

COMMITTEE REPORT

Planning Committee on
Item No
Case Number

14 February, 2018
07
17/4877

SITE INFORMATION

RECEIVED	14 November, 2017
WARD	Tokynghon
PLANNING AREA	Brent Connects Wembley
LOCATION	Land to the South West of Olympic Way/Fulton Road Junction, Olympic Way, Wembley
PROPOSAL	Erection of a food and beverage and retail mall to provide restaurant/café, drinking establishment and shop units (use classes A1/A3/A4), an event space (use class D2), external food units (use class A5), ancillary management and storage units, associated servicing areas, provision of cycle parking and placement of signage for a temporary period of 10 years
APPLICANT	BPQW Ltd
CONTACT	WYG
PLAN NO'S	Please see condition 2.
LINK TO DOCUMENTS ASSOCIATED WITH THIS PLANNING APPLICATION	<p><u>When viewing this on an Electronic Device</u></p> <p>Please click on the link below to view ALL document associated to case https://pa.brent.gov.uk/online-applications/applicationDetails.do?activeTab=documents&keyVal=DCAPR_137228</p> <p><u>When viewing this as an Hard Copy _</u></p> <p>Please use the following steps</p> <ol style="list-style-type: none">1. Please go to pa.brent.gov.uk2. Select Planning and conduct a search tying "17/4877" (i.e. Case Reference) into the search Box3. Click on "View Documents" tab

RECOMMENDATIONS

Resolve to grant planning permission subject to conditions.

That the Head of Planning is delegated authority to issue the planning permission and impose conditions and informatives to secure the following matters:

Conditions

1. Time Limit for commencement
2. Approved drawings/documents
3. Permission for limited period of ten years
4. Foul and surface water discharge strategy and SuDS attenuation measures
5. Restriction on construction vehicles within four hours of Wembley Stadium Major Event
6. Reinstatement of redundant footway crossover
7. Visitor cycle parking spaces
8. Sustainability Statement measures to be carried out
9. Opening hours - 07.00 and 23.00
10. Closure of external kiosks before end of Wembley Stadium Major Event
11. No outside seating on day of any football-related Wembley Stadium Major Event
12. Removal of outside seating four hours before start of any non-football related Wembley Stadium Major Event
13. Restriction on display of moving images in specified areas at specified times
14. Procedures relating to search of premises
15. Procedures relating to dealing with suspicious items
16. Details of materials to be approved
17. Travel Plan
18. Delivery and Servicing Plan
19. Staff cycle parking spaces
20. Site contamination remediation and verification report
21. Mechanical plant and ventilation and extraction equipment installation
22. Operation of premises in accordance with approved noise levels
23. Details of external lighting
24. Screens/Wrap Operational Strategy and its review
25. Construction Logistics Plan
26. Construction Method Statement
27. Details of counter-terrorism measures
28. Local employment opportunities

Informatives

1. Prior consent may be required for signage
2. Definition of Major Event at Wembley Stadium
3. Thames Water advice concerning installation of fat trap and collection of waste oil
4. Thames Water advice concerning construction near public sewers
5. Thames Water require details of connection points onto the public sewer system
6. Thames Water advice concerning Groundwater Risk Management Permit
7. Applicant is to notify the Council's Highways and Infrastructure Service prior to commencement and provide a photographic survey of the highway
8. Maximum standards for fire safety
9. Brent Council encourage the payment of the London Living Wage
10. Replacement of any trees damaged as a result of the development

That the Head of Planning is delegated authority to make changes to the wording of the committee's decision (such as to delete, vary or add conditions, informatives, planning obligations or reasons for the decision) prior to the decision being actioned, provided that the Head of Planning is satisfied that any such changes could not reasonably be regarded as deviating from the overall principle of the decision reached by the committee nor that such change(s) could reasonably have led to a different decision having been reached by the committee.

That the Committee confirms that adequate provision has been made, by the imposition of conditions, for the preservation or planting of trees as required by Section 197 of the Town and Country Planning Act 1990.

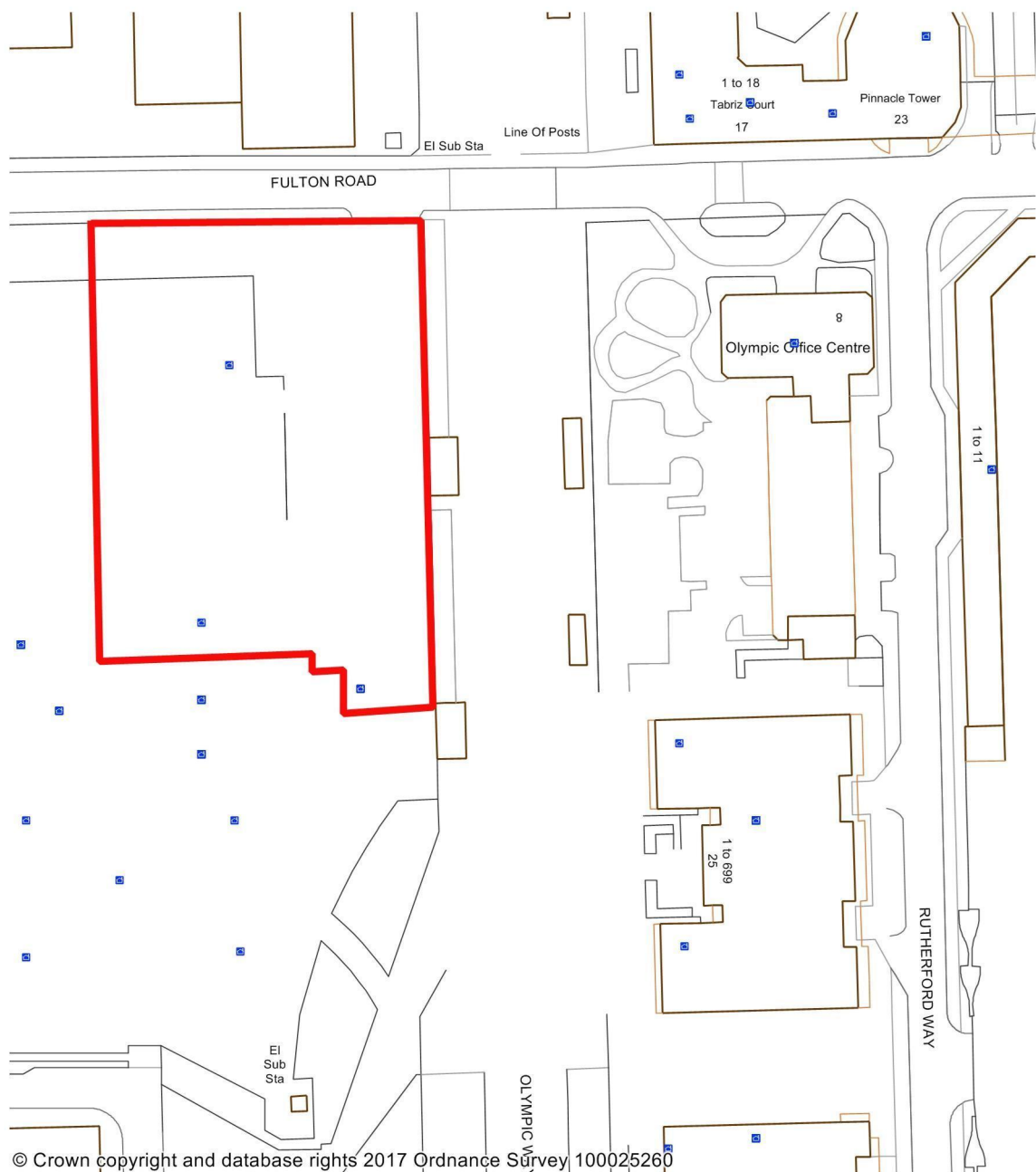
SITE MAP



Planning Committee Map

Site address: Land to the South West of Olympic Way/Fulton Road Junction, Olympic Way, Wembley

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This map is indicative only.

PROPOSAL IN DETAIL

The proposal is for the erection of a food and beverage and retail mall to provide restaurant/café, drinking establishment and shop units (use classes A1/A3/A4), an event space (use class D2), external food units (use class A5), ancillary management and storage units, associated servicing areas, the provision of cycle parking and the placement of signage for a temporary period of 10 years.

Permission is sought for a period of 10 years before the redevelopment of plots NW10 and NW11. The temporary nature of the proposal is so that a 'meantime' use can be brought forward to make effective use of the land and make a positive contribution to the area whilst the wider phased regeneration is delivered.

Boxpark

The mall would be operated by Boxpark and would be the third Boxpark scheme in the London area. The Boxpark proposals aim to create flexible retail space to be occupied by independent retailers, positioned around a central event space. Boxpark state that they select individual retailers with a view to ensuring diversity and encouraging creativity. They would target 'innovative, entrepreneurial and vibrant operators' in line with the established brand principles and ethos of Boxpark.

The original Boxpark in Shoreditch which opened in 2011 comprises retail and food and drink outlets operating from individual shipping containers. The second Boxpark was opened in Croydon in 2016. The scheme proposed for Wembley would comprise over forty food and drink vendors across two storeys, set around a central dining area at ground floor level.

The use of the building

There would be a total retail floorspace area of 2,129sqm, used flexibly within the retail use classes A1 (albeit a restriction of up to 500sqm), A3, A4 and A5. The development would comprise 21 box units, with dimensions similar to those of a shipping container, at ground floor (measuring 47sqm each) which would be rented as individual 'Box Shops'. Ancillary management areas and storage units would also be located at ground floor.

The units at first floor would be larger (ranging from 92sqm – 163sqm) allowing for associated seating areas. Additional general seating areas would also be provided on this floor. Four external food units, measuring 14sqm each, are proposed along the eastern façade fronting onto Olympic Way which would help activate the frontage of the proposed development.

The proposed central event space at ground floor (measuring 864 sqm) has been designed to be used flexibly for a variety of uses including day-to-day dining, pop-up market space and craft fairs, art and fashion shows, workshops and talks, exhibitions and music and performing arts events. Boxpark state that they are keen to engage with other stakeholders to promote the flexible event space to local businesses and groups and they are currently liaising with the Wembley Town Centre Manager to facilitate this. Boxpark also intend to hold amplified live music or dance events up to 12 times a year which would have a 1,999 capacity.

WC and ancillary accommodation would be provided at the northern part of the development and would be accessible from the central event space. Located to the southern end of the building would be the Boxpark management, security/ welfare facilities.

The building entrance would front Olympic Way, with level access to ensure accessibility for wheelchair users. A servicing area, located to the south of the site, off Repton Lane, would provide access for delivery vehicles and waste collection.

Massing and Design

The proposal comprises a two-storey development with a total floorspace of 5,422sqm. The proposed detailed design of the external elevations is architecturally generally simple, but it is considered that it would represent an interesting and contemporary piece of architecture to this prominent site.

The building would be between 10 metres and 11.4 metres above ground level (owing to the fact that the site slopes downwards from south to north) which would be considerably lower than many of the new large scale

residential buildings recently built or currently under construction in the surrounding area. These new buildings are mostly over 14 storeys high however, those built along Olympic Way are either set back from the edge of the pedestrian route or have a lower plinth-type element built along the edge of it. This is to retain the sight lines to the Stadium from Wembley Park Station to the north. The Boxpark building would extend very close to Olympic Way, just to the west of the western line of trees, which will form part of an avenue of trees along Olympic Way in the near future. However, in view of its relatively modest height, it is not considered that it would unduly affect sight lines towards the Stadium from the north.

The building would be around 67 metres long from north to south (adjacent to Olympic Way) and around 48 metres wide from east to west (adjacent to Fulton Road to the north and Repton Lane to the south). These dimensions would be comparable to those of other developments in the vicinity and, given its low height in relation to neighbouring developments, it is not considered that the development would appear unduly bulky or incongruous in views from the surrounding area.

The building would have a steel portal frame construction and would be a fully enclosed temporary building. The central event space could be heated or cooled accordingly, ensuring its usability throughout the year. The architectural language is similar to that of Boxpark Croydon and it uses 'raw', industrial, 'low-tech' materials such as steel, glass, concrete and corrugated metal consistent with the black painted shipping container aesthetic language which is associated with the Boxpark brand.

