

PLANNING COMMITTEE

3 June 2004

Application Ref.: 03/3200
Received: 31 October 2003 (Revised 8 April 2004)
Location: LAND ADJOINING NEW NATIONAL STADIUM
Proposal: Outline planning application for works for the re-orientation of Wembley Arena, Class A1 (retail) comprising up to 14,200 square metres designer retail outlet and 11,800 square metres sports retailing; 400 square metres of boutique retailing; Class A1/A2 shops/financial and professional services up to 8,000 square metres (including a supermarket of up to 2,500 square metres); Class A3 (food and drink) up to 12,700 square metres; up to 63,000 square metres of Class B1 (a, b and c) business floor space; up to 25,400 square metres of Class C1 (hotel) floor space; up to 26,700 square metres of Class C1/sui generis (hotel apartments); up to 5,000 square metres of Class C2 (residential institutions) floor space; Class C3 (dwellings) up to 277,000 square metres floor space comprising up to 3,727 residential units; student accommodation (sui generis) of up to 16,600 square metres (554 bed spaces); Class D1 (non residential institutions) up to 8,200 square metres of floor space; Class D2 (assembly and leisure) up to 13,700 square metres.

Together with associated open space, public market area (Class A1), hard and soft landscaped areas, highway and engineering works, electricity sub-station, other utility requirements, other parking and servicing, demolition and improvements to Olympic Way:

AND

Reserved matters relating to siting, design, external appearance and means of access for the erection of a three storey structure to provide car and coach parking. .

For: Quintain Estates and Development Plc
Agent: Gerald Eve
Contact: Mr. Hugh Bullock
Plan Numbers: Refer to Appendix 1.

RECOMMENDATION: APPROVAL SUBJECT TO A SECTION 106 AGREEMENT and CONDITIONS AND STAGE 2 REFERRAL TO THE MAYOR AND GOVERNMENT OFFICE FOR LONDON.

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1. INTRODUCTION

1.1 Objective of the Report

1.1.1 This report seeks to determine the outline planning application submitted by Quintain Estates and Development Plc(QED) for the redevelopment of land adjacent to the new National Stadium, Wembley. The application was submitted on 31 October 2003 and supplementary information and amendments were received by the Council on 8 April 2004.

1.1.2 The outline application – referred to by the applicants as ‘Wembley Stage 1 Application’ – seeks planning permission with the following matters reserved for later determination:

- details of siting, design, external appearance, means of access and landscaping, except for the car and coach parking and associated highway works to serve the new National Stadium which are unreserved.

1.1.3 The development will accommodate a high density mix of commercial, leisure, retail and hotel facilities together with residential and community facilities. This report considers the details of the amended plans and the reports submitted with the application.

1.2 Wembley Stage 1 Application

1.2.1 The application is a ‘hybrid’ – part outline, part detailed comprising two principal elements:

1. Mixed use development of the application site (including the retention and re-use of the listed Wembley Arena) – comprehensive development to provide up to almost 500,000m² of space (including 13,700m² existing leisure use in the retained Wembley Arena). The application proposes a mix of residential (C2, C3), office (B1), retail (A1/ A2), leisure (D2), hotel/aparthotel (C1 and sui generis), and community (D1) space and associated open space, infrastructure and highway works. All details regarding this element of the proposed development are reserved for later determination.
2. Car parking for use by the new National Stadium – parking for up to 458 coaches, 43 mini buses and 1200 cars or 2,900 cars (or combination thereof). The current applicant has a contractual obligation to provide the 2,900 car parking spaces by the time the new Stadium is complete (end 2005) and accordingly this element of the scheme, located to the east of the new National Stadium, is unreserved within the current outline application.

1.2.2 Specifically the application comprises:

1. Commercial Development to include:
 - Up to 28,500m² of Class D2 of leisure use (of which the Arena is 13,700m² - the Arena is to be refurbished with the main entrance being reoriented);

- Up to 11,800m² of Class A1 of sports retailing;
 - Up to 14,200m² of Class A1 of designer outlets;
 - Up to 400m² of Class A1 of boutique retailing;
 - Up to 12,700m² of Class A3 of food and drink facilities;
 - Up to 25,400m² of Class C1 of hotel floor space;
 - Up to 26,700m² of Class C1/sui generis of apart-hotel floor space;
 - Up to 63,000m² of Class B1 (a, b and c) of office floor space;
 - Up to 8,000m² of Class A1/A2 local shops and services including a local supermarket of 2,500 square metres (to be restricted to 2,000 square metres by condition);
2. New open space that would include Arena Square, First Square and the Stadium Piazza;
 3. Creation of a new spine (Wembley Park Boulevard) running through the site from south-west to north-east providing an open space and main thoroughfare through the site for public transport, cyclists and taxis. The new boulevard will accommodate an 8 metres wide footpath along its length;
 4. Up to 8,200m² of Class D1 community facilities, potentially including health, pre-school and multi-faith centre;
 5. New residential development of up to 298,600 m² floor space comprising up to 3,727 residential units (Class C3) together with 110 bed spaces (Class C2) in the form of 90 nursing care and 20 special needs units and 554 (sui generis) bed spaces (student accommodation). The applicants are proposing that 40% of the units are affordable with 38% provided on-site and 2% off-site for families;
 6. Improvements to Olympic Way;
 7. Highways and transport works;
 8. Engineering works;
 9. Electricity substation;
 10. Other utility requirements;
 11. Coach and car parking and other parking and servicing together with all associated and ancillary work

1.2.3 In addition to the outline application, separate detailed planning and listed building consent applications for works to Wembley Arena have been submitted.

1.3 Context for the Application

1.3.1 **Destination Wembley** - the proposals aim to create a new high quality, urban environment to transform the current area and complement the role and function of the new National Stadium as a major destination. A range of uses is proposed with the aspiration to provide a new economic driver for west London and a sustainable mixed use development and community that will be integrated with the surrounding area.

1.3.2 The aspirations for the area are set out in *A Framework for Development: Destination Wembley (September 2003)* drawn up by the Council and endorsed by the GLA. This document provides guidance on the form of development within an including Wembley High Road and a triangle of land loosely defined by Wembley Park station and Wembley Stadium

station in the west and the North Circular road in the east. Within this large and diverse area a Core Area has been identified, focussed on the new National Stadium and its immediate setting for which more detailed guidance is provided.

- 1.3.3 The document states that the principal aim is to “maximise the regeneration potential of the area by promoting a mixed use and medium to high value development of regional and national importance which:
- creates a world class setting for the Stadium;
 - complements the Stadium use;
 - connects with Wembley High Road;
 - increases employment densities with a range of opportunities;
 - creates an accessible place to live work and visit;
 - embraces and celebrates the multicultural diversity of Brent; and
 - generates activity and vitality throughout the year.”
- 1.3.4 The document also provides the context for a masterplan that translates the principles and parameters in the Framework document into an explanation of how the sites within the masterplan area will be developed.
- 1.3.5 **Wembley Masterplan** – this document has been prepared by Quintain, the applicants for the Stage 1 application, to provide guidance on the scale and form of the redevelopment opportunity for the site. The document reflects the existing planning policy context and acknowledges the Councils regeneration objectives for the area. The Wembley Masterplan seeks to demonstrate that a range of benefits can be delivered as part of a comprehensive approach to the site. These include:
- a world class setting for a world class stadium
 - an exciting and vibrant new urban quarter
 - a range of jobs for the existing and new community
 - a promenade linking Wembley Park with Wembley High Road
 - an improved Olympic Way with new pedestrian ramp leading to the Stadium
 - a network of public squares/spaces
 - improved public transport facilities.
- 1.3.6 **The new National Stadium** – The new National Stadium will be a beacon of sporting excellence and an iconic architectural building and when completed will add a distinctive landmark to the London skyline. Locally, the Stadium has acted as a major catalyst to regeneration, creating significant interest in redevelopment opportunities in Wembley and attracting investment to the region
- 1.3.7 **Wembley Hub Link** – on 28 April 2004 the Council was minded to grant outline planning permission for the development of land between Wembley High Road and the new National Stadium. Implementation of the bridge link, which forms an integral part of that application, will

provide significantly improved access to the National Stadium site and the current application site from Wembley High Road.

1.4 Submission Documents

1.4.1 The application comprises information contained in the following documents:

- Application Form, Schedules and Certificates
- Drawings(for approval) See Appendix 1

1.4.2 Given the scale of the site and proposed development an Environmental Statement (ES) comprising a Non-Technical Summary, Main Text and Technical Appendices has also been submitted with the application. This is a requirement under environmental legislation and its form and content is prescribed by the relevant regulations.

1.4.3 In addition to the application forms and drawings submitted for approval and the Environmental Statement, the ‘application package’ comprises a number of documents which provided supporting statements to explain the principles and vision behind the proposals and the and layout of the site. These are:

- Strategic Summary
- Planning Statement
- Design Statement
- Leisure & Retail Assessment
- Regeneration Report
- Housing Strategy
- Heritage Report
- Access & Mobility
- Consultation Strategy

1.4.4 In addition to the written reports a number of illustrations of the proposed development have been submitted with the application. **These are purely illustrative and do not represent what the completed development will necessarily look like.** The detailed design of the buildings will be the subject of future applications and appropriate control mechanisms will need to be put in place, by way of conditions and/or legal agreement to the current application, to set out the Council’s expectations in terms of the form and content of these applications and to deliver the high quality of design and environment to which the applicant and Council aspire.

1.5 Procedural Issues

1.5.1 The outline planning application is accompanied by a series of ‘Parameter Plans’ that have been submitted for approval. These ‘fix’ a number of elements of the scheme, both for the purposes of assessment under the Environmental Impact Assessment Regulations and for the purposes of determining the outline planning application. The following describes those elements of the proposed development that are fixed by the Parameter Plans and those that are left for future determination. This is

important as it identifies those aspects of the proposals that the Council needs to control by way of condition or legal agreement.

1.5.2 Procedurally, this approach complies with the relevant planning and environmental regulations and is presented here so that the Committee is aware of the scope (and limitations) of the matters before it for determination:

- location of development plots on the site and the maximum footprint of building(s) within these plots – **Drawing 3860/03**. This Plan fixes the location and maximum built extent of the individual plots and the site but the position of building(s) within each development plot is not prescribed, nor is the design and elevational treatment of the buildings. In total, there are 10 development parcels on the western side of the site (including the Arena and associated public square) and 5 development parcels on the eastern side of the site;
- total (maximum) floorspace by use for the site as a whole and the mix of uses within each development plot – **Section 1.3 of the Strategic Summary and Drawing 3860/04 Rev. A**. However the Schedule and Plan do not fix the floorspace (by use) within each development plot;
- access and circulation – **Drawing 7063/05**. This fixes all vehicle and cycle/pedestrian routes through the western part of the site including a summary of landscape treatment. The plan also identifies revised junction arrangements, access to the eastern car park, and access to the western car park;
- location of open space across the site – **Drawing 3860/06 Rev. A**. This differentiates between those areas for public, semi-public and private use within the plots as a whole (and some parts of the site outside the plots) but not the disposition within the plots;
- proposed ground levels – Drawing no 3860/03B;
- maximum building heights (± 1 m) – **Drawing 3860/07 Rev. B**. This fixes the maximum height of each development plot, but excluding plant (+3m) and lift motor rooms (+6m). Variation in building heights up to the maximum is not defined nor variation within the plots other than maximum heights on the perimeter of the plots. The heights of the proposed buildings vary across the site from 55m – 127m;
- location, extent and maximum number of non-residential and residential vehicle parking on the site – **Drawing 3860/08, 09, 10 Rev A**. Access to sub-surface parking on the western part of the site is fixed by **Drawing 7063/05**;
- location of trees to be removed – **Drawing 701/C**. This identifies trees covered by a Tree Preservation Order and other trees on the site that it is proposed are removed to accommodate the proposed development.

1.5.3 The approach adopted by the applicant of identifying ‘development plots’ defines the areas within the site where buildings will be located. The

footprint, massing and detailed design of the buildings (including materials, hard and soft landscaping etc.) will be addressed through the submission of either Reserved Matters applications following the grant of outline planning permission or through Detailed Planning Applications for individual buildings or phases of the development.

- 1.5.4 The applicant has invited the Council to impose conditions on any outline planning permission, so that reserved matters applications will come forward within the parameters specified. Mechanisms to guide and control detailed aspects of the development are considered in the relevant sections of the report below and conditions are set out at the end of the report.

2. APPLICATION SITE

2.1 Site Boundary and Access

- 2.1.1 The application site comprises 17 hectares of land bounded by Empire Way/Wembley Hill Road, South Way (part), Engineers Way and First Way. The application boundary extends in a ‘finger’ north along Olympic Way towards Wembley Park station, to a point just south of Fulton Road. The site includes the existing Pedway pedestrian bridge over Engineer’s Way, although the application does not include a replacement structure to link Olympic Way with the new National Stadium.
- 2.1.2 The new National Stadium and associated land is excluded from the application site. Mahatma Ghandi House, Ibis Hotel and Red House (all on South Way), and York House on Empire Way also lie outside the application site.
- 2.1.3 At its south western corner the site is close to Wembley Stadium Station (Chiltern line), and to the north Wembley Park Station (Metropolitan and Jubilee lines) via Olympic Way. Wembley Central Station, (both mainline Silverlink, and underground Bakerloo line), is a 10 to 15 minute walk from the south-western-most edge of the application site.
- 2.1.4 Road access to the site is via Wembley Hill Road/Empire Way, South Way, Engineers Way and First Way (all of which lie outside the application site). South Way (east) and Great Central Way currently link the site to the A406 North Circular road.

2.2 Existing Buildings and Uses

- 2.2.1 The site is currently occupied by a mix of land uses and buildings including the Wembley Conference Centre and Exhibition Halls, Wembley Arena, the Hilton Hotel, Elvin House (office building), Bingo Hall, Phoenix recording studios, and a multi-storey car park. Surrounding land traditionally used for surface car parking and coaches in connection with the former Wembley Stadium and for the Wembley Market is also included in the application site.
- 2.2.2 The existing collection of buildings on the site are a mix of architectural styles and layout reflecting a somewhat ad-hoc approach to developing Wembley as a conference and exhibition centre that has taken place over the years. Wembley Arena is listed Grade II but the remainder of the

buildings are of no particular architectural merit. Existing vehicular and pedestrian access through the site (Lakeside Way, Stadium Way, Royal Route) is somewhat confusing and, for pedestrians, an unattractive and unwelcoming environment.

- 2.2.3 Within the application site there are a number of trees protected by a Tree Preservation Order located at the southern edge of the site adjacent to South Way. There are no sites of designated ecological or archaeological importance on the application site.

2.3 Site Levels

- 2.3.1 One of the features of the application site (and surrounding area generally) are the variable site levels and the fall from south to north, by about 12m from South Way to Engineers Way. The fall from west to east is also significant (approximately 10m at its greatest) from Empire Way to First Way. This feature, together with the finished pedestrian access level of the new National Stadium – the main pedestrian entrance is set nearly 7m above the level of the existing Pedway which itself raises visitors 6m above the ground level at Engineers Way, to the VIP entrance – need to be addressed and accommodated within the proposed development.

2.4 Site Surroundings

- 2.4.1 Properties on the western side of Wembley Hill Road/Empire Way are a mix of commercial and residential, generally of three to four storeys in height. The area beyond Wembley Hill Road/Empire Way comprises predominantly two storey residential units. The land rises quite steeply from Wembley Hill Road providing views across the application site from these residential roads.
- 2.4.2 To the north of the application site (north of Engineers Way and west of Olympic Way) are the buildings that formed part of the 1924 Empire Exhibition complex, the Palace of Arts and Palace of Industry. These were listed Grade II but have been de-listed and are in a poor state of repair. The majority of the land between Engineers Way and Fulton Road (west of Olympic Way) is owned by the applicants QED. Beyond this is Wembley Park station.
- 2.4.3 To the east of Olympic Way is Wembley Retail Park, a collection of low-rise retail ‘sheds’ with surface car parking accessed either directly from, or service roads leading off, Engineers Way. To the east of the site (east of First Way) are a series of commercial buildings of mixed age and design which accommodate a range of businesses. Access to these properties is from First Way.
- 2.4.4 The new National Stadium building around which the proposed development will be located to the west, north and east, is an imposing and architecturally distinctive building. With a cornice height of 14 storeys the Stadium rises to a height of 21 storeys for the upper bowl and roof. The arch will rise to 148 metres (approximately 49 storeys).
- 2.4.5 Immediately to the south of the application site at its south western corner is Mahatma Gandhi House, a 9-storey office building, the 16-storey Ibis

Hotel and the 2-storey Red House. Beyond this, in a cutting, is the mainline railway from Marylebone (Chiltern Line) and Wembley Stadium Station.

2.5 Access

2.5.1 Vehicular access to the application site is currently from Wembley Hill Road/Empire Way (via Royal Route, Stadium Way and Lakeside Way) Engineers Way and First Way. Cycle and pedestrian access to the site is available from these main roads as well as from South Way. A traffic-free cycle route crosses the site from Olympic Way to South Way. The ongoing construction of the new National Stadium has closed part of South Way to all traffic.

2.5.2 In terms of public transport access, there are four bus routes that currently run along all/part of the site boundary on Wembley Hill Road/Empire Way, and two along First Way. A number of other bus routes serve the local area. Mainline rail services are available at Wembley Stadium and Wembley Central stations, and Underground services at Wembley Park and Wembley Central.

3. PLANNING HISTORY

3.1 Site History

3.1.1 Development within the current application site boundary has generally been on a piecemeal, rather than comprehensive basis with proposals coming forward to address changing operational needs of principally the Wembley Conference Centre and former Wembley Stadium. As a result they have no direct relevance to the current proposals. However, the general sequence of development of buildings within the application site can be summarised as follows:

- Wembley Arena – developed in 1934 as a swimming pool and converted for use as an Arena in 1956. The building was listed Grade II in 1976;
- Bingo Hall – developed circa 1962;
- Recording Studios – developed in 1969;
- Hilton Hotel – developed in 1973.
- Conference Centre – developed between 1973-76;
- Elvin House – developed between 1973-76;
- Exhibition Halls – development started in 1986.

4. PROPOSED DEVELOPMENT

4.1 Overview

4.1.1 As noted above the application proposes a high density, mixed use development that aims to create a new, high quality urban environment that will serve as the setting for the new National Stadium. The development also seeks to provide a development and community that will be integrated with the surrounding area. The proposals therefore seek to address the needs and aspirations of three ‘audiences’:

- the National Stadium as a major sports venue, as well as Wembley Arena;
- the new business, residential and visitor population to the application site; and
- the existing population in the local area.

4.1.2 The outline planning application proposes the comprehensive redevelopment of the site, with the demolition of all existing buildings other than the listed Wembley Arena. The scale and complexity of the proposed development means that it will be built out over a number of years – for the purposes of assessment under the EIA regulations it has been assumed that the development will be constructed over approximately 11 years. Construction management issues therefore arise in terms of both the interface with the new National Stadium (during construction and operation) and the impact on the local residential and business community. Issues relating to construction impacts and mitigation have been addressed as part of the environmental impact assessment and are considered under Temporary Effects for each of the identified impacts.

4.1.3 The issue of the cumulative impact of developments taking in place in parallel also arises principally during completion of the new National Stadium and construction of the stadium parking that forms part of the current application (and works to Wembley Arena and development plots on Engineers Way), and during the construction of the Wembley Link from Wembley High Road to South Way. In addition, consideration needs to be given to the condition and use of existing buildings and spaces on the application site before redevelopment to ensure that the local environment functions as well (and appears as attractive) as reasonably practicable, both as a setting for the new National Stadium (which will be complete and in use from an early stage of the surrounding development) and to mitigate the impact on the local community.

4.1.4 The detailed timing and phasing of development will be informed by prevailing market conditions as well as by contractual obligations and operational considerations that require (or prevent) certain elements of the proposed to come forward at particular times. There are also construction programming issues that need to be taken into account as well as the provision of infrastructure to serve the new development. These contractual and operational considerations, and their implications, include:

- New National Stadium car and coach park – contractual obligation on the applicant to have the car park complete by the time of Practical Completion of the stadium (currently forecast end 2005);
- Wembley Conference Centre – to be retained as operational until new conferencing facilities are open;
- Elvin House – lease expires December 2005 (but has plant for the existing Conference Centre located in the basement).
- Multi-storey car park – to be retained until car parking to serve new National Stadium is available.

4.1.5 In general terms the sequence of development progresses from north east to south west across the site. The first phase will commence immediately on grant of planning permission (subject to conditions) involving the provision of the new National Stadium car park (on the site of the existing surface car park to the north east of the stadium) plus works associated with the refurbishment and alteration of the Arena (including provision of new enclosed servicing area to the west and construction of the new ‘Arena Square’ immediately to the east of the building), and access to the National Stadium (‘Stadium Piazza’). Construction of development parcels to the east and west of the Arena also commence at this stage.

4.1.6 The progressive redevelopment of the Exhibition Halls, Conference Centre and Elvin House will extend the new ‘Wembley Park Boulevard’ in a south westerly direction with a range of residential and commercial uses in the development parcels on either side of the boulevard. The final phases incorporating the two taller buildings in the south western part of the site will replace the Plaza Hotel and multi-storey car park and provide commercial uses around the new National Stadium car park.

4.2 New National Stadium Car Park

4.2.1 The new National Stadium comprising the 90,000 seat stadium and sport and entertainment complex was granted planning permission in August 2002 subject to conditions and s.106 agreement. Part of the planning permission for the new National Stadium includes parking for up to 458 coaches, 43 mini buses and 1200 cars or 2,900 cars (or a combination thereof). This provision is to be made available on the land the subject of the current application by QED.

4.2.2 Prior to final completion of the QED development this provision will be based upon retaining the existing multi-storey car park to the west of the new National Stadium (which can provide spaces for up to 1,200 cars) plus a new car and coach park located to the north east of the new Stadium. The latter will provide 1,441 car parking spaces (or equivalent coaches – 458 standard coaches plus 43 mini-buses) at ground floor including 80 spaces for disabled. A further 637 car parking spaces will be provided over three floors in a new multi-storey car park. The total car parking provision for the new National Stadium will be limited to 2,900 spaces.

4.2.3 The full extent of parking for the new Stadium will be not required for events at the Stadium 365 days per year. When not required for the Stadium, allowance is made for these spaces to be shared with Wembley Arena, parking related to other leisure uses across the site and, possibly,

non-parking community activities. The final build out of the QED scheme will provide commercial development around the new multi-storey car park.

4.2.4 Given the need to provide the parking in time for the expected completion of the new National Stadium, the parking element to the east of the Stadium scheme is unreserved under the current application. The submitted drawings show:

- surface parking immediately south of Engineers Way for 264 coaches (or 718 cars) and 80 disabled car parking spaces;
- a three storey (plus ground floor) above ground multi-storey car park for 625 cars to the south of this zone;
- surface parking for 168 coaches (or 551 cars) below the car park;
- surface parking to the south of the new multi-storey car park for 26 coaches and 43 mini-buses (or 172 cars).

4.2.5 Access to the surface level car parking (and ground floor of the new multi-storey car park) will be from First Way, other than for access to the disabled car parking spaces which will be from Engineers Way. An existing access from Engineers Way will be closed and on First Way a series of new access ways will be created requiring the removal of sections of the existing footway. Alterations to the public highway at the junction of Engineers Way and First Way are also required. Access to the multi storey car park will be via a three lane ramp off First Way close to its junction with South Way.

4.2.6 The multi storey car park will comprise concrete decks and columns with a woven steel mesh 'façade' to the upper levels and lighting columns on the upper deck. Staircases from the upper levels are positioned on the north and south elevations of the car park.

4.2.7 Road access to the new parking area will use the permitted Stadium Access Routes along First Way, Engineers Way and Fourth Way onto South Way linking to/from the A406 North Circular.

4.3 Mixed Use Development

4.3.1 The proposals for the redevelopment of the land around the new National Stadium comprise a series of development plots and public spaces defined by the principal and secondary routes within and at the perimeter of the site:

- a new 'Wembley Park Boulevard' running from north east to south west across the site from Engineers Way (close to its junction with Olympic Way) towards (though not connecting with) South Way;
- a series of secondary routes on the western part of the site linking into the main boulevard. The existing roads leading from Empire Way (Lakeside Way, Stadium Way and Royal Route) will connect with the new boulevard and Royal Route will be extended eastwards within the development linking through to the Stadium;
- three principal public spaces, two in the northern part of the site marking the entrances to the major public venues – 'Arena Square' (level with Engineers Way and defined by the eastern elevation of the

retained Wembley Arena, Engineers Way and the diagonal plane of buildings on the new Wembley Park Boulevard) and ‘Stadium Piazza’ (at an elevated level consistent with the National Stadium entrance and framed by new buildings either side of this space); and ‘First Square’ a new public square to be provided on final build out of the development on the ‘roof’ of the new multi-storey car park.

- 4.3.2 The series of development plots defined by these routes and spaces (Parameter Plan 04) will comprise a mix of uses:
- hotel and apart-hotel – located in two blocks either side of the new Stadium Piazza (one also fronting onto the new Wembley Park Boulevard) with retail and food and drink premises up to a maximum of first storey – Plots W03 and E01;
 - residential and residential institutional uses – principally in blocks either side of Wembley Park Boulevard (and also fronting Empire Way) with a variable mix of retail, food and drink, commercial and community uses up to a maximum of first storey – Plots W01, W04, W05, W07, W08, W09, W10, E02 and E03;
 - commercial and community uses in blocks to the east of the new National Stadium with food and drink and community uses in selected blocks up to a maximum of first storey – Plots E04 and E05;
 - leisure use within the refurbished Wembley Arena and in a block between Wembley Park Boulevard and the new National Stadium, the latter to include retail use up to a maximum of first story – Plots W02 and W06.
- 4.3.3 The application is structured such that the maximum floorspace by use is defined for the site as a whole, as are the mix of uses within the Plots. However the floor area within each plot by use is not defined. For retail uses the application distinguishes between different types of retail space – as sports retail, designer outlets, hotel boutique and a supermarket. As these all fall within Class A1, some form of condition would be needed to ensure that the intentions of the application are implemented.
- 4.3.4 By contrast, Class D2 (leisure) includes a variety of uses including cinemas, dance and concert halls, swimming pools, skating rinks, gymnasiums, other indoor and outdoor sports and leisure uses, bingo halls, casinos. The application does not however differentiate between these uses, nor the balance between them if more than one type of D2 use was to be provided. Accordingly controlling the use by way of condition or legal agreement may be appropriate.
- 4.3.5 In addition to defining the overall floorspace and mix of uses on the site the application also fixes maximum development heights within each of the Plots (Parameter Plan 07). These are defined as maximum heights, excluding general plant (+3m) and lift motor rooms and extracts (+6m), AOD (above ordnance datum). Building heights vary across the site rising from 61m AOD in the north western part of the site adjacent to Wembley Way to between 73-79m AOD across the majority of the site. Taller buildings (85m AOD) will be located adjacent to the new Stadium Piazza

and at the south western end of the new Wembley Park Boulevard (109m and 127m AOD).

- 4.3.6 In terms of building heights of the proposed development relative to those adjoining the site, York House (outside the application site and to be retained) is 15 storeys and the residential properties on Empire Way three storey plus Mansard roof. Given existing ground levels, the new buildings will typically be 7-8 storeys (assuming an average floor-floor height of 3m) rising to 10-12 storeys (for example fronting Engineers Way east of Olympic Way).
- 4.3.7 An objective of the masterplan layout has been to create a series of well-defined blocks where buildings are higher than their neighbours but will be subservient to the new National Stadium. Specifically the buildings immediately adjacent to the Stadium will not be above its cornice height. The overall effect is a series of large scale blocks and a high density form of development. The impact of this in visual and townscape terms is assessed in Section 8.5 below.
- 4.3.8 Given the overall scale of development it is important that the quality of design and architectural treatment shown in the illustrative documentation that supports the application is secured in the Reserved Matters applications following a grant of outline planning permission. Appropriate controls and approaches to support this objective are discussed in Section 7.2 and 8.5 below.
- 4.3.9 Access to the site from the road network around the perimeter of the site utilises the existing points of access from Empire Way (Lakeside Way, Stadium Way and Royal Route) with the existing roads altered and/or realigned. The existing access from Empire Way into the Plaza Hotel forecourt is retained. No access onto South Way is proposed, with the new Wembley Park Boulevard terminating at the southern boundary of the site adjacent to the Red House. Land outside the application boundary (and not controlled by the current applicants) prevents a connection to South Way at this point. Royal Route will serve as a public transport access connecting to Wembley Park Boulevard, with access only for other vehicles.
- 4.3.10 On Engineers Way a new access point is proposed at the northern end of the Wembley Park Boulevard (which will serve as a public transport and pedestrian corridor and cycle route). Access to (sub-surface) parking on the western part of the site will be via a three lane (10.1m wide) road leading from Engineers Way and a new 'stadium access road' (not part of the current application) broadly in the location of the existing elevated Pedway. Access to the car parking area to the north east of the new National Stadium is described in para. 4.2.5 above.

4.4 Wembley Arena

- 4.4.1 Proposals for the refurbishment, extension and of the listed Wembley Arena and its 're-orientation' (relocating the main entrance to the building from its western to its eastern end) is covered by a separate detailed planning application and an application for listed building consent. The new entrance will link directly onto the new 'Arena Square' with the

intention of providing activity to this new public space. At the western end of the building a new covered service area will be provided. Details of the proposals are considered in a separate Committee report.

5. CONSULTATION

5.1 Consultation Process

5.1.1 The scale and significance of the outline application proposals submitted in October 2003 demanded extensive consultation of statutory and non-statutory agencies as well as a broader public consultation exercise. In order to reach the widest audience the local planning authority employed a variety of mechanisms:

- written consultation with approximately 2000 immediate neighbours, businesses, households and interested landowners;
- posting of 20 site notices around the site and in residential areas beyond extending towards Wembley Park, Barn Hill, Gladstone Park and Tokyngton;
- publication of press notices in the Wembley Observer on 4th December 2003 and in the London Evening Standard on 28th November 2003;
- attendance at Wembley Area Consultative;
- public exhibitions at Brent House, Brent Town Hall and numerous libraries around the borough. The exhibitions comprised boards containing information on land uses and their location, car and coach park details, levels, and illustrative images;
- publication of the application on the Council's web-site – a total of 2,170 visits were made to this website between November 2003 and April 2004;
- direct consultation with regional agencies including Government Office for London, Greater London Authority and London Development Agency;
- direct consultation with relevant statutory and non-statutory agencies such as English Heritage, Health & Safety Executive, Network Rail, Metropolitan Police, and The Environment Agency.

5.1.2 A further consultation exercise was undertaken following receipt of revised plans and supplementary ES reports in April 2004. This involved a publication in the Wembley Observer and re-consultation with statutory consultees.

5.2 Consultation Responses (October 2003 Submission)

Reponses Received from Statutory Consultees and Other Bodies

Greater London Authority (GLA)

5.2.1 The GLA supports the principle of the development to establish a high density mixed-use scheme that will help the necessary regeneration of Wembley Town Centre and an appropriate setting for the new National Stadium. The GLA considers that the development has the potential to be

first class in design terms subject to its architecture being of the highest quality.

- 5.2.2 The GLA also raises however a number of concerns that it considers need to be resolved before a formal and final decision can be made on the application. These relate to sustainability and renewable energy; affordable housing, and impact of the proposed retail space on existing town centres. The GLA also notes that mitigation measures identified in respect of transport and access will need to be provided and delivered via the proposed s.106 agreement.
- 5.2.3 With regard to sustainability and renewable energy provisions in the application the GLA notes that there is no quantitative commitment to use renewable energy and combined heat and power of community heating for the development. It considers therefore that the applicant should undertake a more detailed assessment of the costs and space requirements of a site-wide CHP and community heating system. The GLA also considers that the applicants should commit to meeting a proportion of the energy demand (identified from an energy use assessment carried out for the site) from renewable energy sources.
- 5.2.4 On the issue of affordable housing, the GLA considers that the applicant will need to improve the offer in terms of off-site social rented housing provision for families above the 2% originally offered.
- 5.2.5 The GLA also considers that the applicant should identify the impact of all the retail elements on neighbouring major and district centres. This is regarded as a fundamental omission from the application submission. Of particular concern to the GLA is the impact of convenience retail on the existing Wembley Ton Centre has not been adequately assessed.

Transport for London (TfL)

- 5.2.6 Identify the need to ensure connectivity between existing and proposed developments, linking the development with the town centre. Identifies funding required for enhancement of existing bus routes.

London Borough of Barnet

- 5.2.7 The London Borough of Barnet raises no objection to the application. The Borough welcomes the regeneration benefits and contributions to north-west London arising from the proposals which will complement the National Stadium and other strategic proposals nearby including Cricklewood, Brent Cross and West Hendon Regeneration projects and the Olympic bid.
- 5.2.8 It is noted however that as there will be significant transport effects arising from both the new National Stadium and the current application, it is recommended that priority be given to bringing forward improvements to the A406 North Circular Road, particularly at key junctions affected by the development, together with improvements to public transport provision, including exploring the possibility of light transit systems in north and west London serving the regeneration areas.

London Borough of Hammersmith & Fulham

5.2.9 The London Borough of Hammersmith & Fulham raises no objection to the proposed development.

The Royal Borough of Kensington & Chelsea

5.2.10 The Royal Borough of Kensington & Chelsea state that the proposal is unlikely to have a significant effect on the Royal Borough and therefore no comments are raised.

London Borough of Harrow

5.2.11 The London Borough of Harrow objects to the proposed development on the grounds that, in view of the scale of the retail space included in the scheme, the development may have a negative impact on neighbouring town centres in Harrow. In terms of traffic impact, the Borough considers that the development will have no serious implications for Harrow, but further traffic management measures may be required around Queensbury, Canons Park and Stanmore tube Stations in order to prevent unacceptable levels of on-street parking during major events at the new Wembley Stadium. Improvements to the cycle network are welcomed while the provision of affordable housing will ensure social inclusion and offer greater choice for local people in housing needs.

London Borough of Camden

5.2.12 The London Borough of Camden objects to the proposed development on the grounds that the availability of 700 car parking spaces for retail use as well as 500 car parking spaces for the stadium on non-event days and 200 unallocated car parking spaces is excessive and likely to generate car-based retail trips from a wide catchment (including Camden) generating more traffic, encouraging unsustainable travel patterns to such a public transport accessible location.

