

## **PRE-APPLICATION REPORT TO COMMITTEE**

**Planning Committee on**            **26 April 2017**

**Case Number**                    **17/0118/PRE**

### **SITE INFORMATION**

**RECEIVED:**                    2017

**WARD:**                         Tokyngton

**LOCATION:**                    Quintain "Fulton Quarter", Stadium Retail Pak and Fountain Studios,  
Wembley Park Drive, Wembley, HA9

#### **SCHEME:**

Outline planning application for circa 80,000sqm GEA of development (across 1.679 ha) from a combination of:

- Residential – Up to 73,500sqm
- Educational Use – Up to 15,000sqm (with resultant decrease in residential floorspace)
- Retail/Commercial/Office – up to 5,000m<sup>2</sup>
- Associated open space, parking, landscaping and infrastructure.

**APPLICANT:**    Quintain Limited

**AGENT:**            WYG

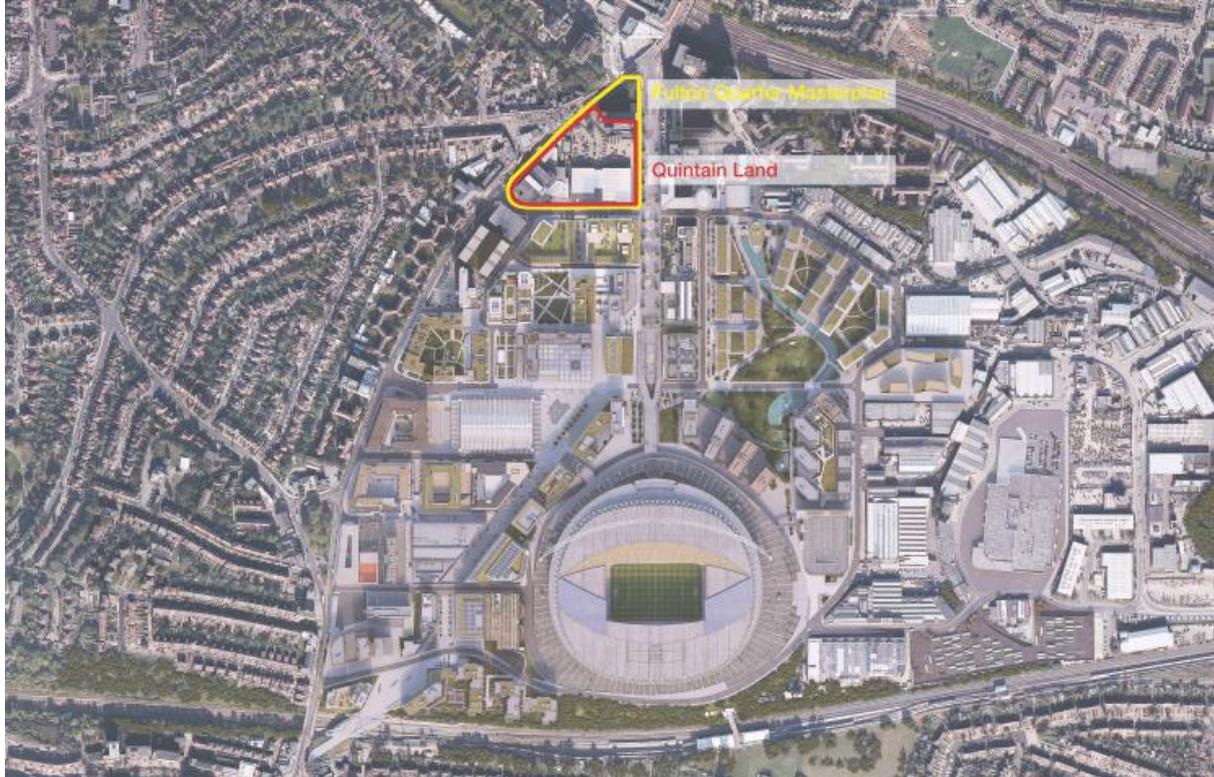
**OFFICER:**        Andrew Neidhardt (North Team)

**LINK TO DOCUMENTS  
ASSOCIATED TO  
THIS APPLICATION**            No plans as this is a pre-application item. Members will view  
a presentation at Committee.

## SITE MAP

This map is indicative only

The application site is outlined in red.



## **BACKGROUND**

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.

This is the first time the proposed development is being presented to Members.

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).

## **PROPOSAL and LOCATION**

This site comprises an area at Wembley Park, where leases on the existing uses are now shortening, so making the site timely for redevelopment and regeneration. The site lies to the north of Fulton Road and the North West Lands site, which received outline planning permission in 2012 (ref: 12/3032) and is under construction; west of Olympic Way; and south east of Empire Way. The evolving proposals are for an outline planning application for circa 80,000sqm GEA of development (across 1.679 ha) from a combination of:

Flexibility of use is incorporated into the non-residential quantum to allow for this land (and the adjoining site owned by the College of North West London) to be brought forward for higher education facilities if required.