The site location means that the proposed development would be viewed from the public along all four elevations. The ductwork would be contained in vertical risers that would distribute the services vertically and expel them at roof level. The ductwork would be screened by the proposed 'wrap' which would extend to 3m above the height of the roof eaves so that it would not be visible from the street.

The upper sections of the outward facing elevations are intended to be developed as large banner bays providing a space for changing displays of branding, digital motion / street art, and advertising. This would allow illuminated static and moving images to be displayed. Whilst the specific location of these proposed banner bays encompasses part of this application submission, the adverts would be the subject of a separate application for advertising consent.

The main entrance is formed by a centrally located double height opening from Olympic Way incorporating a fully accessible 14m wide glazed door entrance.

Hard and Soft Landscaping

The built form of the building occupies almost the entirety of the development plot and therefore no soft landscaping is proposed around the edges of the site. However, new trees would be planted both along Olympic Way to the east of the site and Repton Lane to the south of the site which would help soften the visual impact of the building on the streetscene.

EXISTING

The site area is 0.30 hectares and it is currently brownfield land, used for storage/compound purposes whilst surrounding development sites are constructed. The land was previously used for the temporary Yellow car park. The nearest listed building is the Grade II Wembley Arena (formerly the Empire Pool) which is located 500 metres to the south west of the application site. The site is not located within a conservation area. The topography varies across the site. There is a fall from the south end to the north involving a level change of approximately 1.5m.

The application site relates to land to the north east of the Brent Civic Centre. It occupies a prominent location at the corner of Fulton Road and Olympic Way. The application site is within an area that benefits from outline planning consent for comprehensive mixed use redevelopment (see history section below). The site is known as plot NW11 of the North West Lands development area.

Currently to the north of the site is the Stadium Retail Park containing Currys, Maplin, JD Sports and Lidl and a McDonalds drive through restaurant. However, this site is part of Quintain's masterplan development for the area and a planning application for a mixed use development was submitted in July 2017 and is currently under consideration by the local planning authority (ref 17/3059). Fulton Road runs east to west along the northern boundary of the site. On the other side of Fulton Road, to the north west of the site, is the Novotel Hotel.

Immediately to the east of the site is the pedestrian route of Olympic Way. This is a major thoroughfare for

pedestrians travelling between Wembley Park Station and Wembley Stadium, particularly on event days but also for residents, visitors and workers on a daily basis. On the other side of Olympic Way is an office building.

Directly to the south of the site will be Repton Lane once its construction is completed (by around January 2019). Repton Lane would serve as a service route to the site as well as allowing an escape route in the event of a fire. Repton Lane sits between the site and the new large scale residential developments further to the south, known as NW07 and NW08.

To the west of the site is another site which benefits from outline planning permission for new mixed use development, which forms part of the Wembley Park Masterplan for the regeneration of the area. This site is known as plot NW09/10.

The site is well served by public transport. London underground, London overground and National Rail services are available from three stations, Wembley Park, Wembley Stadium and Wembley Central, which are located approximately 300m, 900m and 1.8km from the site respectively. Frequent bus services are available from nearby stops on Fulton Road, Empire Way and Wembley Park Drive. The site's good public transport accessibility is reflected by the Public Transport Access Level ('PTAL') rating of 5 (very good).

SUMMARY OF KEY ISSUES

The key planning issues for Members to consider are set out below. Members will need to balance all of the planning issues and the objectives of relevant planning policies when making a decision on the application:

Principle of Development: The use of vacant land for a meantime use is supported by Policy DMP2 of Brent's Development Management Policies and WEM28 of the Wembley Area Action Plan which encourage the use of vacant sites for temporary uses that will benefit Wembley's overall retail, leisure, tourism and creative offer. Furthermore, planning permission was granted in March 2015 for the erection of a theatre for a temporary period of ten years on the same site which has established the principle of a temporary use in this location. The development proposal would facilitate the delivery of the wider aims and objectives of the Wembley Area Action Plan 2015 (WAAP) and the delivery of the London Plan OAPF Wembley policy target for 11,000 jobs and a minimum 11,500 new homes across the Opportunity Area.

Proposed Uses: The site is within a designated town centre. As such, the proposed uses are in appropriate for this location, with those uses comprising restaurant/café, drinking establishment and shop units (use classes A1/A3/A4), an event space (use class D2), external food units (use class A5) and ancillary management and storage units within a food and beverage and retail mall, along with associated servicing areas and the provision of cycle parking.

Scale, Layout and Appearance: The scale and layout of the proposed scheme is considered to be acceptable within the context of the surrounding area which comprises relatively tall buildings in a dense urban context. The building is designed to provide food, drink, retail and leisure facilities, accommodating individual traders within one building. It is considered that the layout of the building and the site would enable this successfully. The overall finished appearance of the development is considered to be acceptable in design terms and in keeping with the urban nature of the surrounding area.

Noise and disturbance: Both the use and the plant equipment have the potential to generate noise. Sufficient information has been provided to demonstrate that a good environment can be maintained for nearby residents.

Highways: The visitor movement patterns, servicing arrangements, cycle parking facilities and associated highways related matters are considered to be acceptable, subject to a number of planning conditions

Representations Received: No representations were received from the owners/occupiers of neighbouring properties in response to the consultation.

MONITORING

The table(s) below indicate the existing and proposed uses at the site and their respective floorspace and a breakdown of any dwellings proposed at the site.

Floorspace Breakdown

Primary Use	Existing	Retained	Lost	New	Net Gain (sqm)
Assembly and leisure	0		0	0	
Businesses / research and development	0		0	0	
Businesses and light industry	0		0	0	
Businesses and offices	0		0	0	
Drinking establishments (2004)	0		0	0	
General industrial	0		0	0	
Hot food take away (2004)	0		0	0	
Hotels	0		0	0	
Non-residential institutions	0		0	0	
Residential institutions	0		0	0	
Restaurants and cafes	0		0	0	
Storage and distribution	0		0	0	

Monitoring Residential Breakdown

Description	1Bed	2Bed	3Bed	4Bed	5Bed	6Bed	7Bed	8Bed	Unk	Total
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RELEVANT SITE HISTORY

Outline planning consent was granted for the comprehensive re-development of the land surrounding the Brent Civic Centre in 2010 (original planning reference 10/3032). In relation to the subject site this was superseded by the 2015 Quintain Masterplan consent (reference 15/5550). This plot relates to the part of the site that will eventually contain Plot NW10 and NW11.

Details of the key consents and applications are as follows:

10/3032 – ORIGINAL OUTLINE APPLICATION – Granted 24 November 2011

Outline application, accompanied by an Environmental Impact Assessment, for the demolition of existing buildings and the mixed-use redevelopment of the site to provide up to 160,000m² of floorspace (GEA, excluding infrastructure) comprising:

- a) Retail/financial and professional services/food and drink (Use Class A1 to A5): 17,000m² to 30,000m²
 - b) Business (Use Class B1): up to 25,000m²;
 - c) Hotel (Use Class C1): 5,000m² to 20,000m²;
 - d) Residential dwellings (Use Class C3): 65,000m² to 100,000m² (815 to 1,300 units);
 - e) Community (Use Class D1): 1,500m² to 3,000m²;
 - f) Leisure and Entertainment (Use Class D2): up to 5,000m²;
 - g) Student accommodation/serviced apartments/apart-hotels (Sui Generis): 7,500m² to 25,000m²;
- and associated infrastructure including footways, roads, parking, cycle parking, servicing, open spaces, landscaping, plant, utilities and works to Olympic Way, and subject to a Deed of Agreement dated 24 November 2011 under Section 106 of the Town and Country Planning Act 1990, as amended

13/1323 – VARIATION APPLICATION – Granted 18 September 2013

Variation of condition 4 of Outline Planning Consent reference 10/3032 to allow minor material amendments to the parameter plans in relation to Plot NW01, situated in the south-western corner of the application site at the junction of Empire Way and Engineers Way.

13/2799 – RESERVED MATTERS FOR NW01 – Granted 16 December 2013

Erection of a series of 5- to 16 storey buildings within Plot NW01 situated on the corner of Engineers Way and Empire Way comprising 475 residential units and 1,061 square metres of commercial floorspace (Use Class B1 (Business), D1 (non-residential institution), D2 (leisure and assembly), A1 (retail), A2 (professional and financial services) or A3 (restaurant and café)) and associated residential parking spaces, private communal landscaped garden, ancillary spaces, and associated plant, cycle storage and refuse provision.

14/3054 – VARIATION APPLICATION – Granted 31 October 2014

Variation of condition 4 of outline planning permission reference 13/1323 to allow minor material

amendments to the parameter plans in relation to plots NW06, NW07 and the proposed open space, namely: the siting, size and layout of plots NW06 and NW07, the heights of elements of the building within Plot N06, the siting of the open space, change to the vehicular access point for plot NW06.

14/4541 – PARK AND ACCESS ROADS – Granted 16 February 2015

Proposed construction of park (publicly accessible open space), a "pocket park", access roads and other associated hard and soft landscaping works and infrastructure and alteration to existing access roads, and access to Fulton Road.

14/4555 – ACCESS ROAD TO WEST OF NW06 – Granted 16 February 2015

Proposed hard and soft landscaping works involving the construction of a new access road adjacent to the rear boundary of the Quality Hotel and Dexion House including footway and loading bays, substations and other associated hard and soft landscaping works.

14/4330 - LAND ADJACENT TO DEXION HOUSE & QUALITY HOUSE, YELLOW CAR PARK - Granted 16 February 2015

Proposed erection of 1- to 20-storey building comprising 370 residential units, 693 sqm of non-residential floorspace (use class A1 (retail), A2 (financial and professional), A3 (cafe/restaurant), B1(Business), D1 (community) or D2 (assembly and leisure)) and associated residential parking spaces, private communal landscaped garden, ancillary spaces, and associated plant, landscaping, cycle storage and refuse provision. This is a Reserved Matters application pursuant to the original outline consent 10/3032.

14/4687 - TEMPORARY MARKET USE ON OLYMPIC WAY & YELLOW CAR PARK (part of) – Granted 5 March 2015

Use of land comprising the "Yellow car park" and Olympic Way between Fulton Road and Engineers Way from time to time for temporary markets and as temporary event space. No permanent structures are proposed.

14/4573 ERECTION OF A THEATRE FOR A TEMPORARY PERIOD OF 10 YEARS ON YELLOW CAR PARK – Granted 31 March 2015

Proposed erection of theatre (Use Class Sui Generis) on corner of Fulton Road and Olympic Way incorporating a restaurant, foyer, bar area, back of house facilities, and associated landscaping, bicycle parking and ancillary works for a temporary period of 10 years.

15/5550 WEMBLEY MASTERPLAN – Granted 23 December 2016

Hybrid planning application, accompanied by an Environmental Impact Assessment, for the redevelopment of the site including:-

Full planning permission for erection of a 10-storey car park to the east of the Stadium comprising 1,816 car parking spaces of which 1,642 are for non-residential purposes, up to 82 coach parking spaces and associated infrastructure, landscaping and vehicular access.

And

Outline application for the demolition of existing buildings on site and the provision of up to 420,000 sqm (gross external area) of new floorspace within a series of buildings comprising:

- Retail/financial and professional services/food and drink (Use Class A1 to A4) up to 21,000 sqm;
- Commercial (Use Class B1) up to 82,000 sqm;
- Hotel (Use Class C1): up to 25,000 sqm;
- Residential (Use Class C3): up to 350,000 sqm (up to 4,000 homes) plus up to 20,000 sqm of floorspace for internal plant, refuse, cycle stores, residential lobbies, circulation and other residential ancillary space;
- Education, healthcare and community facilities (Use Class D1): up to 15,000 sqm;
- Assembly and leisure (Use Class D2): 23,000 sqm;
- Student accommodation (Sui Generis): Up to 90,000 sqm.