5.2.13 The Borough also considers that the proposed development would cause significant harm to centres within Camden. The Borough requests that the London Borough of Brent ensures that the potential impact of the proposed comparison retail floorspace on other centres in adjoining boroughs is fully assessed to ensure that there is no negative impact on the viability and vitality of Camden's centres, particularly Kilburn High Road, Finchley Road/Swiss Cottage and West Hampstead.

London Borough of Ealing

5.2.14 To date, no comments have been received.

Westminster City Council

5.2.15 Westminster City Council raises no objection to the proposed development.

The Environment Agency

5.2.16 The Environment Agency has raised no objections in principle to the proposed development, subject to the inclusion of five specific conditions. These relate to surface water drainage, storage of materials adjacent to Wealdstone Brook, handling or storage of hazardous substances, and site foundations. In addition, the Agency recommends the inclusion of a

number of informatives relating to flood risk, groundwater and contaminated land, fisheries and biodiversity, environmental management and recreation.

English Heritage

5.2.17 English Heritage raise no objection in principle to the application proposal in terms of height, design and finishes and welcome, in principle, the creation of a new urban space to the east of Wembley Arena. Specifically in relation to the reorientation of Wembley Arena, EH consider this element to be justified in the context of the wider Masterplan.

5.2.18 The response by English Heritage was submitted prior to confirmation of the delisting of the Palace of Arts and the Palace of Industry. As a result, English Heritage at that time advised that they would encourage the preparation and adoption of the Masterplan for that part of the site north of Engineers Way to ensure an attractive setting for all of the listed buildings in the area. English Heritage's detailed comments with regard to the proposals relating to Wembley Arena are outlined in the separate committee report pertaining to the separate planning and listed building applications.

Commission for Architecture and the Built Environment

5.2.19 No comments received.

Society for the Protection of Ancient Buildings

5.2.20 No comments.

The Twentieth Century Society

5.2.21 The Twentieth Century Society are generally supportive of the proposals which include the Grade II listed Arena, although further detailed comments are submitted in relation to the separate planning and listed building applications. The Twentieth Century Society also consider that the Palaces of Arts and Industry should have been included within the Stage 1 application in order to create a wide and all encompassing brief.

English Nature

5.2.22 English Nature raise no objections to the application as the proposal would not have an impact on any statutory sites for nature conservation. They note, however, that they would positively encourage the mitigation strategies outlined in Section 15.7 of the Environmental Statement. In particular, English Nature supports the creation of new habitats including green/brown roofs and new areas of green space, new Green Chains or corridors between existing areas of nature conservation importance.

Metropolitan Police Service (MPS)

5.2.23 The Metropolitan Police Service supports the proposed redevelopment in principle. Concerns are raised however regarding transportation issues, specifically that the application does not give sufficient consideration to parking facilities for potential residents, while there is no mention of conflict of peak time arrival with a major event at the National Stadium.

- 5.2.24 The MPS also believe that any car park should have where possible no vehicular pedestrian conflict, being appropriately lighted and with excellent CCTV coverage. Concerns are also raised in relation to access and egress from the multi storey car parks, to road safety issues and to the access ramp. It is essential that a rigorous management system be in place to ensure the safe and secure operation of the car park.
- 5.2.25 In terms of security MPS consider that it is essential that a vigilant security system be undertaken to provide public safety and security on the proposed sites. There are also issues in relation to public order and public safety, and the ability to use resources taking into account the proposed gradient of Arena Square. In relation to Wembley Park Boulevard there are serious concerns in relation to the interchange with Engineers Way and also where it meets the “Hub” development. MPS also state that it is essential that during construction and any enabling works that are undertaken, all emergency routes to the complex and the National Stadium are retained or approved routes be implemented.

British Transport Police (BTP)

- 5.2.26 The British Transport Police emphasise the importance of design. In particular, the BTP state that fast food outlets, pubs, bars etc should not be positioned at potential pinch points which will cause pedestrian congestion and restrict the flows of passengers returning to railway stations after an event at the Stadium or Arena. The application layout must not restrict pedestrian access to and from the three surrounding stations. The BTP also state that the quality of the accessibility to public transport is dependant upon improvements to all three stations being agreed and delivered and the railway industry providing a resilient and safe rail service to meet the demands of the Stadium and Arena.

London Fire and Emergency Planning Authority (LFEPA)

- 5.2.27 LFEPA did not raise any significant concerns about the application subject to ongoing discussions with the applicant with regard to the proposed car and coach park, and maintaining the existing fire service access routes to the South Way rendezvous point and Engineers Way / Olympic Way rendezvous point serving the new National Stadium, both during construction works and on completion of the development.

London Ambulance Service (LAS)

- 5.2.28 The London Ambulance Service ask for Brent Health Authority to be consulted on the application to ensure that the increase in funding received by the LAS is sufficient to accommodate the increase in demand resulting from the development. The LAS also ask to be kept informed of the details of the application when these come forward.

Chiltern Railways

- 5.2.29 Chiltern Railways supports in general terms the proposed redevelopment scheme and the wider regeneration of Wembley. However concerns are raised with regard to transport demand generated by the proposed development. They conclude that the number of people travelling to Wembley will increase significantly as a consequence of the current

planning application. They highlight that, even a negligible increase in demand will lead to serious overcrowding and generate the need for further improvements at Wembley Stadium Station and in train capacity.

5.2.30 As a result, Chiltern Railways have identified a range of improvements that they consider necessary to serve the growth in passenger numbers at Wembley. These include:

- A new covered station facility constructed adjacent to the ‘up’ platform, probably on the site of the existing station building. The new station include:
 - Full CCTV coverage
 - A control room, a small retail facility and staff facilities
 - Three new generation ticket machines
 - Real time passenger information systems
 - Public address systems
 - Passenger toilets and kiosk retail
- Additional passenger shelters;
- Extending both platforms to 8-car length.

5.2.31 Chiltern Railways consider that the applicants should fund the range of improvement listed above on the basis that the additional facilities are reasonably and fairly related in scale and kind to the amount of additional demand for Chiltern’s rail services that will be generated by the development.

Silverlink Train Services (Wembley Central)

5.2.32 No comments received.

Network Rail

5.2.33 No comments received.

Three Valleys Water

5.2.34 The consultants for Three Valleys Water, Veolia Water Partnership UK, conclude that the land and controlled water contamination issues have been thoroughly investigated by the applicant and that there are no major risks to the underlying chalk aquifer, primarily due to the presence of a confining layer of London Clay and ground water resource protection issues.

Thames Water

5.2.35 Thames Water recommends that the applicant consults with the Development Control Department who will determine the ability of the local sewers to dispose of foul and surface water. If investigations find that insufficient capacity is available, Thames Water will provide the additional capacity as soon as practicable. Accordingly, a condition is recommended requiring details of on site drainage works prior to the commencement of development.

Transco

- 5.2.36 Transco raise no objection to the principle of the development, though request that the applicant liaise with them with regard to matters of capacity and supply, and in relation to protection or diversion measures.

Brent NHS Teaching Primary Care Trust

- 5.2.37 Brent PCT have identified additional health service requirements arising from the Stage 1 planning application, the provision of which will need phased planning based on an assessment of existing health centre provision and local GP lists. The PCT requires any new facilities to be in place prior to 1,800 newly registered patients.
- 5.2.38 Brent PCT conclude that the Stage 1 application will require a 'Health Living Centre' (2,340m²), Occupational Health Services (1,235m²), and a Brent Young People's First Stop Centre (1,206m²). In addition, based upon on projected population of 8,500 new residents, a total of 5 additional GP's would be required (based upon NHS guidance of 1 GP per 1963 patients).
- 5.2.39 Brent PCT is willing to fund the staff needed to provide the health care to the increased population, however it is unable to make any contribution towards the cost of providing suitable premises within the proposed development and looks to the applicants to meet the cost.
- 5.2.40 With regard to the proposed 90 bed nursing home, Brent PCT supports this facility and states that 75% of the units would be needed by Brent residents.

Brent Community Network

- 5.2.41 Brent Community Network (BCN) considers the application to be positive and wish to ensure that the benefits of the scheme are maximised for the residents of Brent. In particular, BCN highlight the need to take forward specific issues relating to the need for community facilities and affordable housing as proposed in the Stage 1 application. BCN have also requested that they are kept informed of the progress of the application.

Euston Trust (National Heritage Nature and Environmental Preservation Society)

- 5.2.42 The Euston Trust object to the proposal for redevelopment in the context of the reorientation of Wembley Arena. The Trust point out that any alteration of the current site may interfere with preserving the building or its setting or any features of special architectural or historic interest which it possesses. In this context they invite the Council to refuse planning permission.

Sport England

- 5.2.43 Sport England welcomes the proposals in principle, and, together with the new National Stadium believes they represent a substantial improvement to the quality of the environment in this important part of the Borough.
- 5.2.44 Sport England considers that the coach and car parking proposals can operate effectively provided that they are managed appropriately, while

mitigation measures can be put in place by the applicant given the level of traffic generation. In terms of noise, Sport England considers that appropriate conditions should be attached to ensure the noise performance criteria are met and that the environment and amenity of the residential environment is appropriate.

UK Athletics

- 5.2.45 UK Athletics raises no objections to the proposals provided that the planning application does not compromise the ability of the new National Stadium to stage major athletics events such as the Olympics or IAAF World Championships.

5.3 Residents, Local Businesses and Landowners

- 5.3.1 Following consultation with local residents and businesses which involved the despatch of approximately 2,000 individual letters, a total of 11 letters of representation have been received from the following addresses:

- 13 Mostyn Avenue, Wembley
- 28a Pop-in Business Centre, South Way, Wembley
- 1A Kingsway, Wembley
- 49 Empire Court, North End Road, Wembley
- 15 Waverley Avenue, Wembley
- 34 Hillcroft Crescent, Wembley
- 51 Raglan Court, Empire Way, Wembley
- Wembley Hill Residents Association
- 25 Rosemead Avenue, Wembley
- 1 Manor Drive, Wembley
- 2 Viewfield Close, Kenton, Harrow

- 5.3.2 Four of the letters received are generally supportive of the proposal but have concerns over a number of issues. The remaining 7 letters are objections to the application. The areas of concerns and grounds of objection can be summarised as follows:

- Increased traffic and congestion
- Loss of light and privacy
- Increased noise, dust and pollution and harmful effects on residents
- Loss of trees on site and uncertainty of replacement planting
- Traffic congestion from construction leading to detrimental impact upon existing businesses
- Impact on local infrastructure eg. health facilities (doctors surgeries and hospitals), school places, police, public transport, water, gas, electricity, etc.
- Impact of the road closures
- Over provision of car parking
- Lack investment in public transport
- Lack of green space within the development
- Impact of proposed retail on existing businesses in Wembley High Road

- The provision of 3,727 new homes adjacent to the stadium would be harmful to residents by virtue of the noise, pollution and vibrations during events
- The heights of the proposed buildings unsuitable
- High density and lack of amenity space, particularly for children
- Increase in crime and anti-social behaviour
- The Environmental Statement is inadequate and fails to address the cumulative impact and the microbiological environmental effects on human health
- The Council have failed to provide an Environmental Statement
- The high rise development and uniform character will result in crime
- Demolition of buildings along Empire Way
- Siting of new electricity sub-station
- The number of residents units is in excess of UDP allowances and should be reduced to no more than 1500
- The percentage of proposed affordable housing should be halved
- Crowd control issues and conflict between crowds on event days and residents, including children.

5.3.3 Quintain have also carried out a series of consultation exercises which were held at Wembley Conference Centre. As part of the third public consultation, comments were submitted to Quintain who then in turn passed them onto the Council for information. In total, 34 comments were received from local residents and workers in the area.

5.3.4 The majority of the comments made were in favour of the proposed development, although concerns were raised over certain aspects of the development. The objections and concerns raised reiterate the comments previously received by the Council through the formal consultation exercise.

5.3.5 In addition to the consultation responses from local residents a number of representations have been received by the Council, submitted on behalf of other land interests.

RE International (Limited) & Bellway Homes Ltd

5.3.6 A letter of representation has been received from Barton Willmore Planning Partnership acting on behalf of RE International Ltd and Bellway Homes Ltd. The letter was received on 23rd December 2003. REI are the owners of approximately 1.7 hectares of land to the south of South Way and have entered into a joint venture arrangement with Bellway to secure the regeneration of the site. REI and Bellway are supportive of the objective of regenerating vacant and under-used land at Wembley so as to secure the maximum benefit from the Stadium, and to link the Stadium and High Road in a way which will regenerate the High Road and extend the town centre from Wembley Triangle to the Stadium.

5.3.7 Issues are raised over the quantum and type of retail offer proposed and the Council should have regard to PPG6 and the specified need to ensure the long term functioning and enhancement of Wembley High Road. The scheme also pays little or no regard to how the scheme will relate to adjacent existing and future regeneration proposals. The REI site acts as a

gateway to the Regeneration Area which points to the issue of prematurity but also the lack of comprehensiveness and failure to consider cumulative impact.

Legal & General Property Investment

5.3.8 A letter of representation has been received from Cushman & Wakefield Healy & Baker acting on behalf of Legal & General Property Investment who have substantial existing investments in Harrow Town Centre (St. George's Centre) and Ealing Town Centre (The Ealing Shopping Centre). Objections are raised on the following grounds:

- The application site is clearly out-of-centre in terms of the tests set out in PPG6. Even with the implementation of the Wembley Link proposals, the distance between the primary shopping area of Wembley Town Centre and the application site is such that there is a serious risk that it would function as a competing centre to Wembley, rather than being complementary to it. The proposals therefore need to be assessed against the tests of Government policy.
- Whilst the proposal complies with the generality of recently adopted policies in the London Plan and the Brent UDP for Wembley, the detailed effects may well mean that it does not comply with some of the specific policies relating to retail and leisure uses.
- The sequential approach has not been followed in accordance with Government advice, in particular no consideration has been given to the availability of sites in town centres other than Wembley.
- Legal & General Property Investment consider that it appears that the retail and possibly leisure elements would have an adverse effect on Harrow and perhaps Ealing. The applicants have also failed to consider, at present, the possible collative effects on Ealing of this development with the approved scheme at White City.

Standard Life Assurance Company and Hammerson Property Limited

5.3.9 A letter of representation has been received from Herbert Smith acting on behalf of the Standard Life Assurance Company and Hammerson Property Limited, the joint owners of Brent Cross shopping centre stating that the proposed development will impact upon Brent Cross shopping centre. It is therefore requested that copies of any planning conditions or planning obligations that are proposed in relation to the application are forwarded to the joint owners of Brent Cross. Concerns are raised with regard to any conditions or obligations relating to the sports retailing, outlet centre and car parking proposed as part of the development.

Phoenix Sound

5.3.10 Phoenix Sound, who are based within the application site on Engineers Way, are situated on part of the site proposed for the new Arena Square and adjacent hotel. No objections are raised to the proposed development. Phoenix Sound are working toward a successful relocation strategy and are hopeful of gaining assistance and support from the LDA. In addition, on going discussions with Quintain have suggested that they are willing to

offer financial and practical support with regard to Phoenix Sound's relocation plans.

Shubette (London) Ltd, 5 Olympic Way

- 5.3.11 A letter of representation has been received from Peter Pendleton & Associates Ltd acting on behalf of Shubette (London) Ltd, who are a fashion business operating from no. 5 Olympic Way. The proposals are welcomed in principle although Shubette are concerned to assess more detail about the plans illustrating the changes to existing levels and proposed maximum development heights. Although the mixed use approach is welcomed, concerns are raised about the extent to which the mix of uses will depend upon concepts of sports retailing, designer outlets and boutique retailing, whilst recognising that these concepts are proposed to provide retail services which would not compete with the established Town Centre.
- 5.3.12 Shubette also welcomes the creation of a new district as a means of Wembley becoming a self sustaining community, not just reliant on events at the Stadium and associated national facilities. It is further stated that existing activities in the area are at risk from stadium traffic during event days unless traffic and parking are controlled, with effective enforcement of event visitor parking. At the same time the existing businesses will have operational parking and servicing requirements, which will need to be recognised in enforcement strategies.

Wembley National Stadium Limited

- 5.3.13 Wembley National Stadium Limited make no comments.

5.4 Environmental Statement: Re-consultation Responses

- 5.4.1 Following the submission of further information in respect of the Environmental Statement, the Council carried out a re-consultation in accordance with the Environmental Impact Assessment Regulations, and involved an advertisement in the Wembley Observer and direct consultation to statutory consultees. Set out below is a summary of further responses received:

The Environment Agency

- 5.4.2 The Environment Agency states that surface water drainage works and surface water control shall be carried out in accordance with details to be submitted prior to the commencement of development. Advice is therefore provided with regard to surface water and drainage systems. Furthermore, the site wide ecological management strategy shall also be submitted before the development commences. The developer is advised to contact the Environment Agency for further information and guidance.

6. PLANNING POLICY

6.1 National/Regional Policy

Planning Policy Guidance Note 1 – General Policy and Principles (February 1997)

- 6.1.1 This sets out the Government's approach to planning, emphasising the importance of sustainable development, good design and the need to demonstrate how it has been taken into account in the development process, and the importance of a plan-led approach. Annex A provides detailed guidance on the handling of design issues and encourages the preparation of clear design policies in development plans, the preparation of supplementary planning guidance and early consultation with the planning authority.

Planning Policy Statement 1 – Creating Sustainable Communities (Draft)

- 6.1.2 This PPS will replace PPG1 and forms part of the Government's Planning Green Paper, 'Planning – delivering a fundamental change', published in December 2001. This document is in draft form and is currently the subject of a consultation process which ends on 21st May 2004.
- 6.1.3 Draft PPS1 supports the reform programme and sets out the Government's vision for planning, and the key policies and principles which should underpin the planning system. These are built around three themes: sustainable development – the purpose of the planning system; the spatial planning approach; and community involvement in planning.

Planning Policy Guidance Note 3 – Housing (March 2000)

- 6.1.4 PPG3 establishes the Government's objectives for housing and reinforces the commitment to more sustainable patterns of development. PPG3 sets broad guidelines for the provision of affordable housing, placing emphasis on the importance of creating mixed, balanced and integrated communities. The guidance also encourages local authorities to revise their parking standards to allow significantly lower levels of parking provision in all housing developments, and to increase the density of development at and immediately around places with good accessibility.

Planning Policy Guidance Note 6 - Town Centres and Retail Developments (June 1996)

- 6.1.5 PPG6 sets out a sequential approach to locating retail development, and encourages local authorities to define a retail hierarchy. The guidance reiterates the need to create mixed use development within town centres in order to enhance vitality and to reduce the need to travel. In terms of local centres, PPG6 indicates that a wide range of facilities should be encouraged that are consistent with the scale and function of the centre. The facilities should meet people's day-to-day needs and therefore reduce the need to travel.

Planning Policy Statement 6 – Planning for Town Centres (Draft)

- 6.1.6 The Office of the Deputy Prime Minister (ODPM) has assessed the effectiveness of PPG6 and carried out a review of PPG6. The Government believes that the core planning policy framework provided by PPG6 should be maintained and many of the policies in draft PPS6 reproduce, or are closely based on, existing policies in PPG6, updated as appropriate. The key messages of the new draft PPS6 are: a re-emphasis of the 'town centres first' objective; the need for a plan-led approach at both regional

and local levels; the need for local planning authorities to plan for growth and growing town centres; the need to tackle social exclusion by ensuring access for all to a wide range of everyday goods and services; and the need to promote more sustainable patterns of development with less reliance on the car.

Planning Policy Guidance Note 13 – Transport (March 2001)

- 6.1.7 PPG13 outlines the Government’s aim of achieving reduced car dependency via transport and planning policies that are integrated at the national, strategic and local level. The guidance places an emphasis on putting people before traffic, indicating that new development should help create places that connect with each other sustainably, providing the right conditions to encourage walking, cycling and the use of public transport. PPG3 also requires local authorities, when assessing planning applications, to intensify housing and other uses at locations that are highly accessible by public transport, walking and cycling.

Planning Policy Guidance Note 15 - Planning and the Historic Environment

- 6.1.8 PPG15 sets out guidance relating to the protection of the historic environment and the planning system's role in this. Special regard should be taken in protecting the special architectural or historic interest of listed buildings. The guidance also set out criteria for development within conservation areas.

Planning Policy Guidance Note 24 – Planning and Noise

- 6.1.9 PPG24 sets out advice on how the planning system can be used to minimise the adverse impact of noise without placing unreasonable restrictions on development or adding unduly to the costs and administrative burdens on business. The guidance also advises local planning authorities to consider carefully in each case whether proposals for new noise-sensitive development would be compatible with existing activities. It also advocates the use of planning conditions which may enable development proposals to proceed where it would otherwise be necessary to refuse permission.

Planning Policy Guidance Note 25 – Development and Flood Risk

- 6.1.10 PPG25 aims to strengthen the co-ordination between land-use and development planning and the operational delivery of flood and coastal defence strategy. It also aims to strengthen the links between land-use planning, land management and the Building Regulations. It covers flood risks arising from both river and coastal flooding and from additional run-off from development in any location. The guidance also specifies that flood-risk/run-off assessment, carried out by a suitably qualified and competent person, is an essential element in the overall assessment of the economic viability of the development as well as its acceptability in planning terms.

6.2 The London Plan

- 6.2.1 The London Plan, which was adopted in February 2004, sets out an integrated social, economic and environmental framework for the future development of London. The vision of the Plan is to ensure that London becomes a prosperous city, a city for people, an accessible city, a fair city and a green city. The plan identifies six objectives to ensure that the vision is realised:
- Objective 1: Making the most sustainable and efficient use of space in London; encouraging intensification and growth in areas of need and opportunity;
 - Objective 2: Making London a better City for people to live in;
 - Objective 3: Making London a more prosperous city with strong and diverse economic growth;
 - Objective 4: Promoting social inclusion and tackling deprivation and discrimination;
 - Objective 5: Improving London's transport;
 - Objective 6: Making London a more attractive, well designed and green city.
- 6.2.2 The Plan recognises Wembley as a nationally important Opportunity Area for leisure related development and that it should take account of the key role of public transport in sustaining such generators of heavy demand for mass movement, including upgrading the three stations (Central, Stadium and Park). The plan also supports the regeneration of Wembley Town Centre including the addition of new homes.

6.3 Brent UDP

- 6.3.1 The development plan for the purposes of S54A of the Town and Country Planning Act is the Adopted Brent Unitary Development Plan 2004. Set out below is a summary of the key policies which are directly relevant to the determination of the application. A comprehensive lists of all relevant policies is attached at Appendix 2.

Corporate Strategy

- 6.3.2 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;
 - 11. Treating waste as a resource.

- 6.3.3 The relevant policies in this respect include Policies STR1-4 (prioritising locations and land-uses to achieve sustainable development), STR5-10 (reducing the need to travel), STR11-17 (protecting and enhancing the environment), STR18-22 (meeting housing needs), STR27 (regeneration of Wembley as a regional sport, entertainment, leisure and shopping destination), STR31 and STR32 (promoting tourism and the arts), STR37 and STR38 (meeting community needs), and STR39 (treating waste as a resource).

The Built Environment

- 6.3.4 Policy Objectives: In accordance with the overall aim of making the Borough a more attractive place in which to live and work, the policies contribute towards achieving the following objectives:
- 1. Reinforcing the attractive qualities of Brent's built environment, to establish positive images and identities, and enhance the quality of life for all its inhabitants;
 - 2. Securing a higher standard of architectural and urban design for all development, ensuring sympathetic integration within their context and respecting principal views across the Borough;
 - 3. Promoting high quality development and investment in Brent's built environment, particularly for areas identified as most needing improvement;
 - 4. Preserving, managing and enhancing the Borough's built heritage;
 - 5. Working, in partnership with the community to promote a sustainable, fully accessible and safe environment;
 - 6. Raising local awareness about urban design issues, and promoting appreciation of the built environment in Brent.

- 6.3.5 The relevant policies in this respect include Policies BE1 (which requires the submission of an urban design statement), BE2 (townscape: local context and character), BE3 (urban structure: space and movement), BE4 (access for disabled people), BE5 (urban clarity and safety), BE6 and BE7 (public realm: landscape design and streetscape), BE8 (lighting and light pollution), BE9 (architectural quality), BE10 (tall buildings) BE11 (intensive and mixed use developments), BE12 (sustainable design principles), BE13 (areas of low townscape quality), and BE33 (views and landmarks of Wembley Stadium).

Environmental Protection

- 6.3.6 Policy Objectives: Taking account the state of Brent's environment, and the various requirements of government policy and guidance, the objectives of the UDP's policies towards environmental protection are as follows:
- 1. To work, in partnership with the community, business and the EA, to monitor and protect the environment of Brent – especially towards meeting national and international environmental standards;
 - 2. To locate development where residential amenities can be protected and where sustainable business practices are unhindered;

- 3. To integrate measures for the sustainable use and management of resources into new development and regeneration programmes.

6.3.7 The relevant policies in this respect include Policies EP1 which relates to Environmental Impact Assessment, EP2 (noise & vibration), EP3 (local air quality management), EP6 (contaminated land), EP10 (protection of surface water), EP11 (water supply – demand management), EP13 (water run off), EP14 (renewable energy), and EP15 (infrastructure).

Housing

6.3.8 Policy Objectives: Taking account the state of Brent’s housing and Brent’s housing need, and the various requirements of government policy and guidance, the objectives of the UDP’s policies towards housing are as follows:

- 1. To ensure the development of mixed and balanced residential communities where areas suffering from social exclusion are regeneration;
- 2. To significantly increase the supply of affordable dwellings;
- 3. To give Borough residents the opportunity for a decent home;
- 4. To improve the existing housing stock;
- 5. To regenerate the major run-down estates in the Borough;
- 6. To link housing regeneration with other regeneration programmes;
- 7. To ensure the participation of local residents in meeting their housing needs;
- 8. To ensure that new dwellings are located where they will minimise energy use and the need to travel and maximise the re-use of previously developed urban land;
- 9. To ensure that new housing is provided alongside its necessary new infrastructure, open space and community facilities;
- 10. To ensure that the needs of Borough residents with special housing need is met.

6.3.9 The relevant policies in this respect include Policies H1, H2 (affordable housing – which seeks 30-50% of units on suitable sites), H4 (off-site affordable housing), H8 (dwelling mix), H10 (housing on brownfield sites), H12 (residential quality), H14 and H15 (residential density), H25 (protection of residential amenity), H26 (supported housing), H28 (sheltered housing), H29 (accessible housing)

Transport

6.3.10 Policy Objectives: Taking into account the background to transport in the Borough, and the various requirements of government policy and guidance, the objectives of the UDP’s policies towards transport are as follows:

- 1. To reduce the environmental by-products of traffic, such as noise, vehicle emissions and accidents;
- 2. To reduce the need to travel, especially by the private car;
- 3. To co-ordinate planning and regeneration to achieve transport improvements which enhance the attractiveness of regeneration areas;

- 4. To ensure that the Borough's residents, workforce and visitors have real choices in the means of transport they use;
- 5. To make better use of existing roadscape reducing the environmental impact of traffic by prioritising sustainable modes of transport – such as walking, cycling and buses;
- 6. To ensure that the needs for freight transport and servicing are met;
- 7. To ensure that planning decisions support the targets set in the Borough's Air Quality Strategy, Traffic Reduction Plan and Road Safety Strategy.

6.3.11 The relevant policies in this respect include Policies TRN1 (transport assessment), TRN2 (public transport integration), TRN3 (environmental impact of traffic), TRN4 (measures to make transport impact acceptable), TRN6 (intensive development at selected transport interchanges – Wembley Stadium), TRN9 (bus priority), TRN10 (walkable environments), TRN11 (the London Cycle Network), TRN12, TRN13 (road safety), TRN16 (the London road network), TRN18 (North Circular Road), TRN19 (improvements to strategic road junctions) TRN22-28 (parking), TRN34 (servicing) and TRN35 (transport access for disable people).

Employment

6.3.12 Objectives: In the light of the substantial changes affecting the local economy, and persistent high levels of unemployment among sections of the Borough's population, the objectives underlying the Council's planning policies towards economic activities and employment in the Borough are as follows:

- To maintain existing employment-generating activities in the Borough and allow for their expansion;
- To sustain a wide range of employment opportunities in the Borough by attracting new employment uses;
- To ensure that employment premises are accessible to the whole community by a choice of travel modes, and reduce the traffic impact, particularly by car;
- To ensure that where alternative uses are required for those employment sites that are not suited for retention in employment use, or where it is considered that the site is no longer required for employment use such as redundant or obsolete purpose built offices, new uses are in accordance with the priorities of the plan;
- To tackle persistent unemployment in the Borough.

6.3.13 The relevant policies in this respect include Policies EMP3 (childcare facilities in employment developments), EMP10 (environmental impact of employment development), EMP15a and EMP16 (purpose built offices).

Town Centres and Shopping

6.3.14 Objectives: The main aim of the Council's planning towards town centres in the Borough is to improve environmental conditions, to regenerate centres in terms of the facilities they provide, and to ensure that they are

fully accessible to the whole community. In order to achieve these aims, shopping policies in this chapter address the following objectives:

- 1. To maintain the vitality and viability of established town centres and to promote their physical and economic regeneration: In particular to promote Wembley as a Major Town Centre within London;
- 2. To ensure that major new shopping or leisure development sustains and enhances the vitality and viability of existing centres;
- 3. To create an attractive and pleasant environment within shopping centres;
- 4. To identify and protect the primary retail areas within town centres.
- 5. To ensure that local shopping facilities are available to residents who do not live close to the main shopping centres and to maintain a range of shops and services within them.

6.3.15 The relevant policies in this respect include Policies:

- SH2: Proposals should support the maintenance and improvement of shopping and other facilities in Wembley Town Centre.
- SH3: Relates to the sequential approach in dealing with retail proposals which attract a lot of people. Development will be permitted where it is demonstrated that there are no suitable sites available at a higher level of the hierarchy, does not have an unacceptable transport impact and will not have an unacceptable impact on the vitality and viability of major town centres and/or district centres.
- SH11: Assesses the principle of food and drink (A3) uses and their potential impact.
- SH26: Seeks the provision of childcare facilities in large retail developments.

Tourism, Entertainment & the Arts

6.3.16 Objectives: The objectives are as follows:

- 1. To use new tourist and visitor attractions, hotels and arts, culture and entertainment (ACE) facilities as a base for regenerating the boroughs' town centres.
- 2. To promote new tourist and visitor attractions, hotels and ACE facilities, provided that such developments maintain the amenity enjoyed by nearby residents.
- 3. To protect existing tourist, entertainment and arts facilities in good locations and to ensure that they are open to all of Brent's communities.
- 4. To promote the provision of public art in the Borough.

6.3.17 The relevant policies in this respect include Policies:

- TEA1: Seeks to ensure that tourist, visitor and ACE uses accord with the sequential approach.
- TEA4: Seeks to inclusion of public art within large scale developments.
- TEA6: Sets out criteria with regard to proposals for large-scale hotel development and includes location, public transport accessibility, and impact on residential amenity and character of area.

Open Space, Sport & Recreation

- 6.3.18 Objectives: The main objectives for open space and leisure provision (relevant to this application) are as follows:
- 1. Preserve and enhance the open nature of large strategic open spaces and protect other smaller parks and public open spaces.
 - 2. Protect and enhance those sites which have a nature conservation and wildlife value.
 - 3. Prevent the further loss of sports grounds and other sporting facilities.
 - 4. Reduce areas of public open space deficiency and improve access to open spaces.
 - 5. Improve the quality of and coverage of facilities such as play areas.
 - 6. Increase opportunities for those groups denied access to existing sports and recreation facilities such as disabled people, women and ethnic communities.
 - 7. Extend the dual use of some school playing fields.
 - 8. Provide a good coverage of sports centres across the Borough.

6.3.19 The relevant policies in this respect include Policies:

- OS7: Seeks the provision of new or extended public open space in local public open space deficiency areas when redevelopment takes place (including where new development creates a deficiency).
- OS18: Seeks the provision of suitable play areas for children in large scale residential or mixed use developments. Where such provision may not be appropriate, contributions to their provision in a more appropriate location will be acceptable.

Community Facilities

- 6.3.20 Objectives: The objectives are as follows:
- 1. To ensure that community facilities are located where they reduce the need to travel.
 - 2. To ensure that community facilities are accessible to the whole community.
 - 3. To ensure that regeneration projects include the significant upgrading of community facilities serving deprived communities.
 - 4. To meet the projected shortfall in school places in parts of the Borough; and
 - 5. To improve primary health care facilities through the development of more purpose built group practice facilities.

6.3.21 The relevant policies in this respect include Policies:

- CF1: Seeks to ensure that community facilities attracting large numbers of visitors are located either in town centres or on the edge of town centres if no suitable town centre sites are available.
- CF5: Seeks the provision of community facilities within large scale developments.

- CF6: Seeks contributions towards new school classrooms where new housing development would worsen or create a shortage of school places.
- CF11: Sets out the requirements/criteria for proposals for day nurseries.
- CF13: Supports the development of primary health care facilities/GP surgeries subject to specified criteria.

Waste

6.3.22 Objectives: The policy objectives are as follows:

- 1. To pursue a recycling intensive option as opposed to an incineration one.
- 2. To reduce the amount of Brent's waste and to increase the proportion of waste recycling.
- 3. To ensure that sufficient land is allocated for a variety of waste management facilities and options.
- 4. To minimise transport associated with waste.
- 5. To ensure the best practical environmental option is used in managing waste; and
- 6. To minimise the environmental impact of waste management processes.

6.3.23 The relevant policies in this respect include Policies:

- W7: Seeks to ensure that recycling points are located in convenient and prominent, but not obtrusive, locations which would not be harmful to residential amenity.
- W8: Relates to on-site facilities for all construction/demolition/commercial waste.

Wembley Regeneration Area

6.3.24 Objectives: The objectives mirror those contained in the Framework for Development "Destination Wembley" and are as follows:

- 1. To promote the development of the National Stadium and associated mixed uses.
- 2. To ensure development around the Stadium is compatible with comprehensive regeneration and that the vitality and viability of Wembley Town Centre is enhanced.
- 3. To ensure that the local community benefit from the stadium and other regenerative development.
- 4. To provide a world class setting for a world class Stadium.
- 5. To secure the preservation and enhancement of listed buildings.
- 6. To provide an enhanced transport system.
- 7. To achieve a shift away from use of the car in favour of public transport, walking and cycling.
- 8. To ensure that the infrastructure of Wembley is upgraded to support the proposed developments.
- 9. To minimise any negative environmental impacts of the new Stadium and development.

