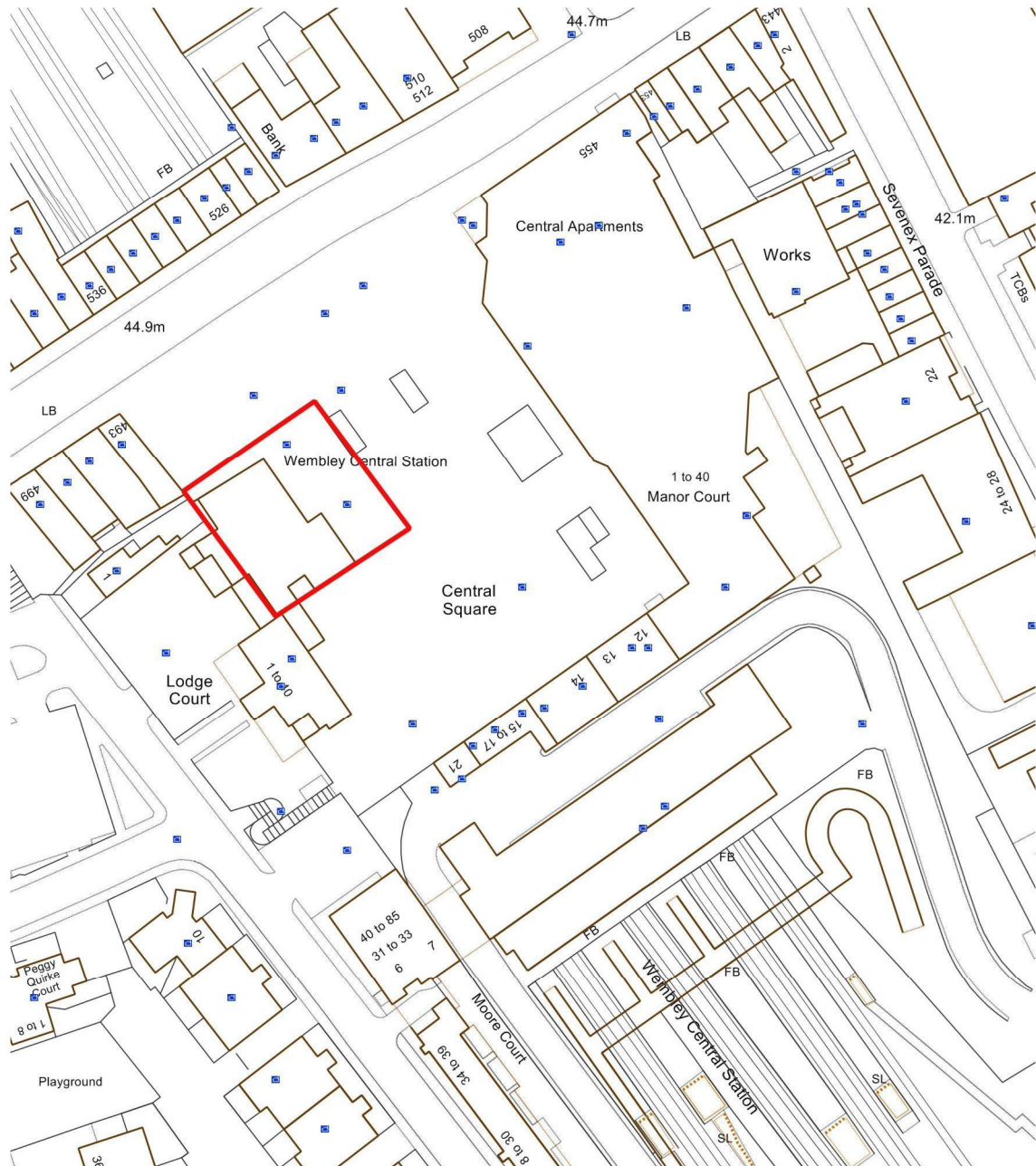




**Planning Committee Map**

Site address: Central Square, Wembley, HA9

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This map is indicative only.

**RECEIVED:** 5 October, 2011

**WARD:** Wembley Central

**PLANNING AREA:** Wembley Consultative Forum

**LOCATION:** Central Square, Wembley, HA9

**PROPOSAL:** Erection of a new 5 storey block incorporating a retained station ticket hall and new platform access corridor 2729 sqm of new retail floor space, an 86 bedroom hotel including a bar and restaurant and 38 new residential flats. This is a replacement scheme for 'Building 2' of the original planning permission for the redevelopment of Central Square granted on the 13/10/2005 (reference 03/3765).

**APPLICANT:** Sowcrest Limited

**CONTACT:**

**PLAN NO'S:**  
See condition 2

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## **RECOMMENDATION**

Grant consent subject to the completion of a satisfactory Section 106 or other legal agreement and delegate authority to the Head of Area Planning to agree the exact terms thereof on advice from the Director of Legal and Procurement Services.

## **SECTION 106 DETAILS**

The original Scheme for the redevelopment of Central Square attracted a financial contribution of £1,067,808. Of this only £105,000 has been paid leaving £982,808 still owing. In addition the outstanding sum has now accrued approximately £195,000 of interest making the outstanding sum approximately £1,178,250.

As part of this application to amend the final phase of the scheme the developer is seeking to negotiate a reduction in the level of the contribution. A reduction of 30% on the outstanding sum, and the removal of any interest accrued up until now is sought. This would result in a reduction of the contribution owed by £489,842.