And associated open space (including a new public park) and landscaping; car and coach parking (including up to 55,000 sqm of residential parking and 80,000 sqm non-residential parking) and cycle storage; pedestrian, cycle and vehicular accesses; associated highway works; and associated infrastructure including water attenuation tanks, an energy centre and the diversion of any utilities and services to accommodate the development.

Subject to a Deed of Agreement dated 23 December 2016 under Section 106 of the Town and Country Planning Act 1990, as amended

CONSULTATIONS

Site Notice: 17/11/2017

Press Notice: 25/01/2018 (period for submission of comments ends 14/02/2018. Any comments received after the publication of this report will be reported separately to the Planning Committee).

The owners/occupiers of 24 nearby and neighbouring properties were notified of the proposed development on 20/11/2017. No representations were received from these owners/occupiers in response to the consultation.

Internal Consultees:

Transportation

Recommended a range of conditions. Comments are presented and discussed within the Detailed Considerations section of this report.

Environmental Health

Reviewed the material submitted and recommended a range of conditions relating to noise and odour impacts. Comments are presented and discussed within the Detailed Considerations section of this report.

Public Safety Manager

Recommendations made regarding conditions to be attached, including arrangements on Wembley Stadium Major Event days.

Lead Local Flood Authority

The developers are proposing to provide on-site storage tank and surface water discharge will be restricted to 5 l/s. This area falls within the Flood Zone 1 and the risk of flooding is very low. Satisfied with the drainage proposals.

External Consultees:

Wembley National Stadium Limited

No comments received.

Thames Water

Further information requested regarding the connection points onto the public sewer system. Range of advice provided which could be covered by informatives (further details within Flood Risk and Drainage section of the report).

Metropolitan Police

Recommended various measures relating to public safety and crime reduction which have been incorporated into the proposed conditions.

POLICY CONSIDERATIONS

The Development Plan in force comprises:

Brent LDF Core Strategy 2010

Brent Development Management Policies Document 2016

Wembley Area Action Plan 2015

London Plan (Consolidated with Alterations since 2011) March 2016

The following are also relevant material considerations in the determination of the current application:

National Planning Policy Framework 2012 (NPPF)

Technical Guidance to the National Planning Policy Framework

In addition, the emerging Draft Brent Design Guide SPD1 (July 2017) has been subject to public consultation and once adopted will supersede SPG17. This document is afforded weight in the determination of planning applications as it has been subject to public consultation.

DETAILED CONSIDERATIONS

1. Context

2. The application site is situated within the heart of the Wembley regeneration area. The site, formerly occupied by the Palace of Arts and Palace of Industry and later referred to as the yellow car park was granted outline planning permission in 2011 (LPA ref: 10/3032) for mixed use development for land to the west of Olympic Way and the north of Engineers Way, referred to as the North West Lands. This outline permission comprises retail, business, hotel, leisure and entertainment uses, open space student accommodation and a significant proportion of residential use. Some early plots of the outline consent have been built out.
3. In December 2016, outline planning permission was granted for the 'Wembley Masterplan' (LPA ref: 15/5550) comprising around 5,000 homes, commercial and community floorspace, a school and new open space including a public park. Given the scale of development that has been approved, the completion of this regeneration is phased to take place over a number of years. The outline consent approved building NW11 on the application site, a mixed use building with residential units.

4. Land Use

5. In advance of the full build out, and until individual development plots come forward, some additional 'meantime' uses are envisaged to come forward in the regeneration area. The application site previously operated as a temporary car park under planning permission 12/3361. Planning permission was granted on 31 March 2015 (LPA ref: 14/4573) for the erection of a theatre (Use Class Sui Generis) on the current application site, incorporating a restaurant, foyer, bar area, back of house facilities, and associated landscaping, bicycle parking and ancillary works for a temporary period of 10 years. This planning permission was never implemented.
6. The current proposals are for the erection of a food and beverage and retail mall to provide restaurant/café, drinking establishment and shop units, an event space, external food units, ancillary management and storage units, associated servicing areas, provision of cycle parking and placement of signage for a temporary period of 10 years. It is anticipated that the redevelopment of the site for a permanent scheme, as part of the wider Wembley Park regeneration project, will proceed after this period.
7. Wembley Town Centre is an appropriate location for the proposed temporary additional retail floorspace given its designation as a Major Town Centre (Brent Core Strategy policy CP16). The Core Strategy's recognition of Wembley as the principal centre within the borough and the preferred destination for major new retail, leisure and other town centre developments further cements Wembley's position as the focus for retail growth. It is anticipated that due to the limited unit sizes and function, the proposed development would attract principally small, independent businesses thereby adding diversity to the town centre retail offer and making a positive contribution to the vitality and viability of Wembley as a retail destination.
8. The current proposal would contribute towards the delivery of the wider aims and objectives of the Wembley AAP (the area OAPF) and the delivery of the London Plan OAPF Wembley policy target for 11,000 jobs and a minimum 11,500 new homes across the Opportunity Area.
9. The site is very well served by public transport. It benefits from a range of public transport options including the bus, rail and the underground tube networks. The site is located approximately 0.1 miles south of Wembley Park Underground Station, which is served by both the Jubilee and Metropolitan Lines, connecting to central London from the north. The site is served well by multiple bus routes with a bus stop on Fulton Road opposite the north end of the site. Wembley Stadium train station is 0.5

miles south of the site and offers another connection to central London via Marylebone Station.

10. Policy Considerations

11. The National Planning Policy Framework (2012) has a presumption in favour of sustainable development. Planning applications that accord with the adopted plan should be approved without delay, unless material considerations indicate otherwise. The NPPF promotes mixed use developments, high quality design and good standards of amenity and encourages local planning authorities to 'promote competitive town centres that provide customer choice and a diverse retail offer which reflects the individuality of town centres' (paragraph 23).
12. In the London Plan (2015) Wembley is designated as an Opportunity Area. In such areas intensification and regeneration will be supported as these areas have been identified as having sufficient capacity to accommodate new housing, commercial and other developments. Typically these are already built-up areas with good existing public transport links which can support redevelopment at higher densities. They have significant capacity for new jobs.
13. Policy 4.7 of the London Plan encourages the development of retail, commercial, cultural and leisure facilities in Town Centres and states that they should be focused on sites within town centres that are well integrated with the existing centre and public transport. Policy 4.8 cites that a successful, competitive and diverse retail sector which promotes sustainable access to the goods and services that Londoners need, and the broader objectives of town centres, should be supported.
14. The Mayor's Town Centres Supplementary Planning Guidance (SPG) (2014) states at paragraph 1.1.14 that, 'To be competitive, promote choice and add vitality and a distinctive offer, town centres should support a good balance of different types of multiple and independent retailers providing access to a range of local services.' Section 5.2 of the SPG states that 'redeveloping and bringing vacant and under-used sites and properties back into use can help stimulate vitality and economic viability, and kick-start local growth' and it encourages the use of temporary permissions to allow for meanwhile uses.
15. The Mayor's Culture and Night Time Economy Supplementary Planning Guidance (SPG) (2017) states at section 6.5, 'The evening and night-time economy can make a major contribution to the vitality and viability of these town centres. It generates jobs and improves incomes from leisure and tourism activities. This adds both to the vitality of the town centre and makes it safer by increasing activity and providing 'passive-surveillance'.
16. Brent's adopted LDF Core Strategy (2010) sets out the spatial structure of the borough, and seeks to support and deliver the overall vision and objectives for the borough. This focuses future development in Brent into five Growth Areas, each is key to achieving borough regeneration objectives. To reflect its status in the London Plan as an opportunity area Wembley is designated as a growth area in the Core Strategy. It recognises that Wembley has the capacity to deliver the majority of the borough's development and employment growth. The vision is that Wembley will become a cultural focal point as the borough's main area for tourism, also being the location for large scale visitor attractions, reflecting its London Plan designation as a strategic cultural area for London. This is set out in policy CP7 of the Core Strategy.
17. Policy DMP2 of Brent's Development Management Policies (November 2016) is concerned with supporting strong town centres and seeks to ensure Brent's town centres provide customer choice and a diverse retail offer as required by the NPPF and London Plan. The policy states 'the use of vacant sites or buildings for occupation by temporary uses that will benefit a town centre's viability and vitality will be permitted.'
18. The Council vision for the development of Wembley is set out in the Wembley Area Action Plan (AAP) (adopted Jan 2015). This sets out a strategy for growth and regeneration and a framework for delivering this vision over the next 15 years. The plan builds on the Council's vision to develop Wembley as a destination which will help drive the economic regeneration of Brent, and further promote its cultural and leisure offer attracting visitors throughout the day and evening. The plan aims to guide appropriate development to bring forward the delivery of new homes, jobs, shopping and leisure facilities. Policy WEM 28 states that, 'The use of vacant sites or buildings will be promoted for occupation by temporary uses, especially creative industries that will benefit Wembley's retail, leisure, tourism and creative offer.'

19. The proposed development would add to the retail and leisure facilities on offer for Brent's residents and visitors, and would in turn be of benefit to the local economy. The use is in keeping with the vision for how development in the Wembley regeneration area is to take place, and the development would introduce activity and vitality that responds appropriately to the vision for Olympic Way and wider area.
20. Having regard to national, regional and local planning policy, it is considered that the proposed development is appropriate in land use terms and that it would make a positive contribution towards the regeneration plans for Wembley.

21. Layout, Landscaping and Trees, Scale and Appearance

22. Layout of the building

23. Ground Floor

24. The ground floor features the 16m x 49m wide central event space. This space is designed to be flexible and offer a variety of uses including day-to-day dining, pop-up market space, music events, cinema showings, and art and fashion shows.
25. The central space would be surrounded by individual retail units, the majority of which would be 47m² in area and which would resemble shipping containers. There would be a total of 20 small individual units within the main body of the building which would face inwards towards the central space. These single units would be 3.5m wide and 14m long and they would be used wholly as kitchen / food preparation areas with a servery unit at the front of them. All seating and dining areas that serve these units would be in the communal central space. In addition to the standard units there would be one larger 8m by 14m unit which would also open out onto the central space, but this unit would have additional customer capacity.
26. The main entrance to Boxpark would be centrally located within the row of units at the east elevation off Olympic Way. Customers would enter a double height space containing the stairs and the lift to access the first floor.
27. Opposite the main entrance on the western side of the event space would be positioned the 'BOXbar' which would be around four times the size of the standard sized retail units.
28. The northern section of the building (on Fulton Road) would accommodate a secondary entrance, toilets and stairs to the first floor. The southern section of the building would accommodate storage areas, bin stores and associated services and facilities. All deliveries would arrive via Repton Lane to the south of the building and would be brought directly into the storage area. The location of the bin stores within this southern area would also facilitate waste removal, using vehicles arriving along Repton Lane.
29. Four separate retail units would be installed externally, along the eastern elevation on Olympic Way, two on either side of the main entrance. These would serve food and drink and would provide an active frontage to the main pedestrian route. Any seating provided in association with them would be subject to conditions restricting their use on Wembley Stadium Major Event days, to ensure the safe flow of pedestrians through the area.
30. *First Floor*
31. The six units at first floor level would be larger than the units on the ground floor and would be leased out to larger operators. There would be four 12m x 14m units and two 12m x 8.95m units that would all open out onto dining terraces overlooking the central space. These units, unlike the ground floor ones, would have additional customer capacity within them. The units would be 4m to the roof eaves – 1m taller than the ground floor units which would have a 3m floor to floor height. These units would have fully glazed ends made up of double doors and fixed glazed panels.
32. To the east and west facades there would be large sliding doors which would allow the internal terraces to open to balcony areas. The balcony to the east would overlook Olympic Way and provide a visual connection with the activity inside Boxpark to people walking past at street level.
33. There would be one public staircase, located centrally at the east entrance, which leads from ground to first floor. Two further staircases are located at the north and south ends of the building but these would be used for exit only in the event of a fire.

34. The first floor would also accommodate additional toilet and office facilities.
35. *Roof*
36. The design is completed by a solid roof with transparent polycarbonate roof lights set into it. The roof is pitched at 6 degrees and would be supported on structural steelwork. The design of the roof would reflect (and be visually consistent with) the aesthetic language of the rest of Boxpark Wembley. The roof would feature 24 rectangular polycarbonate rooflights set within a composite panelled roof.