- 10. To ensure that development in the area is environmentally sustainable.

6.3.25 The relevant policies in this respect include Policies:

- WEM1: Supports the regeneration of the Wembley Area as a regional sport, entertainment, leisure and shopping destination.
- WEM2: Seeks a pedestrian route to the north and west of the Stadium linking Olympic Way to Wembley Town Centre.
- WEM3: Directs large scale retail, leisure and entertainment uses adjacent to the Stadium.
- WEM4: Encourages higher density residential development within the Wembley Regeneration Area.
- WEM7: Encourages a mix of uses.
- WEM8: Development in the area should be designed principally for access by public transport, walking and cycling.
- WEM10: Requirement for a masterplan approach to the National Stadium Policy Area.
- WEM11: Seeks the upgrading of the 3 stations within Wembley.
- WEM17: Seeks to ensure that development within the regeneration area contributes towards the creation of a world class environment.
- WEM18: Seeks to ensure that development within the regeneration area contributes towards the creation of a pedestrian friendly and distinctive public realm.
- WEM20: Takes into account the impact of development on views of the Stadium.

6.3.26 A summary of the key policies directly relevant to the determination of the current application is provided in Appendix 2 to this report.

6.4 Brent Supplementary Planning Guidance

A Framework for Development – Destination Wembley: Adopted September 2003

6.4.1 The principal aim of the Framework is to provide clear planning guidance for the redevelopment of the area surrounding the new National Stadium including improving linkage to Wembley High Road. The document also draws upon the need for Wembley's 3 stations to be upgraded in response to the opening of the new National Stadium.

6.4.2 In particular, the Framework seeks to ensure that the Comprehensive Development Area is developed to create an integrated and coherent development, providing a world class setting for the Stadium. It also seeks to achieve a high level of accessibility whilst promoting the highest standards of urban quality. The guidance also promotes a rich mix of uses, high quality public realm and space, and sustainable development, as well as seeking to ensure that Wembley becomes one of London's most accessible locations.

Wembley Masterplan – Adopted March 2004 (to be read in conjunction with the Development Framework)

- 6.4.3 Following the Inspector’s report into objections to the Replacement UDP, the approach to securing comprehensive development of the area surrounding the new National Stadium was changed from requiring a single planning application to the preparation of an agreed masterplan, thereby allowing a number of applications to be submitted for various parts of the masterplan area and judged in the context of how they conformed to the principles of the that masterplan. The approved Wembley Masterplan identified four main districts of which the South Western District/Town Centre Link relate to the application site.

SPG4 “Design Statements” Draft Consultation document (2003)

- 6.4.4 Provides guidance on the preparation and content of coherent and comprehensive design statements as required by Policy BE1 of the Adopted UDP.

SPG 17 “Design Guide for New Development” Adopted October 2001

- 6.4.5 Provides comprehensive and detailed design guidance for new development within the borough. The guidance specifically sets out advice relating to siting, landscaping, parking, design, scale, density and layout.

SPG19 “Sustainable Design, Construction & Pollution Control” Adopted April 2003

- 6.4.6 Provides design and planning guidance on complying with Policy BE12 of the Adopted UDP, which requires developments to embody sustainable design principles. The guidance covers measures to ensure energy and water conservation, selection of sustainable materials, environmentally-friendly landscape design, sustainable demolition and construction practices, and reduction of pollution in the operation of developments.

SPG21 “Affordable Housing”

- 6.4.7 This Supplementary Planning Guidance Note seeks to ensure that all appropriate new housing development makes its proper permanent contribution towards alleviating Brent’s pressing affordable housing needs. This supplementary planning guidance note (SPG) amplifies national guidance, supplements the policies of the UDP and sets out in detail the considerations the Council will apply in determining planning applications.
- 6.4.8 The SPG acknowledges that the provision of affordable housing is both a planning and housing policy issue closely associated with securing priority housing needs identified in the Councils Housing Strategy. It also recognises that evidence of the Housing Needs Survey, our analysis of supply and demand and the regional and sub-regional situation dictate that provision of new permanent affordable housing should be a priority.

7. ASSESSMENT OF THE APPLICATION

7.1 Introduction

7.1.1 The Replacement Unitary Development Plan now adopted (which identifies a Comprehensive Development Area within the Core Area) and the adopted Supplementary Planning Guidance *Destination Wembley (September 2003)* provide an overall framework for development of an area including Wembley High Road and a triangle of land loosely defined by Wembley Park station and Wembley Stadium station in the west and the North Circular road in the east. Within this large and diverse area a Core Area has been identified, focussed on the new National Stadium and its immediate setting for which more detailed guidance is provided. These documents provide a clear statement of aspirations for the area and the principles that will guide its development. The relevant policies are set out above in this report and are also set out in Appendix 2 to this report.

7.1.2 This vision seeks to provide a modern, urban and exciting place with a comprehensive range of leisure and commercial facilities. The Principles for Development, based on and reinforcing UDP policies, that will shape development in Wembley are:

- a comprehensive approach which properly addresses the setting of the stadium, producing a development where all the different elements relate well together.
- an accessible part of town, which offers a choice of routes into and through the area that are easy to grasp.
- a high quality development with comfortable public streets and civic spaces lined by modern, exciting buildings.
- a rich mix of uses combining leisure, retail, entertainment and other commercial uses to create a active, interesting and attractive urban environment throughout the year.
- one of the most accessible locations in the capital because of improvements to the existing rail and underground stations and the highway infrastructure with improved links to the North Circular.
- a well integrated and connected place which links into the High Road and surrounding community, allowing people to move safely and easily through the area.
- a development which promotes sustainability through adopting best practice.
- an engaged community that benefits from the new jobs, new services and facilities for local people stemming from the physical, economic and social regeneration of the area.

7.1.3 Within the context of national and London-wide policies and guidance, these principles provide the basis for assessing the current outline planning application.

7.2 Planning and Land Use Considerations

Comprehensive Development

7.2.1 The boundary of the outline planning application is defined by land controlled by the applicant and represents Stage 1 of the redevelopment of the land covered by the Comprehensive Development Area (CDA) for Wembley. The Council's approach to securing comprehensive development of the area surrounding the new National Stadium is for an

agreed masterplan to be prepared for the area, and for applications for various parts of the CDA to be judged in the context of how they conformed to the principles of the that masterplan.

- 7.2.2 The approved *Wembley Masterplan* divides the Comprehensive Development Area into four main ‘districts’, the ‘central district’ surrounding the stadium being comparable to the land covered by the current outline planning application. Other land controlled by the applicant to the north of Engineers Way would come forward as a later stage of development.
- 7.2.3 In the context of the RUDP and the adopted Development Framework for Wembley and the approved Masterplan it is considered that the current application represents a comprehensive approach to development of the land immediately around the new the new National Stadium. It provides an integrated approach to this area, addressing both the specific operational (car parking) needs of the Stadium as well as providing, on final build out, a destination to serve the local and wider community. The boundary of the application is logical, relating to a substantial area of land around the Stadium that can provide the scale and mass of development to be a destination in its own right and a complementary scale of development to Stadium itself. The proposal accords with those policies and guidance aimed at achieving a comprehensive approach.

Overall Mix and Quantum of Development

- 7.2.4 The application proposes a high density mixed use development incorporating residential, retail, leisure, business and community uses. Across the site, individual plots generally provide a combination of uses; retail and leisure usually at the ground floor with community, commercial and residential provision above. Framing the gateway to the Stadium would be a new hotel and an ‘apart-hotel’. This mix of uses is broadly consistent with the range of uses set out in *Destination Wembley*, which identifies a range, though not quantum, of uses to be provided on the site.
- 7.2.5 The potential amount (and form) of new development around the new National Stadium is considered in the *Wembley Masterplan* which addresses, amongst other matters, the development capacity of the land within the Comprehensive Development Area. The Masterplan suggests the area is capable of accommodating up to 497,500m² of development. However, whilst the overall quantum of development proposed in the outline application is consistent with that identified in the *Wembley Masterplan* document the impact of specific uses, particularly retail and leisure, on existing centres needs further consideration. This is addressed in para.7.2.17 below.

Scale and Massing

- 7.2.6 The proposed development ranges in height from 8-12 storeys (predominantly 10-12 storeys) across the site with two taller buildings at its south-western end. In assessing the scale of the proposed development it is relevant to consider the scale both of the new National Stadium and of the surrounding area generally. The transition in scale is from the existing predominantly 2-3 storey residential properties on the western side of

Wembley Hill Road and Empire Way via the taller (existing) commercial buildings within the application site (to be demolished) up to the ‘shoulder’ of the Stadium – which will be some 14 storeys high. Given the scale of the new National Stadium building and its arch, none of the buildings in the application will unduly dominate the skyline. Instead, they will help provide a dramatic setting for the Stadium, defining the new public spaces, providing connectivity and legibility.

7.2.7 Although the new buildings are likely to be located closer to the pavement edge than the existing buildings (which typically have a service area fronting onto the main road), and whilst the transition in scale between the existing and proposed buildings on either side of Wembley Hill Road/Empire Way is more significant than currently exists, by way of comparison, the new buildings fronting the main road – generally 8-storeys – will be substantially lower than the 15-storey York House (which lies outside the application site and is to be retained). The 12-storey Plaza Hotel will be replaced by a building of a similar height. It is necessary to consider the affects of the proposal on the setting of the listed Arena. The proposal would enhance the setting of the Arena through opening up and creating Arena Square. The scale of the development around the Arena reflects its size and prominence and would also enhance its setting when compared with the current environs of the building.

7.2.8 Another consideration is that the local topography means that, in a short distance, the relatively low-rise residential properties immediately to the west ‘overlook’ the application site. On balance it is considered, subject to high quality design, materials and landscaping the scale and massing onto Wembley Hill Road/Empire Way and across the site is acceptable and achieves the objective of creating a new urban setting for the Stadium whilst not being unduly dominant on the more sensitive boundaries of the site. Overall the scale of the development is considered acceptable in urban design terms and accord with policy.

Residential

7.2.9 The Wembley Framework for Development states that “the area offers the opportunity for high-density residential developments, taking advantage of urban living. There should be a mix of tenure with an element of affordable housing. The mix could include Key Worker housing. The Council’s policy approach is to reconcile its significant need for social rented family housing with the viability of the proposal, the regeneration benefit and the suitability of the site/location for family housing.”

7.2.10 The development proposes a total of up to 3,727 dwellings. The illustrative material submitted with the application suggests perimeter blocks arranged around landscaped courtyards. The application proposes a mixture of unit sizes and types with market housing ranging from studios to 3 bedroom flats and penthouses.

7.2.11 The overall level of provision is above that envisaged in the Brent RUDP. Further analysis has demonstrated that a higher density of development could be achieved on the site. The application responds to the Governments agenda to encourage, where appropriate, higher density of

development whilst safeguarding residential amenity. It is considered that the proposals have the potential to deliver a high quality development and that with appropriate design and management standards will create an acceptable residential environment.

- 7.2.12 In terms of the tenure mix of housing on the site the Wembley Framework for Development does not specify a proportion of units to be 'affordable'. The applicants propose that 38% of the total provision (totalling some 1,400 units) will be affordable. Part of this will be rented accommodation provided via Housing Associations, part 'intermediate' (shared ownership) housing, and part aimed at key workers (such as teachers, police and health service staff). There will also be around 70 family houses (2% of total) located off-site. The proposal also allows for up to 554 bed spaces for students, and a 90 bed nursing home and 20 bed-space special needs housing on the application site, although only the latter is considered to contribute to the total affordable housing provision.
- 7.2.13 Overall the breakdown of units on site by tenure proposed by the applicant is 17% social rent and 21% intermediate on-site and 2% social rent off-site., i.e. 40% affordable with 60% market housing. The GLA is seeking to test whether to increase the level of affordable housing nearer to 50%, for example by changing the type or size mix. This objective however needs to be balanced with the Council's requirements for larger family units which, due to the location and density of housing proposed, might be better located off-site though if they are also to be provided on site they should be at the lower floors where reasonable access to amenity space can be established. It also needs to be balanced against the other policy objectives of the London Plan and the RUDP.
- 7.2.14 On balance, a priority on securing a higher proportion of units as social rent family units is appropriate, and in this case the majority of these units should be provided off-site. The balance between tenures, type and size mix is agreed in principle with the applicants and will be reviewed annually, with advice from the Housing Corporation on potential funding support and informed by an independent financial appraisal of the scheme for the Council. Taken as a whole the proposals accord with the Council's policy objectives.
- 7.2.15 The Council will however require certain safeguards with regard to the provision of affordable housing and quality standards. Residential properties should be designed to meet Lifetime Homes standards wherever possible, including agreed minimum floorspaces per unit and ensuring appropriate wheelchair access arrangements. Affordable units will be required to be distributed evenly within sub-plots and across the site and be constructed to the same quality standards as those for private sale. The Council will need to agree a final Housing Allocations Plan with the developer and relevant housing associations.
- 7.2.16 In terms of open space provision (as an aspect of residential amenity), based on the standards set out in the Council's SPG17 Amenity Space Standards the provision of private open space per residential block the courtyard areas shown on the illustrative block layout fall significantly short of the standard. As a minimum, balconies and roof gardens would be

needed to contribute towards addressing the deficiency. These are detailed design matters (reserved for later determination within the scope of the current application) and it is considered reasonable that this be addressed by way of condition.

- 7.2.17 Whilst the application proposes the creation of three new public ‘squares’ given the location of the site there is currently a shortfall of publicly accessible open space – based on the distance to local and district parks. Notwithstanding the new public spaces within the proposed development, contributions to address this shortfall should be made either through the provision of additional open space planned in subsequent phases of the Wembley Development Area.

Leisure/Retail

- 7.2.18 The retail proposal is made up of a number of elements as follows:
- Local needs retailing - 2,000m² food store
 - Local needs retailing - 5,500m² other local needs
 - Food and Drink (A3) - 12,700m²
 - Sports Retail - 11,800m²
 - Designer Outlet - 14,200m²
- 7.2.19 The leisure elements proposed include a multi-screen cinema, family entertainment centre, health and fitness club and bingo. In addition there could be, subject to licensing, a nightclub and casino.
- 7.2.20 As well as the Council’s own adopted Unitary Development Plan and supplementary planning guidance contained in the Wembley Development Framework and the Wembley Masterplan, the proposals need to be considered with reference to national guidance set out in PPG6, Retail Development and Town Centres, and subsequent Ministerial clarification. Also important is the Mayor’s Spatial Development Strategy (the London Plan).
- 7.2.21 In considering the proposals the primary concerns relate to need, the application of the sequential approach to development and an assessment of the impact the development may have on neighbouring centres. The applicants have submitted a Leisure and Retail Assessment which addresses these issues.
- 7.2.22 The Council’s own policies and guidance for the area have been drawn up so that the regeneration of the Wembley area can benefit local people and so that the development of the key opportunity sites close to the stadium can act as an extension of the town centre. This strategy has been brought forward through the development plan process supported at the RUDP inquiry and is now also endorsed by the Mayor of London in the London Plan. It is given further effect in the SPG and development framework ‘Destination Wembley’.

Need

- 7.2.23 The need for the proposals is set out in some detail in Section 6 and 7 of the Leisure and Retail Assessment and the Supplementary Report . In assessing need for the additional floorspace, the Wembley Capacity and

Strategy Study, August 2001, undertaken on behalf of the Council by Drivers Jonas, is important. This concluded that “the needs which required to be addressed in Wembley arise as a result of both quantitative and qualitative deficiencies”. A capacity for an additional 14,724 sq metres of retail floorspace up to 2011 was identified. Furthermore, there is benefit in clawback of expenditure to Wembley Town Centre.

- 7.2.24 Clearly the application is proposing a substantially greater level of floorspace than that identified as capacity in the Drivers Jonas study, particularly when added to the 4,975 sq m approved in principle in the LDA scheme. Therefore, although a clear need has been identified for Wembley, both quantitative and qualitative, it is necessary that need for the overall amount of new floorspace and the individual elements is demonstrated.
- 7.2.25 Part of the need for the proposals is derived from the demand from the new resident population and the increase in the number of workers and visitors to the area from the new and existing facilities. This is the case with the proposed foodstore, which will be limited by a condition to 2,000 sq m, and the other local needs retail where the level of floorspace proposed can be wholly justified by the demand arising from the scheme.
- 7.2.26 The sports retail element is intended to have a synergy with visitors to the stadium and will provide facilities that are limited within the area at present. There are also no designer outlet centres locally, the nearest alternatives being at Bicester, Hatfield and Swindon.
- 7.2.27 It is recognised in the UDP that Brent’s centres, including Wembley, have not attracted the same levels of new investment in A3 food and drink uses which would contribute to the evening economy as centres in neighbouring boroughs such as Harrow and Ealing. The provision of a range of new bars and restaurants will address this deficiency and provide significantly enhanced opportunities for local residents to take advantage of a thriving evening economy without having to travel considerable distances. It will also meet the needs of the large number of visitors generated by the stadium and other facilities.
- 7.2.28 It is also clear that Brent lacks cinema provision with residents, particularly from the Wembley area, having to travel some distance to the cinema. The proposal for a multiplex cinema within the scheme will address this ‘need’.

Sequential Approach

- 7.2.29 In terms of the sequential approach to development, the proposed scheme is not considered to be within the existing town centre. However, the strategy for expanding the town centre set out in the UDP means that proposals are considered acceptable if it is demonstrated that they will function as an extension to the town centre and that linked trips would be easily made between the proposed development and the High Road and a link exists or is planned to be achieved. Paragraph 14.6.5b of the UDP states that:

In applying the sequential approach to proposed development east of the existing town centre, considerations will include the proximity of

proposed development to the edge of the existing centre, the ability to use a pedestrian link with the High Road easily, and the attractiveness of the route. If a proposed development contributes to regeneration of the town centre and the area around the Stadium, this will be a significant material consideration in determining a planning application for that proposal since the regeneration of these areas is important... Retail proposals could have a significant role to play in regenerating the town centre, providing that new development facilitates the making of linked trips with the existing centre. The provision of a good, attractive pedestrian route with active frontages along it will help achieve this.

7.2.30 The UDP further states in paragraph 8.7.4 that

*... at Wembley, where the new Stadium and other facilities will be a major attractor of trips, good, attractive pedestrian links, with active frontages along those links, will mean that the acceptable distance of new development from the Primary area could be extended beyond 300 metres. This will depend upon whether such links exist or **are planned at the time that development is proposed.***

7.2.31 Paragraph 14.6.5c also addresses the issue of how development proposals such as Quintain's should be considered:

*The presence of the Stadium and other existing attractions in the vicinity is likely to increase the number of linked trips that are made both from the town centre to the Stadium area and vice versa. It may, therefore, be appropriate to characterise the key opportunity sites as edge-of-centre, depending on whether a link exists **or is planned at the time the development is proposed.***

7.2.32 Now that the Council has resolved in principle to grant planning permission for the LDA application including the establishment of the pedestrian link, via a new pedestrian bridge, together with continuous active frontage along the link, Quintain's proposed retail and leisure development can be regarded as edge-of-centre. In addition, an effective and realistic strategy has been put in place to implement the scheme with the decision by the London Development Agency to pursue implementation of the proposals by use of compulsory purchase powers. Both the Quintain and LDA schemes have been planned so that they achieve the objectives underlying the need for comprehensive development, in accordance with the adopted Masterplan, of integrating with one another and linking with the High Road. Ultimately, on completion of both schemes development will be integrated with the town centre, where linked trips can be easily be made, allowing the benefits to flow to the town centre.

7.2.33 There are no sequentially preferable sites within the town centre which could accommodate the different key elements of the proposed scheme. Permission has been granted for redevelopment for retail, A3 and residential development on the key opportunity site within the town centre at Central Square. Although the Curtis Lane site, identified in the UDP, can accommodate additional retail floorspace, it remains the Council's

preferred site for a new, modern foodstore to serve the town centre, which is lacking at the present time. The Copland School site can accommodate only a relatively small retail element and it is now accepted that there is little prospect of development being brought forward on the Chiltern Line Cutting site because of the high costs of developing over the railway line. This means that, sequentially, the proposal is acceptable given the planned link for the LDA site which is to provide a continuous active pedestrian link directly to the new retail and leisure development proposed.

Retail Impact

- 7.2.34 In assessing the potential impact of the development on existing centres, the conclusions of the applicants that impacts on existing facilities will, on the whole, be limited are accepted. It is considered that the proposed retail floorspace will, in the main, be complementary to the existing town centre offer and, with the provision of the link, is likely to bring additional custom and trade to the existing centre. Further information has been received in the light of the concerns expressed by the GLA which is considered to address these concerns fully. A comprehensive set of planning conditions are proposed in order to ensure that the character and nature of the proposed uses do not change over time outside planning control.
- 7.2.35 It is accepted that the food and other local needs elements are necessary to meet the needs of the new resident and working population as well as visitors, and that the local nature of the provision means that they are unlikely to draw significant expenditure from the town centre. Although the original proposals proposed a 2,500 sq metre foodstore, this will be limited to 2,000 sq metres in accordance with the requirements of the UDP. It will not be of a size that is likely to provide other than a purely local trade draw and to meet the needs of visitors and workers in the area.
- 7.2.36 The cinemas at Harrow and Park Royal are likely to experience a limited impact although not at levels likely to affect their trading prospects. It is accepted that the outlet centre and specialist sports retail provision will draw from a wide catchment area and will have a specialist appeal with a limited draw on expenditure so, consequently, will have only a very small impact on neighbouring centres as set out below.
- 7.2.37 Consequently, it is likely that it will have only a very small impact on neighbouring centres as the table submitted on behalf of the applicants shows below. The table shows the cumulative impacts from the various elements of the Application Proposals, on other established centres (assuming the maximum potential impact identified is experienced).

	Wembley	Harrow	Ealing	Brent Cross	Others
Cinema		77,000 visits			Warner Park Royal 54,150 visits
Pubs and Bars					
Night Clubs					
Health and					

Fitness					
Designer Outlet	£1.0m	£1.69m	£0.8m	£1.2m	
Bowling		12,900 visits			Acton Megabowl 33,225 visits
Bingo					
Casino					
Sports		£1.4m	£0.3m	£0.5m	
Food and Local Needs					
Total	£1.0m	89,900 visits £3.09m	£1.1m	£1.7m	87,375 visits

7.2.38 The cumulative impact from the development is therefore up to £6.9m of comparison goods expenditure and circa 177,000 cinema and bowling visits per annum.

7.2.39 In any event, given that Wembley has suffered substantially over the past 25 years from the impact of major new retail development in neighbouring town centres, it is reasonable that in providing the much-needed regeneration of Wembley, new development should ‘claw back’ some of the expenditure that is leaking out of its catchment area. With the projected growth in expenditure available in the catchment area the estimated levels of impact on comparison goods expenditure of the neighbouring centres is insignificant, as shown below:

	Future forecast comparison goods turnover		
	Without commitments	With QED	In 2016, with all commitments
	£m	£m (% impact)	£m (% impact)
Wembley	51.5	49.9 (-3%)	47.8 (-7%)
Harrow	208.9	205.1 (-1.5%)	195.6 (-6%)
Ealing	144.0	142.7 (-0.8%)	133.0 (-8%)
Brent Cross	268.3	266.4 (-0.6%)	471.8 (+76%)
Kilburn	46.0	46.0	42.9 (-7%)
Harlesden	31.0	31.0	30.1 (-3%)
Willesden Green	22.5	22.5	22.5
Wembley Park	0	0	0
Ealing Road	11.0	11.0	11.0
Preston Road	9.4	9.4	9.4
Neasden	4.9	4.9	4.8 (-2%)

7.2.40 In conclusion it is considered that the retail and leisure proposals accord with development plan policy and meet the tests of need, sequential approach and impact and are therefore acceptable in principle.

Community Facilities

7.2.41 The application proposes up to 8,200m² of community facilities floorspace. In terms of specific uses, reference is made within the supporting documentation to health facilities and a multi-faith centre. The facilities are shown spread across the site, largely at ground floor levels. The rationale for community facilities is based upon the increased population that the development will generate. The applicant estimates that the development will generate some 7,335 new residents, of which 794 will be children aged 0-16.

7.2.42 The overall quantum of community facilities floorspace is considered more than satisfactory. One of the major challenges will be securing ongoing revenue streams to ensure sustainable use of this amount of floorspace. Ongoing discussions have focussed on the types of provision that will be required and the trigger points for these.

7.2.43 The application recognises the need for new health facilities to cater for the additional demand placed on services by the new population proposed. In relation to primary care, the PCT standard is for one GP per 1,800 population. This will require a health facility capable of hosting 5 GPs. In addition, the PCT preference is for primary care to be co-located with a range of other health facilities to create a holistic ‘healthy living centre’. As part of the section 106 negotiations it is proposed that this will come on stream at Phase 3 of the development, with interim temporary GP facilities provided beforehand. The overall floorspace will be in the region of 2,000m², with the applicant providing the core shell leased to the PCT at market rent.

7.2.44 The application is not specific with regard to other community facilities. The applicant is committed to building the core shell, but is keen to secure a rental stream from the floorspace. It is anticipated that community facilities will be brought forward at each phase of the development on a pro-rata basis in line with the percentage of residential units. This equates to:

Phase	Housing Units - Cumulative	Community Floorspace (Cumulative provision)
1	5%	Minimum of 800sqm (10%)
2	25%	Minimum of 1,072sqm (23%)
3	55%	Minimum of 2,626sqm (55%)
4	100%	The balance of 3,688sqm (100%)

7.2.45 The section 106 agreement will require the applicant to agree with the Council a ‘community facilities’ plan prior to detailed planning permission being granted for each phase of the development. This will need to include, amongst other things, the location and specific use of community facilities floorspace, a full feasibility study for each use, the anticipated hours of opening, the measures put in place to ensure affordability, the

arrangement for the leasing of the facility and a statement outlining the contribution each facility will make on Brent's diverse communities.

- 7.2.46 It is also proposed that a proportion (up to 50%) of the community facilities floorspace could be provided on a commercial basis, with concurrent membership subsidies to ensure affordability for local residents. This will allow for the provision of facilities that otherwise would not be financially viable due to prohibitive revenue costs, eg. a swimming pool. One consequence of this would be to increase the amount of rent subsidy to non-commercial elements of the community facilities floorspace, 2,800m², which will be provided at an average of 50% open market value across the site.
- 7.2.47 The applicant has also agreed to contribute towards a study to determine the sorts of community facilities that are most in demand for the Wembley area. It is expected that this will explore both traditional and non-traditional community uses.
- 7.2.48 Outdoor community provision is limited within the development to informal space provided within the public squares. This is largely a consequence of the high-density form of the proposals. In addition to the formal indoor community facilities the applicant has agreed through the section 106 discussions to provide external community provision, probably as part of First Square on the eastern side of the development site. This will include a single Multi Use Games Area and skateboard park.
- 7.2.49 A critical component of the community facilities plan is a requirement for the applicant to work closely with the Council to engage and consult the community in developing proposals for new community facilities. The purpose is to ensure that local people are fully engaged in developing and bringing forward proposals for new community facilities, to ensure that there is widespread support and demand for such facilities, and to ensure that they meet the needs of Brent's diverse communities.

Education

- 7.2.50 The development makes no direct provision on site for schools, as the quantum of residential development, and the preponderance of smaller units, in itself will not justify a new school. It is recognised however that the development will need to address the issue of schools places and that a contribution will need to be secured.
- 7.2.51 There has been a difference of approach over the estimation of child yields and the resultant contribution towards new education provision. Brent's position has been based on the formula referred to in the Adopted UDP Policy CF6. The applicants have based their assessment on surveys of comparable (according to the applicants) developments. The Council have disputed the applicant's methodology which results in reduced child yields. However, the Council has also recognised that its own methodology was not designed to assess a scheme of such unprecedented size, dwelling and tenure mix, to be developed over such a lengthy time table. as the applicant's proposal. As a result of negotiations a final figure of £9 million has been agreed as a contribution to education which is much closer to the Council's formulae and more than double that which would

have resulted from applying the UDP formula to the applicant's own estimated child yield.

- 7.2.52 Recent information from the Borough's Schools Organisation Plan indicates that there is little current additional capacity in local schools. The Council clearly has a duty to ensure that adequate education provision is available in the area and is currently examining a number of options. It is however important that the scheme contributes to future education provision although it must be borne in mind that the development will be phased over time and the highest child yield would only be achieved once the whole development had been provided – in ten years time or more.

Commercial

- 7.2.53 The application proposes up to 63,000m² of business space, located predominantly in the north eastern sector of the site. Whilst the provision of modern commercial space in the area is welcome in terms of the potential job opportunities, some doubt exists as to the viability of the office accommodation in its current location which is some distance from public transport. Research into the current state of the local office market on behalf of the applicants concludes that it is 'extremely poor'. This view has been confirmed by an independent assessment carried out on behalf of the Council.
- 7.2.54 One of the key difficulties in testing the market is the lack of any modern office accommodation across the Borough at present. Given this context and the wider aspirations the applicants have for the site as a whole their stated strategy is to create a high quality environment in the build out of other phases of the development and attempt to 'drive' office demand on the back of this. The success or otherwise of this approach will depend on the quality of the earlier phases, but the general aspiration and potential benefits to the Borough both in terms of jobs and change in perceptions/ image is one that the Council supports.

Hotel/Apart-Hotel

- 7.2.55 The proposed development includes the provision of a hotel measuring up to 25,400m² in floor area and will be located on plot WO3, fronting Wembley Park Boulevard and adjacent to the Stadium. Two separate apart-hotels are proposed within the development at plots WO5 and EO1 and measure up to 26,700m² in total. An apart-hotel is an apartment style hotel which offers similar facilities to a conventional hotel, but includes the provision of kitchen facilities and living/dining areas. This type of facility is generally aimed at people who wish to stay away from home for longer periods of time than they would in a hotel.
- 7.2.56 Policy TEA6 addresses the issues with regard to proposals for large scale hotel development. The policy directs such uses to town centres, edge of centre locations or the National Stadium Policy Area. It also seeks to ensure large scale hotels are located adjacent to public transport interchange facilities, that it does not have a significant effect on the residential amenity or character of the area, and does not result in the loss of land that can be best used for residential purposes.

- 7.2.57 Due to the location of the sites within the National Stadium Policy Area and Wembley Regeneration Area, together with the proximity to Wembley Park and Stadium Stations, the proposed development parcels are considered suitable for large scale hotel development. The hotel and apart-hotels fit within the comprehensive development of the area and are considered not to have any adverse impact upon residential amenity. The design of the buildings will be the subject of reserved matters or detailed planning applications.
- 7.2.58 In summary therefore, the proposed hotel and apart-hotels are considered to comply with Policy TEA6, and would therefore offer greater opportunities to visitors wishing to stay in the Wembley area.

7.3 Management

- 7.3.1 The proposals for high density mixed use development contained within the application present particular management challenges. Effective management arrangements will need to be in place, both during construction and at end user stage. Evidence from elsewhere clearly demonstrates the critical importance of a high quality, responsive and effective management regime if such high density schemes are to be successful places to live, work and visit. The presence of the National Stadium immediately adjoining the site further complicates issues.
- 7.3.2 In order to address these considerable management challenges, the applicant will need to produce a comprehensive management plan in co-operation with the Council and other key partners. The scope of the plan needs to be broad, and will need to cover the following areas:
- Built Environment Issues, including quality, street cleaning, lighting, graffiti, refuse collection, maintenance, landscaping, gardening, public art, drainage, signage, complaints;
 - Housing Issues, including maintenance, concierge, caretakers, commercial/residential interface, anti-social behaviour, ICT, washing lines, pets, public/private relationship, courtyards, complaints;
 - Traffic and Transportation Issues, including car parking, event days, signage;
 - Safety and Security Issues, including CCTV, wardens, emergency access, crowd management, health and safety, crime prevention;
 - Community and Social Issues, including employment, training, community facilities, access, cultural events;
 - Environment Issues, including noise, energy, recycling;
 - Event Day Issues, including crowd management, licensing, information / ICT
 - Marketing and Promotional Issues, including conferencing, information, cultural events, open air events

- 7.3.3 The Management Plan will need to consider the most appropriate arrangements for the ongoing and sustainable management of the site, making clear where responsibility rests for each management aspect. The Plan will need to be agreed with the Council prior to the approval of detailed planning consent for the scheme.

8. ENVIRONMENTAL IMPACT ASSESSMENT

8.1 Introduction

- 8.1.1 The Town and Country Planning (Environmental Impact Assessment) Regulations 1999 identify ‘major urban infrastructure projects’ as a Schedule 2 project that requires an Environmental Impact Assessment if it is likely to have significant effects on the environment by virtue of factors such as size, nature and location. The Stage 1 Application falls within this category of development. A scoping study by the applicants (June 2003), agreed by the Council identified the most important environmental effects that are addressed in the ES. In October 2003, in conjunction with the outline planning application, the applicant submitted an Environmental Statement (ES) in accordance with the Regulations.
- 8.1.2 Further to this, in April 2004 additional information was submitted in response to comments from statutory consultees, to highlight minor changes to the scheme and as part of ongoing discussion with Council officers. This included a cumulative assessment of the current application scheme in relation to the adjacent ‘Wembley Link’ proposals submitted by the London Development Agency.
- 8.1.3 The purpose of the ES is to assess the likely significant effects of the development at each stage of the development programme i.e. demolition, construction and operation. It must provide an outline of any alternative sites/schemes considered and the reasons for selecting the proposed development site. In terms of the effects of the scheme it must identify the baseline situation, the nature of the impact both direct and indirect, whether it is temporary (demolition and construction) or permanent (operation) and then measures to mitigate the adverse impacts in each case. It must also identify the residual effects after mitigation as well as the cumulative effects of such a scheme in relation to other developments in the area.
- 8.1.4 The following section considers the conclusions of the Environmental Statement submitted in October 2003 (and where matters have been superseded the material submitted in April 2004) for the purpose of determining the application. The headings correspond to the relevant chapters of the ES submission.

8.2 Consideration of Alternatives

- 8.2.1 The ES has considered the issue of alternative developments, both in the context of sites and development options. The ES states that the application site is the only suitable location to accommodate the proposed form of development that provides the appropriate setting for the new National Stadium.

8.2.2 In terms of alternative forms of development, the ES considered alternative approaches on the issues of construction sequencing; transport and movement; townscape; noise and vibration; archaeology; architectural and built heritage considerations; micro-climate and socio-economic and population. The ES states that the submitted proposals represent the outcome of such environmental considerations and the need to respond to the Council's planning policy context.