The contribution that Council would therefore receive for the completed scheme would be £688,408 plus the £105,000 of the original contribution that has been paid.

### Justification

The developer has provided financial data to officers demonstrating scheme to be un-profitable. This in itself would not normally be justification for a reduction in an agreed s106 contribution. The potential for a scheme to make a loss is part of the development risk. However there are other mitigating factors. The developer has provided 85 affordable dwellings or 35% of the total units built and proposed (240 units including the reduced number of flats to be provided in the revised proposals for Building 2). On recent comparable schemes in Wembley the level of affordable housing being agreed is significantly less.

The significant additional costs associated with building over the existing station deck also make building the final phase of the scheme unattractive. However even with a reduced Section 106 financial contribution the scheme has brought substantial benefits to the area. The completed first

phases have provided much needed new retail floor space, replacing a tired and run down 1960's shopping precinct, and resulting in new retail investment in the heart of the town centre. The first phases have also provided new private and affordable housing in the centre of Wembley and a new public square. The completed scheme will bring further benefits to the local economy through additional retail floor space and a new hotel and will greatly improve the appearance and physical environment of the area. It will also provide a new entrance to the station ticket hall and goes hand in hand with other station improvements planned or currently already underway by London Underground Ltd and Network Rail.

Given the benefits to Wembley and subject to a condition requiring that the scheme commences with 8 months of a decision being made officer's consider the proposed reduction in financial contribution to be acceptable.

Accordingly it is recommended that consent be granted subject to a variation of the existing Section 106 Agreement that forms part of planning permission reference 03/3765 (or a new S106 replacing the existing one), in order to secure the following benefits:-

- (a) Payment of the Council's legal and other professional costs in (i) preparing and completing the agreement and (ii) monitoring and enforcing its performance.
- (b) Payment of a contribution of £688,408 to Brent Council towards 'Education, Sustainable Transportation and Open Space & Sports in the local area, including but not limited new play provision adjoining the site.
- (c) Payments of the full contribution will be made upon two thirds of the private residential units in 'Building 2' being sold.
- (d) Within 'Building 2' a minimum 10% of all units will be wheelchair accessible and all units will be built to Lifetime Home Standards or equivalent.
- (e) The applicant will construct and equip an appropriately sized CHP plant to serve the hotel, to be completed an operational prior to the occupation of the hotel.
- (f) Demonstrate upon completion of the development that 'Building 2' has achieved a minimum score of 51% on Brent's Sustainable Development Checklist.
- (g) Provision of at least two City Club spaces to be agreed with the council.
- (h) Prior to occupation of any part of Building 2 submit, gain approval and adherence to a revised Travel Plan which is to include details of a strategy to deal with parking of coaches and setting down/collection of passengers for the hotel.
- (i) Parking permit restrictions.
- (j) Join and adhere to the Considerate Contractors scheme.

And, to authorise the Head of Area Planning, or other duly authorised person, to refuse planning permission if the applicant has failed to demonstrate the ability to provide for the above terms and meet the policies of the Unitary Development Plan and Section 106 Planning Obligations Supplementary Planning Document by concluding an appropriate agreement.

## **EXISTING**

The proposal relates to the Central Square scheme - a large mixed use development taking place around Wembley Central Station on the High Road in the heart of Wembley Town Centre.

The first two phases of the development have now been completed – these comprise the erection of Moore Court, a new affordable housing block fronting Station Grove (Building 3); the conversion of two floors of Ramsey House (Building 4) to affordable housing and the refurbishment of the

remaining retail and office floors; the erection of 'Central Apartments' (Building 1) which is the 13 tower storey tower block fronting the High Road which has retail uses on the ground and first floor with private flats on the floors above; the refurbishment of the car park; and the construction of the replacement public square.

The current proposal relates to the final phase of the development – Building 2, which will occupy the hoarded off area around the existing station ticket hall. Lodge Court, an existing 1960's local authority tower block abuts this part of the site. The residential units provided in Moore Court and Ramsay House have been occupied. The flats in Central Apartments have been partially occupied. Most of the retail space provided in the first phases of the development has now been occupied.

## **PROPOSAL**

Full planning permission is sought for the erection of a new 5 storey block incorporating a retained station ticket hall and new platform access corridors, 2,729sqm of new retail floor space (to be divided into 10 units ranging in size from 86sqm up to 146sqm), an 86 bedroom hotel including a bar and restaurant and 38 new residential flats.

This is a replacement scheme for 'Building 2' of the original planning permission for the redevelopment of Central Square granted on the 13/10/2005 (reference 03/3765).

## **HISTORY**

### **A Brief Timeline**

- 1837: London and Birmingham Railway line opened.
- 1842: Station opened as "Sudbury".
- 1882: Station re-named "Sudbury & Wembley".
- 1910: Station re-named "Wembley for Sudbury", coincident with construction of the LNWR New Line".
- 1917: Bakerloo Line service introduced.
- 1936 Street level buildings to front of station reconstructed with shopping arcade.
- 1948: Further work in preparation for the Olympic Games at Wembley Stadium. Station re-named "Wembley Central".
- 1960s: Station Square constructed over station.
- 2007: Station management to London Underground.
- 2008: The old 1930s Station Parade retail block and internal arcade to the front of the station ticket hall demolished to make way for the new Public Square as part of Phase 2 of the current redevelopment of the site.

### **Relevant Planning History**

All relevant conditions relating to the first two phases of the Central Square development (03/3765 amended under revised permissions 06/3081, 07/3548 and 07/3548) have been discharged.