### **Site and surroundings**

The subject site is situated within the Wembley Opportunity Area as designated within the London Plan and the Wembley Growth Area as identified within the Brent Core Strategy and Wembley Area Action Plan (AAP). There are no conservation areas or Listed Buildings within the application site.

The plot is bounded by the college of North West London to the north, Wembley Park Drive to the west, Fulton Road to the south and Olympic Way to the east.

### **Planning history**

There is no current planning permission existing on the site.

## **CONSULTATION RESPONSE**

The following will be consulted regarding any subsequent planning application:

Consultee:

(Internal)

- Ward Councillors for Tokyngton (Brent)
- Transportation (Brent)
- Environmental Health (Brent)
- Landscape Design (Brent)
- Tree Officer (Brent)
- Sustainability Officer (Brent)
- Housing (Brent)
- Urban Design Officer (Brent)
- Planning Policy (Brent)
- Flood/drainage engineer (Brent)
- Streetcare/waste/refuse (Brent)

(External)

- Greater London Authority (GLA)
- Transport for London (TfL)

- Secure by Design Officer (Met Police)
  - Thames Water
  - Wembley National Stadium Ltd
- 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**

Quintain held a public consultation event in March 2017 and will hold a further consultation in April 2017.

## **POLICY CONTEXT**

### **National**

National Planning Policy Framework 2012

### **Regional**

The London Plan consolidated with alterations since 2011

### **Local**

Brent Local Plan Development Management Policies 2016

Wembley Area Action Plan 2015

Brent Local Development Framework Core Strategy 2010

Brent Supplementary Planning Guidance

SPG17 Design Guide for New Development

## **MATERIAL PLANNING CONSIDERATIONS**

### **Proposed Uses**

The Wembley Area Action Plan specifies that mixed use development with predominantly commercial uses is acceptable in this location. Appropriate uses include retail, office, leisure, student accommodation, hotel and community use with a limited amount of residential. Additionally, the site lies within the Strategic Cultural Area where leisure, tourism and cultural uses are encouraged. The Area Action Plan specifies that at least one of the buildings should be in education use.

A key element of the proposals is the potential to deliver a new higher education facility for Wembley. Whilst these discussions with potential institutions and the Council are still at a relatively early stage, the Fulton Quarter Masterplan has been designed with flexible buildings which can be used to accommodate an educational use should the discussions progress further over the coming months. The preferred location for this use would be fronting on to Olympic Way and adjacent to the College of North West London.

The variety of proposed uses for the site are considered to be acceptable by officers and will ensure an appropriate environment is created in line with the Area Action Plan.

### **Affordable Housing**

The proposed provision of affordable housing within the scheme 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.

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.

#### *Indicative dwelling mix*

Studios	16%
1 Beds	42%
2 Beds	32%
3 Beds	10%

#### *Housing Mix and Tenure*

The applicant is proposing a broad mix of units with final number yet to be agreed. The housing mix does not fully accord with the mix set out within the Wembley Area Action Plan with a greater proportion of Studio and 1-bedroom units proposed..

In the intermediate/discounted market rent and sale tenures, Quintain will look to provide the predominance of units in these tenures as studio, one and two bedroomed units.

#### *Housing Quality*

It is expected that the units will be provided across the rented and sale tenures and so will be designed and brought forward having regard to the Housing SPG 2012 and the further evolving guidance on PRS from the Mayor.

GVA Schatunowski Brooks is employed by Quintain to advise and inform the emerging development, in order to maximise daylight and sunlight into the residential apartments and amenity space.

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

The applicant has set out that the massing of the proposals has been informed by the townscape principles of the Quintain consents including the Stage 1 consent, North West Lands consent and 2015 Quintain Masterplan, parts of which are now built out. The site is identified as being suitable for tall buildings (30 m high or taller). However, consideration must still be given to the appropriateness of the proposed building heights, the relationship with the surrounding context (including the future context), principles of good urban design and the protected views to the Stadium.

The podium approach for residential development is supported and allows sufficient separation from the other uses being brought forward. This also helps to break up the visual mass of the development into more modest blocks whilst accommodating the appropriate services and facilities required. Further testing of the heights and impacts on the protected views will be required in order to demonstrate the acceptability of the proposals.

The proposals for the Fulton Quarter support the key principles of development in the area by maintaining the linear frontage and consistent building line to Olympic Way. The proposals will need to maintain views of the Stadium Arch looking south along Olympic Way and it should be demonstrated that all other protected views of the stadium are respected.

The proposals continue the established consistent edge to Empire Way / Wembley Park Drive and provide landscaped areas at the centre of the plot and routes through which would have a different character to the main axial retail routes, creating good links with the surrounding plots.