8.3 Development Programme and Construction Sequencing

8.3.1 This chapter describes the proposed indicative sequencing of development, the work activities associated with the construction of each plot and the management system employed to ensure delivery of scheme objectives and compliance with relevant standards and legislation.

8.3.2 Scheme sequencing has been developed to take account of certain constraints and obligations identified by the applicant. These include:

- an obligation to provide coach/car parking for the new National Stadium by the time of practical completion of the stadium;
- the existing and planned transport and infrastructure requirements;
- the aim of minimising disruption to users of the existing and completed developments;
- the need to achieve a rate of completion within realistic market parameters.

8.3.3 An indicative construction sequence description, including the timing for demolition of existing buildings has been submitted with the application.

8.3.4 In terms of the sequence of activities associated with construction of each development plot the applicant proposes the following:

- survey of existing services infrastructure;
- demolition (where appropriate) and enabling works;
- alterations to existing service routes (where appropriate);
- excavation works (where appropriate);
- substructure works including the installation of foundations, below ground services and basement slab;
- superstructure works including the erection of the steel or concrete frame;
- erection of the building façade;
- installation of services, internal fit-out and external landscaping works to completion.

8.3.5 In terms of the controlling and mitigating construction impacts the applicant proposes the preparation of a Construction Management System (CMS) to which all future developers will be required to conform. The CMS will incorporate Health, Safety, Environmental and scheme-wide Communication and Documentation procedures. A draft CMS framework was submitted as part of the additional information presented to the Council in April 2004. The principles set out in this document provide a useful basis for managing the construction process and impacts. It is recommended that production of a final CMS, to be agreed by the Council,

forms a condition on the grant of planning permission and that this is progressed with the applicants and agreed prior to work commencing on the proposed development.

8.3.6 As well as dealing with construction management it is intended that the CMS will identify and integrate sustainability measures into the construction process. This is dealt with in more detail in Section 8.4 below with regard to sustainability issues, but in summary measures would include:

- re-use and recycling of demolition materials;
- minimising waste materials including packaging of materials delivered to site;
- materials specification to include sustainability as part of the influencing process;
- local sourcing of materials;
- encourage the specification of materials from renewable sources where practicable;
- plant and machinery is well maintained and switched off when not in use;
- segregation of waste materials for re-use and efficient disposal;
- encourage the use of public transport for all construction employees.

8.3.7 The CMS would also need to include a Code of Construction Practice and commitment to the adoption of the ICE Demolition Protocol in line with SPG19, and would include other construction related mitigation measures discussed below e.g. air quality monitoring.

8.4 Sustainability and Energy

8.4.1 This chapter of the ES outlines how the applicant addresses and proposes to deliver the sustainability agenda. The strategic summary of the application highlights that “the fundamental objective ... (is) to ensure that the Application proposal is rooted in the principles of sustainable development and to secure social, economic and environmental benefits...”. This objective is shared and supported by the Council who will require the applicant to achieve at least a ‘Very Good’ rating under recognised Building Research Establishment (BRE) standards for building design and strive for an ‘Excellent’ standard.

8.4.2 The applicant wishes to comply with the sustainability requirements outlined in the recent Wembley Masterplan. A sustainability checklist and a Cumulative Sustainability Plan will be submitted with each reserved matters application detailing sustainability measures for the sub-plot in addition to an overview of how site-wide requirements will remain achievable.

8.4.3 The Councils SPG19 ‘Sustainable Design, Construction and Pollution Control’ requires that large scale developments complete a Sustainability Checklist. The Council’s initial assessment of the application (October 2003) rates the scheme as ‘Fairly Positive’ within the checklist classifications whereas the applicant’s self-assessment (based on the April 2004 supplementary material) rates the scheme as ‘Very Positive’. The

differences largely result from the degree to which statements made in the submissions are firm commitments and also some additional clarifications provided after the Council's initial assessment was made. It is considered that these matters can be addressed through conditions and/or legal agreement in order to ensure an overall checklist rating of 'Very Positive'. Because of the outline nature of the proposal the 'Materials' section of the checklist has not been completed by the applicant and therefore scores no points. Accordingly, subject to the materials specified the rating scores can be boosted at detailed planning stage

- 8.4.4 Given the size of the proposed development a sustainable approach to the supply and use of energy on the site will be a key indicator of the sustainability of the scheme as a whole. The Mayor's Energy Strategy establishes an energy hierarchy and sets targets for new development. As an Opportunity Area in the London Plan, Wembley may soon also be declared an Energy Action Area, intensifying the objective to integrate a sustainable energy infrastructure within any development proposals.
- 8.4.5 The April 2004 supplementary material submitted by the applicant included an Energy Strategy and Assessment Report which set out 'development commitments' on energy issues. Subsequent discussions have confirmed the applicant will safeguard routes for a site-wide combined heat and power (CHP) scheme and commission an independent site-wide detailed CHP study. The potential use of biodiesel for such a plant could also enable the development to meet the Mayor's target that major developments should meet 10% of their energy demand through renewable energy supplies.
- 8.4.6 Additionally, the applicant has agreed to implement an individual-building CHP system in block W01 and to utilise renewable energy technologies within a demonstration community building on the eastern side of the site or for an alternative scheme of equal scale and cost elsewhere. Conditions are required to ensure the above measures are implemented to the Council's satisfaction.
- 8.4.7 Further requirements relating to specific building design standards, such as high insulation levels and target U-values, will need to be made as part of detailed applications for the overall energy strategy to be acceptable.

Conclusion

- 8.4.8 To ensure the applicant fully delivers on their stated commitments to adopt the principles of sustainable development, an obligation is proposed requiring a cumulative sustainability plan to be submitted with each reserved matters application and a condition to address the Council's requirement that all buildings meet the top-end of the BRE 'Very Good' standard under the appropriate category (e.g. Ecohomes, BREEAM for Offices, etc.).

8.5 Townscape and Visual Assessment

- 8.5.1 This section of the ES assesses the townscape and visual effects of the proposed development proposal. The assessment addresses the potential

changes on the existing townscape, in views on existing and potential key receptors and areas, and on existing vegetation.

Baseline

- 8.5.2 The study area includes a broad mix of land uses and is dissected by two railway lines; the Jubilee and Metropolitan Underground Lines to the north, running south-east to north-west through the Wembley Park area; and the Chiltern Railway Line to the south, running east to west out of London, through the Wembley Hill/Tokyngham area.
- 8.5.3 The ES identifies a number of character areas based on a combination of the dominant land-use, built form, layout and landform. The central core of the study area and setting to the application site contains remnants from the 1924 British Empire Exhibition. However sporadic redevelopment of the site, with no overriding masterplan to provide cohesion in terms of building styles and relationships of buildings to spaces has resulted in an area that is generally degraded and of poor quality. The listed Wembley Arena, though altered from its original condition, is an important local landmark but has become divorced from its historic setting. The local townscape of the Wembley Park area is of typical 20th Century residential suburbia with some areas of neglect, and that around Chalk Hill West recently redeveloped and of a generally high quality.

Temporary Effects

- 8.5.4 The construction phase involving the progressive demolition of existing buildings and construction of new buildings with associated plant and machinery will result in a moderate to slight adverse impact on the site and local area.

Permanent Effects

- 8.5.5 The overall completion of the development will result in a change from a mixed developed and open site, containing several different character areas and with limited relationship to the streetscape and its context with a development based on a coherent approach to the structure and townscape character across the application site. The ES concludes that within the application site the replacement of the existing low townscape quality with a development including a series of urban spaces, courtyards and streetscape with active frontages and related spaces to the main routes would be a direct effect of substantial beneficial (positive) significance on the character of the site. In terms of the impact on the character areas immediately adjoining the site the ES concludes that the setting will generally improve, in particular the setting for the new National Stadium.

Mitigation

- 8.5.6 The application is in outline with details of only the car and coach park unreserved. As a consequence whilst the supporting documentation to the application illustrates certain design styles and details these are not controlled through the application. The ES notes that any adverse impact or benefit of the scheme is directly linked to the final detailed design of the scheme that will come forward within the defined limits established by the Parameter Plans. The ES states that the outcome of the visual assessment

process, and the design measures incorporated, demonstrate there would be no further requirement for additional mitigation measures.

Conclusion

8.5.7 Given the outline nature of the planning application the matters the impact of the proposed development has been assessed in terms of layout and scale/massing. Subject to satisfactory design details it is considered that the impacts of the development are acceptable and any impacts mitigated through detailed design responses. In view of the applicant's, and Council's, stated commitment to design quality it is considered appropriate that a Design Framework/Code be prepared to guide the detailed design of the site.

8.6 Transportation

8.6.1 Transportation issues are outlined in a chapter of the ES, however due to the complexity and significance of the transportation considerations they are addressed in detail in Section 9, below.

8.6.2 A technical audit of the Transportation Assessment (TA) has been undertaken, addressing six key topics covering the main issues of concern to the Council: trip generation and assignment; traffic modelling; public transport; cycling, walking and safety; parking; network management, operation and proposals. It is considered that given the complexity of the proposed development, the available sources for predicting use, the potentially competing demand for transport infrastructure in the existing and future development framework in the Wembley regeneration area and the conflicting demand on capacity of the event day traffic, the TA under the 6 broad categories is acceptable.

8.7 Air Quality

8.7.1 This chapter assesses the impact of the proposals on local air quality and highlights the following potential impacts:

- construction activities and traffic during the build out of the proposal
- increased road traffic from operational parts of the site as phasing completes
- exhaust emissions from vehicles accessing and waiting in car and coach parks
- flue gases from boilers and plant as part of the mixed-use development

8.7.2 The Environment Act (1995) provides a system of Local Air Quality Management (LAQM) under which local authorities are required to review and assess future air quality in their area and where necessary designate Air Quality Management Areas (AQMAs) in order to meet national Air Quality Strategy (AQS) objectives. The Council has undertaken a review and assessment of air quality in the Borough and designated AQMAs where pollutant concentrations would exceed maximum acceptable levels. Whilst these AQMAs do not cover the application area their proximity (the AQMAs includes the entire area south of the North Circular Road and all housing, schools and hospitals along the North Circular Road, Harrow Road, Bridgewater Road, Ealing Road, Kingsbury Road, Watford Road,

Kenton Road, Edgware Road, Blackbird Hill, Forty Lane, Forty Avenue and East Lane.) requires that careful attention be paid to any impacts relating to the Wembley regeneration area.

Baseline

- 8.7.3 The ES takes as its baseline the situation that will exist once the new National Stadium has been completed and is operational with all mitigation measures it is required to provide in place. However, as the Stadium is still under construction no air quality monitoring data is available for this condition and therefore the applicants' baseline assessment for air quality refers to current baseline conditions including the existing Arena.
- 8.7.4 NO₂ air quality is currently close to or exceeding the Government's annual mean Air Quality Strategy objectives near the application site, and whilst current PM₁₀ levels are achieving the 2004 objectives they are close to, or exceeding, the more stringent 2010 objectives. The applicant has modelled the likely impact of the development with regard to NO₂ and PM₁₀ along with a number of other pollutants associated with traffic emissions. Association of London Government assessment criteria are then used to suggest threshold levels, above which impacts may be considered significant in areas where objectives are predicted to be breached. These thresholds are equal to 2.5% of the AQS objectives.

Temporary effects

- 8.7.5 These will arise largely from construction activity, with the ES indicating fugitive dust emissions may arise from a range of processes as well as there being potential for odour impacts from the use of solvents, chemicals, plant and vehicles. It also highlights the impact construction traffic and contractor vehicle exhaust emissions may have on AQS objectives.
- 8.7.6 With the control measures outlined in the CMS the ES concludes that during the construction phase the impact from dust will be moderate, and minor and negligible for odour and emissions. Subject to strict enforcement of the controls outlined in the CMS, particularly as the development will take place over a number of years with a resident and visitor population on the site likely to be affected by the ongoing construction work, the impacts identified are considered acceptable.

Permanent effects

- 8.7.7 The ES identifies that the most significant impacts during the operation of the application proposal will be caused by the increase in road traffic
- 8.7.8 The modelling uses non-event day data from the Transport Assessment Report (TAR) and this suggests that the overall effects of the application proposal are likely to be minor with regard to the annual mean NO₂ objective and negligible with regard to the hourly mean objective. The predicted annual mean concentrations in 2005, with and without the development, range from 41-58 $\mu\text{g.m}^{-3}$. This suggests that the annual mean air quality objective of 40 $\mu\text{g.m}^{-3}$ to be met by the end of 2005 will continue to be exceeded. A maximum impact of 0.5 $\mu\text{g.m}^{-3}$ is predicted at

Bridge Road and represents 1.3 % of the air quality objective, a minor, although localised impact. In 2015 the predicted concentrations range from 30-47 $\mu\text{g.m}^{-3}$ indicating continuing exceedences of the AQS objective. These exceedences are all located close to the North Circular.

- 8.7.9 In terms of particulates, although exceedences of the annual mean 2010 PM10 objective are possible, the 24-hour objectives and 2004 objectives are predicted to be achieved. Predicted annual mean concentrations with and without the development in 2005 range from 22.7-25.6 $\mu\text{g.m}^{-3}$, which is within the AQS objective of 40 $\mu\text{g.m}^{-3}$ to be met by the end of 2005. The maximum increase of 0.2 $\mu\text{g.m}^{-3}$ is predicted at Bridge Road and represents 0.4% of the AQS objective. The 2010 concentrations with and without the development range from 20.6-22.8 $\mu\text{g.m}^{-3}$, which is close to the AQS objective for London, of 23 $\mu\text{g.m}^{-3}$. The maximum increase of 0.1 $\mu\text{g.m}^{-3}$ occurs along Neeld Parade, representing 0.4% of the lower AQS objective.
- 8.7.10 The ES considers that Stadium and Arena events are unlikely to have a significant impact on annual mean air quality objectives. Events will lead to short-term peaks in background pollution. Arena events were assumed to occur on around 32% of days, Stadium events on 6%, and Stadium and Arena events together on 2%. Due to the nature of these events, the impact typically occurs over a period of a few hours.
- 8.7.11 In terms of car parking and ventilation, the most significant short term emissions from car parks are likely to be from the Stadium coach parks on event days. The applicants' submission dated April 2004 (Volume 1) advises that the greatest emissions are likely to be at the end of a Stadium event. The document advises that the combined peak values of 170 $\mu\text{g.m}^{-3}$ are below the hourly mean threshold of 200 $\mu\text{g.m}^{-3}$, which must not be exceeded more than 18 times per year. It does however assume an average speed of 5 kph which without significant coach park management will not allow for coaches starting their engines earlier than necessary.
- 8.7.12 Underground car parking is also proposed as part of the development and as exhaust pollutants may build up in the car park itself the ES advises that individuals may be exposed to elevated concentrations of pollutants over period of an hour or more. There is a risk therefore that the hourly mean NO₂ objective would be exceeded and mitigation is required.
- 8.7.13 Finally, the ES recognises that pollutants may arise from the flue gases of on-site boilers, but considers their impacts to be an order of magnitude smaller than road traffic and minimised through high design and efficiency standards.

Mitigation

- 8.7.14 In addition to, and integrated with, the CMS outlined in the construction section above, the applicant proposes the following mitigation measures.
- 8.7.15 In construction phases:
- Replacement or improvement of any identified recurring generators of dust
 - Installation of wheel wash facilities

- Stockpiles should be located away from sensitive receptors and the height, sizes and durations for any stockpiles and tipping operations should be minimised
- Regular site inspections to identify significant dust sources
- Undertake dust monitoring at agreed sensitive locations in order to assess potential dust nuisance complaints
- Special precautions may be necessary for the dust control and spoil removal and disposal if contamination is found on site
- Water bowsers or an appropriate alternative will be provided on site during dry conditions to ensure water suppression, damping of unsealed surfaces and stockpiles can be maintained despite low water pressure problems
- Sealed storage of materials (such as solvents, glues, paints)
- Emissions from vehicle fumes will be minimised by the plant maintenance and operating programme
- Compliance with “good housekeeping” to ensure the removal of food waste and rubbish at frequent intervals
- Where possible, avoid locating welfare and contractor canteen facilities adjacent to site boundaries or close to sensitive receptors.
- Construction vehicle movements to be limited to periods that avoid peak hour traffic on the local road network
- Construction vehicles to be regularly serviced and switched off rather than left idling;
- All plant to be maintained and operated in accordance with the equipment’s relevant operating manuals
- Continuous monitoring of NO₂ and PM₁₀ throughout the construction phase.

Operation

- 8.7.16 The ES proposes that the impacts caused by emissions and pollutants from vehicle exhausts should be mitigated by the adoption of the transport strategy and travel plan as detailed in the TAR and covered in a section 9 of this report. These measures will be essential in ensuring the development adequately and pro-actively manages car restraint measures for commercial activities and promotes a ‘sustainable lifestyle’ approach amongst residents.
- 8.7.17 Furthermore, to prevent air quality exceedences in the site underground car parks this it is proposed to install jet fans that use a tunnel ventilation technique to disperse exhaust gases. Appropriate siting criteria for such ventilation fans form conditions to this report to ensure dispersal above ground does not impact on sensitive receptors such as residential or leisure uses.
- 8.7.18 Issues relating to emissions from energy use within buildings are addressed in section 8.4 above.

Conclusion

- 8.7.19 The proposed development, together with Arena and Stadium event day traffic, will have an impact on air quality in this area, albeit within ALG suggested thresholds. However, it is considered that, subject to the

mitigation measures identified, secured by way of condition and/or legal agreement, in respect of the proposed transport strategy and travel plan, ongoing air quality monitoring, and appropriate ventilation systems for the underground car parks, this aspect of the proposed development is acceptable.

8.8 Noise and Vibration

8.8.1 This chapter assesses the potential noise and vibration impacts of the Application proposal during the demolition and construction phases and from any operational element of the proposed development on completion. The assessment covers issues such as residential amenity during stadia and concert events as well as from industrial and commercial uses, transportation and construction. In particular, issues relating to night time working at the stadium and the containment of noise are considered

Baseline

8.8.2 The baseline condition for the application includes the operation of the new National Stadium on event and concert days. The new Stadium ES noise breakout predictions show that, on average, levels would be 3-8 dB lower compared to similar events held at the former Stadium. Baseline data for non-event days uses records from the location of the existing Exhibition Halls.

8.8.3 With regard to vibration issues the ES assumes a zero baseline level as there is no evidence to suggest that existing receptors are currently affected by appreciable environmental vibration.

Temporary Effects

8.8.4 The ES has calculated noise levels that would result from a generic construction work programme for a two year period. It considered that a significant effect would occur at a receptor (e.g. a residential property) when the construction noise level LAeqT is (predicted to be) greater than certain noise thresholds at various times and when the total ambient is at least 3dB greater than the future baseline. The ES calculated noise levels set against this construction programme show noise levels at 50m from the worksite are at or below these construction noise criteria thresholds. Furthermore, this situation exists before plant specific mitigation has been introduced to the relevant construction activities.

8.8.5 With regard to vibration, the ES states that provided vibration levels for the existing and new properties are below the limits specified within relevant British Standards then there would be no significant impact to either buildings or residents. As piling is considered the most significant source of ground-borne vibration, the use of continuous flight auger (CFA) piling, along with other standard anti-vibration practices, would significantly reduce the vibration associated with such construction activities.

Permanent Effects

- 8.8.6 The residential and hotel uses of the proposed development represent the most noise sensitive elements of the proposed development for which the following operational effects would need to be assessed:
- Stadium event noise and traffic noise
 - Arena event noise and traffic noise
 - Road and rail traffic noise (non-event)
 - Building services
 - Goods deliveries
- 8.8.7 The assessment undertaken for the ES concludes that with a suitable building specification a design criterion of 38dB(A) could be achieved for all residential and hotel living spaces for all aspects of a Stadium event (including music, crowd noise, PA noise and set-up/dismantling and traffic noise) based on a worst case environment of 84dB(A) 1metre from the façade of block W10 at a height of 124metres AOD. Achieving this criterion requires properties to have their windows closed and hence use mechanical or ‘supplementary’ ventilation systems. This criterion represents the minimum design standard that would be achieved and hence in practice, internal levels could be lower than this level.
- 8.8.8 It is considered that noise breakout from the Arena during concerts would be barely audible at the nearest residential properties due to the Arena being a fully enclosed facility. Similarly, Arena traffic noise is only considered to become a moderate adverse impact on days when Arena and Stadium events occur (albeit not at the same time) where there would be an overlap in travel demand.
- 8.8.9 In relation to night time traffic movement as a source of noise (for example by residents, employees and event traffic) although the majority of traffic generated by the development will occur before 23:00 hours baseline data of the existing condition would suggest the WHO night time guidance figure may be exceeded. A maximum indoor night time ambient noise level in bedrooms of 33 dB L Aeq 15 mins (based on an external noise environment of 63 dB(A)L Aeq 15 mins 1metre from the closest residential façade) can be achieved by incorporating closed standard double glazing units where necessary within the lower level residential units most effected by night time cleansing operations.
- 8.8.10 In relation to rail noise, the ES has shown that the current level of rail activity, if not mitigated, may potentially affect some of the proposed new residential development due to the close proximity of the railway lines to the north and south.
- 8.8.11 Finally, in respect of noise from plant and machinery the ES suggests that, with good design techniques and the adequate specification of building service equipment, such units would not cause disturbance to residents. It does however identify the need for further assessment of goods vehicle delivery noise at detailed design stage at which point specific mitigation measures could be identified should noise from such activities exceed WHO guidelines.

Mitigation

- 8.8.12 Construction noise and vibration issues, including mitigation and ongoing monitoring would be covered within the CMS, however specific conditions could also apply.
- 8.8.13 In order to achieve the 38dB LAeq 15 mins design criterion, enhanced acoustic treatment will be required for some of the residential properties and hotel living areas. The ES states these measures may include:
- Construction materials - dense materials and an acoustic treatment of walls, floors, ceilings and building façades;
 - Window specification - a high specification of double glazing to minimise the passage of low frequency sound from Stadium activities;
 - Ventilation - Appropriate passive or mechanical acoustic ventilation units may be required
 - Internal layout – further consideration to given to the internal layout of the units, such that bedrooms are, where possible, situated away from façades facing the Stadium
- 8.8.14 Similar mitigation would also be necessary where other rail, traffic or servicing activity impacts on WHO guideline levels.
- 8.8.15 Assessment of noise originating from the Arena's service yard has the potential to create a significant adverse impact. In order to ensure that the operational capability of the Arena is not compromised, the application proposes that the service yard area is covered.

Conclusion

- 8.8.16 The inevitable noise associated with Stadium (and to a lesser extent Arena) event day activities means that a best practicable solution needs to be identified that balances the reasonable expectation of residents in the new residential properties regarding noise levels and uncontrolled noise emanating from events in the Stadium in particular. Whilst appropriate building specification can achieve internal noise levels that are considered acceptable, this only applies if the windows of the properties are shut and they are mechanically ventilated. The applicants have suggested that this is a reasonable basis on which to assess and mitigate noise from Stadium and Arena events and a solution that makes provision to protect the amenity of residents whilst not constraining the event day activities in the Stadium or Arena.
- 8.8.17 WNSL whilst not objecting to the application have raised concerns that future occupiers of the new residential properties might object to noise from the Stadium or Arena, thereby constraining its activities. This is a reasonable concern and the planning permission for the Stadium includes conditions relating to amplified noise (e.g. PA systems) and plant (e.g. air conditioning) – Conditions 11, 12, 14. Noise from crowds is less predictable, but given the relatively limited number of days when events will be held at the Stadium and/or Arena it is considered the applicant has identified reasonable and practicable mitigation measures to safeguard residential amenity.

- 8.8.18 A common approach to addressing residential amenity by the two land owners, for example to site/event management could provide further reassurance for the relevant parties and the Council would encourage such a joint understanding being brokered.

8.9 Water Resources and Flood Risk

- 8.9.1 This chapter assesses the impact of the development on the surface water resources and flood risk in relation to requirements contained within the Land Drainage Act (1991) and the Water Act (1991).

Baseline

- 8.9.2 Potable water demand and drainage assessments are outlined in the construction chapter of the ES with regard to utility requirements. The existing demand by Wembley (London) Limited is 46,500m³ per year, which equates to approximately 1.5 l/s as an average daily load (as opposed to a peak load – the ES approximates this to a peak demand in the order of 13 l/s).
- 8.9.3 There are no watercourses within the Application Site, although three watercourses – the River Brent, the Wealdstone Brook and the Wembley Brook – are within the vicinity of the Site.
- 8.9.4 The discharge from the new National Stadium, 744 l/s, has been restricted to that previously discharging from the site and managed by the provision of on-site attenuation.
- 8.9.5 There are flooding problems within the catchment of the River Brent and a number of flood alleviation measures have been undertaken to the Wealdstone Brook and River Brent where flooding to the river occurs above and below the Welsh Harp. The application site does not however lie within the indicative Environment Agency (EA) floodplain mapping and as a consequence the ES suggests the proposed development will have no impact on the capacity of the existing watercourses.
- 8.9.6 Water quality in the River Brent is poor with polluted surface water runoff, especially that contaminated with oils, having a major impact. There is also an existing problem with misconnection of foul water to surface water sewers in the River Brent catchment.
- 8.9.7 The existing development on the application site is drained via private and public sewers. There is little information available on the private sewerage and the ES suggests that the surface water currently discharges directly or, via public surface water sewers, to the River Brent and Wealdstone Brook. The ES considers it unlikely that either attenuation of flow measures or infiltration systems are used other than in small isolated locations within the Wembley area.

Temporary Effects

- 8.9.8 Due to the developed nature of the site there is a strong likelihood of uncovering unidentified foul and surface water sewers during the construction of the application proposal. There is also a possibility of pollution events affecting the adjacent watercourses occurring as a result construction practices.

Permanent Effects

- 8.9.9 Future water demand and drainage requirements in the ES (outlined in the construction chapter) show a peak water requirement for the application proposal as 200 l/s and the overall annual consumption is estimated to be 778,000m³. However, Appendix 6 of the further submission in April 2004 estimates overall annual consumption to be substantially greater, totalling 2,781,324 m³. It is proposed that water storage tanks within the buildings will be used to significantly reduce the peak maximum demand of 200 l/s, however further investigation and discussion is underway with Thames Water on ensuring sufficient capacity exists for such a demand.
- 8.9.10 The completed development will locally alter ground levels across the application site. The existing surface water drainage networks on the site would be reused wherever possible within the new development and supplemented with new drains as necessary. It is proposed that new drains will discharge to the existing public sewer network at locations and rates to be agreed with the statutory authority.

Mitigation

- 8.9.11 Construction related mitigation and good management practices to ensure that the likelihood of any pollution incident is reduced to a minimum and water conservation practices are adhered to. This would include appropriate diverting as necessary of identified sewers and adopting pollution control measures such as wheel washing, attenuation ponds, silt traps etc.
- 8.9.12 In order to manage the disposal of surface water in a more sustainable manner, the EA has a policy of restricting surface water discharge rates to Greenfield rates of 2-8 l/s/ha (+20% for climate change). Recent Building Regulations Part H, 2002, now requires attenuation, infiltration systems, and other Sustainable Urban Drainage Systems (SUDS) to be considered as a first option within new development. The ES confirms that the principles of SUDS will be implemented throughout the development but highlights the urban nature of the development and underlying ground conditions may prohibit the use of soakaways. The use of rainwater harvesting, greywater recycling and attenuation would however be investigated at the detailed design stage. The proposal states that localised attenuation will be provided where the capacity of the existing surface water drainage system is inadequate.
- 8.9.13 With regard to the car and coach park, any difference between the allowable discharge rate and the calculated maximum rate would be attenuated within the footprint of the building. The discharge from the vehicle parking areas will pass through oil interceptors, as required to meet the requirements of the EA and Thames Water.
- 8.9.14 The sustainability chapter of the ES briefly highlights additional water conservation and management measures that would be investigated at detailed design stage, including low-water-use appliances (e.g. taps, showers, washing machines, dishwashers and toilets), provision of new boreholes, and opportunities for green roofs to reduce levels of water run-off. Appendix 6 of the further submission in April 2004 confirms the

applicant will seek to achieve a reduction against benchmark figures of around 24%.

Conclusion

- 8.9.15 The applicant has identified a number of measures both to manage water consumption and ensure water discharge from run-off from the site is within acceptable levels. It is considered that with further refinement of the measures the application addresses matters relating to water resources in an acceptable way.

8.10 Soil Conditions, Groundwater and Contamination

- 8.10.1 This Chapter assesses the impact of the proposed development on human health, soil conditions, groundwater and contamination. It is based on a review of existing data, maps, a site visit and a limited site intrusive investigation on the eastern side of the application area.

Baseline

- 8.10.2 Trigger levels used for assessing contamination at any site are commonly based on UK guidance criteria and generally adopt the Contaminated Land Exposure Assessment (CLEA) soil guidelines.
- 8.10.3 The locations for potential contamination sources identified within the application site include an in-filled boating lake (used as part of a surface water balancing system), a former reservoir, a former laundry building, and a former electrical substation. The presence of made ground across the site, typical of such brownfield land, was also considered potentially significant due to previous investigations which had encountered ash within the made ground.
- 8.10.4 Offsite sources, but from which contamination may migrate on to the application site (although the risk is generally low), include industrial uses east of the site and former engineering works to the north of the site.
- 8.10.5 The nature of the existing development provides a predominance of hard landscaping which generally limits further potential ingress of contamination in to the soils and groundwater, particularly as the London Clay which underlies the site is a non-aquifer of significant thickness.
- 8.10.6 Previous site investigations undertaken as part of the new National Stadium have identified likely contaminants and levels to be found on the site. Five further sampling boreholes, undertaken as part of this application, in the location of the proposed car and coach park identified TPH (Total Petroleum Hydrocarbons) at a concentration above the EA specified level and elevated levels of arsenic, copper, lead, zinc and nickel.

Temporary and Permanent Effects

- 8.10.7 The features of the proposed development which impact on soil conditions, groundwater and contamination include piling works associated with construction, substructure and utility works below ground, and the reuse of materials from excavation around the site.

Mitigation

- 8.10.8 The ES suggests that the contamination does not pose a significant risk to the proposed layout and form of the proposed development, and as a result, it is not considered necessary to carry out any remediation in advance of the infrastructure or building works. The principle of capping residual contamination by a clean cover layer, compatible with the final land uses, is proposed. The ES states it would however be necessary to carry out detailed supplementary geotechnical site investigations on the western side of the development.
- 8.10.9 Where possible, contaminated spoil arising from excavation during the works will be treated and reviewed on site.
- 8.10.10 The CMS would need to include measures and reporting procedures for dealing with ground and groundwater contamination at the site.

Conclusion

- 8.10.11 Proposed mitigation of the pollutants identified through the five investigative sample boreholes undertaken is deemed acceptable, however TPH remediation would require clean up to a minimum of 100mg/kg.
- 8.10.12 The CMS would then include appropriate measures for identification and appropriate mitigation of further ground and groundwater contamination on other areas of the site with reports being submitted to the Council for approval.

8.11 Archaeology, Architectural and Built Heritage

- 8.11.1 Built heritage in the context of an EIA relates to the physical aspects of the environment that are of historical importance and reflect human activities, ideas and attitudes, in shaping the character of the area over time.

Baseline

- 8.11.2 The potential for archaeological remains within the application site is most likely limited to traces of properties to the north east of the historic lane connecting Wembley Green with Tokyngton Chapel. The ES concludes that the quality of survival is likely to be poor due to successive redevelopment activity in the area.
- 8.11.3 In terms of architectural and built heritage, other than the Grade II listed Wembley Arena building the previous use of the site for the 1924 Empire Exhibition is now largely obliterated. The replacement of historic landmarks such as the former stadium and the de-listing of the former Palace Industries acknowledges that a new Wembley is emerging. As a result, the principal issue is consideration of the architectural and built heritage of the Arena building.

Temporary Effects

- 8.11.4 During works to the land around the listed Arena building appropriate measures can be put in place to ensure that its architectural features are safeguarded.

Permanent Effects

- 8.11.5 In terms of archaeological remains, the ES concludes that there is no evidence to suggest that there are any significant remains present within

the application site. The only exception relates to an oval plot of land lying to the north east of the former lane which connected Wembley Green with Tokyngton Chapel. However, the ES suggests that any remains will be of local significance and would not merit preservation in situ.

- 8.11.6 With regard to built heritage, the ES considers the proposal to re-orientate Wembley Arena to face onto Arena Square. The ES also considers proposals in the context of the detailed planning and listed building consent applications submitted for the proposed reorientation of Wembley Arena (covered in a separate report within this Committee agenda). The ES concludes that the re-orientation of the Arena and its sensitive adaptation will secure a new lease of life in an entirely appropriate use with significant restoration and minimal alteration of original fabric.

Mitigation

- 8.11.7 The ES proposes further archaeological evaluation of part of the site to establish the presence and nature of any archaeological remains and scope the level of mitigation works required if they are discovered. This can be secured by way of a condition to allow investigation or a watching brief, as appropriate.
- 8.11.8 The ES concludes that, for the listed building itself, the outcome will be beneficial and in this context there is no requirement to propose mitigation since the overall residual impact will be beneficial.

Conclusion

- 8.11.9 Subject to a condition relating to further archaeological evaluation during construction works impacts on archaeology are acceptable.
- 8.11.10 The principle of reorientation of Wembley Arena and associated works (including construction of a covered service area at its western end) and the detail of the planning and listed building consent application have all been subject to detailed negotiations with officers and English Heritage. English Heritage raise no objection to the proposals. In terms of the setting of the listed building and impact of the proposed developments on plots to the west and south (the new Arena Square will provide an enhanced setting to the building to the east) it is considered that the demolition of Elvin House and the Bingo Hall and their redevelopment with buildings set within an overall masterplan for the site will enhance the setting of the listed building and is a positive and beneficial impact.
- 8.11.11 It is therefore considered that the effect of the proposal in terms of architectural and built heritage is acceptable.

8.12 Ecology

- 8.12.1 This chapter describes the existing ecological conditions of the site including the habitats and protected species present, the nature conservation status of those habitats and species and assesses the effects of the proposal on the identified ecological receptors.