- 15/10/2009 Planning permission granted for revisions to Building 1 of planning permission 03/3765 to provide two additional storeys to the tower element (total 13 storeys) and 16 self-contained flats (8 x one-bedroom and 8 x two-bedroom), subject to a Deed of Agreement dated 9th October 2009 under Section 106 of the Town and Country

Planning Act 1990, as amended. (Ref: 07/3548).

- 15/10/2009 Planning permission granted for revisions to Building 1 of planning permission 03/3765 to include a sixth storey to the low-rise element, incorporating an additional 7 residential units (3 x 1-bedroom and 4 x 2-bedroom); and an internal revision to the approved 10th and 11th storeys of the high-rise residential element, to change two 2-bedroom flats into two 2-bedroom mezzanine units, as well as gaining an additional 2-bedroom mezzanine unit and subject to a Deed of Agreement dated 113 October 2009 under Section 106 of the Town and Country Planning Act 1990, as amended (Ref: 07/2280).
- 06/12/2006 Planning permission granted for the modification to existing planning consent (03/3765), dated 31/10/2005, for a mixed-use development of the Central Square site, to change unit 3 to Use Class A2 (Ref: 06/3081).
- 13/10/2005 Planning permission granted for the demolition of 457-491 High Road and units 1-11 and 20-41 Central Square and redevelopment to form a mixed-use development comprising 3209m<sup>2</sup> existing and 7440m<sup>2</sup> new retail, food and drink (A1/A3/A4 Use Class), 2172m<sup>2</sup> leisure (D2 Use Class), refurbishment, alterations including new floor and change of use of Ramsey House to form housing and hotel (C1 Use Class), provision of 223 residential units, with a 5- and 11-storey block fronting the High Road and part 5- and 8-storey block fronting Station Grove, including associated provision for access, servicing and parking and subject to a Deed of Agreement dated 13th October 2005 under Section 106 of the Town and Country Planning Act 1990, as amended (Ref: 03/3765).
- 13/10/2005 Outline planning permission (siting, design, means of access) granted for a mixed-use development comprising the demolition of 457 to 491 High Road Wembley and Units 1 to 41 Central Square and the re-development of the square to retain 2,515 square metres of existing retail (Use Class A1) and food & drink floorspace (Use Class A3/A4) and to provide 6,200 square metres of additional A1/A3/A4/D2 (Health and Fitness) floorspace as well as the refurbishment of 5,740 square metres of accommodation within Ramsey House for office (Use Class B1) or hotel use (Use Class C1) and the provision of up to 16,593 square metres of new residential accommodation as well as the complete refurbishment of the Wembley Central Square car park (Amended Site Address and Site Boundaries) and subject to a Deed of Agreement dated 13th October 2005 under Section 106 of the Town and Country Planning Act 1990, as amended (Ref: 01/1714).

## **POLICY CONSIDERATIONS**

### **NATIONAL**

Draft National Planning Policy Framework

Planning Policy Statement 1 – Delivering Sustainable Development

Planning Policy Statement 3 – Housing

Planning Policy Statement 4 – Planning for Sustainable Growth

Planning Policy Statement 5 – Planning for the Historic Environment

Planning Policy Statement 12 – Local Spatial Planning

Planning Policy Guidance 13 – Transport

Planning Policy Statement 22 – Renewable Energy

Planning Policy Statement 23 – Planning and Pollution Control

Planning Policy Guidance 24 – Planning and Noise

### **REGIONAL**

The Mayor of London

The London Plan 2011

The revised London Plan was adopted in July 2011 and sets out an integrated social, economic and environmental framework for the future development of London. Relevant Policies include:

- 3.3 Increasing Housing Supply
- 3.4 Optimising Housing Potential
- 3.5 Quality and Design of Housing Developments
- 3.6 Children and Young People's Play and Informal Recreation Facilities
- 3.8 Housing Choice
- 3.9 Mixed and Balanced Communities
- 3.11 Affording Housing Targets
- 3.12 Negotiating Affordable Housing on Individual Private Residential and Mixed Use Schemes
- 3.13 Affordable Housing Thresholds
- 5.1 Climate Change Mitigation
- 5.2 Minimising Carbon Dioxide Emissions
- 5.3 Sustainable Design and Construction
- 5.6 Decentralised Energy in Development Proposals
- 5.7 Renewable Energy
- 5.9 Overheating and Cooling
- 5.10 Urban Greening
- 5.11 Green Roofs and Development Site Environs
- 5.12 Flood Risk Management
- 5.15 Water Use and Supplies
- 5.21 Contaminated Land
- 6.3 Assessing Effects of Development on Transport Capacity
- 6.9 Cycling
- 6.10 Walking
- 6.13 Parking
- 7.1 Building London's Neighbourhoods and Communities
- 7.2 An Inclusive Environment
- 7.3 Designing Out Crime
- 7.4 Local Character
- 7.5 Public Realm
- 7.6 Architecture
- 7.14 Improving Air Quality

Supplementary Planning Guidance – Sustainable Design and Construction (May 2006)

Supplementary Planning Guidance – Accessible London: Achieving an Inclusive Environment (April 2004)

Supplementary Planning Guidance – Housing (2005)

Supplementary Planning Guidance – Providing for Children and Young People's Play and Informal Recreation (2008)