37. Landscaping and Trees

38. The proposed building is closely bordered by highways to its north, east and south. The area to the west is used for purposes associated with the construction of adjacent plots. Therefore there would be very little opportunity for landscaping around the proposed scheme. However, a number of trees are proposed along Olympic Way to the east and are planned for Repton Lane to the south, once the construction of this road is completed. In addition, the development site is only around 45 metres from Elvin Square Gardens, the public open space positioned between buildings NW06 and NW07/08, largely residential schemes on land to the south of the development. In these circumstances, the lack of landscaping proposed is considered acceptable.
39. Improvements to the public realm for the stretch of Olympic Way adjacent to the development site have been approved in outline under the Wembley Masterplan (15/5550) and further details have been approved under the Reserved Matters application for Olympic Way Zone A which relates to the stretch of Olympic Way between the end of the Pedway and Fulton Road (LPA ref. 17/0019). Under these plans, an avenue of trees is proposed along the length of Olympic Way. Five of these proposed trees would be very close to the proposed building and to the associated external food units on the eastern façade. The applicants have confirmed that their arboriculturalist has reviewed the plans and they are aware that if any trees suffer damage or die as a result of the development, either during the construction or end use phase, they would need to be replaced in accordance with the landscaping conditions attached to previously approved consents for the adjoining areas of land. However, an informative is recommended to remind the applicants of this obligation, for the avoidance of doubt.
40. **Scale**
41. The site slopes downwards from the south to the north and the building would be around 10 metres above ground level at its southern, Repton Lane elevation and around 11.4 metres at its northern, Fulton Road elevation. The building would be considerably lower than many of the new large scale residential buildings recently built or currently under construction in the surrounding area. These new buildings are mostly over 14 storeys high however, those built along Olympic Way are either set back from the edge of the pedestrian route or have a lower plinth-type element built along the edge of it. This is to retain the sight lines to the Stadium from Wembley Park Station to the north. The Boxpark building would extend very close to Olympic Way, just to the west of the western line of trees, which will form part of an avenue of trees along Olympic Way in the near future. However, in view of its relatively modest height, it is not considered that it would unduly affect sight lines towards the Stadium from the north.
42. **Appearance**
43. The proposed development would use contemporary, industrial style materials including steel, glass, concrete and corrugated metal, consistent with the aesthetic language of the black-painted shipping containers, which form the basis of the existing Boxpark developments in Shoreditch and Croydon.
44. The lower sections of the facades would be corrugated metal with a black finish, whilst the upper sections would be used to accommodate advertising, artwork and branding on a regularly changing basis. These would be on a proposed 'wrap' some sections of which would be capable of full motion or static graphic displays (please see Advertising Strategy below for fuller details).
45. On the east and west elevations, the external area positioned between the building and the 'wrap' would be dedicated to plant and service space. This would allow the ductwork and plant to rise up directly out of the units and be expelled at roof level without it being visible from the street. The wrap would extend 3m above the height of the roof's eaves which would also allow it to effectively screen the roof mounted ventilation cowls associated with the central event space.

46. The roof would feature 24 rectangular polycarbonate rooflights set within a composite panelled roof, the exterior of which would have a matt black finish.
47. The proposed external food units would help achieve an active frontage to Olympic Way and would add interest to the proposals at ground floor thereby drawing people into the site. The incorporation of active ground floor uses is in accordance with Policy WEM7: 'Character of Olympic Way' of the Wembley Area Action Plan (2015).
48. The height and length of the building would be comparable to that of other developments in the vicinity, so it is not considered that the development would appear unduly bulky or incongruous in views from the surrounding area. The development would be constructed just to the west of five of the trees which would form part of the new avenue of trees soon to be planted along Olympic Way. These trees would be only a little shorter than the top of the building and would help soften the impact of the development on the streetscene. The four external units proposed along the eastern elevation would also provide additional interest and articulation to this facade and help to ensure that the building would not appear overly bulky or dominant within the streetscene. New trees are also due to be planted adjacent to the Repton Lane facade and these too would provide some visual relief and help soften the impact of the development on the streetscene.
49. **Use of the building**
50. On a daily basis, the central area would be used for a wide variety of uses throughout the day. In addition, special events would be held.
51. In addition to the regular, small scale events which would take place across the year, Boxpark also intend to hold amplified live music or dance events up to 12 times a year which would have a 1,999 capacity. The terms of the required Licenses would be designed to ensure that these events would not have an unacceptable impact in terms of public safety and the amenities of neighbouring residential occupiers. In addition, noise related planning conditions are recommended to ensure that these larger events would not have an unacceptable impact on the amenities of neighbouring residents.
52. **Advertising Strategy**
53. The current application includes the proposed location of advertisements/graphic displays, and the principles by which they would be progressed and their operational strategy. However, a separate advertisement consent would also be required prior to their display.
54. The external wrap to Boxpark Wembley would be capable of hosting large format digital display boards and/or illuminated spirit flex vinyl wraps on the north, south and east facades enabled to deliver full motion or static graphic displays. The advertising panel system would be capable of displaying artwork and advertising campaigns, designed to add vitality and vibrancy to the street scene and to present a distinctive and active facade to the key pedestrian thoroughfares.
55. Boxpark Wembley would partner with creative advertising partners to produce an annual calendar of activations to these facades. Boxpark Wembley would retain full creative approval of any artwork/campaigns to be displayed and they state that they would adopt the following core principles:
 - Campaigns would be selected from a small panel of high quality collaborators renowned for producing high value campaigns
 - The artwork would be outstanding and would positively contribute to the quality of the development and add vibrancy to the street scene
 - The artwork would not promote any ideas or contain any text or images which are homophobic, racist, sexist or would bring the development/estate into disrepute
56. Boxpark would work closely with Quintain, and the FA, to co-ordinate and collaborate on estate wide campaigns and ensure all visual displays are in keeping with and positively contribute to the wider Wembley Park estate and London Borough of Brent.
57. The application proposes that the upper sections of each elevation would be used for the display of images as follows:

58. The northern elevation, fronting Fulton Road - the upper section of this elevation, apart from a glazed area towards the centre, would be covered with a vinyl wrap with applied graphics or alternatively backlit/full LED displays which could be used to display static or full motion images.
59. The eastern elevation, fronting Olympic Way – the upper sections to the north and south of the predominantly glazed entrance area would be used for advertising. These areas would be covered with a vinyl wrap with applied graphics or alternatively backlit/full LED displays which could be used to display static or full motion images.
60. The southern elevation, fronting Repton Lane - the upper section of this elevation, apart from a glazed area towards the centre, would be covered with a vinyl wrap with applied graphics or alternatively backlit/full LED displays which could be used to display static or full motion images.
61. The western elevation, facing development plots NW09/10 – the upper section of this elevation, apart from a glazed area towards the centre, would be covered with a vinyl wrap with applied graphics, which may be used for future advertising/branding content. However, no intention has been indicated to convert this area to backlit/full LED displays in the future.
62. The 'wrap' would be used approximately 50% of the time for Boxpark creativity/artwork which would include Boxpark branding, digital / street art and community initiatives and 50% of the time for advertising.
63. Boxpark and Quintain have indicated that they also intend to develop options to install a system that would enable branding to be delivered on the roof. However, this would involve graphic designs with no illuminated elements and would also be subject to separate advertisement consent.
64. At this stage an 'in principle' approval is sought for this strategy. The specific detail would come forward under a separate advertisement consent application, if planning permission is granted.
65. *Design considerations*
66. The screens proposed on the upper sections of the north, east and west elevations of the building are intended to be used to accommodate LED screens capable of displaying static and moving images during the times when the premises are open (between 7am and 11pm, seven days a week). During these times of illumination, this would result in a building, designed to be visually stimulating, which would have a prominent presence in the streetscene.
67. With regard to the display of advertising material on the external facades, promotional displays are closely associated with the brand identity of Boxpark. The existing Boxparks at Croydon and Shoreditch are similarly used to display promotional material over wide expanses of their facades. Although this would not result in a typical, traditional form of development, it is considered that the displays would give the building a dynamic and contemporary feel which would not be out of keeping with the character of the surrounding area, given the new urban landscape currently emerging.
68. Olympic Way has long been associated with the display of advertising material. At present, at the northern end of Olympic Way near Wembley Park station, large expanses of wall and the sides of Bobby Moore bridge are covered in advertising and promotional material. Hoardings, such as those around the vacant toilet block just to the south of Bobby Moore bridge also used for the display of images. Planning permission has also been granted for large lighting columns along the length of Olympic Way. These would be capable of supporting large banners which would be used for advertising and promotional material and would be externally illuminated.
69. With regard to buildings in the vicinity, Wembley Stadium has three large screens which are used to display moving images on its prominent north facing elevation. Wembley Arena also has permission for moving images to be displayed on its front elevation.
70. It has therefore been established that the display of prominent advertising and promotional material may be suitable in this area. Although during the times the adverts are illuminated, with either static or moving images, the building would be visually prominent in its immediately surrounding area, it is not considered that this would make it appear unduly incongruous in views from the surrounding area. It would be viewed within the context of a busy, commercial area and with the backdrop of large scale developments, completed or under construction, on adjacent plots. It is considered that the illuminated adverts would add vibrancy and visual interest to the area, as features on a contemporary

building design within an emerging landscape of new, large scale developments.

71. *Highway safety*

72. The Council's Transportation Officers have expressed concern about the highway safety implications of displaying moving images readily visible to drivers using adjacent roads. In response to their concerns, a condition is recommended to ensure that moving images are not displayed on the Fulton Road façade and the northern section of the Olympic Way façade of the building at times when Fulton Road is open to vehicular traffic, unless otherwise agreed in writing by the Local Planning Authority. This condition would allow moving images to be displayed on these facades on Wembley Stadium Major Event days when Fulton Road is closed to vehicular traffic. The applicants intend to commission a further study of the highway safety implications of displaying moving images on the Fulton Road façade and on the northern section of the Olympic Way façade.

73. *Luminance levels*

74. The applicants state in their Screens/Wrap Operational Strategy that the brightness of the proposed screens would be set at, or below, the industry levels set out within the Institute of Lighting Professionals' Technical Report No.5 – Brightness of Illuminance Advertisements. They propose that during the day, the luminance would not exceed 4,800 cd/sqm, and from dusk onwards, the luminance would not exceed 300 cd/sqm. They assert that due to ambient light levels in the sky, a screen operating at this level would not appear unduly bright or out of context.
75. It would be possible to adjust the timing and lighting of the screen at any time to be sensitive to the local environment. The system would allow for remote monitoring of the brightness level at any time, as well as manual adjustment. Adjustments to brightness could be made depending on the time of day, as well as times of sunrise and sunset. Any changes to brightness would be made across a 90 minute period and in 10% increments, ensuring that the screen would not cause visual distraction through significant adjustments to screen brightness at any one time.

76. **Opening hours**

77. The applicant proposes that the premises would trade over 7 days a week from 07.00am to 23.00. The core hours of operation would be 11.30am to 18.30pm, but businesses would then operate either side of those times depending on the nature of the specific operator. These proposed trading hours would allow a greater natural surveillance within the area later into the evening. These trading hours are considered acceptable within this town centre context, provided a condition is attached to secure this. The recommended condition would allow a 45 minute period after the 23.00 closing time for remaining customers to leave the premises and for all ancillary activity to be completed.

78. **Licensing**

79. The applicants state that they are committed to engaging in discussions with the Council's Licensing Team to ensure that arrangements would satisfactorily cover the uses of the building both in terms of its day to day operation and the less frequent higher capacity events.