Baseline

- 8.12.2 The ecological baseline was determined through the use of desk-based assessment and field surveys during Spring-Summer 2003.
- 8.12.3 The ES concluded that the application site consists primarily of built environment. Ecological features of interest are restricted to street trees, road verges and ornamental shrub planting. The baseline identifies that the general lack of ecological features present is reflected by part of the application site falling within an area deficient in accessible wildlife sites. The baseline does identify three non-statutory designated sites that are of Borough importance located close to the application site which include railside habitats, Wealdstone Brook and Brent Bends.

Temporary effects

- 8.12.4 The ES covers potential impacts on the Sites of Borough Importance within the immediate environs of the development, including:
- Potential increase of air pollution through dust generation and noise and vibration impacts to wildlife due close proximity of demolition and construction works.
 - Increased potential for water contamination through pollution incident or uncontrolled surface water runoff during demolition and construction works.
- 8.12.5 Other minor temporary effects outlined on-site include the direct loss of potential bird nesting or bat roosting sites and increased disturbance to birds as a result of construction noise and vibration.

Permanent effects

- 8.12.6 The ES suggests that whilst the development proposes the direct loss of much of the existing habitat, the low value nature of these areas reduces the significance of this impact.
- 8.12.7 Nevertheless, the proposal entails the removal of nearly all trees within the application boundary in a phased sequence, including 11 covered by a Tree Preservation Order. It is anticipated that the trees along Olympic Way may be retained as part of the initial management of the Site. A programme of replanting along Olympic Way would occur as the overall renewal of this key access route, which is not part of this application.
- 8.12.8 The ES states that trees identified for removal are not of a significant scale, quality or stature to prejudice new development and that they do not form a coherent landscape structure within the site or setting to the existing built form edge and the Stadium. The ES highlights the substantial beneficial impact that an anticipated replanting programme would have on the area.

Mitigation

- 8.12.9 Mitigation measures would either be included within the CMS, in relation to construction activities, or an Ecological Management Strategy to progress the creation of new habitats as part of the completed new development. Measures include:
- Undertaking further preconstruction surveys prior to commencement of development

- Carrying out bat surveys immediately prior to the demolition of any building/felling of any tree
- Investigating the provision of nest and bat boxes and roosting opportunities
- Investigating the creation of brown/green roofs
- Creation and management of areas of green space, infrastructure planting, gardens, areas of new planting using native and locally characteristic street trees.

8.12.10 Loss of existing habitat would occur sequentially so that new habitat would be created as the development phasing progressed.

Conclusion

8.12.11 Detailed landscape proposals prepared as part of reserved matters are likely to provide a significant amount of habitat, with new tree planting to counterbalance the effect of the loss of these trees and reinforce the existing and new street pattern. A requirement for a landscape and ecological management strategy should be made conditional to provide the proposed ecological enhancement.

8.13 Socio-economics and Population

8.13.1 This section of the ES considers the impact of the proposed development in terms of employment.

8.13.2 Social infrastructure issues such as education, health and community facilities are also considered and have been considered but in this report under Section 7.2 - Planning and Land Use.

Baseline

8.13.3 Existing employment densities across the application site are extremely low. The ES estimates that there are some 700 full time equivalent jobs, predominantly located at Wembley Arena, Wembley Conference Centre and Exhibition Halls, Elvin House, Wembley Plaza and Pheonix Sound recording studios. The nature of many of the existing uses on the site would suggest a predominance of part time and temporary employment dependant on the use of the major venues. Typically the jobs are likely to be low paid, support and service staff.

8.13.4 The existing employment buildings are either outdated and outmoded, eg. the Conference Centre, or poorly located, eg. Elvin House. Few of them currently yield their maximum employment potential, for example the Plaza Hotel has been downgraded as a hotel facility which will typically require less employees per bedspaces than a five star hotel. With the exception of the Arena, all of these buildings will be demolished and the assumption must be that a majority of these jobs will be lost.

Temporary Effects

8.13.5 The construction project is a multi-million pound investment in buildings, and infrastructure that will, the ES estimates, be developed over a period of 11 years resulting in employment on the site of 1600 full time equivalent jobs over the period of the development, with 176 jobs being filled by local people. An accurate assessment of these figures is

extremely difficult, given the nature of the construction industry, and it is likely that in reality this figure will be made of a significantly larger number of temporary, short term and part time jobs benefiting a larger volume of people. The project provides an opportunity for local training and employment in the construction sector.

- 8.13.6 However, whilst construction jobs are important, the critical employment impact will revolve around the number and nature of the longer term end-user jobs.

Permanent Effects

- 8.13.7 The ES estimates that the proposed development will yield some 6,120 full time equivalent jobs, split evenly between the proposed office developments and the leisure, hotel and retail developments. Office developments typically have a wider travel to work area than service based employment and the ES estimates that at any one time some 1,900 of the jobs are likely to be occupied by people living in the area immediately surrounding Wembley. Current phasing proposals suggest that by the end of Phase 2 some 2000 people will be employed on the site, rising to 5,500 by the completion of Phase 3.

- 8.13.8 Given the low existing employment densities the net employment impact is likely to be significant. Displacement of jobs from the site is likely to be small and, given the nature of the development, new jobs are unlikely to be displacing other jobs located elsewhere within Brent or West London.

Mitigation

- 8.13.9 It is considered that through active labour market interventions, including training and job brokerage programmes, it will be possible to increase the proportion of jobs generated being taken up by local people. The applicants intend to work with existing employment schemes to maximise the local impact of the development.

Conclusion

- 8.13.10 The overall employment potential arising from the proposed development is therefore very positive. Through the s.106 agreement a joint Employment and Training Plan will be prepared and agreed between the applicant and the Council. This will consider both construction and end user employment, and will set out the mechanisms that will be used to secure the maximum possible levels of local employment. Components of the plan will include an on-site employment facility, regular information flows between the developers and the Council, job placement/ apprenticeship opportunities and the provision of a financial contribution by the developer.

8.14 Microclimate

- 8.14.1 This chapter assesses the likely impact of the development on the microclimate within the application site in relation to the wind environment at pedestrian level, and sunlight and shadow. In particular, based upon the submitted Parameter Plans and supplemented by wind tunnel testing, it assesses:

- the comfort and safety of pedestrians arising from the massing, layout and orientation of the development plots
- the potential effects of taller buildings and groups of buildings on wind speeds at ground level
- the potential level of amenity for sunlight, daylight and overshadowing within the scheme design as a whole.

8.14.2 Daylight, sunlight and overshadowing assessment has been undertaken with reference to Building Research Establishment (BRE) Guidelines, and the wind assessments are compared against industry standard Lawson criteria that relate pedestrian level windspeeds to perceived comfort during typical pedestrian activities.

Baseline: Daylight and Sunlight

8.14.3 In terms of sunlight and daylight, the ES identifies that the new National Stadium will have a large impact with its shadow projection across the application site. Similarly, the bulk of the Stadium will create an obstruction to sky and sun visibility that would impact on any sensitive uses that are created around it. The only existing residential buildings are located on the western side of Empire Way and these currently enjoy levels of sunlight and daylight substantially in excess of the BRE Guideline figures.

Permanent Effects: Sunlight and Daylight

8.14.4 The ES notes that given the density of the scheme and the proposed design layout there would be a wide variety of daylight levels across the site, suitable for different types of residential use. Notwithstanding that the proposed site layout proposed would preclude the provision of double aspect units to all proposed flats, the ES states that through detailed design the scheme would be able to provide accommodation that is lit to a level above that of the British Standard minimum levels and with adequate daylight penetration.

Mitigation: Sunlight and Daylight

8.14.5 Given the north-south orientation of the site, in general the southern plots would require a lower maximum height than the other three sides of each plot to meet BRE guidelines for overshadowing of proposed open space for residential uses. Although the Parameter Plans establish maximum building heights across the site the final building heights of individual buildings will be established, within the limits set by the Parameter Plans, through reserved matters and/or detailed planning applications for the site. It will be necessary to demonstrate that BRE guidelines have been met at that stage.

8.14.6 With regard to impact on the amenity of adjoining owners, the ES reports a negligible impact in that the neighbouring residential properties along Empire Way would either maintain daylight and sunlight levels over the base BRE standards or see a reduction of less than 20% of their existing light levels.

Baseline: Wind

- 8.14.7 With regard to the wind environment, prevailing winds approach from the south west. The existing site is suitable for current pedestrian usage except in the vicinity of York House in the north western corner of Wembley Arena.

Temporary and Permanent Effects: Wind

- 8.14.8 The ES uses recognised comfort levels as the basis for assessing impacts and identifying mitigation measures, particularly for the main thoroughfares, residential courtyards and new public squares such as Arena Square. It concludes that the following areas would require mitigation measures to temper the impact on pedestrian level windspeed to render them suitable for planned usage:

- Stadium access stairs.
- Eastern podium open space and thoroughfare routes.
- Residential courtyards.
- Wembley Park Boulevard.
- North eastern pedestrian access points to the development.

Mitigation: Wind

- 8.14.9 The mitigation measures proposed to address these areas are as follows:
- Combinations of inner façade canopies up to 4.8m deep with soft landscaping within residential courtyards.
 - 50% porous screening (up to 2.4m high) on the north façade of Wembley Arena.
 - A combination of staggered 50% porous screening (2.4m high) and soft landscaping guiding pedestrian routes along the eastern side of the Stadium podium / access.
 - Soft landscaping (2.4m high), hedging and / or 4.8m deep canopies at first floor level at the south western end of Wembley Park Boulevard near the base of and between the taller buildings.
 - 50% porous screen (2.4m high) and / or 4.8m deep canopies at first floor level on streets leading to main north eastern pedestrian access points

Conclusion

- 8.14.10 Detailed issues relating to daylight, sunlight and overshadowing will be addressed for each sub-plot application but such detailed applications will need to ensure BRE or BS standards in this field are used as minimum requirements for residential units.
- 8.14.11 The ES does not highlight any concerns relating to wind impacts on buildings adjacent to the site boundaries and indeed suggests areas such as the Olympic Retail Park and York House may be positively affected by the proposed scheme, becoming more amenable to pedestrian usage.
- 8.14.12 The effectiveness of the proposed wind mitigation schemes should be assessed at the detailed design stage in conjunction with boundary layout wind tunnel testing on individual sub-plots. Mitigation measures will need

to be set against the requirements for effective event day crowd movement and should not conflict with crowd safety objectives.

8.15 Waste

8.15.1 This chapter principally assesses waste arising from the operation of the proposed new development, referring to previous chapters with regard to construction waste.

Baseline

8.15.2 The ES uses historical records provided by Wembley (London) Limited and suggests that current average waste generated by existing site-wide operations is approximately 515 tonnes per year, all of which would be classified as commercial waste.

Temporary effects

8.15.3 These will result from the proposed earthworks, demolition and construction activities outlined in previous chapters.

Permanents effects

8.15.4 The ES makes predictions regarding future waste arisings from the proposed development using experience from elsewhere, average household waste generation data for Brent and the UK, and figures sourced from industry publications.

8.15.5 The ES estimates that the proposed land uses will generate around 11,680 tons of waste a year by the year 2015. This will be a gradual and incremental increase from 2007 onwards, however represents a twenty-fold increase on existing arisings.

8.15.6 The source of the waste will be primarily from the new residential units (5,105 tons, albeit based on a 4075 unit assumption with no waste arising growth), office development (2,620 tons) and the A1, A2 and A3 uses (2,263 tons).

8.15.7 The width of the proposed streets will be able to accommodate the largest, commercial waste collection lorries. Although the detailed design of the buildings has yet to commence the ES states that building blocks will be provided with service areas, accessible both internally from the building to deliver waste and externally to enable easy collection.

Mitigation: Construction

8.15.8 As outlined, the applicant proposes that a CMS will be developed to ensure a consistent and assured quality of control of construction operations and management of the waste and arisings as development progresses.

8.15.9 In addition, the applicant states that reasonable endeavours will be made to seek out markets for reusable and recyclable products and materials, citing a range of agencies and organisations to be contacted. Further commitments in relation to the provision of an on-grade coach park and multi-storey car park outline the reuse of the existing tarmac and concrete surface as a sub-base, with any soil excavated redistributed across the site.

Mitigation: Operation

- 8.15.10 The ES considers a combination of design and management to be required for mitigation measures to be effective, with a key consideration being the responsibility placed upon the various parties.
- 8.15.11 First and foremost the ES suggests the primary responsibility for waste lies with the producer, particularly with regard to implementing measures to reduce and minimise the generation of waste. Beyond this, the overall waste stream arising from the development can be divided into that which falls to the Council as the waste collection authority, and that which commercial units need to make arrangements for the collection, handling, treatment and disposal.
- 8.15.12 In terms of domestic waste, the principal focus will be to introduce segregation and recycling at source in order to facilitate the separation of recyclable and compostable elements of the waste stream. The provision of suitable facilities for the segregation and storage of different waste streams identified will therefore be required.
- 8.15.13 The ES assumes household waste and recycling schemes are provided by the Council and suggests by scheme completion in 2015, with careful planning and implementation, around 50% recycling of household waste generated within the planned redevelopment can be achieved.
- 8.15.14 With regard to commercial waste, the ES confirms segregation at source in order to facilitate diversion for reuse, recycling and composting as the preferred approach. The ES estimates that 16% of the obligated business waste could be recycled or diverted.
- 8.15.15 The ES highlights the difficulty in detailing exact waste facility requirements at this outline application stage, and notes that facilities will need to consider accessibility and size of storage at detailed design stage in order to be effective.
- 8.15.16 To address these issues the applicants are proposing that a Waste Management Strategy be produced to cover the implementation of best practice regarding the operation of the development.

Conclusion

- 8.15.17 Waste minimisation and waste management issues can be addressed through a comprehensive CMS and the proposed waste management strategy. The strategy should be a condition of this report and should detail how the estimated diversion rates for residential and commercial operations will be achieved so that this proposal acceptable in terms of waste issues.

8.16 Cumulative Impacts

- 8.16.1 This chapter considered the combined impact effects of the proposed development with other developments in the immediate area and also the potential for 'impact interactions' on one receptor when individual impacts were considered together. The new National Stadium has been included in the baseline assessment of this application ES already.

- 8.16.2 The ES highlighted three other development proposals – Wembley Central Square, Copland School and a scheme by RE International – although no planning permissions had been granted when the ES was submitted. The cumulative assessment also examined whether the application proposal would prejudice the ability of the wider Wembley Masterplan area to be developed in the future.
- 8.16.3 A subsequent cumulative assessment report for the LDA Wembley Link scheme was included as part of the additional information submission in April 2004.
- 8.16.4 Overall, the ES assessment highlights the main cumulative negative impact to arise from the transport demands placed upon the area. Transport was considered to constitute a moderate adverse residual impact with regard to the LDA scheme, as was waste, whilst air quality issues also represented a moderate adverse impact when the wider Masterplan was included.
- 8.16.5 Beneficial cumulative impacts were identified for townscape and visual assessment, soil and groundwater conditions, archaeology and built heritage, ecology, sustainability, and socio-economic issues.
- 8.16.6 The ES considers impact interactions from the proposal to be of minor significance, and as they largely result from construction activity are to be minimised through the proposed CMS.
- 8.16.7 Whilst recognising the cumulative impacts, both beneficial and negative, further consideration of synergies and economies of scale as part of the implementation of development proposals within the Masterplan area may identify further opportunities for mitigation. The Council will therefore continue to liaise with developers to progress such macro-level discussions.

9. TRANSPORTATION

9.1 Introduction

- 9.1.1 The scale of mixed-use development proposals submitted by Quintain will be likely to have a very significant impact on the transport network and in accordance with Policy TRN1 of the revised deposit UDP Replacement 2000-2010, a Transport Assessment (TA) is required to support the proposal, incorporating traffic reduction measures. This has been prepared by Buro Happold and submitted as part of the planning application as Appendix E of the Environmental Statement.
- 9.1.2 JMP Consulting (JMP) was appointed by the London Borough of Brent (LBB) to undertake a Technical Audit of this Transport Assessment (TA). An initial review of the TA, incorporating preliminary comments made by the Transportation Unit, was undertaken during January 2004 and submitted to Buro Happold, following which a series of bi-weekly progress meetings were held up until March 2004. The aim of the meetings was to discuss progress with respect to issues identified for further investigation and analysis.
- 9.1.3 The progress meetings paid particular attention to trip generation and assignment, traffic demand/modelling, public transport, cycling, walking

and safety, parking and sustainable travel measures. In addition, attention focussed on network management and operation including the Wembley Hill Road/Empire Way/Bridge Road corridor, the internal road network and key infrastructure proposals, such as the Stadium Access Corridor. These resulted in the production of further information by Buro Happold to support the findings of the TA, which were incorporated into the Response Report incorporating Further Information to the Environmental Statement (April 2004).

- 9.1.4 The interface of the development traffic with A406 North Circular Road at Drury Way and Great Central Way was covered by Transport for London (TfL), as the road falls within their remit. Similarly, they were deeply involved in discussions regarding the impact of the proposals on bus and tube services in the area, through the London Buses and London Underground Ltd. arms of the organisation.
- 9.1.5 The following summarises the position with respect to the TA Audit and resulting transportation issues.

9.2 Audit Structure

- 9.2.1 The Audit has been subdivided into 6 Key topic areas covering the main issues of concern to Brent's Transportation Unit as follows:
- Travel Demand Assessment
 - Traffic and Modelling
 - Public Transport
 - Cycling, Walking & Safety
 - Parking
 - Network Management, Operation and Proposals
- 9.2.2 The results of the assessment and the main points for consideration by LBB are included under the relevant chapter headings.

9.3 Travel Demand Assessment

Initial Review

- 9.3.1 The Trip Generation estimates included in the TA were established from base principles. This involved estimating the future levels of population across a typical day (incl. residents, employees and visitors) at the development and applying travel demand and modal split estimates to determine the impacts upon various forms of transport. Allowances were made for trips that are linked (i.e. visiting two or more separate premises in the course of the same trip (e.g. cinema and restaurant)) or internal (i.e. residents or office staff visiting shops or restaurants within the development).
- 9.3.2 The methodology used is considered acceptable relative to the scale of the development and the limited amount of trip generation information available for similar mixed-use sites. Nevertheless it was considered that, as significant emphasis had been placed in the TA on the application of "professional judgements" to a number of scenarios, there was scope for further sensitivity testing and a comparison with traditional database

methods of trip rate evaluation such as TRICS and TRAVL and other published literature on trip generation for Greater London developments.

- 9.3.3 Further analysis and clarification of the underlying assumptions was therefore produced by Buro Happold and a discussion on the outcome is provided in the following paragraphs.

Audit Results

- 9.3.4 The additional information provided by Buro Happold on the underlying principles and sensitivity tests for the trip generation, distribution and assignment was considered satisfactory.
- 9.3.5 In terms of the population estimates, the review reconsidered the number and size of residential units to be provided, 2001 Census data on household occupancy, sensitivity analysis on employment density in offices and a re-examination of visitor trip rates to retail and leisure centres. This showed that, largely due to both an over-estimate of the number of residential units to be provided within the site and the double counting of existing visitors to Wembley Arena, the total population used in the TA had been overestimated at about 40,300 people per weekday (comprising ~8,100 residents, ~6,300 staff, ~1,300 hotel guests and ~24,600 visitors), as opposed to about 35,000 (i.e. about 15% greater). This aspect of the assessment was therefore considered robust.
- 9.3.6 Residential trip rates were based upon National Travel Survey data for London residents, broken down between work trips and non-work related travel. An above average trip rate of 0.88 for work trips and a correspondingly below average value of 1.7 non-work trips per day were used for assessment purposes, which were then dispersed across the day according to average journeys made each hour.
- 9.3.7 Non-residential trips were based on the population estimates obtained above, broken down by typical arrival/dispersal rates across a typical weekday for each use. Adjustments were made for linked and internal trips, primarily in the area of leisure trips (reduced by 40% to account for people also visiting other premises within the development) and trips to the local shopping facilities (8,000m² of the total of 34,000m² retail floor area) (reduced by 80% as most shoppers are assumed to be living or working within the development).
- 9.3.8 The Census Matrix tool was then used to identify the distribution of work related journeys to and from the Borough, identifying the origin of employees working within Brent and the destination of Brent residents by London Borough. Retail and leisure journeys were assumed to have a much more local focus, with 75-80% of demand assumed to originate in Brent, Ealing, Harrow and Barnet. These journeys were then broken down by different modes, by assessing the origin and destination of the trips, the availability of different transport options and the parking availability.
- 9.3.9 The trip distribution patterns have been assessed and found to be compatible with the methodology used for previous estimates of trip distribution within the Borough. There is some concern regarding the distribution to the west of the development, as there is no traffic assigned to Wembley Hill Road north-west of Royal Route and a substantial

proportion of traffic is routed back east through the network. However, given that the current analysis provides a robust assessment of the overall level of development, the distribution used would instead provide a more robust assessment of the more major corridor along Empire Way and Wembley Hill Road. The overall principles are therefore considered appropriate.

9.3.10 The following tables set out the results of the travel demand exercise, setting out trips to and from each of the uses within the site by time of day and mode of transport.

Total Trips Per Day (06.00-24.00) By Land Use And Mode

Midweek

Mode/Landuse	Walk/Cycle	Bus	Rail/Tube	Car Driver	Car Pass	Other	Total
Office	818	1300	4942	288	38	192	7578
Residential	1868	2942	3724	3762	1334	88	13718
Retail	2460	5446	2650	3416	3254	670	17900
Leisure	1456	2705	2102	2178	1852	495	10788
Hotel	148	256	926	798	332	544	3004

Saturday

Mode/Landuse	Walk/Cycle	Bus	Rail/Tube	Car Driver	Car Pass	Other	Total
Office	48	76	280	20	2	10	438
Residential	1614	2420	2220	2958	1246	92	10548
Retail	3740	8260	3834	4818	5254	1248	27154
Leisure	2934	5841	3901	4099	4039	1251	22064
Hotel	124	228	658	478	196	326	2012

Peak Hour Trips By Mode (Whole Development)

Arrivals

Time/Mode	Walk/Cycle	Bus	Rail/Tube	Car Driver	Car Pass	Other	Total
Midweek 8am-9am	239	423	973	210	132	66	2043
Midweek 5pm-6pm	222	399	403	406	227	60	1717
Saturday 2pm-3pm	353	718	426	500	456	116	2569

Departures

Time/Mode	Walk/Cycle	Bus	Rail/Tube	Car Driver	Car Pass	Other	Total
Midweek 8am-9am	233	371	467	471	175	22	1737
Midweek 5pm-6pm	383	728	1036	471	343	110	3071
Saturday 2pm-3pm	324	664	381	455	421	104	2351

9.3.11 JMP also requested a comparative analysis on the merits of the use of TRICS/TRAVL. BH provided a limited assessment, which highlighted the limitations of the two databases with respect to the Quintain development. JMP have also undertaken their own comparative assessment using

TRICS. The TRICS assessment indicates that the level of potential demand to be generated from the Quintain development will be highly dependent on parking provision and parking restraint, particularly with respect to the non-residential uses. Depending on the application of parking restraint in the analysis the results vary either towards higher or lower estimates than those included in the TA. Overall though, given the nature of the development, it is considered that the TRICS/TRAVL assessment is not as effective as the base principles approach. (It is noted that there are only 7 London sites on these databases that contain information for developments of apartments).

- 9.3.9 A further comparison has been undertaken with other more recent studies of mixed use developments in Greater London, which was considered necessary to verify some of the assumptions. It also serves as a further cross check given the limitation of using TRICS/TRAVL for the development. The comparison was primarily based on the recent study undertaken by WSP, Symonds, PFA and BWPP, entitled “21st Century London Living: Travel Research Survey, August 2003”. The study includes new research on 12 sites within London with a range of different locations and tenures as well as a number of mixed-use facilities.
- 9.3.10 The study results confirmed the limitations of the database approach to trip generation in Greater London. The key conclusions from the 21st C London living Travel Research Survey showed that:
- Car ownership levels at private developments can be well below 100% even in outer London locations with low PTAL scores
 - It is quite clear that the level of car ownership is not directly related to the level of car use
 - Mode of travel choices are not constrained by theoretical maximum distances used within PTAL calculations
 - No apparent relationship between mode share and PTAL
 - No relationship between car ownership and peak period car use
 - Dwelling size and tenure are significant factors in estimating travel demand
- 9.3.11 Finally, estimated trips to the existing buildings within the development site that will be demolished were subtracted from the total new trips to produce a net increase/decrease in trips to and from the development site.
- 9.3.12 The Quintain Development traffic generation assumptions, particularly regarding trip rates, public transport accessibility levels and travel patterns are, in general, in accordance with the findings of the above study.
- 9.3.13 Given the importance of restrained car parking provision in influencing the modal choice of staff and visitors to the site, the implementation of a Travel Plan for the development is vital. This will need to be in the form of an overall Travel Plan for the development as a whole, which will need to be secured through the proposed Section 106 Agreement.
- 9.3.14 This will need to include a combination of initiatives to reduce car use to the site (aside from managing and restraining on-site parking provision). Such initiative may include: (i) car sharing (including priority allocation of parking spaces to car sharers), (ii) introduction of a City Car Club scheme

using environmentally friendly vehicles for use by residents and businesses, (iii) interest-free loans for public transport season tickets, (iv) provision of public transport information (possibly by Intranet), (iv) teleworking/home working, (v) encouragement to walk/cycle for local staff, such as provision of cycle parking and changing facilities and company/pool bicycles and bicycle loans) etc.

9.3.15 Targets for car use will need to be set, at an initial level using the predicted modal split by car for each land use provided within the Transport Assessment (i.e. office (and other staff) 7%, residential (commuting) 36%, residential (other) 39%, retail complex visitors 48%, retail convenience visitors 17%, hotel visitors 59% and leisure visitors 48%) or such other modal split as may be agreed. The aim should then be to reduce these percentages on an annual basis, with an annual monitoring and review process to check progress and modify the Plan as necessary.

9.3.16 The applicant has agreed in principle to the implementation of a Travel Plan.

Travel Demand Assessment: Conclusions and Recommendations

9.3.17 The conclusions of the Audit on the Travel Demand Assessment are as follows:

- The underlying Assumptions included in the TA are robust;
- Sensitivity tests indicate that there could be higher levels of demand than predicted and so an additional degree of comfort has been sought within the modelling and traffic assessment section;
- Comparative assessments with other databases and similar developments, within reason, confirm the results of the TA;
- A Travel Plan will form a vital element in influencing modal choices.

9.3.18 It is considered that given the complexity of the proposed development, the available sources for predicting future use, and the methodology used, that the outcome of the Travel Demand assessment is acceptable. However, given the sensitivity of the local road network, it must be kept in mind that significant contributions will be required to ensure that there is sufficient reserve capacity on the local road network to cope with any possible increases in future demand patterns. This is examined further in the following chapter.

9.3.19 A Travel Plan encompassing the whole development, will also be an essential part of producing an acceptable level of car use to and from the site.

9.4 Traffic and Modelling

Base Scenario Audit

9.4.1 The predicted traffic flows obtained from the travel demand assessment above were then applied to the local road network, in order to assess the likely impact of the proposals on traffic flows and junction operation.

9.4.2 The extent of the study area included the following:

Wembley Hill Rd/Empire Way/Bridge Road, from the Triangle to Forty Avenue/Forty Lane
A406 North Circular Road junctions

- 9.4.3 Particular concern was raised about the fact that the model results indicated a number of approaches as being close to saturation. Furthermore a good level of calibration had not been obtained. The TA stated that all the junctions were operating within capacity - however this was not consistent with the outputs included in the report. The TA did acknowledge that traffic patterns and congestion were not being adequately represented.
- 9.4.4 It is noted that there are limitations in terms of current signals software with respect to modeling complex networks such as Wembley Hill Road / Empire Way / Bridge Road using conventional modeling tools such as LINSIG. In addition the use of TRANSYT for the base model would also have presented some significant obstacles due to the fact that junctions aren't currently linked.
- 9.4.5 One alternative would have been to model the base network using micro-simulation. However this could be costly and time-consuming relative to the overall context of the application and the solutions being sought. However, it is an option for the future and it is recommended that production of a micro-simulation model for the Empire Way corridor be considered as part of any future application for Stage 2 of the Wembley Core Development Area, to allow potential future traffic management measures to be more easily identified.
- 9.4.6 The consequences of the poor calibration are mainly evident in terms of the mitigation measures proposed for the future scenario, where the extent of measures required may be underestimated. The implications of this are discussed in the next section. Buro Happold were therefore instructed to set up a TRANSYT model for the future scenario
- 9.4.7 Two issues that have been raised since the TA was submitted relate to the impact of the development on the local road network. No additional modelling has been requested, but a clarification of the way in which the highway network will operate was required. Specifically:
The operation of the internal road network (Engineers Way, First Way, Fifth Way)
The linking with the new Stadium Access Corridor (SAC)
- 9.4.8 These have been the subject of further discussions and issues have been resolved.
- 9.4.9 The operation of the internal network has not been tested in the TA at this stage, but traffic flows are unlikely to be sufficient to cause concern. Details of the precise layout of internal roads will need to be approved at detailed application stage though.

Future Scenario Audit

- 9.4.9 The modelling of the future scenario for Wembley Hill Road / Empire Way / Bridge Road using TRANSYT gives a reasonable approximation of the network performance under a linked UTC cell. This generally shows

improved network flows along the corridor as a result of this proposal and the linking of the signals should therefore be secured through the Section 106 Agreement (the applicant has agreed to this in principle).

- 9.4.10 While a number of arms in both the AM and PM Peak Period are close to or over 90% saturated, it must be noted that the implementation of SCOOT/UTC has been shown in studies widely reported in technical literature to provide benefits of 10%-15% in terms of higher capacity relative to fixed time plan linked networks. Therefore the benefits of a full UTC/SCOOT scheme to link the junctions should be somewhat higher than reported in the TRANSYT work. This has not been taken into consideration or reported by Buro Happold.
- 9.4.11 Despite reasons to assume the results of the tests represent a worst case scenario in terms of development (due the larger scale of the development assessed and the lack of demand responsive modelling capability in TRANSYT), the sensitivity testing undertaken in the Travel Demand Assessment review indicates that there are scenarios whereby the predicted level of traffic to the network would be higher than included in the TRANSYT models. In addition, the Wembley Link application and future phases of the Wembley Core Development Area to the north of Engineers Way will add further traffic to the network, which has not been allowed for within the models. Given the volatility of the network it is considered that the mitigation measures to be proposed should ensure that the junction is kept below 90% saturation for all links, as over-saturation on isolated links in a network can have knock-on effects and may disrupt the operation of the network. A value of 85% saturation would be desirable in this context, whilst robust mitigation measures should be put in place to alleviate the impact of the development on the Western approaches, whilst it is essential that a linked signal configuration (UTC/SCOOT) be secured for the network..
- 9.4.12 In this respect, the following links have been identified as being of concern, particularly with respect to their ability to manage future growth (including additional traffic from the approved Wembley Link application and future phases of the Wembley Masterplan area):-
- AM PEAK
Wembley Hill Road/South Way Junction:
Wembley Hill Road Southbound - Degree of Saturation 92%;
South Way - Degree of Saturation 92%
- PM PEAK
Wembley Triangle Junction:
Harrow Road - Degree of Saturation 90%;
- Bridge Road/Forty Lane Junction:
Bridge Road - Degree of Saturation 90%;
Forty Lane Straight Ahead - Degree of Saturation 94%
- 9.4.13 With regard to the Wembley Hill Road / South Way and ‘Triangle’ junctions, land has previously been secured under a S52 Agreement along the Wembley Hill Road frontage of Mahatma Ghandi House to be used for

highway widening. Further land is to be obtained through a forthcoming Compulsory Purchase Order (CPO) by the London Development Agency (LDA) along South Way and Wembley Hill Road for the Wembley Link area planning proposals (as approved at Planning Committee on 28th April 2004). The terms of the planning approval for that development require parts of this land to be used to widen the South Way and Wembley Hill Road (north) approaches to the Wembley Hill Road / South Way junction and to reconfigure the 'Triangle' junction to a simplified signalised 'T-junction' layout, together with improved pedestrian crossing facilities at both junctions. These improvements will increase the capacity of the two junctions, so should address the capacity issues identified in the traffic modelling exercise above.

- 9.4.14 In the PM peak links, the Bridge Road approach to the Forty Lane / Forty Avenue / Bridge Road junction is 90% saturated, while the Forty Lane Straight Ahead movement at the Forty Lane / Forty Avenue / Bridge Road junction is 94% saturated. This also raises concerns about the ability of the network to accommodate future traffic growth. The Forty Lane link could also become over-saturated for short periods of time within the PM peak due to random fluctuations in arrival patterns and it is therefore important to ensure its junctions with The Paddocks and Asda / Kings Drive are included in any SCOOT/UTC system.
- 9.4.15 Given the volatility of the results, it will also be essential to protect nearby residential streets from rat-running traffic at peak periods, particularly if traffic congestion occurs on Empire Way. Of greatest vulnerability in this respect is the Manor Drive area (Manor Drive / Park Chase / Hillcroft Crescent), which do not currently benefit from traffic calming measures. Funds totalling £100,000 to provide a 20mph zone / traffic calming scheme in this area, in accordance with Policy TRN5(b) of the UDP, should therefore be secured through the Section 106 Agreement, allowing Brent Council to undertake the design and consultation work.
- 9.4.16 The junctions along the western boundary of the site were all shown to operate with at least 30% spare capacity within the future scenario, so will not generally require any widening. However, the proposal to provide a relocated toucan crossing at the Empire Way / Engineers Way junction may not be feasible, as the toucan crossing signal sequence includes an extendable 'all-red' stage, which is deemed not to be compatible with junction operations.
- 9.4.17 As such, a signalised pedestrian crossing should be installed instead. This will need to be able to operate without the need for an 'all-red' traffic stage and to achieve this, land at the northwestern corner of the application site is likely to need to be dedicated as highway to allow a triangular pedestrian island to be provided within the Engineers Way entry arm to the junction, with a left-turn filter out of Engineers Way (unless any alternative designs are put forward and approved by Brent Council). These works will need to be undertaken by the developer and implemented through a joint S38/S278 Agreement, secured through the proposed Section 106 Agreement.