## **LOCAL**

### **Brent Local Development Framework Core Strategy 2010**

- CP 1** Spatial Development Strategy
- CP2** Population and Housing Growth
- CP5** Place making
- CP6** Design and Density in Place making
- CP15** Infrastructure to Support Development
- CP17** Protecting and Enhancing the Suburban Character of Brent
- CP18** Protection and Enhancement of Open Space, Sports and Biodiversity
- CP19** Brent Strategic Climate Mitigation and Adaptation Measures
- CP21** A Balanced Housing Stock

## **Brent Unitary Development Plan 2004**

The overall strategy of the UDP has 11 key objectives which are as follows:

1. Prioritising locations and land-uses to achieve sustainable development;
2. Reducing the need to travel;
3. Protecting and enhancing the environment;
4. Meeting housing needs;
5. Meeting employment needs and regenerating industry and business;
6. Regenerating areas important to London as a whole;
7. Supporting town and local centres;
8. Promoting tourism and the arts;
9. Protecting open space and promoting sport;
10. Meeting community needs; and,
11. Treating waste as a resource.

### Relevant UDP policies:

<b>STR5</b>	Reducing the need to travel
<b>STR9</b>	GLA and London Distributor Road Network
<b>STR12</b>	Air Quality
<b>STR14</b>	Quality of urban environment
<b>STR15</b>	Public Realm
<b>BE2</b>	Local Context & Character
<b>BE3</b>	Urban Structure: Space & Movement
<b>BE4</b>	Access for disabled people
<b>BE5</b>	Urban clarity and safety
<b>BE6</b>	Landscape design
<b>BE7</b>	Streetscene
<b>BE8</b>	Lighting and light pollution
<b>BE9</b>	Architectural Quality
<b>BE12</b>	Sustainable design principles
<b>EP3</b>	Local air quality management
<b>EP6</b>	Contaminated land
<b>EP12</b>	Flood protection
<b>EP15</b>	Infrastructure
<b>H12</b>	Residential Quality – Layout Considerations
<b>H13</b>	Residential Density
<b>H14</b>	Minimum Residential Density
<b>TRN2</b>	Public transport integration
<b>TRN3</b>	Environmental Impact of Traffic
<b>TRN4</b>	Measures to make transport impact acceptable
<b>TRN9</b>	Bus Priority
<b>TRN10</b>	Walkable environments
<b>TRN11</b>	The London Cycle Network
<b>TRN15</b>	Forming an access to a road
<b>TRN23</b>	Parking Standards – Residential Developments
<b>TRN34</b>	Servicing in new developments
<b>TRN35</b>	Transport access for disabled people & others with mobility difficulties
<b>Appendix TRN2</b>	Parking and Servicing Standards

### Brent Council Supplementary Planning Guidance and Documents:

<b>SPG3</b>	Forming an access to a road
<b>SPG12</b>	Access for disabled people
<b>SPG17</b>	Design Guide for New Development
<b>SPG19</b>	Sustainable design, construction and pollution control

## **SUSTAINABILITY ASSESSMENT**

### *Checklist*

The Brent Sustainable Development Checklist has been completed for this development and gives an indicative sustainability rating of 51%, which is equivalent to a rating of **\*\*Very Positive**. The standard s106 clause is proposed requiring that this very positive rating is achieved.

### *Energy Statement*

In line with the Mayor's energy hierarchy, passive design and energy efficient features are proposed. Measures include a well insulated building fabric, low energy light fittings, mechanical ventilation units with heat recovery (MVHR) for the hotel and residential uses, and solar control glazing to minimise cooling loads in the hotel use. The retail units will be delivered as a shell only, therefore energy efficiency measures are proposed solely within the building fabric.

The above design features enable the residential component of the development to achieve Part L compliance without the addition of low and zero carbon (LZC) technologies. The hotel also benefits from energy efficient features, however it is hindered by the high demand for domestic hot water typical of hotels and requires LZC energy input to achieve Part L compliance. The following technologies were evaluated:

- Solar thermal collectors (SHW)
- Photovoltaics (PV)
- Natural gas Combined Heat and Power unit (CHP)

After studying the above technologies, CHP was found to be most favourable. A rooftop solar thermal array promises outstanding CO<sub>2</sub> emissions reductions, however the weight associated with such a system poses a structural challenge. The potential CO<sub>2</sub> benefit of a PV array is limited due to potential for overshadowing by adjacent buildings. Therefore it is recommended that the CHP option be taken forward exclusively. This entails a 50 kW CHP unit installed alongside a high efficiency gas boiler in the first floor hotel plant room.

Passive design and extensive energy efficiency measures are also proposed to enable the residential units to achieve Part L compliance without recourse to LZC technologies.

The CHP unit enables the hotel to achieve compliance with Part L2 2010, and provides approximately a 1% CO<sub>2</sub> emissions reduction over the notional development as a whole. This does not include the retail use, which is currently being provided as a shell only. The retail unit benefits from a well insulated building fabric that is expected to achieve a significant reduction in heating requirements.

### *Sustainability Strategy*

While the proposed sustainability measures achieve the required very positive rating measured against the Council's own Sustainable Development Checklist and compliance with part L of the Building Regulations, it will not meet the London Plan requirement of achieving a 25% reduction in CO<sub>2</sub> emissions on the Target Emission Rate set out in the Building Regulations. Neither will the scheme achieve a Code for Sustainable Homes (CSH) 'Level 4' rating required by the Core Strategy on developments within Brent's growth areas.