80. **Engagement with local businesses and groups**

81. Boxpark and Quintain (the landowners) have had ongoing dialogue with Brent's Wembley Town Centre Manager and the Wembley Business Associations (which include Wembley and Ealing Road Town Centre and Wembley & Ealing Road Traders Association) and arranged a series of meetings where proposals for the scheme were presented and the traders associations were actively encouraged to invite their members and other local businesses to consider taking space in Boxpark Wembley.
82. Boxpark state that they actively encourage local operators to consider applying for a unit at Boxpark Wembley and Quintain, with their broader existing relationships, have nominated themselves to act as facilitators between Wembley Town Centre retailers and Boxpark operators with regards to leasing opportunities. All Local Business Associations have been sent the lease distribution pack which explains how they can apply to occupy a unit.
83. Boxpark intend to hold over 200 events a year and would support the use of the flexible event space by the local community, promoters, entertainment business and groups and this would be available through their events team. In addition Boxpark and Quintain state that they will continue to promote engagement with local business and groups as well as through Brent's Wembley Town Centre

Manager to positively react to any comments received and progress other opportunities as they emerge.

84. **Impact on residential amenity**

85. **Noise**

86. A noise assessment has been submitted with the application. It assesses the background noise levels around the proposed development to provide benchmarks in relation to which potential noise impact may be assessed. It was found that the measured ambient noise and background noise data correlates with previous data survey reported in the Environmental Noise Assessments that had been prepared for the various residential developments within the Wembley Area.

87. The Noise Assessment assesses entertainment noise from the proposed development. The proposed criteria for frequent events is reflective of the criteria adopted for everyday entertainment noise limits under the previous theatre planning consent.

88. Criteria proposed for less regular events containing entertainment noise, such as music concerts being held within the event space, is based on the guideline criteria offered in the 'Code of Practice on Environmental Noise Control at Concerts'. The applicants note that this is an industry recognised document for specifying entertainment noise limits for developments holding infrequent entertainment noise events.

89. The report sets out proposed mitigation measures to reduce entertainment noise break out. These comprise the following:

- Appropriate minimum sound insulation performance requirements assigned to building envelope elements, such as walls, glazing, doors, roof panels and roof lights and to internal building elements within the BOXbar e.g. walls, doors and structural elements.

- Adopting a ventilation strategy which does not rely on doors, windows or rooflights to be open for ventilation purposes. Appropriate minimum sound insulation performance requirements assigned to ventilation elements e.g. attenuators to ventilation openings within the building envelope.

- Consideration of the sound system speaker layouts and internal finishes to allow noise levels at the extremities of the internal areas of the development to be lower than the main audience areas.

- The operational management policy (OMP) for the development to include a strategy to ensure all external doors and internal doors to BOXbar remain closed other than for access (e.g through the use of door supervisors and / or automatic door closers).

90. The applicants also state that mechanical and electrical plant which has the potential to have an external impact will be designed to achieve a noise rating level of 10dB below representative noise background level. This reflects the criteria provided in the Wembley Masterplan (LPA ref: 15/5550). They state that, based on the proposed plant noise, the cumulative noise resulting from all tenant and landlord plant associated with the development should not exceed the external noise emission limits of 42db during the daytime and 36db during the night time hours.

91. The applicants state that cleaning and deliveries related to the proposed development will not take place between 23.00 and 07.00 hours. However, they confirm that, in the unlikely event they do, the LBB criterion of 33dB LAeq, 15minutes will be applied. Other measures designed to minimise noise disturbance to surrounding residential properties include the location of the bin store within the building envelope. Furthermore, doors to the terraces and entrance doors would be kept closed during events in order to avoid noise spillage.

92. The Council's Environmental Health Department highlight that a key concern are the noise impacts of general activities from the units such as plant noise and, in particular, airborne noise from entertainment, and patrons using external areas, emanating from the site. Environmental Health have engaged in discussions with the applicants' acoustics advisor regarding a wide range of issues relating to the noise impact of the development. They have recommended the restriction of the playing of loud amplified music in the external areas of the site and stress that all units, especially the Boxbar, should be suitably sound insulated to prevent excessive noise breakout. They state that they agree with the mitigation measures proposed in section 4.2 of the Environmental Noise Assessment

Report but have stressed the need to consider the matters set out in the paragraphs below.

93. Environmental Health stress that specific and robust plans should be in place regarding the exact locations of speaker systems, the specification of the system to be implemented and local controls such as the use of noise limiters or similar. Environmental Health would seek to ensure that the sound system can be used without detriment to local amenity. They would also expect the applicant to provide details of noise levels intended for use as background and that the levels specified in Tables 3 and 4 can be achieved without detriment to local residents.
94. In addition to the inclusion of a strategy within the OMP for control of noise from entertainment they would expect a specific noise management plan to be in place for the Event Space. This should provide detail about all elements of noise control for the prevention of nuisance, detail the type and frequency of noise monitoring for day-to-day operations and other events (on site and at the site boundary at agreed monitoring points), specify who will undertake the monitoring regime and list corrective action to be taken in the event of non-compliance with the agreed protocol.
95. Environmental Health welcome the inclusion of the acoustic performance requirement within documents provided to tenants and the specification that entertainment noise breakouts should be undertaken by a suitably qualified acoustic consultant.
96. Environmental Health stress the need for vigilance regarding the control of noise for less frequent events as outlined in Table 5 (events taking place up to 30 days a year, but not more than once in a single week), particularly with respect to the specific monitoring regime which shall be implemented, clarity regarding who will undertake monitoring, how this will be reported to the Local Authority and corrective action to be undertaken in the event agreed noise levels are exceeded.
97. Environmental Health welcome the provision of a noise monitoring programme to be conducted in accordance with the "*Site wide construction management scheme, code of practice & complaints handling system*". Section 4.1.10 specifies a continuous noise monitoring location at the junction of Engineers Way/ Empire Way. This will require review prior to the commencement of this development and consideration given to a more appropriate location for monitoring construction noise arising from this development. Details of this should be submitted in writing and agreed by Environmental Health prior to implementation.
98. Measures to mitigate noise during construction could be agreed through a Construction Method Statement, and a condition is recommended requiring the submission and approval of a Construction Method Statement.
99. The Environmental Health team have been involved in drafting a range of conditions which they recommend are attached to any grant of planning permission and these have been incorporated within the Draft Decision Notice at the end of this report.
100. **Ventilation and Odour**
101. A Ventilation and Extract Statement has been submitted which contains details of the extract ventilation system and odour control equipment for the commercial kitchen, including details of external ducting. The individual unit kitchen system would consist of an extract fan located in the store of each individual unit along with an individual duct route to the roof. The Statement cites that within each of the box units the individual tenants would install a supply duct complete with makeup air fan, attenuator and suitably selected filter if required penetrating through the rear of the box unit drawing air front via the external service zone. The Statement also sets out the requirements that tenants will need to meet, depending on which cooking methods they utilise.
102. A condition is recommended to require that Mechanical plant and ventilation and extraction equipment is installed in accordance with the levels and limits specified within the submitted Environmental Noise Assessment Report and Ventilation and Extract Planning Statement and is maintained thereafter in accordance with the criteria and limits within those documents, and in accordance with the manufacturer's instructions.
103. The recommended condition also specifies that if occupiers intend to burn solid fuels (such as for charcoaling or wood burning ovens) details of additional ventilation and extraction arrangements would need to be submitted to and agreed in writing by the Local Planning Authority. and the arrangements should be implemented in accordance with the agreed details.

104. Provided appropriate conditions are attached to any grant of planning permission regarding measures to mitigate against nuisance caused by noise or odour, it is not considered that the development would have an unduly detrimental effect on the amenities enjoyed by neighbouring residents or those in the vicinity.

105. Accessibility

106. Boxpark has been designed to provide full inclusive access for all and the design team have adopted the requirements of Approved Document M of the Building Regulations "Access To And Use Of Buildings". The main entrance accommodates the sloping site levels along Olympic Way and so is accessed via a 1:21 ramp, designed in accordance with the above regulations.
107. Access for the public to all the internal retail units at first floor level would be provided through double doors to ensure adequate clear widths are provided to all spaces. All back of house areas would have a minimum door width of 800mm to ensure any staff wheelchair users can access all areas. The ground floor central space and where corridors or terrace spaces are provided, the standard circulation width would be at least 1800mm which would provide space for two wheelchairs to pass.
108. A lift to provide access between the ground and first floors would be located close to the main entrance on the eastern side of the building. Finishes throughout the building have been selected in order to provide an adequate level of visual contrast, for example between horizontal and vertical surfaces. Where possible, floor finishes would contrast in colour and / or texture to indicate a change of function within a space. Toilets suitable for wheelchair users and a shower suitable for staff members who are wheelchair users are also proposed.
109. A drop off location would be provided to cater for visitors with reduced mobility. It would be located within the Stadium Retail Park located to the north of the application site, around 50m from the main pedestrian access on Olympic Way and a new access gate would be installed from that site onto Olympic Way to minimise the walking distance. The applicant has confirmed that a closer disabled drop-off location in Repton Lane was considered but it was concluded that this would compromise servicing arrangements and was not therefore considered suitable. In these circumstances, these drop off arrangements are considered acceptable.

110. Highways and Transportation

111. A Transport Statement (TS), Travel Plan (TP) and Delivery and Servicing Plan (DSP) were submitted with the planning application.

112. Car Parking

113. The Proposed Development is planned as car free without parking provision. The principle of a car free development is supported by the high accessibility of the site and the forecasted nature of the visits which is anticipated to be drawn mainly from the local area and land uses in the area. The Council's Transportation officers confirm that they have no concerns regarding the absence of car parking within the site, given the very good access to public transport that is available, the extensive on-street parking restrictions close to the building and the availability of public off-street parking in the wider area.

114. As noted above, a drop off location would be provided to cater for visitors with reduced mobility within the Stadium Retail Park around 50m from the main pedestrian access on Olympic Way.

115. Cycle Parking

116. The proposed development includes 44 cycle parking spaces. Short Stay (i.e. visitors) cycle parking provision has been based on the anticipated demand on a peak day. The assessment suggests that up to 28 cyclists would be on site at any given time. The proposed development would provide a total of 32 visitor cycle parking spaces along Repton Lane, which equates to a provision above the anticipated peak cycle parking demand. This would ensure a 10% additional provision on the busiest day and ample provision during days of average visitor footfall.
117. Long stay (i.e. staff) cycle parking provision has been based on the anticipated demand related to staff. Proposals comprise 12 long stay cycle parking spaces, to be provided within a storage/ delivery room in the southeastern corner of the building, for employees of the proposed development. The

Council's Transportation officers recommend a condition to require the submission of further details of the exact nature of the provision, to ensure that these arrangements would be satisfactory.

118. Officers are satisfied that the amount of long- and short-stay bicycle parking proposed meets requirements.

119. Deliveries, Servicing and Refuse Collection

120. The applicants predict that the development would generate 24 daily trips on a peak day and 23 on a neutral weekday (i.e. Tuesday, Wednesday and Thursday). Primary deliveries would be undertaken from 7am to 12am and from 2pm to 6pm (8 hours in total) and would be managed through a pre booking regime to ensure that excessive numbers of vehicles do not arrive at the site simultaneously. The proposed development would share the servicing bay facility secured as part of the consented NW07/08 scheme (ref 15/5394), located immediately to the south of the service area of the building, on Repton Lane.

121. The long term servicing arrangements set out within the submitted draft Delivery and Servicing Plan have been discussed with the Council's Transportation officers and the applicant has confirmed that a revised and updated Delivery and Servicing Plan that includes further details regarding the co-ordination of delivery schedules will be submitted and agreed prior to occupation of the development. A condition is recommended to this effect. It is also recommended that a condition is attached to restrict the times at which servicing could take place on event days in accordance with other permissions for premises in the vicinity of the Stadium.

122. For the limited time period prior to Repton Lane being completed by around January 2019 and after Boxpark construction has been completed, an interim servicing arrangement is proposed. During this period, servicing would take place from Fountain Studios car park. The car park would be accessed via Fulton Road and goods would then be manually wheeled to the site via the Olympic Way pedestrian crossing facility and Weavers Walk. It is recognised that, although these arrangements would not be ideal, alternative locations such as Repton Lane and Exhibition Way were investigated, but whilst Repton Lane (east) and Weaver Walk remain under construction, the trolleying distance to the building would be further than from the Fountain Studios site. In these circumstances, the proposed arrangements may be acceptable, but further details would need to be submitted and approved through the Delivery and Servicing Plan prior to the occupation of the development.