- 9.4.18 With regard to the other works proposed in Empire Way and Wembley Hill Road as part of this development, several of the proposed access arrangements are not considered acceptable in the form proposed, either for vehicles, pedestrians, cyclists or all three, and the following amendments are therefore required:
- Empire Way / Royal Route – proposals are acceptable initially, but the right-turn ‘bus-only’ movement into and out of Royal Route will need to be banned to all traffic once buses are able to be diverted onto the new Boulevard via South Way, with the central island extended accordingly at that time
 - Empire Way / Stadium Way – a 10 metre radius kerb should be provided on the south side of the junction
 - Empire Way / Lakeside Way – A right-turn lane is inappropriate for the limited amount of traffic predicted to use this access to the site and should be deleted. The Toucan crossing should then, if possible, be relocated to the south side of the junction to better serve the desire line between the site and Wembley Hill Road. Unless there is a specific requirement for a large radius, the radius on the south side of the junction should be reduced to 10m.
 - Empire Way / Wembley Hill Road gyratory. No specific works were proposed to this junction, but its existing configuration encourages high speeds and is a barrier to safe pedestrian movement in the area. Major works are therefore also required to improve pedestrian provide tighter entry radii and increased entry deflection to slow traffic through the junction. This work is to be undertaken in conjunction with future proposals to redevelop the York House office block, which is also within the ownership of the applicant. An obligation will need to be included within the S106 Agreement to this effect.
- 9.4.19 All side roads at proposed priority junctions (i.e. Royal Route, Stadium Way and Lakeside Way) should also be provided with entry treatments, comprising raised speed tables across the bellmouth of the junction, to enhance pedestrian safety.
- 9.4.20 Detailed designs for all the above works, including revised junction capacity tests and an independent Safety Audit, will need to be agreed with the Transportation Unit and implemented under a s.106/s.278 Agreement.
- 9.4.21 With regard to junctions to the east of the development, the impending signal controlled junction at Drury Way / Great Central Way is shown to still operate with reserve capacity with the proposed flows.
- 9.4.22 However, the junctions of Drury Way and Great Central Way onto the A406 North Circular Road (part of the London Road Network) are presently either at or close to saturation. In order to accommodate extra traffic generated by this development, Transport for London (TfL) are seeking a contribution from the applicant for minor junction upgrades on the A406. In addition, a contribution is sought from the applicant for a strategic review of TfL Network requirements, particularly regarding the A406, to be linked to later phases of the broader Wembley development. The review can be cognisant of major government funding of other A406 improvements and should determine the appropriate mechanism for

distributing fairly the costs of highway mitigation works relevant to the traffic generated from the Wembley Regeneration Area.

- 9.4.23 A financial contribution of £550,000 has been offered by the applicant towards the minor junction upgrades, the provision of a link to the A406 through Tesco/IKEA and further study work and this sum is considered acceptable to TfL.
- 9.4.24 The TA does not include any assessment of the Stadium Access Corridor (SAC), which forms an important access corridor into the development. There is no traffic assessment of the operational capacity and efficiency of the junctions on the existing one-way gyratory of First Way/Fifth Way/Fourth Way; nor did it assess the implication of changing the traffic operation priority.
- 9.4.25 Nevertheless, the SAC was incorporated it into the design for the car park and access points, although it did not consider the possibility of an alternative alignment of the SAC Phase 2 Sections 2 and 3 and the operational impact. Any such assessment would need to be made through the SAC proposals, including the possible conversion of the one-way system around Wembley Industrial Estate (First Way, Fifth Way and Fourth Way) into two-way traffic flow and its impact with the car park accesses.
- 9.4.26 The corridor will also assist the development in improving pedestrian and cyclists access to the site to and from the east. A sum of £1m has therefore been offered as a contribution towards the overall cost of completing Sections 2 and 3 of Phase 2 of the Stadium Access Corridor. The remaining funding will need to be provided from other sources. This sum is considered acceptable and should be included within the proposed Section 106 Agreement.
- 9.4.27 Land is also required to be reserved as future highway in the northeastern corner of the development site to allow the First Way / Engineers Way / Fifth Way junction to be realigned and altered to traffic signal control. A junction design was identified by Brent Council in connection with the Wembley Estate Access Corridor works and the land affected is as indicated on Brent Council's drawing no. DGDSB/H/100/080/B (Sep.1997).
- 9.4.28 An alternative design has since been prepared by Buro Happold, which reduces the land required for highway within this site, but increases the land take on the north side of Engineers Way/Fifth Way. Whilst this alternative design would be acceptable in principle, it relies upon the third party land being obtained and until such time as this can be guaranteed and dedicated as highway, the land required for original layout promoted by Brent Council will need to be safeguarded.
- 9.4.29 Finally, the Transport Assessment assessed the proposed site access arrangements and highway layout of Engineers Way and its relationship with Olympic Way, the 'bus-only' boulevard and Arena Square. A subsequent study undertaken by the applicant which examined three options, including (i) retention of the status quo, with pedestrians crossing over Engineers Way between the Stadium and Olympic Way on an

elevated 'pedway', with other pedestrians and buses crossing from Arena Square and the 'bus-only' boulevard 'at grade', with signals to assist safe crossing (Option 1); (ii) removal of the existing 'pedway', so that all pedestrians cross Engineers Way 'at grade', with closure of Engineers Way on Stadium event days (Option 2); and (iii) tunnelling Engineers Way into an underpass beneath Olympic Way and the 'bus-only' boulevard (Option 3).

- 9.4.30 The pros and cons of each option were examined, but Option 1 is favoured by the applicants. Option 2 is not supported by the Metropolitan Police, due to safety and crowd management concerns on Engineers Way on Stadium event days and due to the disruption caused to traffic movements, with South Way and Fulton Road also closed on event days. Option 3 is considered too costly and disruptive, with insufficient land available and difficulties accommodating access to the Arena and Stadium VIP drop-off point within the proposed Stage 1 scheme.
- 9.4.31 The development of Option 1 is considered acceptable to the Transportation Unit, subject to the submission and approval of further details of the design and traffic management arrangements in the vicinity of Arena and the 'bus-only' boulevard, as a condition of any approval.
- 9.4.32 Otherwise, Buro Happold have submitted an illustrative drawing (no. 8666/CSK002) illustrates a series of ghost islands along Engineers Way to facilitate safe right-turning movements into the Stadium VIP drop-off area, the development car parks and Rutherford Way, including the widening of Engineers Way to 9m and the widening of footways to ensure adequate visibility splays are provided. The proposed junction spacing is just adequate to achieve this layout safely and the design is therefore considered acceptable in principle, subject to the approval of detailed drawings as part of the necessary S278 Agreement.

Traffic and Modelling: Conclusions and Recommendations

- 9.4.33 The modelling of the future scenario has identified that improvements to traffic flows along the Wembley Hill Road / Empire Way / Bridge Road corridor can be achieved through the linking of the traffic signals along this route in a SCOOT/UTC system (incl. Forty Lane / The Paddocks and Forty Lane / ASDA / Kings Drive) and the implementation of this needs to be secured through the proposed Section 106 Agreement.
- 9.4.34 In any case, a sum of £100,000 will be required towards the implementation of 20mph zones / traffic calming measures to protect residents' interests in nearby streets, particularly in the Manor Drive area.
- 9.4.35 Along the western boundary of the site, junction improvement works are required, as amended by the comments above, to access the site, including the dedication of land at the corner of Empire Way and Engineers Way to allow a triangular pedestrian island to be installed in the Engineers Way arm of the junction to accommodate 'with-flow' pedestrian crossing facilities on the Empire Way (south) arm of the junction.
- 9.4.36 The works along Empire Way will also need to incorporate amendments to the Empire Way / Wembley Hill Road gyratory junction, to slow traffic around the junction and improve pedestrian crossing facilities.

- 9.4.37 On the eastern side of the site, highway works are required to reconfigure the junction of First Way and Engineers Way, including the dedication of further land as highway.
- 9.4.38 Proposals for access into the site from Engineers Way are generally acceptable in principle, pending the approval of further details of the treatment of Engineers Way in the vicinity of Arena Square and the ‘bus-only’ boulevard.
- 9.4.39 Contributions towards minor junction upgrades at the junctions of Great Central Way and Drury Way with the A406 North Circular Road and Phase 2 - Sections 2 & 3 of the Stadium Access Corridor totaling £550,000 and £1m respectively also need to be secured.
- 9.4.40 All junction improvement works will need to be subject to further capacity tests to ensure they do not inadvertently have a negative impact on the network and will also be subject to a Safety Audit. All highway works along the boundaries of the site (incl. the linking of the traffic signals along the Empire Way corridor) are expected to be undertaken by the applicant under a Section 278 Agreement, under the supervision of the Highway Authority. Works at the junctions with the North Circular Road are expected to be undertaken by TfL .

9.5 Public Transport Assessment

Initial Review

- 9.5.1 The review covers the three main areas of public transport: bus, underground and overground rail systems.
- 9.5.2 The TA on bus provision was comprehensive and identified current network problems and issues. It was identified that although the overall capacity of bus service provisions are able to cope with current and future demand, the individual route capacities vary significantly with overcrowding on some sections of the existing services and a lack of penetration to certain areas.
- 9.5.3 Thus, clarity was requested on the potential provision/penetration of new and diverted bus services, new bus stops/interchanges and other network changes that would be necessary to accommodate future bus demand from the Quintain development. Particular concern was raised about the capacity of the bus network to cope with additional demand from events.
- 9.5.4 Clarification was requested on the ability of the current Wembley Central and Wembley Park stations to cope with existing demand during the normal non-event and event peak hours, as well as the operational capacity and efficiency to handle future demand from both the local community and event day traffic. There were also concerns about the conflict in future service pattern and capacity information between different sections of the assessment, referencing of data/information used is unclear, and the absence of clear future trip generation methodology.
- 9.5.5 Future proposals and programme of upgrade/improvements as outlined by SRA, LBB, South Central, Silverlink and Chiltern Railways for each of the Wembley Stadium and Wembley Central stations are not clear.

Clarifications were also requested on the assessment of the stations' capacity; further information was requested on the level of service required for each station to cope with current and future demand during non-event and event day scenarios, including operational efficiency.

- 9.5.6 No mitigation measures were identified for the three stations with regards to improvements to the station capacity and accessibility.

Audit results

- 9.5.7 The additional information provided by BH on the future operational capacity and efficiency of the bus network, in terms of new/redirected/increased bus routes through discussions with TfL/ London Buses, satisfied the concerns on bus service accessibility to certain areas in Wembley and issues of overcrowding.
- 9.5.8 The existing development area has a PTAL value ranging from 2 to 4 from east to west across the site, so the provision of the proposed bus-only boulevard is vital in improving the public transport accessibility of the eastern side of the development.
- 9.5.9 Proposed enhancements included an increase from 2 buses per hour (bph) to 4-5 bph and the addition of a Sunday service on route PR2, an increase from 4 bph to 5 bph on route 224 and its extension along the proposed boulevard and the re-routeing of service 92 along the boulevard. These improvements to service capacity and reliability (through the use of a traffic-free route through the development) are deemed sufficient to meet the current and future issues on capacity and accessibility and satisfy the requirements of Policy TRN2 of the UDP. The applicant has reached agreement with London Buses to fund these bus service enhancements to the tune of £1.75m, together with a further £50,000 towards bus stop facilities in the area.
- 9.5.10 It is important to maintain two-way bus operation along the new boulevard and provide an interchange facility at its southern end close to Wembley Stadium Station, to ensure the network is as simple to understand and use as possible. The link is vital to maintain and enhance bus accessibility and permeability through the development and connect the three stations of Wembley Park, Wembley Stadium and Wembley Central via a largely traffic-free route, and must therefore be capable of extension along Olympic Way within future phases of the Wembley Core Area development. The proposal is welcomed overall and will need to incorporate bus lanes, enforcement cameras, bus stops and/or stands, shelters with Countdown units, Selective Vehicle Detection (SVD) at traffic signals where it joins/crosses existing roads and appropriate waiting/loading restrictions. Use of this route by taxis is not therefore considered appropriate and the proposals should therefore be modified in this respect.
- 9.5.11 As the boulevard is a fundamental part of the development scheme, the above requirements will need to be secured as part of a planning condition, requiring the submission of further details of the design of the boulevard and bus facilities along it to ensure London Buses and Brent Council's requirements are met.

- 9.5.12 The clarification on the inconsistency between the different data/information on the three stations' capacity as provided, indicated that there is sufficient spare capacity on the rail and London Underground Ltd (LUL) services. The previous concerns with regards to the provision of non-event day service levels and the management of the interface of event and non-event public transport traffic on event days are addressed below.
- 9.5.13 With regard to station provision, the developer has since agreed in principle to carrying out further works to Wembley Park Station in order to improve its external appearance, pedestrian access to the station and bus/taxi interchange facilities. These works have been welcomed in principle by both Transport for London and Brent Council, subject to certain detailed aspects including the ticket hall layout, the provision of an additional staircase/escalator alongside the events staircase and the upgrading of the 1920's ticket hall building. The estimated cost of the package of works is £6.3 million and Quintain has agreed to fund a reasonable portion of this cost in the range of £1.615 million.
- 9.5.14 In addition, a sum of £100,000 has been offered towards the provision of enhanced facilities at Wembley Central Station, which is also welcomed.

9.6 Public Transport: Conclusions and Recommendations

- 9.6.1 Overall, the bus assessments have been satisfactory, as discussions have been in progress with London Buses, TfL and LBB to improve accessibility, permeability and connectivity across the development.
- 9.6.2 The provision of the bus-only boulevard through the development is welcomed, subject to the provision of high-quality waiting facilities at stops and bus-priority measures where the route joins/crosses existing roads, as a condition of any planning approval.
- 9.6.3 Section 106 funding to the tune of £1.8m has been agreed towards bus service enhancements and this will need to be incorporated into the Section 106 Agreement.
- 9.6.4 It is considered that given the strategic nature and complexity of the current and future programme of investments by TfL LUL, Network Rail, Chiltern Railway, and Silverlink, the outcome of the London Underground and Rail assessment is acceptable. Section 106 funding to the tune of £1.615 million is offered towards station improvements and passenger facilities at Wembley Park station though, plus £100,000 towards improvements at Wembley Central Station.

9.7 Cycling, Pedestrians and Road Safety

Initial review

- 9.7.1 The initial review of the cycling, pedestrian and road safety sections of the TA identified that the current environment for walking and cycling are not conducive to the promotion of these modes of travel, due to the current lack of network provision.
- 9.7.2 The TA mentioned that provision for cycling and walking would be provided for within the development and at the interface with the western

edge of the development along Wembley Hill Road and Empire Way. Mitigation measures have been identified in the TA for the existing junctions along Wembley Hill Road and Empire Way with the side roads to improve current pedestrian and cyclist facilities. New pedestrian and cyclist crossings have also been identified.

- 9.7.3 Supplementary information on local schools and likely routes to be used by children from this development was submitted within the applicant's Response Report (April 2004). The proposed mitigation works should largely address any existing shortage of safe crossing facilities to and from the main schools in the area.
- 9.7.4 In terms of existing and proposed cycle networks, the provision of a route along the proposed boulevard to link Olympic Way with South Way / Wembley Hill Road / Wembley High Road is welcomed, as is the provision of a toucan crossing just north of the Royal Route junction, to link Wembley Hill Road (north). As mentioned in the Traffic Modelling section above, the resiting of the proposed Toucan crossing to the south side of the new Lakeside Way junction would better serve desire lines and it should be resited accordingly, if possible. The proposed toucan crossing on Empire Way south of the Engineers Way junction should also be deleted and replaced with 'with-flow' pedestrian crossing facilities.
- 9.7.5 This is applicable to pedestrian measures also. A condition is recommended requiring further details of all cycle and pedestrian routes within the development site to be submitted and approved by Brent Council.
- 9.7.6 Further consideration of the need for pedestrian crossing facilities on First Way to assist pedestrian movements to and from the east is required, taking into account any future junction with the Stadium Access Corridor and the entrances/exits to/from the car/coach park. A cycle link between the boulevard and the new Stadium Access Corridor will also need to be identified and provided to and through the development site, including safe crossing facilities on First Way.
- 9.7.7 In a supplementary report the applicant has assessed the cumulative effects together with the Wembley Link application area and the compatibility of the pedestrian movement with the operational efficiency of the internal development roads and the western approach route; Wembley Hill, Empire Way and Engineers Way.
- 9.7.8 BH indicated that they have been in discussion with the Wembley Link application team and have discussed the implications of the interface of Olympic Way, Wembley Boulevard and the Wembley Link site. The provision of a pedestrian/cyclist link from the Boulevard to Wembley High Road via the Wembley Link site is desirable, to secure adequate pedestrian links between the site and the existing Wembley Town Centre.. The LDA application shows how the Link to the High Road is planned for.
- 9.7.9 In general, all existing footways along the boundary of the site (Wembley Hill Road, Empire Way, Engineers Way and First Way) should also be widened to about 5m to adequately serve the scale of development proposed and the necessary land to achieve this will need to be identified

and dedicated as public highway. Details of the land required and dedication as highway will be done as details of each particular development site come forward for approval.

- 9.7.10 Direction signing for pedestrians and cyclists to and through the site will need to be provided, particularly to and from major public transport nodes and Wembley Town Centre and this needs to be incorporated within an overall Signing Strategy.
- 9.7.11 Road accident analysis (as reported in the TN 6) was undertaken for the three-year period between January 2000 and 2003. The assessment identified that the majority of the accidents occur along the highways of Harrow Road, A406, Wembley Park Drive, Wembley Hill Road and Empire Way and the junctions of Harrow Road/Wembley Hill Road, Bridge Road/Forty Avenue, Brentfield North/A406/Drury Way and South Way/First Way.
- 9.7.12 The assessment of the road accidents identified the lack of adequate crossing points and that improvements of pedestrian crossing facilities should be prioritised on these highways. Measures have been identified both on those areas mentioned and on the internal roads within the development. The need for more accident mitigation measures, such as increased footway widths and pedestrian crossings, around the gyratory system on the east side of the development is required. A Section 106 sum of £100,000 has been set aside to allow for the provision of improved crossing facilities along First Way.

Cycling, Pedestrians and Road Safety: Conclusions and Recommendations

- 9.7.13 In general, the TA on cycling, pedestrians and road safety is satisfactory insofar as it identifies some of the mitigation measures that would be necessary to improve existing facilities and provide safe new routes into the development from the western corridor of Wembley Hill Road and Empire Way. However, as per the comments contained in the traffic modelling section above, amendments to these proposals and additional works will be required to bring facilities up to the standard required for this development.
- 9.7.14 Accessibility and linkage into and through the development, particularly from the adjoining residential estates to the south, west and north and from the commercial/industrial estates to the east needs to be achieved and can be secured by condition, requiring further approval of detailed designs within the site. Any Section 106 Agreement for the development will need to include the following items:
- Improvements to pedestrian/cyclist facilities at existing junctions along Wembley Hill Road / Empire Way with the side roads of South Way, Royal Route, Stadium Way, Lakeside Way and Engineers Way, as discussed above;
 - Major modifications to the gyratory system at Empire Way / Wembley Hill Road to slow traffic and provide enhanced pedestrian crossing facilities;

- Identification of the need for improved pedestrian facilities at existing and new junctions around the eastern gyratory of SAC/South Way, First Way, Fifth Way and Fourth Way, including Engineers Way, with a sum of £100,000 to be secured for works;
- Provision of a cycle link to and through the site to connect the proposed boulevard with the Stadium Access Corridor, including safe cycle crossing facilities on the eastern side of the development;
- Dedication of additional land around the perimeter of the development as highway to ensure footways to a minimum width of 5m can be provided, commensurate with the scale of the development and the increasing pedestrian flow demand (to be identified and secured through future detailed applications for individual plots).
- Provision of additional and improved directional signing and information and facilities at transport interchange points.

9.8 Parking

Audit

- 9.8.1 The issues of parking area covered in two sub-sections: within the proposed development, and within the coach/car parking for the Wembley National Stadium.

Proposed Development

- 9.8.2 As this is an outline application, the parking provision as identified by Buro Happold in TN 12 (Technical Note 12: Parking Issues) and the TA is deemed adequate in their submission of ranged provision under a number of parking standards as provided in LBB's Adopted UDP 1996, LBB's Revised Deposit UDP 2001, and the Draft London Plan (now adopted as the London Plan).
- 9.8.3 However, clarification was requested on which standards were to be adopted for each of the different land uses with regards to car, cycle, visitors, and disabled parking provision. Further modifications were also requested to reflect the recent adoption of the LBB Deposit UDP 2001 and the parking provision framework was updated to reflect the changes.
- 9.8.4 It was also requested that parking provision for bicycles be identified along with car parking provision and to this end, the applicant proposes the provision of a secure bicycle parking space for every residential unit and additional cycle parking within all commercial development and adjacent to all retail areas. Any major employment site (>2,000m²) will also need to provide changing/showering facilities and lockers for staff.
- 9.8.5 The residential spaces will be 3019 spaces. The proposed car parking provision on the western side is as follows:

Leisure/Retail	700 spaces
Hotel	200 spaces
Apart Hotel	225 spaces
Community	30 spaces
Commercial	100 spaces

- 9.8.6 In addition, on the eastern side, up to 2,900 car parking spaces (or 1,200 cars, 458 coaches and 43 minibuses or any combination thereof) (incl. the 800 public spaces on the western side will be provided for the use of Wembley Stadium on event days. When not required for the Stadium, allowance will be made for a proportion of these spaces to be shared with Wembley Arena (1400 spaces).
- 9.8.7 Of the spaces proposed, only the hotel and apart-hotel provision would exceed current maximum UDP parking standards, which allow only one space per five bedrooms and one space per five staff, giving a total allowance for both buildings of about 250 spaces. This has been justified for the hotel by the fact that it will replace the existing smaller Wembley Plaza Hotel, at which 200 spaces are already provided for just 306 bedrooms. As such, the proposal will bring the overall hotel parking provision within the site more into line with current restraint based standards. In relation to the apart hotel, no specific standards are set out in the UDP and it would not be appropriate to apply the hotel parking standard. Accordingly, one space per two apartments has been applied, which is the equivalent of 50% of the residential standard. This is considered to be acceptable.
- 9.8.8 The car parking provision for the commercial, leisure and community spaces will all be available to the general public and the applicant proposes the introduction of a management and pricing regime that will discourage abuse by other site users (esp. staff), encourage high turnover and harmonise with Wembley town centre's charging structure, in line with Policy TRN28 of the UDP. This management and charging structure will need to be agreed with Brent Council under the proposed Section 106 Agreement.
- 9.8.9 As noted above, these spaces will not be available to the commercial uses on Wembley Stadium event days, as they will be required for Stadium parking.
- 9.8.10 The proposed commercial spaces are to be sited within the public car parking areas, so will also be unavailable on Wembley Stadium event days and are to be reserved for operational uses and/or disabled users only.
- 9.8.11 No fixed management structure has been identified for the residential spaces at the present time, but the applicant has suggested that spaces would mainly be allocated through leasing arrangements, which are considered appropriate.
- 9.8.12 The scale of this mixed-use development is ideal for the operation of a City Car Club (car sharing scheme), since a large percentage of the residential population is likely to require use of a car only at evenings and weekends. The large amount of proposed non-residential floorspace would help to ensure a high use of the cars can also be maintained during the working day. The applicant has in mind to let accommodation to a car club and this will need to be secured through the Section 106 Agreement. Brent Council will need to approve all details relating to the Car Club, such as operator, rates, office accommodation, parking spaces etc., as well as approving marketing and promotional details, which will need to include

subsidy of residents initial membership fees, to encourage use in the early days of the development.

- 9.8.13 Policy TRN28 requires at least 5% of all spaces to be widened and marked for disabled people and the development will need to accord with this requirement.
- 9.8.14 The restrained parking provision for the development is consistent with local and strategic policies of LBB, the Mayor's Transport Strategy and the London Plan. However, demand will outstrip supply. Thus, an efficient on-street parking management regime will need to be introduced, both on the new roads within the development site and to protect the neighbouring residential areas. Without such controls in place, it would not be possible to support the scale of development proposed.
- 9.8.15 The potential for the development and provision for Controlled Parking Zones (CPZs) has been recognised as being necessary to deter opportunistic on-street parking associated with the proposed development, including that which would result from event days parking demand.
- 9.8.16 A Controlled Parking Zone will therefore need to be introduced within the surrounding area, which may also need to operate at evenings and weekends. To this end, the applicant has offered a sum of £500,000 to introduce Controlled Parking Zones in the surrounding residential areas and this sum is considered sufficient to introduce such a scheme. In the event that local opposition prevents implementation of any scheme, the funds will instead be used towards other Green Travel measures in the vicinity of the site.
- 9.8.17 A car-free agreement will also be required for this development, to remove the right of future residents of the flats to an on-street parking permit, thereby restricting the available residential parking to the 3,019 spaces proposed within the on-site car park only.
- 9.8.18 No proposed details on servicing arrangements have been provided at this stage, which is considered acceptable for an outline proposal. Details of each development plot will need to be submitted with each individual detailed application. Coach parking will also be required for the hotel and apart-hotel at a rate of one space per 50 rooms and details of this will also need to be submitted with the individual detailed applications.

Parking: Conclusions and Recommendation

- 9.8.19 In conclusion, the Audit on the Parking Assessment was satisfied that the general level of parking proposed for the development accords with Brent Council's standards, which aim to restrain parking provision and car use. The only exception to this was for the apart-hotel, whose allocated provision should be reduced to about 100 spaces.
- 9.8.20 However, an efficient on-street parking management regime will need to be introduced both within and around the development site, to protect neighbouring residential areas and business communities. To this end, a sum of £500,000 is required within the Section 106 Agreement for the introduction of Controlled Parking Zones in the area.

- 9.8.21 Management of car parking spaces within the site will need to be subject to a management and charging strategy, which will need to be agreed with Brent Council through the proposed Section 106 Agreement. Charges will need to be compatible with charges within Wembley town centre car parks and will need to be scaled to encourage high turnover and prevent use by employees within the development.
- 9.8.22 Residential spaces are likely to be operated on an annual leasing basis. Membership of any City Car Club (car sharing) scheme should be at a lower rate than this to encourage take up of the scheme.
- 9.8.23 A car-free agreement will be required for all flats as part of the Section 106 Agreement, so that residents will not be entitled to on-street parking permits in the area.
- 9.8.24 Conditions are recommended requiring 5% of all spaces to be widened and marked for disabled persons and to require cycle parking to be provided in accordance with Brent Council's standards.

9.9 Network Management, Operation and Proposals

- 9.9.1 The proposed boulevard and provisional street layout indicated within the development are acceptable. The internal site roads are not intended for adoption, although there will be limited areas at the junctions onto the existing road network that are likely to require limited areas of adoption, which will need to be covered by a Section 38 Agreement.
- 9.9.2 Details of all streets, including public transport facilities (bus stops, shelters, countdown equipment etc.), walking and cycling facilities, parking and loading restrictions, taxi facilities, materials, drainage and lighting will all require further approval as a condition of any permission, as details for each individual development plot are submitted.
- 9.9.3 Private arrangements with the Police will also need to be entered into with regard to crime prevention and crowd management within the development, particularly on Wembley Stadium event days.
- 9.9.4 As detailed above, proposed access arrangements are generally acceptable, subject to the proposed highway works as amended within detailed drawings to be submitted under a Section 278 Agreement.
- 9.9.5 However, traffic and direction signing will need to be provided, including variable message signing that provides 'real-time' car parking information. This will also need to extend away from the site so that visitor traffic approaching along Great Central Way or the Empire Way/Wembley Hill Road corridor is directed to the appropriate car parks. The Section 106 Agreement therefore needs to secure a Signing Strategy for the development that is to be agreed with Brent Council's Transportation Unit, with all agreed signs to be funded by the developer.

9.10 Overall Conclusions

- 9.10.1 The Audit of the TA for the Quintain application of the development area north of the National Stadium has been undertaken in the 6 key topic areas covering the main issues of concern to LBB as follows:

Travel Demand Assessment
Traffic and Modelling
Public Transport
Cycling, Walking & Safety
Parking
Network Management, Operation and Proposals

- 9.10.2 West of the site, the traffic signals along the Empire Way/Wembley Hill Road corridor need to be linked within a UTC/SCOOT network (extending to the two existing junctions on Forty Lane). New crossing facilities are required north of the junction with Royal Route, south of the proposed junction with Lakeside Way and at the junction with Engineers Way, whilst redesign of the Empire Way/Wembley Hill Road gyratory system is required as part of the future proposal for York House to slow traffic and improve pedestrian safety.
- 9.10.3 The potential for higher trip rates than forecast and the difficulty in producing an accurate model of existing and future conditions using the TRANSYT software, it will also be necessary to provide funds towards traffic calming in the Manor Drive area to discourage traffic using that road to avoid delays in Empire Way
- 9.10.4 To the east of the development, land is required to be dedicated as highway in the northeastern corner of the site and the funds provided to reconfigure the junction of First Way and Engineers Way. Further consideration also needs to be given to the provision of safe crossing facilities on First Way and on the existing one-way system around Wembley Industrial Estate.
- 9.10.5 The arrangements for access along Engineers Way are generally acceptable, pending further details of the treatment of the roads and traffic management measures in the vicinity of Arena Square and the 'bus-only' boulevard.
- 9.10.6 All the above highway works will be subject to a Section 278 Agreement, incorporating a Section 38 Agreement wherever land needs to be adopted as future highway.
- 9.10.7 Further afield, sums of £1m and £550,000 are also offered towards the proposed Stadium Access Corridor and improvements to the junctions of Drury Way and Great Central Way with North Circular Road.
- 9.10.8 Although bus assessments are satisfactory the development must ensure good level of provision to enhance accessibility and connectivity across the development and improve the linkage of the local area with adjoining residential, commercial, leisure and education areas in Wembley and the rest of London and the Home Counties. A S106 sum of £1.8m has been agreed towards this.
- 9.10.9 Given the current and future operational capacity and efficiency of the three stations, it is necessary to ensure the adequacy of the non-event day service level with regards to the increasing level of development coming on line. Improvements to the stations facilities need to be considered and sums of £1.615m and £100,000 are offered towards improvements at Wembley Park and Wembley Central stations respectively.. Conditions are

required to ensure approval of pedestrian and cyclist facilities within the site, including cyclists links from the boulevard eastwards to First Way.

- 9.10.10 The assessment of parking for the development is generally satisfactory at the outline application stage. Nevertheless, parking provision identified through the UDP and London parking policies and guidelines needs to be confirmed at the detailed application. It is important that on-street parking opportunities are restricted in the vicinity of the development and a sum of £500,000 towards extensions to the existing CPZ's in the area is offered. A complementary Car-Free Agreement will also be required, to ensure residents' are not able to obtain permits to park in adjoining streets.
- 9.10.11 A Car Parking Management/Charging Strategy will also be required within the Section 106 Agreement to ensure the site is managed in accordance with sustainable transport aims..
- 9.10.12 A good quality Travel Plan will also be required to minimise car use to the site, including a City Car Club for residents and businesses alike.
- 9.10.13 The management of the event traffic and the success of the operational management within the car/coach park hinge on the success of pre-planning and traffic management measures of the events management and on the overall traffic management plan prepared for each event by the consortium of LBB, Metropolitan Police, and WNSL.
- 9.10.14 It is considered that given the complexity of the proposed development, the available sources for predicting use, the potentially competing demand for transport infrastructure in the existing and future development framework in the Wembley regeneration area and the conflicting demand on capacity of the event day traffic, the TA under the 6 broad categories is acceptable.
- 9.10.15 Finally, a Signing Strategy for the development needs to be prepared and agreed for both vehicles (incl. real-time variable message signing for the car parks) and pedestrians/cyclists.

9.11 Coach/Car Parking Arrangement

- 9.11.1 The assessment of parking for the development is satisfactory at the outline application stage. The parking provision identified through the UDP and London parking policies and guidelines needs to be confirmed at the detailed application. It is important that on-street parking opportunities are restricted in the vicinity of the development.
- 9.11.2 However, the management of the event traffic and the success of the operational management within the car/coach park hinge on the success of pre-planning and traffic management measures of the events management and on the overall traffic management plan prepared for each event by the consortium of LBB, Metropolitan Police, and WNSL.
- 9.11.3 The impact of displaced event traffic on the rest of the development may be underestimated. No assessment was undertaken of the interaction/conflict of residential traffic with events traffic on the gyratory especially on First Way and Engineers Way.

- 9.11.4 It is considered that given the complexity of the proposed development, the available sources for predicting use, the potentially competing demand for transport infrastructure in the existing and future development framework in the Wembley regeneration area and the conflicting demand on capacity of the event day traffic, the TA under the 6 broad categories is acceptable.
- 9.11.5 A number of queries have been raised with Buro Happold / Quintain with regards to the circulation, operational efficiency and safety aspects of the current detailed design of the 2,900 car equivalent space coach/car park (car park) to accommodate event day coaches/cars to the National Wembley Stadium.
- 9.11.6 Particular concerns were:
- pedestrian interaction/conflict with vehicular movements within and outside the coach park;
 - adequate provisions within the car park to cater for the larger 15m coaches;
 - traffic management of event traffic within the car park, at the interface with the First Way / Fifth Way / Fourth Way / South Way gyratory and the proposed Stadium Access Corridor sections 2 & 3 (SAC);
 - interaction of event day traffic with local traffic on event days and that the design and capacity of the parking provision and control is flexible enough to handle the optimum combination for arrival/departure patterns;
 - emergency access arrangements;
 - the relationship of the construction phasing of the residential units in Phase 1 with displacement traffic that would otherwise be accommodated in the car park;
 - accessibility for mobility impaired drivers.

- 9.11.7 The additional information provided by Buro Happold / Quintain / Wembley National Stadium Ltd (WNSL) at the two meetings in December 2003 is satisfactory as it addresses the key concerns mentioned in the previous paragraph. The operational strategy as outlined in the October 2003 report, describes the car and coach parking proposals setting out the principle of block parking, pre-event ticket booking, 16m wide pedestrian aisles, on-site marshalling and traffic management, VMS signage and CCTV cameras.
- 9.11.8 However, the success of traffic management at each event is highly dependent on the successful co-operation, communication and precise pre-planning between LBB, the Metropolitan Police, Emergency Services, other statutory agencies and WNSL. Separate risk assessment and method statements will be submitted for each event.
- 9.11.9 Separate detailed application will be submitted for each stage of the Quintain mixed use application, which will address the likely displacement of event traffic parking as the development progressed over the car parking site.

