal is a large addition to the subject site when compared to the surrounding buildings in the adjoining plots. The resultant scale of the buildings needs to be justified in terms of their impact on the locality. This is in terms of the relationships with surrounding properties and their occupants, surrounding potential development sites, as well as the effects it will have on and contributions that it will make to the local area.
29. Shadow casting should be undertaken to evaluate the potential overshadowing of surrounding properties. A daylight and sunlight report which tests the potential impacts of the proposal on the existing and consented buildings and spaces in the vicinity undertaken in accordance with BRE209 should be submitted with a planning application.

## **Layout**

30. The proposal provides a central entrance, accessed from both Olympic Way and Rutherford Way providing access to both Building A and B. To encourage further pedestrian activity along Rutherford Way, a second entrance is located on the eastern side of the building which provides access to the lower floors of Building B. Both entrances are generous in frontage width, are clear and easily identifiable from the adjacent streets.
31. The proposal responds to the surrounding public realm by activating key frontages on all four sides of the building blocks. Extensive commercial frontages front onto Olympic Way along the western edge and Fulton road to the north. A proposed residents' gym is located on the north-eastern corner, whilst residents' entrances help to animate Rutherford Way along the eastern edge.
32. It has been stated that all apartments meet, or exceed, the minimum London Plan Housing SPG space standards. This will need to be clearly presented within application submission. The residential units appear to have favourable orientations either east or west, with many

corner units enjoying dual aspects. The unit layouts maximise light within habitable rooms, whilst bathrooms, stores and kitchen spaces are located towards the rear of the units.

### **Amenity**

33. All units will have private external amenity spaces (balconies or terraces) and will have access to communal roof terraces. The proposal includes 3,599 m<sup>2</sup> of external amenity space, which is an average of 14.9 m<sup>2</sup>/unit. While this falls below the Council's target (20 sqm), the site will be in close proximity to the new park (Quintain Masterplan). Play space requirements are to be met.

### **Density**

34. London Plan Policy 3.4 requires development to optimise housing output for different locations taking into account local context and character, design principles set out in the London Plan and public transport capacity. London Plan Table 3.2 provides the density matrix in support of this policy. The site is regarded as having a 'central' setting with a high public transport accessibility level.
35. The London Plan indicative residential density for this site is 650-1,100 habitable rooms per hectare. The proposed number of units amounts to a density of 573 units per hectare, or 1716 habitable rooms per hectare. The density would be above the indicative ranges, although given the highly accessible and central nature of the site, a high density scheme would not necessarily be a concern.

### **Vehicular Access and Servicing**

36. Vehicular access to the basement is located on Rutherford Way to the southeast of Building B. Refuse collection and deliveries/loading/unloading will take place along Rutherford Way. This will avoid vehicles needing to access the tightly controlled Olympic Way, and will allow the northern part of the site to become a 'green' landscaped link that will tie together Olympic Way and the northern gateway to the new park.
37. *Car Parking*
38. 24 blue badge parking spaces (10% provision); 5 active car charging points (20% of provision); 5 passive car charging points (20% of provision).
39. *Cycle Parking*
40. Main cycle stores located at ground floor; overflow cycle store located within the basement; two-tier cycle racks proposed within secure stores; London Plan cycle standards met with 1 space per 1 bed unit, and 2 spaces per 2+ bed units.
41. *Refuse Storage*
42. Based on 242 units compliant with Brent's NW residential mix, the following bin provisions will be required: 242 units: = 40x 1100L bins for residual waste; = 40x 1100L bins for dry waste; = 24x 240L bins for organic waste.
43. The proposed bin stores have been sized based on a twice-weekly refuse collection. Twice-weekly refuse collections will greatly reduce the amount of bin storage space required at ground floor, enabling a greater proportion of active frontage.
44. The headline figures provided above are in accordance with the relevant policies and will ensure that appropriate levels of parking, as well as suitable servicing are incorporated into the scheme.

### **Landscape**

45. Only indicative layouts of the landscaping at the site have been included. These appear to provide a similar amount of hard and soft landscape to the surrounding sites. Tree planting is

indicated which is welcome and will help contribute to the character and appearance of the locality, as well as to the quality of the local environment.

46. The plans show roof terraces/gardens/planting included at all opportunities which is again encouraged and looked at favourably. Obviously the Council encourage green roofs and planting but these need to be safe and work for future occupants of a site.
47. Any landscape proposals would need to tie in and link with the Unite and Barratt schemes in order to provide a considered and tidy finish for the redevelopment of the whole site. Reference should also be made to the public park that forms part of the wider masterplan for the area.
48. Landscape officers have stated that they are asking other applicants in the locality to provide extensive landscaped frontages, public realm space and tree planting and very much welcome the same approach here.
49. The delivery of a top quality public space will be a key factor to the development's success and therefore the final details of materials, planting species and layout of this area are to be provided within any application to ensure that it is of sufficient quality and is delivered to a standard that a redevelopment scheme in this location deserves.

## **PLANNING OBLIGATIONS**

50. In accordance with the Councils Planning Obligations SPD, the proposal would be likely to attract the following obligations to mitigate the impact of the development, if it is acceptable in policy terms:
  - Affordable Housing - Final proportion to be subject of a detailed financial viability assessment if less than 50% proposed, and a post implementation/occupation review.
  - Employment and training opportunities during construction.
  - Car-Parking Permit Free development to remove the rights of future residents to apply for parking permits in the surrounding roads in the vicinity of the site in the event a Controlled Parking Zone is introduced, and a contribution towards CPZ consultation and/or extension and implementation
  - Join and adhere to Considerate Constructors scheme
  - Energy – For residential buildings achieve Zero carbon in terms of improvement over the Target Emission Rate (TER) 2010 Building Regulations on CO2 emissions and to provide a carbon off-set contribution of (amount to be agreed) to be used towards on / or off-site improvements related to carbon reduction to off-set any shortfall below the target level. For non-domestic buildings achieve a BREEAM 'Excellent' rating and achieve a reduction in CO2 emissions in line with London Plan (2016) policy 5.2.
  - Submission and approval of a commercial and residential Travel Plan to score a PASS rating under TfL's ATTruTE programme prior to first occupation, to include provision of a subsidised Car Club membership for future residents and to fully implement the approved plan for the lifetime of the development thereafter.
  - Undertaking of any highway works through an agreement under S38/S278 of the Highways Act 1980 (N.B. the precise nature of highway works necessary to be confirmed at application stage).
  - Contribution towards bus capacity enhancement, subject to this being confirmed as necessary by TfL, and an amount to be agreed with TfL

(N.B this is not a definitive list of required obligations and maybe subject to further changes)

## **Community Infrastructure Levy (CIL)**

51. This would be development that is liable for Mayoral and Brent CIL. The level of liability that this would attract will be confirmed at a later stage when the precise quantum and form of proposed development is known.

## **CONCLUSIONS**

52. Members should note the above development is still in the pre-application stage and that additional work remains to be carried out prior to the submission of any subsequent planning application. Any such application would be referable to the Mayor of London.