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.

Further information setting out the key principles that will inform 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.

Further work is required to justify the height of the proposed building in this location, including further analysis of the protected views to the Stadium, daylight sunlight and overshadowing and the relationship of the proposed buildings with its potential future context.

### **Public Open Space and Amenity**

The provision of a new area of public open space for the Wembley Opportunity Area is at the heart of the Wembley Masterplan proposals (application ref 15/5550). This is not only intended to provide for the needs of those residents, workers and visitors brought to the area by the Wembley Masterplan proposals, it is also intended to serve the wider needs of the Opportunity Area – as required by the Wembley Area Action Plan.

This strategic-level provision will be supplemented by smaller scale open space/amenity provision on a plot by plot and between plots basis across the whole of the Quintain regeneration site. These spaces will comprise a mixture of high quality public, private, and semi-private and communal areas.

Children's play space will form part of the open space and amenity offer of the proposals. Demand for play space arising from the residential units proposed as part of this site will be calculated using the GLA's SPG methodology by applying the benchmark of 10sqm of play space per child. A strategy for the delivery of that play space will be set out as part of the application.

The requirements for the provision of external amenity space are set out within the Council's development Management policies. Private, communal and public external amenity space can contribute towards the external amenity space provision providing those spaces are suitably designed and located to act as usable external space. Further detail of how this would be provided in the scheme should be included within the application submission.

### **Highways and Transportation**

Car parking is proposed to be provided at a maximum ratio of 0.4 for the residential units across the Wembley Park estate, with additional operational car parking provided for the commercial development. Electric vehicle charging points will be provided at a proportion of 20% for residential spaces and 10% for non-residential spaces, plus 20% passive for charging points in the future, and/or for car clubs. Also, one car parking space will be provided for each wheelchair adapted residential unit. An active management regime will be in place to allow a response to the changing needs of occupiers and their requirement for accessible parking. This will involve leasing and re-purchase of previously sold spaces to enable up to 10% of residential car parking serving a plot to be available to blue badge holders over time.

The applicant and its consultants are in discussion with a car club operator (ZipCar) in relation to the provision of car club vehicles in publicly accessible locations across Quintain's estate.

Transport consultant, WSP, will prepare a Transport Assessment Scoping Report and this will be provided to TfL and the Council shortly. This will consider the existing operation of the site and the net change in travel demand associated with the proposed development.

The Fulton Quarter is expected to link to the wider Masterplan network of connected routes, many with pedestrian priority. The development will need to incorporate the adopted minimum cycle parking standards set out in the London Plan (March 2015).

A site wide Travel Plan, and Framework Delivery and Servicing and Construction Logistics plans will need to be provided at planning application stage. It is anticipated that the site will be served from the internal street supplemented by additional on street loading pads.

The operational waste from all floorspace is to be disposed of via a conventional waste system which will be accessed from the car park and service access off Fulton Road.

Quintain will be consulting with the Brent Access Forum, which was set up to consider inclusive access matters across Quintain's developments.

The Proposal will ensure 10% of all units provided across all tenures will be wheelchair accessible or adaptable (M4(3)) for wheelchair users. The adapted units will primarily be located in plots where on-

plot car parking is provided. All other residential units will be designed to be Part M4(2) Accessible and Adaptable dwellings.

### **Sustainability and energy**

All residential units are required to meet Code for Sustainable Homes Level 4 minimum water targets, which require an average household water consumption of <105 litres/person/day.

All fully fitted out, non-residential floorspace comprising more than 10% of the plot area is to be constructed to BREEAM Excellent Standard where connected to a heat network and BREEAM Very Good Standard prior to connection.

Due to phasing, location and to allow flexibility in how the site is brought forward, a standalone site-wide energy solution will be proposed for this site. This will be developed to meet the Mayor's carbon reduction targets through demand reduction, efficient heating infrastructure and on-site renewable energy.

All buildings will be connected to a central site-wide heat network. The scheme will need to achieve an overall 35% carbon emission reduction on plot.

GLA Zero Carbon Homes will be followed with the aim to meet zero carbon for residential buildings in line with London plan policy 5.2. Any on-site carbon reduction shortfall will look to be provided either off-site within Quintain's estate and/or through a cash in lieu contribution, the details of which are to be agreed with the LB Brent.

The Mayor of London's Priorities, as set out in the London Plan Policy 5.3, and the Sustainable Design and Construction SPG 2014 will need to be met.

### **Flood Risk**

The site lies within Flood Zones 1 and 2. Discussion will take place between the applicants and the Lead Local Flood Authority at the London Borough of Brent as the scheme progresses.

To minimise the risk and impact from flooding no residential use is located at ground level across the site and the finished floor levels will be no lower than the existing levels and raised if this is possible.

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

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**

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.