Coach/Car Parking Arrangement: Conclusions and Recommendations:

- 9.11.10 Assessment of the interaction/conflict of residential traffic with events traffic on the one-way gyratory and in the event that it will be converted to two-way operation and the proposal of alternative design to mitigate the impact e.g. First Way/Engineers Way junction,
- 9.11.11 Provide adequate parking for the event traffic during the construction programme of both the car park and the residential development to minimise impact on the neighbouring communities.
- 9.11.12 The management of the event traffic hinges on the success of pre-planning and traffic management measures;
- 9.11.13 The needs of the mobility impaired to be accommodated both within the car park and in the development;
- 9.11.14 A risk assessment and method statement will be required and approved by LBB/Police/WNSL;
- 9.11.15 Ensure that the operational strategy for the car park is continually robust and addresses concerns on the operational issues within and at the interface with First Way;
- 9.11.16 The provision of alternative parking accommodation for any displaced event traffic due to the construction of the car park and the residential units.

10. CONSIDERATION OF OBJECTIONS

10.1 Adjoining Boroughs and Interested Parties

- 10.1.1 The application has been considered against PPG6 and UDP policies which seek to ensure that retail and leisure development outside town centres does not harm the vitality and viability of local and regional centres. In this respect, the proposed development incorporates a level of

local needs retail floorspace that is appropriate to the needs of the proposed level of new residential included within the scheme. The sports and designer outlet retailing are complementary to the convenience goods retailing within Wembley Town Centre. It is proposed that Conditions are imposed that will restrict the goods sold within the development to ensure the Wembley Stage 1 proposals will not be harmful to the vitality and viability of Wembley Town Centre as well as established retail centres such as Ealing, Harrow and Camden, together with Brent Cross.

- 10.1.2 In terms of the level of housing proposed, it is considered that the proposal is in accordance with the objectives of the UDP and London Plan which seek to increase the number of residential units within the Borough. The level of affordable housing is commensurate with Policy H2 of the UDP which seeks to achieve a level of affordable housing of between 30-50%. The proposal provides 40% and is therefore considered to be acceptable.
- 10.1.3 The environmental impacts of the proposed development have been fully considered through the Environmental Statement. Whilst there may be temporary effects associated with the construction of the development in terms of noise, vibration, pollution and construction traffic, the mitigation measures proposed and recommended conditions will seek to minimise the impact of the development on the residential amenities of nearby residents. With regard to the objections received in terms of traffic congestion, increased traffic and parking problems, these issues have been addressed in section 9 of the report.
- 10.1.4 In terms of the objections raised with regard to the impact on infrastructure, school places, health facilities and emergency services, the proposed development includes 8,200m² of community floorspace. The Brent PCT support the proposal provided that accommodation within the development can be secured to accommodate a new health centre.
- 10.1.5 Within the section 106 agreement, a contribution towards education facilities is included which will assist in addressing demand for school places arising from the proposed development.
- 10.1.6 Any capacity enhancements necessary with regard to services such as gas, water, electricity and sewerage will be upgraded to ensure that there is no detrimental impact on existing residential properties and businesses.
- 10.1.7 The density of the proposed development together with the heights of the proposed buildings within each development parcel have been carefully assessed in townscape terms to ensure their compatibility with adjacent land uses and buildings. The density is appropriate in the context of the national stadium, whilst the design will be of a high quality and standard and subject to the submission of future detailed planning applications.
- 10.1.8 Whilst the level of amenity space proposed falls short of the minimum standard for new residential development as required by SPG17, the level of internal accommodation together with the edge of town centre location as well as the quality of new public squares such as Arena Square, First Square and the Stadium Piazza is considered to compensate for this shortfall.

- 10.1.9 The Metropolitan Police Service are satisfied with the proposed development in terms of crime prevention and social disorder. Nevertheless, close consultation with all parties concerned including WNSL, QED, the MPS and Brent Council should take place regularly to ensure compatibility with the development, existing community, and the stadium on event and non-event days. Further detailed applications would be the subject of consultation and discussion with the Crime Prevention Design Advisor to ensure that all future developments minimise the potential for crime and public disorder.
- 10.1.10 The development would result in the removal of trees within the site. However, replacement planting and landscaping is proposed throughout the site in areas such as Arena Square First Square, Wembley Park Boulevard and within internal courtyards. This will seek to ensure that adequate planting and greenery is provided in accordance with UDP policies and the objectives of the London Plan which seek to ensure that London is a green city.
- 10.1.11 With regard to the objections raised in terms of loss of light and privacy, it is not considered that the proposed development would result in a significant loss of amenity in terms of overshadowing, overlooking and loss of outlook. The Environmental Statement addresses the issues relating to sunlighting and daylighting and recommends mitigation measures needed to address any potential concerns. Any future detailed Reserved Matters applications will need to fully address issues relating to privacy and sunlighting and daylighting in accordance with UDP policies and the guidance contained within SPG17.
- 10.1.12 The terms of the issue relating to the Council not providing an Environmental Statement, it is confirmed that the Local Planning Authority is not required to produce such a document under the EIA Regulations.
- 10.1.13 The demolition of buildings along Empire Way are considered to be acceptable in principle subject to the replacement of buildings of a high architectural quality. This will be dealt with as part of the submission of Reserved Matters applications.
- 10.1.14 With regard to the objections raised by the Salmon Street Residents Association in terms of insufficient consultation with the local community, it is considered that the Council undertook an extensive consultation exercise. Over 2,000 individual letters were despatched, while approximately 20 site notices were erected and the application advertised in the Wembley Observer and Evening Gazette. The application was also discussed at the Wembley Area Forum. The proposed development is also been considered in the context of a Masterplan which has been produced for the area with extensive public consultation.
- 10.1.15 An objection relating to the proposals to include an electricity sub-station are no longer valid since the applicant has now omitted this from the proposal.

10.2 GLA

- 10.2.1 The concerns of the Greater London Authority with regard to energy, waste, air quality, noise, affordable housing and retail impact have since been the subject of discussions with the Council and the applicant. Nevertheless, the application would still need to be referred to the GLA under Stage 2 of the Town and Country Planning (Mayor of London) Order 2000.

11. CONCLUSION

11.1 Overview of the Proposals

- 11.1.1 The development proposals were submitted to the Council in October last year following a period of over a year during which the applicants were engaged both with the Council and the GLA in pre-application discussions. The site is a relatively challenging one to develop, and it is envisaged that the resultant scheme, given its size, will be built out over a period of 10 years or more.
- 11.1.2 The application deals with the difficult relationship presented by the new stadium in terms of access and physical mass. By taking advantage of level differences and the sheer scale of the stadium the proposal seeks to create a higher density urban quarter. The range of uses proposed will create a lower activity zone set around retail, leisure and community uses, with offices and residential development above. The scheme will create a very different environment to that found elsewhere in Brent and will reinforce Wembley's role as a regional and national visitor destination. This role is capable of further development as further phases of the development of the Comprehensive Development Area come forward. Members will be aware that the applicants own the site of the Palace of Industry and Palace of Arts, adjacent to Olympic Way and the applicants have indicated that it is their intention to develop proposals for this site in the near future.
- 11.1.3 Following the initial bidding round associated with the new National Stadium, it became apparent that the planning approach to development on sites surrounding the stadium would need to change.
- 11.1.4 The new adopted UDP together with associated guidance in the form of the Wembley Development Framework and Wembley Masterplan, contains a planning strategy aimed at addressing the wider Wembley regeneration Area, yet focussing on the importance of the area surrounding the stadium in providing development that will build on the past success and reputation of Wembley as a leisure destination. The strategy seeks to maximise the use of public transport and to develop improved links between the three stations serving Wembley. The application responds to these policy objectives through the provision of a new boulevard linking Engineers Way/Olympic Way in the north through to the LDA site and the proposed public square and Hub link to the south. The range of uses proposed will contribute to an attractive and sustainable environment with a new and exciting public realm that will create a new focal point for Wembley.

- 11.1.5 The development will have a significant employment and housing component, with appropriate supporting infrastructure, and retail and leisure attractions that over time, and with the build out of the Hub site (LDA application) and town centre link, considered at your April meeting, will allow an eastward extension of the existing town centre. The retail proposals have been carefully assessed in terms of their impact on the existing and neighbouring centres and are considered to have an acceptable impact and accord with adopted policy and national guidance. The overall benefits of the scheme are more likely to lead to greater new investment activity along the High Road and are seen as complementary to the existing town centre. Conditions are recommended that seek to ensure that much of the new retail space supports the visitor destination and does not compete with the town centre or indeed other centres.
- 11.1.6 The application site will benefit from the stadium related improvements to infrastructure that is programmed or currently under way. There is a need nevertheless to develop this infrastructure further and the application addresses the local road network in terms of junction improvements and the Section 106 package seeks to further improve the stations, whilst at the same time reducing car use and protecting the adjoining residential area from additional street parking by allowing for additional future parking controls. The transport assessment concludes that the scheme, with the measures proposed, will have an acceptable impact on the local road network and the public transport improvements will provide wider benefits to the local community.
- 11.1.7 The environmental impacts of the proposals have been carefully considered and this report demonstrates that all the issues raised can be properly addressed through conditions, obligations (106) or further studies. The relationship of the development to the stadium has been carefully examined in terms of physical impact, location of noise sensitive uses and event day traffic. The application addresses the potential noise issues to proposed dwellings through appropriate levels of sound attenuation with mechanical ventilation. The police and other authorities are satisfied that with appropriate event day planning, the proposed development will work with the stadium operation. The only detailed part of the application, the new multi storey car park, has been designed to handle much of the stadium related vehicular traffic, including coaches, and is of acceptable layout and design.
- 11.1.8 In summary your officers believe the proposed development will meet the policy objectives of the UDP and the London Plan and make a major contribution to the regeneration of the area. The impacts that the development gives rise to will be mitigated by the proposed Section 106 package and the recommended conditions.

11.2 Community Benefits

- 11.2.1 The Wembley Stage 1 application proposes a development of significant scale and complexity. As part of the application, and through negotiations between your Officers and the applicants, a package of community

benefits has been identified. These have been informed by an independent financial appraisal of the scheme.

- 11.2.2 Implementation of the proposed development will be undertaken on a phased basis informed by market conditions, although the applicants envisage an 11 year build out. The initial phases will be at the northern end of site to improve infrastructure in readiness for the stadium opening. This approach imposes significant ‘up front’ costs on the scheme e.g. the Stadium Piazza, Arena Square, multi storey car park and Arena refurbishment. These early costs have resulted in the scheme being unable to support long term improvements to the north of the site, notably to the raised pedway, and Engineers Way. Similarly, the contribution towards off site transport infrastructure, particularly the Stadium Access Corridor and Wembley Park Station, reflects this position. Your Officers have been working closely with TFL and the LDA to find other funding solutions to these schemes and would expect further stages of the development of the area surrounding the Stadium to contribute to these costs, thereby ensuring that these infrastructure schemes are completed. It is likely that the LDA will pursue a bid for European Regional Development Fund money for the Stadium Access Corridor later this year.
- 11.2.3 In the area of affordable housing, Brent and the London Mayor, have endeavoured to achieve a greater proportion of socially rented dwellings and a larger ‘off site’ allocation, given that the application site does not lend itself towards larger numbers of family sized units. Both authorities have reluctantly accepted that the scheme cannot fund a greater proportion of affordable units, and that there may be an issue around the future availability of grant funding that may impact on delivery. The Housing Corporation has confirmed 100% grant funding for the initial phase however.
- 11.2.4 As noted above, Officers have worked closely with an independent assessor to determine and test the extent of the package, and are satisfied that the package is a balanced one that addresses the impacts of the development and ensures that local benefits for Brent’s existing community are secured. The Heads of Terms, detailed below, meet the requirements of the UDP and related guidance and reflect some of the issues raised by local residents and businesses in work undertaken over the last 18 months through the Wembley Area Forum.
- 11.2.5 The 106 package has an overall value associated with it of £264m, however in removing essential on site infrastructure and on site affordable housing the sum is £21.6m which Officers consider is commensurate with the overall size and scale of the scheme which delivers significant local regeneration benefits. The following outlines the Heads of Terms for the s.106 Agreement.

11.3 General

- 11.3.1 Pursuant to the Council’s legal and professional costs, including preparing and completing the agreement and its monitoring and enforcing its performance..

11.4 Education

- 11.4.1 Headline contribution of £9m (in accordance with UDP policy at point of application) The Council has the option to draw down £5m at a date two years from the commencement of the development as a lump sum for specific capital projects.

11.5 Community

Community Facilities

- 11.5.1 Net cost excluding PCT (health) and 50% of sports/leisure use leaving 2,800m² at 50% of open market value. Value cap of £2,250,000.

Health Care Facilities

- 11.5.2 Provision of primary health care facilities, not exceeding 2,000m², to shell and core finish, for occupation by PCT.

Youth Facilities

- 11.5.3 Provision of skateboard/multi-use games area.

Community and Sports Facilities

- 11.5.4 Contribution up to £200,000 over five years plus requirement to provide agreed swimming facilities within development.

Neighbourhood Policing Initiatives

- 11.5.5 Contribution up to £150,000 in consultation with LBB to commence within first three years.

Arena

- 11.5.6 Annual use of Arena for Brent community events for a number of days (maximum seven days) to be agreed.

Visitor Information Centre

- 11.5.7 Provision of a visitor information centre within the development.

11.6 Employment and Training

- 11.6.1 Contribution towards construction employment and training of up to £1,500,000 to commence from letting of first building contract.

- 11.6.2 Contribution towards long-term employment and training (non-construction) not exceeding £1,000,000 to meet terms of agreed employment and training strategy.

- 11.6.3 Provision of an on site recruitment/office.

11.7 Transport, Road and Junction Improvements

- 11.7.1 To secure the following agreed junction and associated works, as required during the build-out of the development (costs are current estimates from applicant)

- 11.7.2 Highway works include
Empire Way / Engineers Way (£300,000)

Empire Way / Stadium Way (£300,000)
First Way / Manor Drive Improvements plus pedestrian signage (£300,000)
Lakeside Way (£500,000)
Linking of signals Empire Way/Wembley Hill Road (£300,000)
North Circular / Drury Way / Great Central Way (£550,000)
Wembley Hill Road / Royal Route (£400,000)

11.7.3 Specifically the works will be:

Wembley Hill Road/Royal Route

Initially: widening of existing junction to provide 10m kerb radii, with an entry treatment (raised speed table) and tactile paving. Provision of a toucan crossing on Wembley Hill Road and Empire Way to the north of the junction. Provision of a right-turn 'bus-only' ghost island on Wembley Hill Road; then

Following completion of the 'bus-only' boulevard link to South Way, extension of the existing traffic island to the north of the junction southwards to prevent right-turning movements into and out of the junction.

Wembley Hill Road/Empire Way

Amendments to the kerblines around the gyratory system to: (i) reduce the size of the central island; (ii) extend the length of the splitter islands on the Wembley Hill Road (N) and Empire Way (N) arms; (iii) alter the priority so that southbound traffic on Empire Way must give-way to traffic on the gyratory; (iv) extend eastern footway on Empire Way outwards to provide an entry radius for traffic on Empire Way and an entry deflection of no more than 100m radius; and (v) provide dropped kerbs and tactile paving across the Wembley Hill Road (N) and Empire Way (N) arms of the junction.

Empire Way/Stadium Way

Amendments to existing junction to provide 10m kerb radii, with an entry treatment (raised speed table) and tactile paving

Empire Way/Lakeside Way

Closure of existing vehicular access to Wembley Conference Centre and reinstatement to footway.

Formation of a new junction with 10m kerb radii, an entry treatment (raised speed table) and tactile paving.

Provision of a toucan crossing to the south of the new junction (or in the event that a safe location is unable to be identified, to the north of the new junction).

Empire Way/Engineers Way

Widening of the Engineers Way entry arm to provide a triangular splitter island to separate left and right turns and extension of the existing central refuge westwards towards Empire Way.

Amendments to existing crossing facilities and provision of a new crossing on Empire Way, to provide four pedestrian crossing phases across: (i)

Empire Way; (ii) Engineers Way (left); (iii) Engineers Way (right); and (iv) Engineers Way (exit) respectively.

Removal of existing pedestrian crossing 50 metres south of the junction, incl. tactile paving, reinstatement of full height kerbs etc.).

Engineers Way/First Way

New junctions along (detailed on Buro Happold drawing no. 7063/CSK300) to include right turn lanes (including widening of Engineers Way as necessary) with 10m kerb radii, entry treatments, tactile paving and widened footways to provide adequate sightlines.

Manor Drive area

Traffic calming/20mph zone.

Other transport measures are:

City Car Club

To be provided through a budget operator, subject to the details being agreed with the Council, including marketing and promotion.

Stadium Access Corridor

Contribution of up to £1,000,000

Bus Improvements

Contribution towards bus stop facilities (shelters, countdown etc) of £50,000

Upgrades to London Bus Route PR2 (£1,000,000) and Routes 92 and 224 (£750,000)

Car Parking

Contribution towards Controlled Parking Zone/parking management of (£500,000) or such other Green Travel measures as the Council considers appropriate should the CPZ not be progressed/progressed in part only.

Disabled parking strategy including event day use.

Car parks management plan indicating availability of parking on stadium and non stadium event days

Other Transport Matters

Green Travel Plan

Car free development agreement

Event day management strategy, including street cleansing

Stadium Hub (link to South Way)

Commitment to cosmetic improvements and temporary access routes pending the completion of the development

Rail Stations

Wembley Central Station – contribution to increase capacity to agreed limit of £100,000

Wembley Park Station – contribution of £1,615,000 to current TfL sponsored improvement works (station enhancements to include

enhancement of the existing commuter hall exterior, improvements to bus and taxi interchange on Bridge Road, and upgrades to the existing underpass)

Safeguarding of land for possible future junction improvement of First Way with Engineers Way as part of the Stadium Access Corridor.

Upon the development of the York House site the Wembley Hill Road/Empire Way gyratory be modified to allow greater capacity.

11.8 Affordable Housing

11.8.1 Tenure mix to located in each development plot across the site with the exception of the two highest towers (to be private) in accordance with an agreed plan to be reviewed annually

11.8.2 Housing tenure mix as follows:

Social for Rent	17% on-site	2% off-site
Intermediate	21% on-site	

11.8.3 In the event that the developer cannot obtain a certain price for the affordable housing, the tenure split within the affordable housing will be viewed, with exact details to be negotiated by officers.

11.9 Public Realm

11.9.1 CCTV – commissioning of a study (not exceeding £50,000) towards site-wide CCTV

11.9.2 Disability – contribution of £150,000 towards disabled facilities grants and Brent Access Forum

11.9.3 Provision of world class public realm context for new National Stadium, with agreed public rights of access and provision for open arts, music and cultural events.

11.9.4 Provision of agreed children’s play facilities within public realm

11.9.5 Public conveniences – contribution of £100,000 to agreed wider Wembley strategy

11.9.6 Provision of agreed signage strategy within site and wider Wembley area.

11.9.7 Pedway (Olympic Way) – appropriate scheme of refurbishment prior to Stadium opening, with expectation to replace as part of future phase of development.

11.9.8 Public art to be provided in conjunction with Wembley Arts Trust.

11.9.9 Construction of Wembley Park Boulevard in accordance with details agreed by the Council.

11.8.10 Streetscape works to Olympic Way in accordance with details agreed by the Council.

11.10 Management and Information

- 11.10.1 Public Realm Management Plan to ensure maintenance.
- 11.10.2 Creation of an Estate Management Company
- 11.10.3 Wireless information system to all residencies and businesses

11.11 Environmental

- 11.11.1 To fund and adhere to the findings of the following:
 - Waste Management
 - Energy – commission an independent report and commitment to agreed measures.
- 11.11.2 To undertake a sustainability checklist for each land development parcel
- 11.11.3 To undertake a Cumulative Sustainability Plan to address issues including:
 - site-wide sustainability commitments detailed in the application submission material
 - specific sub-plot sustainability measures and delivery mechanisms
 - assessment of achieving site-wide commitments on remaining parcels
 - on remaining parcels

12. RECOMMENDATION

- 12.1.1 Grant outline planning permission subject to conditions and legal agreements

12.2 Reasons For Approval

- 12.2.1 The proposed development is in general accordance with policies contained in the:

Brent Unitary Development Plan 2004
Central Government Guidance (PPG1, PPG3, PPG6, PPG13, PPG15, PPG24 and PPG25)
Wembley Development Framework
Wembley Masterplan
The London Plan
Council's Supplementary Planning Guidance 17 & 19

CONDITIONS

Standard Conditions

1. The development to which this permission relates shall begin not later than whichever is the later of the following dates:- a) the expiration of 5 years from the date of this outline planning permission or b) the expiration of two years from the date of approval for the final approval of reserved matters, or in the

case of different dates, the final approval of the last such matter to be approved.

Reason: To comply with Section 92 of the Town and Country Planning Act 1990.

Site Wide

2. The relevant part of the development as hereby permitted (excluding the car and coach park) shall not commence until layouts, plans/sections and elevations for that part of the development, detailing;

- i) siting of the buildings;
- ii) design of the buildings, including floor areas, height and massing;
- iii) external appearance;
- iv) means of access including car parking and servicing arrangements;
- v) landscaping (trees to be removed and new landscaping proposed); and
- vi) samples of the materials and finishes to be used for all external surfaces (including but not limited to roofs, elevation treatment, glazing)

have been submitted to and approved in writing by the Local Planning Authority. The relevant part of the development shall in all aspects be carried out in accordance with the approved plans unless otherwise agreed in writing with the Local Planning Authority:

Reason: In order that the Local Authority is satisfied with the details of the proposed development.

3. All applications for reserved matters pursuant to Condition no.2 shall be made to the Local Planning Authority, before the expiration of 15 years from the date of this permission.

Reason: To comply with Section 92 of the Town and Country Planning Act 1990 and a period of 15 years is considered to be a reasonable time limit in view of the extent and timescale of the proposal.

4. Prior to the commencement of the development (excluding the car and coach park) a Design Framework for the entire site shall be prepared and submitted to the Council.

Reason: To ensure a satisfactory development that enhances the visual amenity of the locality.

5. The relevant part of the development as hereby permitted (excluding the car and coach park) shall not commence until details of the following as they relate to that part of the development have been submitted to and approved in

writing by the Local Planning Authority unless otherwise agreed in writing by the Local Planning Authority:

- i) infrastructure, including roads, plant and equipment
- ii) foul and surface water drainage, including the introduction of on site and off site improvements/connections
- iii) onsite vehicle parking including the number and the location of such vehicle parking
- iv) internal landscaping and planting
- v) internal highway footpath and cycle way layout, connections and traffic management measures including all surface treatments
- vi) provision of internal boundary treatments

The approved details shall be implemented in full.

Reason: In order that the Local Authority is satisfied with the details of the proposed development.

Scheme Parameters

6. The development as hereby permitted should be in substantial compliance with Parameter Plans 1 – 10 contained in the planning application and no variation (including any alterations or additions to or omissions from the Parameter Plans) shall be made which in the reasonable opinion of the Council creates new environmental impacts which exceed the range or scale of those assessed and measured in the EIA dated October 2003 (as amended) and/or which the Council considers may require further or additional mitigation measures.

Reason: In order that the development is carried out in accordance with any necessary mitigation for the purposes of the Environmental Impact Assessment and in order that the development complies with the approved Parameter Plans.

Archaeology and Cultural Heritage

7. The relevant part of the development as hereby permitted (excluding the car and coach park and works to Wembley Arena) shall not commence until the applicant has secured the implementation of a programme of archaeological work in accordance with a written scheme of investigation (including any work necessary to preserve remains in situ and/or by record), or watching brief, as appropriate, which has been submitted to and approved in writing by the Local Planning Authority for that part unless otherwise agreed in writing with the Local Planning Authority. The relevant works shall only take place in accordance with the detailed scheme or brief pursuant to this condition. .

Where appropriate, details of foundation design and any other below ground disturbance shall be submitted to and approved in writing by the Local Planning Authority Development and shall take place strictly in accordance

with the approved details, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To ensure that potential archaeological remains are recorded.

Conservation

8. Full details of measures to protect Wembley Arena (as a listed building) from construction effects shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of Plots W01, the Arena itself, W03, W04, W05 and W06 unless otherwise agreed in writing by the Local Planning Authority.

Reason: In order to protect the structural integrity of Wembley Arena (as a listed building) within the vicinity of areas of construction.

Land Uses

9. The maximum amount of dwellings and floorspace (GEA) in each respective use granted by this permission shall be:
 1. Class A1 (shops) to be used as designer outlets: 14,200 m²
 2. Class A1 (shops) to be used for sports retailing: 11,800 m²
 3. Class A1 (shops) to be used for hotel boutique retail : 400 m²
 4. Class A1 (shops) and/or Class A2 (financial and professional services) 8,000 m² (including supermarket: up to 2,000 m²)
 5. Class A3 (Food and drink): 12,700 m²
 6. Class B1(a) offices, B1 (b) business and B1 (c) research and development: 63,000 m²
 7. Class C1 (hotel): 25,400m²
 8. Class C1 and/or Sui Generis (apart hotel): 26,700m²
 9. Class C2 (residential institutions) 5,000 m²
 10. Class C3 (dwellings): 277,000 m² (3,727 dwellings)
 11. Student accommodation (Sui Generis): 16,600m²
 12. Class D1 (non-residential institutions): 8,200 m²
 13. Class D2 (leisure): 28,500 m² (including the existing Arena of 13,700m²)

Reason: The development of the site is the subject of an Environmental Impact Assessment and any alteration to the layout or land use which is not substantially in accordance with the Land Use Parameter Plan may have an impact which has not been assessed by that process.

Noise and Vibration

10. The relevant part of the development as hereby permitted shall not become operational until full details of any open air amplified sound system, other than a public address system have been submitted to and agreed in writing by the Local Planning Authority. Such details shall be approved and the system installed in full compliance with the approved details.

Reason: To safeguard the amenities of residents and other occupiers around the site.

11. Residential development shall be constructed so as to provide sound insulation against externally generated noise such that resultant internal noise levels between the hours of 7:00am and 11.00pm shall not exceed 38dB L Aeq 15 min (based on a worst case external noise environment of 84 dB L Aeq 15 min 1 metre from the façade of Block W10 at a height of 124 metres AOD) unless otherwise agreed in writing by the Local Planning Authority. This limit applies with windows shut and with appropriate ventilation provided.

Reason: To safeguard the amenities of residents and other occupiers around the site.

12. Residential development shall be constructed so as to provide sound insulation against externally generated noise such that the resultant internal noise levels between the hours of 11.00 pm and 7.00 am shall not exceed 33 dB L Aeq 15 min (based on an external noise environment of 63dB L Aeq 15 min 1 metre from the closest residential façade), unless otherwise agreed in writing by the local planning authority. This criterion applies with windows shut and with the appropriate ventilation provided.

Reason: To safeguard the amenities of residents and other occupiers around the site.

13. The relevant part of the development shall not commence until attenuation measures for protecting from noise the proposed residential units within that part of the development have been submitted to and approved by the local planning authority. No residential unit shall be occupied until the noise attenuation measures relevant to protecting that residential unit have been completed in accordance with the scheme approved by the local planning authority.

Reason: To safeguard the amenities of residents and other occupiers around the site.

14. The relevant part of the development (excluding the car and coach park) as hereby permitted shall not commence until full details of proposed plant systems have been submitted to and approved by the Local Planning Authority. The details shall include proposed odour control measures, fan location, duct discharge positions and supplementary ventilation systems. Such details shall be approved and the system installed in full compliance with the approved details.

Reason: In the interests of the amenities of neighbouring properties and the area generally.

15. Details of individual ventilation systems to serve the car and coach park as necessary shall be submitted to and approved in writing by the Local Planning

Authority prior to the commencement of the operation of the car and coach park.

Reason: In the interests of the amenities of neighbouring properties and the area generally.

Retail

16. The retail floor space hereby approved shall be constructed in accordance with the description of outlet centre, sports retail and other uses, defined in chapter 5 of the Environmental Statement.

Reason: The development of the site is the subject of an Environmental Impact Assessment and any material alteration to the proposed uses may have an impact which has not been assessed by that process.

17. Notwithstanding the provisions of the Town and Country Planning (General Development Order) 1988 the Class A2 and Class A3 uses hereby approved shall only be used as such and for no other purpose within Class A1 of the Town and Country Planning (Use Classes) Order 1987 unless agreed in writing by the Local Planning Authority.

Reason: In order to ensure that the vitality and viability of existing town centres are maintained.

Designer Outlet

18. The designer outlet retail units shall not be used for any of the purposes within Class A1 of the Town and Country Planning (Use Classes) Order 1987 other than for the sale of goods by way of factory outlet shopping. Further, the retail units shall not be used for the sale of food, furniture, white goods (namely cookers, microwaves, fridges, freezers, washing machines, dishwashers and similar items), DIY items, carpets, gardening requisites, motor vehicles, books, pets or pet food or for the purposes of hairdressers, funeral director, post office or launderette, and the sale of newspapers / magazines, cigarettes and pharmaceuticals shall only be via vending machines.

Reason: In order to ensure that the vitality and viability of existing town centres are maintained.

19. No more than 95% of gross retail floorspace within the designer outlet centre shall be used for the purposes of manufacturers selling their branded seconds, surplus stock, or discontinued lines all at discounted prices (minimum 30%) or other retailers selling rejects, returned goods, seconds, clearance goods and surplus stock directly supplied to them by such manufacturers all at discounted prices. The balance (up to 5%) will be for the sale of ancillary goods and for the sale of drinks and cold food for consumption on or off the premises

Reason: In order to ensure that the vitality and viability of existing town centres are maintained.

20. The average size of the retail units in the designer outlet centre shall not exceed 500 sq.m of gross retail floorspace, save for 4 units which shall not exceed 1,200 sq.m of gross retail floorspace.

Reason: In order to ensure that the vitality and viability of existing town centres are maintained.

Sports Retail

21. The range and type of goods to be sold from the sports goods retail units shall be restricted to sports goods (including sports clothing, sports footwear and fashion sports wear), equipment and accessories.

Reason: In order to ensure that the vitality and viability of existing town centres are maintained.

22. No more than 50% of the sports retail floor space shall be used for the display of sports clothes and shoes for sale.

Reason: In order to ensure that the vitality and viability of existing town centres are maintained.

Food store

23. The retail food store shall be limited to 2,000m².

Reason: In order to comply with UDP Policy WEM3

Lighting

24. The relevant part of the development as hereby permitted shall not be occupied until full details of lighting and external illumination for the relevant part of the development have been submitted to and approved in writing by the Local Planning Authority. Lighting design will comply with CIBE LG6, code for lighting and BS5489. Such details shall be approved and the system installed in full compliance with the approved details.

Reason: In order to safeguard the general amenities of the local area.

Residential Open Space

25. The relevant part of the development as hereby permitted (excluding the car and coach park) shall not commence until the configuration and extent of the provision of communal and/or private residential open space within that part of the development are submitted and agreed in writing by the Local Planning Authority unless otherwise agreed in writing by the Local Planning Authority. This should be in accordance with Parameter Plan no.6 and conditions 27, 28 and 29. The open space shall be provided as approved.

Reason: In order to ensure the appropriate provision of communal and/or private residential open space.

26. Within six months of commencement of the relevant part of the development as hereby permitted details for the provision of equipment in open spaces for the relevant part of the development must be submitted and approved in writing by the Local Planning Authority unless otherwise agreed in writing by the Local Planning Authority. The approved details shall be implemented in full.

Reason: In order to ensure the appropriate provision of equipment for the proposed public open spaces.

Landscape

27. Within twelve months of commencement of the relevant part of the development and demolition works as hereby permitted a scheme for the landscape works and treatment of the surroundings of the relevant part of the development shall be submitted to and agreed in writing by the Local Planning Authority. The scheme shall be implemented as approved unless otherwise agreed in writing by the Local Planning Authority. Such a scheme shall include:

- (a) the position and spread of all existing trees, shrubs and hedges to be retained;
- (b) new tree and shrub planting including species, plant sizes and planting densities;
- (c) means of planting, staking and tying of trees, including tree guards;
- (d) existing contours and any proposed alterations such as earth mounding;
- (e) areas of hard landscape works including paving and details, including samples, of proposed materials;
- (f) trees to be removed;
- (g) details of how the proposed landscaping scheme will contribute to wildlife habitat (ranging from ground cover to mature tree canopy), to the satisfaction of the Local Planning Authority.

Reason: To ensure a satisfactory development that enhances the visual amenity of the locality.

28. The relevant part of the development as hereby permitted shall not be occupied unless any planting, seeding or turfing included in these details has been completed in strict accordance with the approved landscaping scheme under Condition 28 or in accordance with a programme submitted to and agreed in writing by the Local Planning Authority. For a period of not less than 5 years from the date of planting the applicant or owners of the land shall maintain all planted material unless otherwise agreed in writing by the Local Planning Authority. This material shall be replaced if it dies, is removed or becomes seriously diseased. The replacement planting shall be completed in the next planting season in accordance with the approved landscaping scheme.

Reason: To ensure a satisfactory appearance and setting for the proposed development and to ensure that it enhances the visual amenity of the area.

29. All existing trees, which are not directly affected by the building(s) and works hereby approved shall be clearly located and described in the landscaping scheme required by Conditions 2 and 20 and 21. . Any such tree which subsequently dies, becomes seriously diseased or has to be removed as a result of carrying out this development shall be replaced with a tree of a species and size and in such position as the Local Planning Authority may require, in conjunction with the general landscaping required herein.

The relevant part of the development and demolition works as hereby permitted shall not commence until the relevant trees to be retained on site have been protected by chestnut paling fences 1.5 metres high erected to the full extent of their canopies or such lesser extent as may be approved by the Local Planning Authority. The fencing is to be removed only when the development (including all underground works) in that part of the site has been completed. The enclosed areas should be kept free of excavated soil, materials, contractors plant and machinery.

Reason: To ensure that the existing trees are not damaged during the period of construction.

Public Art

30. A scheme for the provision of public art shall be submitted to and approved by the Council prior to the commencement of the relevant part of the development and shall be installed prior to first occupation of the floorspace provide in the relevant part of the development.

Reason: To comply with UDP policy TEA4.

Ecology

31. The development as hereby permitted (excluding the car and coach park) shall not commence until details of the proposed site wide Ecological Management Strategy in respect of ecology have been submitted and approved in writing by the Local Planning Authority. All ecological measures shall be undertaken in strict accordance with the Ecological Management Strategy unless otherwise agreed in writing by the Local Planning Authority.

Reason: In order to establish an ecological strategy for the area.