The justification for not being able to achieve normal targets is one of viability. The constraints of the site, in particular the considerable additional costs associated with building on top of the station's existing concrete deck, mean that the cost of achieving higher CO<sub>2</sub> reduction or improved sustainability targets would render the scheme unviable. Officers consider it important that the Central Square Scheme is completed. The proposed scheme will bring significant benefits in



terms of improving the appearance and physical environment of this key site located in the heart of Wembley Town Centre and a hoped for boost to the local economy and on-going regeneration of the area. On balance given the importance of the scheme and subject to the developer agreeing to the early commencement of the final phase officers consider the proposed sustainability measures to be acceptable.

## **CONSULTATION**

A total of 361 consultation letters were sent to adjoining and nearby properties and businesses on the 21 October 2011. A number of  
A Site Notice was erected on 8 November 2010.

As a result of this consultation a small number of people called the case officer to discuss the application and some reservations were expressed about the potential impact of the scheme on existing residents neighbouring the site. However no formal objections have been received.

### **Statutory Consulters:**

#### ***Transportation;-***

Subject to renewal of the existing Section 106 Agreement to ensure that it continues to remove all rights of future occupants of the 38 remaining residential properties proposed in this amended scheme to on-street parking permits in the area, together with the submission and approval of details of a strategy to deal with parking of coaches and setting down/collection of passengers for the hotel, there are no objections on transportation grounds to this amended scheme.

#### ***Landscape;-***

No objection.

#### ***Environmental Health;-***

No objection subject to standard conditions regarding post completion noise assessment for the residential component.

#### ***Urban Design;-***

The revised scheme largely continues the theme and approach of the previous scheme - no objection.

#### ***Thames Water;-***

Has no comments to make.

#### ***London Underground***

Do not object to the proposal. Are liaising with the developer, the Council and Network Rail to agree a treatment to the ticket office facade and to coordinate this proposal with other station improvements currently being undertaken.

#### ***Ward Councillor's;-***

No responses received.

## **REMARKS**

### **Background**

The Wembley Central scheme is a partly completed phased scheme to redevelop the old 1960's shopping precinct and 1930's arcade that occupied the area above and around Wembley Central Station.

The various scheme phases are identified as follows:

- Phase 1 This included the erection of Building 3 which comprised the affordable housing block located on Station Grove and the conversion of two floors and the erection of a new floor of the existing Ramsey House (Building 4) to provide affordable housing. (COMPLETED).
- Phase 2 This included the erection of Building 1 which comprised ground and first floor retail with residential above (this building included the 13 storey tower fronting the High Road, the refurbishment of the retail and retained office floor space in Ramsey House, the refurbishment of the car park and the construction of the public square. (COMPLETED).
- Phase 3 This final phase was for the erection of Building 2, originally a new five storey building comprising retail on the ground floor including a refurbished station ticket office with reconfigured access to the station platforms, a gymnasium on the first floor and three floors of residential use above. This is now the subject of a revised application that proposes substituting the gymnasium level and one floor of residential accommodation with an 86 bed hotel. (REVISED APPLICATION – SUBJECT OF THIS REPORT).

Building 2 will form the centre piece of the Wembley Central development it will comprise a five storey mixed use block, to be constructed on an existing concrete deck directly above the West Coast Mainline and London Underground railway. The building will encompass the existing station ticket hall which is currently being extended as part of the 'Access for All' scheme being carried out by Network Rail with DfT funding. This will create enclosed corridors to all platforms and provide lift access to all the station platforms.

The building will have active retail frontage at ground level along its north, east and south elevations, with pedestrian access at grade from the new public square and retail mall. The building abuts an existing residential block (Lodge Court) along its west elevation at ground and first floor level.

An entrance to the residential units located on the upper two floors of the new building will be via Station Grove through a residential lobby at lower ground level. Service access for the retail units and hotel is provided via a foot bridge from the first floor Building 4 service deck, which has vehicle access from London Road and Station Grove via a set of ramps.

The current application seeks to vary the existing consented scheme by replacing a floor of D2 space (health & fitness use) at first floor, and a floor of residential apartments at second floor, with an 86 bedroom hotel incorporating ancillary bar and restaurant facilities. The building envelope remains the same as previously consented and there is no change to the height, scale and amount of development. The external appearance of the building remains largely unchanged other than fenestration changes at first floor which now replicates the upper floors (in the existing consent the gymnasium level had continuous glazing wrapped around it), a new hotel entrance and lobby set into the south (rear) elevation, and signage for the hotel on the north and west elevations.

The new proposal for Building 2 will retain 38 private residential flats (19 less than in the existing permission) to be located on the upper two floors (this in addition to 117 private flats already provided within Building 1 and 85 affordable flats provided within Ramsey House and along Station Grove in Building 3 (Lodge Court). The revised scheme also retains the ground floor retail element of the scheme comprising 29,368 sqft of new retail floor space to be divided into ten units. It also integrates Wembley Central train station within the design.

The Building 2 retail areas are situated on the ground floor, fronting the pedestrian plazas and facing the existing retail areas of Buildings 1 and 4.

An important benefit of Building 2 is that it will facilitate the redesign and extension of the existing train station ticket hall and platform entrances. The developer is liaising closely with Network Rail regarding a programme of works to the station which will be partly enabled by Building 2

development.

## **Design**

The prominent Wembley Central site hosts a group of buildings of a larger scale than those around it, acting collectively as a focal point for the wider area. The proposed Building 2 accompanies and complements the recently completed Buildings 1, 3 and 4 as well as the two older residential (Manor Court and Lodge Court) blocks which have been retained and refurbished.