123. With regard to refuse collection, the refuse area would be located to the south of the site and contained within the building envelope. The waste bins would be wheeled out by collection personnel at the time of collection. Once Repton Lane is completed, the service bay to the immediate south of the building would be used for refuse collection vehicles. During the period prior to Repton Lane being completed but after Boxpark has been completed, interim arrangements would be implemented whereby refuse would be collected by vehicles parked in Fountain Studios car park. Whilst this is not ideal, it is considered acceptable for a relatively short period of time.

124. Other Highway and Transportation matters

125. The applicants consider that the proposed development would draw the majority of its business from residents, employees, students and visitors to the Wembley Park area, Stadium and Arena. They also conclude that the proposed development would have a negligible effect on the local pedestrian network. The Council's Transportation officers recommend a condition requiring the submission and approval of a full Travel Plan prior to the occupation of the building.

126. The Council's Transportation officers have reviewed the information submitted. Some of their comments are incorporated within other sections of this report, but their additional comments are presented below:

127. The redundant crossover in the northeastern corner of the site will need to be reinstated to footway with full height kerbs at the developer's expense as a condition of any approval.

128. In terms of future trip generation, the applicant has acknowledged that information from the operator's existing site in Croydon (through their Travel Plan) would provide a more accurate representation of future trips. However, detailed trip information from that site is not readily available at the current time and the undertaking of surveys over the recent Christmas/New Year period would not have been representative.

129. As such, in the absence of data from a directly comparable site, Brent's officers have agreed that data from public houses/restaurants would provide the closest comparable results, despite the shortcomings in terms of not taking into account retail and event space.
130. It is predicted that the site will attract 4,000 daily visitors on a Friday and Saturday, falling to 3,000 on a Sunday and 1,500 in the early part of the week. The applicant has clarified that the type of retail uses proposed would be unlikely to generate a significant proportion of these trips.
131. Arrival and departure profiles across the course of a weekday for a public house were previously applied and suggested that the peak hour for trips on a Friday would be 6pm-7pm, with 599 arrivals and 588 departures.
132. A similar exercise has now been undertaken for Saturday trips, which suggests that the peak hour over the weekend would be 1pm-2pm, with 582 arrivals and 398 departures. As such, a Friday evening is confirmed as generally having the highest hourly arrival/departures period.
133. However, queries were previously raised regarding how the staging of events within the building would affect arrival and departure profiles, given the lack of information on how such events would be managed. Further information has now been provided on this matter, based upon the sister operation in Croydon.
134. On this basis, up to 12 major events are anticipated (presumably annually, although this is not specified), at which up to 2,000 guests are allowed. A number of intermediate events for up to 1,200 guests are also anticipated. All of these will be ticketed events and are normally held at weekends. Other events are held of a more minor nature, with attendance falling within the overall prediction of 4,000 guests over the day.
135. A debriefing note for one of the major events over a weekend in Croydon has also been provided, which had a maximum attendance of 1984 people. The note confirms that most guests arrived over a four hour period between 2pm-6pm, although detailed information on hourly arrivals and departures is missing. Nevertheless, the note confirms that queues at the Croydon site were not extensive and were generally contained in the podium area, without tailing back to the adjoining station.
136. Given the ability to queue guests on the wide Olympic Way, it is not therefore anticipated that entry to major events would be likely to be a problem, as long as events are co-ordinated with those at Wembley Stadium and Arena. To address this, it has been confirmed that events will not coincide with events at the Stadium of Arena, unless the venue is being used in a complementary capacity as part of the overall co-ordinated hospitality for the main Stadium or Arena event. This is welcomed.
137. The applicant has also now confirmed that major events would be stewarded so that guests only enter and leave the building via the Olympic Way entrance, with the Fulton Road entrance used only as an emergency exit. This also allays previous concerns regarding crowds in Fulton Road, with the previous Transport Statement demonstrating that Fulton Road can otherwise cater for day-to-day pedestrian movements to and from the building. Nevertheless, a Major Event Management Plan should be submitted setting out clearly how safe entry and exit for ticketed events with more than 1,000 people will be managed.
138. The draft Travel Plan was also previously considered to have shortcomings. The applicant has therefore also agreed that a revised full Travel Plan will need to be agreed prior to occupation of the development and a condition is again recommended to this end.
139. Finally, highway safety concerns were previously raised over the display of moving images on parts of the building that are visible to drivers on Fulton Road. Although accident data for Engineers Way in the vicinity of Wembley Arena has been submitted to demonstrate that moving images can be safely displayed close to the highway, the size, position and prominence of the images at the front of Wembley Arena are not considered to be comparable with the proposals for this site. Nevertheless, the applicant now proposes to only display moving images on the Fulton Road frontage when the road is closed to vehicular traffic before and after events at Wembley Stadium.
140. This is fine in principle, as long as the restriction also applies to the northern third of the Olympic Way (eastern) façade. A condition should prohibit the display of moving images at any time that Fulton Road is open to vehicular traffic, which would allow moving images to be displayed across the whole

building for approximately 90 minutes before and after Stadium events.

141. There are no objections on transportation grounds to this proposal, subject to conditions requiring:-

- (i) the submission and approval of a full Travel Plan prior to occupation of the building;
- (ii) the submission and approval of a Delivery & Servicing Plan prior to occupation of the building;
- (iii) the submission and approval of a Major Event Management Plan;
- (iv) reinstatement of the redundant footway crossover on Fulton Road in the northeastern corner of the site to footway with full height kerbs at the developer's expense prior to occupation of the building;

- (v) the approval of further details of long-term bicycle parking;
- (vi) a restriction preventing on the display of moving images on the Fulton Road and Olympic Way (north) facades of the building at times when Fulton Road is open to vehicular traffic;

Conditions are recommended relating to points (i), (ii), (iv), (v) and (vi) above. With regard to (iii), following further discussions it has been agreed that arrangements relating to satisfactorily managing Major Events being held at the proposed development would be adequately covered by licensing agreements and therefore a separate planning condition would not be necessary.

142. The Council's Environmental Health team have confirmed that they have reviewed the submitted Deliveries and Servicing Plan and are satisfied with the provisions outlined therein for addressing potential environmental impacts from deliveries servicing the site.

143. Safety and security considerations

144. The outline masterplan application (15/5550) sought to ensure that active street frontages would be maximised wherever possible through the use of a number of measures, such as the incorporation of commercial and community units at ground floor level. The four individual units proposed to be located along the Olympic Way frontage would both ensure that active street frontages are provided and would encourage natural surveillance of the surrounding area. It is also noted that the proposed cycle spaces, the entrance to Boxpark and the proposed external food units would benefit from being overlooked and monitored by the CCTV cameras approved by under application 17/3045 relating to the CCTV scheme for this stretch of Olympic Way. The Boxpark premises would also have its own CCTV system installed.

145. The Boxpark site itself would have a private 24 hour manned security team. For larger events, additional security would be provided to reflect the type and scale of the event being held.

146. The applicants have engaged in ongoing dialogue with the Metropolitan Police regarding safety and security matters in relation to the proposed development. A variety of conditions are recommended based on liaison with the police, designed to protect both customers of the premises and those in the surrounding area. These include conditions to ensure that any tables, chairs or other items associated with outside seating are not present at any time on the day of any football-related Major Event at Wembley Stadium, or are removed from outside the premises at least four hours before the scheduled start of any non-football related Major Event, in the interests of public safety. Furthermore, a condition is proposed to require that the external kiosks on the Olympic Way elevation of the premises are closed at least 15 minutes before the scheduled end of any Major Event at Wembley Stadium, to ensure that there is no hindrance to the safe flow of pedestrians during the egress period after a Major Event.

147. Sustainability issues

148. The NPPF encourages local planning authorities to adopt proactive strategies to mitigate and adapt to climate change. Policy CP19 of the Core Strategy seeks to ensure that all developments promote sustainability with a view towards climate change mitigation and adaptation. Policy CP19 requires the Sustainability Statement to demonstrate a BREEAM rating of "Excellent" for non- residential developments.

149. The applicants state that the development proposals are temporary in nature and that the relatively short lifespan of the building means that a number of renewable energy options are not feasible as they would typically require a longer building lifetime. It is noted the London Borough of Brent understood the difficulty of achieving a score of BREEAM excellent in the case of temporary buildings when determining the previous theatre application on this site. In these circumstances, a package of

sustainable measures based on sustainable design, construction and low energy fittings were proposed and this was considered acceptable by London Borough of Brent.

150. A number of elements are therefore proposed to make the development sustainable including:
- Energy efficient design making temporary use of a brownfield site during the construction of a strategic regeneration project;
 - The development will comply with the minimum U values required under Part L2A for temporary buildings;
 - The lighting strategy seeks to reduce lux levels so as to avoid the energy inefficiencies of over lighting, whilst ensuring that best practice for visual performance and occupancy comfort. All individual units, toilets and back of house spaces will have presence/absence detectors to reduce energy demand when the units are not in use.
 - Waste will be appropriately segregated as per the common retail waste streams (paper, cardboard, mixed plastics, glass) prior to collection by specialist waste contractor for recycling offsite. Collection of wastes from a centralised area will reduce the environmental impact of multiple waste collections from individual units.
 - Materials for key building elements will be sourced from suppliers who hold environmental management system certification such as ISO 14001 or BES 6001. This demonstrates a commitment to both sustainable and responsible sourcing.
 - In order to demonstrate spatial fit, an exercise has been undertaken to plan the tenant heating and cooling distribution and plant installation in principle. The spatial fit exercise proposes heating/cooling provision within tenanted units via individual DX Split systems which achieve minimum efficiencies of (COP) 3.4, thereby significantly improving on performance against the requirements of the Non-domestic Building Services Compliance Guide.

151. Officers acknowledge that the relatively short lifespan of the current building means that a number of renewable energy options are not feasible as these would typically require investment that requires a longer building lifetime. On balance, the strategy proposed is considered to be appropriate for a temporary building of this nature. It is therefore recommended that a condition be attached to require the development to be carried out in accordance with the measures set out in the Sustainability Statement. If it is not possible or feasible to incorporate any of the measures that as approved in the Statement, then details of alternative measures or alternative means by which the impacts of the failure to implement the measures will be mitigated would need to be submitted to and approved in writing by the Local Planning Authority.

152. Lighting

153. A Lighting Strategy has been submitted with the application. The Strategy states that the proposed lighting has been designed to provide an adequate and safe level of lighting for site tasks, amenity and security, whilst maintaining a minimal impact on the site surroundings, environment and neighbouring properties. External illumination levels would be based on CIBSE and CIE guidance and in accordance with the Ecology requirements to maximise safety for both visitors and staff on the site, whilst maintaining a minimal impact on the surrounding area. The illumination levels for various areas and times are detailed in the Strategy. The scheme also aims to take into consideration the need to reduce energy consumption, whilst maintaining a high quality of illumination for the site.
154. Facade lighting would be provided via LED linear luminaires mounted at a high level to highlight architectural elements and/or advertising. All façade lighting would be independently programmed to switch off no later than the 23:00 curfew.
155. As noted in the Advertising Strategy section above, static and full motion illuminated images are proposed on three of the facades, with moving images only permitted on certain sections at times when Fulton Road is closed to vehicular traffic. Further details of how this would operate, including times of operation and luminance levels, are included within the Boxpark Screens/Wrap Operational Strategy, which is recommended to be an approved document. A recommended condition would also require a review of the Screens/Wrap Operational Strategy in relation to the southern elevation, with particular regard to luminance levels and operational arrangements, to be submitted for approval by the Local Planning Authority within 6 months of the first residential occupation of development NW07/08. This is intended to ensure that there is an opportunity to review the suitability of the Screens/Wrap Operational Strategy, in the light of any feedback received from neighbouring residential occupiers, and to ensure the protection of nearby residential amenity.