32. The relevant part of the development as hereby permitted (excluding the car and coach park) shall not commence until a Parcel Ecological Management Strategy, including long term objectives, management responsibilities and maintenance schedules for the relevant part of the development (excluding the car and coach park) has been submitted to and approved in writing by the Local Planning Authority. The Parcel Ecological Management Strategy shall

be carried out as approved unless otherwise agreed in writing with the Local Planning Authority.

Reason: In order to establish an ecological strategy for the area.

Construction Management Scheme

33. The development as hereby permitted shall not commence until details of a proposed site wide Construction Management Scheme in respect of construction have been submitted and approved in writing by the Local Planning Authority. The approved scheme shall be implemented in full.

Reason: To limit the detrimental effect of demolition and construction works on adjoining residential occupiers by reason of noise and disturbance.

34. The relevant part of the development as hereby permitted shall not commence until details of a Construction Management Scheme and Code of Practice has been submitted to, and approved in writing by the Local Planning Authority for that part of the development. The Management Scheme and Code of Practice shall oblige the applicant, or developer and its contractor to use all best endeavours to minimise disturbances including noise, but not limited to vibration, dust, smoke and tv reception emanating from the site and will include the following information for agreement:
- (a) A detailed specification of demolition and construction works at each phase of development including consideration of environmental impacts and the required remedial measures. The specification shall include details of the method of piling;
 - (b) details of a scheme for the environmental monitoring of noise, dust, oxides of nitrogen and vibration with the submission of an annual report to be submitted to the Council until 2020 detailing annualised data, exceedences and relevant monitoring records;
 - (c) identification of the most sensitive receptors, both residential and commercial where continuous assessment and monitoring of impacts will be undertaken as work progresses;
 - (d) agreement on, and continuous assessment of permitted noise levels emanating from the site at the boundary and at noise sensitive façades;
 - (e) engineering measures, acoustic screening and the provision of sound insulation required to mitigate or eliminate specific environmental impacts;
 - (f) unless otherwise agreed as part of the Construction Management Strategy and Code of Practice, the operation of site equipment and / or plant and machinery generating noise that is audible at the façade of residential or noise sensitive premises shall only be carried out between the hours of 0800 to 1800 Mondays to Fridays, 0800 to 1300 on Saturdays and at no time on Sundays and Bank Holidays.

- (g) Arrangements for publicity and promotion of the scheme during construction.
- (h) Adoption and implementation of the ICE Demolition Protocol and Considerate Contractor Scheme registration and operation

All demolition and construction work shall be undertaken in strict accordance with the approved management scheme and code of practice unless otherwise agreed in writing by the Local Planning Authority.

Reason: To limit the detrimental effect of demolition and construction works on adjoining residential occupiers by reason of noise and disturbance.

35. The relevant part of the development as hereby permitted shall not commence until wheel washing facilities have been provided and utilised at all construction traffic exits to each construction site for the duration of the demolition and construction period, in accordance with details to be submitted to and approved in writing by the Local Planning. Such facilities shall be used by all vehicles leaving the site and shall be maintained in working order until completion of the appropriate stages of development.

Reason: To ensure that the construction of the proposed development does not prejudice conditions of safety and cleanliness along the adjoining highway.

36. The development as hereby permitted shall not commence until details of an effective complaint handling system, to enable local occupiers to make complaints or raise concerns, as appropriate, have been submitted to and approved in writing by the Local Planning Authority. The details shall include:

- (a) details of an advertised ‘hotline’ to be operated and funded by the developer to enable any complaints to be dealt with quickly and efficiently and to liaise with the Local Authority’s Environmental Health Unit;
- (b) to ensure the availability of a site manager(s) or other persons with appropriate seniority within the organisation capable of authorising proper remedial action where appropriate.

The approved scheme shall be fully implemented upon development commencing unless otherwise agreed in writing by the Local Planning Authority.

Reason: To limit the detrimental effect of the demolition and construction works on adjoining occupiers.

37. During demolition and construction on site:

- (a) the best practical means available in accordance with British Standard Code of Practice BS5228: 1997 shall be employed at all times to minimise the emission of noise from the site;

- (b) vehicular accesses to adjoining and opposite premises shall not be impeded at any time;
- (c) no waste or other material shall be burnt on the application site;
- (d) a suitable and efficient means of suppressing dust must be provided and maintained, including the adequate containment of stored or accumulated material so as to prevent it becoming airborne at any time and giving rise to nuisance.

Reason: To protect the amenity of the occupiers of adjoining premises.

38. The relevant part of the development as hereby permitted shall not commence until a lighting strategy for use during the demolition and construction of the relevant part of the development has been submitted to and agreed to in writing by the Local Planning Authority. The approved strategy shall be implemented in full.

Reason: To ensure that the lighting scheme does not impact upon the amenity of adjoining occupiers.

39. The relevant part of the development as hereby permitted shall not commence until details of the erection and location of hoardings around the relevant part have been submitted to and approved in writing by the Local Planning Authority. Such details should be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: In the interests of visual amenity.

40. The relevant part of the development as hereby permitted shall not commence until defined access routes to the site for all vehicles relating to the demolition and construction of the development have been submitted to and agreed in writing by Local Planning Authority, as the Highway Authority, for that part of the development. Such details should be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: To ensure the appropriate routing of construction traffic.

41. The relevant part of the development as hereby permitted shall not commence until details of security arrangements for the relevant part of development have been submitted to and approved by the Local Planning Authority (in consultation with the Metropolitan police). Such details should be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: In order to provide a safe and secure environment.

42. The relevant part of the development as hereby permitted shall not commence until details of the siting of concrete crushers and screens have been submitted

to and approved in writing by the Local Planning Authority for that part of the development. Such details should be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: To protect the amenities of the occupiers of adjoining properties.

43. The relevant part of the development as hereby permitted shall not commence until details of the arrangements for the delivery of materials to the site for the demolition and construction of the development have been submitted to and approved by the Local Planning Authority for that part of the development. Such details should be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

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

44. During construction, no solid, liquid or gaseous matter shall be stored within 10 metres of the banks of the Wealdstone Brook and thereafter no storage of materials shall be permitted in this area.

Reason: To prevent solid materials from entering the Wealdstone Brook and causing pollution.

Air Quality

45. The relevant part of the development as hereby permitted shall not commence until details of a demolition and construction method statement in respect of an Air Quality Management scheme for each period of enabling works within the demolition and construction process has been approved in writing by the Local Planning Authority. The statement shall include the following:

- (a) an assessment of the presence or absence of asbestos and suitable mitigation measures as appropriate;
- (b) the inclusion of suitable measures for the containment of dust, such as the use of debris screens and sheets, suitable and sufficient water sprays, enclosed chutes for dropping demolition materials to ground level;
- (c) the use of enclosures or shields when mixing large quantities of concrete or bentonite slurries;
- (d) details of the provision for the temporary storage of materials on site with preference to the storage of fine dry materials inside buildings or enclosures, or the use of sheeting as far as practicable with water sprays as appropriate;
- (e) consideration to the use of pre-mixed plasters and masonry compounds.

The Air Quality Management scheme shall be implemented in strict accordance with the details which have been approved, unless otherwise agreed in writing by the Local Planning Authority.

Reason: To meet the Local Planning Authority's Air Quality Objectives.

46. The relevant part of the development as hereby permitted shall not commence until details of an Air Quality Management Scheme for the monitoring of particulate matter and nitrogen dioxide for health effects and nuisance has been submitted to and approved in writing by the Local Planning Authority for that part of the development. Such details should be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: To safeguard the amenities of occupiers to adjoining properties

47. Car park ventilation outlets should not be located close to any openable windows or fresh air intakes of residential buildings

Reason: To safeguard the amenities of occupiers to adjoining properties

48. Car ventilation outlets should be placed where natural dispersion will not be inhibited, and not in enclosed areas where re-circulating air may lead to a build up of pollutants.

Reason: To safeguard the amenities of occupiers to adjoining properties

Contamination

49. Prior to the commencement of the development (hereby permitted):
- (a) a site investigation shall be carried out by an appropriate person to determine the nature and extent of any contamination present. The investigation shall be carried out in accordance with a scheme, which shall be submitted to and approved by the Local Planning Authority, that includes the results of any research and analysis undertaken as well as details of remediation measures required to contain, treat or remove any contamination found and
 - (b) a completion report and certification of completion shall be provided to the LPA by an appropriate person stating that remediation has been carried out in accordance with the approved remediation scheme and the site is permitted for end use

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

50. The development as hereby permitted shall not commence until details of the use, handling or storage of any hazardous substances included in the Schedule

to the Planning (Hazardous Substances) Regulations 1992 have been submitted to and approved by the Local Planning Authority.

Reason: To prevent pollution of the water environment.

Hydrology and Water Resources

51. The drainage works for the car and coach park only as hereby permitted shall not commence until surface water and drainage works in respect of the car and coach park have been carried out in accordance with details which shall have been submitted to and approved in writing by the Local Planning Authority.

Reason: To prevent the increased risk of flooding and prevent pollution of the water environment.

52. The drainage works for the car and coach park only as hereby permitted shall not commence until surface water source control measures in respect of the car and coach park shall be carried out in accordance with details which shall have been submitted to and approved in writing by the Local Planning Authority before the drainage works of the car and coach park only commence.

Reason: To prevent the increase risk of flooding and to improve water quality.

53. Surface water and drainage works for the development of the site (excluding the car and coach park) shall be carried out in accordance with the strategy which shall have been submitted to and approved in writing by the Local Planning Authority before the development of the site (excluding the car and coach park) commences.

Reason: To prevent the increased risk of flooding and prevent pollution of the water environment.

54. The development as hereby permitted (excluding the car and coach park) shall not commence until surface water source control measures for the development of the site (excluding the car and coach park) have been carried out in accordance with the strategy which shall have been submitted to and approved in writing by the Local Planning Authority.

Reason: To prevent the increased risk of flooding and prevent pollution of the water environment.

Movement

55. Notwithstanding condition no. 2, the development shall provide a maximum of 3019 residential parking spaces unless otherwise agreed in writing with the Local Planning Authority.

Reason: The development of the site is the subject of an Environmental Impact Assessment and any material alteration to the proposed uses may have an impact which has not been assessed by that process.

56. Notwithstanding condition no. 2, the development shall provide a maximum of 3380 non-residential parking spaces or the equivalent incorporating coach and mini bus parking, up to a maximum of 458 coach parking spaces and 43 mini-bus spaces unless otherwise agreed in writing with the Local Planning Authority.

Reason: The development of the site is the subject of an Environmental Impact Assessment and any material alteration to the proposed uses may have an impact which has not been assessed by that process.

57. Notwithstanding condition no. 2, and in addition to the parking details set out in conditions 47 and 48, the scheme as a whole shall provide a maximum of 100 on-street parking spaces within the application site unless otherwise agreed in writing with the Local Planning Authority.

Reason: The development of the site is the subject of an Environmental Impact Assessment and any material alteration to the proposed uses may have an impact which has not been assessed by that process.

58. The relevant part of the development as hereby permitted (excluding the car and coach park) shall not commence until full details of the proposed cycle routes which link with the existing cycle network have been submitted to and approved in writing by the Local Planning Authority. Such measures should then be implemented in accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: In order to ensure that there is satisfactory linkage with the proposed and existing cycle network.

59. The relevant part of the development (excluding the car and coach park) as hereby permitted shall not commence until details of the provision for cycle parking, including the numbers, type of cycle stands and their location have been provided and agreed in writing with the Local Planning Authority. In the case of staff, the cycle facilities shall be under cover and secure; for customers / users cycle parking shall be provided at accessible locations where there is maximum surveillance. The parking shall be provided before the commencement of the operation of the relevant part of the development and shall be retained for that purpose unless otherwise agreed in writing by the Local Planning Authority.

Reason: In order to ensure that an adequate provision is made for cycle users in accordance with the strategy submitted by the applicant.

60. The relevant part of the development as hereby permitted (excluding the car and coach park) shall not commence until full details of access arrangements for the relevant part of the development (excluding the car and coach park) for people with mobility difficulties have been submitted to and approved by the Local Planning Authority. Such arrangements should then be implemented in

accordance with the approved details unless otherwise agreed in writing with the Local Planning Authority.

Reason: To facilitate movement by those with mobility difficulties.

61. Details of the design of the underground car-parking areas shall be submitted to and approved in writing by the Local Planning Authority prior to the commencement of such works. Such details shall include ventilation of this area and measures to attenuate noise and limit other airborne pollution to nearby sensitive receptors, particularly residents, to acceptable levels.

Reason: To safeguard the amenities of occupiers of properties within the vicinity of the car-park area.

62. Notwithstanding plan CPO 23 it is required that this plan be re-submitted to the Local Planning Authority to show revised access points along First Way prior to the commencement of works on those access points.

Reason: To safeguard traffic safety

Micro Climate

63. Sunlight/daylight studies will be undertaken at the detailed design stage for the relevant part of the development (excluding the car and coach park), and at that time any necessary mitigation will be assessed and approved in writing by the Local Planning Authority unless otherwise agreed in writing by the Local Planning Authority.

Reason: In order to ensure a suitable environment for visitors and residents.

64. Boundary layer wind tunnel testing will be undertaken at the detailed design stage for the relevant part of the development (excluding the car and coach park) to test the effectiveness of the mitigation schemes. Details of the wind tunnel tests are to be submitted to the local planning authority with each reserved matters application, with a proposed scheme for mitigation.

Reason: In order to ensure a suitable environment for visitors and residents.

65. The relevant part of the development as hereby permitted cannot be occupied until the wind mitigation measures proposed under condition 53 are constructed in accordance with the approved plans.

Reason: In order to ensure a suitable environment for visitors and residents.

Sustainability and Energy

66. The reserved matters applications for the scheme design of the individual plots should where appropriate include:

- (a) Details of how plots implement agreed ‘development commitments’ on energy
- (b) Safeguard routes for any future site-wide CHP scheme
- (c) Implement an individual-building CHP system in W01
- (d) Utilise renewable energy technologies within a proposed demonstration building or an equivalent project.

Reason: To ensure commitments made within the Environmental Statement and other submitted material are implemented.

67. Reserved-matters applications for the scheme design of individual plots should be accompanied by an Independent Sustainability Assessment by the BRE, on an individual plot or land-use basis. The scheme(s) are to achieve at least an indicative “Very Good” rating on these design stage assessments, by incorporating objectives and measures within the Cumulative Sustainability Plan and CMS. Upon completion of the site-wide CHP study a review will be undertaken between the applicant and the Council to identify the scope for raising this rating to ‘Excellent’.

Reason: To provide an independent assessment of the standards of sustainable development to be achieved by the scheme.

68. Following completion of the construction works, a BRE “Post-Construction Review” shall be submitted on the elements of the scheme as built to ensure at least a ‘Very Good’ rating was achieved.

Reason: To ensure enforceability of conditions and obligations by verifying the standards and measures achieved on-site.

Informatives:

For the avoidance of doubt, the term ‘development’ does not include demolition works.

Appendix 1: Drawings for Approval

Appendix 2: Brent UDP Policies

Corporate Strategy

- STR 1 Development for business, industry and warehousing uses will be protected and promoted in Strategic & Borough Employment Areas. Outside these areas, housing (particularly affordable housing), is the priority alternative land-use, where this would help to achieve a mix and diversity of residential development in the borough, unless indicated otherwise in the plan.
- STR 2 For development of major retail uses, and other key town centre uses which attract a lot of people, first consideration will be given to sites in Major Town Centres and District Centres, followed in turn by edge-of-centre sites, district and local centres and, only then, out-of-centre sites. For In addition, development at edge-of-centre and out-of centre sites these should be grouped together and have be located where there is very good or good public transport accessibility. If a need for the development should be demonstrated in edge-of-centre and out-of-centre locations, if those sites are not allocated in the plan they should demonstrate a need for the development.
- STR 3 In the interests of achieving sustainable development (including protecting greenfield sites), development of previously developed urban land will be maximised (including from conversions and changes of use).
- STR 4 The Major Opportunity Sites, shown on the proposals map will be supported. These sites will be promoted for comprehensive development with a mix of land-uses and improvements to public transport, where appropriate. Regard should be had to any development framework or planning brief prepared for these sites.
- STR 5 A pattern of development which reduces the need to travel, especially by car, will be achieved through:
- (a) locating major trip generating activity in areas most accessible to public transport, in particular at the transport interchanges listed in part II of the plan;
 - (b) giving priority to public transport, walking and cycling;
 - (c) encouraging developments with a mix of uses in appropriate locations;
 - (d) increasing residential densities, particularly in walkable neighbourhoods (STR19); and
 - (e) securing significant public transport improvements.
- STR 6 On-street parking controls and off-street parking standards will be used to restrain traffic.
- STR 7 The implementation of the London Bus Priority Network and the London Cycle Network will be a priority, including requiring its provision as part of the development of appropriate sites.

- STR 8 Traffic management measures and planning powers will be used to reduce traffic levels by:
- (a) selectively reducing traffic congestion, especially to benefit buses and the emergency services;
 - (b) restraining private car traffic, especially that entering Central London; and
 - (c) reducing the negative environmental effects of traffic: such as noise, vehicle emissions and accidents.
- STR 9 Strategic Routes GLA Roads and London Distributor Roads will be are designated as part of the London Road Network and the Council will ensure that development proposals and traffic management measures should not conflict with their role of carrying essential through traffic, whilst discouraging through traffic on local roads.
- STR10 Seeks the investment and improvements towards public transport facilities, and links with national and international connections for the proposed National Stadium and associated developments.
- STR 11 Seeks to protect and enhance the quality and character of the Boroughs built and natural environment and resist proposals that have a harmful impact on the environment and amenities.
- STR14 New development will be expected to make a positive contribution to improving the quality of the urban environment.
- STR15 Major development should enhance the public realm, by creating or contributing to attractive and successful outdoor areas,
- STR 18 The following additional housing dwelling units shall be provided (including from conversions and changes of use), subject to the maintenance of a quality environment:
- (a) the development of a minimum of 9,600 additional overall dwelling completions between 1997 & 2016; and
 - (b) as part of the above the development of a minimum of 4,800 additional affordable dwelling completions between 1997 & 2016.
- The progress of housing completions and permissions and their relationship to housing need will be closely monitored and adjustments to the housing provision levels will be proposed where necessary.
- STR19 Relates to the location of new housing development emphasising the need to reduce car travel and utilise brownfield land and to provide the necessary infrastructure.
- STR 20 Any Where suitable and practical, housing development (according to criteria set out in the plan) on sites capable of accommodating 10 or more units, or 0.3 hectares or over, should include the maximum reasonable proportion of affordable housing consistent with achieving the plan's affordable housing provision levels.

- STR 22 Housing will be permitted for those people with a need for supported housing in appropriate locations across the borough.
- STR 27 The development of the English National Stadium at Wembley is supported and the regeneration of the Wembley area as a regional sport, entertainment, leisure and shopping destination, involving major improvements to the environment and infrastructure, is encouraged and promoted.
- STR 31 Existing arts, culture and entertainment facilities will be protected and new facilities will be promoted which comply with the locational requirements of the 'sequential approach'.
- STR 32 New visitor and hotel facilities will be permitted as part of a strategy to expand tourism outside Central London, particularly to the National Stadium Policy Area, as long as such facilities do not conflict with residential amenity and comply with the locational requirements of the 'sequential approach'.
- STR 37 Accessible community facilities to meet the needs of the Borough, including its workers and multi-cultural population will be permitted, and the net loss of existing community facilities will be refused.
- STR 38 Major regeneration proposals should include proper provision for community facilities to meet the needs of that area.
- STR 39 In co-operation with other London Boroughs and in support of the National Waste Strategy, a network of facilities for integrated waste management and associated regeneration in West London will be provided.

The Built Environment

- BE1 Requires the submission of an Urban Design Statement for all new development proposals on sites likely to have significant impact on the public realm or major new regeneration projects.
- BE2 Proposals should be designed with regard to local context, making a positive contribution to the character of the area, taking account of existing landforms and natural features. Proposals should improve the quality of the existing urban spaces, materials and townscape features that contribute favourably to the area's character and not cause harm to the character and/or appearance of an area or have an unacceptable visual impact on Conservation Areas.
- BE3 Proposals should have regard to the existing urban grain, development patterns and density in the layout of the development sites, and should be designed to ensure that spaces are satisfactorily enclosed by the built form; its layout is defined by pedestrian circulation; emphasis is placed upon prominent corner sites, entrance points etc; it respects the form of the street of which it is part by building to established frontages unless there is a clear urban design justification; connections are established where appropriate to open space.
- BE4 Access for disabled people.

- BE5 Development shall be designed to be understandable to users, free from physical hazards and to reduce opportunities for crime.
- BE6 High standards of landscape design is required as an integral element of development schemes.
- BE7 A high quality of design and materials will be required for the street environment.
- BE8 Seeks sensitively designed proposals which create and improve lighting where it contributes to the overall spectacle and image of major areas such as Wembley.
- BE9 Creative and high-quality design solutions specific to site's shape, size, location and development opportunities. Scale/massing and height should be appropriate to their setting and/or townscape location, respect, whilst not necessarily replicating, the positive local design characteristics of adjoining development and satisfactorily relate to them, exhibit a consistent and well considered application of principles of a chosen style, have attractive front elevations which address the street at ground level with well proportioned windows and habitable rooms and entrances on the frontage, wherever possible, be laid out to ensure the buildings and spaces are of a scale, design and relationship to promote the amenity of users providing satisfactory sunlight, daylight, privacy and outlook for existing and proposed residents and use high quality and durable materials of compatible or complementary colour/texture to the surrounding area.
- BE10 Seeks to ensure that tall buildings (over 25m) are appropriately located. Preferred locations include the Wembley Regeneration Area and should be of outstanding architectural quality, be carefully related to their surroundings and avoid marring the skyline.
- BE11 Encourages proposals for intensive and mixed use developments in town centre locations and transport interchanges.
- BE12 Expects proposals to embody sustainable design principles, commensurate with the scale and type of development, including taking account of sustainable design, sustainable construction and pollution control criteria, etc. Regard will be had to the SPG in assessing the sustainability of schemes.
- BE13 Seeks particular regard to be given to the design and attractiveness of all development proposals in Areas of Low Townscape or Public Realm Quality (See Map BE1).
- BE15 Seeks particular regard to be given to the design and attractiveness of all development proposals in the vicinity of and visible from Transport Corridors and Gateways. A number of road and rail corridors (See Map BE2) including Harrow Road and the Chiltern Line (between Sudbury and Willesden Green Stations, are priorities for enhancement during the Plan period, and where

opportunities arise, attractive views and important local landmarks should be opened up from these corridors.

- BE33 In co-operation with other London Boroughs, the Planning Authority will, in assessing development proposals, have regard to any impact on views of those Local Landmarks and from those Local Viewpoints that are set out in Appendix BE5. Particular regard will be had to the impact of development proposals on the listed views of the important landmarks of:-
1. Wembley Stadium (See Policy WEM20).
- Assessment of impact will include that on the backdrop and setting of these views.

Environmental Protection

- EP1 Where a development is judged likely to have significant effects upon the environment by virtue of factors such as its nature, size and/or location, a statutory environmental statement will be required to be submitted with the application. This should also assess the need for the development and alternatives to it, mitigation and monitoring measures.
- EP2 I) Noise &/or vibration generating development will be permitted unless it would create, or worsen, noise levels above acceptable levels. In particular they will not be permitted where they would harm existing or proposed noise sensitive development (e.g. housing, hospitals, schools) in the area, and if this cannot be acceptably attenuated.
II) Noise sensitive development will be permitted unless its users would suffer noise levels above acceptable levels, and if this cannot be acceptably attenuated. Necessary noise insulation will be secured by condition.
- EP3 In considering development proposals and in preparing traffic management measures regard will be had to impacts upon air quality – especially affecting or in Air Quality Management Areas – Development proposals that would should not harm the achievement of National Air Quality Objectives will be refused. Air Quality Management Areas will be designated (with adjoining London Boroughs where necessary) where air quality levels are forecast to be at unacceptable levels. Development proposals that would significantly contribute to air pollution are required to submit an assessment of the likely dispersion of pollutants with the planning application.
- EP6 When development is proposed on or near a site suspected of being significantly contaminated then an investigation of the hazards posed and any necessary remedial measures will be required from the developer, prior to the determination of a planning application. Where contamination is found any development should be capable of being built and occupied safely, (fit for the purpose of the end user) without adverse environmental impact. There will be a presumption in favour of on-site treatment. Conditions will be imposed requiring action to comply with national standards, prior to the commencement of the development, together with any required monitoring measures. Where contamination is suspected of being less severe, or where

initial investigation is not possible, then conditions will be imposed requiring investigation, and for necessary remedial action as above.

- EP10 Development will be refused which harms watercourses. In particular:
- (a) the culverting or canalisation of further surface water will be refused, and the restoration of watercourses to their natural state will be encouraged;
 - (b) drainage into surface water will be limited to that which is essential and which does not harm the water environment;
 - (c) development should not restrict access to the waterside for recreation or for essential flood prevention or maintenance work;
 - (d) development should seek to protect and integrate the natural functions of surface waters, including ponds, to safeguard habitats and maximise their amenity value;
 - (e) waterside or wetland habitat should not be materially harmed; and
 - (f) development should not cause harm through altering the water table.
- EP11 Larger new developments, especially housing developments, should, where practical incorporate measures to reduce the demand for water from the mains supply network.
- EP13 The landscaping building and landscape design of larger developments should incorporate, where practicable, measures to control surface water run-off and prevent water contamination at source.
- EP14 Development of new energy (including renewable energy) and fuel storage facilities will only be permitted where they meet a local deficiency of energy supply or .Proposals for renewable energy which meet the need for increasing use of renewable energy would, however, be welcomed.
- EP15 Infrastructure of adequate capacity and design (particularly water supply and sewerage) should be available in time, and be adequate to serve new development (following consultation with the utility undertakers and Brent Council). Where necessary, conditions will be imposed phasing development and/or planning obligations will be secured to ensure that new facilities are brought forward.

Housing

- H1 Seeks the provision of affordable housing on residential sites capable of providing 15 or more units, or 0.3ha or more in size.
- H2 Seeks a proportion of 30%-50% affordable housing of sites above the threshold.
- H4 Where affordable housing is required appropriate this should be provided 'in-situ' other than in exceptional circumstances. Off-site 'provision-in-lieu' will only be permitted where the configuration of the buildings, or the amenities and services of the proposed buildings, are not suitable for meeting the needs of those households fulfilling the plan's definition as being in need of affordable housing.

- H8 Requires a mix of family and non-family units on sites capable of accommodating 10 units or more, having regard to local circumstances and site characteristics.
- H10 Housing will be promoted on previously developed urban land which the plan does not protect for other land uses. Previously developed sites which do not come forward for development in the short/medium term will be prioritised through:
- (a) preparing development briefs;
 - (b) improving the access to and/or environment around sites, where feasible and necessary;
 - (c) assembling sites where necessary;
 - (d) undertaking land restoration and/or remediation where required;
 - (e) working in partnership with other bodies.
- H12 Seeks to ensure that all residential development has a high quality layout, has an appropriate level of car parking and features housing facing onto streets.
- H14 The density of development is design-led, where higher density developments are more appropriate in areas where there is very good public transport accessibility. Surrounding densities should be at least matched unless this would harm residential amenity.
- H15 Planning permission will be refused where development would under-utilise a site, where there are no pressing considerations to protect the character of an area. Outline permissions will be the subject of a condition specifying a minimum number of dwellings at reserved matters stage.
- H25 Seeks to protect residential amenity from incompatible uses.
- H26 Relates to proposals for supported housing/day centres and sets out criteria associated with the location and potential impact.
- H28 Sheltered housing is permitted in locations with moderate or better public transport accessibility, which have access to local shopping facilities within 400m.
- H29 The site layout, accesses, and circulation around new and converted dwellings should facilitate their use by disabled and elderly people.

Transport

- TRN1 Developments having a potentially significant impact on the transport network should submit a Transport Assessment.
- TRN2 Ensures that development should benefit and not harm the operation of public transport network, and should be located where the public transport accessibility is sufficient to service the scale and intensity of the use.

- TRN4 Where transport impact is unacceptable, measures will be considered, which could acceptably mitigate this and enable the development to go ahead – and where necessary secured at the developers expense public transport improvements and other transport measures.
- TRN6 Intensive development is supported on appropriate sites at/adjoining transport interchanges (e.g. Wembley Stadium Station)
- TRN8 Relates to the design considerations of new and upgraded rail stations. Where practical, they should have a visual impact which is a community focal point and landmark, interchange with other facilities, disabled access facilities, adequate secure cycle parking facilities and good lighting and community
- TRN10 The 'walkability' of the public environment should be maintained and enhanced - especially to key destinations such as schools, shopping centres and public transport, and for those with mobility difficulties.
- TRN11 Major developments will be expected to contribute towards improvement in links to and on the London Cycle Network, where the need for such facilities arise directly from the need to service the development by sustainable modes.
- TRN12 Relates to the consideration of traffic management measures, and in assessing planning applications, priority will be given to road safety issues.
- TRN13 Traffic calming and other engineering or urban design measures will be used where there is evidence of a high level of traffic accidents, or vehicle speeds, which cause road safety problems - in particular on local distributor and local access roads.
- TRN16 Development proposals should support and not undermine the role of roads within the London Road Network.
- TRN18 The number of additional access points along the North Circular Road will be restricted to the minimum number necessary to secure regeneration of adjoining Strategic Employment Areas.
- TRN19 Proposals for the following new left turn in-out only strategic junctions, serving regeneration areas are supported, providing they have, or facilitate, public transport priority: (a) Brent Park - Junction servicing the Stadium Area. Contributions will be secured from developments which require these improvements to mitigate the transport impact of the development to acceptable levels.
- TRN22-28 Relate to the Council's parking policies.
- TRN34 The provision of servicing facilities is required in all development covered by the plan's standards in Appendix TRN2, and the loss of such facilities will be resisted.

TRN35 Access to parking areas and public transport within development should facilitate access for disabled people & others with mobility difficulties.

Town Centres and Shopping

SH2 Proposals should support the maintenance and improvement of shopping facilities in Wembley Town Centre.

SH3 Sets out the sequential approach to major development with regard to retail and other key town centre uses.

SH11 A3 uses are acceptable in town centres and provided they do not result in the creation of traffic congestion, car parking problems or a reduction in highway safety in surrounding areas and not adversely affect the amenity of residential occupiers.

SH26 Seeks the provision of customer facilities, including childcare facilities, in large retail developments.

Tourism, Entertainment and the Arts

TEA1 Seeks to ensure that tourist, visitor and ACE uses accord with the sequential approach.

TEA4 Seeks to inclusion of public art within large scale developments.

TEA6 Sets out criteria with regard to proposals for large-scale hotel development and includes location, public transport accessibility, and impact on residential amenity and character of area.

Open Space and Recreation

OS7 Seeks the provision of new or extended public open space in local public open space deficiency areas when redevelopment takes place (including where new development creates a deficiency).

OS18 Seeks the provision of suitable play areas for children in large scale residential or mixed use developments. Where such provision may not be appropriate, contributions to their provision in a more appropriate location will be acceptable.

Community Facilities

CF1 Seeks to ensure that community facilities attracting large numbers of visitors are located either in town centres or on the edge of town centres if no suitable town centre sites are available.

CF5 Seeks the provision of community facilities within large scale developments.

CF6 Seeks contributions towards new school classrooms where new housing development would worsen or create a shortage of school places.

CF11 Sets out the requirements/criteria for proposals for day nurseries.

CF13 Supports the development of primary health care facilities/GP surgeries subject to specified criteria.

Waste

W7 Seeks to ensure that recycling points are located in convenient and prominent, but not obtrusive, locations which would not be harmful to residential amenity.

W8 Relates to on-site facilities for all construction/demolition/commercial waste.

Wembley Regeneration Area

WEM1 Supports the regeneration of the Wembley Area as a regional sport, entertainment, leisure and shopping destination.

WEM2 Seeks a pedestrian route to the north and west of the Stadium linking Olympic Way to Wembley Town Centre. Development along the route should, where possible, have an active frontage and public spaces will be sought adjacent to the route.

WEM3 Large scale retail, leisure and entertainment uses will be directed to the National Stadium Policy Area (subject to policy WEM9). Such development on the Major Opportunity Sites to the east of Wembley town centre are subject to improved pedestrian links to the existing town centre being provided or contributed towards. This link should have continuous active frontages, pedestrian priority and dedicated bus priority, so that any development functions as an extension of the existing town centre and is integrated with it, and so benefits Wembley Town Centre overall in quantitative and qualitative terms. Development of these sites should be a mixture of retail, leisure and/or other uses. Predominantly Retail schemes will be permitted providing that they would not have a significant adverse impact on Wembley town centre as a whole, and are part of wider regeneration proposals for the existing town centre, giving it an enhanced role as a gateway to the National Stadium and associated development.
Major foodstores will be directed to sites within or adjoining the existing Wembley town centre (see policy WEM30). Elsewhere foodstores will be restricted to a maximum of 2,500m². gross floorspace.

WEM4 Higher density residential development is encouraged within the Wembley Regeneration Area.

WEM7 Within the National Stadium Policy Area large-scale development should contribute to achieving a mix of land uses, unless a single use proposal would contribute to vitality by enhancing the overall range of uses in the area.

- WEM8 Development in the National Stadium Policy Area should be designed principally for access by public transport, walking and cycling rather than by private car. As a result, planning obligations will be secured for the improvement of local infrastructure and public transport, where the transport impact of the proposal justifies such measures.
- WEM10 Requirement for a masterplan approach to the National Stadium Policy Area (which extends southward to the Chiltern Railway).
- WEM11 An upgrading of all three rail stations in Wembley will be secured, including improved interchange facilities and pedestrian links to them, and, if necessary, an increase in the capacity of the rail networks serving them.
- WEM17 Seeks to ensure that development within the Wembley Regeneration Area contributes towards the creation of a world class environment. Development should help produce a distinctive and identifiable place, with a vital urban mixed use character, where the pedestrian has priority.
- WEM18 Seeks to ensure that development within the Wembley Regeneration Area contributes towards the creation of a pedestrian friendly and distinctive public realm around and between buildings including, where appropriate, the provision of public art and new structural landscaping.
- WEM20 Regard will be had to the impact of development on the views of the National Stadium and on its backdrop from a variety of short, medium and long distance views.
- WEM23 A comprehensive programme of environmental improvements will be undertaken in Wembley town centre between Wembley Central Station and the wider Wembley Complex to improve the pedestrian environment and encourage greater usage of Wembley Central Station for major events at Wembley stadium.