Building 2 is 5 storeys fronting High Road (Level + 0) with a residential entrance core dropping a further three storeys below precinct level to Station Grove. Building 1 is a 14 storey block fronting High Road dropping to 6 storeys along the pedestrian plaza. The overall proportions between the proposed Building 2 and the existing Buildings 1, 3 and 4 are complementary, with similar heights flanking the mall areas. Building 2 includes retail floor space of 29,369 sqft/2,728 sqm (G.I.A.), an 86 bedroom hotel comprising 32,169 sqft/2,989 sqm (G.I.A) and 38 apartments comprising 32,864 sqft/3,053 sqm (G.I.A.).

Building 2 is set back from High Road in line with the existing Wembley Central train station ticket hall. This allows for an open pedestrian space off the High Road. This contributes to a sense of arrival as one approaches the scheme and the station. The provision of new residential, hotel and office entrances off the central and rear mall areas will provide greater public usage and maximise natural supervision of these areas outside of normal shopping hours. This is in accordance with the developers' desire to create a new urban quarter with a mix of complementary residential and commercial uses, providing a secure and welcoming environment for shoppers, residents and other visitors to Wembley.

## **Appearance**

The local area offers a diverse architectural character and the Wembley Central scheme contributes a positive, contemporary feel to this varied townscape. The rejuvenation of the High Road environment is a key ambition of this development. Building 2 will be constructed in the same style and materials as the existing consented scheme.

The composition of Building 2 reflects that of the adjacent Building 1, consisting of a transparent run of retail glazing at street level and a heavy residential mass above. A rhythmic grid of vertical elements consisting of steel columns and coloured cladding panels echoes that of Building 1 and creates a vibrant street wall edge to the pedestrian plaza.

The fenestration is a key part of the architectural composition. Windows are positioned in a variety of patterns from floor to floor, becoming more irregular on upper floors. This creates a visual hierarchy and a variation that is further emphasised by the use of the coloured cladding. The apertures are generous to provide a high level of daylight to apartments and hotel rooms.

## **Landscaping**

The public space element of the scheme has now been completed and the current proposal for Building 2 does not propose any variation to the current layout or any additional planting.

## **Housing**

The layout and mix of the remaining two floors of residential flats remains as approved under the existing consent which was assessed as being compliant with SPG17. 38 private flats are now proposed (19 less than previously consented) comprising 26 two bed flats and 12 one bed flats. The two bed units all exceed the Mayor for London's new internal floor space standards. The one bed units are marginally under however given the overall benefits of the scheme this failure can be accepted. All flats will have a private balcony. A condition is included requiring all residential units meet appropriate standards for noise insulation, to be confirmed by post completion testing. All units are at least 20 metres from the nearest habitable room windows of existing neighbouring dwellings. Ten of the units have an entirely northerly aspect. While this is not ideal it is partly due to the constraints of the site and a consequence of the approved masterplan approach of the

redevelopment.

## **Access**

### *Public Transport*

Public transport links include buses along High Road with overground rail and London Underground services from Wembley Central station. Significantly, the Building 2 proposals enable an extension to the existing train station which will for the first time see access to all platforms routed through the ticket hall (bringing security and revenue protection benefits). This will enable step free access to be achieved to all platforms through either lifts or stair lifts. A new taxi rank will be constructed on High Road at the front of the public square.

### *Pedestrian / Cycle Network*

The development is situated in a prominent position on High Road, with pedestrian access at street level into the shopping plaza. A new public access staircase and lift from Station Grove up to the shopping plaza has already been provided in an earlier phase of the development.

Pedestrian access to the existing residential blocks Lodge Court will be retained. Access to the new hotel and residential flats within 'Building 2' will be from High Road and the shopping plaza with a second residential access located at street level on Station Grove. There is also direct pedestrian access from the car parking and public W C facilities in the underground car park (including disabled parking bays with level access to lifts) to the shopping plaza level. Bicycle hoops are situated adjacent to the entrance to Wembley Central Station.

### *Servicing Areas*

Service access for 'Building 2' will be via a foot bridge from the existing 'Building 4' service deck which is accessed via ramps and service entrances off London Road and Station Grove.

### *Disabled Access*

The new public disabled access will be in accordance with BS8300 for ambulant disabled use. Entrances to retail units and residential buildings will be in accordance with DDA requirements.

### *Traffic*

A detailed transport assessment for this proposal has not been undertaken. Wembley Central is served by main line, underground and multiple bus services – first class public transport provision with a high PTAL. There are parking spaces available within the newly refurbished approx 230 space car park located below the overall scheme. Servicing is proposed via the existing segregated provision to the rear of the scheme, accessed by ramps up from London Road. Bearing in mind the extant consent for hotel use, and the mixed use nature of the scheme overall, it is not considered that there will be any material differences in traffic generation compared with that considered at the time of granting of the original consent. While it is noted that Travelodge do not cater for coach parties a S106 clause is proposed requiring the existing travel plan to be amended to include a hotel servicing and management plan which should include measures to control coach arrivals/departures.