156. In addition, it is recommended that if planning permission is granted, a condition be attached to require full details of lighting to be submitted for approval, including luminance levels and details of measures to control light pollution, to ensure that an acceptable lighting scheme is achieved.
- 157. Archaeology**
158. A desk based archaeological assessment was included in the Environmental Statement for the Wembley Masterplan outline consent (15/5550). The report highlights that the site is not within a designated Archaeological Priority Area or a Conservation Area, and that there are no Scheduled Ancient Monuments within the search area. The information from the baseline assessment showed that a range of archaeological works had produced negative archaeological results and it is specified that the construction of the Empire Exhibition site resulted in the complete truncation of all deposits pre-dating the early 20th Century. It was therefore cited that there has been no recorded evidence of survival of archaeological remains or features associated with the Wembley Park Pleasure Gardens.
159. In view of the above, no archaeological mitigation was proposed for the construction or operational phases of the previously approved development and officers consider this approach to be equally appropriate in relation to the current planning application to be acceptable.
160. Notwithstanding the above, the units would be situated on the existing ground surface, and no below grounds works would be taking place, therefore it would be very unlikely that any archaeological remains present on site would be disturbed.
- 161. Flood Risk and Drainage**
162. The application site is in Flood Risk 1 and so it is at low risk of flooding. The application site is less than 1 hectare as such a Flood Risk Assessment (FRA) is not required. The outline application 15/5550 was accompanied by an acceptable FRA and details of these are submitted with this application. The applicant has considered the conclusions of the Flood Risk Assessment chapter and proposed measures accordingly. Due to the underlying geology, poor infiltration rate and high water table it is unlikely that infiltration SuDS will be suitable and, as such, below ground attenuation tanks have been proposed to store surface water, and a hydrobrake to limit the discharge to greenfield rates.
163. The Council's Lead Local Flood Officer has confirmed that as the developer is proposing to provide an on-site storage tank and surface water discharge will be restricted to 5 l/s, the drainage proposals are acceptable.
164. The FRA chapter also outlines the proposed plans for the management of foul water from the proposed development, including details of the existing foul water network and the drainage proposals associated with this application.
165. The statutory undertaker, Thames Water, has requested further information regarding the connection points onto the public sewer system and it is recommended that an informative is attached to confirm this. Thames Water has also provided a range of advice which could be covered by informatives. These cover the installation of a properly maintained fat trap on all catering establishments and appropriate procedures for the collection of oil waste, the need to gain Thames Water's approval to build close to a public sewer and the need to gain a Groundwater Risk Management Permit to discharge groundwater into a public sewer.
- 166. Contamination**
167. A Ground Conditions Assessment was undertaken for application reference 15/5550. As this covered land relevant to the application site, details of this have been submitted in support of this application. The chapter examined the ground conditions of the site and considered geology, hydrology, hydrogeology and geo environmental conditions, including soil gas and vapors and chemical concentrations in soils and ground water.
168. It is noted that the Local Planning Authority has previously approved a planning application for the same site, relating to details pursuant to a site investigation and remediation strategy condition (LPA Ref. 15/2125). A condition is therefore recommended to ensure that, in the event that any unexpected contaminant is found during site clearance and/or construction, a remediation and verification report is submitted to and approved in writing by the Local Planning Authority prior to first

occupation of the development, demonstrating that the site is safe for the end use.

169. Employment

170. If the proposed development takes place, job opportunities would be created across a range of skill-levels. The applicants estimate that around 200 full-time equivalent jobs would be generated. These jobs would make a significant contribution to the employment role envisaged by the site's designation within a growth area (WAAP Policy CP7) which promotes such areas as being the focus for a generation of new jobs across a range of sectors.
171. The applicants assert that Boxpark would work proactively with the London Borough of Brent to source as many employees as possible locally. Brent Works aim to work with residents by providing them with training, work experience and pathways into employment to help them reach their career aspirations. The applicants consider that Brent Works would be the best forum and conduit of opportunities and training packages. Furthermore, Boxpark are keen to encourage stakeholders to promote the flexible event space to local businesses and groups.
172. A condition is recommended to ensure that, should permission be granted, access to employment opportunities is maximised for local people during the construction phase of the development, through liaison with Brent Works.

173. Construction Logistics

174. A condition is recommended requiring the submission and approval of a Construction Logistics Plan (CLP) prior to the commencement of development, in the interest of highway and pedestrian flow and safety.

175. Conclusion

- 176.** The proposed use would provide a beneficial 'meantime' use for this site whilst the North West Lands area is redeveloped over a phased period. In land use terms this temporary use is considered to be consistent with national, regional and local policy. It would add to the retail and leisure facilities on offer for Brent's residents and visitors, and would in turn be of benefit to the local economy. The use is in keeping with the vision for how development in the Wembley regeneration area is to take place, and would introduce activity and vitality that responds appropriately to the vision for Olympic Way and wider area. The building design would deliver an interesting and contemporary scheme to this prominent site. The facility would be accessible for all members of the local community in a location with very good public transport accessibility. The submitted scheme accords with the relevant planning policies and guidance and it is therefore recommended that planning permission is granted, subject to conditions.

CIL DETAILS

This application is not liable to pay the Community Infrastructure Levy (CIL). The proposal relates to a temporary use, and the permission is for a time limited period of ten years only, and it is therefore not eligible for CIL.

DRAFT DECISION NOTICE



Brent

DRAFT NOTICE

TOWN AND COUNTRY PLANNING ACT 1990 (as amended)

DECISION NOTICE – APPROVAL

Application No: 17/4877

To: Miss Carney
WYG
11th Floor
1 Angel Court
London
EC2R 7HJ

I refer to your application dated **14/11/2017** proposing the following:

Erection of a food and beverage and retail mall to provide restaurant/café, drinking establishment and shop units (use classes A1/A3/A4), an event space (use class D2), external food units (use class A5), ancillary management and storage units, associated servicing areas, provision of cycle parking and placement of signage for a temporary period of 10 years

and accompanied by plans or documents listed here:
Please see condition 2.

at **Land to the South West of Olympic Way/Fulton Road Junction, Olympic Way, Wembley**

The Council of the London Borough of Brent, the Local Planning Authority, hereby **GRANT** permission for the reasons and subject to the conditions set out on the attached Schedule B.

Date: 02/02/2018

Signature:

Alice Lester

Head of Planning, Transport and Licensing

Notes

1. Your attention is drawn to Schedule A of this notice which sets out the rights of applicants who are aggrieved by the decisions of the Local Planning Authority.
2. This decision does not purport to convey any approval or consent which may be required under the Building Regulations or under any enactment other than the Town and Country Planning Act 1990.

DnStdG

SUMMARY OF REASONS FOR APPROVAL

- 1 The proposed development is in general accordance with the:-
National Planning Policy Framework 2012
London Plan consolidated with alterations since 2011 (March 2016)
Brent Local Plan 2016
Wembley Area Action Plan 2015
Brent Local Development Framework Core Strategy 2010

- 1 The development to which this permission relates must be begun not later than the expiration of three years beginning on the date of this permission.
Reason: To conform with the requirements of Section 91 of the Town and Country Planning Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved drawing(s) and/or document(s):
Site Location Plan (drawing no BPW-BDP-(0) AP001 P03) prepared by BDP
Existing Site (drawing no BPW-BDP-(0) AP002 P04) prepared by BDP
Existing Site including proposed neighbouring developments (drawing no BPW-BDP-(0) AP003 P04) prepared by BDP
Existing Site Levels (drawing no BPW-BDP-(0) AP004 P03) prepared by BDP
Proposed Site Plan Ground Level (drawing no BPW-BDP-(0) AP005 P04) prepared by BDP
Proposed Site Plan Roof Level (drawing no BPW-BDP-(0) AP006 P04) prepared by BDP
Proposed Ground Floor Plan (drawing no BPW-BDP-(0) AP010 P05) prepared by BDP
Proposed First Floor Plan (drawing no BPW-BDP-(0) AP011 P05) prepared by BDP
Proposed Roof Plan (drawing no BPW-BDP-(0) AP012 P03) prepared by BDP
South and East Elevations (drawing no BPW-BDP-(0) AE001 P03) prepared by BDP
North and West Elevations (drawing no BPW-BDP-(0) AE002 P03) prepared by BDP
Cross Sections (drawing no BPW-BDP-(0) AS001 P03) prepared by BDP
Exploded Axo - Uses (drawing no BPW-BDP-(0) AX001 P03) prepared by BDP
Exploded Axo - Make (drawing no BPW-BDP-(0) AX002 P03) prepared by BDP
Planning Statement prepared by WYG
Design and Access Statement parts 1-9, prepared by BDP
Transport Statement Rev.3 prepared by WSP
Travel Plan Rev.3 prepared by WSP
Deliveries & Servicing Plan (Rev.3) prepared by WSP
Sustainability Statement prepared by BDP
Environmental Noise Assessment Report Rev.P02 prepared by BDP Acoustics
Drainage Strategy Rev.B prepared by BDP
Lighting Strategy Report Rev.03 by BDP
Ventilation and Extract Planning Statement Rev.P05 by BDP
Draft Operational Management Plan prepared by BPQW Ltd
Ground condition, soils and contamination (resubmitted from the ES chapter for app ref 15/5550)
Flood Risk Assessment (resubmitted from the ES chapter for app ref 15/5550)
Archaeology Assessment (resubmitted from the ES chapter for app ref 15/5550)
Definition of Zones for Moving Image Content, drawing no. A00_MIC_01 P2007903
Boxpark Screens/Wrap Operational Strategy
Reason: For the avoidance of doubt and in the interests of proper planning.

- 3 This permission shall be for a limited period of ten years only from the date of this consent when (unless a further application has been submitted to and approved in writing by the Local Planning Authority) the use hereby approved shall be discontinued and the building shall be

removed from the site and the site left in a safe and satisfactory condition in accordance with a scheme of work to be submitted to and approved in writing by the Local Planning Authority.

Reason: The land is situated within an area to be redeveloped and is acceptable on a temporary basis in the interests of the regeneration plans for Wembley.

- 4 The strategy for the discharge of foul and surface water and SuDS attenuation measures, as detailed within the applicant's Drainage Strategy (prepared by BDP and dated November 2017), shall be implemented in full prior to the occupation of the development hereby approved.

Reason: To ensure that sufficient capacity is made available to cope with the new development, to reduce the likelihood of flooding on the site and to ensure the development is sustainable.

- 5 For the duration of the construction period, no construction vehicles are permitted to access or egress the site from four hours before the start time of a Major Event at Wembley National Stadium to four hours after the end of that event, unless otherwise agreed in writing by the Local Planning Authority.

Reason; In the interests of pedestrian and highway safety.

- 6 The redundant footway crossover on Fulton Road in the north-eastern corner of the site shall be reinstated to footway with full height kerbs at the developer's expense prior to first occupation of the development.

Reason: In the interests of pedestrian and highway safety.

- 7 The cycle parking spaces shown on proposed Ground Floor Plan (drawing no BPW-BDP-(0) AP010 P05) shall be laid out in accordance with the details as approved and shall thereafter be retained for the duration of the consent.

Reason: To ensure satisfactory facilities for cyclists.

- 8 The development shall be carried out in accordance with the measures set out in the Sustainability Statement hereby approved. If it is not possible or feasible to incorporate any of the measures as approved in the Statement, then details of alternative measures or alternative means by which the impacts of the failure to implement the measures will be mitigated shall be submitted to and approved in writing by the Local Planning Authority and thereafter implemented in full prior to first occupation of the development or in accordance with a programme of works approved by the Local Planning Authority.

Reason: To ensure a satisfactory development which incorporates sustainability measures that are commensurate to the scale and nature of the development proposed.

- 9 The premises shall not be used for the preparation or sale of food and drink or for events other than between the hours of 07.00 and 23.00 and shall be cleared, with all ancillary activity completed, within 45 minutes of closing time. No deliveries to, or collections from, the premises shall take place before 07.00 am.

Reason: To protect the amenities of nearby residential occupiers.

- 10 The external kiosks on the Olympic Way elevation of the premises shall be closed at least 15 minutes before the scheduled end of any Major Event at Wembley National Stadium. The kiosks shall not reopen until the stewards deployed to marshal the event have left Olympic Way.

Reason: In the interests of public safety.