### *Waste Strategy*

The only changes to the previously consented scheme for B2 are at Levels 1 and 2 where a health and fitness club (2,172m<sup>2</sup> on Level 1) and 19 residential apartments (on Level 2) have been replaced by an 86 room (2,991m<sup>2</sup>) budget hotel (with an ancillary bar and restaurant). These changes of use also mean that:

- There is an insignificant change in the retail floor area (1,908m<sup>2</sup>) at Level 0 (10 retail units proposed compared to the previous 9 utilising the space no longer required for the health and fitness club entrance foyer);
- The retail storage and servicing area on Level 1 was previously 337m<sup>2</sup> but this has now been increased to 821m<sup>2</sup>; and
- No changes to the proposed residential apartments at Levels 3 and 4 (a total of 38

apartments).

In conclusion, while the predicted volume of waste for the change of use is less than that previously determined for the consented scheme the Council's standards for house hold waste and recycling have increased and therefore a condition is proposed that additional details including if necessary an amendments to the submitted layout of the refuse storage area be submitted to ensure compliance with current standards.

### **Regeneration Benefits**

Implementation of this final phase of the Wembley Central scheme will complete a vision set over 15 years ago. Substantial investment has been made in delivering the new and refurbished buildings within the centre along with provision of the new public square and associated enhancements to the public realm. In addition, the scheme enables much needed improvement to passenger facilities in association with the station – works which ideally are targeted for at least partial completion in time for the 2012 Olympic Games. The Access for All works are already underway.

#### *Travelodge*

The pre-let to Travelodge brings a successful national hotel operator into Wembley. The company has over 450 hotels with 30,000 rooms nationwide and employs some 5000 staff to look after over 6.5m customers each year. Within the budget sector targeted research shows that for Travelodge some 60% of stays will be leisure related, 40% being business related. The average stay is 2 nights, with some 71% of customers being over 35 years of age, and 52% over 45. 69% are married or with a partner, and 76% are in SEG's A, B, C1, while 78% have income of greater than £25000.

In terms of employment, the hotel will generate 8 full time and 18 part time (17FTE) jobs. Travelodge have a policy of recruiting locally through Local Employers Partnerships with Job Centre Plus who undertake initial interviews of unemployed applicants. Training is provided to level 2 NVQ as a minimum and management positions are filled internally. Travelodge also have a partnership with London Employer Accord – the Go Forward Scheme which provides all new recruits with 4 weeks training for workplace and Travelodge guarantee interviews. Since 2007, 90% of Travelodge jobs in new London hotels have been recruited from local unemployed, 67% of these being via Job Centre Plus.

In terms of economic impact, Travelodge's research has shown that only 25% of customers buy breakfast and only 14% supper, the remainder buying meals locally. Based on average expenditure of £36 a day (at 2006 prices) and an 85% occupancy, local expenditure created by hotel visitors could be in the region of £1m a year from this hotel proposal.

### **Conclusion**

The Wembley Central redevelopment has brought significant benefits to the area and is the key component of the Council's strategy for regeneration of the Wembley Town Centre. The completed first phases of the development have provided much needed new retail floor space, replacing a tired and run down 1960's shopping precinct, and resulting in new retail investment in the heart of the town centre. The first phases have also provided new private and affordable housing in the centre of Wembley and a new public square. The completed scheme will bring further benefits to the local economy through additional retail floor space and a new hotel and will greatly improve the appearance and physical environment of the area. It will also provide a new entrance to the station ticket hall and goes hand in hand with other station improvements planned or currently already underway by London Underground Ltd and Network Rail.

**RECOMMENDATION:** Grant Consent subject to Legal agreement

- (1) The proposed development is in general accordance with policies contained in the:-

Brent Unitary Development Plan 2004  
Central Government Guidance  
Council's Supplementary Planning Guidance

Relevant policies in the Adopted Unitary Development Plan are those in the following chapters:-

Built Environment: in terms of the protection and enhancement of the environment  
Environmental Protection: in terms of protecting specific features of the environment and protecting the public  
Housing: in terms of protecting residential amenities and guiding new development  
Open Space and Recreation: to protect and enhance the provision of sports, leisure and nature conservation  
Transport: in terms of sustainability, safety and servicing needs  
Community Facilities: in terms of meeting the demand for community services  
Design and Regeneration: in terms of guiding new development and Extensions

**CONDITIONS/REASONS:**

- (1) The development to which this permission relates must be begun not later than the expiration of 8 months 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 drawings and/or documents:

10019-A100 (Rev B) Location Plan  
10019-A101 (Rev B) Site Plan Level + 0  
10019-A102 (Rev B) Site Plan Level + 1  
10019-A103 (Rev E) Floor Plan Level - 3  
10019-A104 (Rev C) Floor Plan Level - 2  
10019-A105 (Rev H) Floor Plan Level 0  
10019-A106 (Rev L) Floor Plan Level + 1  
10019-A107 (Rev H) Floor Plan Level + 2  
10019-A108 (Rev E) Floor plan Level + 3  
10019-A109 (Rev E) Floor Plan Level + 4  
10019-A110 (Rev A) Roof Plan  
10019-A112 (Rev A) Existing Site Plan Level 0  
10019-A113 (Rev A) Existing Site Plan Level 1  
10019-A200 (Rev D) Proposed North & East Elevations

10019-A201 (Rev D) Proposed South Elevation  
 10019-A202 (Rev D) Proposed West Elevation  
 10019-A205 (Rev A) Existing North & West Elevations  
 10019-A300 (Rev B) Proposed Section

Energy Statement for Planning - April 2011  
 Sustainability Statement for Planning - April 2011  
 Planning Design and Access Statement - Document 001 Rev C: Sep 2011  
 Building B2 Noise and Vibration Assessment - 17 March 2011  
 Planning Statement for Sowcrest Limited  
 Technical note: Commercial Waste Strategy Rev 1 - 04 October 2011

Reason: To ensure a satisfactory development.

- (3) The loading area(s) indicated on the approved plan(s) shall be maintained free from obstruction and not used for storage purposes (whether temporary or permanent) unless prior written approval has been obtained from the Local Planning Authority.

Reason: To ensure that vehicles waiting or being loaded or unloaded are parked in loading areas so as not to interfere with the free passage of vehicles or pedestrians within the site and along the public highway.

- (4) The applicant shall design all residential premises in accordance with BS8233:1999 'Sound Insulation and Noise Reduction for Buildings-Code of Practice' to attain the following internal noise levels as a minimum:

<b>Criterion</b>	<b>Typical situations</b>	<b>Design range <math>L_{Aeq, T}</math></b>
Reasonable resting 07:00 – 23:00) conditions	Living rooms	30 – 40 dB (day: T =16 hours
Reasonable sleeping 23:00 – 07:00) conditions	Bedrooms	30 – 35 dB (night: T = 8 hours  $L_{Amax}$ 45 dB (night 23:00 – 07:00)

If the above internal noise levels are not achieved then further works, in accordance with details specified by the Local Planning Authority, shall be carried out in order to achieve such levels.

**Reason:** To safeguard the amenity of future occupants of the development

- (5) The residential element of the development hereby approved shall not be occupied until all parking spaces, turning areas, loading bays, access roads and footways to be constructed have been permanently marked out.

Reason: To ensure that the proposed development does not prejudice the free flow of traffic or the conditions of general safety within the site and along the neighbouring highway.

- (6) Details of materials for all external work, including samples, shall be submitted to and approved in writing by the Local Planning Authority before any work is commenced. The work shall be carried out in accordance with the approved details.

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

- (7) Prior to the commencement of development a detailed Construction Management Plan shall be submitted to and approved in writing by the Local Planning Authority. Thereafter the different phases of the development shall be implemented in accordance with the approved plan.

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

- (8) Prior to first occupation of the residential units the applicant is required to submit in writing to the Local Planning Authority the results of post-completion noise testing.

Reason; to verify that the internal noise levels specified can be met and safeguard the amenity of future occupants of the development.

- (9) Submission of a Site Waste Management Plan detailing all the waste streams and the measures taken to reduce construction waste generated by the development shall be submitted to the Local Planning Authority, and complied with thereafter in accordance with the submitted plan.

Reason; to ensure that waste generated by the development is minimised.

- (10) Prior to commencement of development (save for demolition) a surface water drainage scheme for the site, based on sustainable drainage principles and an assessment of the hydrological and hydro geological context of the development shall be submitted to and approved in writing by the local planning authority. The scheme shall subsequently be implemented in accordance with the approved details.

Reason; to prevent flooding by ensuring satisfactory storage and disposal of surface water from the site

- (11) Further details of secure cycle parking spaces in relation to Building 2 shall be submitted to and approved in writing by the Local Planning Authority. Thereafter the development shall not be occupied until the cycle parking spaces have been laid out in accordance with the details as approved and these facilities shall be retained.

Reason: To ensure satisfactory facilities for cyclists.

- (12) Prior to the occupation of the proposed retail space within Building 2 a Service Area and Delivery Plan shall be submitted to and approved in writing by the Local Planning Authority and the approved plan shall be fully implemented.

Reason ; In the interests of highway safety

- (13) Prior to commencement of use of the approved commercial floorspace and hotel details of air conditioning, ventilation and flue extraction systems, that may be required including particulars of noise levels shall be submitted to and approved in writing by the Local Planning Authority before the commencement of the use on site. The approved details shall thereafter be fully implemented.



Reason: To safeguard the amenities of the adjoining residential occupiers.

- (14) Prior to first occupation of any residential accommodation in Building 2 the applicant shall provide a schedule indicating which dwellings will be subject to additional acoustic glazing and the acoustic ventilation or verify that all dwellings will be subject to these measures (meeting BS EN ISO 140-3 and indices derived in accordance with BS EN ISO 717-1 as a minimum).

**Reason;** to safeguard the amenity of future occupants of the development

- (15) In order to mitigate against the possibility of numerous satellite dishes being installed on the buildings hereby approved, details of communal television system/satellite dish provision shall be submitted to, and approved in writing by, the Local Planning Authority before commencement of the development. The approved details shall be fully implemented.

Reason: In the interests of the visual appearance of the development in particular and the locality in general.

- (16) Notwithstanding the plans hereby approved further details of the treatment of the entrance and surrounding facade to the station shall be submitted to and agreed in writing by the Local Planning Authority prior to the installation of the new entrance. All of which shall be constructed fully in accordance with such details. The details to be submitted by the relevant party following discussions between the developer and London Underground/Network Rail.

Reason: To ensure a satisfactory design.

- (17) Notwithstanding the details hereby approved, further details of the residential waste and recycling storage area shall be submitted to and approved by the Local Planning Authority prior to the commencement of work. Details shall include amendments if necessary to ensure compliance with Brent's Waste and Recycling Storage and Collection Guidance for Residential Properties.

Reason: To ensure adequate refuse and recycling storage is provided.

#### **INFORMATIVES:**

None Specified

Any person wishing to inspect the above papers should contact Neil McClellan, The Planning Service, Brent House, 349 High Road, Wembley, Middlesex, HA9 6BZ, Tel. No. 020 8937 5243