- 11 No tables, chairs or any other items associated with outside seating areas associated with this development shall be present outside the premises at any time on the day of any football-related Major Event at Wembley National Stadium. They shall be stored securely within the premises when not in use.

Reason: In the interests of public safety.

- 12 Any tables, chairs or other items associated with outside seating shall be removed from outside the premises at least four hours before the scheduled start of any non-football related Major Event at Wembley National Stadium and shall not be reinstated outside until the stewards deployed to marshal the event have left Olympic Way. They shall be stored securely within the premises when not in use.

Reason: In the interests of public safety.

- 13 Moving images shall not be displayed on the Fulton Road façade and the northern section of the Olympic Way façade of the building (within the area marked as 'Zone A' on drawing no. A00_MIC_01 P2007903) at times when Fulton Road is open to vehicular traffic, unless otherwise agreed in writing by the Local Planning Authority.

Reason: In the interest of highway and pedestrian flow and safety.

- 14 Procedures shall exist to ensure that a full search of the premises, including the external kiosks, and the immediate environment outside is conducted, to look for any suspicious item(s), before each time the premises closes. Details of such procedures shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of trading at the premises the the approved procedures shall be implemented from the commencement of trading for the duration of the consent.

Reason: In the interests of the safety and security of users of the premises and those in the vicinity.

- 15 Procedures shall exist to deal with any suspicious item(s) identified. All staff shall have appropriate training to enable them to identify suspicious item(s) and actions to take if suspicious item(s) are found. Details of such procedures shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of trading at the premises and the approved procedures shall be implemented from the commencement of trading for the duration of the consent.

Reason: In the interests of the safety and security of users of the premises and those in the vicinity.

- 16 Prior to the commencement of above ground works on the development hereby approved, details of external materials (with samples where appropriate to be made available for viewing on site or at another location as agreed) shall be submitted to and approved in writing by the Local Planning Authority. The development shall be completed in accordance with the approved details, unless alternative materials are agreed in writing by the Local Planning Authority and the development shall thereafter be implemented in accordance with those details.

Reason: To ensure a satisfactory development which does not prejudice the amenity of the locality.

- 17 Prior to the occupation of the building hereby approved, a full Travel Plan shall be submitted to and approved in writing by the Local Planning Authority. The approved Travel Plan shall be implemented in full from first occupation/use of the development, unless otherwise agreed in

writing by the Local Planning Authority.

The Travel Plan shall be reviewed at years 1, 3 and 5 from first occupation, and the reviews shall be approved in writing by the Local Planning Authority as follows:

- a) A review of the Travel Plan measures over the first 12 months from first occupation shall be submitted to the Local Planning Authority within 15 months of the commencement of the use and the review shall be approved in writing within 18 months and associated measures implemented unless otherwise agreed in writing by the Local Planning Authority;
- b) A review of the Travel Plan measures over the first 3 years from first occupation shall be submitted to the Local Planning Authority within 39 months of the commencement of the use and the review shall be approved in writing within 42 months and associated measures implemented unless otherwise agreed in writing by the Local Planning Authority;
- c) A review of the Travel Plan measures over the first 5 years of operation shall be submitted to the Local Planning Authority within 63 months of the commencement of the use and the review shall be approved in writing within 66 months and associated measures implemented unless otherwise agreed in writing by the Local Planning Authority.

Reason: In order to promote sustainable transport measures and in the interest of the free and safe flow of traffic on the local road network.

- 18 Prior to the occupation of the building hereby approved, a Delivery and Servicing Plan shall be submitted to and approved in writing by the Local Planning Authority. Amongst other matters, this plan shall specify that during the period commencing with the first occupation of the development and ending once the delivery bay within Repton Lane is completed, delivery vehicles servicing the premises shall park in the car park of the current Fountain Studios and all goods and materials to be delivered shall be transported by trolley from the Fountain Studios car park to the premises. The approved Delivery and Servicing Plan shall be implemented in full from first occupation/use of the development, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To ensure that vehicles servicing the premises are parked in suitable parking areas in the interest of pedestrian and highway safety and to protect the amenities of neighbouring residential occupiers.

- 19 Further details of long-term staff cycle parking shall be submitted to and approved in writing by the Local Planning Authority prior to the commence of the approved use and approved cycle parking shall be provided in accordance with the details as approved prior to the commencement of the use and shall thereafter be retained for the duration of the consent.

Reason: To ensure satisfactory facilities for cyclists.

- 20 The development hereby approved shall be carried out in accordance with the details relating to site contamination previously approved under permission reference 15/2125 (Details pursuant to Condition 13 [Site Investigation] of planning permission reference 14/4573). However, in the event that any unexpected contaminant is found during site clearance and/or construction a remediation and verification report, written by a suitably qualified person, shall be submitted to and approved in writing by the Local Planning Authority prior to first occupation of the development, demonstrating that remediation has been carried out in accordance with the details previously approved and confirming to the Council's satisfaction that the site is safe for the end use.

Reason: To ensure the safe development and secure occupancy of the site proposed for use.

- 21 Mechanical plant and ventilation and extraction equipment shall be installed in accordance with the submitted documents 'Environmental Noise Assessment Report Rev.P02' (dated November 2017) prepared by BDP Acoustics, and 'Ventilation and Extract Planning Statement Rev.P05' (dated 13/11/2017) prepared by BDP and shall be maintained as such thereafter in accordance with the criteria and limits referred to as proposals, or set out, within those documents, and in

accordance with the manufacturer's instructions. No solid fuels shall be burnt at the site until details of additional ventilation and extraction arrangements have been submitted to and approved in writing by the Local Planning Authority and the solid fuel arrangements shall thereafter be implemented in accordance with the approved details.

Reason: In the interests of the amenities of neighbouring residential occupiers and those in the surrounding area.

- 22 The premises shall be operated so that the level of noise does not exceed the levels referred to as proposals, or set out, within the submitted 'Environmental Noise Assessment Report Rev.P02' (dated November 2017) prepared by BDP Acoustics. Prior to the commencement of the use, or within a timetable as agreed with the Local Planning Authority, tests shall be carried out to verify compliance with these levels and the results of these tests shall be submitted to and approved in writing by the Local Planning Authority. If the specified levels have been exceeded, details of the measures which will be taken to remedy this breach will be submitted to and approved in writing by the Local Planning Authority and implemented in full prior to the commencement of use of the development.

Reason: In the interests of the amenities of neighbouring residential occupiers and those in the surrounding area.

- 23 Notwithstanding the Lighting Strategy hereby approved, full details of any external lighting, including the external lighting fixtures and a light contour plan for the land surrounding the building, shall be submitted to and approved in writing by the Local Planning Authority, prior to its installation. This shall include details of the luminance levels, details of any automatic timers or sensors and details of measures to control light pollution. The approved details shall be implemented in full prior to the commencement of the use hereby approved and the lights shall not be installed or operated other than in accordance with the approved details.

Reason: In the interests of safety, sustainability and the amenities of neighbouring residential occupiers.

- 24 The screens/wrap on the exterior of the building shall be operated in accordance with the Boxpark Screens/Wrap Operational Strategy hereby approved. A review of the Screens/Wrap Operational Strategy in relation to the southern elevation, with particular regard to luminance levels and operational arrangements, shall be submitted to the Local Planning Authority within 6 months of the first residential occupation of development NW07/08, and approved by the Local Planning Authority within 9 months. Any mitigation recommendations within the approved review shall be completed within 3 months of the date of the approval of those measures, or in accordance with a programme approved by the Local Planning Authority.

Reason: To ensure that there is an opportunity to review the suitability of the Screens/Wrap Operational Strategy, in the light of any feedback received from neighbouring residential occupiers, and/or to ensure the protection of nearby residential amenity.

- 25 Prior to the commencement of development, a Construction Logistics Plan (CLP) shall be submitted to and approved in writing by the Local Planning Authority and the approved CLP shall be implemented for the duration of demolition and construction.

Reason: In the interest of highway and pedestrian flow and safety.

- 26 Prior to the commencement of the development, a Construction Method Statement (CMS) shall be submitted to and approved in writing by the Local Planning Authority outlining measures that will be taken to control dust, noise and other environmental impacts of the development. The CMS shall include details of a dust monitoring plan, to be implemented during demolition and construction works. The approved plan, or a revised plan as subsequently approved pursuant to this condition, shall be fully implemented throughout the demolition and construction phases of the proposed development.

Reason: To safeguard the amenity of neighbouring residents by minimising impacts of the development that would otherwise give rise to nuisance.

- 27 Details of any proposed counter-terrorism measures shall be submitted to and approved in writing by the Local Planning Authority in consultation with the Metropolitan Police prior to the commencement of above ground works and the approved details shall be implemented in full prior to completion of the development hereby approved.

Reason: To ensure that the development accords with Policy 7.13 of the London Plan consolidated with alterations since 2011 (March 2016)

- 28 Prior to the commencement of development, details shall be submitted to and approved in writing by the Local Planning Authority of:
- (i) Employment opportunities during the construction phase of the development;
 - (ii) The Training & Employment Co-ordinator;
 - (iii) How local employment opportunities will be maximised through liaison with Brent Works.
- The approved details shall be implemented in full throughout the construction of the development.

Reason: In the interest of providing local employment opportunities.

INFORMATIVES

- 1 Prior consent may be required under the Town and Country Planning (Control of Advertisements) Regulations 1990 for the erection or alteration of any
 - (a) illuminated fascia signs
 - (b) projecting box signs
 - (c) advertising signs
 - (d) hoardings
- 2 A Major Event at Wembley National Stadium (as defined within the Definitions section of the Section 106 Agreement relating to The National Stadium, Wembley dated 23rd August 2002) is an event at the Stadium for which more than 10,000 seats were available either by sale of tickets to members of the public or by debenture or by corporate entertainment.
- 3 Thames Water recommends the installation of a properly maintained fat trap on all catering establishments. They further recommend, in line with best practice for the disposal of Fats, Oils and Grease, the collection of waste oil by a contractor, particularly to recycle for the production of bio diesel. Failure to implement these recommendations may result in this and other properties suffering blocked drains, sewage flooding and pollution to local watercourses.
- 4 Thames Water advise that there are public sewers crossing or close to the development. In order to protect public sewers and to ensure that Thames Water can gain access to those sewers for future repair and maintenance, approval should be sought from Thames Water where the erection of a building or an extension to a building or underpinning work would be over the line of, or would come within 3 metres of, a public sewer. Thames Water will usually refuse such approval in respect of the construction of new buildings, but approval may be granted for extensions to existing buildings. The applicant is advised to visit thameswater.co.uk/buildover
- 5 Thames Water request that details of connection points onto the public sewer system are submitted to them for approval.
- 6 Thames Water advise that a Groundwater Risk Management Permit from Thames Water will be required for discharging groundwater into a public sewer. Any discharge made without a permit is deemed illegal and may result in prosecution under the provisions of the Water Industry Act 1991. Thames Water would expect the developer to demonstrate what measures

they will undertake to minimise groundwater discharges into the public sewer. Permit enquiries should be directed to Thames Water's Risk Management Team by telephoning 02035779483 or by emailing wwriskmanagement@thameswater.co.uk. Application forms should be completed on line via www.thameswater.co.uk/wastewaterquality.

- 7 The applicant is advised to notify the Council's Highways and Infrastructure Service of the intention to commence works prior to commencement and include photographs showing the condition of highway along the site boundaries. The Highways and Infrastructure Service will require that any damage to the adopted highway associated with the works is made good at the expense of the developer.
- 8 The Council recommends that the maximum standards for fire safety are achieved within the development.
- 9 Brent Council supports the payment of the London Living Wage to all employees within the Borough. The developer, constructor and end occupiers of the building are strongly encouraged to pay the London Living Wage to all employees associated with the construction and end use of the development.
- 10 If any trees along Olympic Way or Repton Lane suffer damage as a result of the development hereby approved, they would need to be replaced in accordance with the conditions attached to previously approved planning consents relating to the adjoining areas of land.

Any person wishing to inspect the above papers should contact Andrew Neidhardt, Planning and Regeneration, Brent Civic Centre, Engineers Way, Wembley, HA9 0FJ, Tel. No. 020 8937 1902